



VERÖNE

# JAAS (JEWELRY AS A SERVICE)




try it before you buy it






## USER

A web platform, where users can subscribe to a flat jewelry rate

### PROBLEM

-  Limitation to what's in your own jewelry box
-  Offline retail industry
-  People don't buy anymore/ they subscribe to things

### SOLUTION

-  Jewelry as a service
-  Access to an unlimited jewelry collection
-  Experience your favourite brands before buying them



# JEWELRY BRANDS



## PROBLEM



Untapped revenue potential of online channel



Shift in consumption behaviour / subscribe, don't own



Offline retail is stagnating, online retail booming



Low brand awareness in Millennials

## SOLUTION



Revenue generation from inventory



New distribution channel



Increased brand awareness



Solution to target millennials

# MARKET & POTENTIAL TARGET

**TAM**

Jewelry Total Market

**1.700M€**

**SAM**

Online Available Market

**12'5M€**

Population in Spain

**46.5M**

Millennials Spain

**8.5M**

Millennials  
Spanish Women

**4.25M**



# COMPETITORS

	Year	Value position	Model	Round
 F L O N T <sup>®</sup>	2017	Fine jewelry in the sharing economy, in partnership with leading brands and designers	Membership or one-off	5M
RENTHERUNWAY love. wear. return.	2009	Netflix for Fashion, disruptive eCommerce business with a mission to democratize luxury in the U.S.	Membership or one-off	175M
<i>Haute</i> VAULT	2011	Haute Vault is a tiered level membership and "occasion based user" service for finer jewelry and luxury timepiece rentals	Membership or one-off	No info
<i>SWITCH</i>	2016	Switch provides its members access to real designer jewelry through a subscription-based service	Membership	No info
BAG BORROW & STEAL	2004	Rent or Buy Designer Handbags, Purses and Accessories	One-off Rental	20M
ADORN	2008	Jewelry rental for special occasions	One-off Rental	No info

# VALUE CHAIN

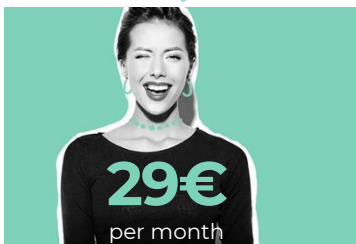


# MEMBERSHIPS

Different memberships models depending on the customer lifestyle

## RENTING CASUAL

monthly rental



The best option to discover Verone's jewelry renting

- 3 jewels every month
- Borrow up to 750€
- Casual Collection
- Choose the months
- Insurance included
- Free shipping

## RENTING CHIC

monthly rental

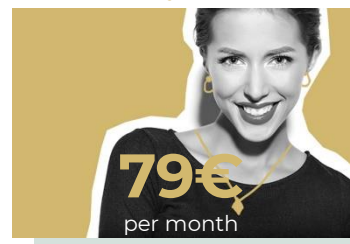


Our selection of most sophisticated jewelry and able to capture all the glances

- 3 jewels every month
- Borrow up to 1500€
- Casual & Chic Collection
- Choose the months
- Insurance included
- Free shipping

## RENTING PRIVÉ

daily rental



Luxury jewelry so you will dazzle in the most exclusive events

- 1 jewel every month
- Borrow up to 2500 €
- Privé Collection
- Choose the date
- Insurance included
- Free shipping



# JEWELRY RENTAL



## Choose it

Browse, schedule,  
checkout



## Enjoy it



**Return it**



**Make it  
yours**



**Gift Card**

Drop off,  
or purchase  
at a discount

## BECOME A MEMBER

- Special discount for members
- Earn Verone coins to spend on the purchase of an item
- Free shipping and insurance



# BRANDS

Actually working with us:

Product value

610.000€

References

650

Customers

1.220

**TOUS**  
jewellers since 1920

LUBY & LEMERALD

YARA FIGUEIREDO

*Misakara*

helena rohner

**ROBERTO  
DEMEGLIO**

MISANI

**Luby Lab**

BIGLI

Brands to incorporate:

Product value

1.000.800€

References

1020

Customers

2.224

aristocrazy

PASQUALE BRUNI

**damaso**

**PANDORA™**

TIFFANY & Co.

BVLGARI

A K I L L I S  
PARIS

*Cartier*

*Pouellato*

# REVENUE MODEL

**Customer  
price**

## MEMBERSHIP FEE

Casual 29€  
Chic 49€  
Privé 79€

## RENTAL FEE

10% of price <1000€  
3-5% of price >1000€

## SALE OF ITEMS

50% of item price

**Revenue  
price**

**80%**  
membership fee

**70%**  
rental fee

**50%**  
sale price



# KPIS

BEGINS IN DECEMBER

CPL

2,84€

PURCHASE RATIO

11%

CAC

132€

AVERAGE TICKET

311€

LEAD / USER

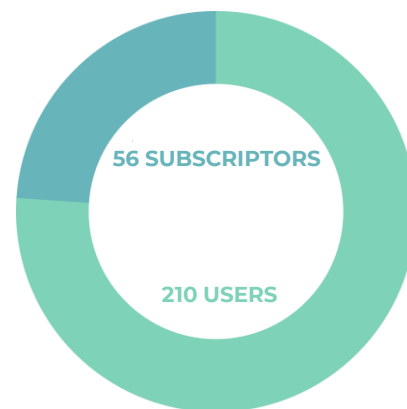
12%

SALES PRODUCT  
MARGIN

40%

USER / SUBSCRIBER

26%



# FINANCING

Initial financing 2019 needs

300K

40%  
marketing



Social Ads



Branding



Adquisition

15%  
software



Online Platforms



Machine Learning  
Algorithm

45%  
operations



Team



Packaging & Logistics



Insurance



# ROAD MAP

2019

JUN.

JUL.

AUG.

SEP.

OCT.

NOV.

DEC.

BRANDING / PR / INFLUENCERS

OCCASIONAL RENTAL LAUNCH

WEB VERSION – ENGLISH,  
FRENCH & ITALIAN

LAUNCH PLATFORM – FRANCE & ITALY

APP DEVELOPMENT

NEW BRANDS INCORPORATION – FRANCE & ITALY

DIGITAL MARKETING INVESTMENT – CUSTOMER ACQUISITION

# P&L CASHFLOWS

P&L accounts (€)	2018 Real	2019 Proy.	2020 Proy.	2021 Proy.	2022 Proy.
Membership	275	313.239	1.448.696	2.479.380	3.094.194
Mystery box	-	-	-	-	-
Purchases	-	20.700	87.480	145.012	180.971
<b>Total Revenue</b>	<b>275</b>	<b>333.939</b>	<b>1.536.176</b>	<b>2.624.392</b>	<b>3.275.165</b>
<i>YoY growth %</i>		-	360,0%	70,8%	24,8%
COG under subscription	(190)	(63.572)	(293.658)	(518.652)	(647.262)
COGS	-	(12.420)	(52.488)	(87.007)	(108.582)
Delivery & Packaging costs	(1.531)	(74.097)	(316.374)	(525.656)	(658.287)
<b>Gross Margin</b>	<b>(1.446)</b>	<b>183.850</b>	<b>873.657</b>	<b>1.493.077</b>	<b>1.861.033</b>
<i>% Total GM over Revenue</i>		55,1%	56,9%	56,9%	56,8%
Business Development personnel		(42.120)	(100.246)	(189.894)	(223.490)
Online marketing expenses	(7.329)	(169.766)	(472.500)	(543.375)	(570.544)
Other commercial & advertising expenses	(4.000)	(18.000)	(60.000)	(131.220)	(196.510)
<b>Commercial Result</b>	<b>(12.775)</b>	<b>(46.036)</b>	<b>240.911</b>	<b>628.589</b>	<b>870.489</b>
<i>% Total over Revenue</i>		-13,8%	15,7%	24,0%	26,6%
Capitalization software development	-	66.300	128.887	182.590	157.271
<i>IT Personnel</i>	-	(66.300)	(143.208)	(243.454)	(314.542)
<i>Management personnel</i>	-	(114.000)	(144.000)	(195.840)	(199.757)
<i>Admin and Customer Service personnel</i>	-	-	(9.547)	(38.953)	(59.597)
IT, Management and other personnel exp.	-	(180.300)	(296.755)	(478.246)	(573.896)
Other operating Expenses	(62.817)	(38.762)	(41.732)	(67.928)	(78.760)
<b>EBITDA</b>	<b>(75.592)</b>	<b>(198.798)</b>	<b>31.311</b>	<b>265.004</b>	<b>375.104</b>
<b>Cash-Flow from the period</b>	<b>(75.591)</b>	<b>164.518</b>	<b>(124.063)</b>	<b>60.322</b>	<b>182.987</b>
<b>Initial Net Cash</b>		65.307	229.825	105.762	166.085
Cash-Flow from the period	(75.591)	164.518	(124.063)	60.322	182.987
<b>Final Net Cash</b>	<b>65.307</b>	<b>229.825</b>	<b>105.762</b>	<b>166.085</b>	<b>349.072</b>



# FOUNDING TEAM



**Carlos Blanco**

Serial entrepreneur and renowned investor.  
Founder of Nuclio  
Venture Builder,  
Connector Startup Accelerator, Encomenda  
Venture Capital, Grupo Itnet and Akamon  
Entertainment, a  
Barcelona-based gaming startup sold by €25m to Imperus Technologies.



**Luis Feliu**

Executive MBA at IESE +16 years international experience in the jewelry Business (Barcelona-Paris-UK-Antwerp) General management responsibilities and business development in a multi-cultural environment.



**Enric Alicarte**

MBA at TPMBA & Online Marketing at INESDI. 9 years experience in internet & ecommerce industry, Leading marketing and growth marketing area





# STRATEGIC INVESTORS



jewellers since 1920



**Carlos Blanco**

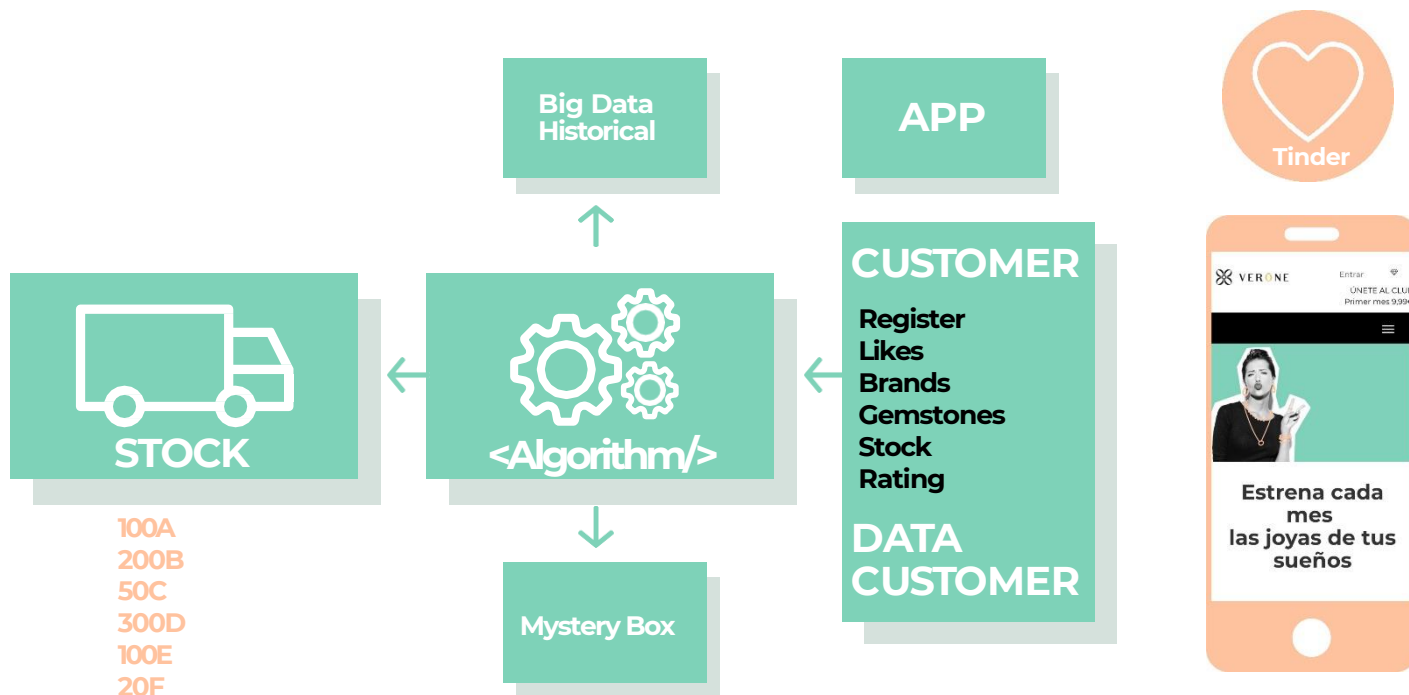
Serial entrepreneur and renowned investor



VERÖNE

**[luis.feliu@verone.com](mailto:luis.feliu@verone.com)**

# MACHINE LEARNING ALGORITHM



# VERONE INTEGRATION

JAS integration with the brand

Brand look & feel

Exclusive brand product

Revenue share Verone & brand

TOUS  
by VERONE

Entrar 

JOYAS ▾ ALQUILER ▾ CÓMO FUNCIONA

**Alquila las joyas que deseas.**

**Disfrútalas todo el tiempo que quieras.**

VER COLECCIÓN ALQUILER