

## E-commerce of sustainable luxury watches

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## Samenvatting

**Datum:** 22 February 2021

**URL:** <https://venturecapital.nl/sustainable-luxury-watches/>

## Contact & Site

## Extra beschrijving

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### **Beschrijving onderneming:**

This startup is an e-commerce company for sustainable luxury watches over time. They already have more than 20,000 followers in social networks internationally, more than 1 million brand recognition (seen in the analytics from advertising) and potential customers for the new prototype in their databases.

Between 2017 and 2018; there was a turnover of around €14,000 with the prototypes on the market.

They are partners and success stories of the Facebook leaders network, 2020 and 2021.

Native online brand born in 2017. With international reach.

The watches will be primarily sold on their own website, to maintain long-term control of their users. But in the future there expansion to other platforms is surely possible.

### **Business Model:**

Payment for direct sale

**Type klant:**

B2C

**Gewenst type investeerder:**

Angel investor (co-investor)

**USP's:**

- Unique products, with high added value. Sustainable over time, it is manufactured in a sustainable way;
- User service and user experience is a priority for the survival and establishment of the brand;
- Adaptation to change constantly, to be the first in the global luxury industry.

**Benodigd Kapitaal:**

€100.000,-

**Investeringsbehoefte:**

€50.000,- new product, €30.000,- marketing, €20.000,- staff

**Sector:**

E-Commerce

**Bedrijfsfase:**

Seed

**Aantal founders:**

1

**Aantal huidige werknemers:**

1-5

**Maandelijks omzet (huidig):**

0

**Omzet (Prognose) komende 12 maanden:**

€997.000,-

**Omzet (Prognose) maand 13 - 24:**

€3.000.000,-

**Huidige maandelijkse kosten:**

€150

**Reeds toegezegde financiering:**

0

**Is er door de ondernemers reeds een investering opgehaald bij derden voor de betreffende onderneming?:**

€100.000 by a financial partner. The loan will be received as 50% once the capital increase of this round is closed. Being able to reach up to €300.000.

**Wordt er binnen 24 maanden nog een vervolginvestering verwacht?:**

Yes

**Overige relevante informatie:**

The entrepreneur is passionate about increasing knowledge. His best competences and experiences lie in the digital world.

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