

vyne.

- SANJANA SAINATH RAO -

AGENDA

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WHAT IS THE FINE WINE INVESTMENT MARKET?



The fine wine investment market **involves purchasing premium, collectible wines with the goal of reselling them later for a profit.** Instead of being bought for consumption, these bottles are **selected based on their rarity, prestige, and potential to appreciate in value.** They are typically traded on secondary markets, where collectors, merchants, and investors actively buy and sell them.

FINE WINE INDUSTRY

~\$32B

GLOBAL FINE WINE
MARKET IN 2024

~\$43B

GLOBAL FINE WINE
MARKET IN 2030

6%-10%

CAGR

The fine wine segment is a small fraction of the total wine world. It has occupy's 1.5% of volume but has 11% of value, showing how concentrated value is in investment-grade bottles.

FINE WINE INVESTMENT INDUSTRY

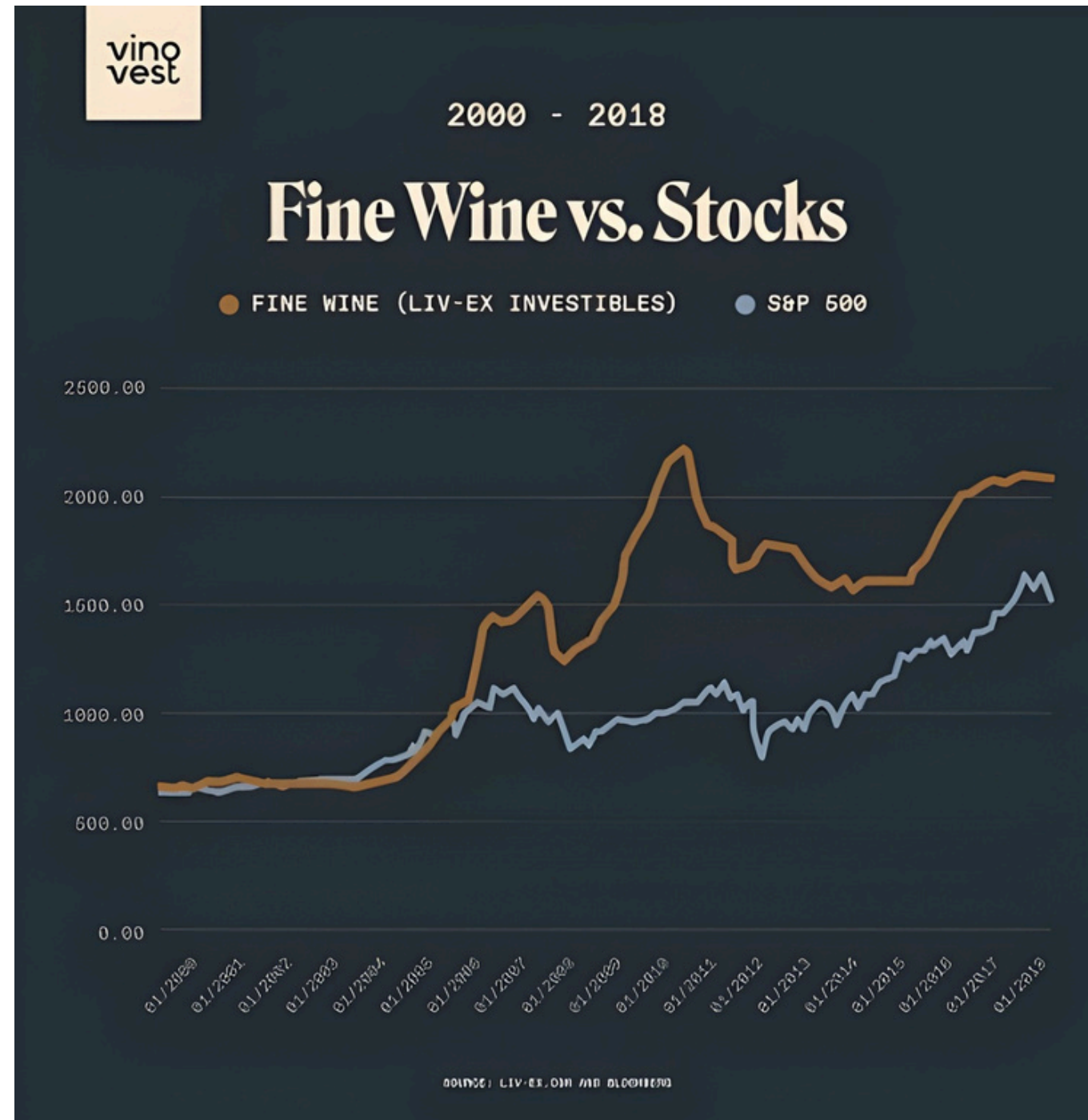
~\$5.5B

GLOBAL FINE WINE
INVESTMENT MARKET IN
2025

~10-12B

GLOBAL FINE WINE
INVESTMENT MARKET IN
2033

HISTORIC RETURNS AND PERFORMANCE



LONG-TERM

Over the past ~15–20 years, fine wine has delivered 8–10% average annual returns in many market studies.

COMPARED TO OTHER ASSETS

Over two decades, fine wine has often outpaced traditional indexes like equities and gold, reflecting strong growth.

RECENT MARKET DYNAMICS

Recently the market has softened in some areas after a peak around 2021–2022, with certain wine price indices falling in secondary trading.

WHY DO INVESTORS LIKE IT?



LOW CORRELATION TO STOCKS/BONDS

Fine wine prices don't move in lockstep with the stock market or bonds, meaning these returns can help diversify a traditional portfolio.

FINITE SUPPLY

As bottles are consumed over time, supply shrinks while demand for prized vintages holds steady or rises, a classic scarcity effect.

PHYSICAL, TANGIBLE ASSET

Unlike stocks or bonds, fine wine is a physical good with intrinsic appeal, offering both investment value and cultural/lifestyle significance.

PRODUCT TRENDS

Strong performers due to quality and limited production.

1

BURGUNDY

2

CHAMPAGNE

3

TUSCANY

4

PIEDMONT

KEY POINTS FOR INVESTORS



LONG-TERM FOCUS

Fine wine is not a daily-traded asset. Investors typically hold bottles for many years to realize gains.

SECONDARY MARKET MATTERS

Most fine wine investment returns are captured on the secondary market rather than directly from producers.

RISKS & COSTS

Wine investing involves storage, insurance, and transaction costs, and returns vary by producer, vintage, and market sentiment.

cult WINE
INVESTMENT

FINE WINE VERSUS ALTERNATIVE ASSETS

2024



DEMOCRATIZATION OF WINE INVESTING

Digital platforms are lowering entry barriers, allowing more investors to participate in the market.

TECHNOLOGY AND TRANSPARENCY

Blockchain, digital marketplaces, and data analytics can improve authenticity verification and price transparency.

cult WINE
INVESTMENT

FINE WINE VERSUS ALTERNATIVE ASSETS

2024



GROWTH OF CHAMPAGNE AND EMERGING REGIONS

Investment interest is expanding beyond traditional Bordeaux into Champagne, Burgundy, Napa Valley, and other regions.

INTEGRATION OF LUXURY EXPERIENCES

Wine investing can combine financial returns with experiences such as vineyard access, tastings, and exclusive releases.

KEY COMPETITORS

1



2



3



4



KEY COMPETITORS

1



- Minimum investment: \$1,000
- Digital wine investment platform with managed portfolios
- Uses expert sommeliers to select wines
- Wine stored in third-party bonded warehouses
- Target customers: retail investors
- Focus on long-term wine appreciation portfolios
- No fractional ownership

2



- Minimum investment: \$3,000+
- Fractional ownership model for high-value wines
- Focus on investment wines (Bordeaux, Burgundy)
- Wine stored in bonded warehouses near London
- Limited secondary trading liquidity
- Target customers: retail investors seeking access to premium wines
- Emphasis on democratizing wine investment

KEY COMPETITORS

3



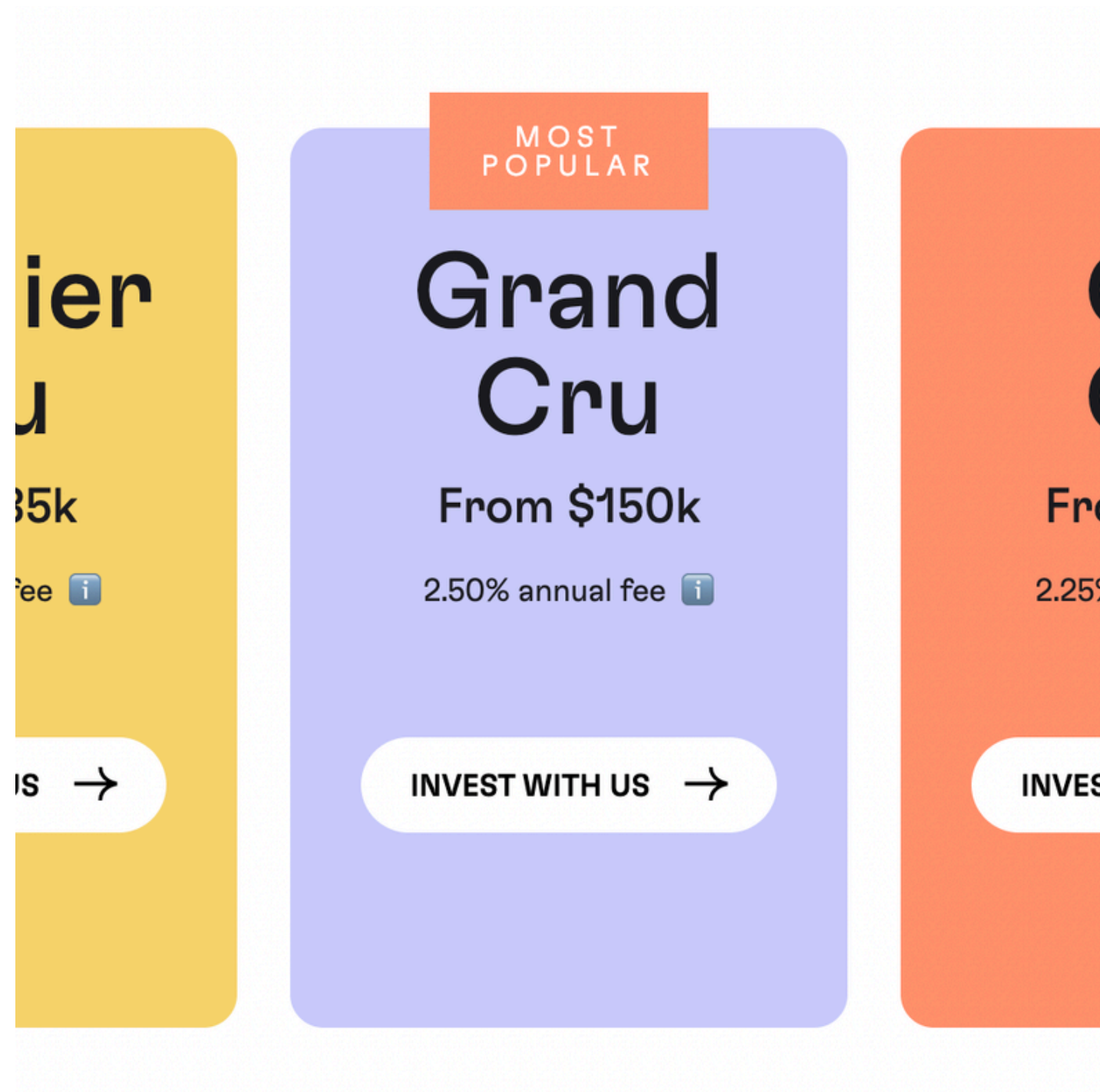
- Minimum investment: \$35k (tiered plans)
- Traditional wine investment firm and advisory
- Professionally managed investment portfolios
- Wine stored in bonded storage facilities
- Focus on long-term capital appreciation
- Target customers: high-net-worth individuals and collectors
- Strong institutional credibility and industry expertise

4



- Minimum investment: \$100
- SEC-qualified investment offerings
- Investors purchase shares in curated wine collections
- Structured similar to alternative investment funds
- Wine stored in third-party warehouses
- Target customers: accredited or alternative asset investors

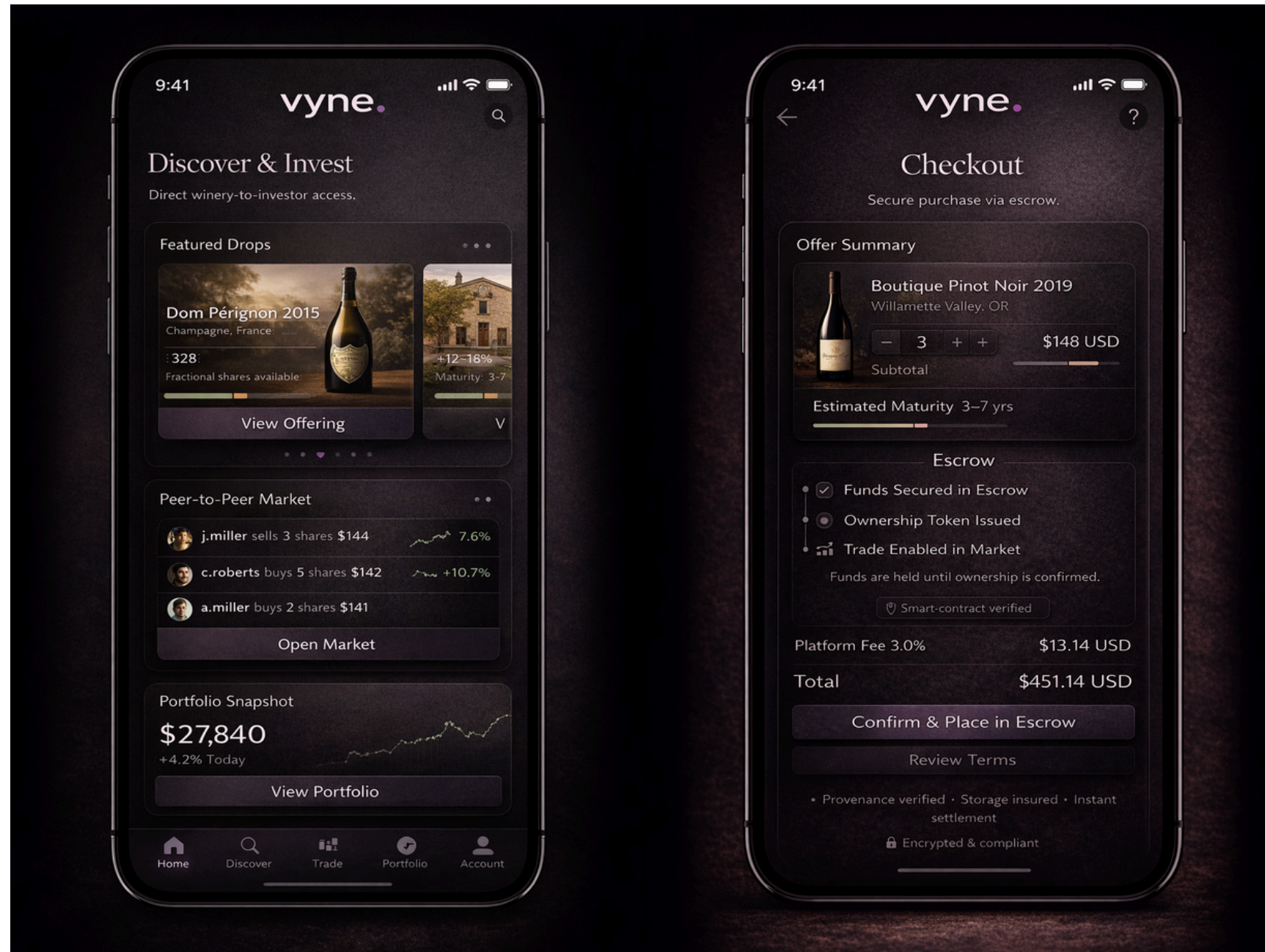
TYPICAL COMPETITOR MODEL



1. Investors Deposit Money
 - a. Users invest money into the platform (for example \$1,000–\$10,000).
2. Platform Builds a Wine Portfolio
 - a. Experts select investment-grade wines such as Bordeaux, Burgundy, or Champagne.
3. Wine Is Stored in Bonded Warehouses
 - a. The bottles are held in professional climate-controlled storage facilities.
4. Platform Manages the Investment
 - a. The company decides when to buy, hold, or sell wines based on market conditions.
5. Investors Profit When Wine Is Sold
 - a. Returns are realized when the platform sells the wine on the secondary market.

INTRODUCING...

vyne.



Vyne is a digital platform that lets investors buy shares of fine wine futures directly from wineries.



GRAPE GROWING

Grapes are grown in vineyards, which may be owned by the winery itself or by independent growers who sell their grapes to wineries.



HARVESTING

When grapes reach the appropriate sugar, acidity, and ripeness levels, they are harvested manually or mechanically.



CRUSHING & FERMENTATION

Grapes are crushed or pressed, and yeast converts the sugars into alcohol. This process is called fermentation.

FEW YEARS TO DECADES



AGING

After fermentation, the wine is aged in stainless steel tanks, oak barrels, or concrete tanks. Aging period (a few months to decades)



BOTTLING

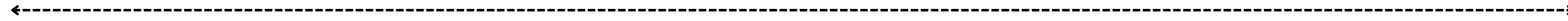
The wine is then bottled, labeled, and packaged. Some wines are released immediately, while others continue aging in the bottle before being sold.



DISTRIBUTION

Wine is distributed through wholesalers, sold directly to consumers, or through distributors.

SO WINERIES OFTEN DON'T EARN REVENUE UNTIL MUCH LATER.



AGING

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BOTTLING

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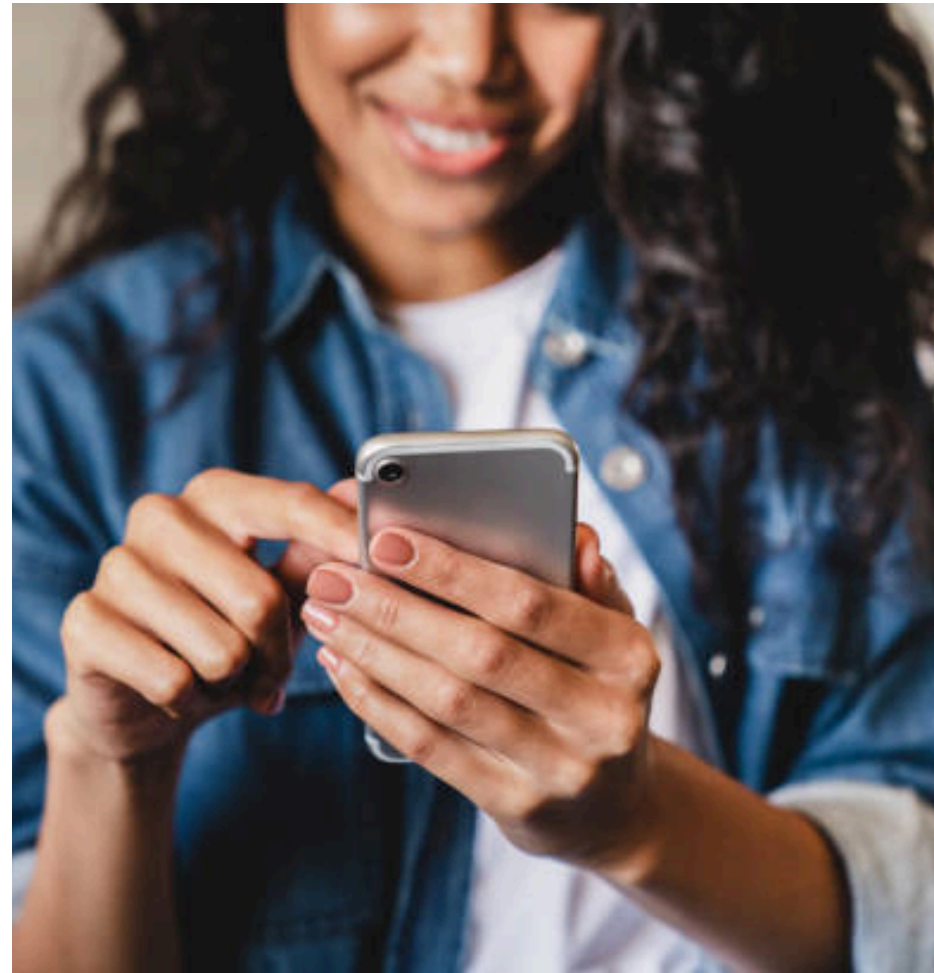


DISTRIBUTION

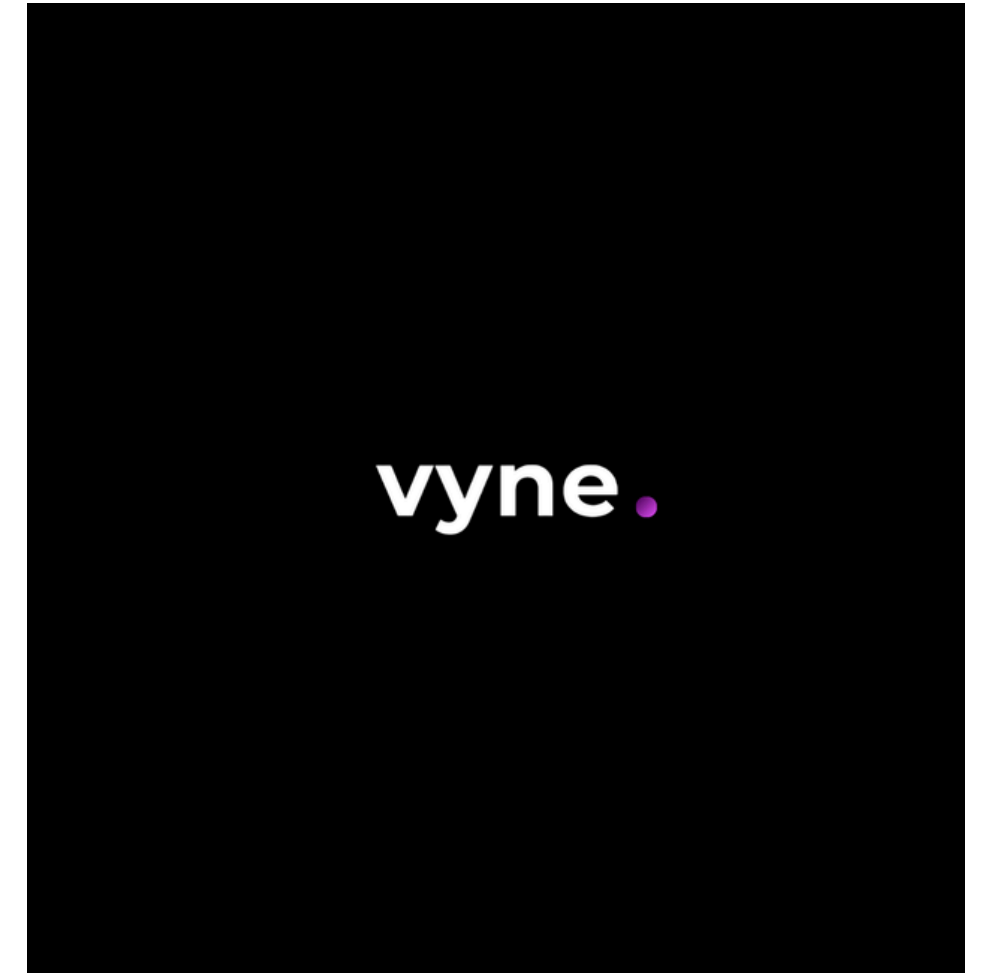
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WINERIES
= ASSET SUPPLIERS



INVESTORS
= CAPITAL PROVIDERS



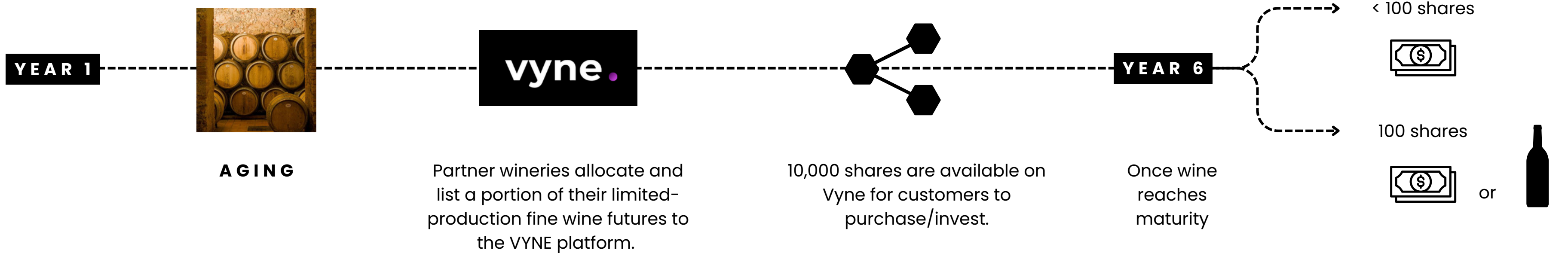
VYNE
= TRANSACTION
INFRASTRUCTURE



CHÂTEAU D'YQUEM

A legendary sweet wine from Bordeaux, is often aged 4–6 years in oak barrels before bottling to develop its complex flavors.

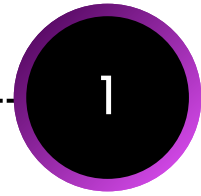
HOW THE VYNE PLATFORM WORKS



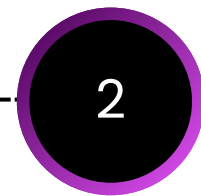
Total production	1000 Bottles
Allocation to Vyne	100 Bottles
1 Bottle	100 shares
Total shares	10,000 shares

➔ To purchase shares of fine wine futures, you deposit cash for “vynes”
\$1 USD = \$1 Vyne

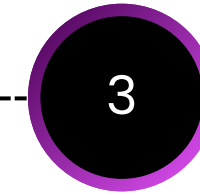
➔ To execute the trade, you purchase shares with vynes
E.g., 1 share = \$150 vynes (\$150 USD)



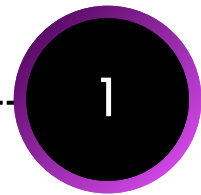
**TRANSACTION FEES
(INVESTORS)**



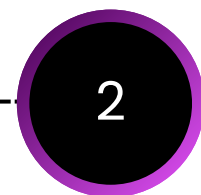
**LISTING FEES
(WINERIES)**



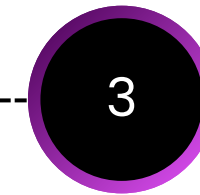
**PREMIUM MEMBERSHIP
(INVESTORS)**



STORAGE FEES



INSURANCE PREMIUMS



PREMIUM WINE PRICES



LOWER ENTRY BARRIER

Through Vyne's fractional ownership model, varying maturity levels, and an easy trading platform.



BUILT-IN LIQUIDITY

With peer-to-peer trading via instant transfer of ownership through blockchain technology.



**ASSET-LIGHT AND
SCALABLE**

By partnering directly with wineries we pay them to age the wine in barrels, save on purchase and storage costs, and better preserve prestige and value.

TRADITIONAL FINE WINE INVESTMENT PLATFORMS





DISRUPTIVE



COST-EFFECTIVE



SCALABLE



**NO CENTRALIZED STORAGE
INFRASTRUCTURE**



**NO OWNERSHIP OF
WINE INVENTORY**



**DIGITAL PLATFORM
EFFICIENCY**



DISRUPTIVE



COST-EFFECTIVE



SCALABLE



**EXPANDABLE WINERY
PARTNERSHIPS**



**BUILDING A GLOBAL
NETWORK**



**POTENTIAL TO MOVE INTO
HIGHER END WINES**



DISRUPTIVE



COST-EFFECTIVE



SCALABLE

1

FRACTIONAL OWNERSHIP

- Offers fractionalized ownership of individual bottles or vintages
- Attracts a broader investor base
- Better transparency and personal control over holdings

2

REGULATORY AND COMPLIANCE FRAMEWORK

- Ensuring clear classification of the fractional ownership structures
- Compliance with financial market regulations
- Transparent investor disclosures

3

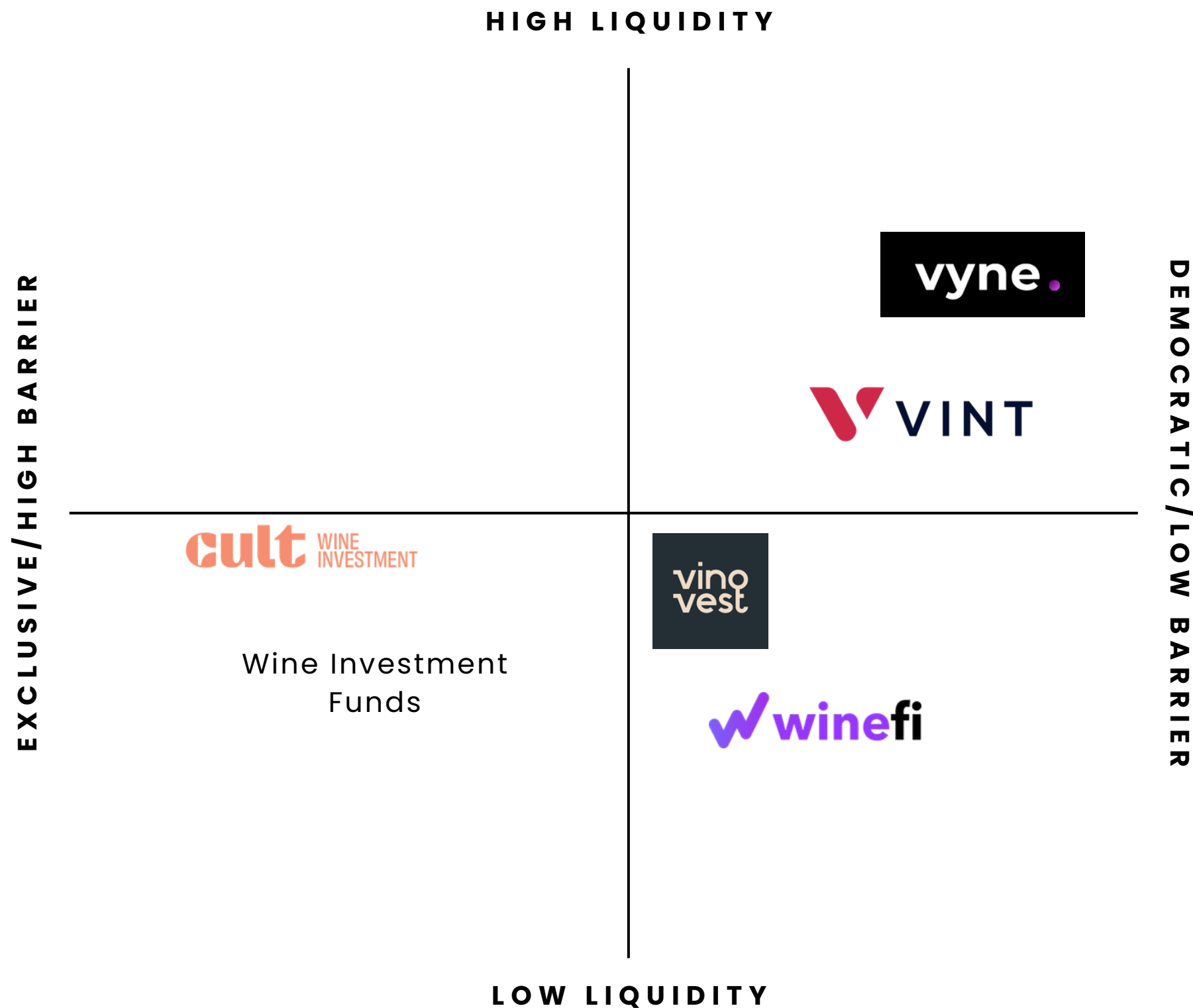
**TRANSPARENT ASSET
VERIFICATION**

- On-site winery storage documentation
- Insurance certification and coverage transparency
- Blockchain-backed ownership records

4

PLATFORM EXCELLENCE

- Clear portfolio tracking and performance dashboards
- Seamless secondary market trading
- Secure transaction infrastructure

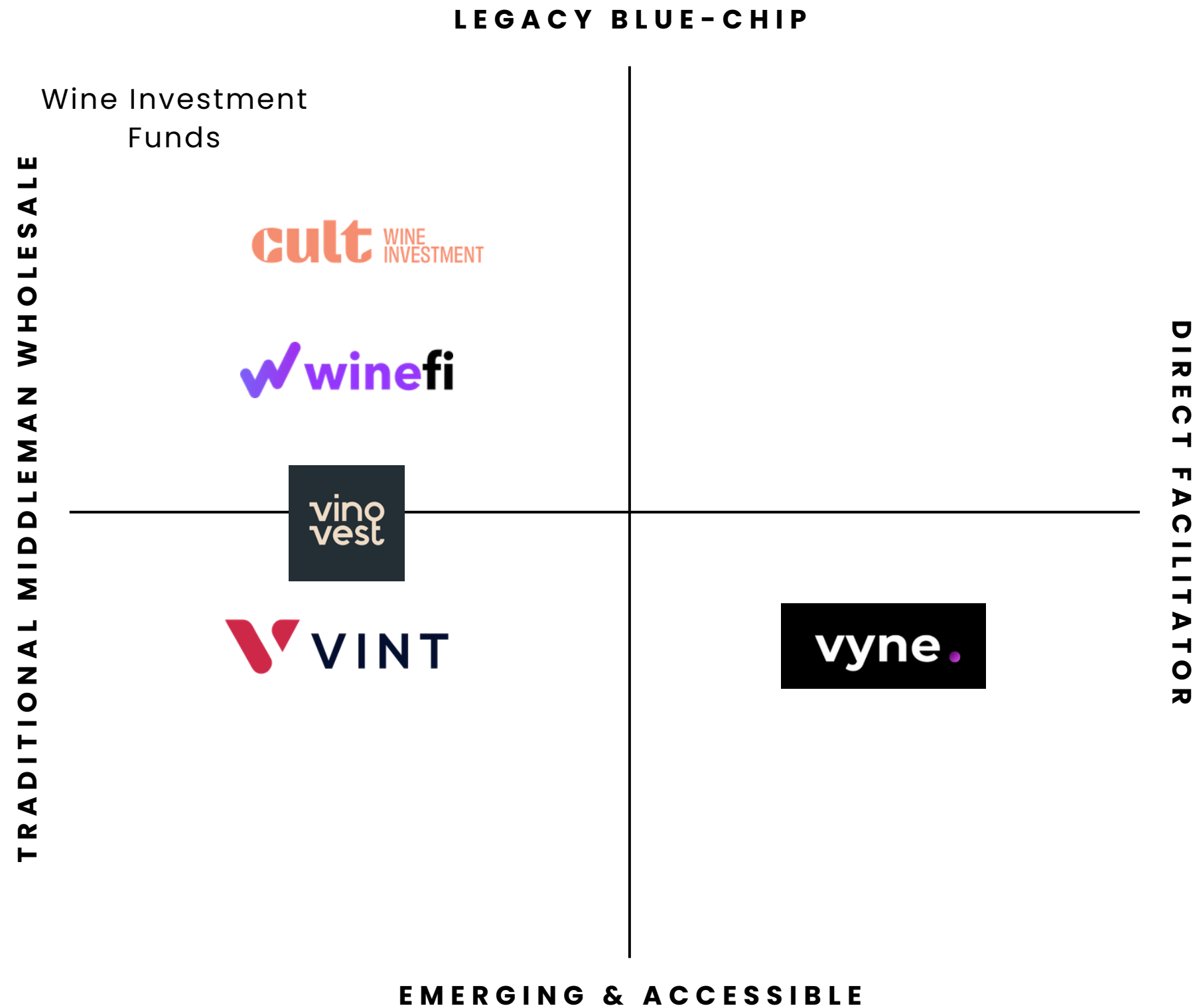


CURRENT OPPORTUNITIES

- The wine industry has had liquidity issues for a long time due to the tangible nature and long maturity periods
- The barrier to entry can be high when you want flexibility in your investment
- Brands like Cult tailor their offering to high-end wines, limiting accessibility and diverse options for investment

Y-Axis (Vertical): Liquidity

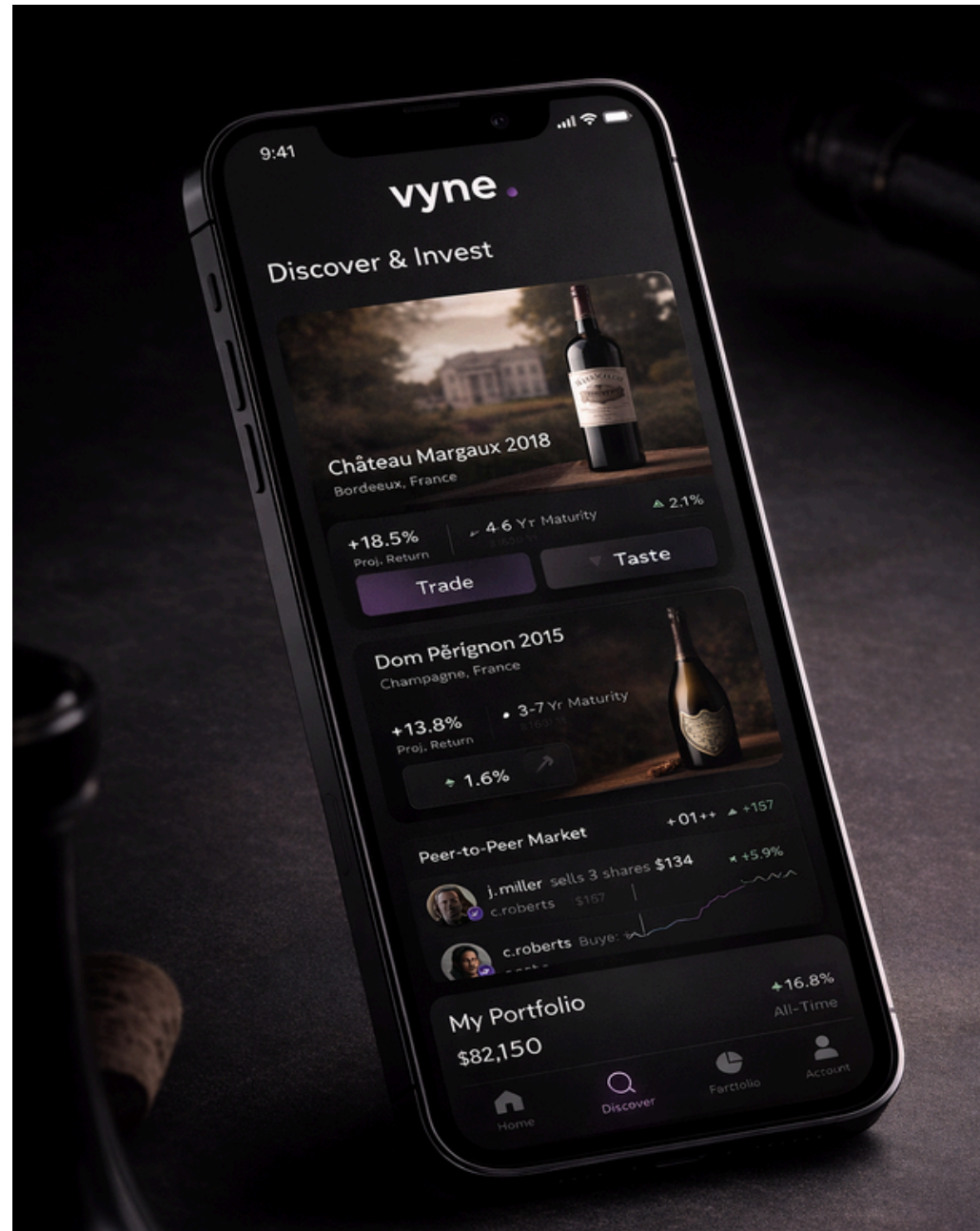
X-Axis (Horizontal): Accessibility / Ease of Entry



INNOVATIVE OPPORTUNITIES

- The sector has solely focused on high-investment, high-reward wines without considering the shorter maturity rate wines.
- All the brands function off the same middleman strategy, with a high capital cost to buy the wine and secure storage facilities.
- Digital traceability (e.g., blockchain) has not been used, resulting in slow ownership transfer times.

Y-Axis (Vertical): Asset Maturity
 X-Axis (Horizontal): Structural Disruption

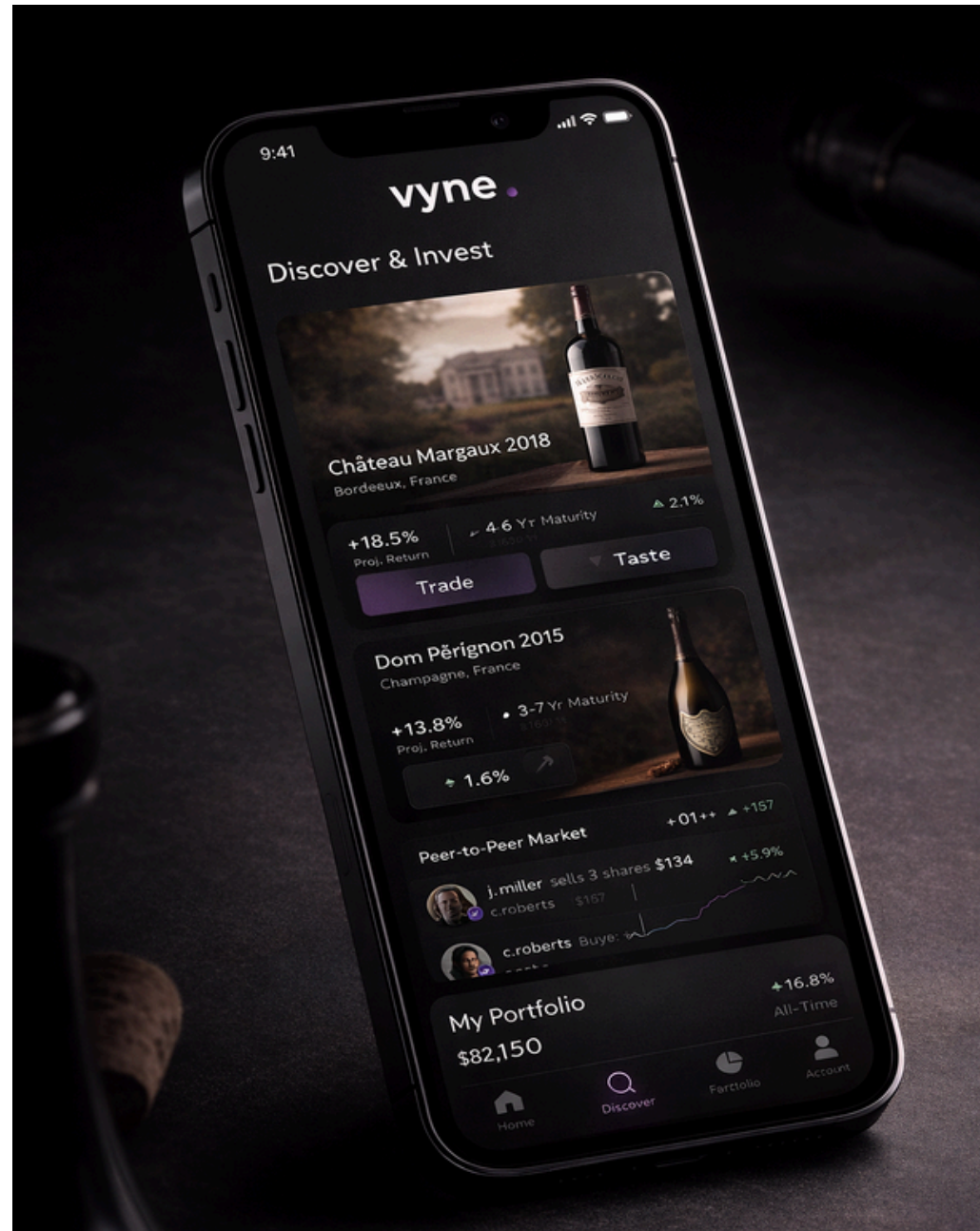


ACCESSIBLE EMERGING TIER

- Existing platforms focus on rare, ultra-expensive blue-chip wines
- This leaves a major gap in the market for high-quality, lower-entry wines in the 3–7 year maturity range.

DIRECT WINERY-TO-INVESTOR MODEL

- Competitors act as inventory-heavy middlemen, while a clear opportunity exists for a direct marketplace that connects wineries straight to investors.



TRUE TRANSACTIONAL LIQUIDITY

- Fine wine investing is traditionally slow and low-liquidity, creating room for a platform that enables fast, peer-to-peer trading without moving physical inventory.

“TRADE OR TASTE” FLEXIBILITY

- Most of the current platforms treat wine only as a financial asset
- VYNE creates a more compelling model by allowing users to either sell for profit or redeem for the physical bottle at maturity.

1

**ASSET-LIGHT
SCALABILITY**

As a software-led marketplace rather than an inventory-heavy operator, VYNE can scale faster, cheaper, and more easily across markets.

GROWTH

2

**UPMARKET
GROWTH PATH**

Beginning with 3–7 year boutique wines gives VYNE an accessible entry point today while creating a path to scale into more prestigious legacy wine brands over time.

DEVELOPMENT

3

**WINERY MARGIN
RECAPTURE**

By bypassing the traditional wholesale system, VYNE helps boutique wineries access stronger margins and earlier capital directly from consumers.

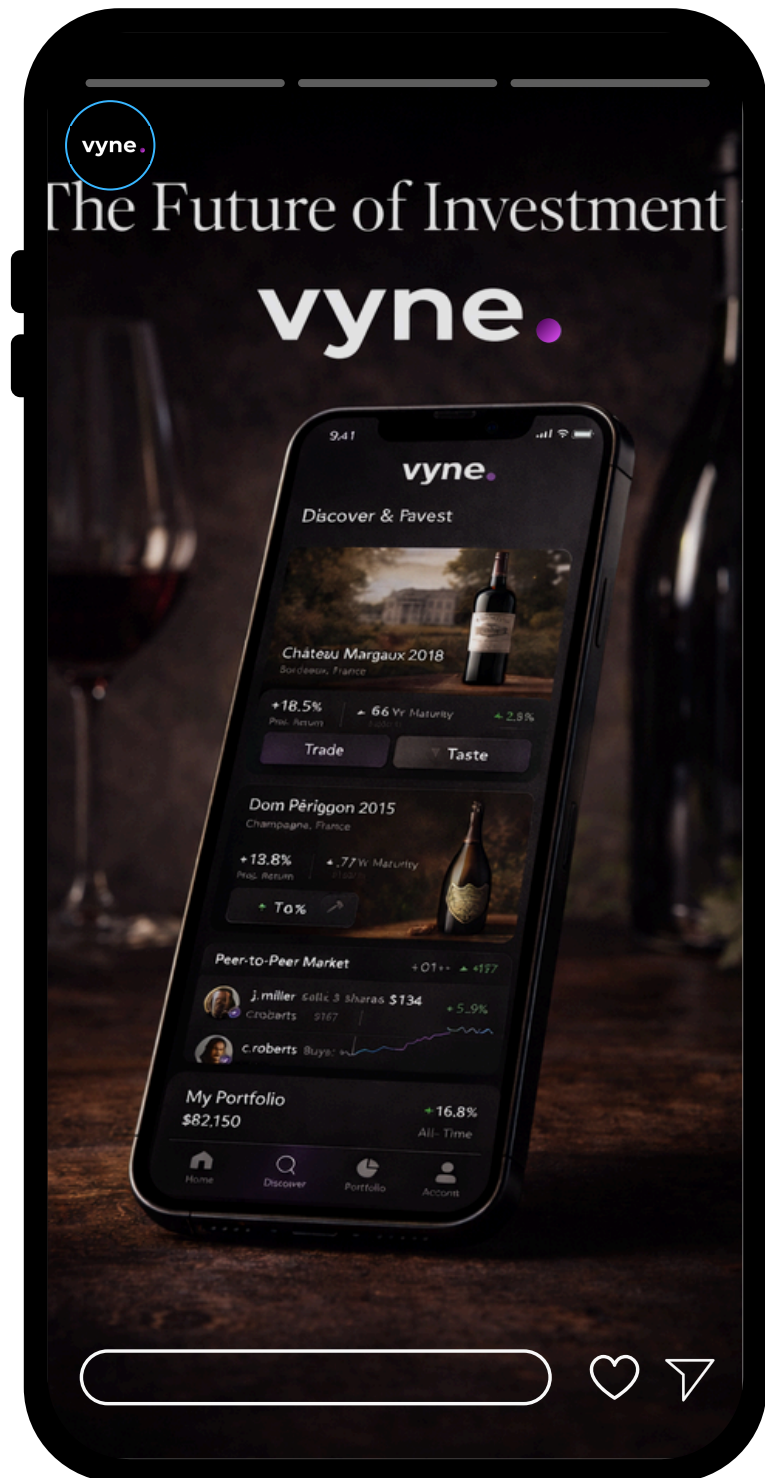
INNOVATION

4

**BLOCKCHAIN
TECHNOLOGY**

VYNE uses blockchain and smart contracts to make fine wine more transparent, traceable, and liquid as an investable asset.

INNOVATION



DISRUPTS
THE MODEL

ASSET-LIGHT
PLATFORM

UPMARKET
MOBILITY

From boutique vineyards today to legacy luxury wines tomorrow, VYNE is built to scale with the future of wine ownership.



DEMOGRAPHICS

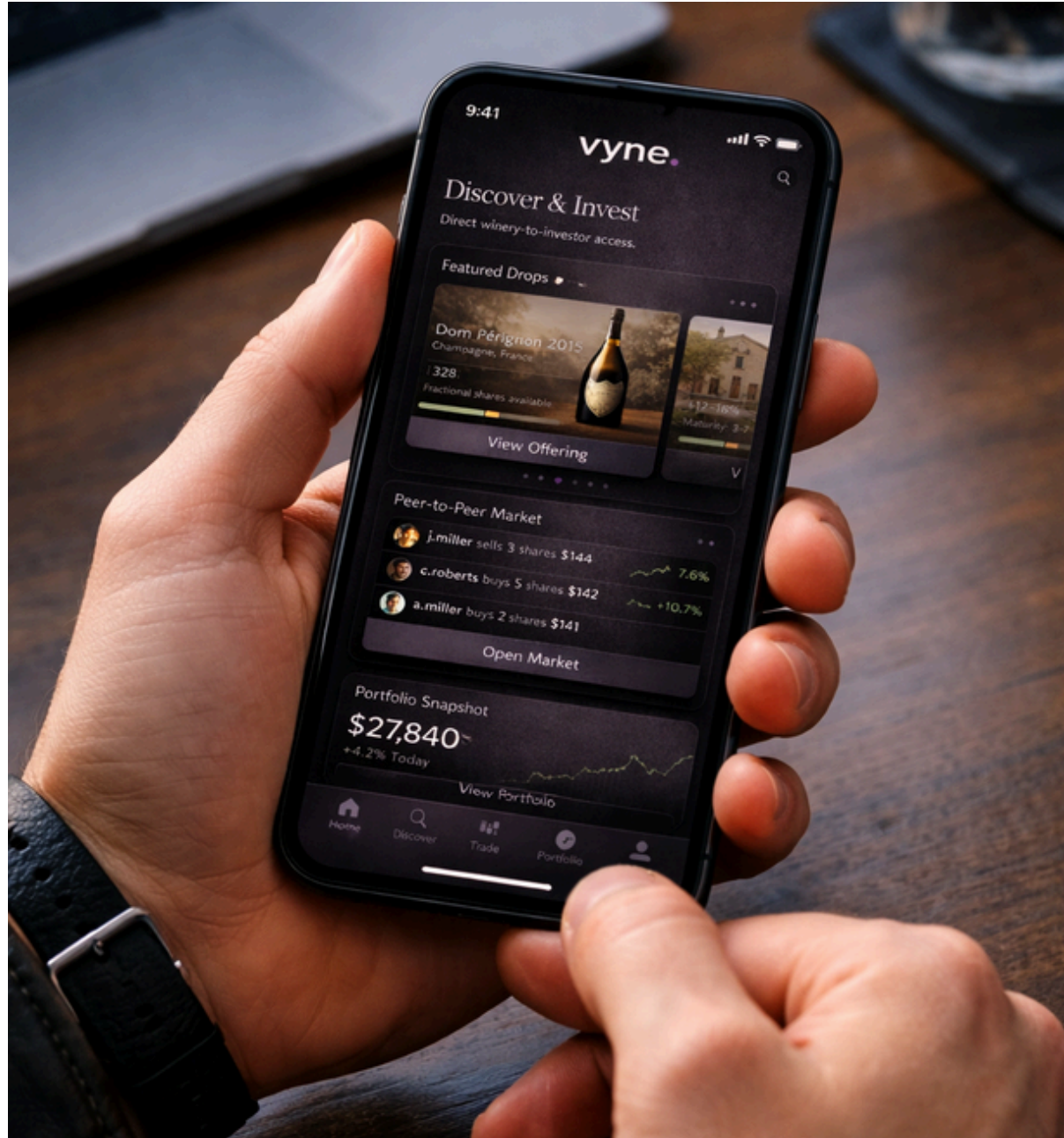
- Age: Primarily 25-45 years old, aspiring investors
- Income: \$50K- \$150K annually
- Education: Well-educated with a master's degree and sufficient financial literacy
- Profession: Young professionals, tech workers, finance associates



PSYCHOGRAPHIC & LIFESTYLE

Aspiring Investors

- These individuals value financial independence, portfolio diversification, tangible luxury with cultural appeal, and are early adopters of fintech
- Seek low-barrier entry into the investment market
- They seek sophisticated yet accessible experiences blending financial returns with wine prestige and exclusivity.
- Lifestyle includes modern digital natives who appreciate scarcity-driven assets, vineyard tastings, and portfolio diversification beyond traditional equities.



BEHAVIORAL

- Individuals prefer starting with small ticket prices and then ladder up into larger allocations as they see performance and trust the platform.
- Users engage in frequent peer-to-peer trading on marketplaces for liquidity, prefer fractional shares for diversification across vintages and regions.
- High mobile app engagement driven by real-time tracking, blockchain transparency, and winery-direct access over managed portfolios.



PRIMARY AUDIENCE

- Digitally native investors seeking democratized access to fine wines, prioritize liquidity and tech-enabled trading without high barriers.
- Typically, young professionals who already use digital brokerages or fintech apps and are comfortable managing money on their phone
- They tend to build portfolios gradually, join curated drops, and trade more actively around news, ratings, or new releases.

Why they matter: Largest addressable pool, driving platform liquidity through peer-to-peer trading activity and secondary market volume.



SECONDARY AUDIENCE

- Older, affluent, HNWIs who already participate in the wine investment space, either through traditional brokers, auction houses, or other digital platforms.
- This segment invests higher per-transaction amounts and values the cultural and experiential dimension of owning fine wine.
- For them, the appeal is the early-stage pricing direct from wineries, better liquidity versus traditional auction channels, and transparency around provenance and storage.

Why they matter: With upmarket movement, higher value transactions would validate platform credibility, while also generating demand for upmarket wine drops.



SERVICE POSITIONING

Vyne is positioned as a liquid, transparent marketplace connecting wineries directly to investors, eliminating middlemen storage costs and enabling instant trades or redemptions.

PRODUCT POSITIONING

Vyne offers a winery-direct fractional ownership model for fine wine futures, enabling investors to buy shares of investment-grade wines before maturity, trade freely on a live marketplace, or redeem the physical bottle at maturity.

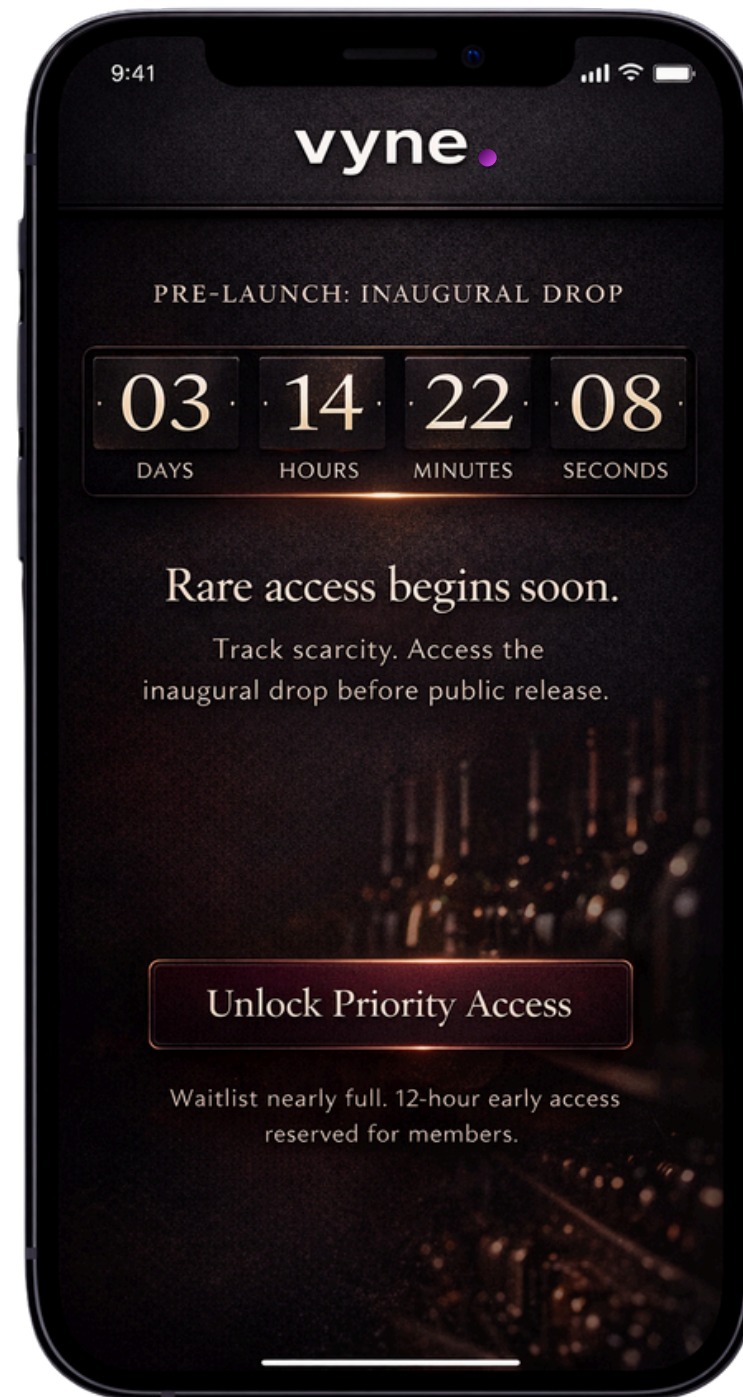
SYMBOLIC POSITIONING

The brand represents the democratization of fine wine ownership by making it a symbol of financial sophistication accessible to a new generation of investors, not just elite collectors.



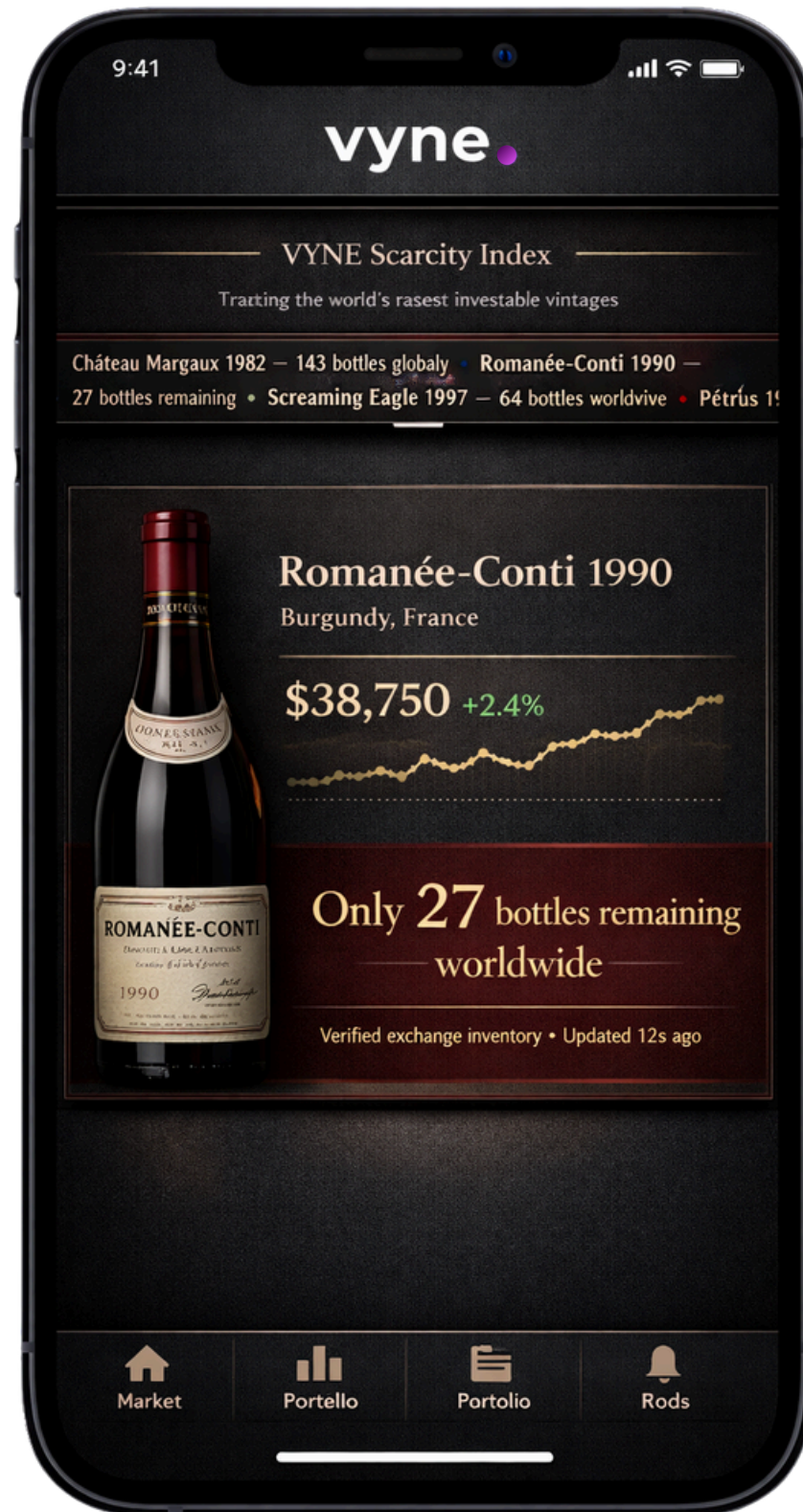
PROMOTIONAL PLAN

PRE-LAUNCH



PRE-LAUNCH ACTIVATION: THE COUNTDOWN

- Creates early buzz across social and gives the audience a **clear CTA** to join before launch
- Keeps VYNE **top of mind** through countdown updates, reminders, and pre-launch opportunity alerts
- **Priority Access** makes early sign-up feel exclusive and investment-driven, not just informational
- Rewards early adopters with a **shareable digital asset**, helping generate pre-launch UGC and social proof
- Keeps users engaged during the wait period instead of losing momentum before launch
- **Builds anticipation** over time, encouraging repeat check-ins and stronger pre-launch interaction
- Helps convert curiosity into waitlist sign-ups and **early community growth**

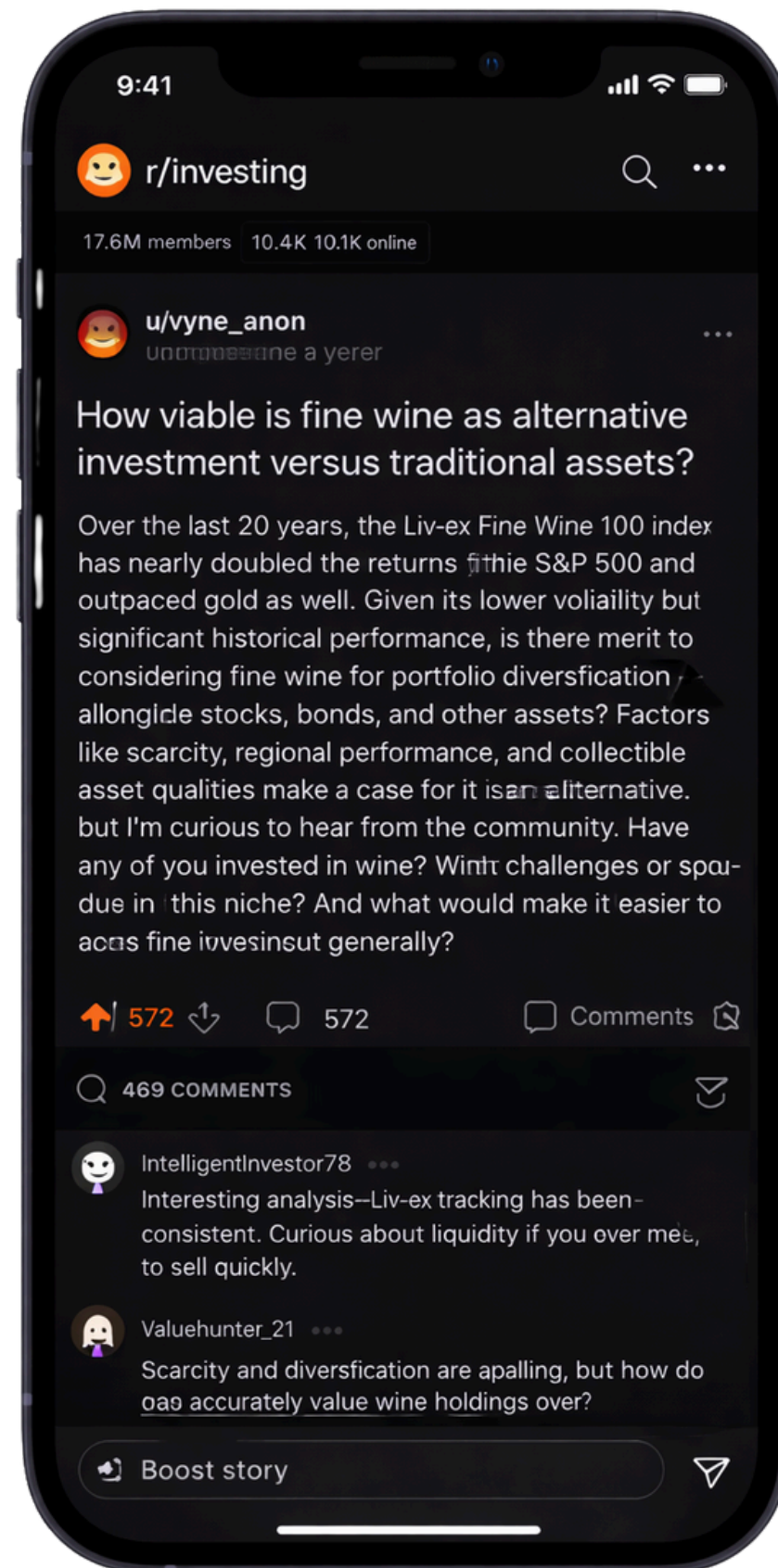


PRE-LAUNCH ACTIVATION: THE VYNE TICKER & SCARCITY ENGINE

- **VYNE Scarcity Index** is the first touchpoint consumers see before the app officially launches
- Introduces rarity and limited supply, positioning wine as a time-sensitive investment asset
- Creates urgency and FOMO, driving early attention, interaction, and waitlist sign-ups
- Educates younger, less-informed investors on wine value and current winery partners
- **Priority Access:** email sign-up guarantees a 12-hour head start before public launch

Why It Works:

- Borrowing from Bitcoin-style hype and urgency to encourage early buy-in
- Taps into drop culture and makes access feel exclusive and limited
- Helps VYNE build a pre-qualified liquidity pool before launch day



PRE-LAUNCH ACTIVATION: THE REDDIT PLAYERS

- **Participate authentically** in relevant Reddit communities to build credibility before mentioning the concept
- Target finance-focused subreddits like **r/investing**, **r/ValueInvesting**, and **r/alts** to understand investor sentiment around alternative assets
- Share thoughtful, data-led discussion topics such as fine wine returns vs. traditional assets to spark informed conversation
- Ask **open-ended questions** about wine investing and market access to gather insight without sounding promotional
- Use founder-focused communities like **r/Entrepreneur** and **r/startups** to invite honest feedback and identify weaknesses in the concept
- Position early conversations as research and validation, not advertising, to improve trust and response quality
- Encourage interested users to **explore more through the founder profile** rather than pushing links in-thread
- Use Reddit to **identify potential beta testers**, refine messaging, and validate real market interest before launch



PRE-LAUNCH ACTIVATION: EARNED MEDIA & PARTNERSHIPS

- With limited funds, VYNE relies on lean, high-impact outreach rather than expensive paid placements
- We combine modern digital strategy with more traditional methods like cold outreach, meetings, and premium briefing packets
- Sending tailored packets to media and wineries helps us build credibility, earn attention, and open doors without a large launch budget

PR Packets:

- Designed to **generate earned media** instead of paying for coverage
- Position VYNE as **a story worth discovering**, not a brand forcing attention
- Give journalists and investor-focused creators a clear, polished overview of the concept, launch, and market opportunity
- Can also be used with investor influencers to build awareness and early trust



PRE-LAUNCH ACTIVATION: EARNED MEDIA & PARTNERSHIPS

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Winery Packets:

- Explain the platform, business model, market data, and partnership opportunity clearly
- **Show wineries** how VYNE can expand access to new collectors and create more investment options on the platform
- Emphasize **exclusivity, provenance, and heritage** protection so the brand feels elevated, not diluted
- Help us assess whether each winery has the operational readiness and infrastructure to participate successfully

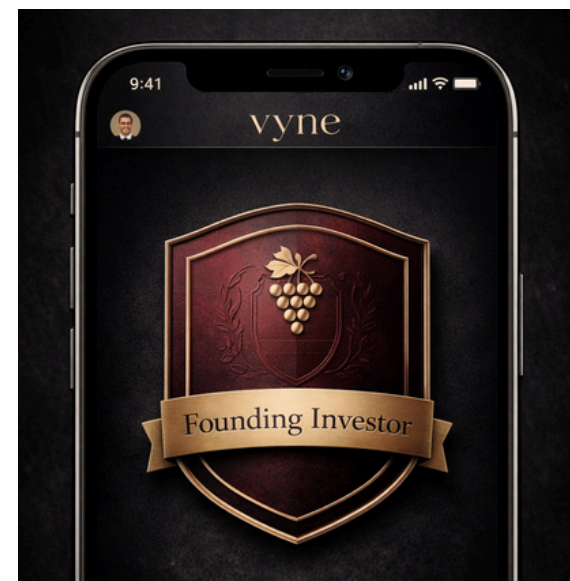
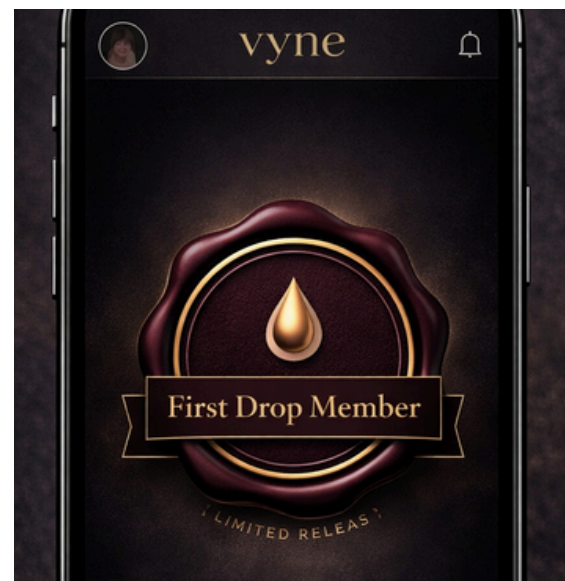
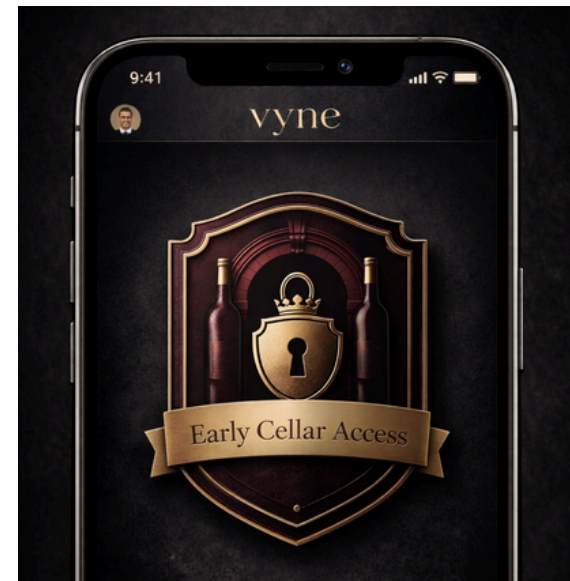
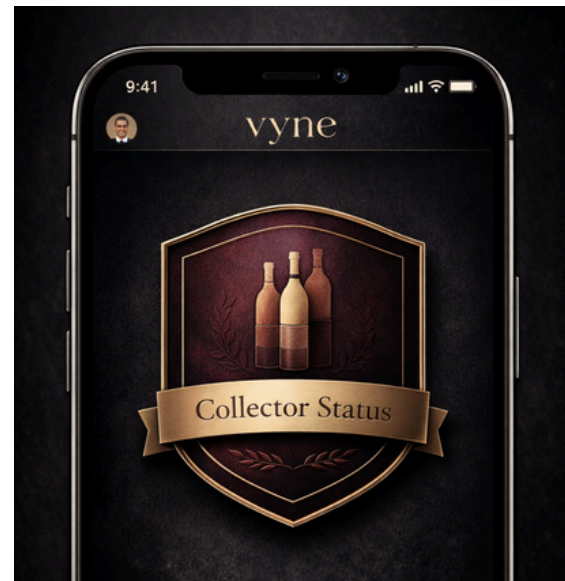
LAUNCH



ANNUAL DROPS DRIVE SCARCITY AND DEMAND

- A select, scarce vintage is released for investment at a specific time, giving users limited access to the wine before the opportunity closes.
- A live ticker shows how much of the vintage remains available, helping users track demand and see supply decrease in real time.
- Curated drops make the platform feel exclusive
- Limited availability increases urgency and perceived value
- Release moments give users a reason to return and engage
- Each drop becomes a shareable moment

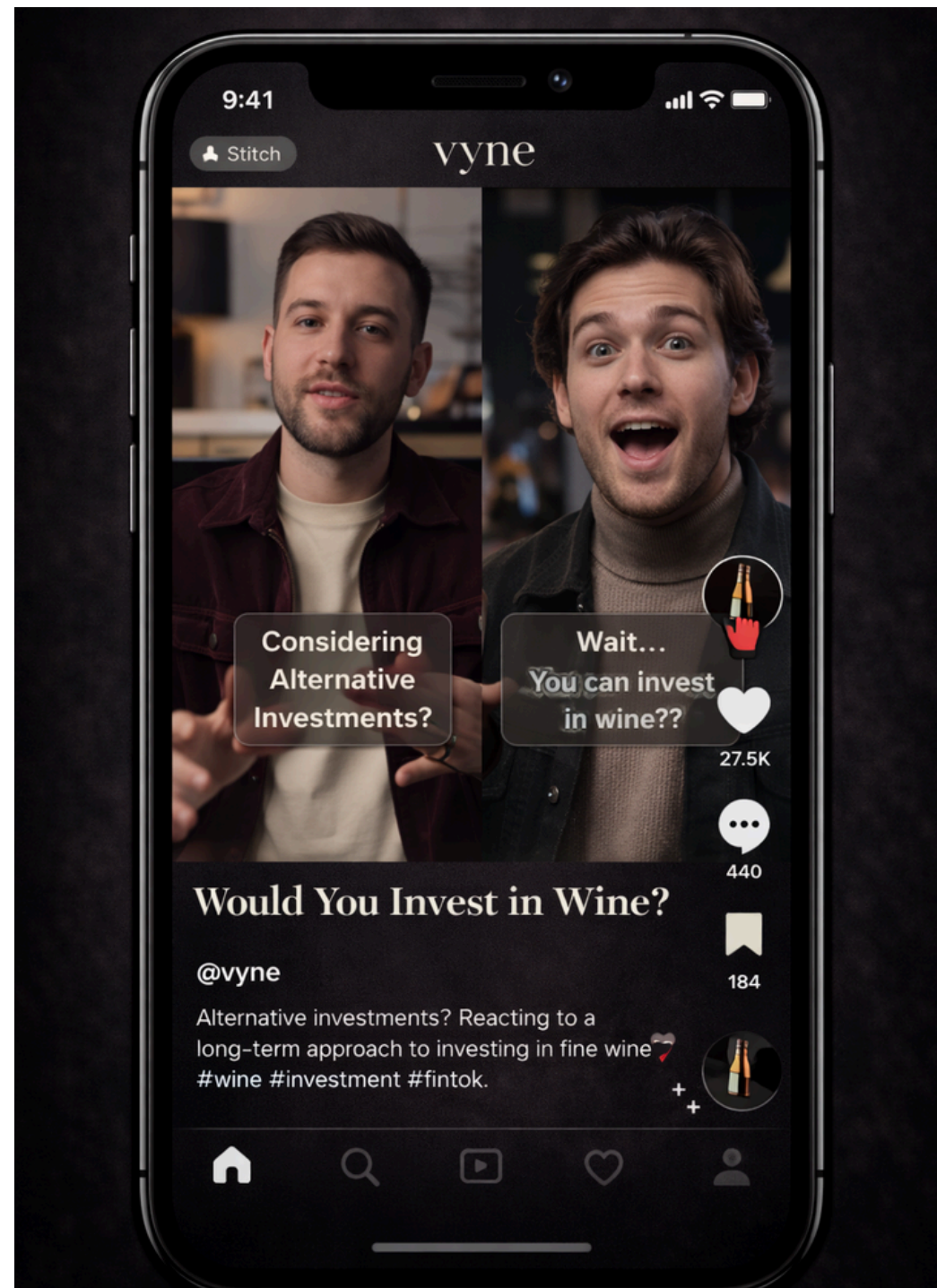
Why It Works: Scarcity increases perceived value, while recurring drops create repeat engagement and long-term anticipation.



STATUS BADGES REWARD EARLY ADOPTION

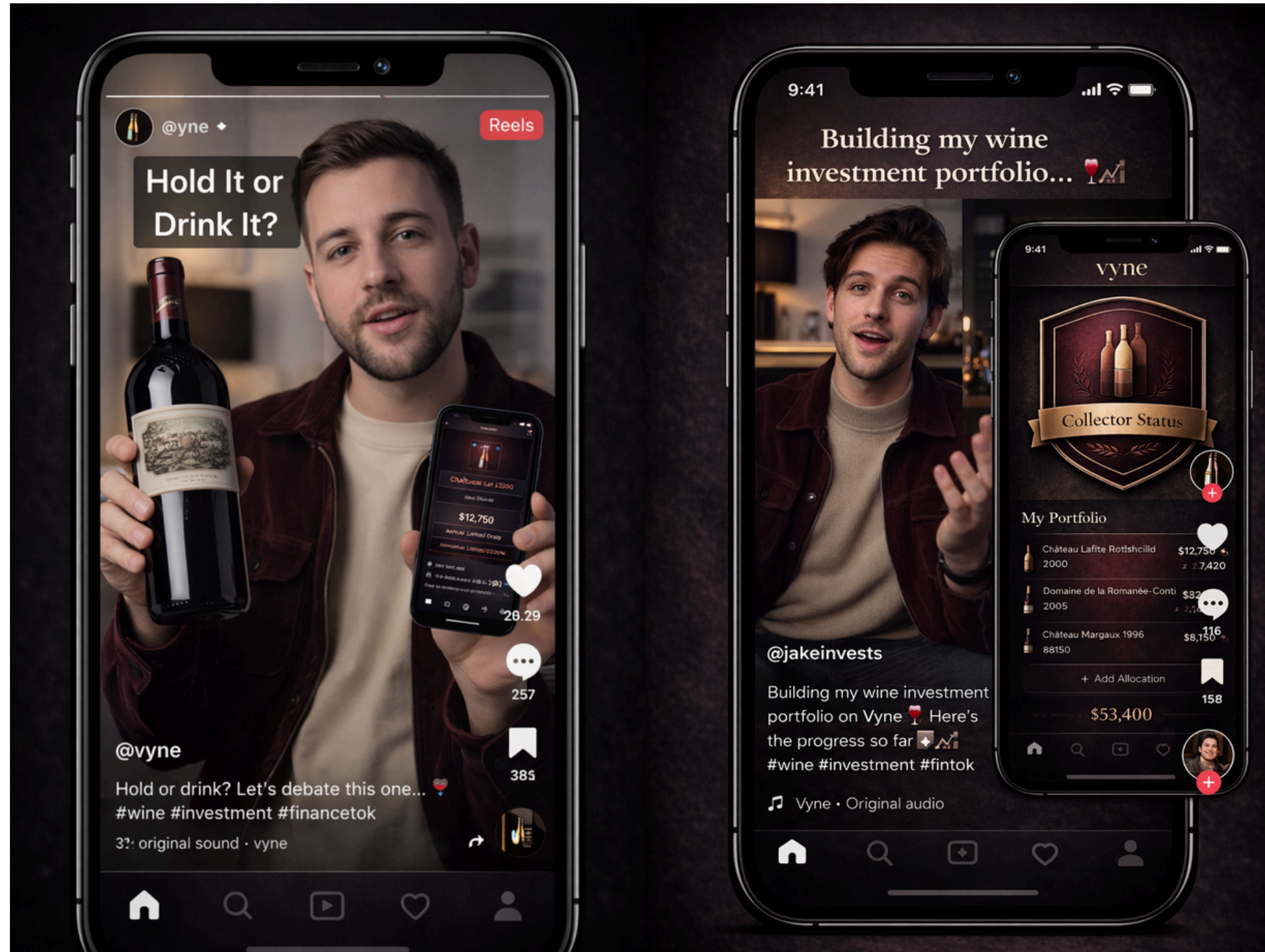
- Reward early adopters with visible recognition
- Reinforce exclusivity and insider access
- Encourage repeat engagement on-platform
- Transform participation into identity

Why It Works: Recognition helps users feel invested in the platform, not just the product.



TIKTOK, INSTAGRAM UGC

- Users and creators share reactions, stitched videos, and opinions about Vyne's drops and wine investing, while Reddit continues the conversation sparked during pre-launch.
 - TikTok and Instagram make the launch feel social, visible, and culturally current
 - Stitchable content invites creators to react to topics like "Would you invest in wine?"
 - User posts and reactions create social proof around the platform
 - Reddit keeps discussion moving by extending debate around the drop, demand, and wine as an asset class
-
- **Why It Works:** Ongoing public conversation makes Vyne feel active, relevant, and worth exploring



POST-LAUNCH



POST-LAUNCH ACTIVATION: EXCLUSIVE FOUNDER'S LIST

- **Bi-weekly or monthly Founder's List emails** keep early adopters informed and engaged after securing priority access
- Content is **intimate, analytical, and transparent**, covering next steps, upcoming drops, new partnerships, and potential investment opportunities
- **Reinforces the exclusivity** promised at launch and helps build loyalty within the founding member community
- Gives early supporters a sense of insider access as the platform grows and evolves
- Creates a pathway for future perks, deeper access, and member-only opportunities over time
- Also serves as an **educational tool** for newer or younger investors by making wine investing feel more informed and approachable



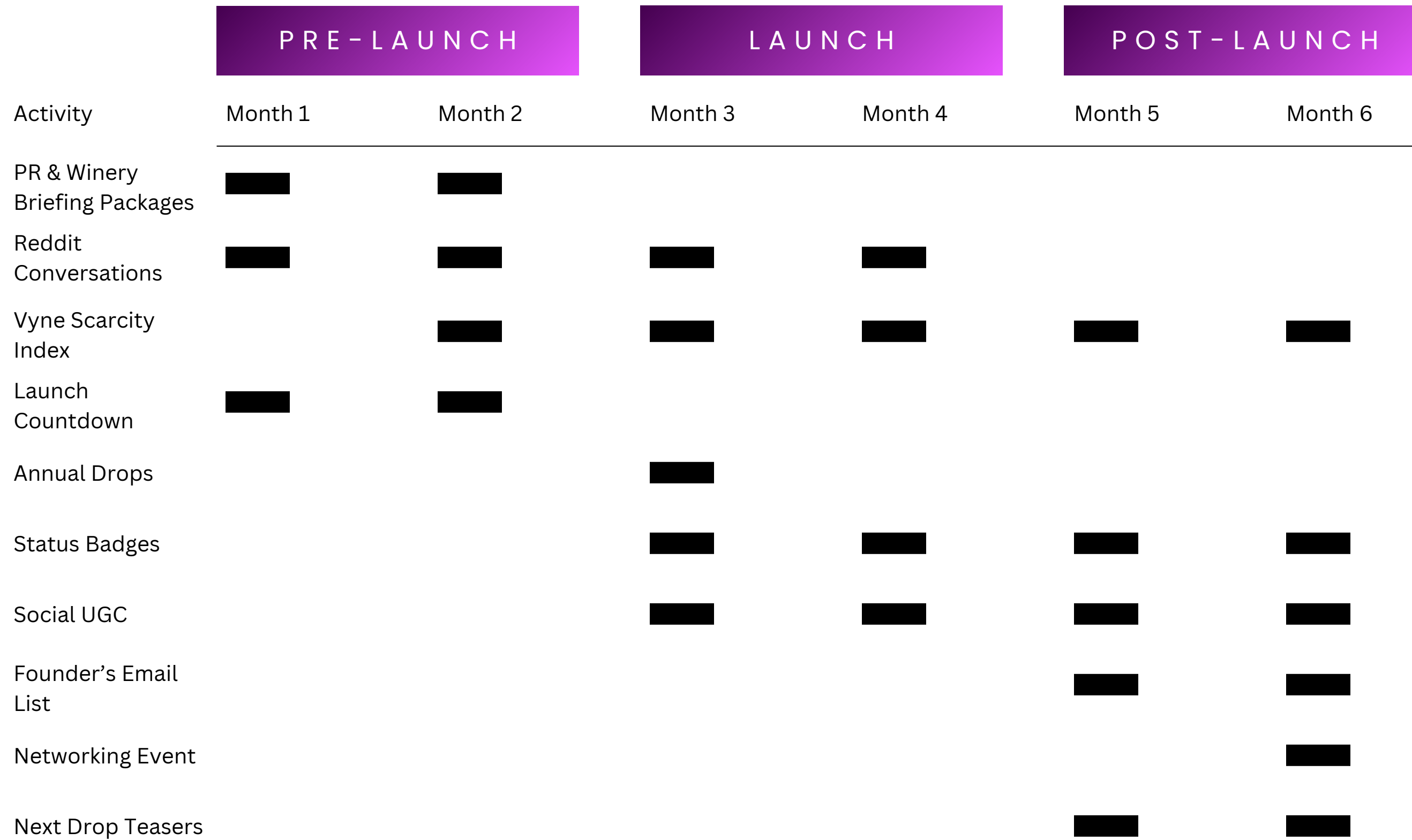
POST-LAUNCH ACTIVATION: FUTURE VINTAGES

- Post-launch teasers keep intrigue high by **hinting at the next drop** before fully revealing it
- Reinforces that VYNE is an **ongoing platform**, not a one-time launch, with continued investment opportunities ahead
- Keeps the community engaged and gives members a reason to stay connected between drops
- Builds trust with new customers by showing a clear pipeline and long-term growth strategy
- **Signals momentum** to potential investors by proving the brand has future releases planned
- Supports recurring revenue by encouraging continued participation and repeat interest
- **Strengthens VYNE's credibility** with wineries by showing we are building a serious, active platform worth partnering with

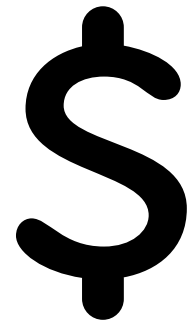


POST-LAUNCH ACTIVATION: THE PARTNER EVENT

- Keep event costs low by **partnering with a host winery**, exchanging venue support for waived fees and premium in-app placement for 3 months
- Use the event as both a relationship-building and growth opportunity, not just a celebration
- Invite **wineries, influencers, collectors, investors, and Founder's List members** to create a high-value room of potential partners and advocates
- Include an **Asset Showcase** featuring a rare vintage and an iPad with background, provenance, and potential drop details
- Give guests a hands-on way to explore how VYNE presents investment opportunities on the platform
- Present VYNE's brand story, current onboarding progress, early traction, and market response to reinforce legitimacy
- Use the event to **onboard new wineries** by showing them the platform experience, audience quality, and partnership value firsthand



VYNE'S FUTURE ROADMAP



RETAIN CAPITAL

IDLE BALANCE YIELD

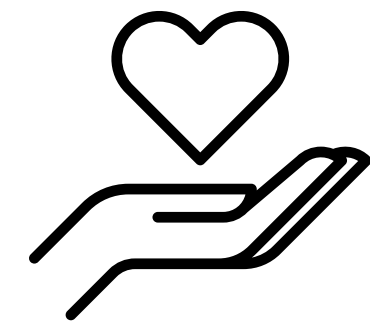
RESERVED BALANCES



INCREASE ENGAGEMENT

PREDICTION MARKETS

GAMIFIED REWARDS



EXPAND MARKET POTENTIAL

HEDGING AND RISK TOOLS

INSTITUTIONAL
OPPORTUNITY

The Future of Investment is

vyne.



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