

Business Overview

Alexandrite Candle Lighting

**A simple, beautiful, innovative new product:
smart, versatile, safe, sustainable – with the
potential to make €1 billion in annual revenue
in 10 years**

"The future of candlelight starts here."



Problem: atmosphere and safety

- **Traditional candles:** Pose fire hazards, causing property damage and injuries, with no personalization options.
- **LED candles:** Feel artificial, and the few with real flames are not eco-friendly.
- **No smart alternative:** No premium solution seamlessly merges real flame with sustainable technology.
- **Table lamps:** Remain static, lacking versatility and adaptability across different spaces and occasions.



The Solution: The First-Ever Wellness & Healthcare Lamp

✓ Key Takeaways:

- **Merges real flame with LED technology**, Bluetooth, and microphone integration.
- **Enhances well-being** by bringing the therapeutic benefits of candlelight into a smart, adaptable lighting solution.
- **Sustainable & versatile** – perfect for homes, events, hospitality, and healthcare environments.
- **Safe & stable** – patented adapting rings secure premium candles, preventing tipping and fire hazards.



Product description

We're not just entering high-growth, multi-billion-dollar markets; we are advancing them. Alexandrite is the next step in the evolution of candles and lighting, merging tradition with cutting-edge innovation.



Beyond Candles: A Multifunctional Innovation

One of our patented adapting rings has a transparent top, allowing bottle and cocktail illumination. This expands our reach beyond candles into table lamps and LED bases, making Alexandrite uniquely versatile.



Patents & Intellectual Property

Our innovation is backed by two industrial patents: One granted and the other confirmed by the European Commission as new, inventive, and industrializable. With the PCT deadline on April 11, securing international protection is a priority.

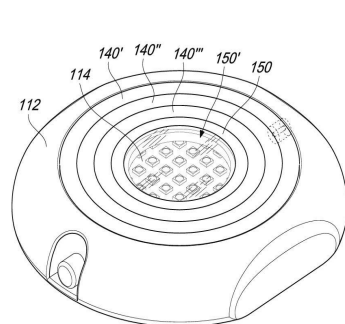
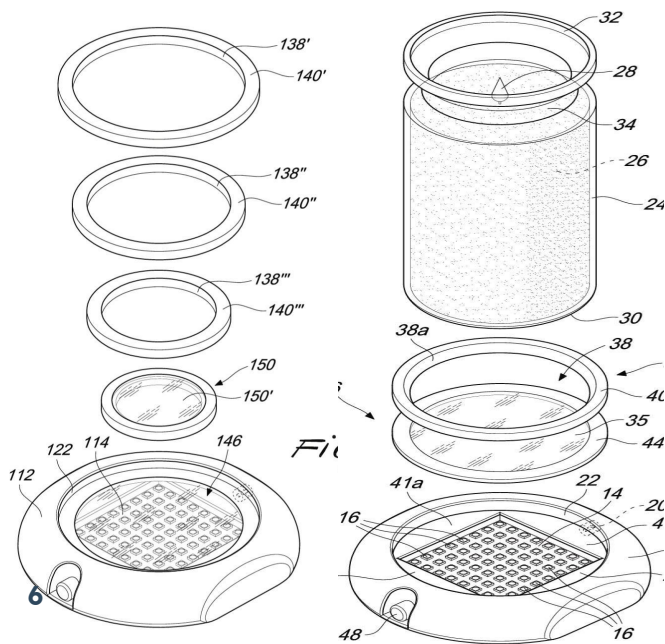


Fig. 6

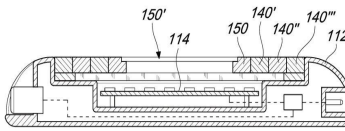


Fig. 7

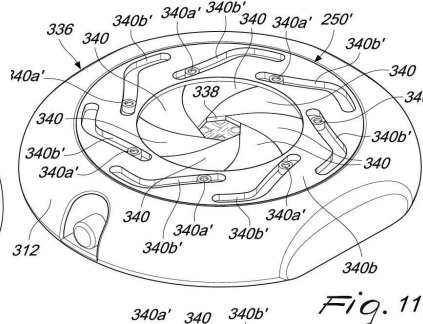


Fig. 11

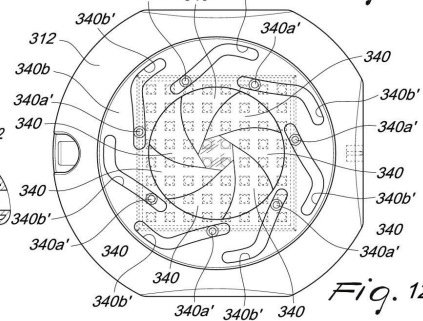


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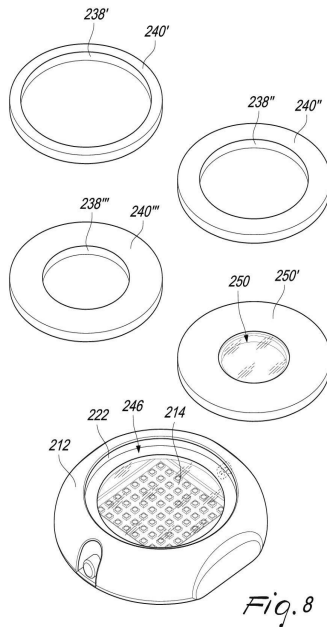


Fig. 8

Markets & Competitive Advantage

Alexandrite captures several expanding markets:

1. **High-End Candle Market:** €13.6 billion globally.
2. **Fake Flame LED Candle Market:** €200 million and growing.
3. **Smart LED Lamp Market:** €18.74 billion with a 9.5% CAGR.
4. **Wellness & Home Decor Market:** A part of the €7 trillion wellness sector.

✓✓ **SAM & TAM:** €35.79 billion, with potential expansion to **€41-46 billion** through strategic partnerships.

✓ **TOM:** €24.8 - 27.6 billion, leveraging an additional **5% share** from the hospitality, restaurant, wellness, and nautical markets, where ambiance and safety are critical.

✓ **Projected ROI:** **x3000** in **10 years**, with an estimated **CAGR of 22-25%**, driven by increasing demand for **smart, sustainable lighting solutions**.

✓ **Strategic Market Edge:** The ability to **cross-sell** candles and lamps in both markets gives Alexandrite Candle Lighting a **unique competitive advantage**, positioning it as a **category-defining leader** in the industry.



Go-To-Market Strategy & Multi-Channel Business Model

Category	Details
Key Partners	Premium candle brands, Interior designers, Retailers, Hospitality & wellness, Influencers
Key Activities	Product development, Supply chain, Strategic partnerships, E-commerce growth as a premium candle reseller
Value Propositions	Smart candle lamp enhancing ambiance & safety, Customizable, Fire-safe, Bridging candles & lighting, E-commerce for premium candle brands
Customer Relationships	DTC e-commerce (own products + premium candles), B2B partnerships, Subscription refills, Influencer marketing
Customer Segments	Home décor lovers, Luxury hospitality & wellness, Restaurants, Yachts, Tech-savvy candle users
Key Resources	Patented tech, Manufacturing, Retail & e-commerce infrastructure, Industry alliances, Marketing assets
Channels	E-commerce store & Amazon, Specialty retail, Hospitality, Expos, Social media (Instagram, TikTok, Pinterest, YouTube)
Cost Structure	Manufacturing, Marketing & acquisition, E-commerce ops, R&D, Logistics
Revenue Streams	E-commerce (own products + premium candles), Subscription refills, B2B sales, Licensing

Competitive Analysis – Why We Are Different

Feature	Alexandrite	Yankee Candle	Philips / Osram	IKEA / Artemide
Smart LED Tech	✓	✗	✓	✓
Real Candle Experience	✓	✓	✗	✗
Cross-Selling Between Markets	✓	✗	✗	✗
Customizable Ambiance & Safety	✓	✗	✓	✗
Targeting New Consumer Segments	✓	✗	✗	✓



Our Competitive Edge

- ✓ **First-Mover Advantage** – No direct competitors in our hybrid candle-smart lamp segment.
- ✓ **Patented Innovation** – Bridging two **thriving** multi-billion dollar markets.
- ✓ **Multi-Channel Expansion** – DTC, B2B, premium hospitality, and global retail.
- ✓ **Scalability & Sustainability** – Designed for recurring sales, a high-margin model, and eco-friendly impact.

Competitive Edge – How We Stand Out

Feature	Alexandrite Candle Lighting	Yankee Candle	Philips/Osram/Ikea
Smart LED Integration	✓ Yes (Adaptive, Multicolor, Music Sync)	✗ No	✓ Yes, but only for regular lamps
Real Candle Use	✓ Yes (No direct competitor in this category)	✓ Yes	✗ No
Safety Features	✓ Yes (Prevents tipping, safer than regular candles)	✗ No	✓ Yes, but only for smart lighting
Market Target	🔥 Candle Lovers + Millennials + Gen Z + Wellness Industry	👧 Only women 30-50	🏠 Home & Corporate Lighting
Customization	✓ Adaptive rings, fits any premium candle	✗ No	✓ Yes (but only LED-based)
Growth Potential	🚀 Emerging Hybrid Market	📉 Traditional, saturated market	📈 Smart Home Expansion

Financial Growth & Investor Returns

Year	Projected Revenue (€)	Funding Rounds (€)	Valuation (€)	Growth Milestones
Year 1	€180K - €500K	€180K (Pre-Seed)	€1.5M	✅ Product finalization & early B2B
Year 2	€1M - €3M	€500K (Seed Round)	€5M	✅ Early traction & retail expansion
Year 3	€7M - €12M	€3M (Series A)	€20M	✅ Scaled B2C & International Sales
Year 5	€30M - €50M	€15M (Series B)	€100M	✅ Strong brand presence in EU & US

11 👉 **Investor Takeaway:** With structured funding rounds, we **scale quickly** while ensuring an **attractive return** for investors.

Early Financials & Growth Forecast

Year	Valuation	Equity Offered	Capital Raised
Year 2	€5M	10%	€500K
Year 5	€100M	15%	€3M
Year 7	€500M	15%	€15M
Year 10 (Exit)	€10B	3%	€300M

✓ **Founder Control:** Maintaining 51% ownership while maximizing investor returns

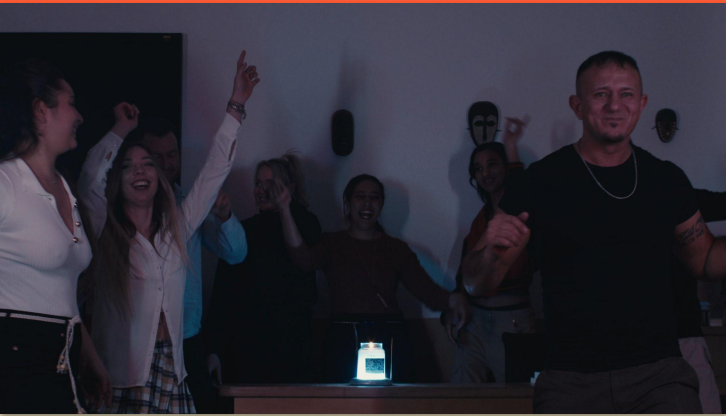


Financials & Growth Strategy

12

- **Break-Even at:** 4,615 units (estimated within 9 months).
- **Revenue Goal:** €1B in 10 years.

Early Traction & Market Validation



💬 **Community Engagement** – A post in a **Yankee Candle fan group** generated **300+ inquiries** asking where to buy the product, despite being labeled as a prototype.

🏪 **Market Interest** – Early discussions with **retail chains, malls, bars, hotels, restaurants, and wedding caterers** confirm strong demand. **Bruciaessenze.it, an official Country Candle retailer**, has also shown interest, further validating market potential.

🏢 **Strategic Partnerships** – Ongoing collaborations with leading **suppliers and manufacturers** for production and distribution.

💰 **Investor & Crowdfunding Preparation** – Actively connecting with **angel investors, venture capitalists**, and preparing for an **upcoming crowdfunding campaign**.

The Team



The Founder- Alessandro Goia
"Bringing his first venture to IPO."

With the prestigious **Fondazione Giacomo Brodolini's** support, the founder is on a mission to make his **first successful exit**. The groundwork is set, the vision is clear. **Discussions with potential board members are already in motion, ensuring that once we secure the first investment, we will assemble an elite team of industry experts.**

A blank canvas 🎨 let's paint it right.

Ready for Market Launch

Third-Party Suppliers:



Incubator

PIO&TITOTOSO

Pio & Tito Toso,
Design – Excellence
in design,
collaborating with
industry giants like
Artemide.



Microtech Srl,
Ingegnerizzazione



Idea Stampi,
Press



Pannilazzarini,
Assembly



Caleisoscopio,
Web and Social

The numbers of the project

Initial Requirement: €180,000

(Design, engineering, industrialization, moulds, first production, communication, marketing)

Lamp Production Costs:

- **Material:** €8 - €10
- **Assembly:** €1

Sale Price (Retail): Starting from €39 (VAT included)

Market Potential: Global



The Road Map

(Bootstrap & Pre-Seed) –

Co-founder search, product development, prototype, MVP, and market validation. Initial launch in Italy & select international markets, early B2B partnerships, and brand awareness.

(Early Growth & Expansion) –

Scale in key markets, strengthen supply chain & distribution, enhance product features, and expand into **hospitality, wellness, and nautical sectors**.

(Scale & In-House Production) –

Secure Series A, establish in-house production, expand in **Europe, U.S., and Middle East**, strengthen e-commerce & retail, and launch premium versions.

(Global Expansion & Market Leadership)

– Fully integrated production, **market dominance in candles & smart lighting**, entry into **Asia & luxury markets**, and explore **IPO/acquisition opportunities**.

2025




2026

2027

2028

Why Invest in Alexandrite Candle Lighting?

Yankee Candle, the most copied candle in the world, was sold for \$1.7 billion by targeting only women aged 30-50. We have **the same original disruptive factor**, but with **cross-selling opportunities, and a broader audience** that includes **Millennials, Gen Z, and boating enthusiasts**.

Even children are captivated, enjoying the ability to make candles dance with their voice and watching them glow in multicolor. **No other brand has ever combined flame, technology, and interactivity like this.**   

We are looking for:

- ✓ **Partners** who share our vision of revolutionizing the home fragrance & smart lighting industries.
- ✓ **Long-term collaborations** to maximize returns while pioneering a new product category.
- 💬 **Let's redefine the scented candle experience together.**
- ✉️ **Contact us to explore investment & partnership opportunities.**



Thanks for the attention

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