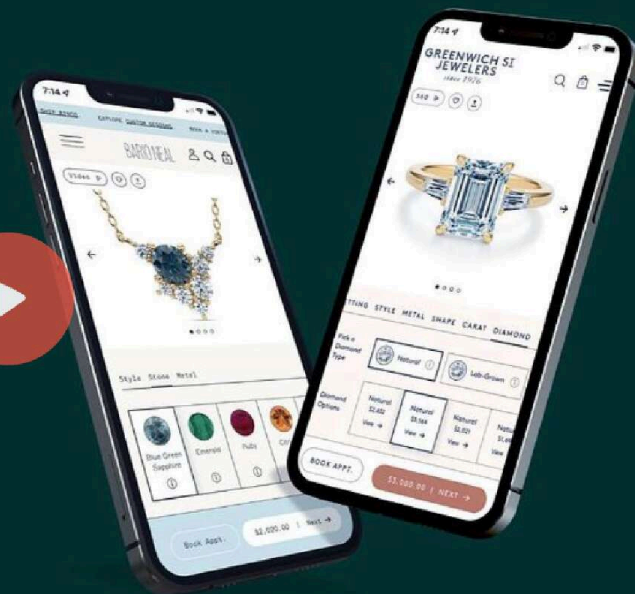


GEMIST



GEMIST

Powering the Future of Jewelry with B2B Vertical SaaS & AI

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

♥ WATCH FOR UPDATES

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 

Invested \$5,000 

Follow

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



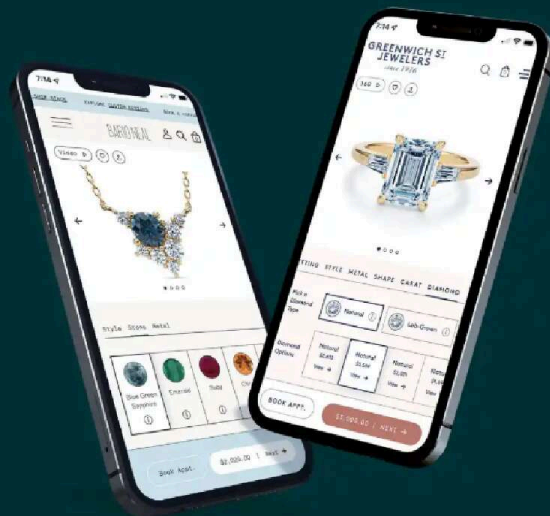
3x founder who has spent the past 10 years creating & growing successful tech startups that innovate traditional industries for modern demographics

Powering the Future of Jewelry

GEMIST

Powering the
Future of Jewelry

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

\$300B

Current Global Market

\$450B

by 2030

286%

Omni-channel Growth
since 2020

Future projections are not guaranteed.

★
WHY GEMIST

It's Hard To Grow a Jewelry Business Today

30%

of the Jewelry Industry
is online

65%

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

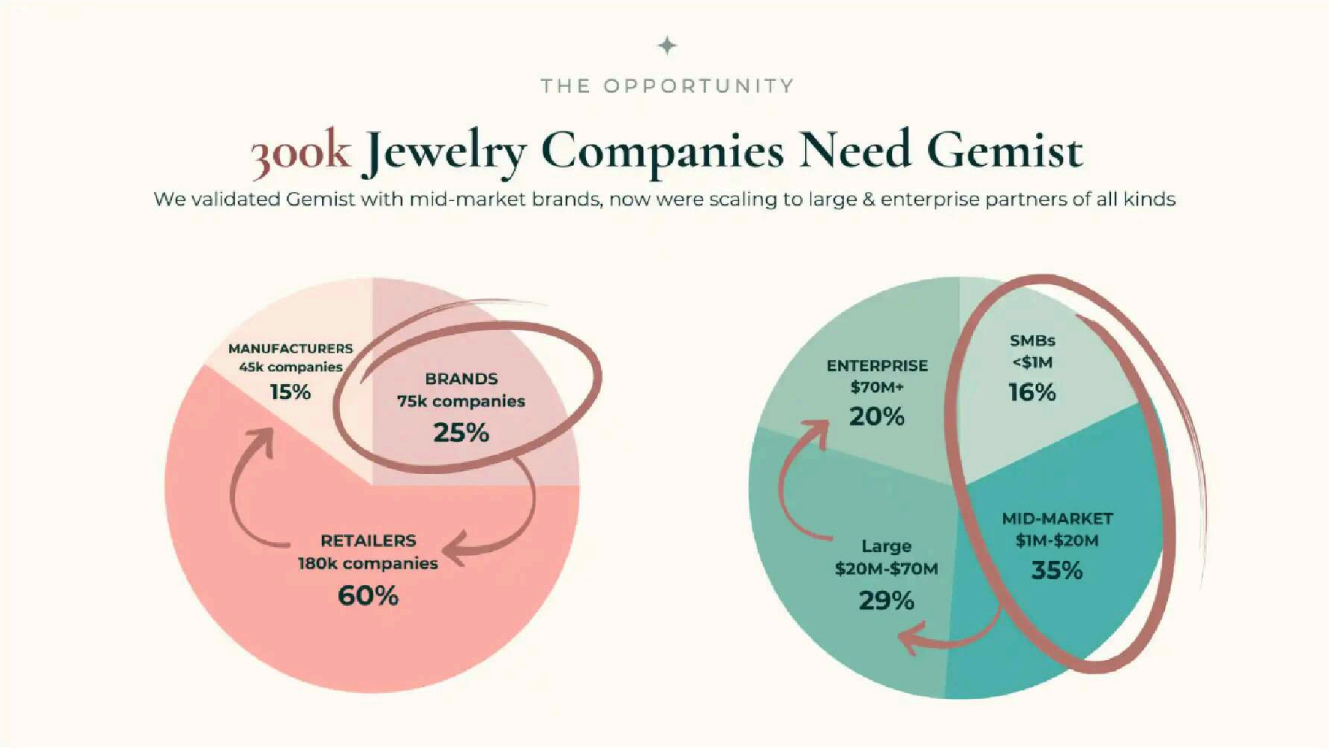
\$5M

Average Annual Finished &
Loose Stone Inventory
Spend

70%

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

Source: De Beers



Our Technology is **Live**
& Generating **Revenue**

END-TO-END SAAS & AI:



EXPONENTIAL PRODUCTS

- Scale to 100k+ SKUs easily



AUTOMATED RENDERS

- Scale jewelry images quickly & affordably



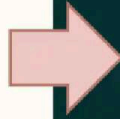
DYNAMIC PRICING AI

- Market value for gold & diamonds



ADVANCED ANALYTICS

- Deep user data for decision making



CUSTOMIZE

"Build Your Own"
Jewelry Configurator



STACK

"Style Your Own"
Stack Experience



STONE MARKETPLACE

Live Inventory of
Diamonds
& Gemstones



FULL-STACK COMMERCE

Full site with all Gemist
Experiences

HOW IT WORKS

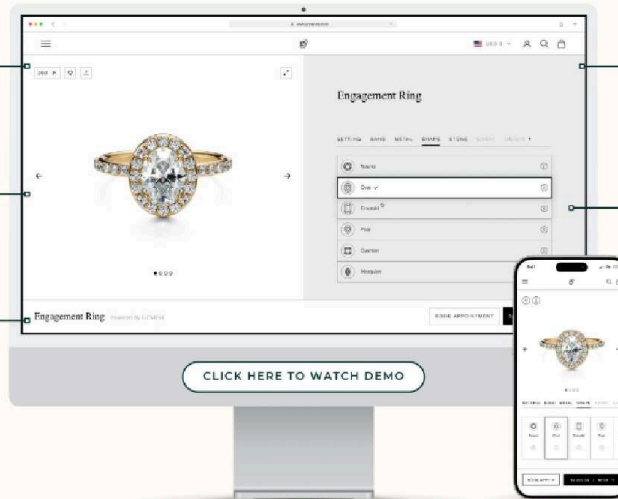
Solutions for the Entire Industry

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

Save & Share Capability

High-Def WBG, Lifestyle
& 360 Renders

Endless SKUs & Variants



Your Brand's Fonts,
Colors, & Language

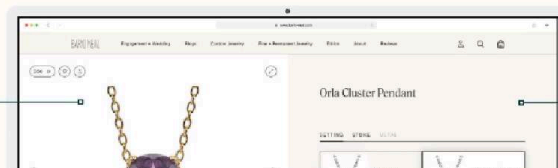
Education At Every Step

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**.

VISUALIZATION
Every product is 3D rendered
with automation to allow for
360 and lifestyle visualizations.



ENDLESS OPTIONS
Choose what variants
you'd like to provide per
style & 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

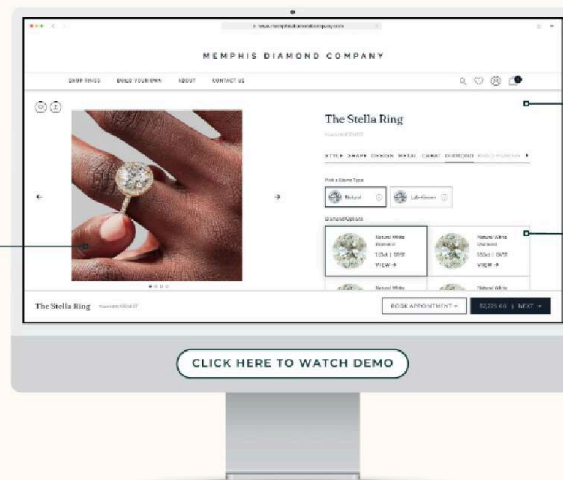
[CLICK HERE TO WATCH DEMO](#)

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

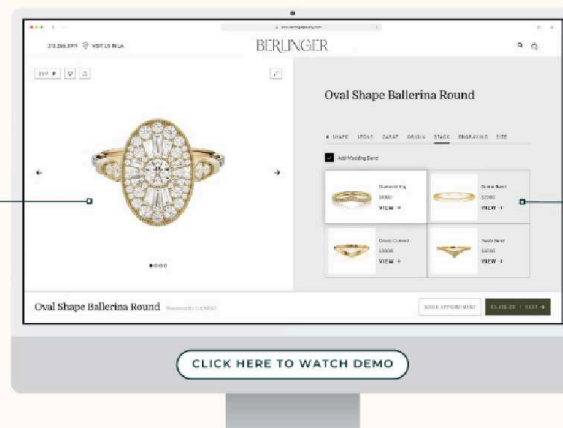
[CLICK HERE TO WATCH DEMO](#)

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



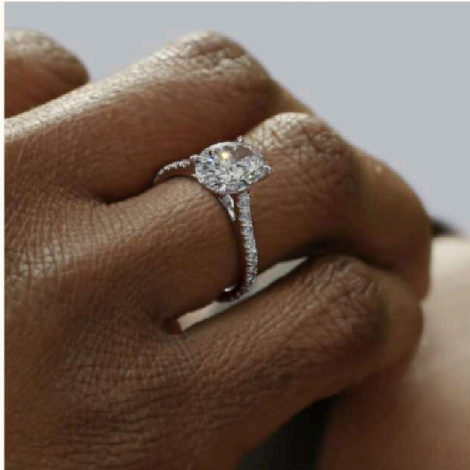
STACK EDUCATION
Learn about each product from pricing to materials and dynamically see price point update

[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%

© 2020 JEWELRY BY DESIGN, INC.

Current Landscape

GEMIST
does what
others can't



THE MARKET

Total Addressable Market

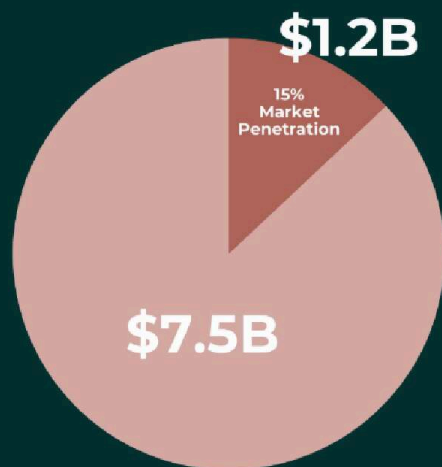
Revenue potential based on existing ACV

SAAS MODEL

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

Large: **\$60k ACV**

Enterprise: **\$100k ACV**



GEMIST INC. CONFIDENTIAL & PROPRIETARY

Enabling the New Era



of Jewelry Retail

[CLICK HERE TO VISIT GEMIST.IO](#)

