



THE FUTURE OF
CANDLELIGHT
STARTS HERE



Business Overview

Lighting the World with Smart, Emotional Wellness Experiences

We are rewriting the language of light, turning candles, bottles and other objects into smart emotional wellness experiences.

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

Invented Thousands of
Years Ago.

Never Truly Evolved.

While working in the candle industry, I realized
one thing: *they're still the same.*



Problem: Atmosphere

- 💡 Weak light
- 👤 Not customizable for mood or occasion
- ✗ No smart features

Problem: Safety

- 🔥 Dangerous around kids & pets
- ✗ Cause fires, deaths, and millions in property damage.
- ✗ No stability — and bottles share the same flaws



Even the Closest Alternatives Miss the Mark



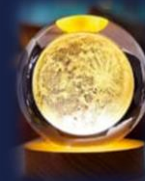
COMPETITOR: LED Candles with Fake Flame

Look inauthentic, no emotional warmth, often plastic and disposable



COMPETITOR: LED Candles with Real Flame

LEDs embedded in wax. Not reusable, fragile, not sustainable, limited to single shape



COMPETITOR: Non-LED Decorative Bases

No smart tech, no multi-object compatibility, cheap appearance, not premium

One Base. Endless Safe Possibilities

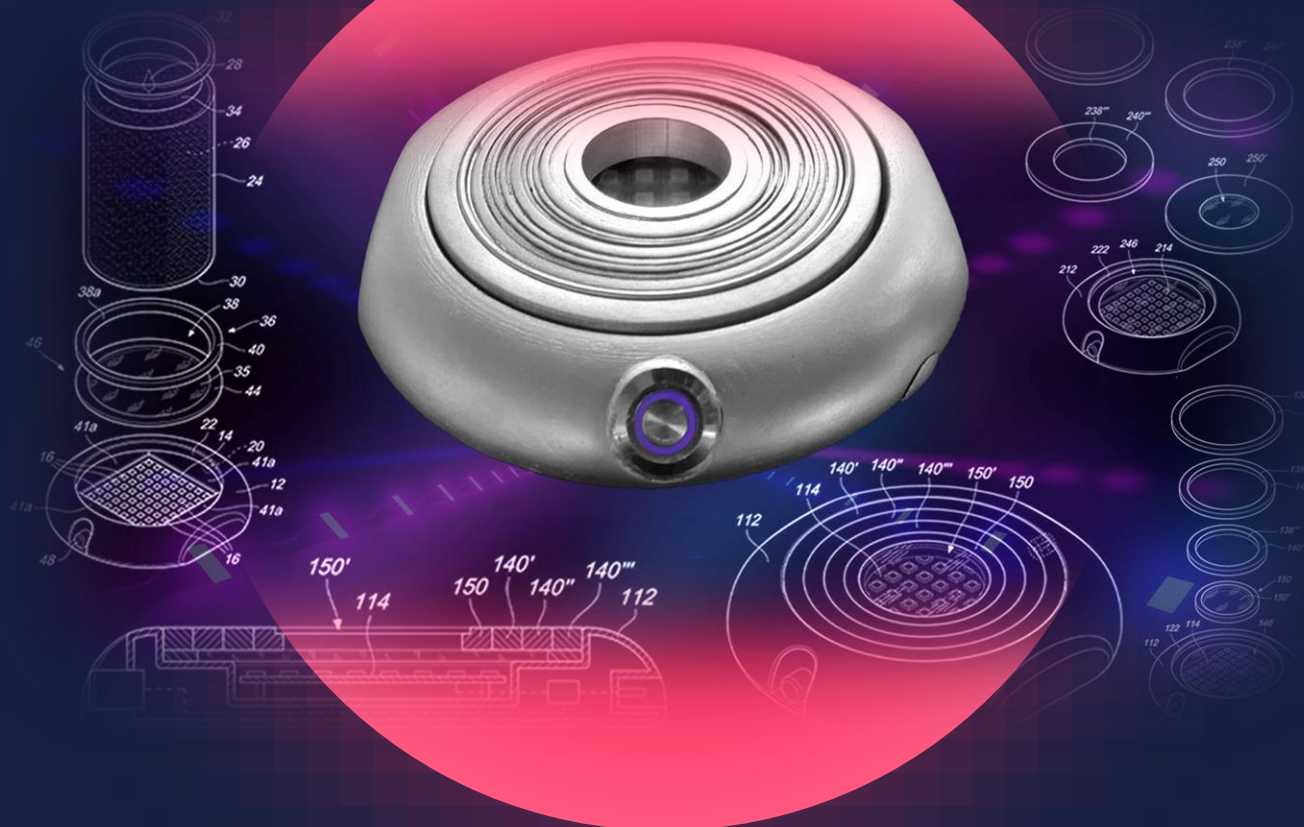
With our **patented ring system**, we transform common objects like candles, bottles and crystal spheres into **stable, luminous art** that enhances mood and safety anywhere.



Features:

- ✓ Real flame + 64 RGB LEDs, Bluetooth & mic
- ✓ Enhances mood, décor and wellness
- ✓ Works in homes, events, yachts, care
- ✓ Fits bottles — no smart rival exists
- ✓ Patented rings prevent tipping & fire
- ✓ Versatile, elegant, reusable

Adaptive Smart Lamp



64 RGB LEDs controllable in multiple modes

(incl. music-reactive via built-in mic)

22+ adapter rings: from 11cm wide

(Yankee Candles, Champagne, wine bottles) to narrow items (Corona beer, cocktails, candles, crystal balls)

Rings also create wax containers or pyramid pedestals

So stable **even a Corona beer stays locked** while glowing in your hand)

A New Category at the Intersection of Multi-Billion Sectors

Grouped Markets:



TAM: €55–60B – full potential across lighting, wellness, hospitality, bottles

SAM: €30–35B – focused on decorative lighting & premium segments

TOM: €25–28B – realistic targets: restaurants, yachts, spas

ROI: x3,000 in 10 years – CAGR 22–25%

Omnichannel Go-to-Market Strategy



Why we are Different

Feature	Alexandrite	Others (Yankee, IKEA, etc.)
Candle & Bottle Integration	✓	✗
Real Flame + Smart Tech	✓	✗
Customizable & Safe Ambiance	✓	✗
Multi-Market Compatibility	✓	✗
E-commerce + Cross-Selling	✓	✗
Gen Z, Millennials Ready	✓	✗



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.

Year 1	+	Revenue:	€ 300K–€ 600K
		Pre-Seed:	€ 500K
		Valutation:	€ 1.5M

Year 2	+	Revenue:	€ 2M–€ 4M
		Seed:	€ 1.5M
		Valutation:	€ 7M

Year 10	+	Revenue:	€ 2.5B–€ 3B
		Exit:	€ 250M+
		Valutation:	€ 10B

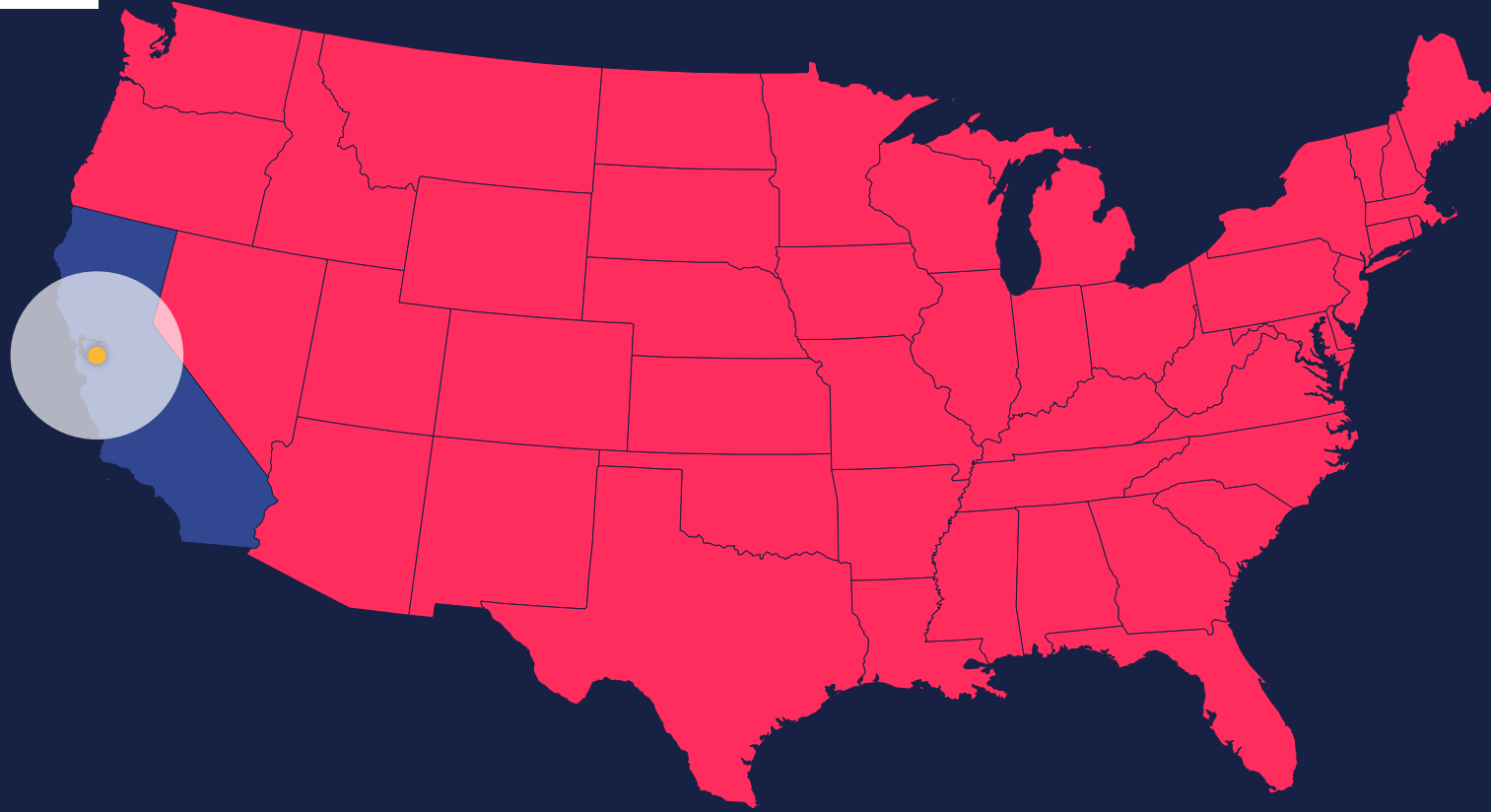
Early Returns, Long-Term Vision

Years & Projections:

- ✓ Founder Control $\geq 51\%$ until final round
- ✓ Break-even: 10,200 units/year
- ✓ ROI: x3,000+ on early investment

Early Proof of Demand & Support

Selected by INNOVIT San Francisco



Early Proof of Demand & Support

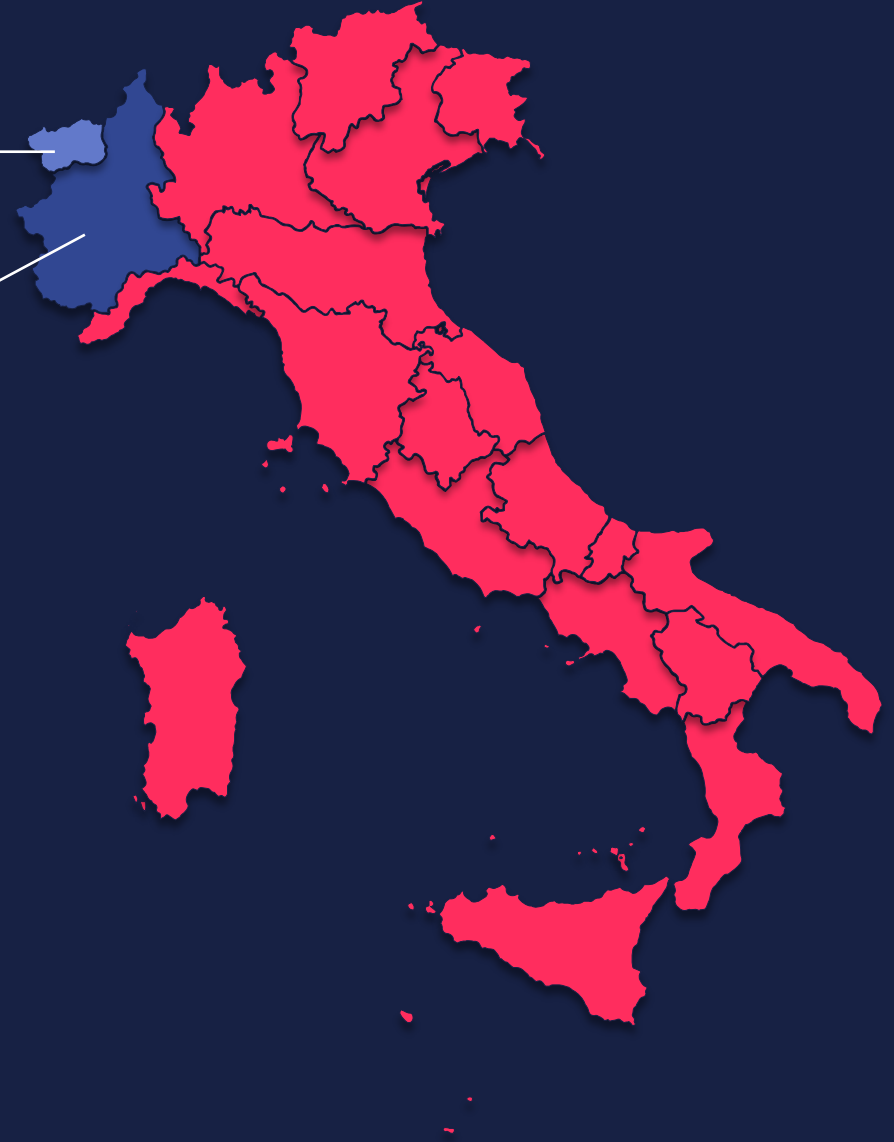
Incubated at FGB Valle d'Aosta



Landing page live, pre-orders open



<https://www.alexandritelighting.com>



Built Solo, Ready to Scale

"I've come this far as a solo founder with two granted patents, a working prototype, and institutional support. Now I'm ready to build a world-class team".



Alessandro Goia

Founder

20+ years in international sales, product dev & ops
Industrial know-how across sectors (logistics, quality, training)

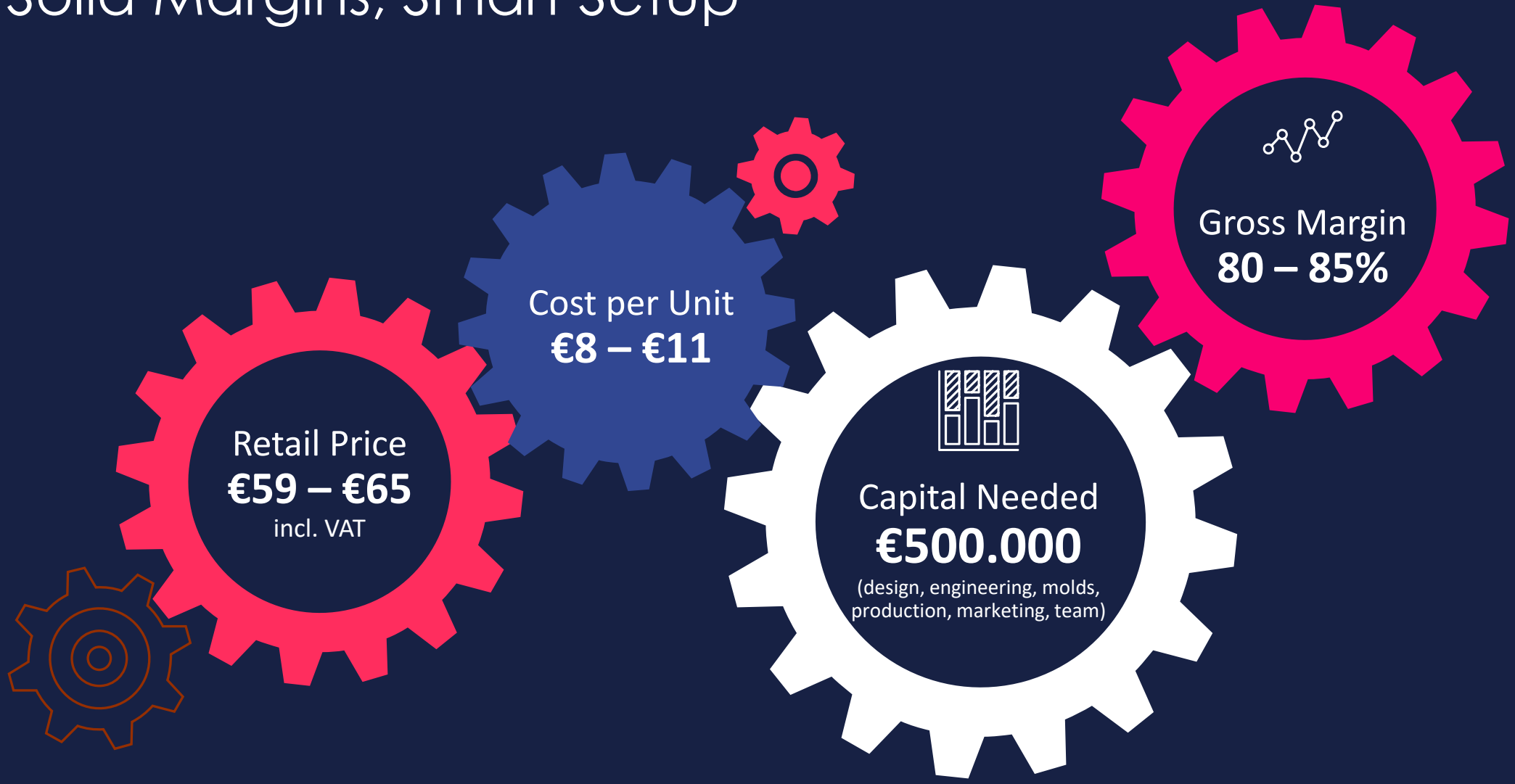
With the prestigious Fondazione Giacomo Brodolini's support, the founder is on a mission to make his first successful exit.

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.

Third Party Suppliers:



Solid Margins, Smart Setup



Milestones Ahead

2025

MVP launch

First sales

E-commerce ready

2026

Hospitality growth

Internal candle & bottle line

U.S. & Middle East launch

Premium product line

2027

Global scale

IPO / strategic exit

2028



+39 324 9294563



info@alexandritelighting.com



alexandritelighting.com

Join The Next REVOLUTION

We are the next revolution in lighting after Edison — and one day will be remembered as the real Lord of the Rings.

If you want to be part of a ring system that can command them all:

- ✓ Join us in lighting emotions.
- ✓ Scale beauty.
- ✓ Have exponential returns.

