

THE STRATEGY

# STORIED JEWELRY

— for BLACK DIAPORAS

# ACROSS THE WORLD



# ROOT DIAMONDS

**Root Diamonds is a design-led social innovation business** in the online and high street jewelry retail space. The business focuses in on the black diasporas within the Millennial and Gen Z generations, groups that are otherwise not well served in the market. However, research has informed that the market will pick up momentum for creative & liberal white Americans and POC who care about Social Justice, Global Equity, and Environmental Justice.

**Our model focuses on ethically sourced Storied Diamonds and gold used to create timeless jewelry that people can connect with.**

The key USP of the business is “**Storied Jewelry**” through a design-led initiative. We create provenance, authenticity, traceability and build human capital throughout the entire value-chain by training African diamond cutters and highlighting artisanal African creators to create high end jewelry.

**High-end “experience” company-** Root Diamonds is an experience company, not another jewelry company. Customers will be shown the origins of their jewelry through innovative XR immersions and they will get to know the people responsible for making their purchase. Beyond XR immersions, Root Diamonds will invest heavily into creating more experiences that connect consumers to their jewelry (build-your-own jewelry , celebrity collaborations, etc.)

## EXPERIENCE THE ROOTS OF YOUR LOVE



Landowner



Diamond Cutter



Buyer



Jewelry Designer

- This original business model is underpinned by an innovative supply chain model that will use social media and XR technologies ( VR, AR ) as means to tell stories and create invested customers (ambassadors in the blogging communities, social media influencers, etc. )
- This will generate an omnichannel retail strategy that can deliver online sales densities with high margins.

# ROOT DIAMONDS

- Quality levels are equivalent to Cartier being “accessible luxury” with the core target audience being black Millennials with a blanket target to POC and white Millennials
- Experimental design testing from target customers are excellent and far ahead of competitors whether on the High Street or luxury brands such as Tiffany & Co or Cartier.
- The brand is driven by the principle of human connection and that an engagement ring you received from your loved ones or a gift of jewelry made with Roots means more with a human face associated with it.
- Root Diamond is reknitting black diasporas' connections to their heritage and people. Our focus is not only on the diamonds as an aesthetic, but on what our customers are learning about the world and people while wearing our diamonds. Our customers are educated, stylish, and concerned about the safety of their suppliers and crave to belong to a worldly community.
- Root plans to establish an omnichannel business, targeted at Millennials and Gen Z and ideally suited for the post-covid world.
- Africa has a rich history and culture but doesn't tell its stories. We combine “Storied Diamonds” initiatives + sustainable model to build trust **(we need to assemble a world-class digital marketing team)**
- Uses stories to deliver a unique and meaningful experience and **leverage VR in-store experiences** to tell the story of the miner to extract empathy from consumers.
- High barriers to entry for competitors – the business model is hard to replicate for traditional competitors and the industry is not easily accessible to new entrants

## The Right Disruptive Model at the Right Time for Africa and the world

- Founded in 2020, Root Diamonds goal-
- Foster regional autonomy of diamonds producing countries through the development of human capital.
- Fight for Africa- American imperialism vs Chinese imperialism. This is the right moment for Africans to change the landscape in natural resources by controlling how it is sourced and sold.



# ROOT DIAMONDS

## Unique Value & Product Preposition

Sierra Leone has the best diamonds in the world, as well as indigenous gold. Sierra Leone produces roughly 90% gem-quality stones. We wed Sierra Leones diamonds and gold. Our model and product strategy will be modeled/fashioned after what's being produced there. Gem quality diamonds are designed for high-quality, high-end jewelry. We produce authentic designs, sourced from Africa and designed by Africans.

There is no Fair Trade diamond with a “storied” component yet in the marketplace, that is something that retailers are screaming for. They'd love to have that story. We plan to create the path for those stories to be shared and heard.

## Unique Market Positioning

### The Power of the Black Community

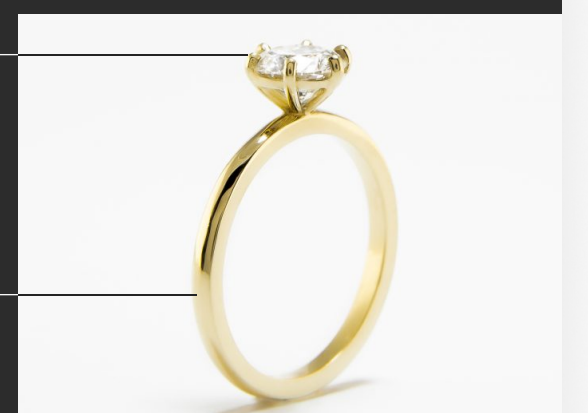
To launch, Root Diamonds plans to target Gen Z and Millennial black diasporas with our line of engagement jewelry. The engagement market is the foundation of the diamond market. When retailers or wholesalers are trying to get more market share in the jewelry market, they aim to get a bigger piece of the engagement business. There have been several different strategies towards this goal; however, here are some chasms in the system.

African Americans are connected historically to Africa, whether they lived in America or another western country - their families have been in the west for 400 years to date.



Diamond from landowners

Sierra leone Gold that is mined in sierra leone



There is no marketing done that directly targets this group. We hope to create a micro-niche and target a very specific market that is not targeted by anybody in the jewelry business.

African American buying power stood at \$1.4 trillion, a 48% increase since 2010. This increase in buying power surpasses that of both whites (40% increase) and the total U.S. population (43% increase). For marketers, it's a compelling reason to try to connect with this group at a younger age. The earlier you engage them as a consumer, the longer you can keep them.

African Americans are nearly three times as likely to take to social media to show support of their favorite companies and brands, now 58%-

# ROOT DIAMONDS

more likely to expect the brands they buy to take a stance on issues, and 37% more likely to buy from a brand when they do.

## **Huge Scalability and Primed for International Growth**

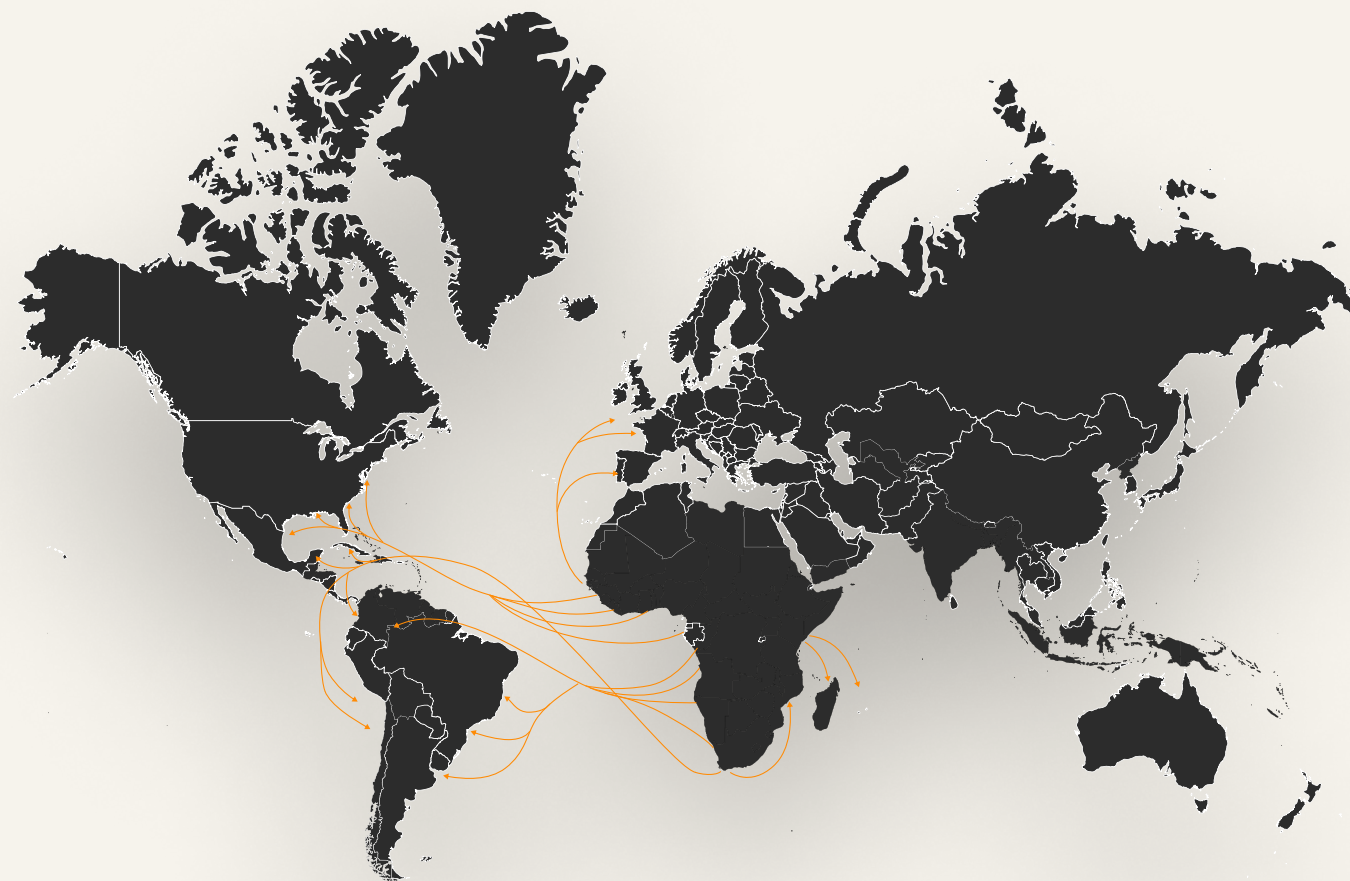
We aim to make connections with black celebrities directly by showing them how they are empowering Africa with their purchase and recognizing their own uniqueness and roots. This will start to move the needle in awareness in a significant way.

We consider ourselves not only for black diasporas but for everyone including non-black people who want to join the fight for global equity, social justice, and environmental justice.

We believe Root Diamonds has the ingredients for grassroots branding and we aim to leverage social media to create narratives that allow us to grow organically.

The international global fine jewelry market is worth \$300 billion. The business is ready to roll out to black concentrated cities like New York City. Root has an experienced, entrepreneurial, and dynamic team. We are currently building an Advisory Board that consists of top players in the industry.

**African diaspora across the world : 140 Million**



**Map illustrating African Migration to the rest of the World**