

Script

WRITE YOUR OWN SCRIPT

MARKET

The US jewelry market was valued at \$67B for the 2015 fiscal year. Novelty and Costume Jewelry revenue for recent years has come in around 742M in in the US annually. There are about 50 million US woman a year who buy fashion jewelry on a regular basis. With the 3D printing market expected to grow to 17B by the year 2020, we have reached a unique golden moment of convergence between fashion and new technology. Now is the time to become a part of this trend, to become a brand name online and through social media, and eventually retail.

PRODUCT

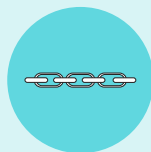
Script an exciting new way to create jewelry. For many years personalization and the nameplate necklace have been very popular and well loved. Well with script we can take it one step further, your very own handwriting or doodle, 3D printed in any material you might like in any price point you choose to spend. This is true self-expression. Using the multi necklace style, the customer may also add on pre-designed geometric shapes, in the celebration of 3D printing and adding a unique twist. Each of these designs can then be customized by style of chain, length of cord or even designed as a bracelet. In a time when it's hard to find a unique gift, this says "I love you" in literally your very own hand. During a time when we rarely write with a pen, why not celebrate our own penmanship and style. Write your own script.



Graphic Pendant



Custom Nameplate



Chain or Chord

a three part system

BUSINESS MODEL

Script is a unique jewelry line with 100% customization using 3D printing technology. The brand will be available online and through a highly tailored app for on the go orders. It will be promoted through social media, Adwords, Facebook and other online sources. In the future and as it grows in popularity, the brand will expand to have "geometric" and everyday designs in retailers throughout country, while maintaining the original customization feature.

ROADMAP

0-6 MONTHS

- Build App
- Complete Website
- Secure Factory
- Hire Developer
- Shapeways Contract
- Complete Prototype
- Secure Supplier for parts

6-12 MONTHS

- Attend Street Fairs
- Get on Instagram
- Magazine Ads
- Celebrity Spotting
- First Jewelry Parties
- Complete working 3D program Software

1-2 YEARS

- FaceBook Ads
- Promote Parties
- Talk Show circuit
- Geometric line in 10 Stores
- Hire Employees for Pack and ship

3-4 YEARS

- Move to Fulfillment Center
- Expand line to include earrings, charms & Rings
- Expand outside US

5+ YEARS

- Merge with Existing brand
- Or sell company to investor
- Bring line to Nordstrom and local retailers
- Manufacture the jewelry in house

Team



REBECCA M WOLFE
CEO and Founder
Industrial Designers



JENNY BRAY
Parties by Jenny
Cabi Show Network

Key Advisors:



SANDRA ROOS
Fashion Writer
Vouge and More



STEVE CAMPBELL
Programmer
AutoDesk



CINDY MCDUFFY
Instagram
Blogger with 2M follower



ANDREW JEFFERSON
Venture Capitalist
Blue Sky Partners



INVESTMENT OPPORTUNITY

2 Year Convertible Note w/ a 3MM Cap

For a \$250,000 investment you receive the chance to get involved from the beginning. Script is asking for a 2 year convertible note at 6% interest, and a 3 Million dollar Cap. Don't miss this wonderful opportunity!

THE BREAKDOWN

	2100	5500	11000	18000	27000
Units					
Margins	58%	57%	62%	62%	62%
COCA	\$18	\$10	\$4	\$3	\$1