



Federico De Cerchio
CEO & Co-Founder

www.wineowine.com

THE STORY





THE PRODUCER'S PROBLEM

- Over 384.000 producers
- 90% < 50k bottles a year
- Saturated markets
- Hard to get new clients

A black and white photograph of a hand holding a bottle of SK wine. The bottle is tilted, and the label is clearly visible, showing the letters 'S' and 'K'. The background is a blurred display of various wine bottles on shelves, suggesting a retail environment. The lighting is soft, highlighting the bottle and the hand.

THE CONSUMER'S PROBLEM

- Difficult to find quality wines
- Always the same brands

THE SOLUTION

THE WOW SOLUTION

Two different ways to purchase artisanal wines

WEEKLY DISCOVER



A new boutique winery every week

PERMANENT COLLECTION



A catalogue for the bestsellers

THE RESULT? IT'S WIN-WIN



Happy consumer



Happy producer

WHAT MAKES US DIFFERENT

Boutique wineries

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graph TD; A[Boutique wineries] -.-> B[Unique wines & focus on storytelling]; A -.-> C[Amazing Mark-up]; B --> D[Customers looking for experience]; C --> E[Double than competitors]
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Unique wines &
focus on storytelling

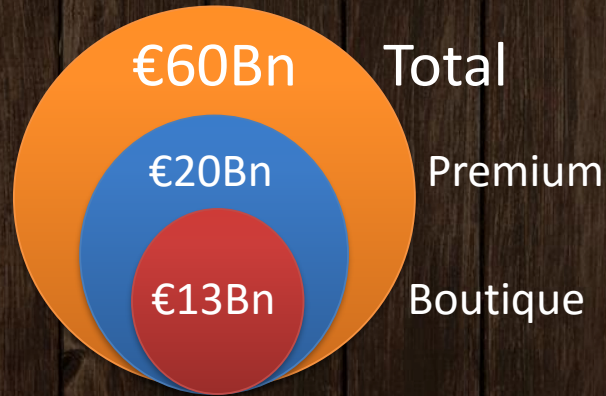
Customers looking for
experience

Amazing Mark-up

Double than competitors

THE OPPORTUNITY

A huge market: Europe



€13Bn value of boutique
premium wines >5€ bottle

Dominate the supply



Pricing and availability
arbitrage among countries

OTHER PRODUCER'S PROBLEMS

NO DIGITAL SKILLS (Both small and big brands)

- No digital presence
- No website
- No e-commerce



WHAT THEY DO NOW



Producers spend €4k every
3 years for purchasing a
showcase website from a
digital agency.

LET'S BRING PRODUCERS ONLINE

A digital solution for each type of winery

SMALL PRODUCERS



Website and
integrated e-commerce

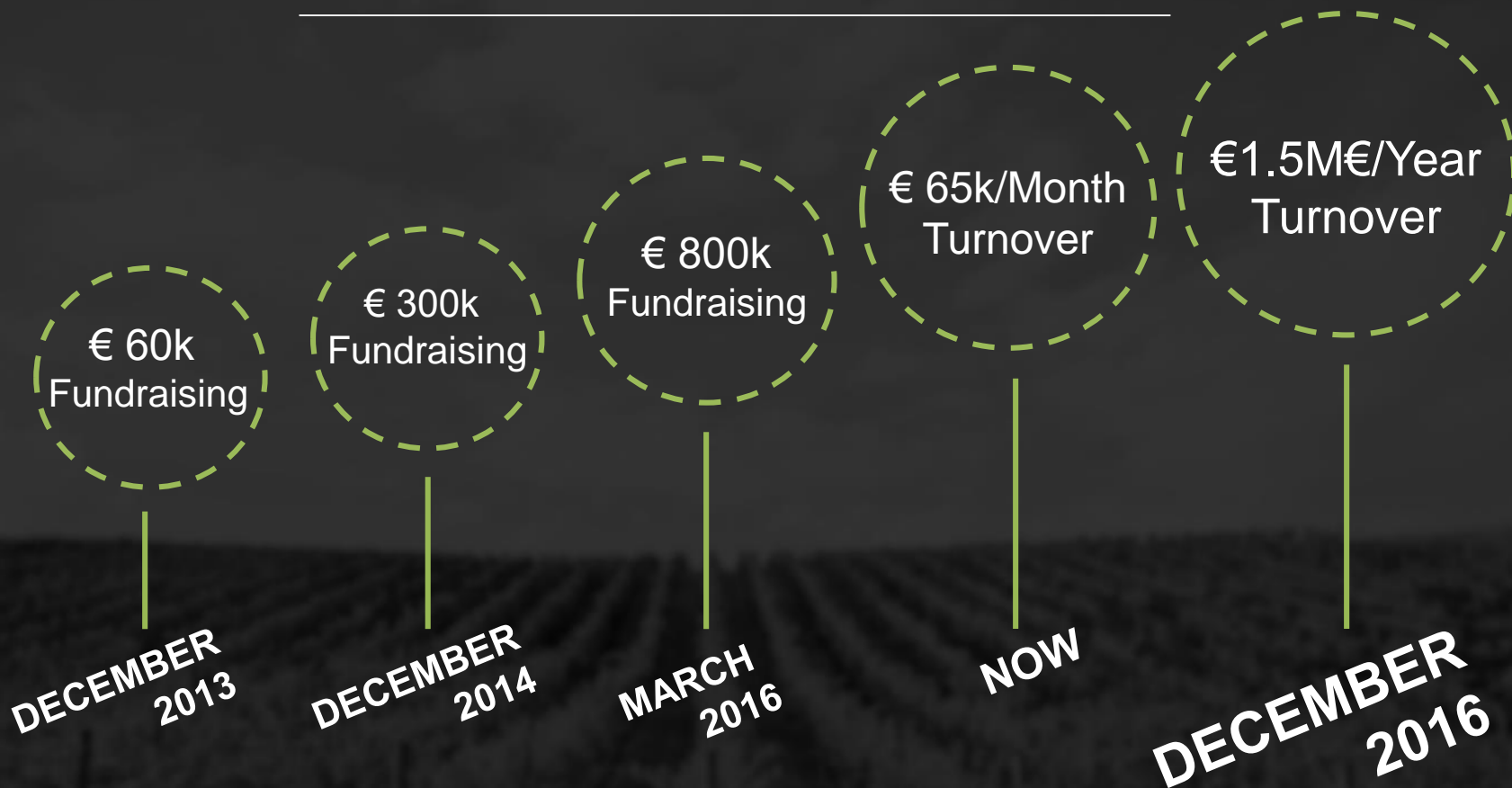
BIG BRANDS



Fully externalized
e-commerce solution

LOOKING AT OUR NUMBERS

TIMELINE



HOW MUCH WE WILL LOOK FOR



10% Logistics

40% Team

50% Marketing

→ Target fundraising ←

€3
Million

Opens January 2017

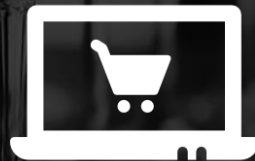
TO DELIVER OUR VISION



International expansion



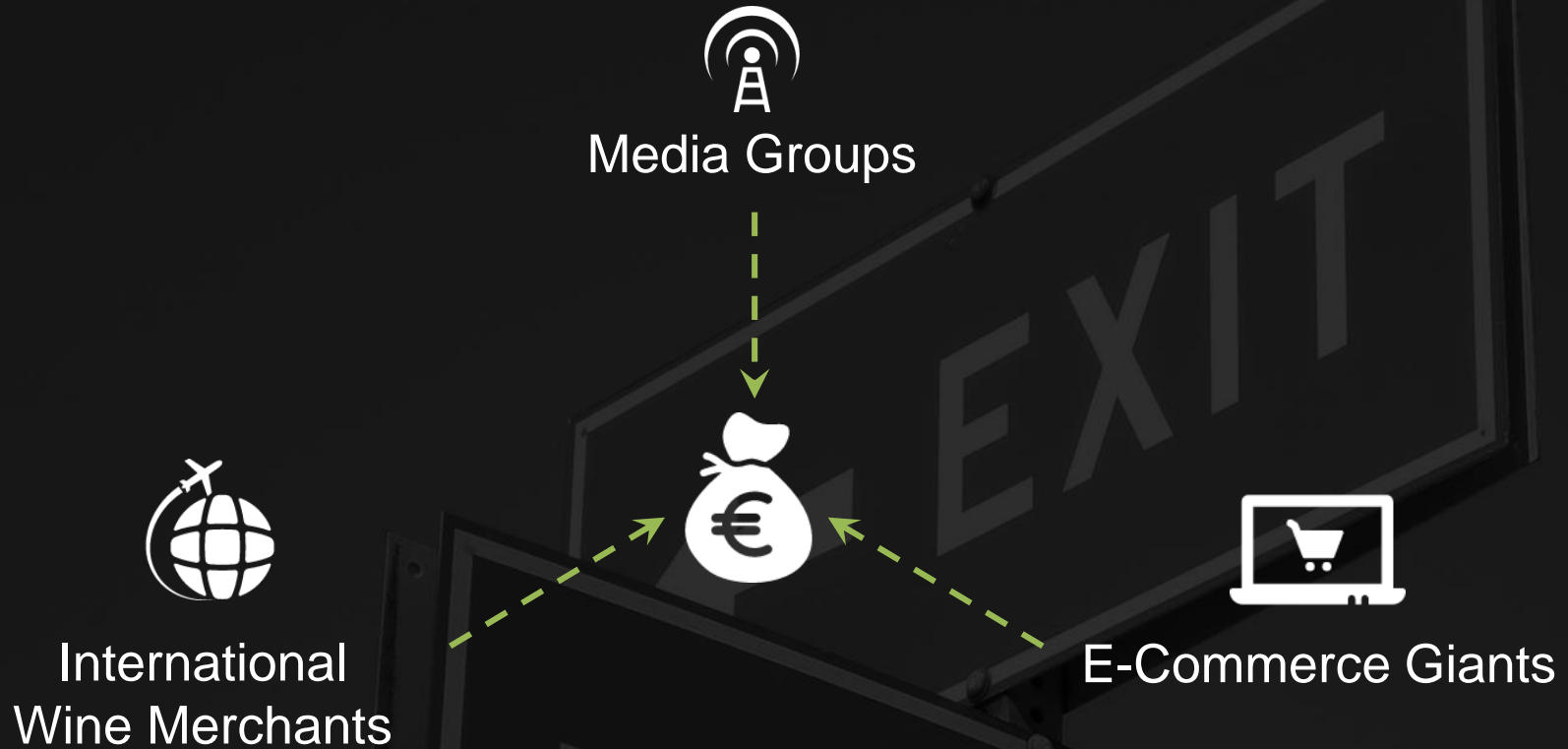
4M€ Turnover



Services for wineries

EXIT STRATEGY

A NEW WORLD OF EXITS IS COMING



SOMEONE PLOTTED THE WAY

Naked Wines sold to Majestic Wines for 95M€

The logo for Naked Wines, featuring the word "naked" in a blue, lowercase, sans-serif font, and the word "wines" in a smaller, blue, lowercase, sans-serif font, positioned to the right of "naked".

nakedwines

TURNOVER: 95M€

EBITDA: -4,5%

And if the EBITDA was positive? 20X...

**WHY SHOULD I INVEST IN
WINEOWINE?**

THE RIGHT FOUNDERS

PASSION + EXPERIENCE + SKILLS



Federico De Cerchio

Co-founder & CEO



Eros Durante

Co-founder & CTO

THE RIGHT ADVISORS



Riccardo Illy
President Illy Group



Giulio Limongelli
Ex CEO Groupon South Europe
& Middle East



Daniel Guasco
CEO & Co-Founder
Groupon South Africa



Daniele Bruttini
Ex Commercial Head
Zalando Italy



Aldo Del Bò
Europe Marketing
Head Kaspersky



Salvatore Giammarresi
Head of Globalization
PayPal

THE RIGHT METRICS



ARPPU

↑ 198€ (+90%)

Average margin after discounts

↑ 48% (+10%)

A man with dark hair, glasses, and a beard is shown in profile, holding a large, round-bottomed wine glass filled with red wine. He is smelling the wine. The background is a blurred outdoor setting with stone walls.

“A wonderful discover.

*I made 6 purchases in 2 months and
each wine was amazing.”*

Roberto Z. - wineOwine customer

Federico De Cerchio – CEO & Co-Founder



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