

Ambassador / Influencer /
Partner Information Pack

Vaulté by LuxandArt:

Secure Smart Showcases with
Smart-Home Integration

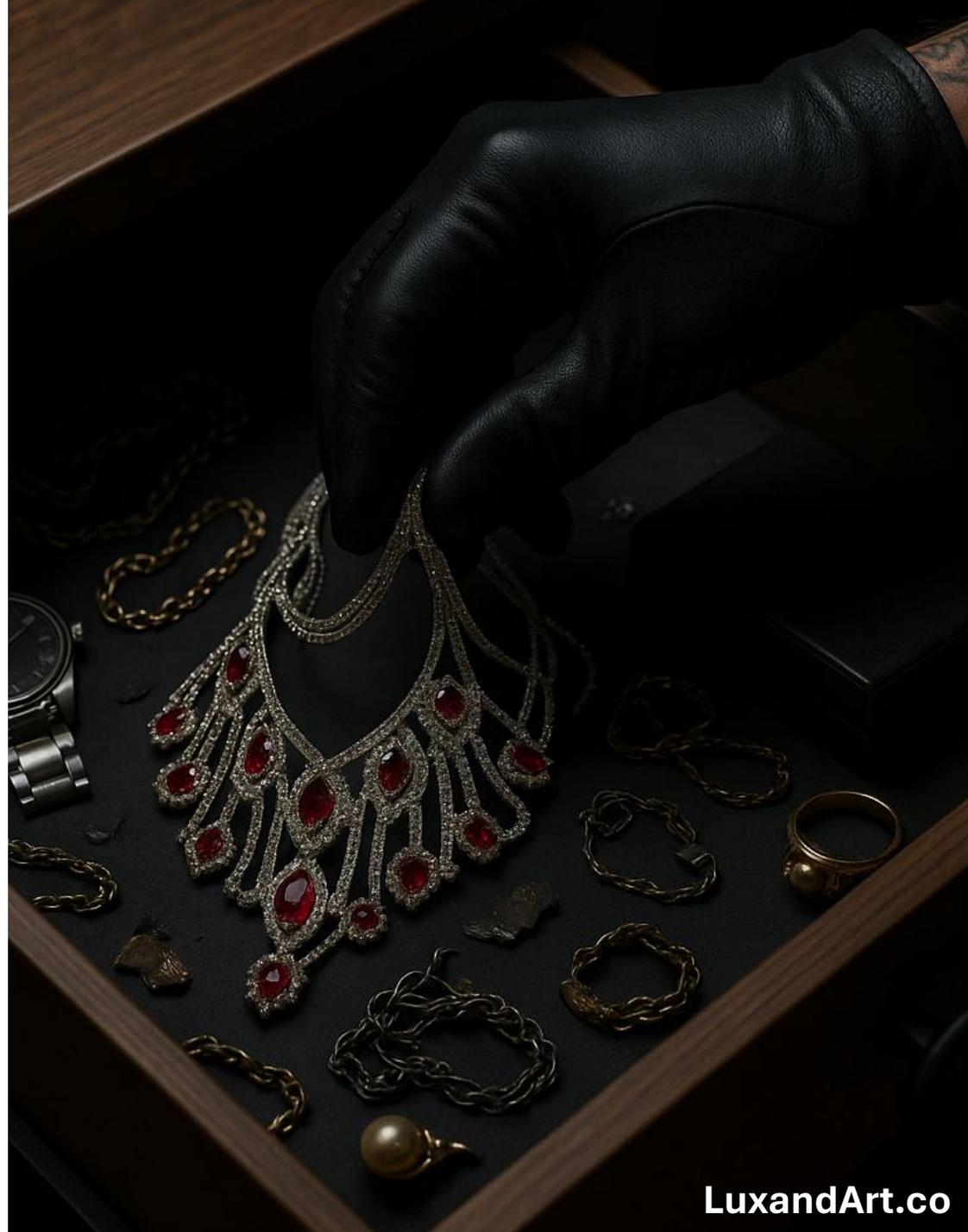
For Luxury Watches, Jewelry, Collectibles & Art

**– Private and Confidential –
Not for Public Distribution**



Home Storage Fails to Protect Valuable Assets.

More than **53 million** high-net-worth individuals worldwide face **over \$5B** in annual insured losses, as valuables such as jewelry remain exposed to theft, physical harm, and environmental risks in the home.



Vaulté is a modular showcase with integrated smart monitoring and secure access controls designed to protect valuables of various sizes from theft, physical harm, and environmental damage.

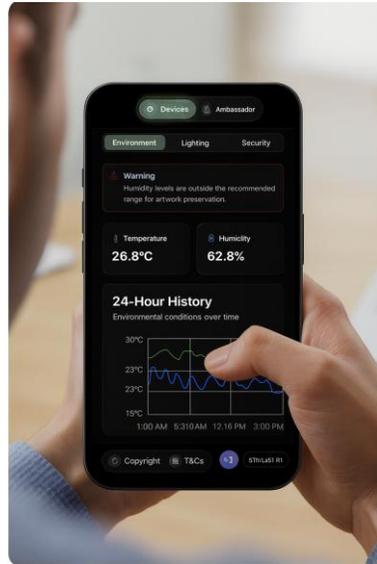


The only product that securely showcases valuables with IP-rated protection and app-based monitoring.



Valuables Protected in Vaulté

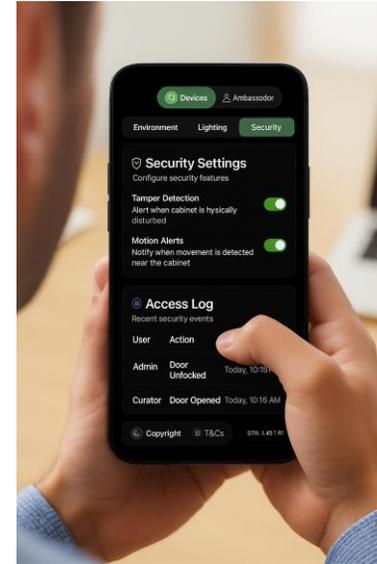
User's valuables are locked inside and showcased in a Vaulté.



Environmental Monitoring within Vaulté Connect App

Users can monitor environmental variables and set alerts in the Vaulté Connect app for:

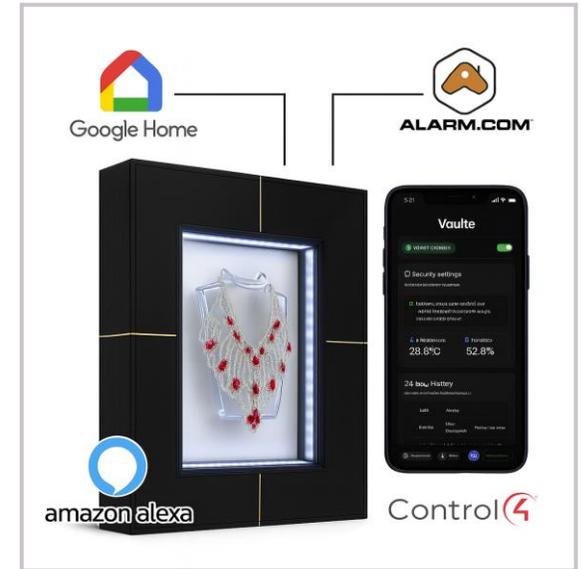
- Temperature,
- Humidity,
- Moisture content, and
- Any other environmental variables through the addition of extra sensors.



Security Monitoring within Vaulté Connect App

Users can monitor the security of their valuables and set alerts in the Vaulté Connect app for:

- Motion detection,
- Door access,
- Tamper detection, and
- Any other sensors that the user needs to secure their items (GPS).



Home Automation and Security System Integration

Vaulté + Vaulté Connect App will connect to most home automation systems such as:

- Google Home,
- Alarm.com,
- Amazon Alexa,
- Control4,
- Samsung SmartThings,
- etc.

Revenue Streams and Pricing Strategy

- Primary revenue: Direct-to-consumer & ambassador-driven unit sales
- Pricing tiers:
 - **A4 model: \$2,799 MSRP** (\$1,400 average Kickstarter pricing)
 - **A3 model: \$4,099 MSRP**
 - Rationale: IoT functionality + customization = higher price & margin
- Gross margins: ~45% today → 65% at scale
- Future revenue streams:
 - Premium monitoring & control plans
 - White-glove installation services
 - Insurance, luxury brands, influencers, & protection partnerships
 - Custom marketplace (custom doors, parts, upgrades)



LuxandArt's Vaulté combines elegant presentation, ingress protection, and advanced environmental and security monitoring for luxury valuables.



Jewelry Boxes

- ✗ No showcasing,
- ✗ limited protection from water and dust,
- ✗ non-configurable, and
- ✗ no security features.



Vaulté

- ✓ Front and rear showcasing,
- ✓ IP66 protection from water and dust,
- ✓ numerous configurable options, and
- ✓ environmental monitoring and control features with smart home connectivity security features.



Safes

- ✓ Protection from theft however,
- ✗ no showcasing,
- ✗ non-configurable, and
- ✗ no monitoring or control features with smart home connectivity.

Projected Financials for the Next 3 Years

Key Financial Metrics: Profitable from April 2026

	Year 1 (2026) Kickstarter	Year 2 (2027)	Year 3 (2028)	Year 4 (2029)
Revenue	\$7,000,000	\$28,000,000	\$42,000,000	\$56,000,000
Customers	5,000	10,000	15,000	20,000
Product / Unit Sales	5,000	10,000	15,000	20,000
Spend per Customer	\$1,400	\$2,799	\$2,799	\$2,799
CAC	\$50 / customer	\$100 / customer	\$200 / customer	\$300 / customer
COGS	\$800 / unit	\$700 / unit	\$600 / unit	\$700 / unit
Pre-Tax Profit	\$2,750,000	\$20,000,000	\$30,000,000	\$40,000,000

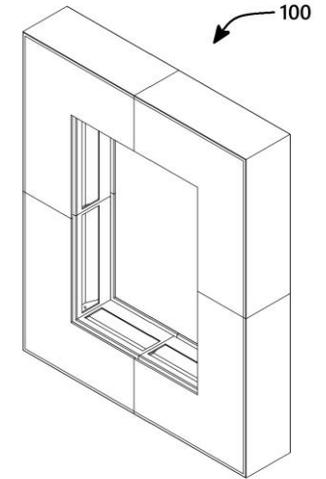
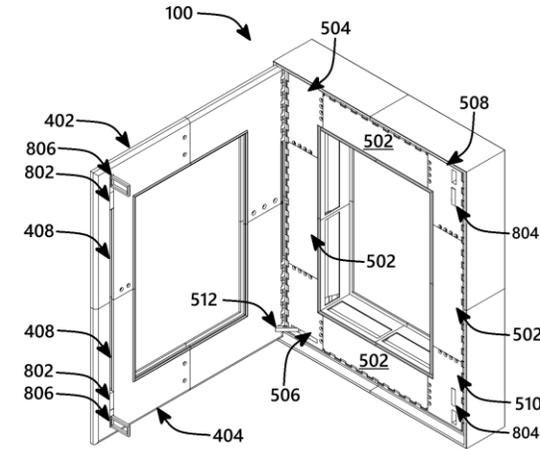
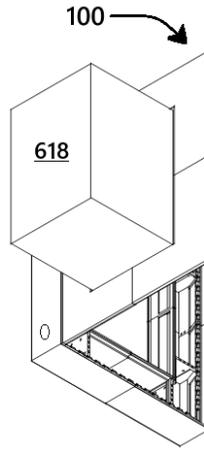
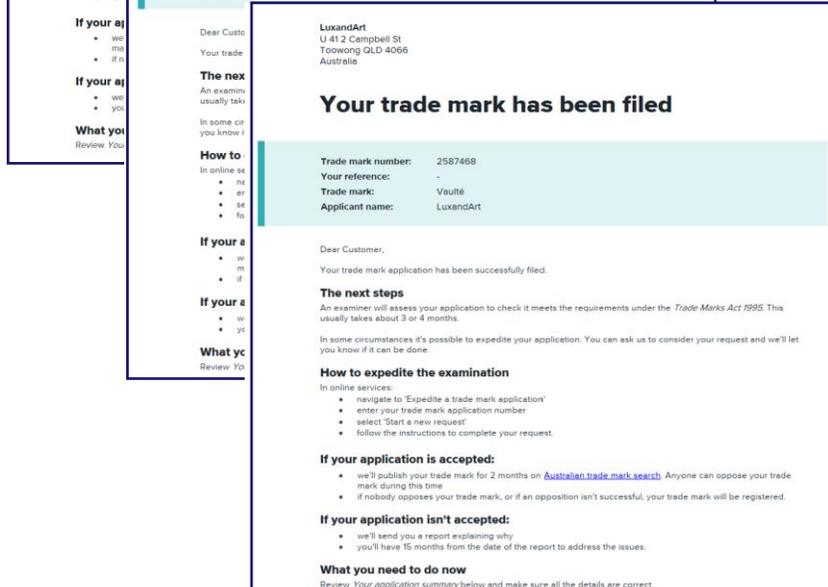
COGS based on current material prices and engineering and operational expenses

Key Milestones and Actions (Jul 2025 – Mar 2026)

- **Jul 2025:** Completion of MVP HW+SW+FW ready for live demos. ✓
- **Aug 2025:** Building launch plan. ✓
- **Sep 2025:** Early, focused fundraise of \$150k-\$600k (**Delayed to – Oct 2025**)
- **Oct 2025:** Influencer signup for social proofing. Open California, US engineering office for product manufacturing.
- **Nov 2025:** Further capital raise of \$500k-\$1.2M (optional acceleration)
- **Dec 2025:** Deliver products into the hands of Influencers for global unpacking and demo videos across the US.
- **Jan 2026:** Targeted customer outreach through marketing campaign.
- **Feb 2026:** Launch Kickstarter and continue the marketing campaign.
- **Mar 2026:** Open manufacturing and assembly plant in USA.



IP Protected Products



Patent Pending Status & Design Rights

Vaulté by LuxandArt has Patent Pending Status plus Design Rights, securing innovation and design from competitors.

Trademark Filings for Key Brands

LuxandArt™, Vaulté™, and Vaulté Connect™ are all filed for trademark protection, covering core product and brand names.

Founder and CEO: Kevin Kelly

Advisor List not mentioned.



Startup Experience (4yrs+)

Kevin Kelly has over 4 years of hands-on startup experience, driving engineering and manufacturing within the oil and gas sector.



Product Management Experience (5yrs+)

With more than 5 years in product management, Kevin has successfully overseen product development from concept to launch of both software and hardware products.



Manufacturing Experience (12yrs+)

Kevin brings 12+ years of manufacturing expertise, ensuring quality and efficiency in production processes of complex electronics products.



Engineering Experience (15yrs+)

With 15+ years in engineering, Kevin is a Registered Professional Engineer and leads technical strategy at LuxandArt.co.

\$148B Global Collectors Market

Serviceable Obtainable Market (SOM)

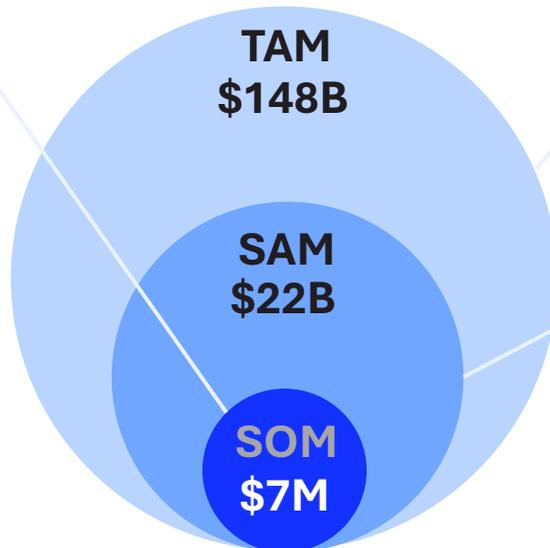
- SOM (Initial Program): **~\$7M**
- 5,000+ Kickstarter units at ~\$1,500 average launch price.
- Kickstarter = launch channel; ongoing post-campaign sales expand SOM further past \$7M over 1–3 years.

Total Addressable Market (TAM)

- TAM (Global): **\$148B**
- 53M High-Net-Worth Individuals globally × \$2,799 minimum unit price.
- Conservative baseline — excludes accessories, services, and institutional buyers.

Serviceable Addressable Market (SAM)

- SAM (U.S.): **\$22B**
- 7.9M U.S. High-Net-Worth Individuals × \$2,799 minimum unit price.
- Focus: U.S. individual collectors (jewelry, watches, art, antiques, memorabilia).





Board of
Professional Engineers
Queensland Government

This is to certify that

Kevin John Kelly

in accordance with the requirements
of the *Professional Engineers Act 2002*
was registered on 10 October 2013

as a

**Registered Professional Engineer
of Queensland**

Registration number 14266

Area of Electrical, Information
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