



June 2018



[THE BRAND THAT ENHANCES THE PLEASURE OF SHARING]

Aveine is a bold, new way to experience wine. It transforms the average wine aficionado into a veritable sommelier by taking the complexities out to provide a superior wine experience.

[THE PROMISE]

We make wine the perfect shared experience

[OUR AMBITION]

Integrate technology to your lifestyle through a galaxy of products/services that alone meet a need and together create a new experience.

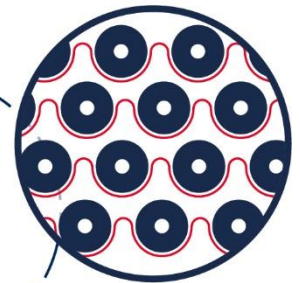
[PRODUCT DEVELOPMENT STRATEGY]

Experiences are divided into 3 topics connected to the Aveine apps that centralizes, guides and accompanies the consumer during his journey.

[ACHIEVE THE PERFECT EXPERIENCE]



[MASTER THE ART OF WINE STORAGE]



[SELECT THE IDEAL WINE]



FIRST EXPERIENCE:

ANY WINE.
PERFECTLY AERATED.
EVERY SINGLE TIME

[THE ISSUE]

“Oxygen is both the best thing and the worst thing that can happen to your wine. The aroma difference is so noticeable that even a wine beginner would be able to tell the difference. And, since 70% of wine drinking is aroma based, this is no small feat that the wine aerator accomplishes.”

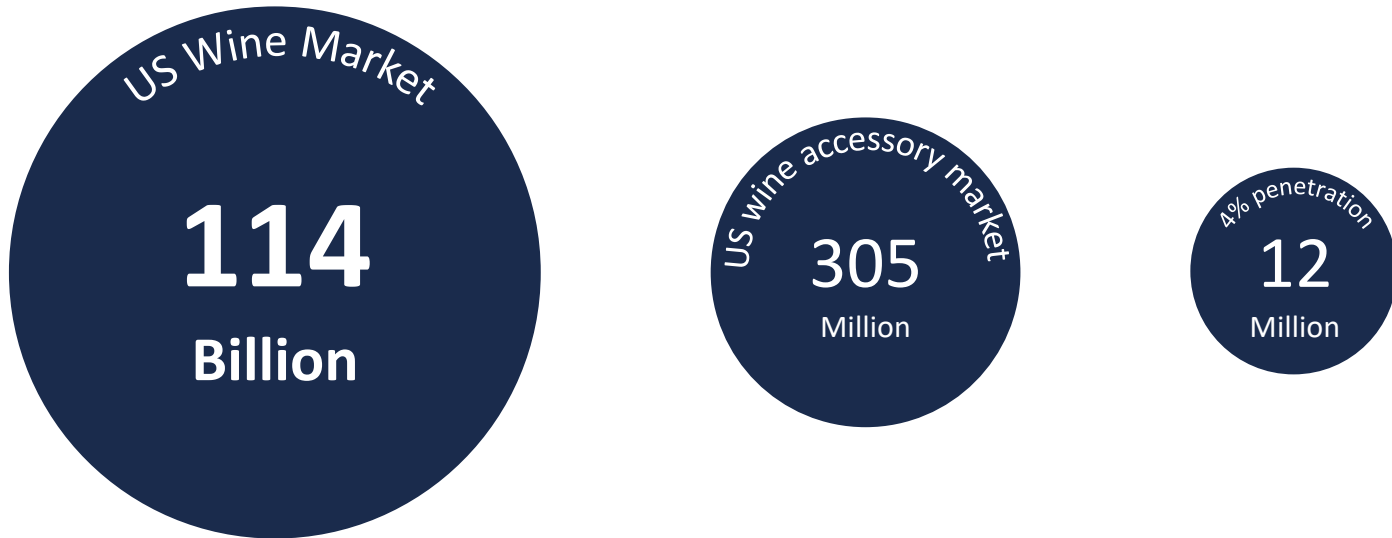
Eric Leckey, WSET III, Certified Specialist of Wine

[OUR RESPONSE]

The Aveine Smart Wine Aerator adds value to the wine tasting experience by instantly providing the “ideal” aeration of any wine.



MARKET SIZE – US EXAMPLE (13% of global market)



Aveine could capture \$12M/year of product sales on this market

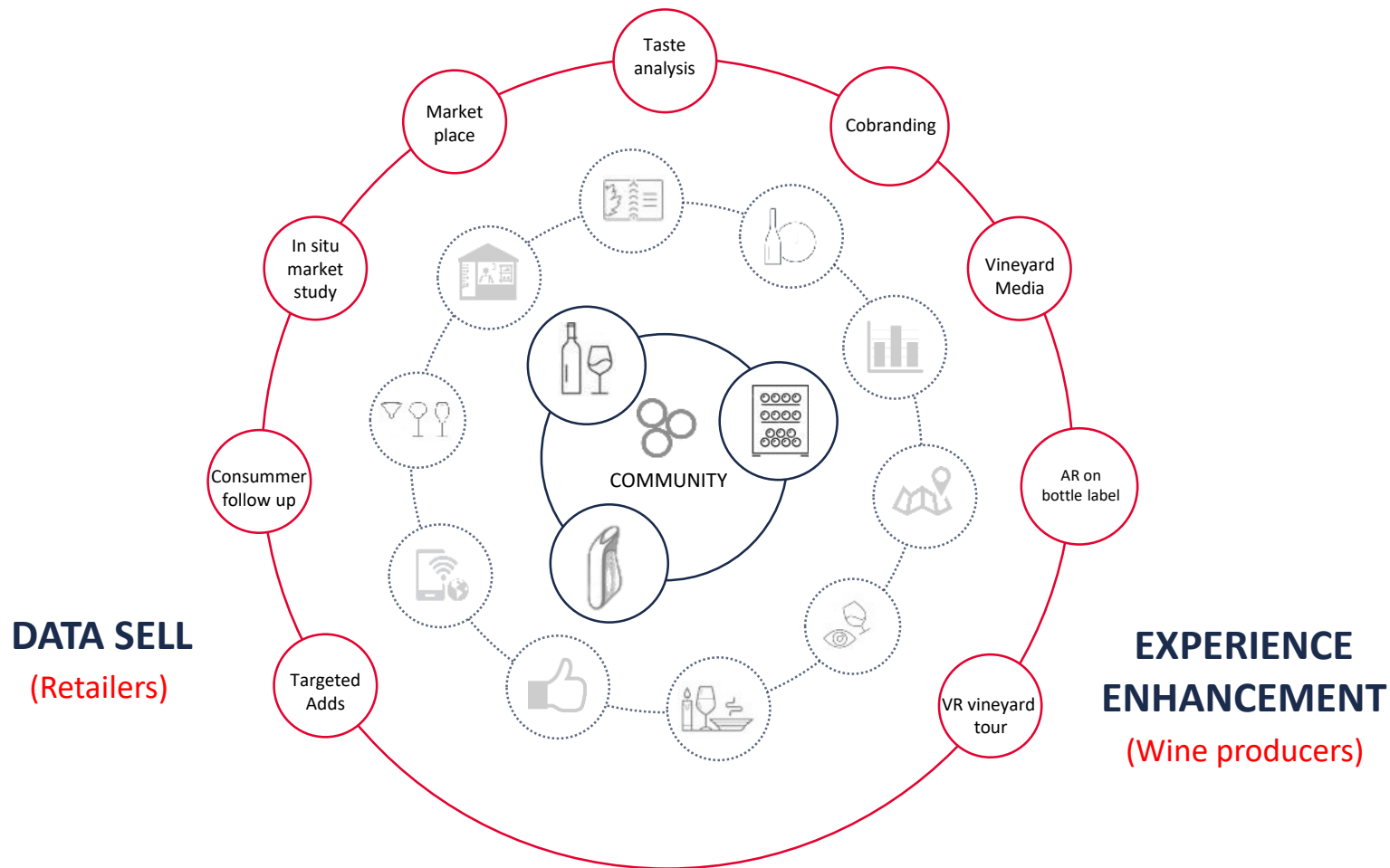
DISTRIBUTION CHANNEL – US EXAMPLE

Media Mix & Revenue Projections				
Media Mix	Paid search	Speciality Magazines	Retail / E-tail	Wineyard
Channel – Selling Price	Direct - \$225.00		Wholesale - \$180.00	
Annual universe	216,000	2,500,000	3,000,000	4,068,966
Annual sales (<i>units</i>)	864	5,000	18,750	30,517
Revenue	\$194,400	\$1,125,000	\$3,375,000	\$5,493,103
MARGIN	\$68,040	\$393,750	\$759,375	\$1,235,948

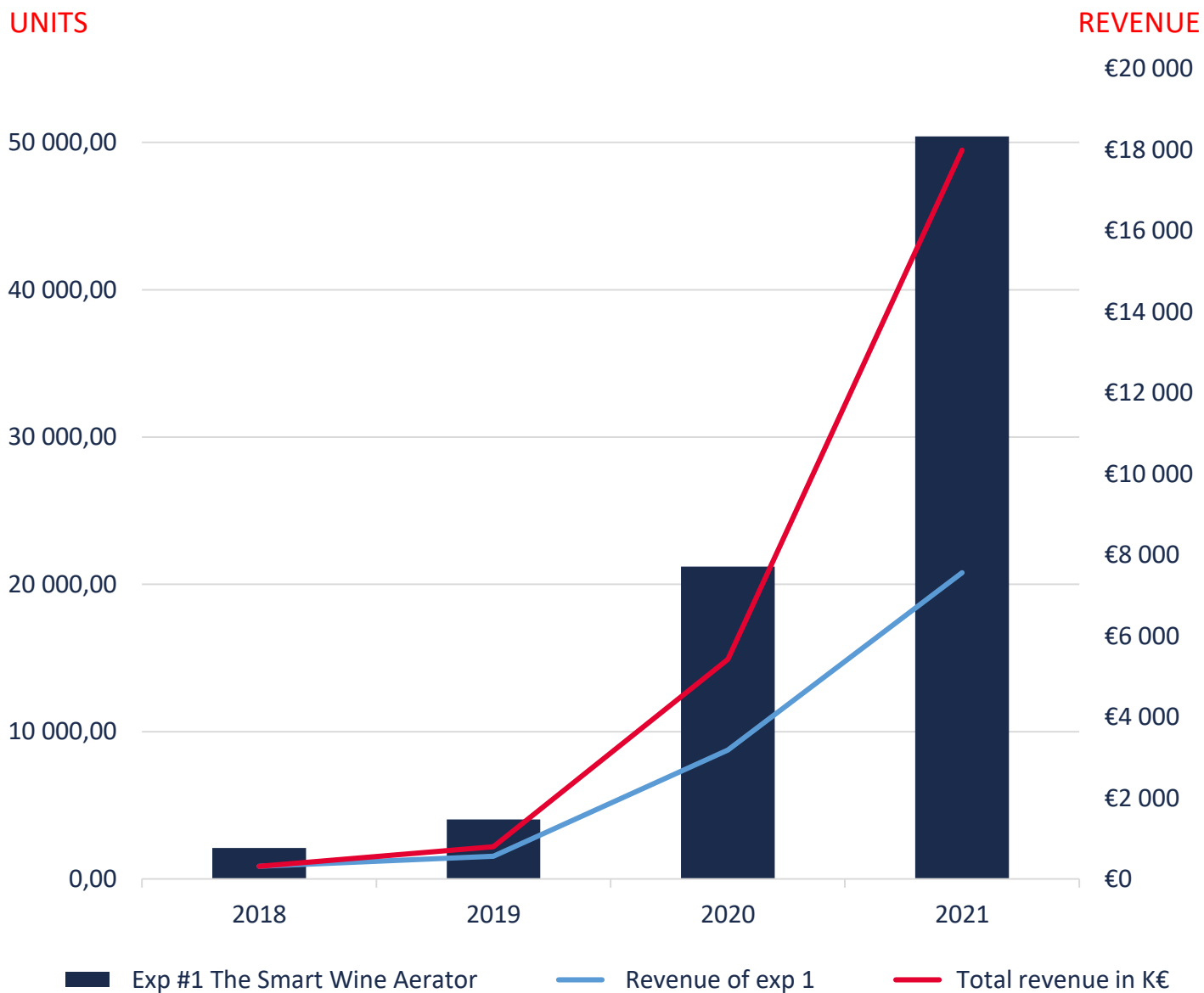
[FROM EXPERIENCE ENHANCEMENT TO DATA SALES]

PERSONNALISED WINE

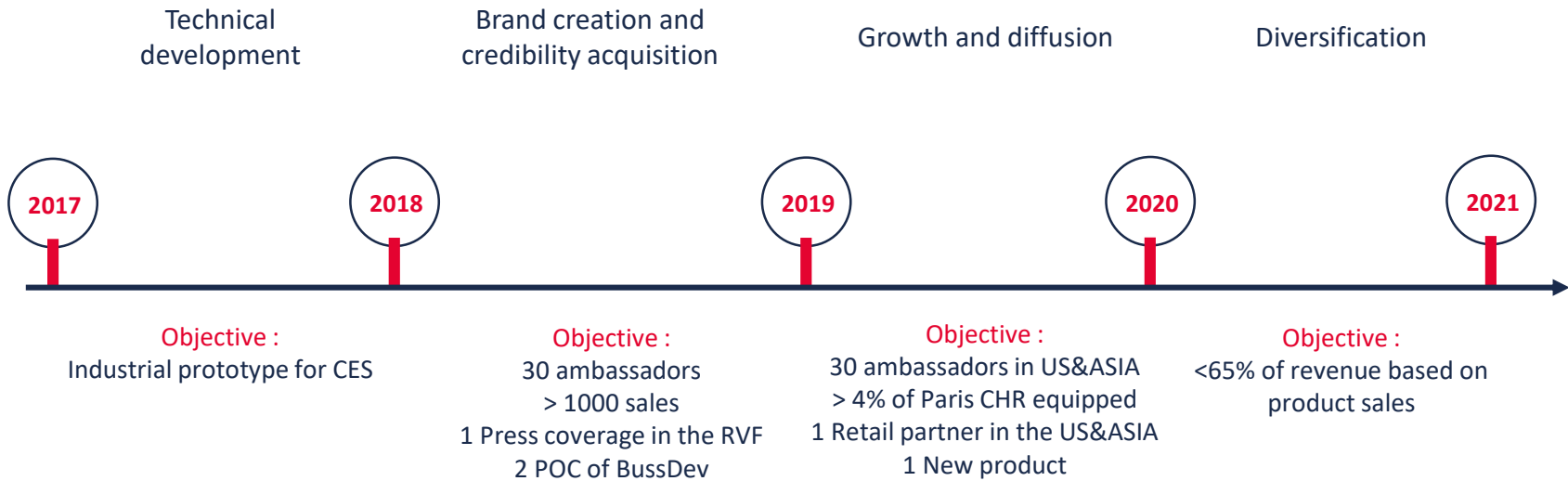
(Wine sellers)



FINANCIAL PROJECTION



ROADMAP



THE FOUNDERS



Nicolas NAIGEON

CEO & Co-founder
Engineer

Nicolas Naigeon comes from a **family of Burgundy wine producers**. He's a biomedical engineering graduate and self-confessed web freak. Along with Matthieu Robert and Nicolas Kamenhoff, he founded Aveine in 2016, **blending his enthusiasm for connected objects with his winemaking heritage.**



Nicolas KAMENNOFF

CTO & Co-founder
AI Expert

Nicolas Kamenhoff is a **natural language processing and artificial intelligence expert and a wine lover**. He also helps run L'Atelier S'adapte, a non-profit that promotes open-source designed solutions to facilitate everyday life for disabled people.



Matthieu ROBERT

CMO & Co-founder
Designer

Matthieu Robert is a **product designer** with a degree in applied arts. After honing his skills in fine food packaging, he set up his own business called Medical Design. Matthieu is the brains behind the **innovative design** of the Aveine Smart Wine Aerator.

ACHIEVEMENT

950

Products sold in 1 month

25

Michelin stars

30

Ambassadors

200

Press Covers

1,5

Year for an industrialized product



THE NEW WINE EXPERIENCE

“ WINE TASTING IS A SCIENCE.
WINE DRINKING IS AN ART. ”

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