



Business Angels
Golf Association



SEED INVESTORS PRESENTATION

20 May 2024

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OUR PROPOSITION FOR SEED INVESTORS



- ✓ Sizeable **online EU wine market** -> “**Made in Italy**” matters in Wine Tech + Key market for HoReCa sourcing above all for **premium-fine wines segment** (Vinodoo focus)
- ✓ **Innovative B2B2C marketplace business model**, where Vinodoo act as a **platform** for transactions between HoReCa B2B players and Wine Enthusiasts B2C buyers. Proven **success cases** in other industries (e.g. Choco) and geographies (e.g. Drizzly)
- ✓ Strong **senior founders and management team** with a rare mix of entrepreneurial, digital commerce and fine wines skills
- ✓ Fully **live and ready to scale** business and technology (pilot sellers and orders already active / performed)
- ✓ Operating model with **fast and lean scalability** in **Italy and EU core markets** (no stock, **limited capital absorption to grow**)
- ✓ Potential for **high cash to cash returns** for early investors at **exit**



AN "A-CLASS"
SENIOR TEAM

VINODOO INVESTORS & FOUNDERS TEAM



Federico Pedrazzi



Alberto Cristofori



Mako Onfermann



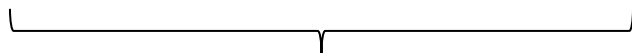
Alessandro Zanotti



Stefano Luvisi



Riccardo Recalchi
(Synesthesia)



Founders / Shareholders of **WineTip**
(fine wines trading / distribution)

Digital Investor
Digital Agency/
Consulting
Executive
(eCom / Digital
Venturing expert)

Digital Agency/
Consulting
Executive
(eCom / Marketplace /
Tech expert)

Digital Investor
Digital / Tech
Agency
Technology /
Venturing
Partner

VINODOO MANAGEMENT TEAM



Federico Pedrazzi
CEO



Tommaso Pezzato
Chief
Operating &
Commercial
Officer

**Entrepreneur &
Co-founder**



CITIZENS of HUMANITY



Marta Galizzi
Head of
Commerce Product,
Operations & Technology



VALENTINO



Simone Marchini
Head of
Marketing
& CRM

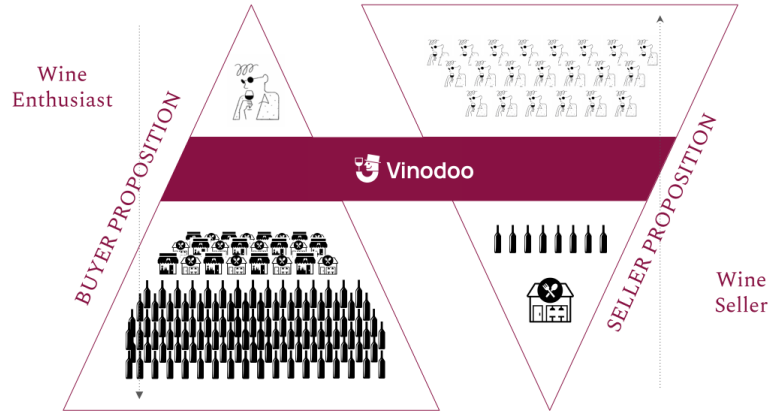


Vinodoo



AN INNOVATIVE
BUSINESS MODEL

A FINE WINES B2B2C MARKETPLACE ... NOT A WINE E-COM





MISSION

Unlock a world of **rare, hard-to-find and premium wines** for **passionate wine enthusiasts/ collectors** and empower **B2B sellers** with a **platform** to showcase and sell their collections / excess wine stock

VISION

The **Vinodoo platform** aims to **revolutionize the European wine market** by building a leading pan-European **B2B2C wine marketplace**.

With a user-friendly platform, personalized and AI smart recommendations, and robust security measures, we aim to become **the go-to destination for wine enthusiasts across Europe** by becoming one of the world's largest diffused fine wine cellar.

- Wine lovers have access to premium, rare and hard to find labels, and have an 'infinite' supply.
- Sellers leverage an added revenue channel.
- Full digital and supply chain operations.
- AI smart, best possible experience and bargains

AN ATTRACTIVE EU WINE ONLINE MARKET



~**5B€** wine online market in EU core wine markets
(Italy, France, Spain, Germany, Ch, UK)

~**7%** of total wine is sold on-line

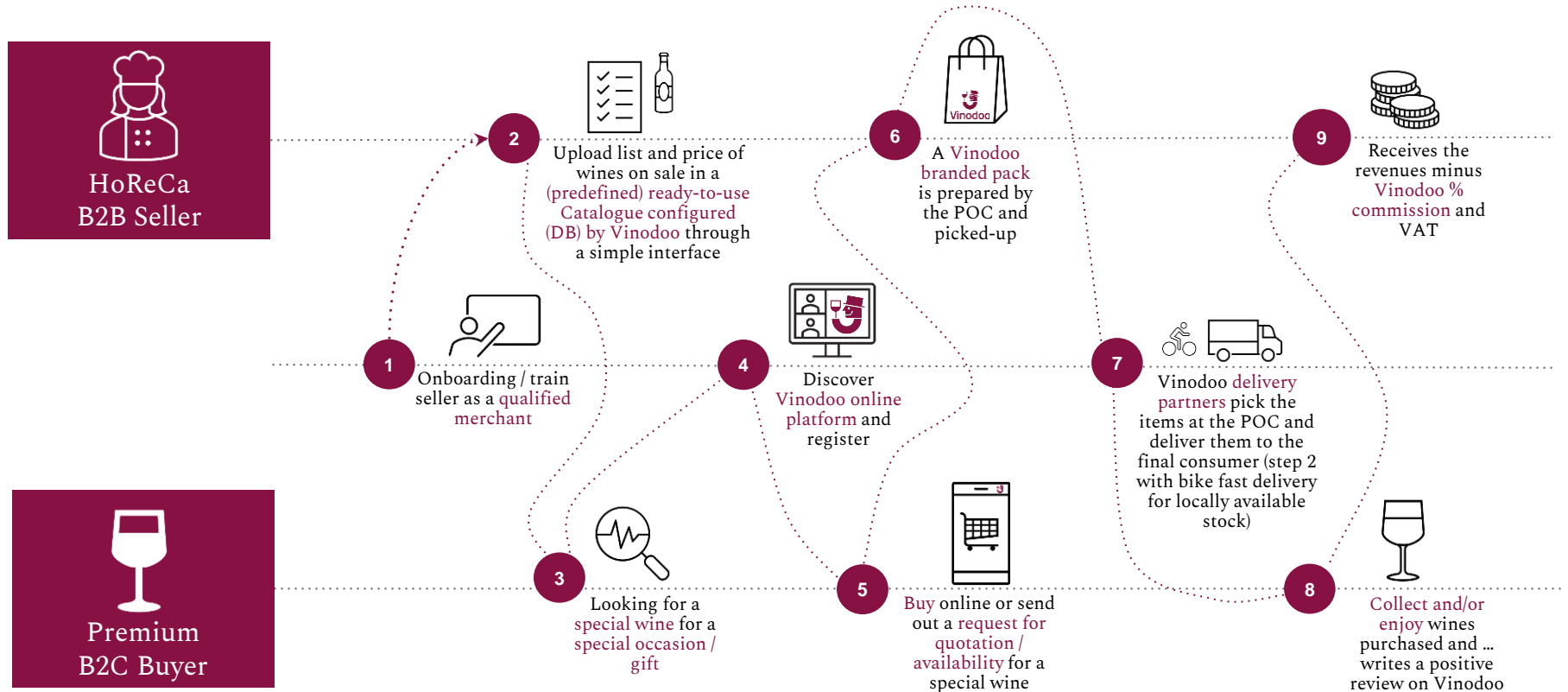
~**13K** wineries

Fragmented HoReCa

#1 #2 Fine Wines producing countries WW

No EU leader on-line

OUR “CURATED” MARKETPLACE OPERATING MODEL

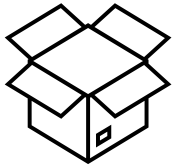


OUR SELECTED B2B FINE WINE SELLERS

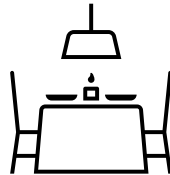
SELECTIVE APPROACH TO SELLERS / SKU'S



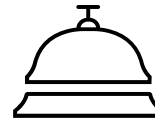
DEDICATED **SELLERS DEVELOPMENT TEAM** @ VINODOO



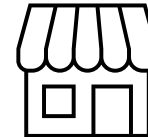
**FINE WINE
TRADERS /
DISTRIBUTOR
S / FUNDS**



RESTAURANTS



HOTELS
(N.B. SEASONAL
STOCK)



**WINE
SHOPS**

VINODOO SELLER PROPOSITION



New sales channel off-site
- Additional incremental revenues
for HoReCa / B2B players



Monetize excess wine stock
(e.g. end of season for hotels)



Simple & Fast eCom enablement



Serious / Professional



Access to the fast growing on-line
market / Vinodoo community



Marketing visibility
(Italy + abroad)



Simplify logistics & packaging
coordinated by Vinodoo



Full operations support - offline
and online (e.g. catalogue building)

MARKETPLACES ARE WINNING THE COMMERCE GAME

MARKETPLACES KEY STATS

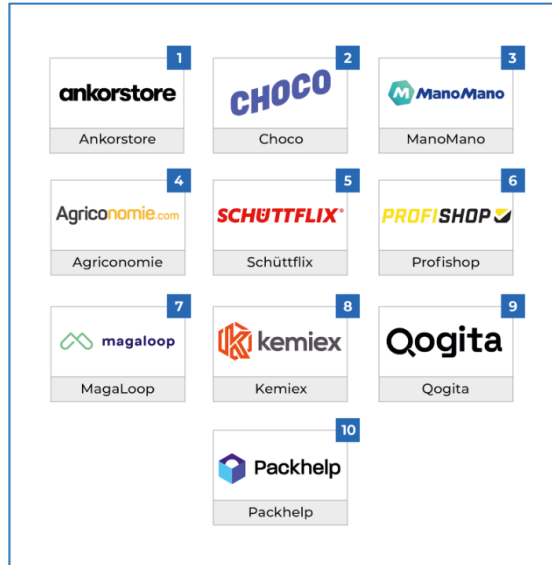
In 2023 B2C sales on marketplaces are forecasted to reach **~2.3 T\$ worldwide.**

Source: Statista

Today, the marketplace model accounts for more than **2/3 of global eCommerce**

Source: Mirakl «Global Marketplace Acceleration»

TOP10 B2B EU MARKETPLACES



Founded in 2018
EU HoReCa marketplace
Unicorn status since 2022
(1,2B\$ valuation)



Founded in 2012
US Wine&Spirits marketplace
Acquired by **Uber** in 2020 for 1,1B\$
Integrated in '24 in **UberEats platform**



A LIVE PLATFORM
WITH AN OPERATING MODEL
TO ALLOW A FAST SCALING

WHERE WE STAND TODAY -> READY TO SCALE IN ITALY



eCommerce & Marketplace **technology** built



Core **team** in place
Technology partnership



Fine wines database built with GenAI (8K+ sku's)
Sellers catalogues uploaded



4x Pilot **sellers** onboard
Pilot **orders** already performed



Awareness marketing campaigns launched
Digital Marketing **acquisition campaigns** in pilot
Special **launch deals** developed



TECHNOLOGY FOUNDATION ALREADY “LIVE” ...



Vinodoo.com **eCom frontend live in Italian** but already **designed for multi-language**



Marketplace live, with all main components **for sellers** on-boarding and order management



Brand ecosystem designed Vinodoo.com **website / UX** further refined and improved



Database of >8K sku's created leveraging on **GenAI** (~1K fine wines sku's on sale)

**Vinodoo.com marketplace fully live starting May 2024
with 4 pilot sellers**

... AND A CLEAR TECH EVOLUTIONARY ROADMAP



SEO optimization to increase Vinodoo visibility



Payment methods enhancement, including bank transfer, PayPal, and instalment payment + **Partite IVA (invoicing for B2B buyers)**



Operating processes higher automation, increasing speed and efficiency mainly on returns and partial fulfillment (leveraging also on **GenAI**)



Integration with a logistic broker / provider to:

- Gain more efficiency on order fulfillment, returns and logistic services monitoring
- Logistic providers differentiation by geographic area

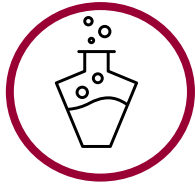


Integration with HoReCa ERP / Wine Inventory Mgmt Platform to ease the sellers' operations in catalogue import / inventory checks



Price recommendation engine setup, to get recommended price ranges to Vinodoo sellers based on web benchmark and market insights

FAST GO TO MARKET THANKS TO A “PLATFORM” MODEL



2023-H12024

**Business/ Tech
Building
Pilot sellers / orders**



2024-2025

**Italian national
model roll-out**



2025-2028

**Other EU markets
roll-out 4x
(Fr, Ch, UK, De)**



**Pre-seed
founders
funding**



**Pre-seed
funding**



**Seed
Funding
Smart
Money**



**Series-A
VC funding**

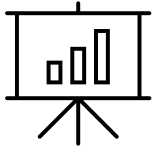


**Series-B
VC funding**



**Series-C
VC funding/
Exit**

LIMITED CASH ABSORPTION TO FUND THE GROWTH PLAN



FULL BP
AVAILABLE TO
SELECTED
INTERESTED
INVESTORS
VS
N.D.A.

- ✓ Ambition to reach **>50M€ GMV in year 5** as a marketplace, translating into **>8M€ revenues** with **focus on 5 key EU key markets** (Italy, France, CH, Germany, UK)
- ✓ Focus in **2024** on the **Italian market**, **2025-2028 EU expansion**
- ✓ **EBITDA break-even** expected at **~20M€ GMV**
- ✓ Potential for a **5-20x return cash to cash** over the plan with an exit valuation of **>40M€**
- ✓ **Three funding rounds** needed to launch and scale the business in EU for **~2M€ in 2024-2026**



ACTION PLAN
&
FUNDING NEEDS
2024

KEY MILESTONES 2024

STRATEGIC FINE
WINES SELLER
ENTRY
(ITA + FR)

Fund raising
~**300K€**
(ONGOING)

Awareness
Campaigns
Marketplace
go-live
Pilot Orders
TopWine
Seller Deal *

First round
VC
Funding
500-800K€



JAN '24

MAR '24

MAY '24

MAY-JULY '24

SEPT-OCT '24

OCT-DIC '24

eCom
Beta
Completed
Pilot sellers
onboarding

Marketplace
Technology
completed
Core Team
Hiring
Pilot sellers

Sellers + Demand
expansion
**WebTech
Deal***
+ Platform
evolution

Customer
Acquisition boost
Christmas sales
Prepare for
International
(CH, FR)

HORECA STOCK /
INVENTORY
INTEGRATION

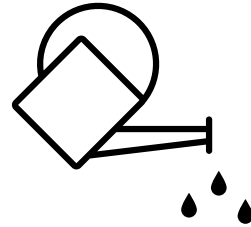
* DEALS UNDER ADVANCED DISCUSSION

2x FUNDING ROUNDS 2024

MAY
(ongoing)

SMART MONEY FROM
ADVISORS, SHAREHOLDERS &
SMART FRIENDS

~300K€
(~20% - some shares
available)



SEPT-OCT
(to be launched)

QUALIFIED SEED
INVESTORS
And/or VC FUND

~500-800K€
(~15-20% - pre-marketing
phase)



We welcome **BAGA members** among
our next gen of Seed Investors !



SPECIAL
WINE DEALS
FOR BAGA
MEMBERS & FRIENDS

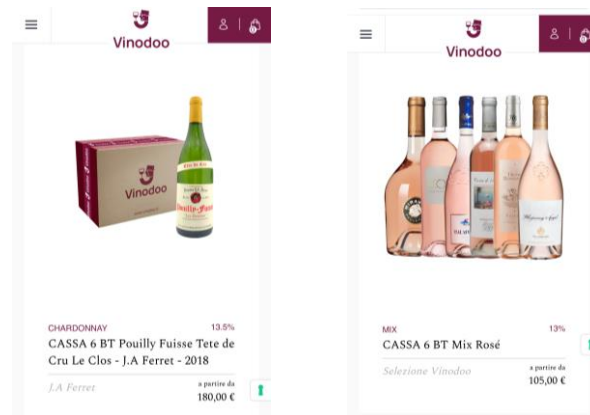
SPECIAL WINE DEALS FOR “BAGA” MEMBERS & FRIENDS

FINE WINES



**“VERTICALE
39 ANNI DI
SASSICAIA”**

PREMIUM WINES



**>90 SELECTED
WINE DEALS
ITALY + FRANCE**

<https://bit.ly/vinodoo>



www.VINODOO.com

Thank you

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