

Plataforma global digital de joyería de lujo

MERGERSCORP

Plataforma global digital de joyería de lujo

Esta oportunidad consiste en una plataforma de joyería de lujo con primacía digital diseñada para vender joyería fina de alto valor medio de pedido (AOV) a escala. Construida como una entidad nativa digital desde el principio, la empresa ha eludido las limitaciones de los modelos minoristas heredados incorporando la automatización y las ventas conversacionales en sus operaciones básicas. La oferta incluye un sistema operativo transferible que combina el valor de la marca con una pila tecnológica totalmente integrada, lista para un crecimiento internacional inmediato.

Diferenciadores básicos

- **Conversión online probada:** Éxito demostrado en la conversión de ventas de joyería de lujo de alto AOV a través de canales digitales..
- **Comercio conversacional:** Los embudos de ventas están totalmente integrados con WhatsApp e Instagram DM para facilitar las transacciones de alto valor.
- **Pila tecnológica integrada:** Funciona con una plataforma propia de extremo a extremo que abarca comercio electrónico, CRM, flujos de trabajo de producción, logística y finanzas..
- **Automatización escalable:** Los sistemas están altamente automatizados para eliminar la introducción manual de datos, lo que permite el crecimiento sin un aumento lineal de la plantilla..
- **Experiencia a medida:** Sólidas capacidades en piezas a medida y personalizadas para satisfacer la creciente demanda entrante.

Motores estratégicos de crecimiento

La plataforma se articula en torno a palancas modulares que permiten al comprador activar el crecimiento en función de sus prioridades estratégicas específicas:

- **Expansión geográfica:** Un modelo publicitario de prueba y escala basado en ROAS para la adquisición digital internacional.
- **Nuevas Verticales:** Capacidad para poner en marcha iniciativas anilladas, como colecciones de joyas cultivadas en laboratorio..
- **Diversidad de canales:** Oportunidades para la integración en el mercado, la venta en directo y la distribución dirigida por socios.
- **Presencia física selectiva:** Potencial de puntos de contacto físicos a través de corners o consignas cuando esté estratégicamente justificado..

TARGET PRICE

\$ 6,500,000

BUSINESS TYPE

Negocios en Internet

COUNTRY

Estados Unidos

BUSINESS ID

L#20260972

Justificación estratégica para los compradores

Este activo está posicionado para proporcionar capacidad operativa inmediata y reducir significativamente el riesgo de ejecución para varios tipos de compradores:

- **Grupos minoristas:** Para una rápida aceleración digital sin alteración interna de los modelos heredados.
- **Plataformas de comercio electrónico:** Para añadir un vertical de lujo de alto VAO a una cartera existente.
- **Grupos de fabricación:** Para lograr la integración vertical y obtener acceso directo al consumidor (DTC).
- **Compradores financieros:** En busca de una plataforma con un activo que ya ha entrado en su fase de escala.

The information contained herein does not constitute an offer to sell or a solicitation of an offer or a recommendation to purchase securities under the securities laws of any jurisdiction, including the United States Securities Act of 1933, as amended, or any US state securities laws, or a solicitation to enter into any other transaction

The projected financial information contained in the Memorandum is based on judgmental estimates and assumptions made by the management of the target Company, about circumstances and events that have not yet taken place. Accordingly, there can be no assurance that the projected results will be attained. In particular, but without prejudice to the generality of the foregoing, no representation or warranty whatsoever is given in relation to the reasonableness or achievability of the projections contained in the Memorandum or in relation to the bases and assumptions underlying such projections and you must satisfy yourself in relation to the reasonableness, achievability and accuracy thereof.

By delivering this Memorandum, neither MergersUS Inc., nor its authorized agents are making any recommendations regarding the acquisition or strategies outlined herein. Interested parties shall exercise independent judgment in, and have sole responsibility for, determining whether an acquisition of the Company is suitable for them, and neither MergersUS Inc, nor its authorized agents have responsibility to, and will not, monitor the condition of interested parties to determine that an acquisition is or remains suitable for them. Among other things, suitability of an acquisition will depend upon an interested party's investment and business plans and financial situation.

This document is prepared for information purposes only. It is made available on the express understanding that it will be used for the sole purpose of assisting the recipients to decide whether they wish to proceed with a further investigation of the Proposed Transaction.

The recipients realize and agree that this document is not intended to form the basis of any investment decision or any other appraisal or decision regarding the Proposed Transaction, and does not constitute the basis for the contract which may be concluded in relation to the Proposed Transaction.

All information contained in this document may subsequently be updated and adjusted. MergersUS Inc. has not independently verified any of the information contained herein or on which this document is based. Neither the Company, nor its management or shareholders, nor MergersUS Inc. , nor any of their respective directors, partners, officers, employees or affiliates make any representation or warranty (express or implied) or accept or will accept any responsibility or liability regarding or in relation to the accuracy or completeness of the information contained in this document or any other written or oral information made available to any interested party or its advisers. Any liability in respect of any such information or any inaccuracy in or omission from the document is expressly disclaimed.

MERGERSCORP

© 2026 MergersCorp M&A International. All rights reserved.

© 2026 MergersCorp M&A International. MergersCorp™ M&A International is the collective brand name of independent affiliates of MergersCorp M&A International. For more details on the nature of our affiliation, please visit us on our website <https://www.mergerscorp.com/disclaimer>. MergersCorp M&A International is not a registered broker-dealer under the U.S. securities laws. MergersCorp M&A International does not offer or sell securities or provide investment advice or underwriting services. The articles or publications contained in this presentation are not intended to provide specific business or investment advice. The author or MergersCorp M&A International shall not be liable for any errors or omissions, or for any loss suffered by any person or organization acting or refraining from acting as a result of the content of this website. It is recommended that specific independent advice be sought before making any business or investment decision.

MERGERSCORP

WWW.MERGERSCORP.COM