



Business Plan & Investment Proposal



Who We Are

E-commerce platform specialized in beverage (B2C & B2B).
Over 22,000 active products.
Shipping to 46 EU countries and 50 U.S. states.
Founded in 2021; revenue grew from €41K to €3.5M in four years.



Rapid expansion

Online wine & spirits sales expected to exceed €36 B by 2028



Solid foundation

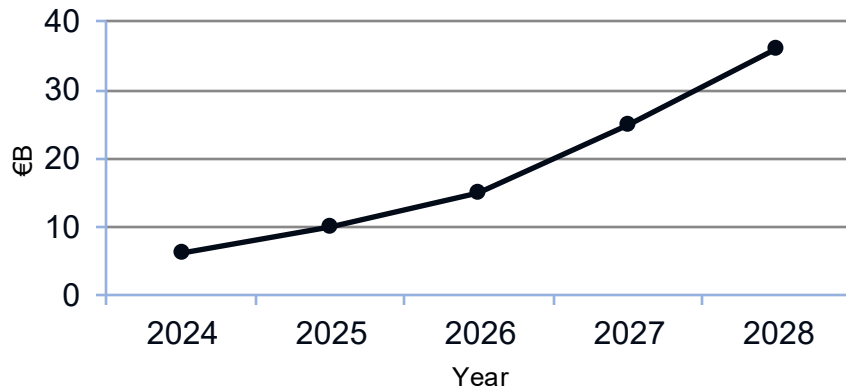
2024 market already worth €6.1 B with strong year-on-year growth



Global drivers

China & USA lead growth; emerging markets: Mexico, Nigeria & Brazil

E-commerce Market Projection



Roadmap & Vision

We Were (2021)

Startup with 3 partners and €1,500 in capital
First sales from the home garage
Tech and management skills; no wine experience

We Are (2025)

9 people on the team
1,500 m² warehouse
22k products, 47 countries, 81k customers
Partnership with Alibaba

We Will Be (2026–2030)

Team 12→23 people
Catalogue 30k→55k products
Customers 110k→800k
+5 markets/year
Launch new Secure Box e-commerce

The Team



Gian Maria Aprigliano
CEO & Co-founder

- Manages strategy, finance and operations
- Handles bureaucracy and regulations
- Leads business development and coordination
- Education: Energy Engineering and a Master's in Mathematical Finance



Cristiano Aprigliano
CTO & Co-founder

- Develops and manages the digital ecosystem
- Software developer and problem solver
- Software systems developed entirely in-house
- Education: Computer Engineering



Team Composition

- Logistics & Packaging: 4 people
- Development: 2 engineers
- Customer service & marketing: 3 people

Unique Value Proposition



Beverage supermarket

Over 22k items including wines, spirits, beers and accessories



International expansion

46 EU countries + 50 US states, ADM/FDA certifications



Multiple channels

Own website, Alibaba and upcoming marketplace



Proprietary assets

Secure Box™ patent and registered trademark



Internal technology

100% in-house development without external fees

More than just an e-commerce: a tech, logistics and visionary company ready to grow.

Main Competitors and Differences

Characteristics	Bottle of Italy	Tannico	Svinando	Vino.com
Catalog Extent	✔ Over 22,000 references	~9.000	~2.500	~6.500
Proprietary Assets (Patents/Trademarks)	✔ Secure Box™ patent, ® trademark	✗	✗	✗
International Presence	✔ 46 countries + 50 US states	21 countries + 50 US states	Only Italy	13 countries
In-House Technology	✔ Internal software development & logistics	✗ Outsourced	✗ Outsourced	✗ Outsourced
Active Channels	✔ Website, Alibaba, Marketplace coming soon	Website + Physical Store	Web Site	Website + Affiliations
Patented Custom Packaging	✔ Patented and manufactured Secure Box™	✗	✗	✗
Annual Growth	✔ +120% (last 12 months)	not received	not received	not received
Characteristics	Bottle of Italy	Bernabei	Xtrawine	
Catalog Extent	✔ Over 22,000 references	~5.000	~4.500	
Proprietary Assets (Patents/Trademarks)	✔ Secure Box™ patent, ® trademark	✗	✗	
International Presence	✔ 46 countries + 50 US states	Only Italy	31 countries + 50 US states	
In-House Technology	✔ Internal software development & logistics	✗ Outsourced	✗ Partially Outsourced	
Active Channels	✔ Website, Alibaba, Marketplace coming soon	Website + Physical Store	Web Site	
Patented Custom Packaging	✔ Patented and manufactured Secure Box™	✗	✗	
Annual Growth	✔ +120% (last 12 months)	not received	not received	

Investment Proposal

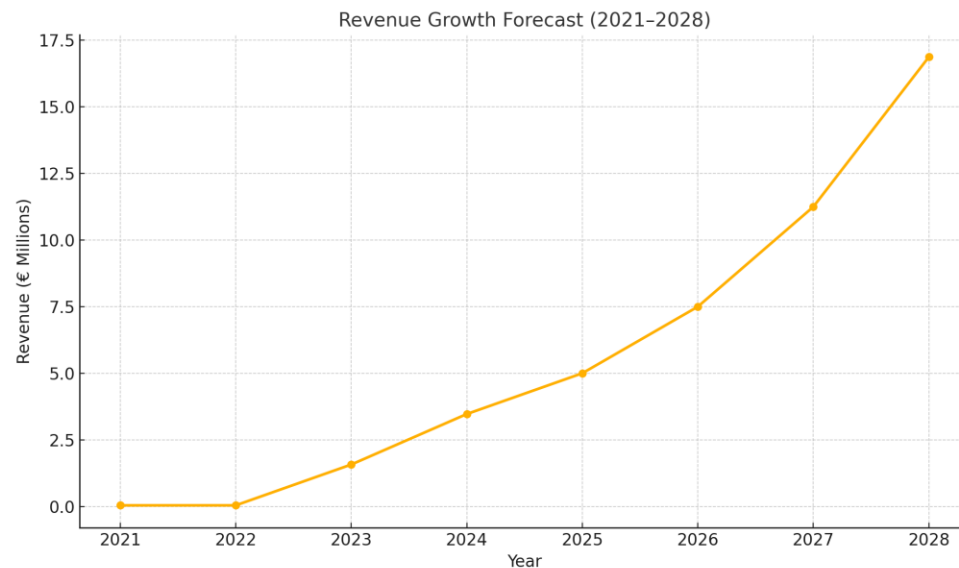
KPI	Expected value
CAC (Acquisition cost)	€8-12
LTV (Lifetime value)	€100-150
Site visit value	€1.22
Expected ROAS	7x
Avg margin/order	28-35%
Retention rate	35-45%
Monthly break-even	Achieved
Total investment	2,000,000
Pre-money val.	30,000,000
Post-money val.	32,000,000
Equity offered	8%
Perf. marketing spend	900,000
Expected revenues (ROAS4)	3,600,000
Base ROI (3y)	1.72
Optimistic ROI (3y)	2.57
50% Growth ROI (3y)	3

**3-year ROI
+157.3%
(Multiplier 2.57x)**

Capital requested	€2,000,000
Pre-money valuation	€30,000,000
Post-money valuation	€32,000,000
Equity offered	8%

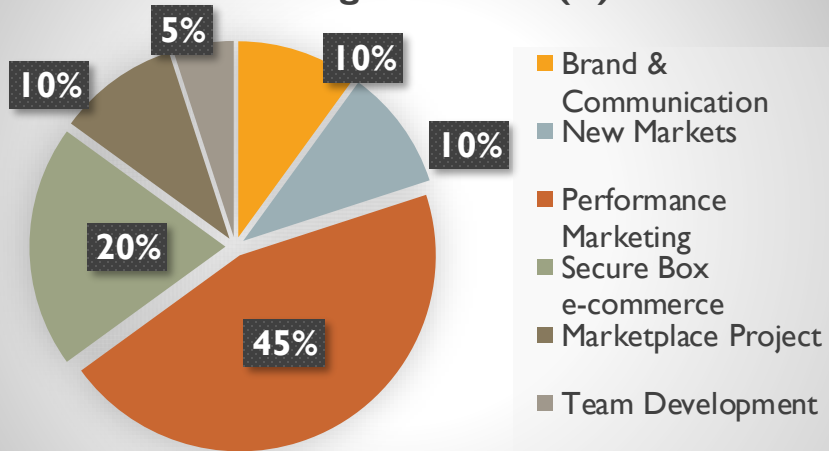
Trend

	2025	2026	2027	2028
Fatturato (Crescita 50%)	5.000.000	7.500.000	11.250.000	16.875.000
Valutazione (6x)	30.000.000	45.000.000	67.500.000	101.250.000
Valore Quota Investitore	2.400.000	3.600.000	5.400.000	8.100.000
Utile Netto	187.500	281.250	421.875	632.813
Tasse Stimate	69.349	104.024	156.036	234.054
Interessi	50.000	75.000	112.500	168.750
Ammortamenti	100.000	150.000	225.000	337.500
EBITDA	406.849	610.274	915.411	1.373.116



Allocation of Funds

Funding Allocation (%)



Strategic objectives



Strengthen brand awareness in core markets (IT, FR, DE, NL, USA)



Enter new high-potential markets (Mexico, Asia)



Boost Google & Meta campaigns to optimize CAC/LTV



Launch the new Secure Box™ e-commerce



Develop a marketplace with 100+ producers and 30k products online



Invest in human capital and training

Expansion Strategies



Brand consolidation

Consolidate presence in France, Germany and USA



Performance ads

Google/Meta campaigns in served countries not yet advertised



Marketplace

Onboarding 100+ producers with revenue from fees



Secure Box® e-commerce

- Targeting 20% of a €10 M packaging market
- Only one competitor; high margins
- Synergies with our logistics & brand



Go-to-market

Operational start-up in Mexico, Asia and other markets



Secure Box™

Launch of second e-commerce for the patented packaging



Training

Upskilling the team to support international scaling



Marketplace project

- Onboard >100 producers in the first year
- Revenue from subscription & advertising
- Encourages cross-selling & brand loyalty

Why Invest



Large portfolio
22k+ items to become the European benchmark



Global coverage
ADM/FDA certified, 46 countries and 50 US states



Lean structure
Complementary founders and a young team ready to grow



Competitive advantages
Registered trademark and Secure Box™ patent



Proprietary technology
Ecosystem developed in-house with no external costs

Conclusion & Vision

- ✓ Proprietary technology & patented assets
- ✓ Skilled team and lean structure
- ✓ Growing revenue & high scalability
- ✓ International expansion already underway
- ✓ Opportunity for tangible returns in the medium term

Join our investment round

Help consolidate B2C and B2B leadership, launch the Secure Box™ B2B business unit and lead international expansion.