



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: LED Bases are not eco friendly

they are annoying, not versatile, and a total waste of materials.

### Problem: Safety

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





The world's first modular luxury lighting system



## 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 give a second life to existing objects like candles, bottles, and crystal spheres, transforming them into stable, luminous art pieces that respect circular economy principles, enhance mood, and ensure safety by preventing tipping and fire hazards 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:

Alexandrite



**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.)
Versatile for Any Occasion & Environment	✓	✗
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.

Revenue:	<b>€ 300K–€ 600K</b>
Pre-Seed:	<b>€ 500K</b>
Valuation:	<b>€ 1.5M</b>

Revenue:	<b>€ 2M–€ 4M</b>
Seed:	<b>€ 1.5M</b>
Valuation:	<b>€ 7M</b>

Revenue:	<b>€ 2.5B–€ 3B</b>
Exit:	<b>€ 250M+</b>
Valuation:	<b>€ 10B</b>

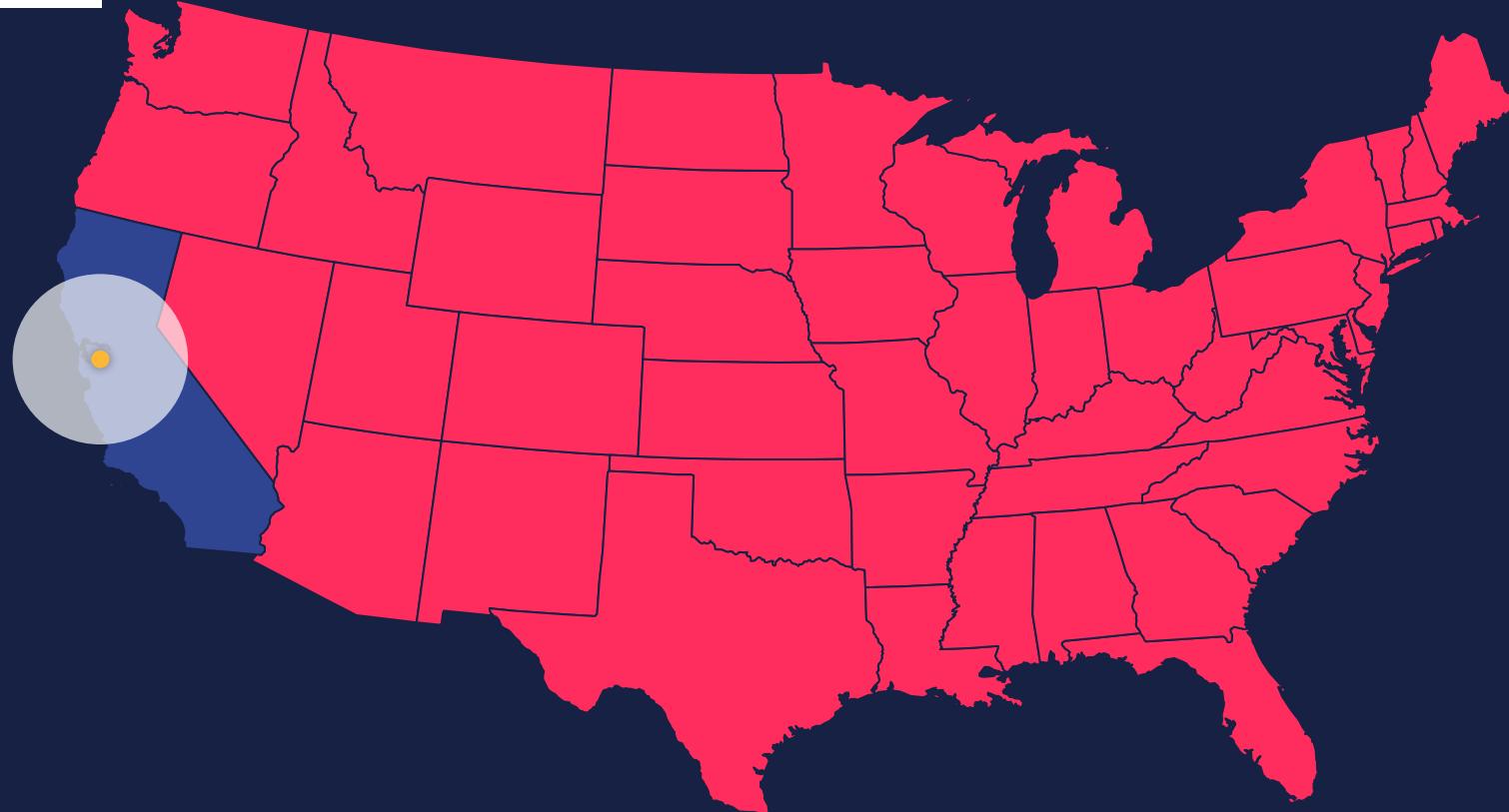
## Early Returns, Long-Term Vision

Years & Projections:

- ✓ Founder Control ≥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

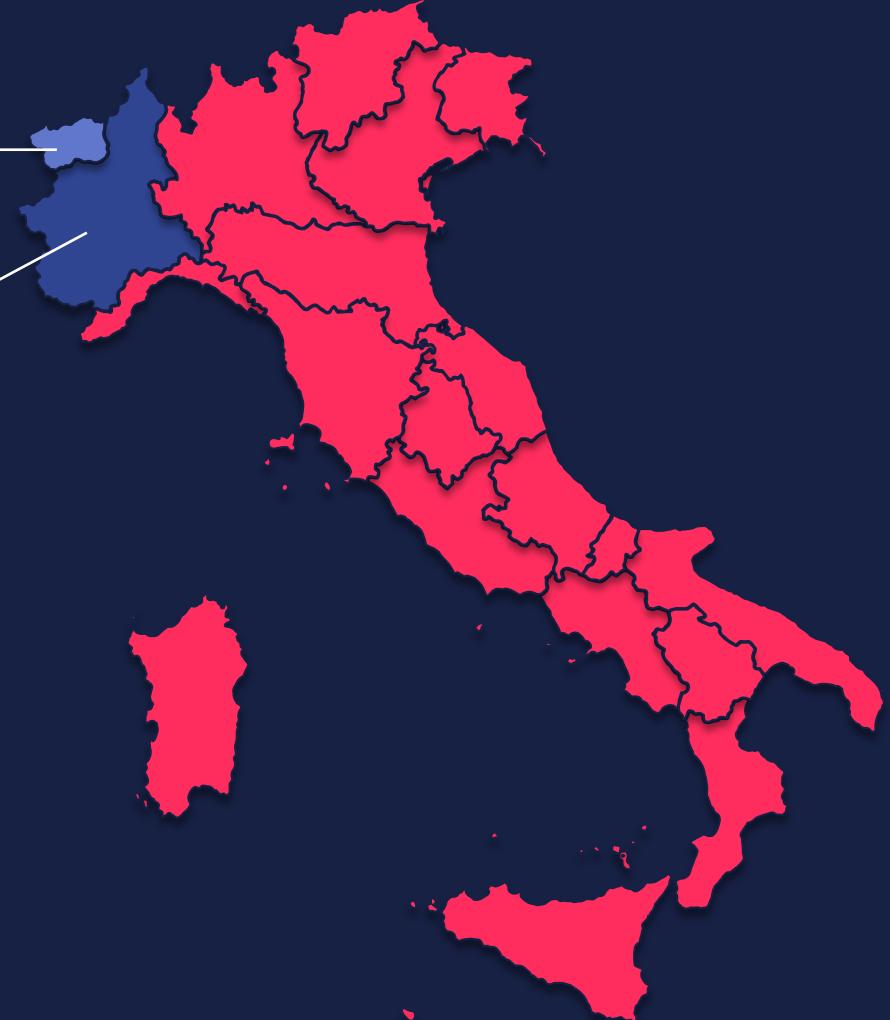


# Early Proof of Demand & Support

Incubated at FGB Valle d'Aosta



Landing page live, pre-orders open





## 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

2026

MVP launch

First sales

E-commerce  
ready

2027

Hospitality  
growth

Internal  
candle &  
bottle line

U.S. & Middle  
East launch

Premium  
product line

Global scale

IPO / strategic  
exit

2028

2029



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# Join The Next REVOLUTION

We are the next revolution in lighting after Edison

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.

