

# Initial Public Offering



*SINE Jewelry*

347 Percival Street  
North Salt Lake, Utah 84054  
801.815.5300  
www.sinejewelry  
IPO@sinejewelry.com

## *Executive Summary*

SINE Jewelry LLC is a high-end, hand crafted, fine artisan jewelry company. Sine Jewelry has a reputation for quality craftsmanship, integrity, and excellence in customer service and management and has experienced a steady growth since its inception.

Sine Jewelry is the culmination of businesses originally formed by Bryan and Amy Cox (All The Kings Maille and Beloved Artisan Jewelry). In 2011 Sine Jewelry was formed and charged with the retail and wholesale sales of the finished jewelry that used to be assigned to All The Kings Maille and Beloved Artisan Jewelry. The combination of activities involving the retail sales of finished jewelry by Kings Maille now (Sine Jewelry), the commission sales of other Artisan jewelers, the teaching and coaching of artists, brought about the Gross Sales of Kings Maille and Beloved Artisan Jewelry to **\$118,000** from the dates of November 2008 to March 2011

Sine Jewelry LLC headquarters are located at 347 Percival Street, North Salt Lake, Utah 84054. Owners Amy and Bryan Cox can be reached @ [IPO@sinejewelry.com](mailto:IPO@sinejewelry.com) or 801.815.5300

Sine Jewelry is involved in three distinct activities:

1. Retail sales of finished Jewelry
2. Teaching and Coaching
3. Wholesale / Consignment sales of finished Jewelry

Eighty to ninety percent of the Gross Sales are in Retail sales of finished Jewelry. Five to ten percent of Gross Sales can be attributed to Teaching and Coaching and Wholesale / Consignment sales.

## *Objectives*

The company's Short Term Objectives (within the next year) is to increase activity in all Divisions, specifically opening new Retail locations to sell its finished jewelry. With the increase of distribution the company will naturally see increased activity in wholesale / consignment sales. The company is also developing a new "pay to play" Teaching and Coaching program aimed at emerging artists. The program is designed to bring to market new artists and their wares (hopefully thru Sine Jewelry's distribution network). The Long term objectives are: to bring to the Market the advent of "Micro" retail stores featuring the best of Fine, Local, Hand Crafted jewelry.

To implement these objectives the Sine Jewelry is looking for "Profit Sharing Investors":

The terms for said Profit Sharing Investors are listed below

1. 10 Shares of \$1,000 each are being offered at return rate of 1% of Monthly Gross Retail Sales, of KIOSK #1 (address to be determined) until the Share is bought back by the company. These moneys are to be used for current near term expenses including Rent, Payroll and Materials to make Finished Jewelry. (See appendage 1 for an example of Monthly Sales Projections).
2. To insure that our investors are given opportunity to share in the profits of Sine Jewelry, shares cannot be bought back for a minimum 3 months.
3. It is the intent of Sine Jewelry to buy back every Share within 1 year of investing, there is however no end limit to the time Sine Jewelry buys back Shares. As noted above under term #1 Profit Sharing Investors will continue to receive 1% of Monthly Gross Retail Sales, of KIOSK #1.
4. As with any investment there is the chance of epic failure and your investment is lost. Please consider this carefully and you fully understand that Sine Jewelry, Beloved Artisan Jewelry that the officers and employees of each cannot and will not be held liable for any business failures.

The prospects for Sine Jewelry's continued growth is excellent, being in business 5 years in the Salt Lake City greater metro area, we have developed a strong following of customers that continue to track us down making multiple purchases through the year. Expansion into the 'premiere' retail outlets will only solidify our base and allow the natural progression of growth to occur.

As for equity the company has assets of \$30,000 in retail goods ready for market. Additionally, the company's owners have a fully functional shop with the tools, machines, infrastructure and manpower to produce an estimated \$300,000 worth of finished retail goods.

## *Financial Objectives*

The financial objectives of Sine Jewelry over the next few years are as follows:

	June 2011-current	2008-2011
Sales	\$18,600 (*limited market)	\$118,000
*limited to doing only 1 show a week for 5 hours per show		
Projected Sales	2012	2012-2015
	** \$207,400	\$625,000

\*\* The projected sales were forecasted via estimates from averages of similar kiosks in the same property. Also from the management history of Bryan Cox, he once managed a similar kiosk in the same property

Sine Jewelry LLC overall objective is to satisfy that market segment that demands the finest hand crafted jewelry, quality craftsmanship, integrity, and excellence in customer service and management. To maintain a steady growth in sales volume that will sustain the company for twenty years. Owner and lead designer Amy Cox has enhanced her reputation to the point where the company is regarded by many artists, jewelers and customers as their recommended choice for themselves or their clients due to the excellence of her ingenuity and forward thinking. Owner, General Manager and husband to Amy Cox, Bryan Cox brings to the company 18 years of successful Retail Management with 2 of those years as an owner/operator.

It is our most sincere hope that you see opportunity with Sine Jewelry and would be willing to invest in us.

We want to thank you for reviewing our business plan and Profit Sharing Investment proposal, and of course feel free to ask for any additional information or explanations you may want. I will call you in about one week's time to arrange an appointment so that we can discuss your investment in person.

I look forward to a mutually profitable relationship with you and Sine Jewelry.

Sincerely,

Amy and Bryan Cox

SINE JEWELRY

[www.sinejewelry.com](http://www.sinejewelry.com)

801.815.5300

appendage 1

this document is a representation of Sales / COS for KIOSK #1 for year 2012

KIOSK #1  
January - November  
2012  
with 10 investors

KIOSK #1  
December  
2012  
with 10 investors

Sales	16400	Sales	27000
Cost of Materials	3608	Cost of Materials	5940
Labor to Manufacture	1859	Labor to Manufacture	3060
Investor 1 @ 1%	164	Investor 1 @ 1%	270
Investor 2 @ 1%	164	Investor 2 @ 1%	270
Investor 3 @ 1%	164	Investor 3 @ 1%	270
Investor 4 @ 1%	164	Investor 4 @ 1%	270
Investor 5 @ 1%	164	Investor 5 @ 1%	270
Investor 6 @ 1%	164	Investor 6 @ 1%	270
Investor 7 @ 1%	164	Investor 7 @ 1%	270
Investor 8 @ 1%	164	Investor 8 @ 1%	270
Investor 9 @ 1%	164	Investor 9 @ 1%	270
Investor 10 @ 1%	164	Investor 10 @ 1%	270
Rent	3550	Rent	8500
% lease	863	% lease	225
Credit Card %	467	Credit Card %	770
Management	2000	Management	2000
Manger Commission	328	Manger Commission	540
Labor	1200	Labor	2400
Utilities	150	Utilities	150
Marketing	500	Marketing	500
Insurance	200	Insurance	200
break even if > 0	35	break even if > 0	16

Example of planned return for Profit Sharing Investor:

Month 1 @ \$164.00

Month 2 @ \$164.00

Month 3 @ \$164.00

Initial Investment Payback @ \$1000.00

Total = \$ 1492.00

\* Percent Return on Investment = 49.2 %

\* This example represents the planned minimum if sales projections are met, please remember that with any investment there is associated risk and your return may be more or less than planned, please consider and fully understand this before investing.

Please consider this document confidential and not for general release which is not to be shared with anyone, without permission from Amy or Bryan Cox.