

My business is a new e-commerce jewelry business.

Introduction:

- New online jewelry store that specializes in the sale of exquisite Indian fine jewelry.
- Committed to creating high-quality, ethically sourced, and meticulously crafted jewelry that reflects India's diverse culture and tradition.
- **Potential product ranges** include elegant gemstone-studded pieces, Bridal jewelry, and customization.
- **Craftsmanship:** Each piece of jewelry is individually handmade by artisans who have passed down their skills from one generation to the next, ensuring authenticity and meticulous attention to detail.
- **Customization:** Our online platform lets customers design their own jewelry with a simple interface.
- **Educational Content:** We educate customers about Indian jewelry's history, culture, and care.
- **Target audience:** We target jewelry admirers who appreciate Indian artistry, cultural significance, and timeless elegance. Brides, jewelry collectors, and anyone seeking a unique and meaningful gift

Objectives:

1. Establish a strong online presence.
2. To create extensive product range.
3. Develop manufacturing infrastructure.
4. Creating outsourcing network
5. Handling administrative and operational expenses.
6. Inventory management
7. Marketing initiatives
8. Technological advancements
9. Incentivizing customers for detailed and honest feedback

Narrowing down your focus to a type of *investor*

- Angel investor with an appreciation for art and culture.
- Dedicated venture capital firms in e-commerce, luxury goods, or fashion
- Strategic investors who are looking for a way to expand their product offerings
- Grants, subsidies, or investment programs designed to support women-led, cultural, or creative-sector startups
- Financial institutions for Seed capital, subsidies for generating employment, inventory-based hypothecation loans, and bill discounting on B2B businesses

Background research:

- Portfolio review
- Studying the investment track record
- Checking references and reputation
- Professional consultation

What would the pitch presentation include?

1. Highlighting business and team introductions
2. Funding requirements and funding opportunity description
3. Short brand description
4. USP's
5. Product and service portfolio
6. Marketing strategies
7. Business plan
8. Expense forecast
9. Revenue forecast
10. Artisan networks and manufacturing potential
11. Use of funds broken down
12. Terms and conditions
13. Risk analysis
14. Solid reasons behind seeking this particular investor
15. Thank you (preferably with a small yet distinct token of appreciation)