



THE MULTI-PRODUCT EVOLUTION PLATFORM

From static products to evolving experiences.



Business Overview

Alexandrite Lighting is developing a patented modular platform that transforms candles, bottles, glassware and decorative objects into dynamic, customizable lighting experiences.

The base is the first access point to a broader ecosystem of compatible products, modules, digital services and industrial partnerships.

PRODUCTS WERE NEVER DESIGNED TO EVOLVE
AND TODAY'S ALTERNATIVES STILL MISS THE MARK

LIGHTING GOT STUCK.

One object. One purpose. One solution.



Different products. Different solutions.
NONE CUSTOMIZABLE.

Alexandrite

Multiple products.

Extending product life.

Enabling circularity.



Features:

- ✓ Real Flame + Dynamic RGB Lighting
- ✓ Bluetooth Control + Music Sync
- ✓ Patented Modular Adapter System
- ✓ Enhanced Stability for Candles & Bottles
- ✓ Multi-Object, Multi-Environment Compatibility
- ✓ Reusable Technology, Endless Experiences



THE TECHNOLOGY BEHIND THE PLATFORM



DYNAMIC LIGHTING

RGB LEDs with multiple lighting modes
Bluetooth control + Music Sync

PATENTED ADAPTABILITY

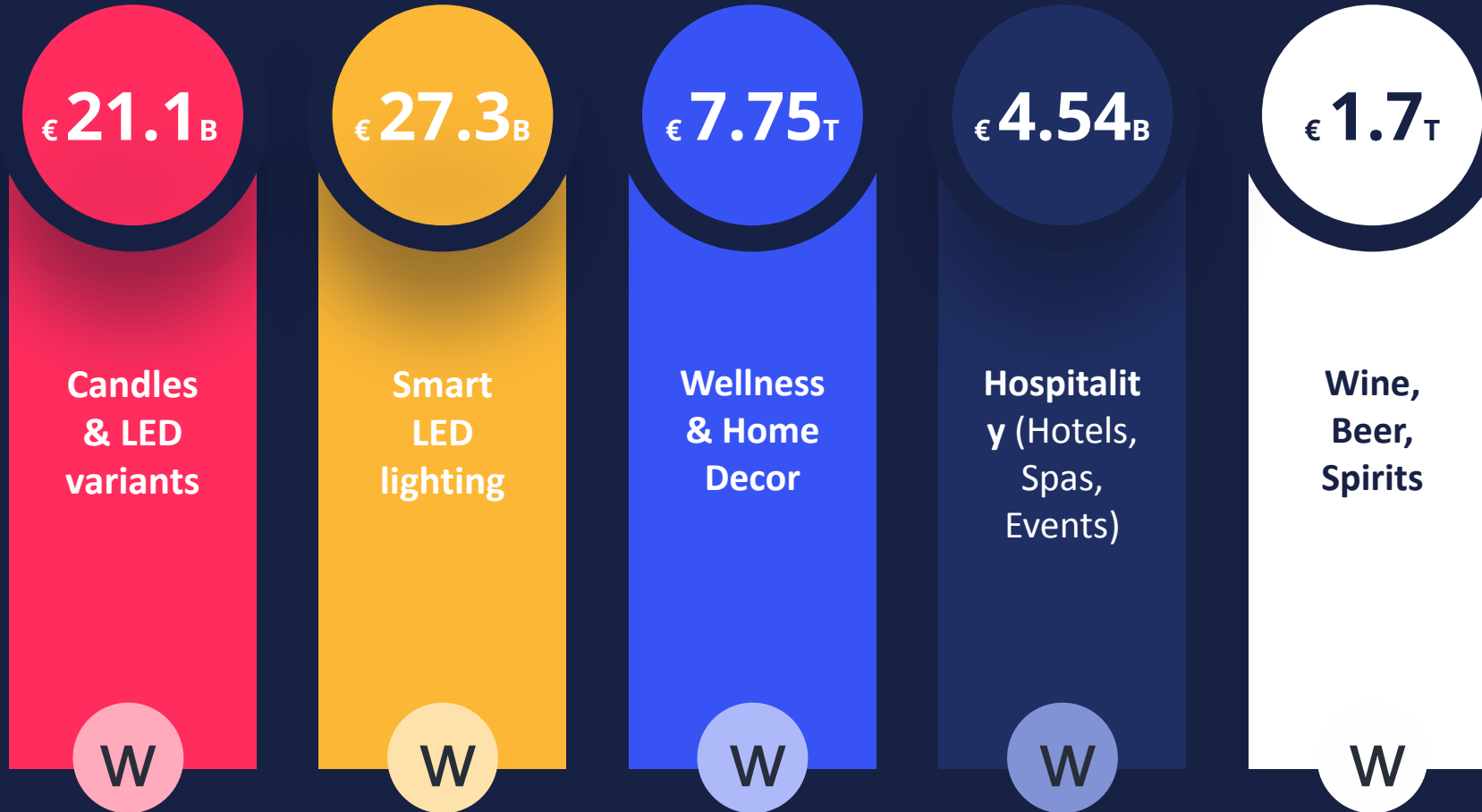
22+ modular adapter rings, up to 11 cm
For candles, bottles, glassware & more

GRIP & MOBILITY

Special grip rings lock the base to the object
Pour or drink while keeping it illuminated

A New Category at the Intersection of Multi-Billion Sectors

Grouped Markets:



TAM Multi-billion adjacent global markets

SAM Premium lighting, décor, hospitality, events & beverage

YEAR 4 €7.3M base plan → €10M+ scale-up target

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...

→ **Distinctive Positioning:** *Combining patented adaptability, real flame, dynamic lighting and multi-object compatibility.*

TRACTION, VALIDATION & INSTITUTIONAL SUPPORT

FGB PÉPINIÈRES D'ENTREPRISES
Incubated & supported



INNOVIT SAN FRANCISCO



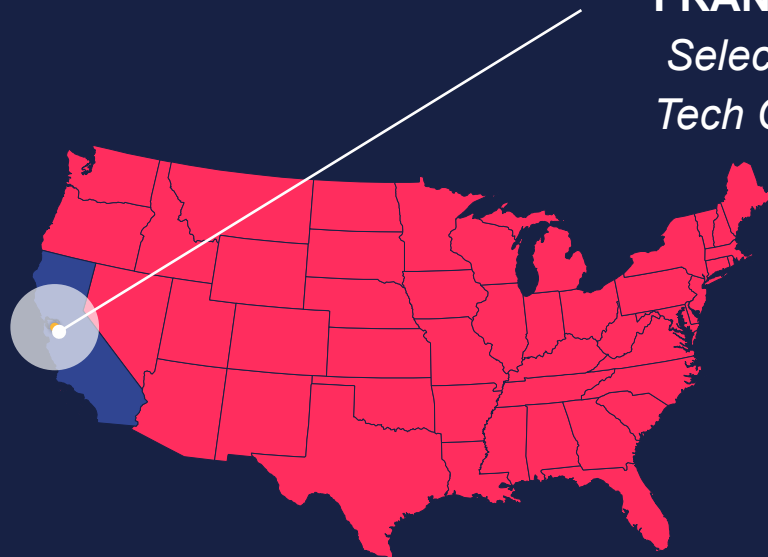
Selected for the Fashion Tech Cohort

€90K BANK FINANCING SECURED

Funding obtained for industrialization & market entry

MARKET VALIDATION

Working prototypes, landing page & early customer interest





Alessandro Goia

Founder

20+ years in international sales, product development & operations

Industrial know-how across logistics, quality and product development

Led Alexandrite from concept to working prototypes and industrialization

The groundwork is set and the vision is clear. Alexandrite is now ready to build a specialized team and scale from industrialization to market.

Ecosystem, Partners & Supporters



...

Solid Margins, Smart Setup

Alexandrite



Milestones Ahead

2026

Industrialization
& Market Launch

First sales

E-commerce
ready

2027

Hospitality
growth

Internal
candle &
bottle line

2028

U.S. & Middle
East launch

Premium
product line

2029

Global Scale

Product
Ecosystem
Expansion

Licensing &
Strategic
Partnerships

PRODUCTS SHOULD NEVER STOP EVOLVING

Alexandrite is building the platform that allows them to continue.

FROM A PRODUCT TO A NEW ECOSYSTEM

- ✓ The product is the starting point.
- ✓ The platform is the model.
- ✓ The ecosystem is the growth.
- ✓ The network is the vision.



+39 324 9294563



info@alexandritelighting.com



www.alexandritelighting.com

