



TrustWatch

The Leading AI-Driven
System for Luxury Watch
Verification

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:

$€144 \times 25,000,000 \text{ users} = €3.60 \text{ Billion Market}$

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

Team

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