

# albicchiere

THE SMART WINE PLATFORM



# PROBLEM

## WINE LOVERS

624 WINE WASTE  
MILLION

of bottles per year  
only in England

63 WRONG CONDITION  
PERCENT

of bottles open at the  
wrong temperature

### One Serve

*Enjoy any wine you want, whenever you want without worrying about wasting a bottle for just one glass.*

### Perfect Serve

*Drinking wine at the right temperature to taste the best flavors and aromas.*

# PROBLEM

B2B

## HORECA



Short list of wine by the glass

Wine by the glass margin is about **x8** while a bottle is **x2,5**.

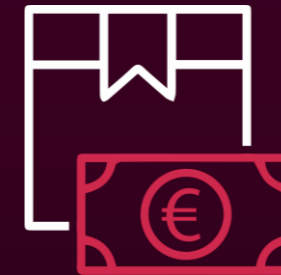


Missed revenue opportunities



Missed engagement opportunities

## WINERIES



High shipping costs

**20% of every dollar** they're spending goes towards shipping



Bad storage and delivery conditions

**18%** broken bottles on delivery without special packaging



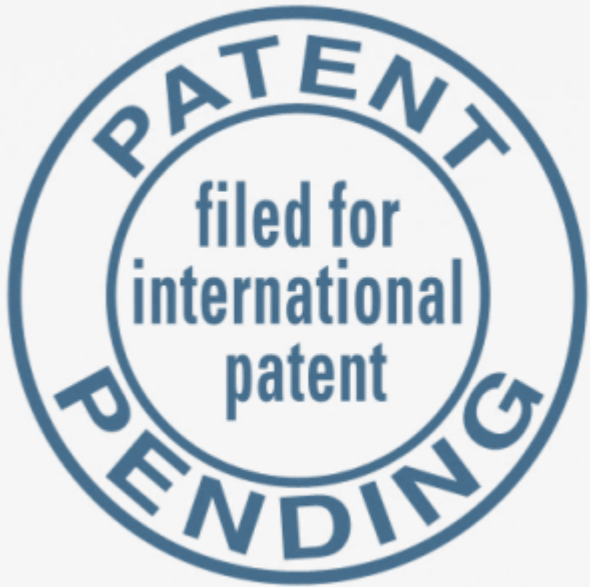
Unknown consumption data

# SOLUTION

## THE SMART WINE PLATFORM



40 PERCENT REDUCED CARBON FOOTPRINT



# SOLUTION

## SMART WINE DISPENSER

The **First** smart kitchen device for wine  
with **temperature** and **preservation** control

- ✓ Always ready-to-go
- ✓ Fast cooling system
- ✓ Portable  
always with you thanks to battery pack on board
- ✓ No cleaning process required  
the simpler change wine system on the market
- ✓ Zero service cost  
you pay only for what you drink

WIDE SELECTION OF WINE  
100% of still wine sold by the glass

WINE LABEL DISPLAY

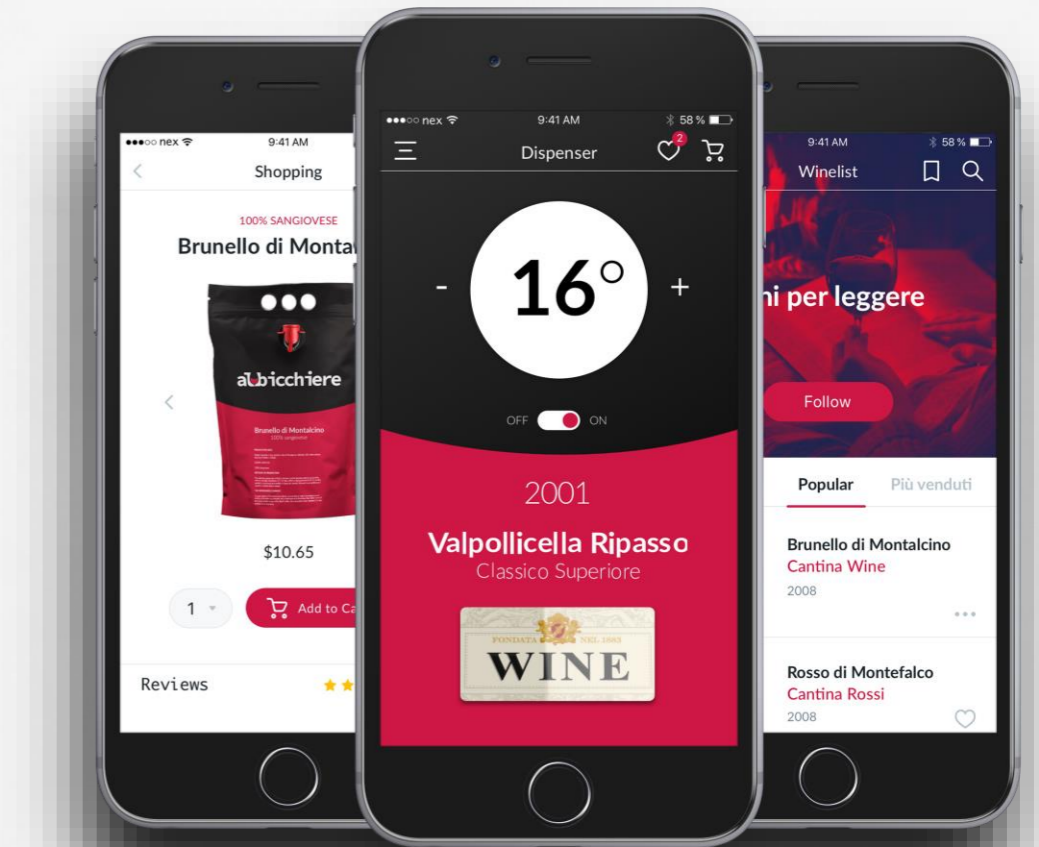
IoT FUNCTIONS



# SOLUTION

## SMART WINE APP

- ✓ eCommerce  
wide selection of wine and  
automated reorder system
- ✓ Precision Marketing Service  
consumption data of final customers
- ✓ Personal Virtual Cellar
- ✓ Smart Home Connection  
and voice assistant integration



*"Alexa, Bring me a glass of wine."*



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# SOLUTION

## SMART WINE BAGS

The **best** solution to drink your wine  
with longest **preservation** and low **environmental** impact



✓ Long wine preservation up to 6 months  
**8 times longer** than any other system

✓ Endless change  
even if you drink only one glass

**Lighter** and less fragile than glass bottles ✓  
Shipping costs -70% compared to shipping a normal bottle

**Blockchain** system to track your wine ✓  
Packaging anti-counterfeiting

**40** REDUCED  
PERCENT CARBON  
FOOTPRINT



# ADVANTAGE

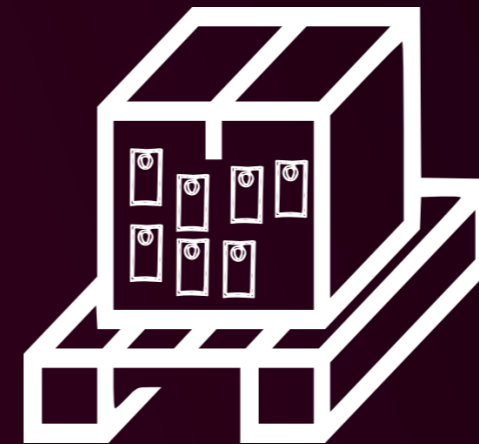
## PROFESSIONAL USER

Lighter and less fragile than glass bottles  
Reduced costs compared to shipping a normal bottle

For **600**  
Wine Bottles or Wine Bags



GROSS WEIGHT  
**750kg**



GROSS WEIGHT  
**500kg**

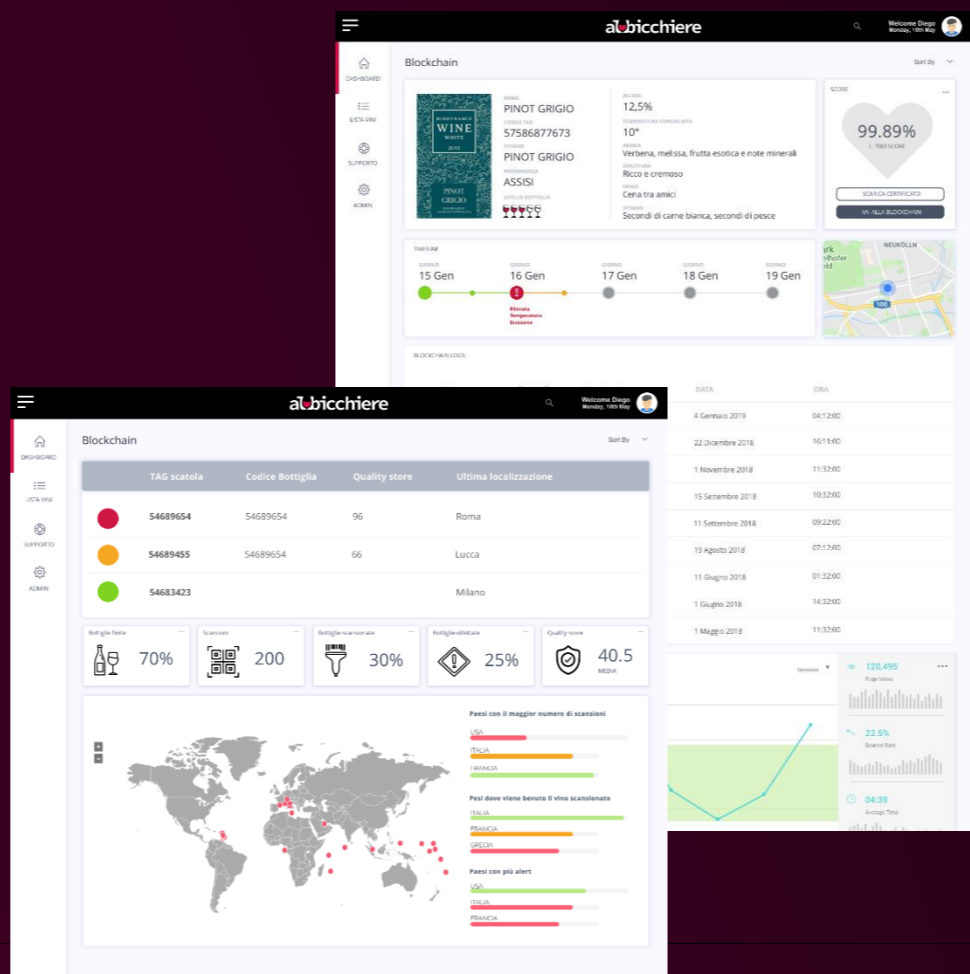
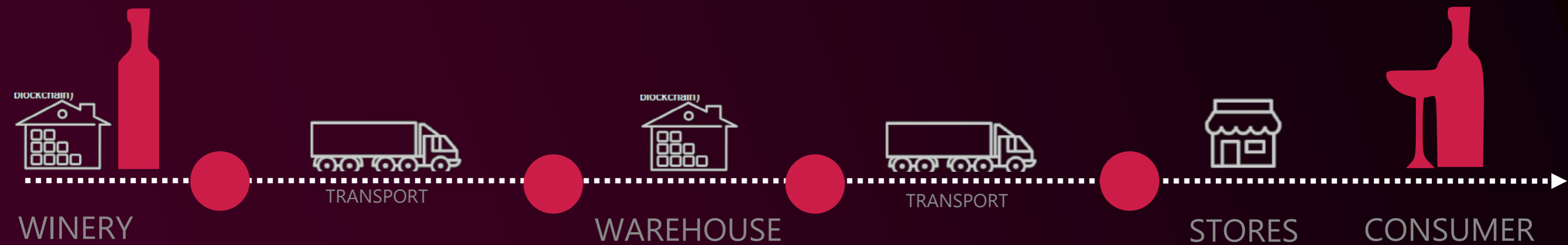
**33% WEIGHT LOSS**

\*Bordolese Standard  
Weight: 410gr

# SOLUTION

## THE TRACKING SYSTEM

Active Blockchain system to track your wine  
With temperature & movement sensors



And more...

# MARKET

## SMART WINE PLATFORM

### WINE MARKET

BiB Wine Market  
estimated in 2023

42 Bln \$

Bulk Wine Market  
estimated in 2023

161 Bln \$

Total Wine Market  
estimated in 2023

423 Bln \$



## TREND

Smart home & wine

Smart Appliances

12 Bln \$

In 2018

Smart Kitchen Device

+23,4% CAGR

In 2017-2025

Value 896 Mln \$ in 2017

Bib wine market  
By quantity

France 36%

Australia 48%

Sweden 40%

# BUSINESS MODEL

## THE SMART WINE PLATFORM



Dispenser  
and accessories



Precision Marketing  
Services



Albicchiere  
and Wineries  
SMART BAGS



Wine  
bottles



# TRACTION

## INDUSTRIAL PARTNERS

### DS SMITH

WORLDWIDE LEADER FLEXIBLE  
PACKAGING FOR WINE



### STMICROELECTRONICS

IOT SENSOR LEADER



DISTRIBUTORS: + 20





(USA, UK, JAPAN, HONG KONG, SCANDINAVIAN, SOUTH AFRICA)

WINERIES: +80 LETTERS OF INTEREST



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# COMPETITIVE ADVANTAGES

				
	299,00 €	1490,00 €	1999,00 \$	349 €
Long preservation After first opening	●		●	●
Battery	●			●
Fast Cooling System	●	●		
No Cleaning System	●			
Voice Assistant integration	●			
Wine eCommerce with custom package and standard bottle	●	●		

# OUR TEAM



**MASSIMO MEARINI**

**Founder & CEO**

Degree in Business and Master's  
Degree in innovation and Business  
administration.  
Experience in marketing,  
communication and finance.



**DIEGO PEPINI**

**Founder & CTO**

Degree in Mechanical Engineering and Master's  
Degree in innovation and Business  
administration. Experience in consulting for  
innovative product development.



**LUIGI PALUMBO**

**Business Development**

Serial Startupper with  
strong experience in ICT  
and expert on wine  
import/export in Asia.



**MICHELE MORETTI**

**PhD Industrial Engineering**

Researcher at University of  
Perugia – Strong experience  
in R&D



**EMANUELE PANGRAZI**

**Industrial designer**

Winner of several awards  
including REDDOT Award 2014



**PAOLO TATICCHI**

**ADVISOR**

Director of the Weekend MBA and  
Global Online MBA of Imperial  
College of London.  
Director of Global Initiatives



**MARCO RASPATI**

**ADVISOR**

Entrepreneur, CEO of Nexo  
Corporation, Owner of Philip  
Kotler Marketing Forum

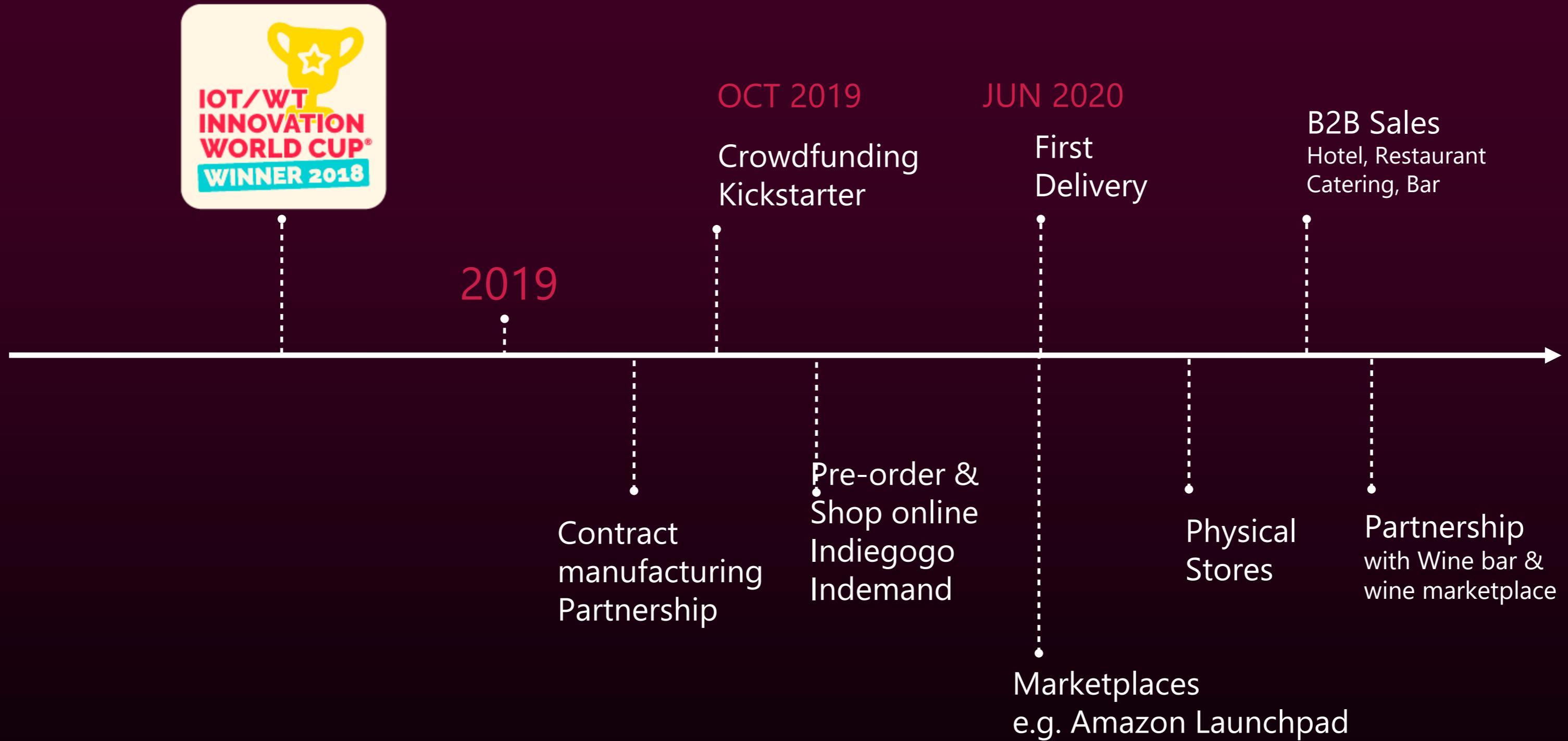


**DOUGLAS BELTRAN**

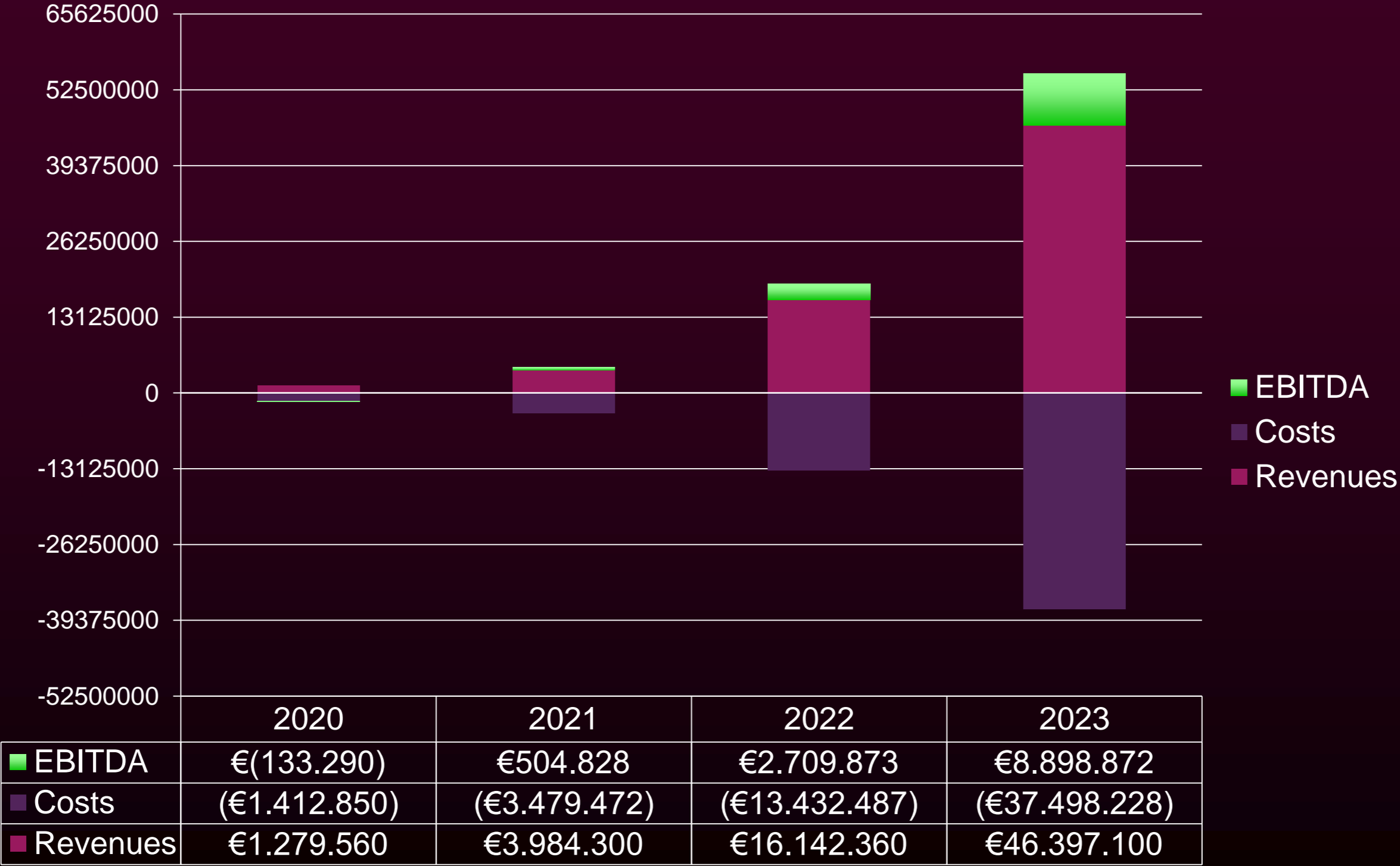
**ADVISOR**

Professor at SUNY Buffalo State  
Master's degree NY University  
Startup advisor Military veteran

# GO TO MARKET



# FINANCIAL PROJECTIONS



# INVESTMENT AND USE OF FUNDS

**29%**

Investments

**500K €**

**52%**

Product development

**19%**

Marketing & Communication

# ROI STRATEGY

## POSSIBLE ACQUISITION TARGET

amazon

B/S/H/  
BOSCH AND SIEMENS HOME APPLIANCE GROUP  
BOSCH SIEMENS  
GAGGENAU

Panasonic

Whirlpool  
CORPORATION

Haier  
Inspired Living

Electrolux

Miele

ROBAM  
Enjoy Cooking Life

SAMSUNG  
ELECTRONICS

LG Electronics

E&J Gallo Winery

Constellation  
Brands

THE WINE GROUP


Pernod Ricard  
*Créateurs de convivialité*


**albicchiere**  
**ENJOY EVERY**  
**SINGLE GLASS**  
**OF WINE**



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