

Heartbeats is the luxury jewelry brand to improve emotional connections.

Why we developed Heartbeats:

Because of globalization and the internationalization of work life, world is getting smaller. At the same time, couples are moving apart and are regularly separated over long distances. During this time of separation, communication is difficult and stressful. Additionally, individuals are craving for intimacy with their partner but can't achieve it.

What Heartbeats is:

With Heartbeats, we offer couples a new way of communication. Via a pair of luxury bracelets, the heartbeat can be felt by the partner. This enables both partners to share one of the most intimate and personal details of their life. Messages or short calls lose importance when trying to show the inner connection to the partner. Additionally, heart rates will be saved and can be looked up later to revive memories and shared moments.

In which environment we are:

The global market for Internet of Things is expected to grow from ~\$650 billion in 2014 to \$1.7 trillion in 2020. Wearables will increase by 42.6% over the same period to ~155.7 million units. The segment of luxury goods in Germany is expected to grow by over 20% per year to ~€15-20 billion. A big driver for this growth are young customers (21-30 years) who show an increasing acceptance for luxury high quality goods. In the US, the *Millennials* are the second largest customer group for luxury goods. Global annual sales of jewelry are expected to reach \$250 billion by 2020.

Which competitors we are sharing the market with:

Established luxury brands are known for selling high quality bracelets. Companies like Swarovski, Cartier and Piaget have a large customer base driven by their wide range of products. Competing companies in the Wearables segment are Apple with the Apple Watch, as well as Fitbit.

Where our competitive advantage is:

We offer a non-existing combination of products. Heartbeats is a simple and appealing product, enhancing communication without redundant functionality. Heartbeats can be personalized and is only for two people, only one pair of bracelets. Couples can uphold their commitment and maintain a focused professional life.

What our target market is:

We are targeting committed couples having the need for different form of communication while being apart. Couples in the HENRY ("High-earning-not-rich-yet") segment with annual earnings of \$100k-\$250k. Individuals in this segment are highly motivated professionals, wanting to show personal as well as monetary success. Heartbeats satisfies both these aspects.

What our Business Model looks like:

After having conducted a design contest for the bracelets, Heartbeats will enter the market with a crowdfunding campaign. This will be used as proof of concept and finance the first production batch. One pair of bracelets will be sold for 499€.

Company Profile

Market: Smart jewelry (Wearables)
Employees: 5
Creation date: September 2015

Fundraising Contact

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Financial Information & Investment Proposal

Investment Stage: Seed
Investment made until formation: 5.000€
Target Funds: 50K € to 100.000 €
Minimum Ticket: 1K€

Management Team

CEO / Co-Founder: Hans-Peter Huber
CTO / Co-Founder: Viktor Lesyk
COO / Co-Founder: Julius Mehringer
CIO / Co-Founder: Kaushik Gopalan
CCO / Co-Founder: Dario T. Villena

Financial Projection

Year	Sales volume In €	Revenue In €
2015/16	350.000	129.259,2
2016/17	700.000	254.511,2
2017/18	1.260.000	475.159,4
2018/19	1.449.000	553.341,0
2019/20	1.593.900	553.341,0