

GEMIST



GEMIST

Powering the Future of Jewelry with B2B Vertical SaaS & AI

Follow Gemist to be notified if they later decide to raise funding.

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gemist.io

Los Angeles, CA



Highlights

1

Best-in-class technology in the jewelry industry

- 2 High ACV of \$40k
- 3 On track to hit \$2.2M ARR run rate by end of 2025 (not guaranteed)
- 4 Low churn & incredibly sticky product
- 5 High margin & recurring revenue business model

Featured Investor



Hank Leber [in](#)

Invested \$5,000 [i](#)

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Syndicate Lead

Multi-time entrepreneur and investor.

"I have known CEO Madeline since she founded the company five years ago. As a multi-time entrepreneur, I have enjoyed watching Gemist's progress from a builder's lens all along, and now I am excited to join as an investor. Gemist has made impressive progress in the jewelry industry – one that is in need of innovation. Madeline has shown poise as a founder and leader, executing well on a wide range of jewelry companies' complex pain points – all within an elegant product experience under CTO Anup's wisdom and leadership. With the company's traction and trajectory, this round feels like an inflection point for the business. I feel lucky for the opportunity to invest in this round, and help the Gemist team leverage their product-market fit and achieve scale."

Our Founder



Madeline Fraser CEO & Founder



3x founder who has spent the past 10 years creating & growing successful tech startups that innovate traditional industries for modern demographics

Powering the Future of Jewelry

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B2B VERTICAL SAAS & AI



Gemist 2025

THE TEAM

We are Industry Experts



Madeline Fraser  

CO-FOUNDER & CEO

3-time founder who has spent the past ten years creating and growing successful technology start-ups that innovate traditional industries for modern demographics



Anup Murarka  

CO-FOUNDER & CTO

30 years of engineering experience holding leadership roles at Apple and Adobe with expertise at the intersection of technology and operations



ENTRADA
VENTURES



THE ARTEMIS
FUND



LIGHTSPEED
VENTURES



HAWKE
VENTURES



DE BEERS GROUP
VENTURES

WHY GEMIST

Massive & Growing Market



Current Global Market



by 2030



Omni-channel Growth
since 2020

Future projections are not guaranteed.

WHY GEMIST

It's Hard To Grow a Jewelry Business Today



of the Jewelry Industry
is online



Of the Industry is
Millennials & Gen Z, and
85% want customization



Average Annual Finished &
Loose Stone Inventory
Spend



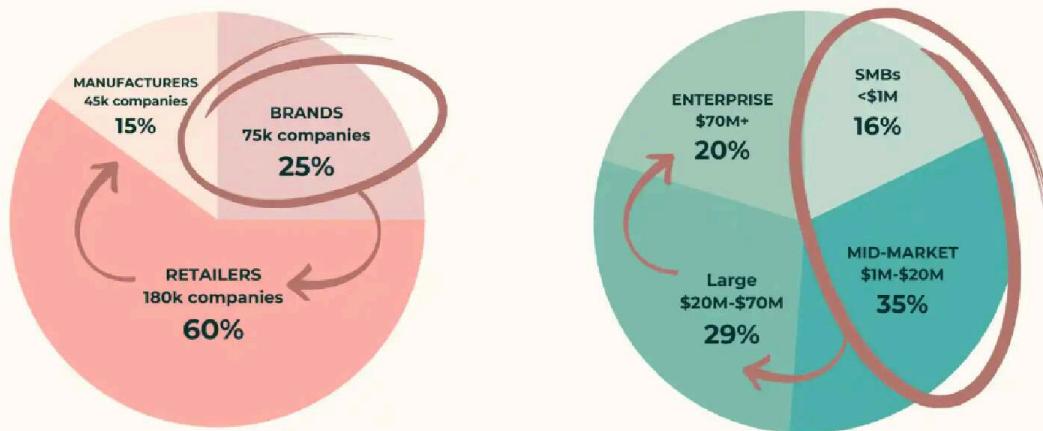
of Jewelry Sales are
Custom Orders: hard
to scale & see ROI

Source: De Beers

THE OPPORTUNITY

300k Jewelry Companies Need Gemist

We validated Gemist with mid-market brands, now we're scaling to large & enterprise partners of all kinds



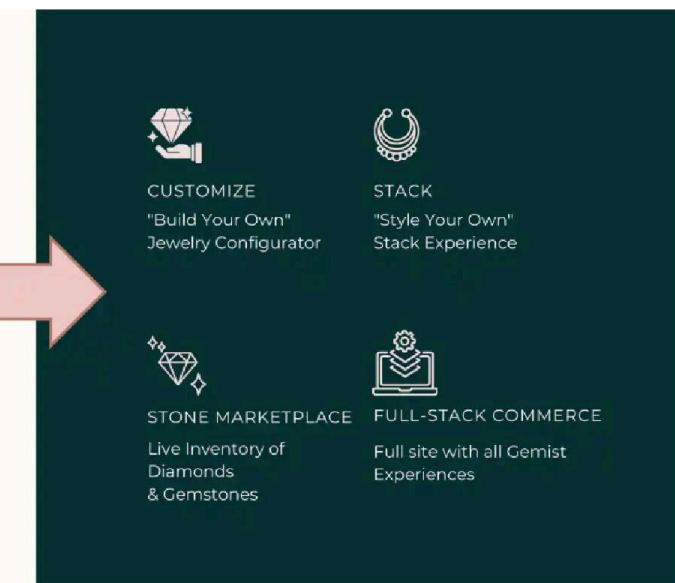
WHY GEMIST

Jewelry Needs A **Vertical** Solution



Our Technology is **Live**
& Generating Revenue

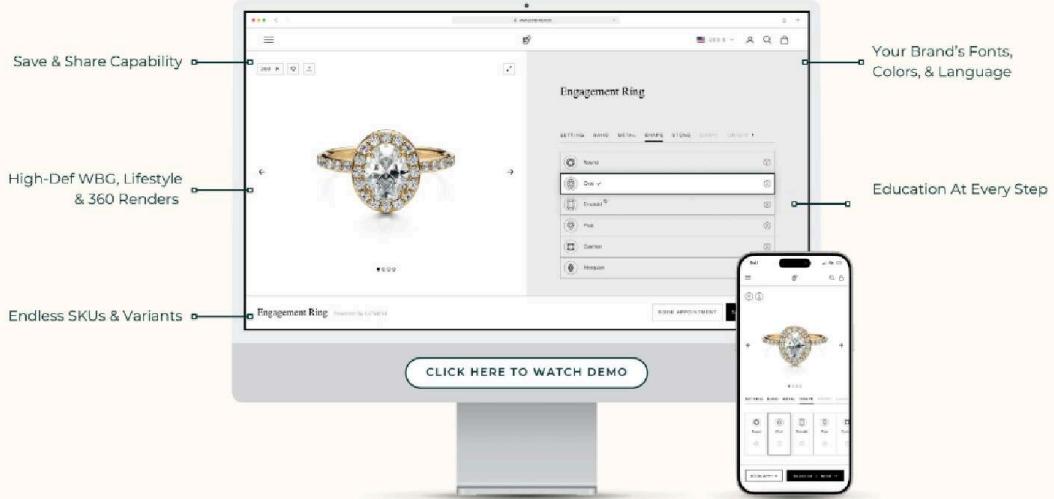
END-TO-END SAAS & AI:



HOW IT WORKS

Solutions for the Entire Industry

A white-labeled experience for **brands, retailers, & manufacturers**



HOW IT WORKS

The Customize Experience

This "build your own jewelry" configurator allows users to intuitively customize their pieces with real-time visualization for **any jewelry category**.





ANY CATEGORY
Works with any jewelry category or style, choose what's best for your brand

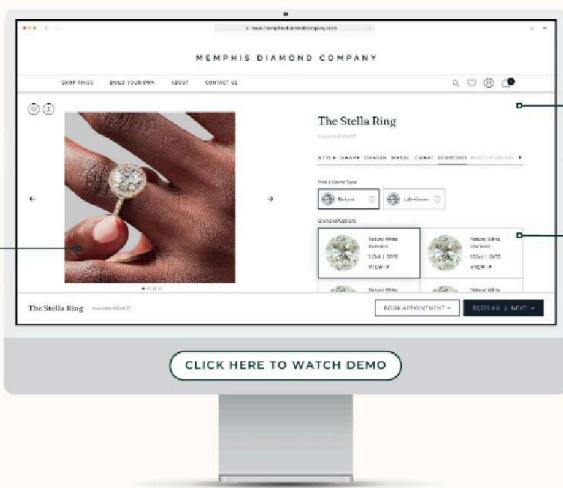
EDUCATION AT EVERY STEP
Consumers can learn about every detail of their design, save it for later, and share

CLICK HERE TO WATCH DEMO

HOW IT WORKS

The Stone Marketplace

Live inventory of diamond and/or gemstones that can be filtered and curated.
Clear, easy to understand stone information that fits into any custom design.



VISUALIZATION
Understand what any stone will look like within the setting that's been designed

CURATED
Filter stones based on what you think your customer should see

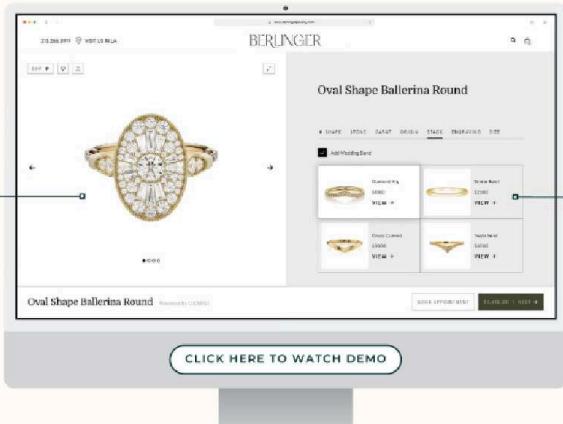
LIVE INVENTORY
We can pull live inventory from any API feed you give us or you can work with our marketplace of trusted vendors

CLICK HERE TO WATCH DEMO

HOW IT WORKS

Stacking & Styling

Stack bands with rings to help **increase units per transaction** sold & enable engraving for one or more rings before checking out.



STACK VISUALIZATION
Visualize the stack come to life and swap out any option

STACK EDUCATION
Learn about each product from pricing to materials and dynamically see price point update

CLICK HERE TO WATCH DEMO

HOW IT WORKS

Photorealistic Render Technology

Render software that can scale any variant of jewelry, creating best-in-class photorealistic renderings that look 100% like the real product. **Yes, these are renders!**



THE RESULTS

What Our Customers Are Seeing

Data from our solutions shows **huge** increases compared to industry standards

5X

ENGAGEMENT RATE

11+ Pages Visited

3 Mins Avg Session

3X

AVG ORDER VALUE

2x Units Per Transaction

2X

REPEAT PURCHASES

40% Repeat Customers

3x Site Visits

4X

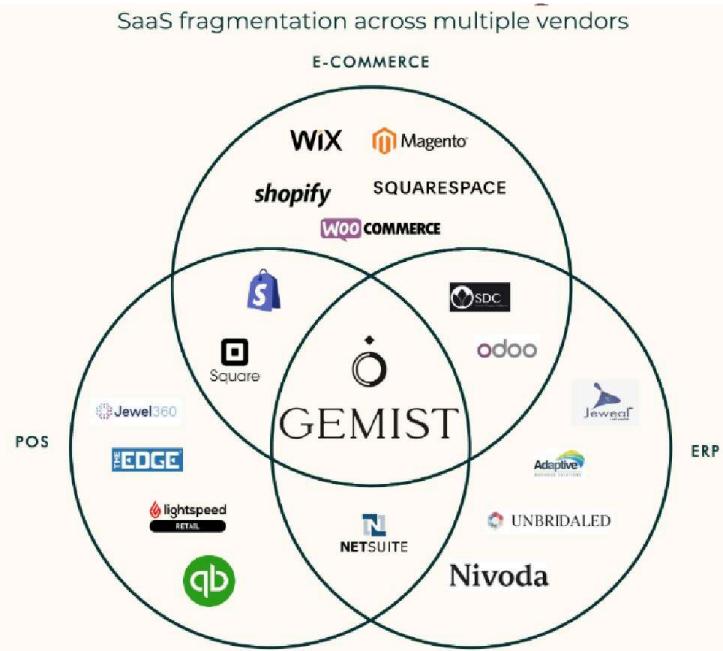
FASTER SALES CYCLES

Decrease in inventory
spend by 40%

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Current Landscape

GEMIST
does what
others can't



Total Addressable Market

Revenue potential based on existing ACV

SAAS MODEL

Mid-Market: **\$30k ACV**

Large: **\$60k ACV**

Enterprise: **\$100k ACV**



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Enabling the *New Era*



of Jewelry Retail

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