

# TrustWatch

The Leading Al-Driven System for Luxury Watch Veryfication

### Fake Watches

## +40M fake watches sold YoY

This watch is it fake?

Collectors Enthusiasts

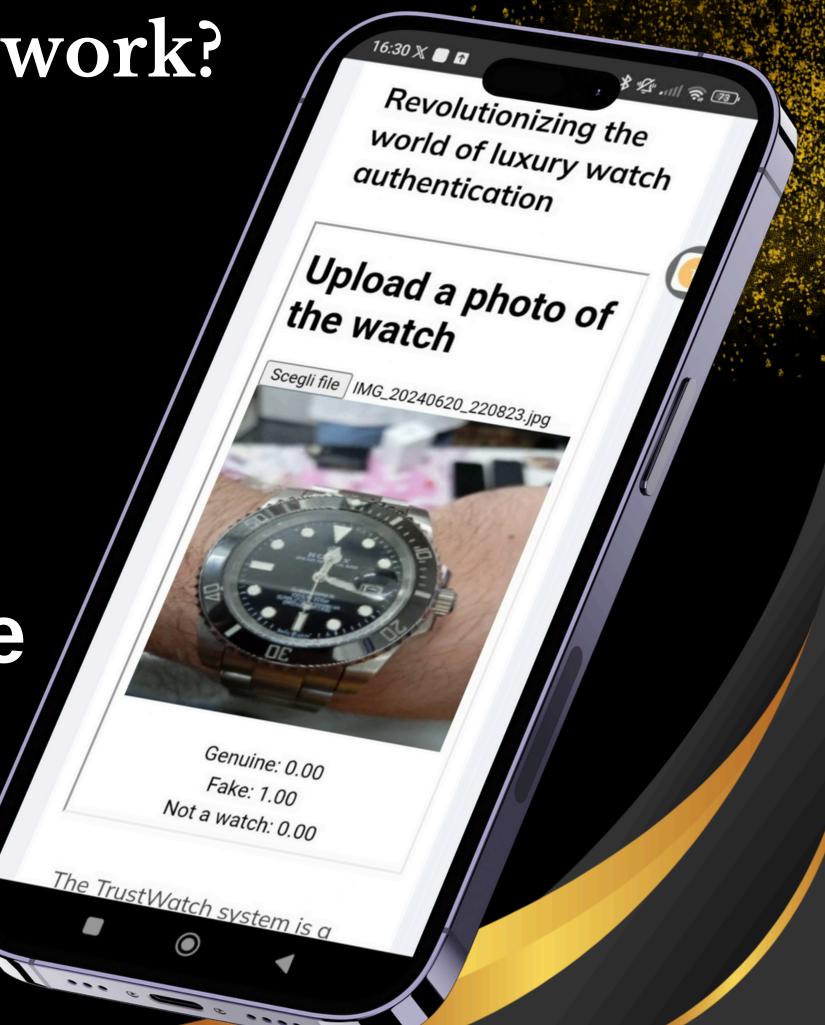


Retailers Marketplaces How does it work?

1. Take a photo

2. Upload the photo

3. Check the response



## Market Size Analysis

Total Addressable Market (TAM)

Product Value: €144 per authentication service

Target Users: 25-30 million luxury watch buyers globally

**TAM Calculation:** 

€144 × 25,000,000 users = €3.60 Billion Market

Market Breakdown

#### **Primary Market:**

- 20+ million annual luxury watch purchasers
- 80+ million global millionaires (potential buyers)
- 22 million high-net-worth individuals

#### **Secondary Market:**

- Pre-owned luxury watch market: €24-45 billion
- Growing younger demographics (Gen Z/Millennials)
- 40 million counterfeit watches annually (authentication need)

## Traction

**Total Users** 

200+

m/m growth new signups

200%

Countries

19

**MMR** 

€147

CAC

€8

## Alfredo CTO



Luigi COO



**Antonella** CEO



**Sergio** CCO



**Saverio** CFO







