

CHAINSLINKER

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Luxurious chain-links, crafted by jewellers,
assembled by customers at-point-of-sale
to create infinite array of bespoke
jewellery pieces

ChainsLinker: A Snapshot

ChainLinks can be assembled by customers instore or online to create any item of jewellery, giving customer full control of costs and design

- ✓ Harnesses exponentially growing personalised gifting market due to ease of customisability of Chain Links
- ✓ View on Demand for online customers
- ✓ Easy integration with e-commerce platforms such as Net-A-Porter or Etsy for retailers
- ✓ Curated link designs can cater for every occasion and tap into consumers of all ages globally
- ✓ Ethically sourced to tap into growing awareness of provenance of fine jewellery

Market data

- ✓ Taps into luxury category: share of online sales to double, from 6% to 12% by 2020, and for 18% of luxury sales to be made online by 2025 (McKinsey & Company)

Product Overview

ChainsLinker has developed a system for easy assembly of individual chain links to create bespoke jewellery items, such as bracelets, earrings, pendants and brooches.

Chainlinker's patented system enables any individual to easily lock individual chain links of choice to each other to create a personalised design.

Each chain link can be crafted to perfection from any precious metal and embellished with precious stones, letters and symbols.

The jewellery market has not yet fully addressed the exponentially growing personalised gifts' market, which can sit in the high luxury end, while empowering customer choice coupled with ease of assembly and speed.

Value proposition

Jewellery technology backed by software system with potential for AI enablement.

Operational efficiency creates high volume, high margin jewellery items that can be sold online or at point of sale.

Potential to increase sales from GBP 2m in Y1 to GBP 20m to Y3 on basis of high likelihood of repeat visits online and at point of sales.

Business model: online, POS

Funding needs

Series A – GBP 6m by YE2019, GBP 4m by 1H2021

Pre-money valuation: £20m based on integrated software platform, patented technology, potential sales in Y1

Sales projections

YEAR 1: £2M

YEAR 2: £5.8Mm

YEAR 3: £20m

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Highest level of customisability compared to peers

ChainsLinker is a first mover in the personalised jewellery gifting market, offering high volume & high margin Products



Harnessing a growing market

Global jewellery market reached \$257bn in 2017, expected to grow at a rate of 5% per year until 2021

Comparable start-ups – focused on personalised bespoke jewellery

- ♦ Mejuri – Fine jewellery, U\$5m Series A
- ♦ Catbird – online, ring-stacking, U\$10m sales within 2yrs
- ♦ HOLDEN – customised 3D printing wedding rings
- ♦ Bluestone – online, try-at-home, U\$5.8m Series A
- ♦ AUrate – customised 24k jewellery, U\$2.6m Seed

Larger players

- ♦ Ole Lynggaard
- ♦ Mondial Atelier

Revenue and user traction driven by growing personalised jewellery market

ChainsLinker offers a multibillion-dollar market opportunity. With projected revenue of USD 25m+ by year 4.

- ♦ Well-developed financial projections & expected additional capital requirements
- ♦ Reasonable burn rate £50k per POS pcm
- ♦ Plausible exit opportunities: M&A to trade player

