

A close-up photograph of a jeweler's workbench. A brass torch is positioned in the upper left, with a bright blue flame directed at a small, round, glowing orange-red gemstone on a dark, flat surface. Several other small, unpolished gemstones and metal rods are scattered on the workbench. The background is blurred, showing a textured surface.

# Ethically+™

B2B Marketplace for the Gems & Jewellery Industry

# Meet the Leadership Team



**Vineeth Chandra**  
Founder

Previously Deputy General Manager at Vaibhav Global Limited (NSE: VAIBHAVGBL) Managed end to end Gemstone supply chain with \$25M ARR.  
9+ Years Industry experience.  
Strong personal connection to mission.



**Jayadeep Ghantasala**  
Co-Founder

Previously Gemologist at Vaibhav Global Limited (NSE: VAIBHAVGBL) Gem, Diamond, Pearl, Jewelry valuation expert from the Gemological Institute of America.  
7+ Years Domain experience.  
Strong personal connection to mission.



**Muneer Ahmed Syed**  
CTO

Previously CTO at Free.fi  
Startup scaling and exit experience.  
16+ Years of Software Development experience.  
Strong IT acumen.

# Problem



Sellers want to access export markets to sell directly to more Buyers but have limited options

## **SME SELLERS**

(Miners, Manufacturers)

Travelling to and attending Trade Fairs are expensive

Brokers are not very efficient and have limited Buyer-Supplier connections

Risk of dealing with unregistered Brokers

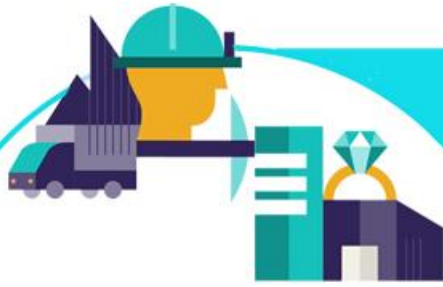


Buyers want to discover more suppliers in the manufacturing countries to stay competitive but have limited options

## **SME BUYERS**

(Retailers, Wholesalers)

# Solution



Sellers can now access  
export markets and  
Buyers online

**SME SELLERS**  
(Miners, Manufacturers)

**Ethically+** enables global  
Buyer-Supplier discovery  
and matching with just a  
few clicks

Facilitates an efficient and  
transparent trade from the  
comforts of your home  
country



Buyers can now discover  
vetted Suppliers from  
manufacturing countries  
online

**SME BUYERS**  
(Retailers, Wholesalers)

# Why Now?

As per Mckinsey & Company's [research](#) of Brands/Retailers:



Branded fine jewellery is expected to grow at **8-12% CAGR** from 2019 to 2025, outpacing the overall fine jewellery market.



Online fine jewellery sales are expected to grow to **18-21% of total sales** by 2025, up from 13% in 2019.



**20-30%** of fine jewellery purchases in 2025 will be influenced by sustainability considerations.

As per our own research with **100+** SME Suppliers:



**78%** SMEs sell through **middlemen** or existing network, rest through trade fairs



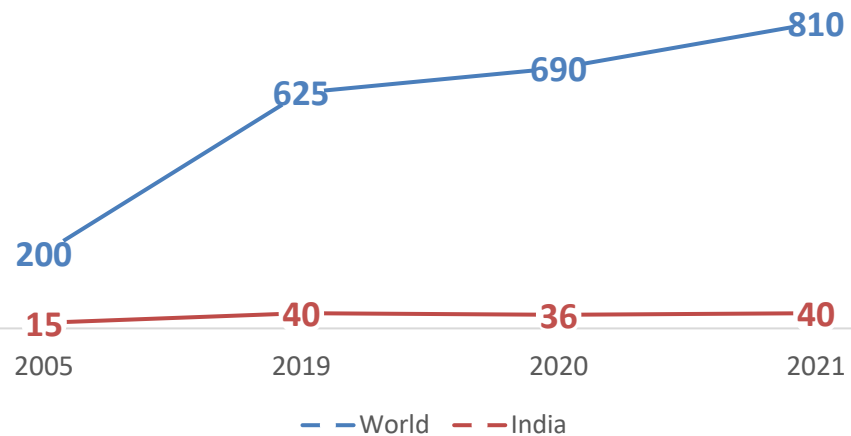
**82%** SMEs expressed interest in trading via an **Online Marketplace**  
**68%** wish to use it for new buyer discovery



**26%** SMEs expressed interest in proving **chain of custody**, which will support the Brand's **sustainability** claims.

# Market & Opportunity

WORLD GEMS & JEWELLERY EXPORTS IN BILLION EUR



- Global exports of Gems & Jewellery have almost tripled between 2005 and 2019
- India's exports have more than doubled from during the same period
- Strong market forecast for the next 5 years

**810 Billion+ Eur**

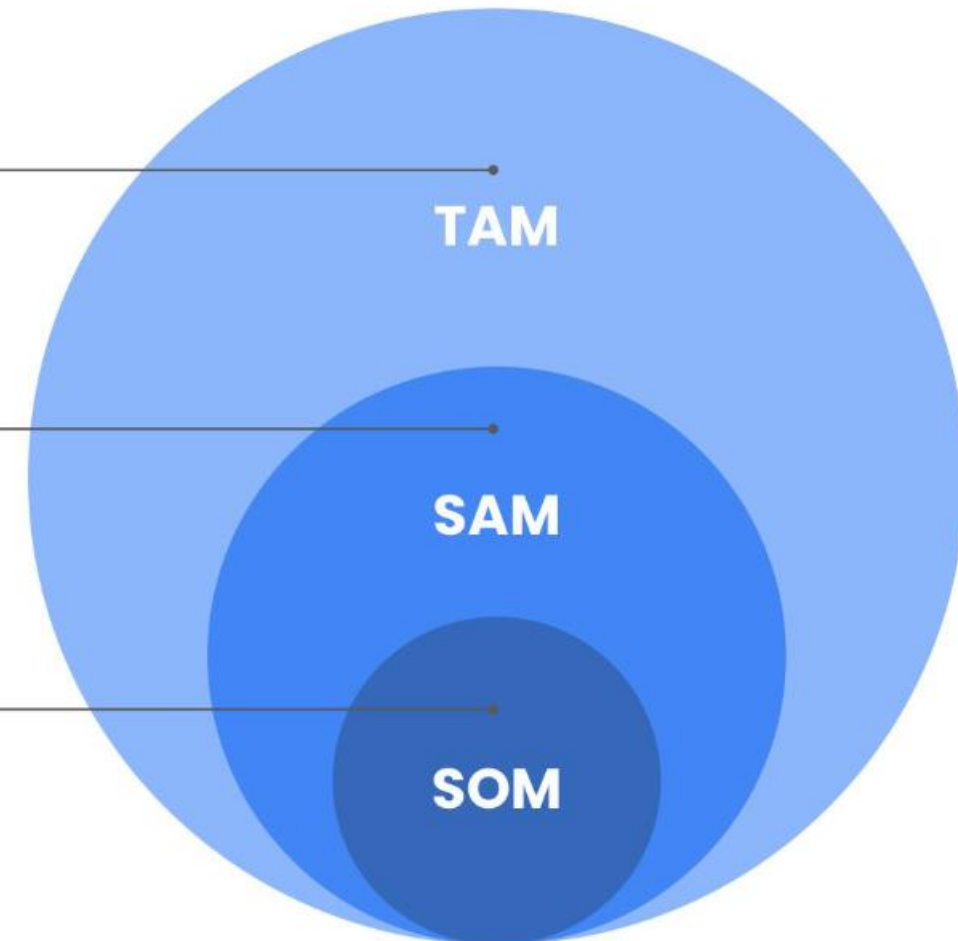
World Exports of Gems & Jewellery

**240 Billion+ Eur**

Exports of Gems & Jewellery from EU,UK, UAE, East Africa

**40 Billion Eur**

Exports of Gems & Jewellery from India



# Competitive Advantages



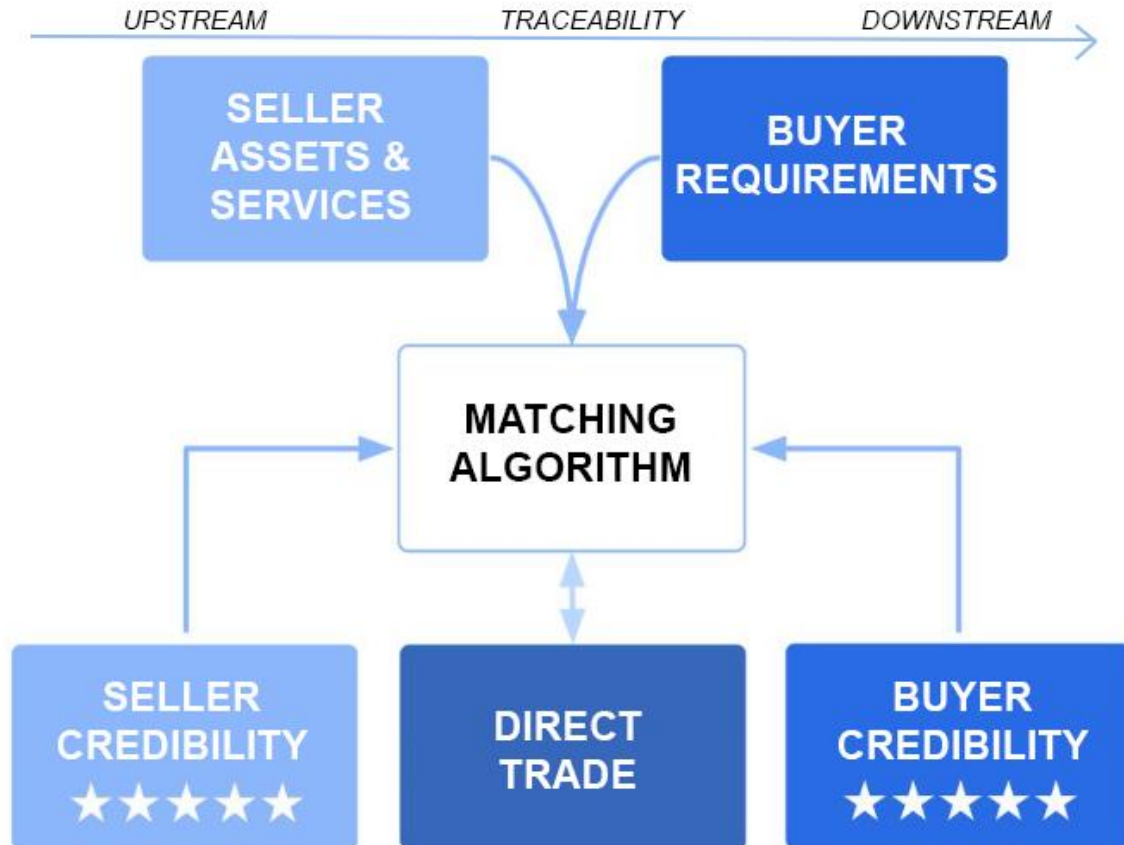






Benefits/Competition	Ethically+	RapNet	Uni Diamonds	Nivoda	GemCloud	GemBridge	FairEver
Pricing in Eur	1 to 5% Success Fees, plans from Free to 124,99 per month	plans from 65 to 534 per month	3% Success Fee	1.5 to 2% Success Fees	83 per month	5%+ Success Fees	5%+ Price Premium
Diamond Trading	♦	♦	♦	♦			
Gemstone Trading	♦				♦	♦	
Precious Metal Trading	♦						♦
Jewelry Trading	♦	♦				♦	
Trading with Upstream Suppliers	♦						♦
Trade Services	♦						
Asset Traceability	♦		♦				♦
Multi Tenancy	♦				♦		
Inventory Management SaaS	♦				♦		
Jobwork Outsourcing	♦						
Shopfront & HotURL	♦				♦		
Business Database	♦	♦					
Impact SDGs	8,9,10						8,9,10

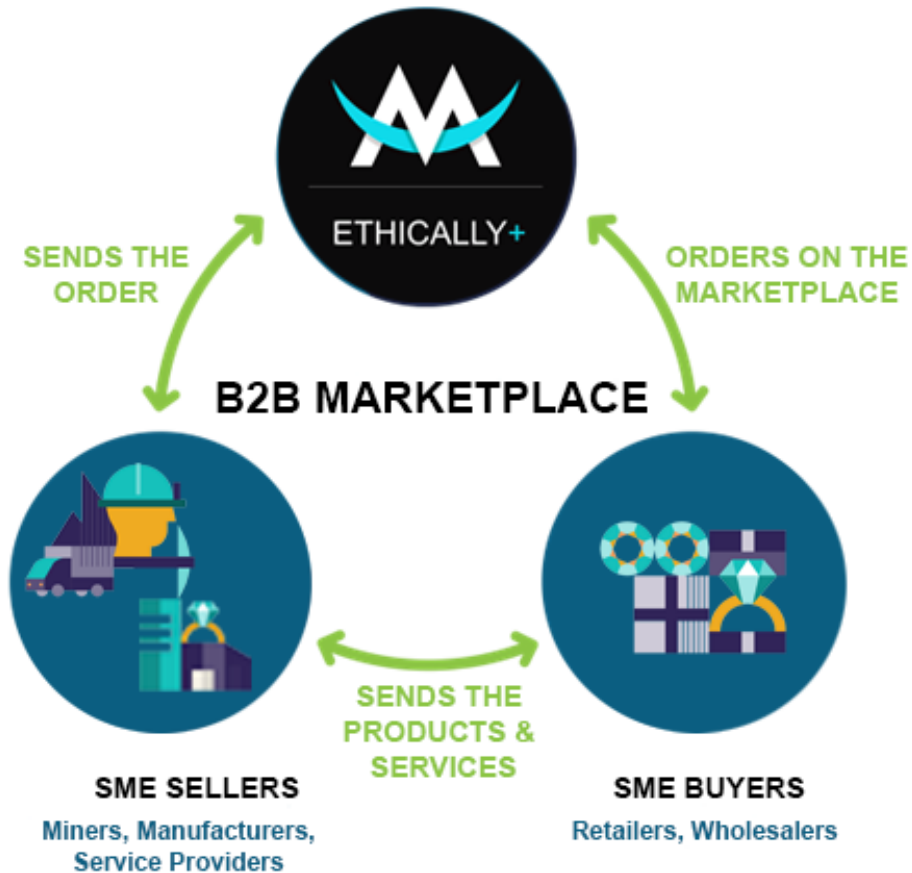
# Our USPs



- ✓ **End to End:** The only Marketplace to connect Upstream and Downstream SMEs in the Jewelry supply chain
- ✓ **Inclusive:** The only Marketplace to provide digital inclusion to the SMEs in the export-import of Color Gemstones, Diamonds, Jewelry and Services
- ✓ **Job work Outsourcing:** The only Marketplace where Buyers and Sellers can collaborate for custom orders
- ✓ **Provenance:** The only Marketplace offering integrated traceability services
- ✓ **Multi Tenancy:** Sellers can protect and control their data, ensuring incidents that happened in RapNet (news [here](#)) are not repeated, attracting them to list in our Marketplace
- ✓ **Impact:** Supply chain digital transformation focusing on UN SDGs 8,9 and 17



# Revenue Model



↔ = feeds (information, logistic, financial...)

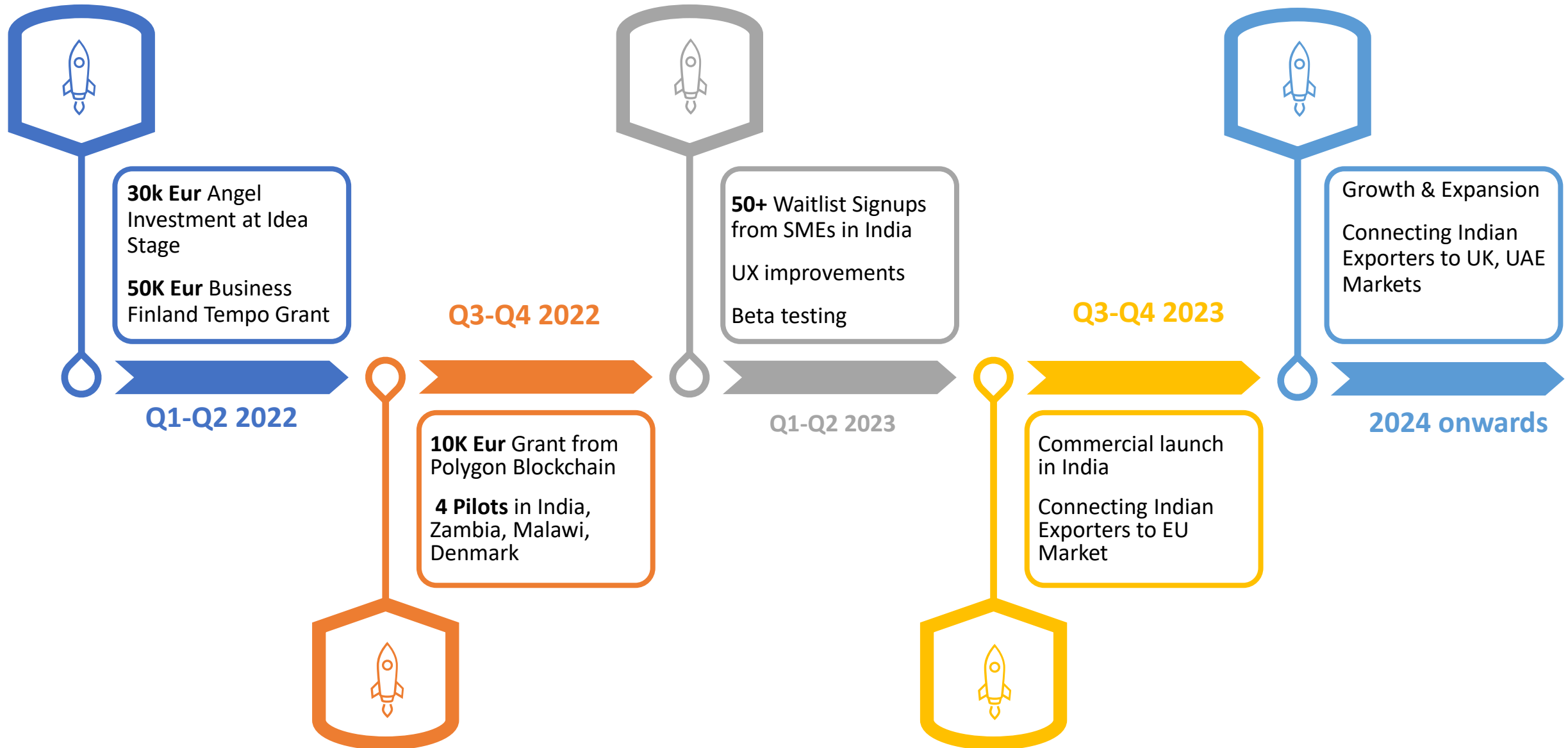
## Revenue Stream : Success Fees

Commodity Type	Success Fee Deducted before payout to Sellers	Success Fee Charged to Buyers upon checkout
Gemstones Raw & Refined	5,00 %	0,00 %
Diamonds Raw & Refined	1,50 %	0,00 %
Jewelry	5,00 %	0,00 %
Precious Metals Raw	2,50 %	0,00 %
Precious Metals Refined	0,00 %	2,50 %
Services : Photography, Design	5,00 %	0,00 %

## Revenue Stream 2: Subscription Fees

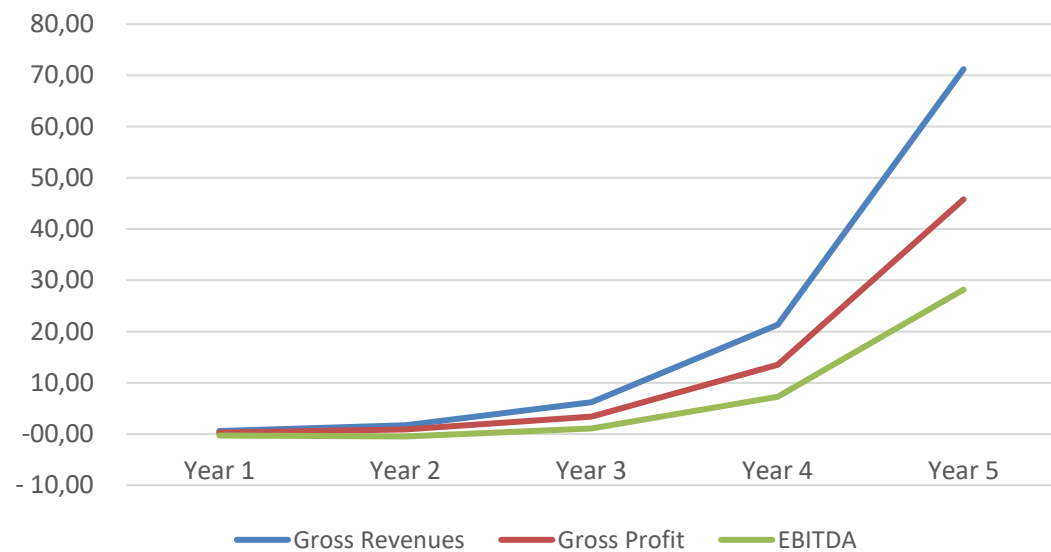
User Plans	in Eur/Month	in Eur/Annum
Seller Basic: Sell Assets only	Free	Free
Seller Standard: Seller Basic + Sell Services for Jobwork	49,99	549,99
Seller Premium: All Seller Standard + Inventory SaaS	89,99	989,99
Service Provider Basic: Sell Services only	Free	Free
Buyer: Buy Assets and Services	Free	Free
Trader: Seller Premium + Buyer + Resell	124,99	1374,99

# Traction



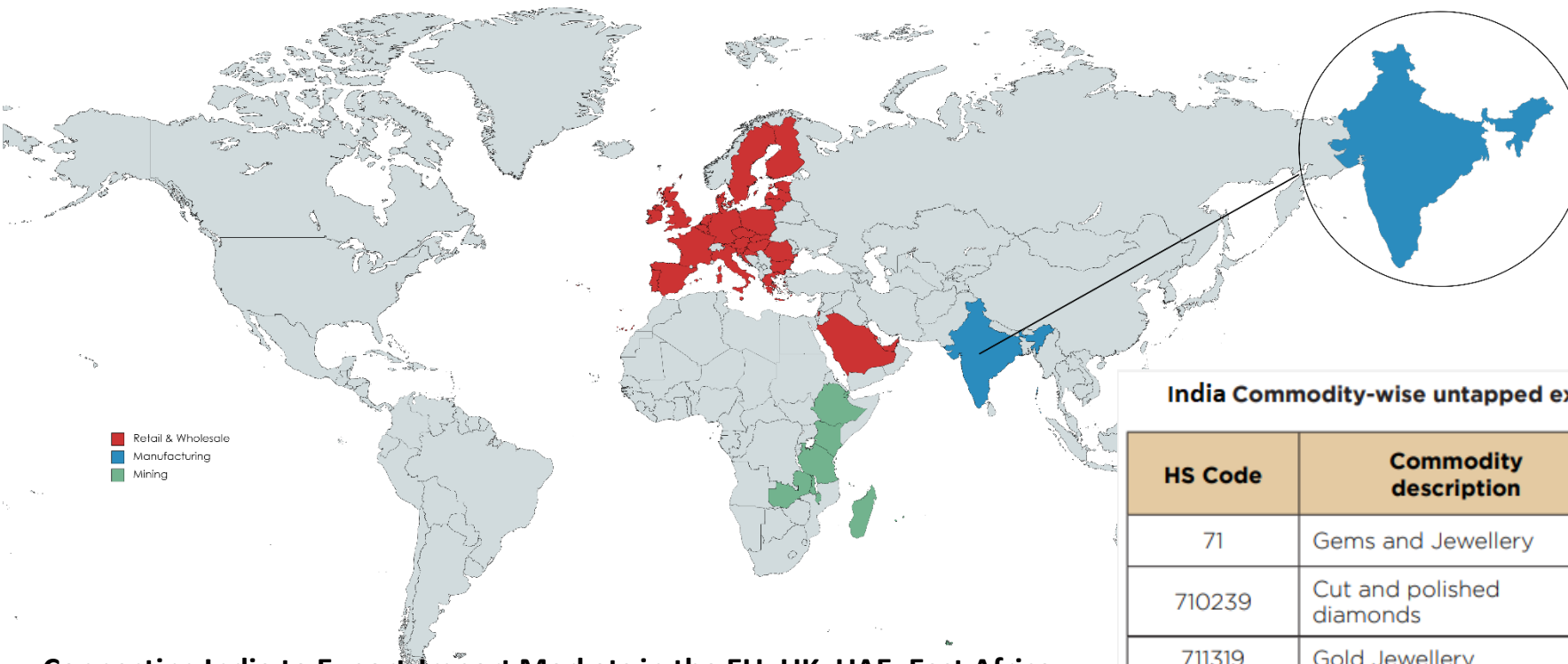
# Financial Projections

Financial Projections in Million Eur



	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Revenues	609 000	1 727 834	6 190 575	21 306 183	71 223 079
<i>YoY Revenue Growth</i>		184 %	258 %	244 %	234 %
Total Cost of Goods Sold	(298 913)	(841 546)	(2 761 800)	(7 810 888)	(25 451 903)
Gross Profit	310 088	886 288	3 428 775	13 495 295	45 771 177
Total Operating Expenses	(611 800)	(1 350 483)	(2 338 677)	(6 190 386)	(17 565 924)
EBITDA	(301 713)	(464 195)	1 090 098	7 304 909	28 205 253

# Go To Market Strategy



**India Snapshot:**  
**6000+** registered Exporters  
**39B Eur** Exports  
**25B Eur** Imports  
**7%** of GDP from Gems & Jewellery  
**5 Million** Artisans

## India Commodity-wise untapped export potential

HS Code	Commodity description	Export Potential	Actual Exports	Untapped Export Potential
71	Gems and Jewellery	US\$ 64 billion	US\$33 billion	US\$31 billion
710239	Cut and polished diamonds	US\$ 36 billion	US\$ 21 billion	US\$15 billion
711319	Gold Jewellery	US\$ 22 billion	US\$ 9 billion	US\$13 billion
711311	Silver Jewellery	US\$3.4 billion	US\$ 1.6 billion	US\$1.8 billion
710391	Rubies, Emeralds & sapphires & other precious stones	US\$1022 million	US\$ 473 million	US\$ 549 million
710490	Semi-precious stones (synthetic and worked)	US\$ 794 million	US\$ 414 million	US\$ 380 million
7117	Imitation Jewellery	US\$ 388 million	US\$ 167 million	US\$ 221 million

Source: GJEPC Trade Research based on Export Potential Map, ITC 2020

## Connecting India to Export-Import Markets in the EU, UK, UAE, East Africa

- Founder Sales to onboard 100+ suppliers from India from our own network
- Onboard Vaibhav Global Limited
- Collaborate with Gems & Jewellery Export Promotional Council to onboard suppliers from Seepz, SEZ, EoUs etc.
- Attending Trade Fairs in India to onboard Suppliers
- Digital Marketing in India focused on Jaipur, Mumbai, Surat regions to onboard Suppliers

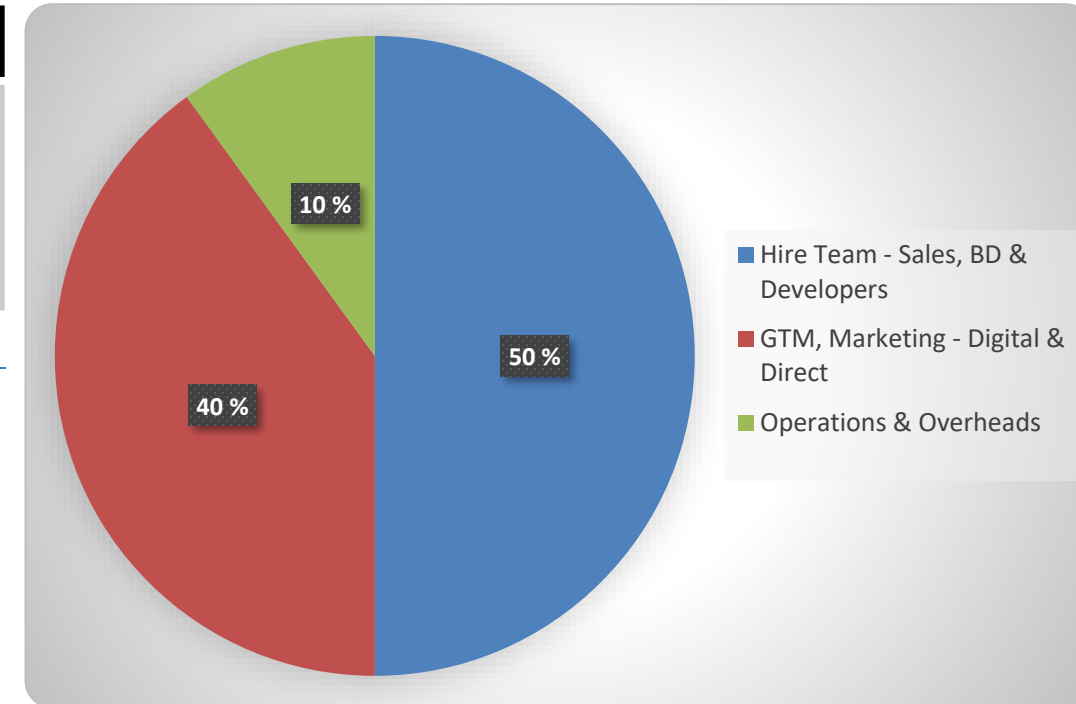
- Founder Sales in EU, UK, UAE markets to onboard Buyers
- Attending Trade Fairs in EU, UK, UAE markets onboard Buyers
- Digital Marketing in EU, UK, UAE markets to onboard Buyers

# We're raising 250K Eur Pre-Seed at 2.5M Eur valuation

## Target

Q3-Q4 2023	Q1-Q2 2024	Q3-Q4 2024
Winning Customers	Product Dev	Revenue Growth
Digital marketing, Make key growth hires	Grow engineering team and Refine UX	Get to 1M Eur Revenue + ARR

## Fund Utilization Plan



## Current Investors & Advisors:



**Amit Ranjan**

Investor & Advisor

**BUSINESS  
FINLAND**

Investor & Advisor



Aalto University  
Start-Up Center

Growth Advisor



## Angels From:



# Ethically+™



**Vineeth Chandra**

Founder & Chairman of the Board

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