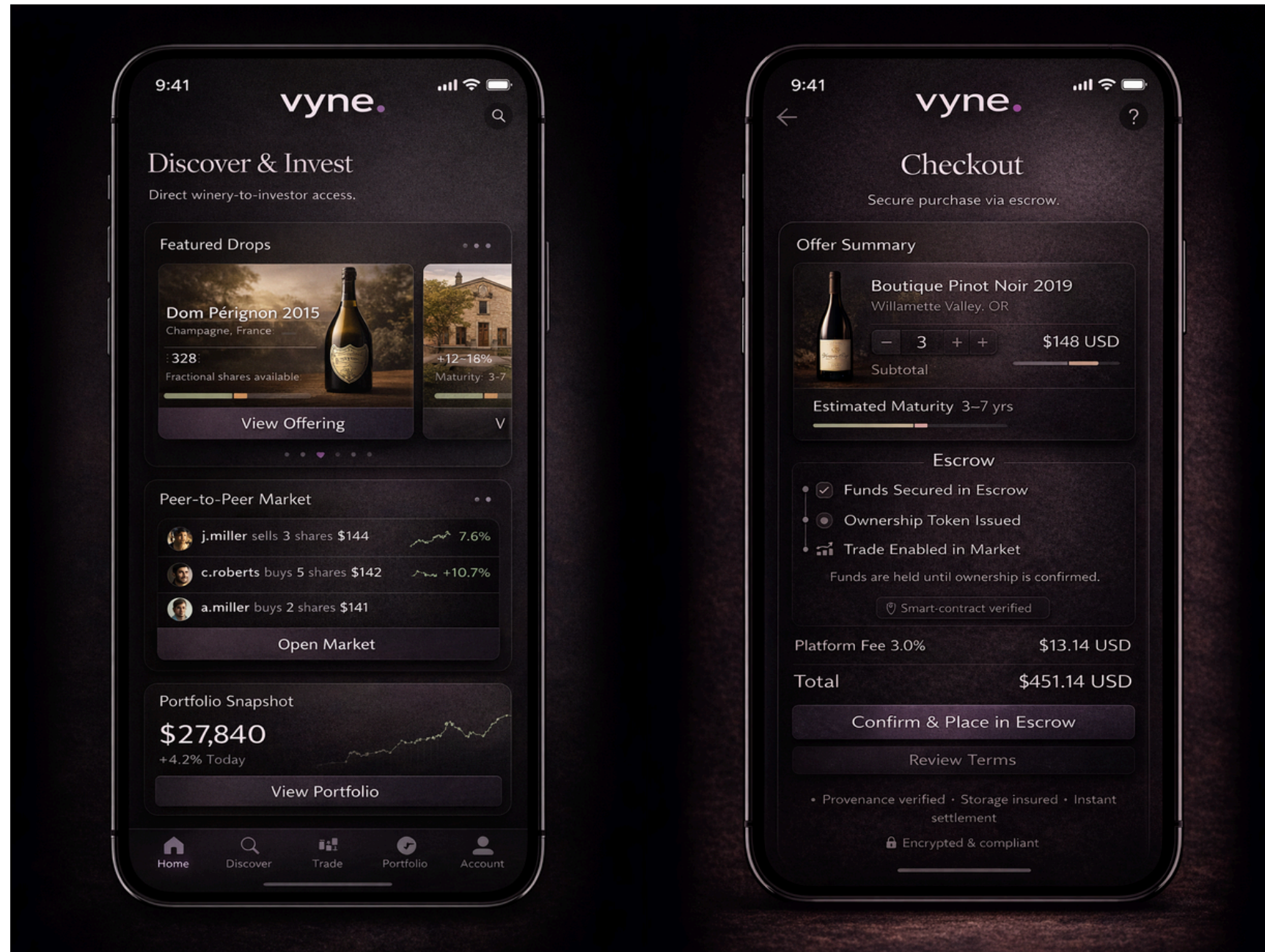


vyne.

- SANJANA SAINATH RAO -

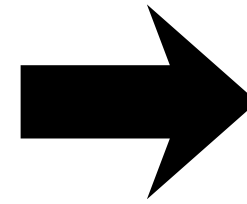
As part of LXMT 776: Travel & Hospitality, we were tasked with developing a disruptive new venture within the luxury landscape. Our team created Vyne, a digital investment platform that redefines fine wine as an accessible alternative asset. Positioned at the intersection of luxury, finance, and technology, Vyne introduces greater transparency, accessibility, and liquidity through a refined, user-centric experience.



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

MARKET PROBLEMS

- High entry cost / limited fractional ownership
- Low liquidity for wineries and investors
- Opaque pricing and sourcing
- Reliance on brokers, warehouses, and intermediaries
- Slow and exclusive investment model



MARKET OPPORTUNITIES

- Fine wine is an emerging alternative asset
- Historically strong long-term performance
- Scarcity and aging support value growth
- Combines financial return with cultural prestige
- Offering varying fine wine investments beyond lengthy maturity rates



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.



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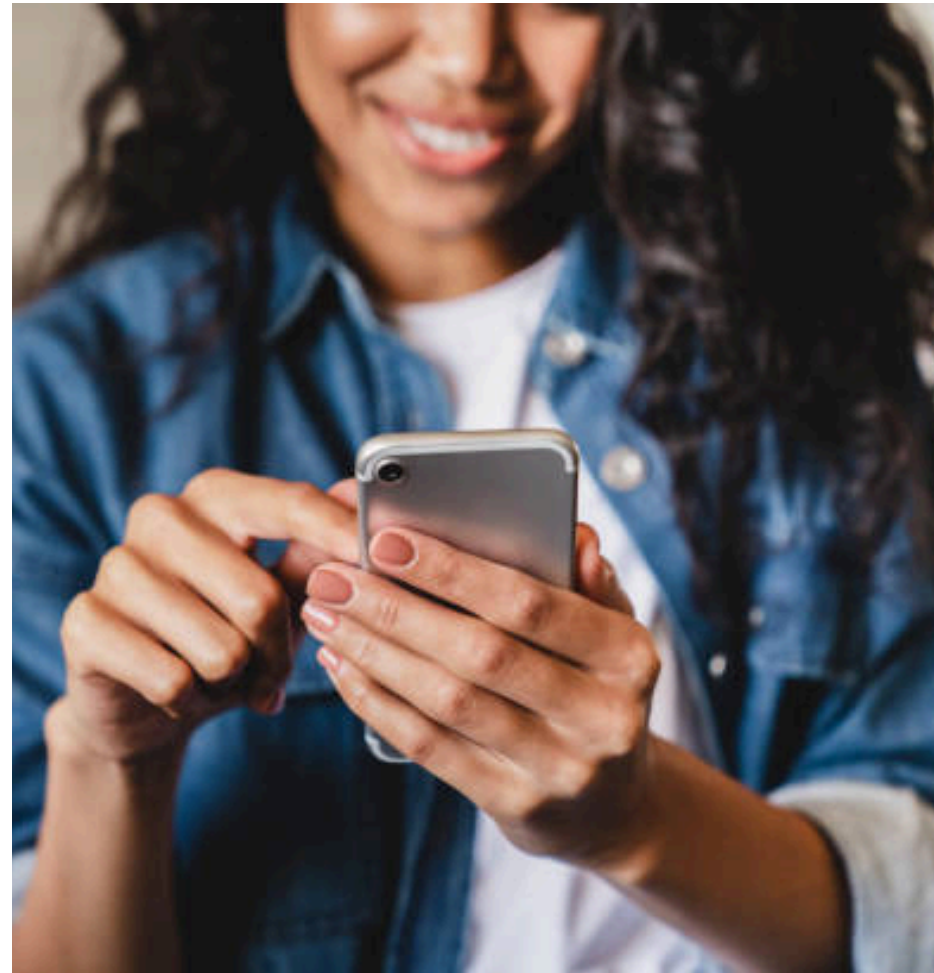


DISTRIBUTION

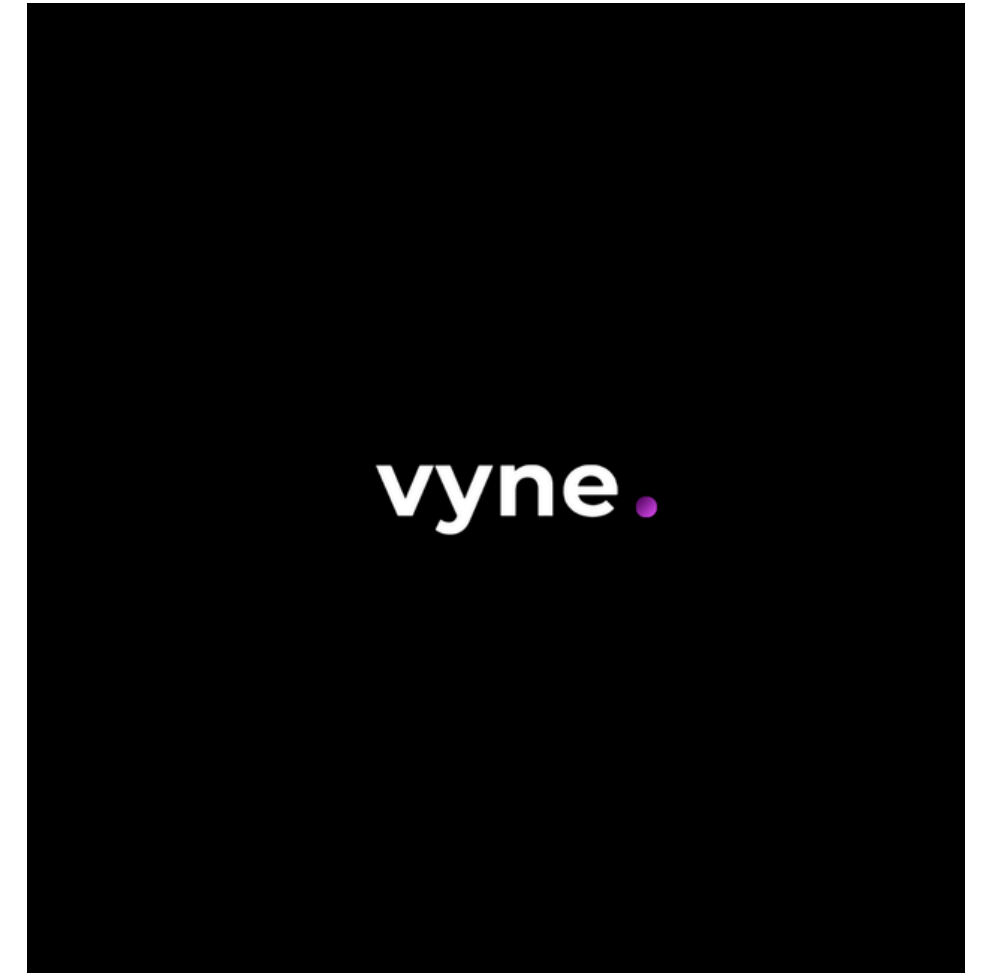
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WINERIES
= ASSET SUPPLIERS



INVESTORS
= CAPITAL PROVIDERS



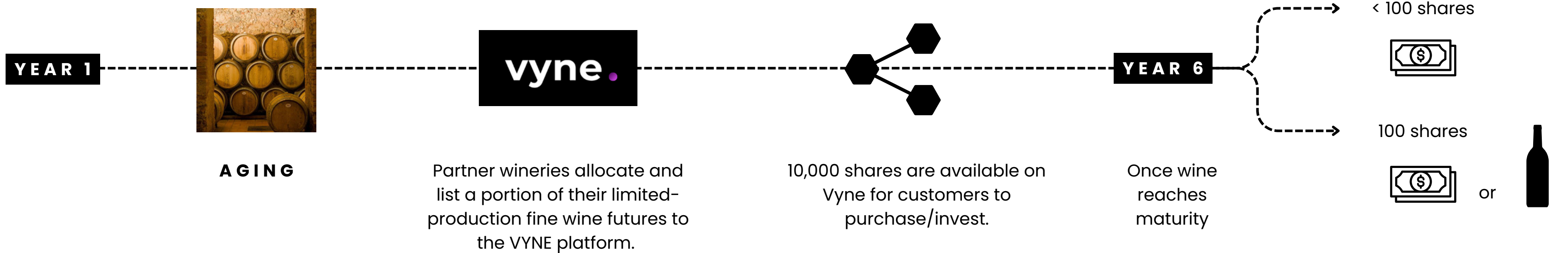
VYNE
= TRANSACTION
INFRASTRUCTURE



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)



LOWER ENTRY BARRIER

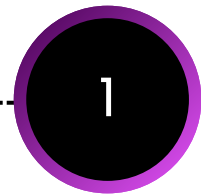
Through Vyne's fractional ownership model, varying maturity levels, and an easy trading platform.

BUILT-IN LIQUIDITY

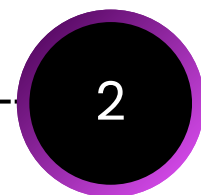
With peer-to-peer trading via instant transfer of ownership through blockchain technology.

**ASSET-LIGHT AND
SCALABLE**

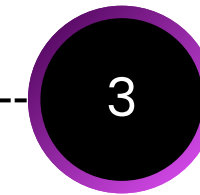
By partnering directly with wineries we pay them to age the wine in barrels, save on purchase and storage costs, and better preserve prestige and value.



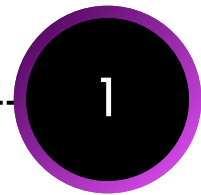
**TRANSACTION FEES
(INVESTORS)**



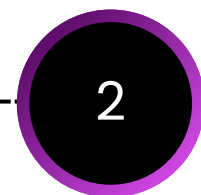
**LISTING FEES
(WINERIES)**



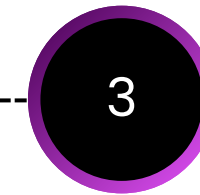
**PREMIUM MEMBERSHIP
(INVESTORS)**



STORAGE FEES



INSURANCE PREMIUMS



PREMIUM WINE PRICES



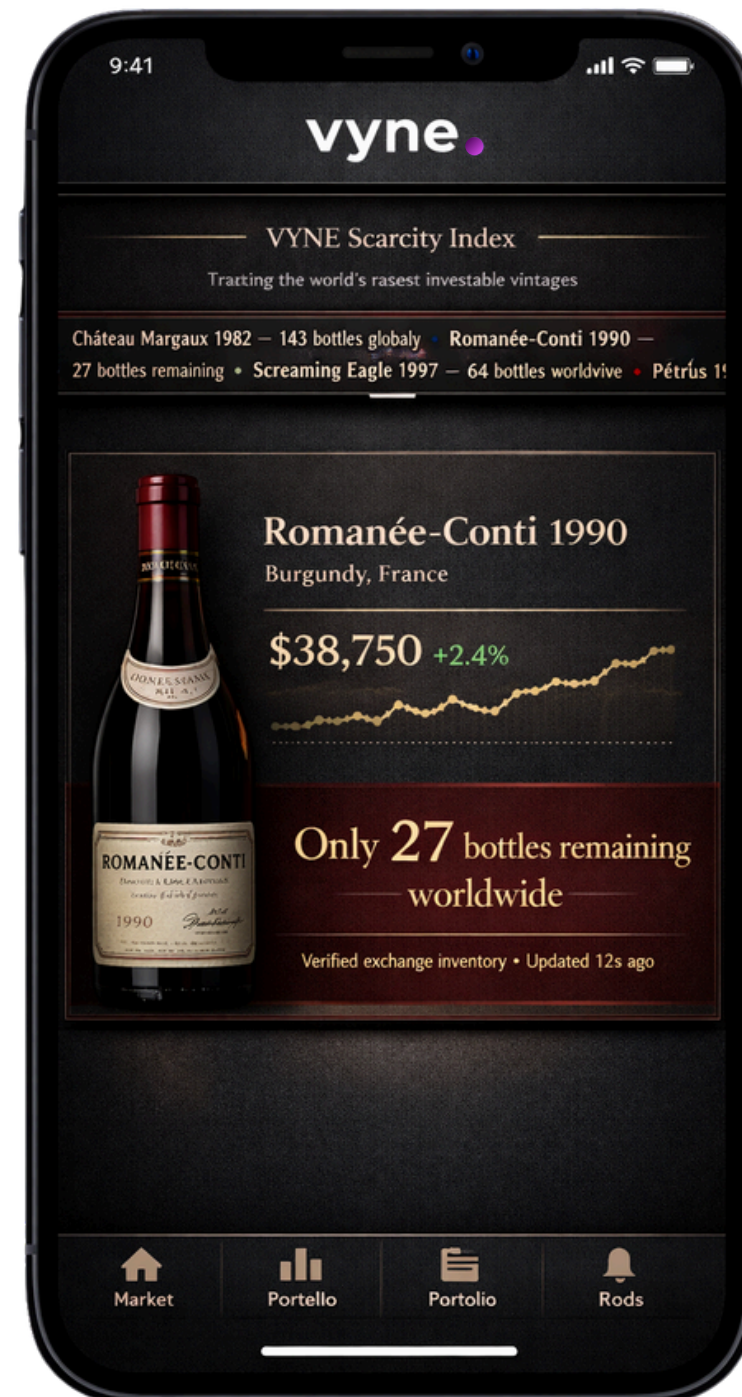
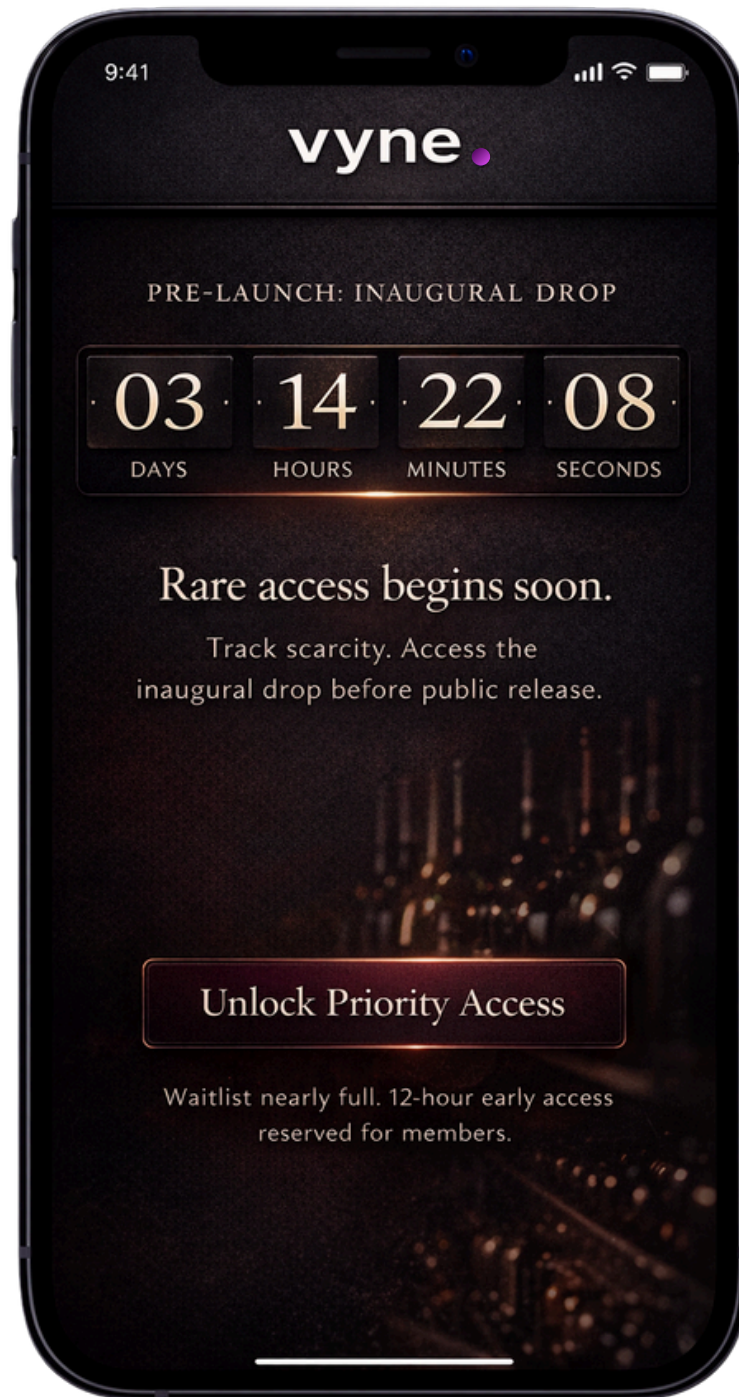
PRIMARY AUDIENCE

- 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.



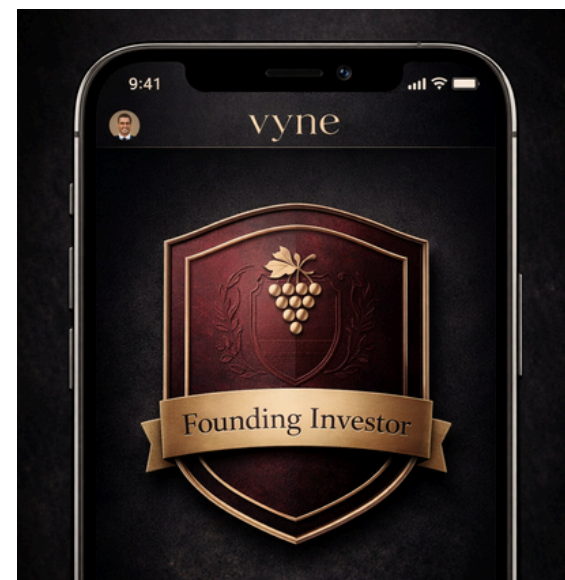
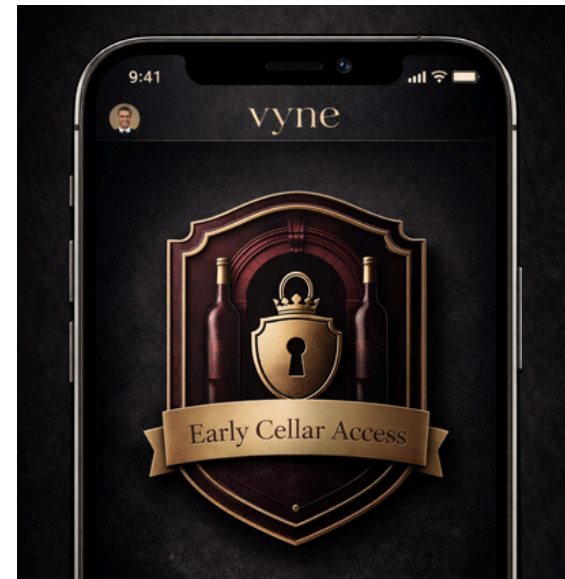
SECONDARY AUDIENCE

- Older, affluent, HNWI's 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.



PRE-LAUNCH:

- Build buzz through countdowns, waitlist sign-ups, and priority access.
- Introduce rarity and urgency through the Vyne Scarcity Index.
- Generate early credibility through PR, Winery outreach, and community conversation.



LAUNCH:

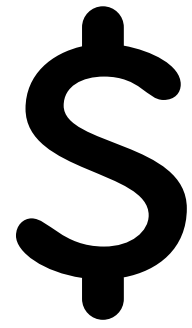
- Release curated annual drops as exclusive, high-visibility moments.
- Drive engagement through live demand, social sharing, and early adopter badges.
- Position the launch as both an investment opportunity and a community event.



POST-LAUNCH:

- Partner winery hosted events to educate and onboard investors and new wineries.
- Retain users through founder updates, future drop teasers, and insider communication.
- Build loyalty with exclusive access, recurring opportunities, and member perks.
- Strengthen long-term credibility through events, education and partnership growth.

VYNE'S FUTURE ROADMAP



RETAIN CAPITAL

IDLE BALANCE YIELD

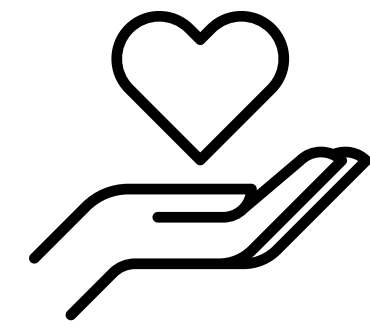
RESERVED BALANCES



INCREASE ENGAGEMENT

PREDICTION MARKETS

GAMIFIED REWARDS



EXPAND MARKET POTENTIAL

HEDGING AND RISK TOOLS

INSTITUTIONAL
OPPORTUNITY

The Future of Investment is

vyne.

