

**HEARTBEATS** 

Heartbeats is the luxury jewelry brand to improve emotional connections.

66

"Last generation was about objects and property. The coming generations will be about experience"

Zygmunt Bauman - 2003

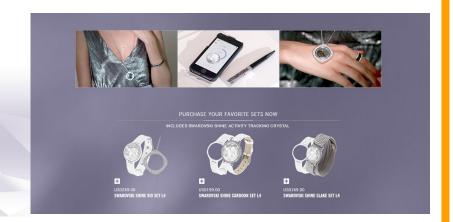


# why?

#### SWAROVSKI SHINE COLLECTION Activity Tracking Jewelry



Your fully faceted Swarovski Shine Activity Tracking Crystal measures your daily activities and quality of sleep, and syncs wirelessly with your smartphone.



# **JEWELS**

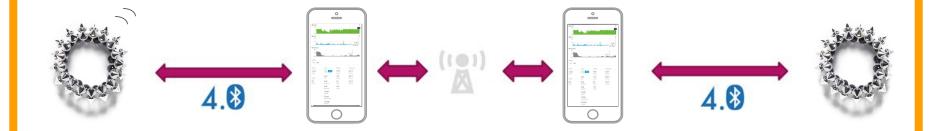


## **APP FOR WEARABLES**

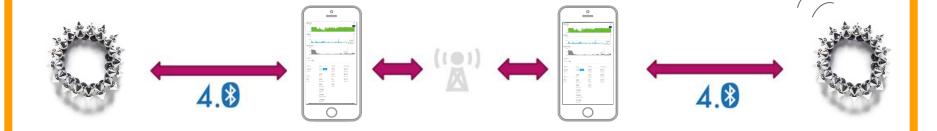




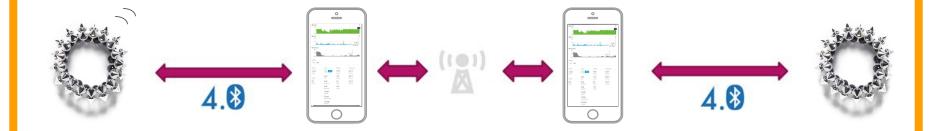
#### **HOW IT WORKS**



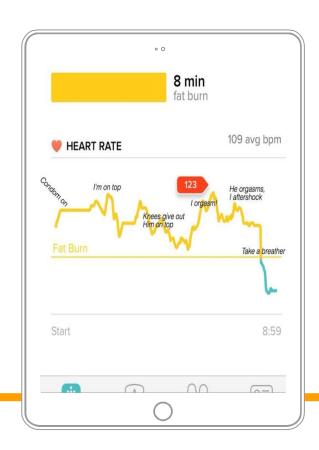
#### **HOW IT WORKS**



#### **HOW IT WORKS**

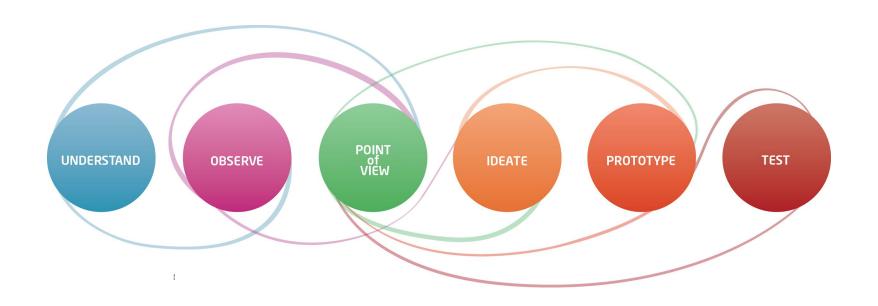


#### **APP**





#### WHAT WE DID?



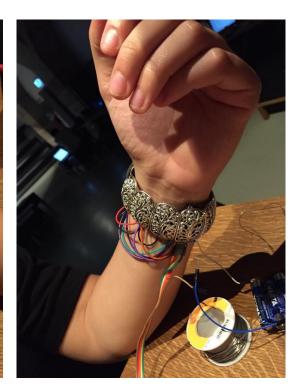
DONE. 🗸



#### **PROTOTYPE**





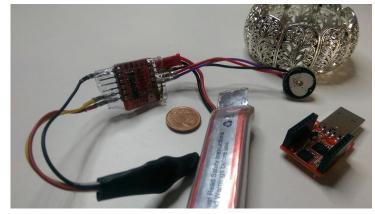


#### **PROTOTYPE**











# CONNECT

people by feelings.





- Self-knowledge
- Improve

- Health
- Intimate life

We are the future, present.



#### **PARTNERS**





Experts in jewelry.





Experts in neuroscience



**JAM WEARABLES** 

Experts in hardware

100.000€



Online-Shop

Pre-Ordering of the first public edition Bonnie & Clyde

December

January

February

Christmas

Valentine's Day



 Media Campaign & Press Releases

Design voting and contest for the first bracelet

Production

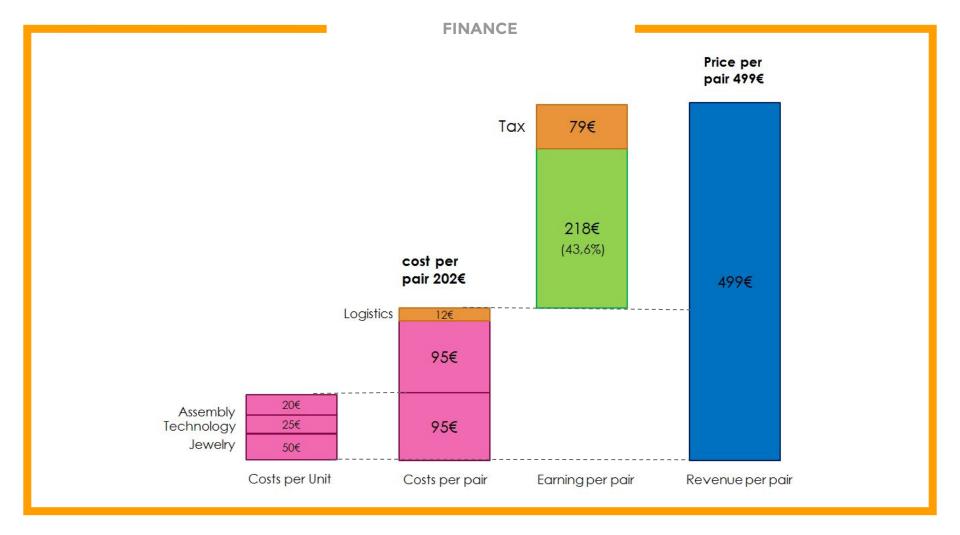
400 Bracelets

Delivery

Present for Valentine's Day

Licensing

For jewelry brands





# 1,500,000

Whoa! That's a big number!



**1,500,000€** revenues

**500,000** app users

100%

Total success!



Hans-Peter Huber CEO Germany

#mechanical engineer #marketing #product design #IoT #BMW #SIEMENS



Bodo Eichstädt Hardware engineer Germany

#company owner #hardware expert #founder of Berlin linux community



Victor Lesyc Lead engineer Ukraine

# 8 years of programming #founded outsourcing company #cybersecurity



Julius Mehringer COO Germany

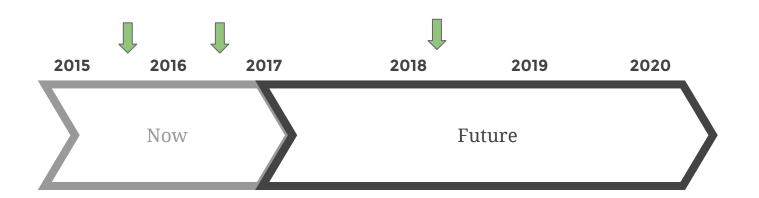
#economist
#information
systems
#operations
#Fraunhofer IIS



Darío Villena CCO Spain

#business development #entrepreneur #AIESEC #IoT #Middle East

#### **OUR FUTURE**



	<b>FUNCTIONALITIES</b>	<b>FUNCTIONALITIES</b>	<b>FUNCTIONALITIES</b>		
SENSOR	Pulse	Temperature	Neuroscience		
		Humidity			
ACTUATOR	Vibration	Vibration	Whatever you can		
	Light	Light	imagine		
		Hit			

#### **SUMMARY**



#### **KEY SECTOR**

Wearables Jewelry



#### **WE ARE SEXY**

People love brands which are mediatic and solve problems.



#### **TEAM**

Experience Multidisciplinar Talent



#### **VISION**

We are the jewelry of the future.

We are the future present.

**THANKS!** 

# Any questions?

You can find us:

@yourheartbeats

you@heartbeat.me

## FINANCE ---

Start activity:	Opening year 2015/2016	Closing exercice 2016/2017	Closing exercice 2017/2018	Closing exercice 2018/2019	Closing exercice 2019/2020	Closing exercice 2020/2021
Investment in Fixed Assets	45,50%	1,00%	0,21%	0,04%	0,02%	0,01%
Investment in working capital	54,50%	99,00%	99,79%	99,96%	99,98%	99,99%
TOTAL INVESTMENT (Fixed Assets + Working Capital)	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
=	7.450,0 €	178.193,0 €	515.461,2 €	1.105.563, 0 €	1.699.720, 6€	2.342.808, 5€

## FINANCE ---

Year (or Fiscal Year)	Closing exer 2015/201		Closing exerc 2016/2017		Closing exerc 2017/2018		Closing exerc 2018/2019		Closing exerc 2019/2020	
Expected sales	350.000,0 €	100 %	700.000,0€	100 %	1.260.000,0€	100 %	1.449.000,0€	100 %	1.593.900,0€	100 %
Sales growth			100,0%		80,0%		15,0%		10,0%	
Sales/Gross Margin	217.000,0 €	62%	434.000,0 €	62%	781.200,0 €	62%	898.380,0 €	62%	988.218,0 €	62%
EBITDA	159.200,0 €	45%	354.726,0 €	51%	669.937,8€	53%	781.889,9 €	54%	866.248,7 €	54%
Net Profit / Sales	127.642,5 €	36%	253.834,6€	36%	474.482,8 €	38%	553.280,8€	38%	612.332,1 €	38%
Cash-Flow Economic	129.259,2€	37%	254.511,2€	36%	475.159,4 €	38%	553.341,0 €	38%	612.392,1 €	38%