

Vincent

NEW ENTRÉE TO FINE WINE



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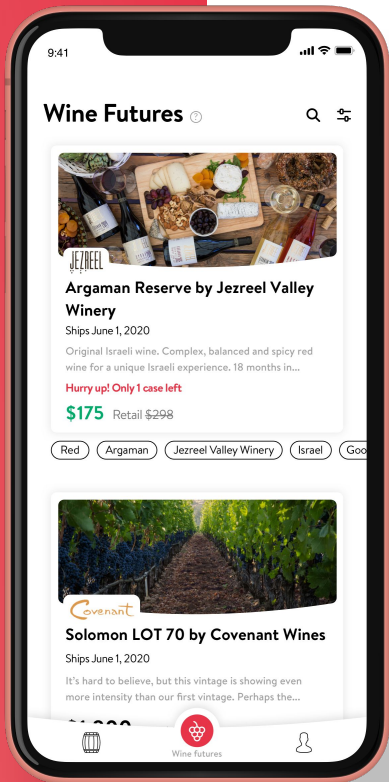
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WHAT IS VINSENT?

Vinsent is a marketplace that enables **wineries and wine lovers to connect directly** and sell-buy fine wine soon after harvest. With Vinsent wine lovers enjoy early access to fine wine, exclusive prices and become part of the winemaking story.

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THE WINE INDUSTRY

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\$300B

The global wine market
value in 2018

\$395B

Est. global wine market
value in 2025

50K

Wineries across the world in a
highly fragmented market

Sources: [GLOBAL WINE MARKET FORECAST 2017-2025](#), [GLOBAL TRENDS 2018](#)

A dark, artistic photograph of a laptop and a smartphone resting on a surface, serving as the background for the left side of the slide.

GLOBAL ONLINE CONSUMPTION

(BASED ON U.S. METRICS)

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\$300B

Wine sold overall in 2018
\$125 avg. case price

\$15B

Wine sold online in 2018
\$125 avg. case price

\$5B

Wine sold DtC online in 2018
\$500 avg. case price

Sources: [STATE OF THE WINE INDUSTRY REPORT 2019](#), [RISKIFIED SHOPPING REPORT 2018](#),
[WINE SHIPPING REPORT 2019](#)

THE CHALLENGES

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1-3
YEARS

For Wineries

Financing each new vintage is costly and cash flows often can't cover future vintages

2/3
VALUE

For Consumers

Retail prices reflect $\frac{2}{3}$ value going to distribution channels

20%
FRAUD

For the Industry

Disconnect between vintner and buyer and exposure to fraud with 20% of wines purchased estimated to be "fake-wine"

Sources: [EY WINE MARKET REPORT](#)



OUR VISION

To reinvent the way people buy, own
and experience wine

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The background of the slide is a blurred photograph of several people holding wine glasses, suggesting a social gathering or a wine tasting event. The text is overlaid on this image.

OUR STRATEGY

Reconnect wineries and wine consumers
Reduce reliance on dealers and middlemen
Bring direct value and blockchain based trust
to both wineries and buyers

OUR WAY

Vinsent created a blockchain-based marketplace for wineries and wine lovers to sell and buy trusted wine soon after harvest, and to **connect directly with each other**

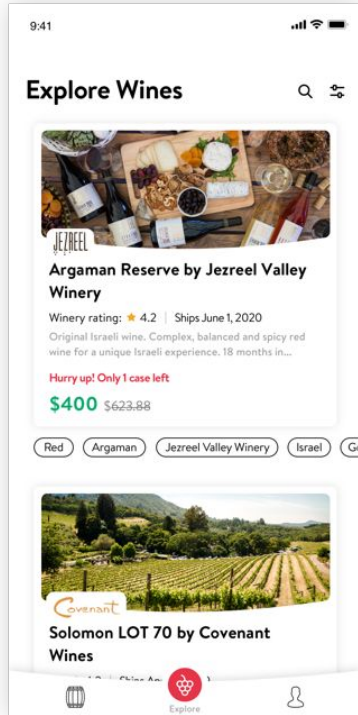
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VINSENT APP

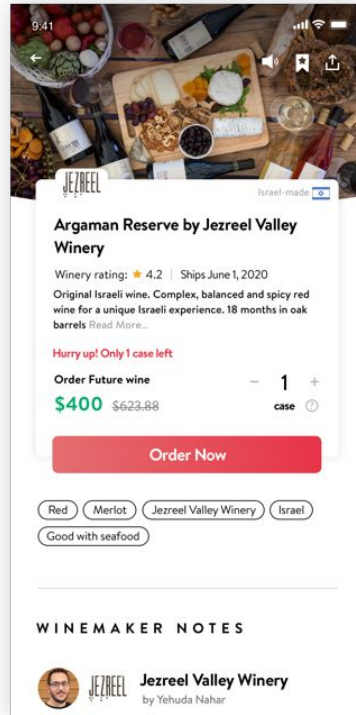


Download our app

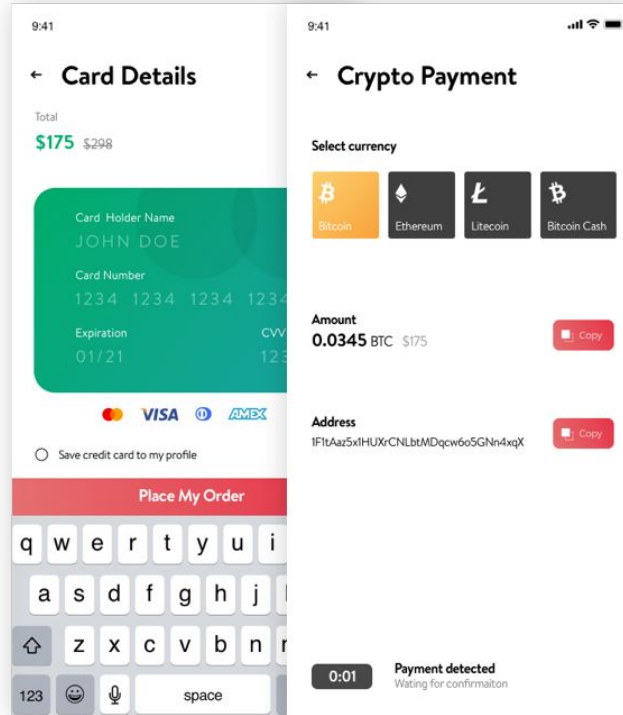
Explore wines



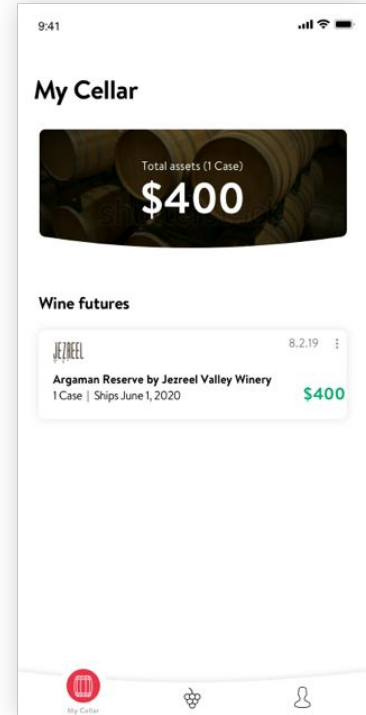
See wine futures



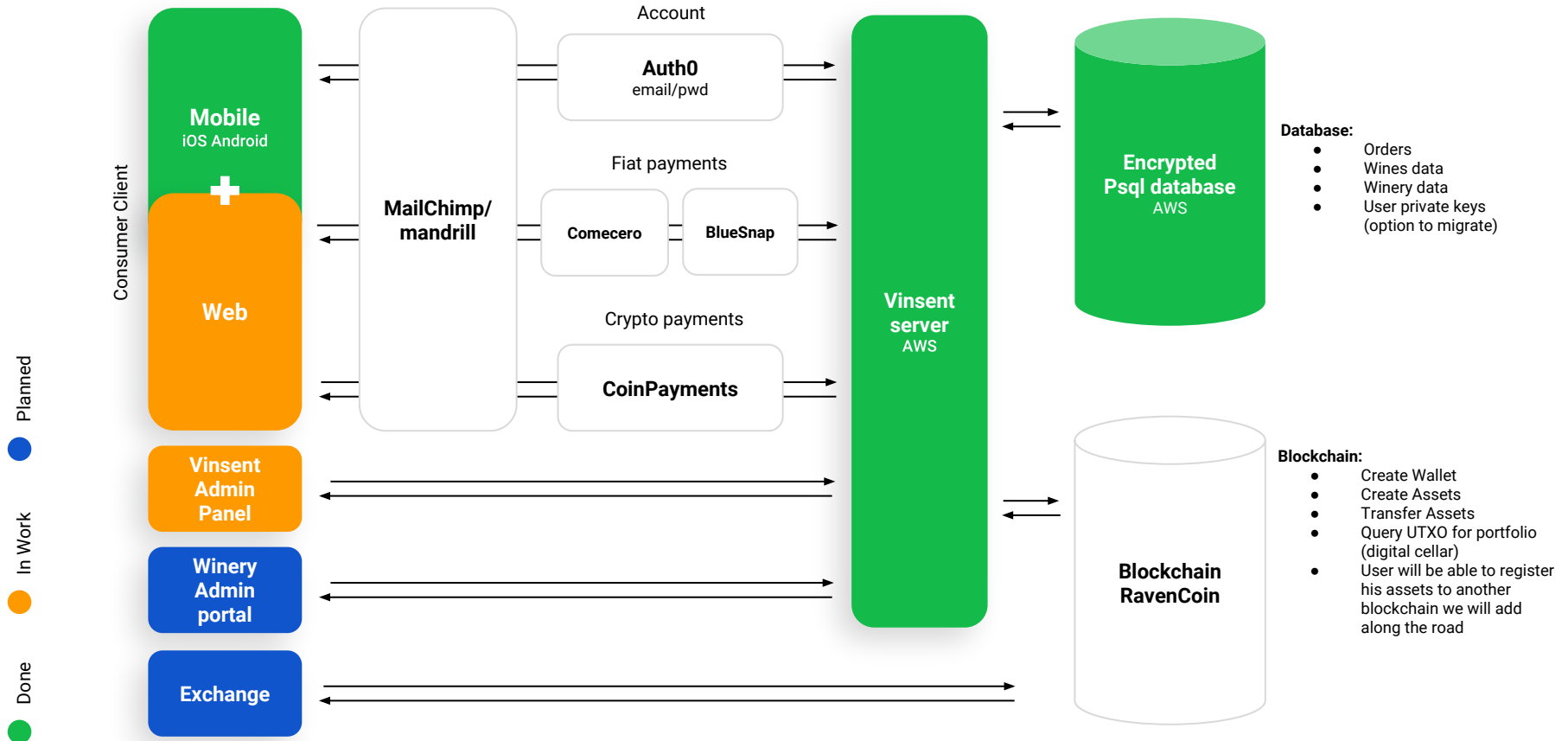
Pay with credit card or with crypto



See your orders on your cellar



OUR TECH ARCHITECTURE



VINSENT MOVING FORWARD

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App is live on iTunes & Play
& back office for content management

Q2
2019

Web app & Gifting feature live
Launch campaign
(PR, Investing.com, Google & FB)

15 Wines

Q3
2019

Launch online content marketing campaign
Winery self onboarding live

50 Wines

Q4
2019

Launch offline campaign
Expand winery outreach

100 Wines

Q1
2020

Registering bottles on Blockchain
First wine delivered
Launch Buy/Sell P2P



OBJECTIVES MID 2020

Business Metrics:

- 200 different wines*
- 100 Cases per wine
- Initial Revenues (circa \$5M Gross Revenues (Wine Futures sold), \$.5M Net Revenues)

Product Goals:

- WebApp (Q2 2019)
- Wineries Admin Portal and Winery App (Q3 2019)
- Exchange (Peer to Peer buying and selling wine futures)

Marketing/Business Development Focus:

- Winery outbound marketing (email, social media, on-premise)
- Expand awareness in selected territories
- Recruit influencers

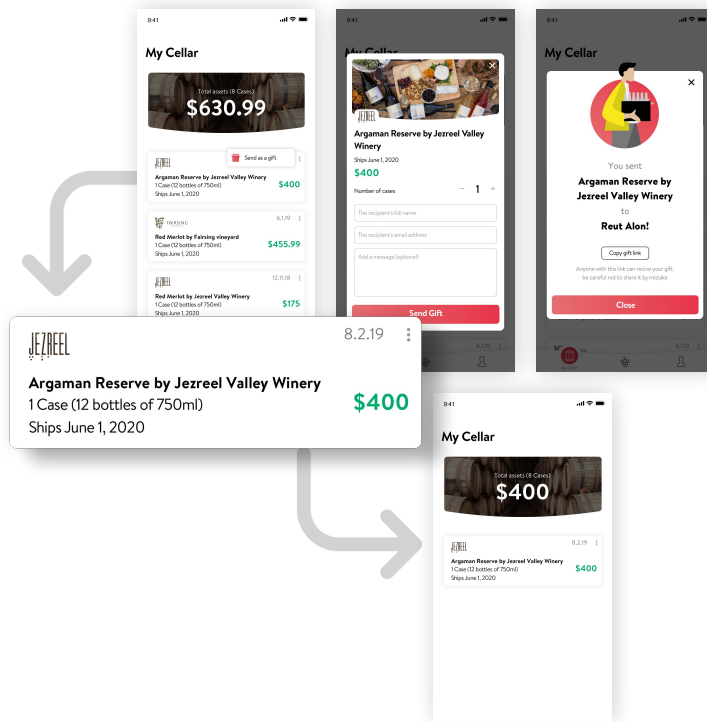
*There can be few wines for the same winery

BLOCKCHAIN IN PRACTICE

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- **Trust** based on tokenizing futures
- Transferability of futures. **In production**

Gifting feature (token transaction)





BLOCKCHAIN IN PRACTICE

- Creation of an **Exchange** of Wine Futures - Secondary Market. **In development**
- Creation of **Indexes** (funds) by 'institutional' players who will invest in specific wines
i.e. 'The Vinsent Index Grand Reserve', 'The Tuscany Index' for Italian Aficionados. **In research**
- **Crypto-Anchors** : Bridge to the physical world, creating unique identity for each bottle. **In research**

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OUR TEAM

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Jacob Ner-David
Chief Executive Officer
TLV Based



Gil Picovsky
Chief Operation Officer
TLV Based



Reut Alon
Chief Product Officer
TLV Based



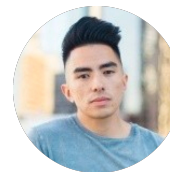
Assaf Farhadian
Chief Marketing Officer
TLV Based



Justin Kenlon
Product Manager
Salt Lake Based



Brody Carlson
Principal Software Developer
Salt Lake Based



Vince Howard
Front-end Developer
Salt Lake Based

ADVISORY BOARD

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Jennifer Williams-Bulkeley

Founder and CEO of
Vinolytics



Doron Somech

Fintech Technology Expert



Ron Prashker

Partner, Salcheto Winery



Boaz Shunami

Co-founder of Komodo
Security



Adam Ghahramani

Product manager for Wine
Spectator's mobile portfolio



Sydney Armani

CEO, Fintech World



Jeff Morgan

Founder & CEO of
Covenant Wine



Jeff Pulver

Founding Chairman —
Blockchain Token
Association

Vinsent and Medici Ventures:

EXCELLENT PAIRING



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- Medici Ventures, the blockchain arm of Overstock (NASDAQ: OSTK), purchased a strategic ownership in Vinsent in September 2018.
- Medici Ventures provides ongoing strategic input to product development, marketing, and corporate development.
- Medici Ventures' public relations team amplifies the Vinsent messaging.
- As part of the Medici Ventures portfolio, Vinsent enjoys ongoing collaboration from the community of Medici Ventures portfolio companies.



Visit us on: www.vinsent.wine

CHEERS!

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