

SAPH.

FORM DEFINED
BY THE VOID

NEEL CHAVADA // FOUNDER

AHMEDABAD UNIVERSITY

01 // THE IDENTITY GAP

TARGET: GEN Z

Design-aware individuals want to express **personal philosophy** through artifacts, not just decoration.

CURRENT MARKET FAILURE

- **LEGACY BRANDS**
Heavy, wedding-centric gold. Disconnected from modern identity.
- **FAST FASHION**
Cheap plated brass. Tarnishes. Disposable. No narrative depth.

02 // WEARABLE PHILOSOPHY

SCULPTURAL SILVER + LAB GROWN DIAMONDS

Unlike mass-market brands, we create artifacts.

- > AFFORDABLE LUXURY (₹7k - ₹15k)
- > INTENTIONAL DESIGN
- > AUTHENTIC NARRATIVE



03 // UNDERLYING MAGIC



WATER-METAL FORMALISM

Proprietary aesthetic blending
brutalist architecture with
organic fluid shapes.



MEDIA ENGINE

In-house film unit. We don't
release products; we drop
cinematic universes.



PRODUCTION READY

Secured access to precision
machinery and artisans.

04 // BUSINESS MODEL

D2C

DIRECT TO CONSUMER

High margins by cutting out middlemen.
Sales via Website & Instagram.

THE DROP

Scarcity model.

Releasing collections in limited waves to drive hype and manage inventory.

UNIT

Target AOV: ₹11,000

Material: 925 Silver

05 // GO-TO-MARKET

PHASE 1: LAND

Months 1-3

- Launch via Insta/LinkedIn
- Target: Tier 1 Cities
- Goal: First Sales Drop 001

PHASE 2: EXPAND

Months 6-12

- Intro Gold Vermeil
- Position: "Affordable Luxury"
- Brand Consolidation

PHASE 3: SCALE

Year 1+

- Repeatable Drop Motion
- Optimized Pricing
- Global Logistics

06 // COMPETITIVE ANALYSIS

| BRAND | AESTHETIC | MATERIAL | SAPH EDGE |
|--------------|-------------------|----------------|----------------------------------|
| SAPH. | BRUTALIST / FLUID | SILVER + LGD | ETHICAL PERMANENCE + MEDIA FIRST |
| Giva | Generic / Trendy | Plated Silver | Identity vs Accessory |
| Olio Stories | Heritage | Gold Plated | Future vs Past |
| Meroh | Kinetic | Gold / Diamond | Accessible Price Point |

07 // OPERATORS

NEEL CHAVADA

FOUNDER

BBA (Honours) 4th Year.

Strategic vision bridging business viability
and artistic integrity.

CREATIVE UNIT

MEDIA & CONTENT

Specialized filmmakers treating every
product launch like a movie premiere.

08 // MARKET SIZE



14%

MARKET CAGR

₹11K

TARGET AOV

09 // STATUS & ASK

CURRENT STATUS: **IDEA**

Team Assembled

Manufacturing Secured

Finalize 5-7 Concepts

THE ASK

> MENTORSHIP

Strategic Guidance on GTM

> NETWORK

Intro to LGD Suppliers

> INCUBATION

Validate Pilot Batch

IMAGE SOURCES



https://i.etsystatic.com/15064123/r/il/dcfa91/2524474111/il_570xN.2524474111_gh05.jpg

Source: www.etsy.com