



TROUPE

THE DIGITAL JEWELRY COMMUNITY

 TROUPE

**THE WORLDS
FIRST SERVICE**

WHERE CONSUMERS CAN DESIGN,
BUY & SELL CUSTOM JEWELRY

CUSTOMIZABLE FASHION IS EXPLODING

2D, SELF-SERVICE CUSTOMIZATION IS SOLVED



\$0 to \$300MM in 3 yr.



NIKE.COM



CTA = Customize

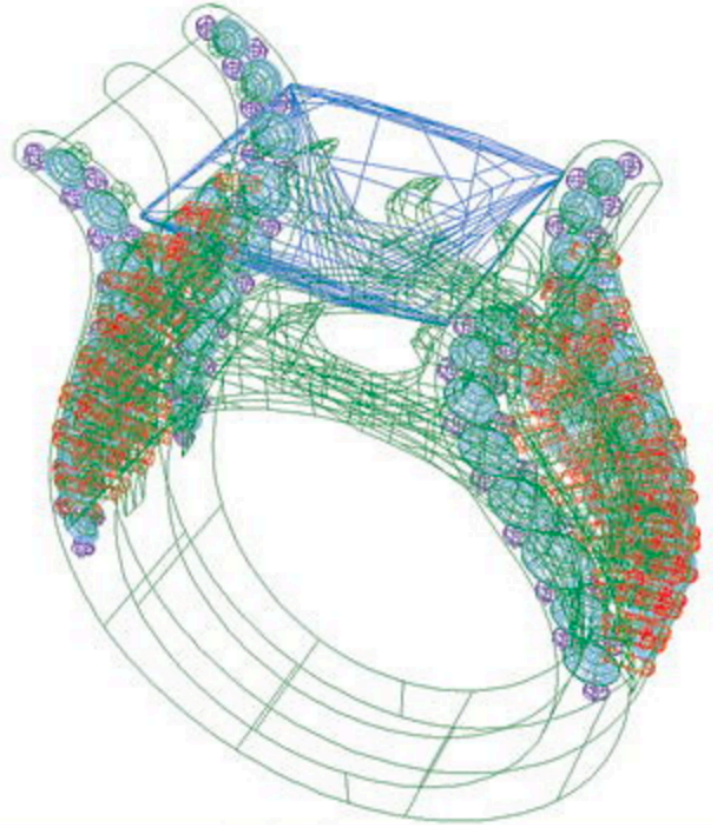


Customize anything (2D)

PROBLEM

3D CUSTOMIZATION IS TOO
HARD FOR CONSUMERS

SO...CONSUMERS CAN'T DESIGN
THEIR OWN JEWELRY



SOLUTION

DIGITAL JEWELRY COMMUNITY



DESIGN

- Digital Lego; crazy simple CAD
- Stock bracelets, necklaces



BUY

- Huge, photo-realistic digital market
- Topic search



SELL

- Built-in affiliate platform
- Our makers become or sellers

3D Print Cast* Finish* Plate* Assemble* Ship * = Outsourced

CRAZY SIMPLE CAD

JEWELRY IN MINUTES

PHOTO-REALISTIC 3D DESIGN



3D COMPONENT LIBRARY (COMMUNITY)



2D IMAGES → 3D COMPONENTS



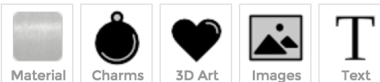
TROUPE CHARM & PENDANT DESIGNER

TROUPE

1. Design your charm







2. Add bracelet or necklace

3. Buy or sell



\$46.27



-  Polished 18K Gold Plate
-  Satin 18k Gold Plate
-  Polished Rhodium Plate
-  Polished Sterling Silver
-  Satin Sterling Silver
-  18K Gold Plated Sterling



FINALIZE CHARM >>

E-COMMERCE RENDERINGS

W/O MANUFACTURING

SHOULD RESULT IN WORLDS
LARGEST CUSTOM JEWELRY MARKET



BUILT-IN AFFILIATE PLATFORM

SELL MORE, MAKE MORE / UNIT

1. Design your charm

2. Add bracelet or necklace

3. Buy or sell

CAMPAIGN CREATION

1. SET SALES GOAL

Sales Goal Units ⓘ



Projected Profit : \$1455.32

2. SET PRICE

Material

Sale Price

Profit Per Unit



\$29.11 ⓘ



SIZING

THE

MARKET

HUGE!

8%
CAGR

Global Jewelry
Market Without
Watches
\$215B *

Global Charm
Jewelry Market
\$17B *

CHARM PLAYERS

PANDORA \$2.5B

LINKS \$1B
LONDON

ALEX AND ANI \$350M

Origami Owl \$250M

Consumers already budgeting \$\$ on similar goods
Customization already coveted in jewelry

- Engravings
- Custom departments in every neighborhood jewelry store
- Charms: semi-custom

* Euromonitor International ** Pandora.net / JCK.com

TEAM



Andy Fox
CEO / CTO

Northeast
Telecom



KITSY LANE



Lauren Nagel
Marketing



KITSY LANE



Jessica Ricci
Jewelry



Jessica Ricci Jewelry



TROUPE

THE DIGITAL JEWELRY COMMUNITY
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ROADMAP


TROUPE

1. Design your charm 2. Add bracelet or necklace 3. Buy or sell

\$57.42

Material Charms 3D Art Images Text

- Polished 18K Gold Plate
- Satin 18k Gold Plate
- Polished Rhodium Plate
- Polished Sterling Silver
- Satin Sterling Silver
- 18K Gold Plated Sterling



FINALIZE CHARM >>

Custom Piece + Stock Piece* = Great Price

(* bracelet, bangle, chain, etc.)

LAUNCH

- Pendants, charms
- 6 materials
- Stock: bracelets, necklaces, charms

LAUNCH + 4mo.

- Enamel finishes
- 2 loop pendants
- Pave stones
- Licenced images

LAUNCH + 6mo.

- Any uploaded model (lower res)
- Rings
- Gold, Oxidizing

LAUNCH + 8mo.

- Earrings
- Bead charms
- Bridal