

# ROOT DIAMONDS

GROWTH STRATEGY

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PRODUCT STRATEGY

## FULL TRANSPARENCY



Landowner



Diamond Cutter



Buyer



Jewelry Designer

Root Diamonds is on a mission to become the best storytellers in the industry  
Origin + Value & Symbolism = Storied Jewelry  
The combination of a jewelry's origin and symbolic value will create a connection deeper than what already exists. People will not only connect to the symbol of their stone but instead, the story that they symbol is a part of.

Root Diamonds is the first company to offer a systemized, holistic package as connected solutions in the natural resource industry by establishing provenance, authenticity, and traceability throughout the entire value chain of our jewelry.

# The \$300 billion jewelry Industry is Ready to be Disrupted

Jewelry should be a celebration of culture and story, not raise doubt or concern.

For generations you have had to buy jewelry that was made through exploitive capitalism, leaving you to wonder how much damage you caused the world.

Root Diamonds is revolutionizing the jewelry consumer experience by implementing a holistic business model aimed to improving mining communities and using innovative technology to create experiences that show consumers the impact of their purchase.

Rooted in heritage, Root Diamonds uses experiences to connect jewelry consumers to the origins of their purchase and the supply chain it came from.

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# ROOT DIAMONDS

## PRODUCT STRATEGY



ENGAGEMENT RINGS

Engagement rings serve as a lifelong symbol of love and connection. There should be no concern over their origins. Our engagement rings are mined, designed, and built by Africans. The entire process is shared with the customer. Couples who believe in the Root Diamonds' mission will want to purchase all of their wedding jewelry from us. Our men's wedding bands will have diamonds in them as well, opening up a new market to sell diamond jewelry to.



MEN WEDDING BANDS



WOMEN WEDDING BANDS

A marriage set is incomplete without the woman's wedding band. Made from pure Sierra Leone gold, this band concludes the couple's story of love and connection. No doubts about their jewelry's origins and a point of pride every time the couple looks at their finger.



ANNIVERSARY RINGS

# Root Diamonds has the Foundations to Disrupt Fine jewelry and is Ready to Launch

Root Diamonds is at the launching point - the supply chain is in place, now its time to spread the word

As a startup founded to eliminate exploitation in the jewelry industry, Root Diamonds has been able to build a holistic business model purpose built for the globally conscious black diaspora that needs a jewelry company to connect to.

The business plans to capture market share at a fast rate by solving many core industry problems, four of which are:

Industry Problem	Root Diamonds Solution
There is no "Fair Trade" jewelry originating from mining communities	Holistic model that sources clean gold and ethical diamonds to create sustainable improvements in mining community
African communities lack resources to gain skills and access that allows them to compete in the industry	Root Diamonds teaches locals to cut and polish large stones while leveraging African designers to create finished jewelry
A lack of experience for consumers	Innovative XR content that shows consumers every step in the journey their piece of jewelry took from mine to consumer
Zero effort to serve black diasporas world-wide	(Star-of-Africa) cut and connection to African origin

# The Root Diamonds Model is Extremely Hard to Replicate

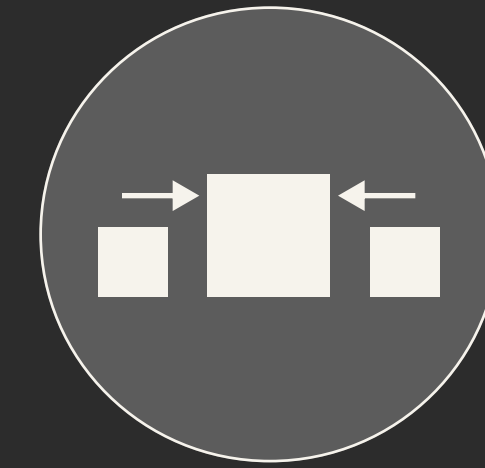
Root Diamonds is fundamentally disruptive in five key ways that together form a formidable barrier to entry

The model is brand new and nearly impossible to copy

Legacy brands spent many years exploiting mining communities and hiding their practices from consumers creating an element of distrust

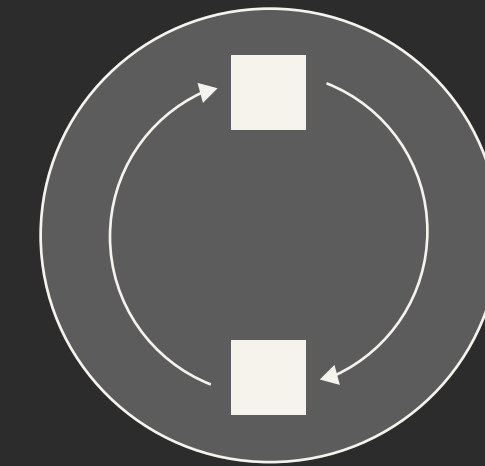
No exploitive practices, Holistic empowerment model, and Innovative experiences that connect black diasporas to the story of their jewelry

1. Disruptive Product Strategy



Legacy brands exploit, Lab grown diamonds avoid, Root Diamonds empowers

2. Disruptive Experiences



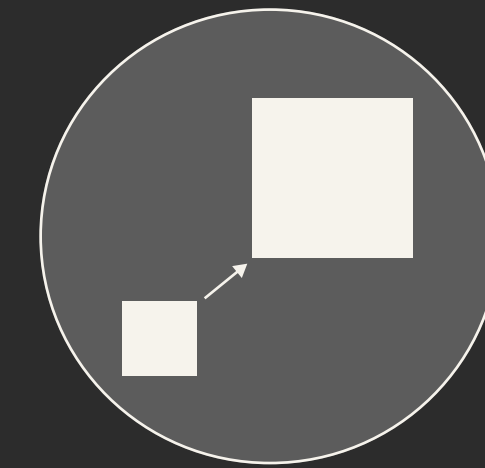
Traditional jewelry buying has no story. Root Diamonds curates experiences aimed to connect consumers to the people and origins of their purchase

3. Disruptive Brand



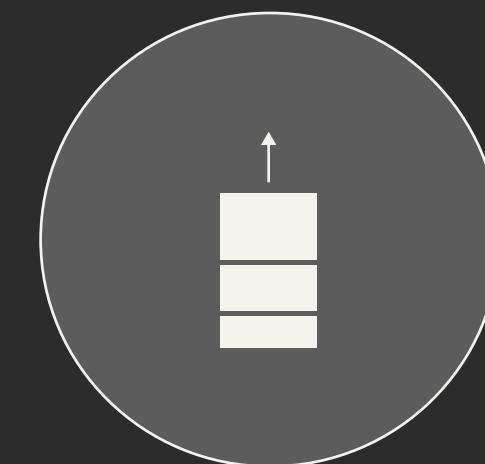
Customers connect to brands because of the stories they tell, not the products sold. Emotional power comes from the human connection "I am proud of the origins of my jewelry" disrupts any clever marketing campaign.

4. Disruptive Markets



African Americans' buying power increased by 48% from 2019 - 2020 which is higher than the 43% total increase. Black diasporas are nearly 3X more likely to share support for companies on social media.

5. Disruptive Supply Chain



Root Diamonds vertical integration allows us to be radically transparent. Mined, designed, and built by Africans all traced and connected to the consumer

## This is a Social Enterprise Start-up Company

- Built with infrastructure to scale, this is a humanitarian start up that utilizes tech and retail for trust and credibility
- It is based on a new mindset: That connection and story are more valuable than luxury with no soul
- This proposition is perfectly attuned to the values of the black diaspora mindset: Personal meaning, Experience, Storytelling, Ethical Practices, and African Empowerment

Root Diamonds is uniquely placed to launch in an meaningful manner, thanks to current social demands, a responsive culture of innovation and fast-learning, and our blend of industry/empowerment expertise

### Why Root Diamonds growth is set to continue

1. People want global equity
  2. Experiential retail is a known and accelerating trend
  3. Human connection is at the core of what we do
  4. A clear untapped market segment (price/aspiration)
  5. The fastest growing consumer segment (black diasporas)
  6. Our vertical integration and transparent strategy
  7. We are experts in conveying emotion
  8. We bring “fair trade” to an exploitive industry
  9. Our customers will organically spread the story like wildfire
  10. Our founder is set to be the nation’s leader in natural resource Empowerment
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