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Digital Disruption



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Indulge me first in a simple story..





Mt. Mann
Jewelers
JEWELERS RENOV

Mt. Mann
Jewelers
JEWELERS RENOV

JEWELERS
RENOV

JEWELERS
RENOV

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He was so cheap...
How?







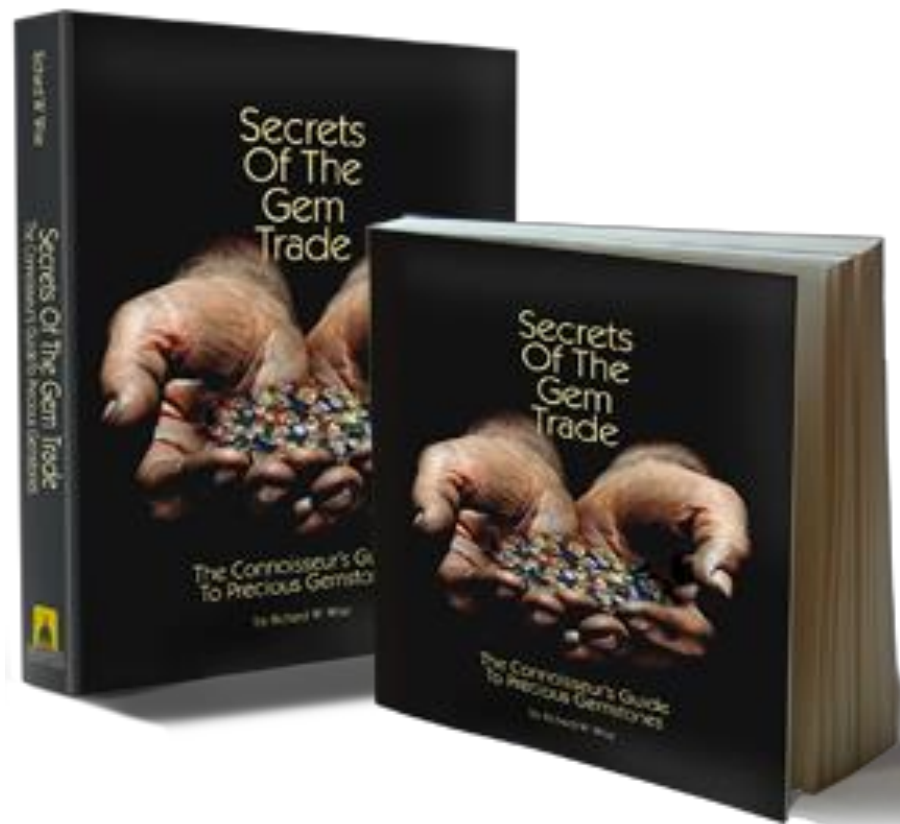




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He removed the “Middleman”



















This supply chain has up to 32 transactions. All add **cost** but only 4 add **value to the product...**



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So I thought “how cool would it be to become an international gem dealer?”



www.**GEMS**and**ROUGH**.com

Afghan Neon Blue Fluorite



This is some of that awesome neon blue fluorite facet rough that Kahndahar, Afghanistan is known for. The stones are ranging from 4+cts up to 45+cts with an average size of around 19cts . Most are capable of cutting eye clean stones and some have areas that will cut eye clean with some planing. The color in general is actually deeper than the photograph shows, and will cut richly colored medium to deep blue stones.

The price of this rough is just \$0.20 a carat sold on a blind pour. Or \$0.15 a carat if you buy the entire parcel or what is left of the parcel when you order. There is well over 500cts available.

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Vivicgems, Inc.



Standard Cut

[Back](#)
[Standard Cut](#)
[Fancy Cut](#)
[Top Cut](#)
[Cabochon Cut](#)

Custom prices for commercial/standard cut (FOB Bangkok):

All gems are hand pre-shaped, carved and polished to perfection.

Synthetic Gems

Natural Gems

a) Ruby, sapphire, emerald, spinel, apatite and etc.

1pc>1ct \$0.50 – \$1.00/ct

1pc<1ct \$0.40 – \$0.55/pc

a) Ruby, sapphire, emerald, spinel, apatite and etc.

1pc>1ct \$1.20 – \$2.80/ct

1pc<1ct \$0.80 – \$1.80/pc

b) Aquamarine, tourmaline, peridot and etc.

1pc>1ct \$0.40 – \$0.80/ct

1pc<1ct \$0.30 – \$0.45/pc

b) Aquamarine, tourmaline, peridot and etc.

1pc>1ct \$0.95 – \$2.10/ct

1pc<1ct \$0.65 – \$1.20/pc

c) Amethyst, citrine, garnet and etc.

1pc>1ct \$0.40 – \$0.80/ct

1pc<1ct \$0.30 – \$0.45/pc

c) Amethyst, citrine, garnet and etc.

1pc>1ct \$0.95 – \$2.10/ct

1pc<1ct \$0.65 – \$1.20/pc

Minimum order: **900 ct or pcs**

Minimum order: **400 ct or pcs**

* Quantity less than minimum order add 20%



loose gemstones

All Categories

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Advanced

Related: natural loose gemstones loose gemstones lot loose diamonds loose gemstones opal loose tanzanite loose gemstones free shipping lo...

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Ended Today 10:38PM

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MIXED GEMSTONE LOOSE NATURAL TANZANITE RUBY EMERALD SAPPHIRE MIX WHOLESALE LOT

Expedited shipping available

\$11.99 Buy It Now



6.88Ct NATURAL UNHEATED Emerald...

\$66.00 13 bids



5.19CT NATURAL UNHEATED OVAL C...

\$18.50

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How to Purchase Online

Leave the details to us.

All you need is your email address and password, or mobile number and pin and we'll handle the rest.

Sign up in a few easy steps



Sign Up Now



1 Sign up for a PayPal account and link your bank account, credit and debit cards.



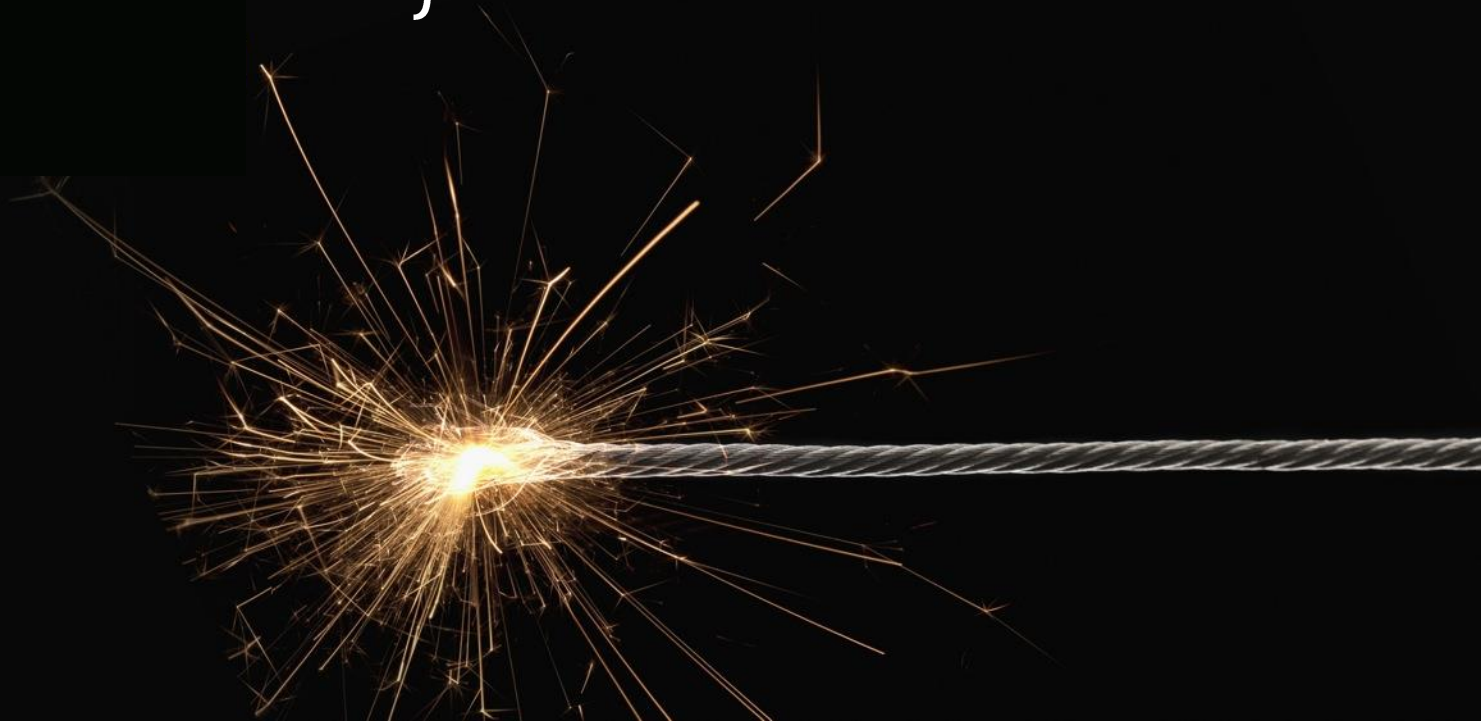
2 Speed through online checkout. Just look for the PayPal button.



3 Shop without sharing your financial information with the seller.

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Controlled the **value adding** links
Removed the **cost adding** links
I became Jim Mann online...





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SETTING SAVINGS UP TO 60%

SHOP GEMSTONES

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[TANZANITE](#)

NEED HELP? LIVE CHAT

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This is a prime example of Digital
Disruption, and its what we call
“Disintermediation”.



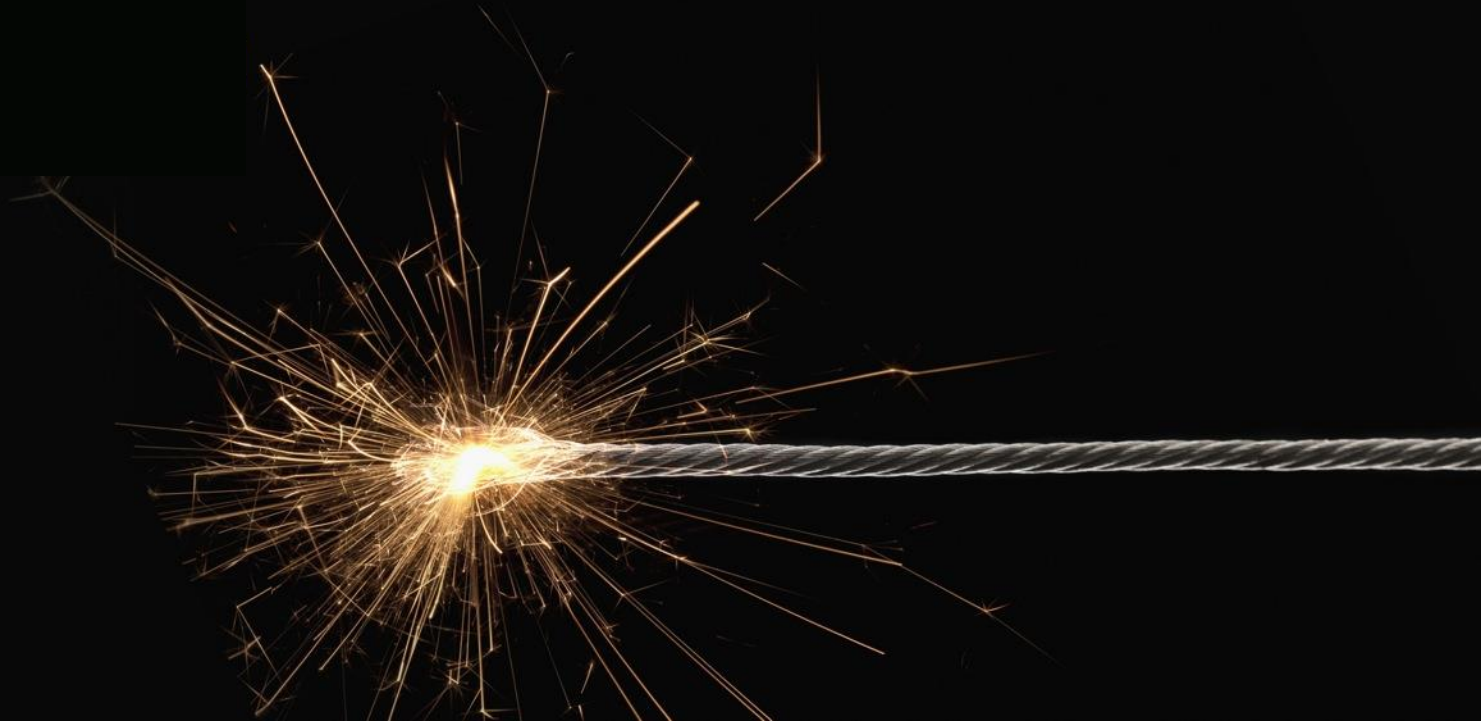


This basic model of removing intermediaries that only connect can be transposed to many industries or their supply chains...



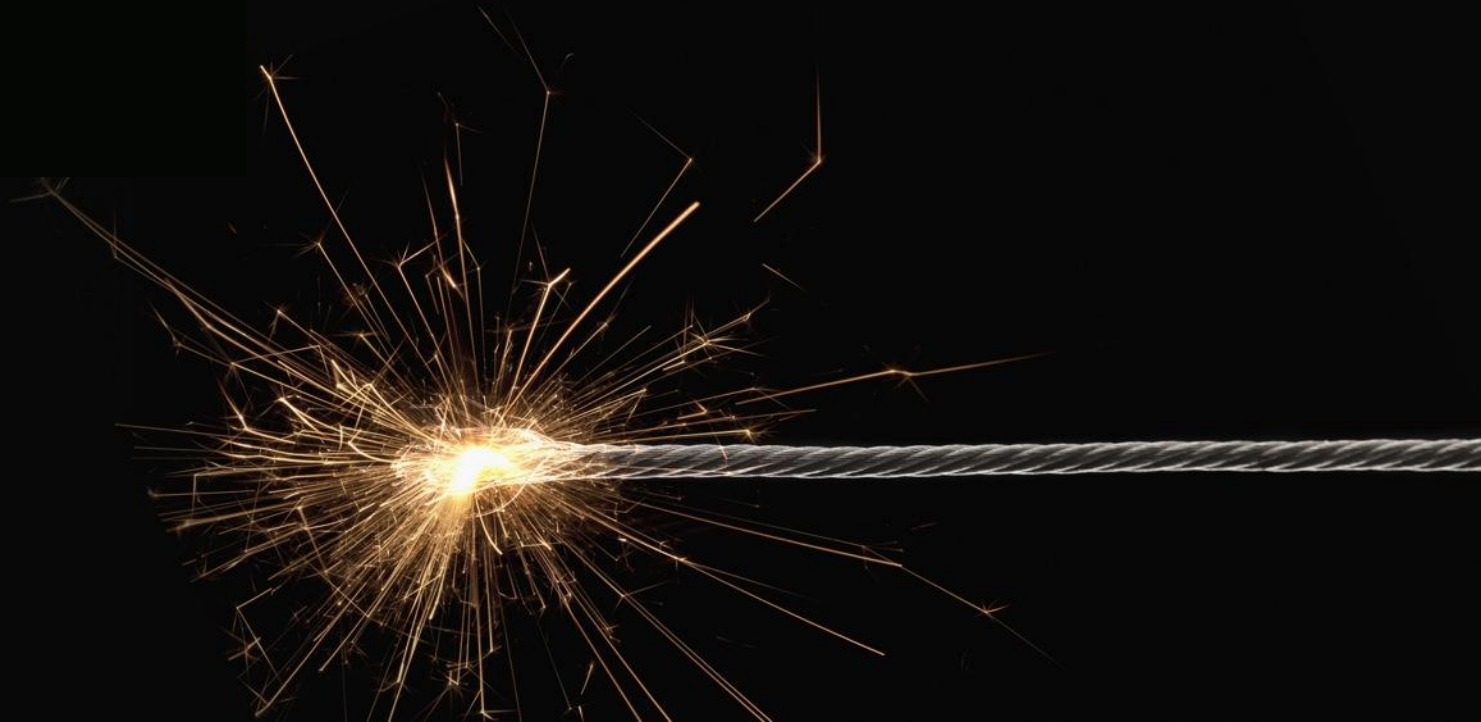
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Real Estate Agents, Retailers, insurance
brokers, etc. etc.



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And of course **associations...**





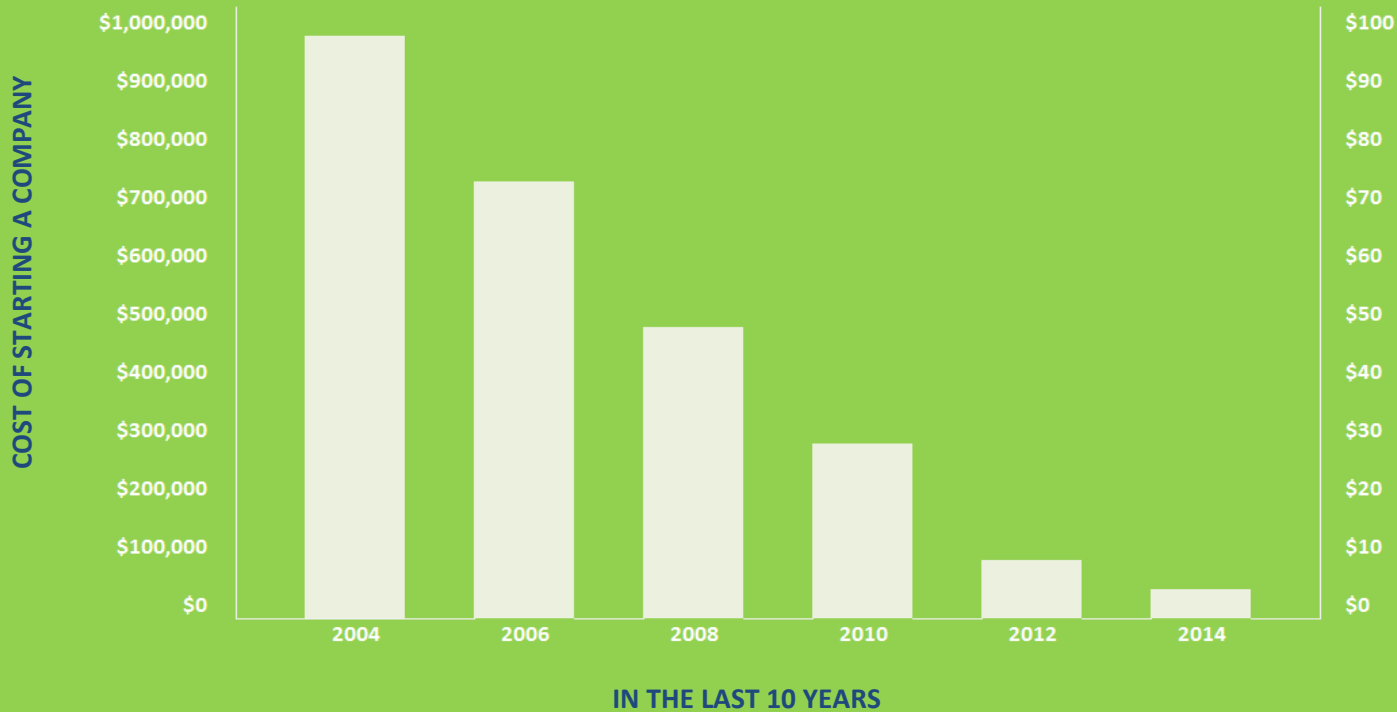
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Wave 1

Technology which allowed us **reduce costs**
& streamline operations



Transformed Business Landscape



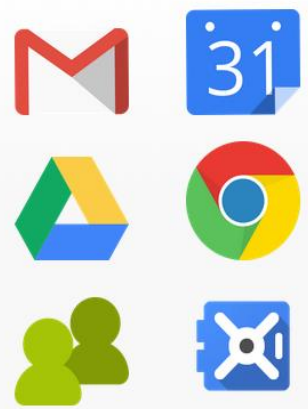


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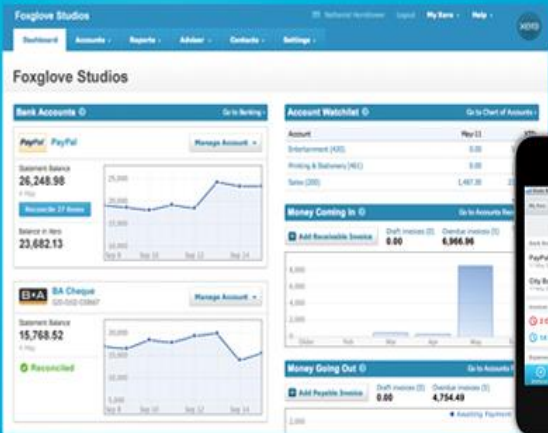
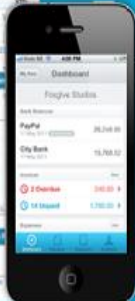
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Wave 2

Technology which allows us **Increase revenue**
& reach new markets





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Thought. Leaders.

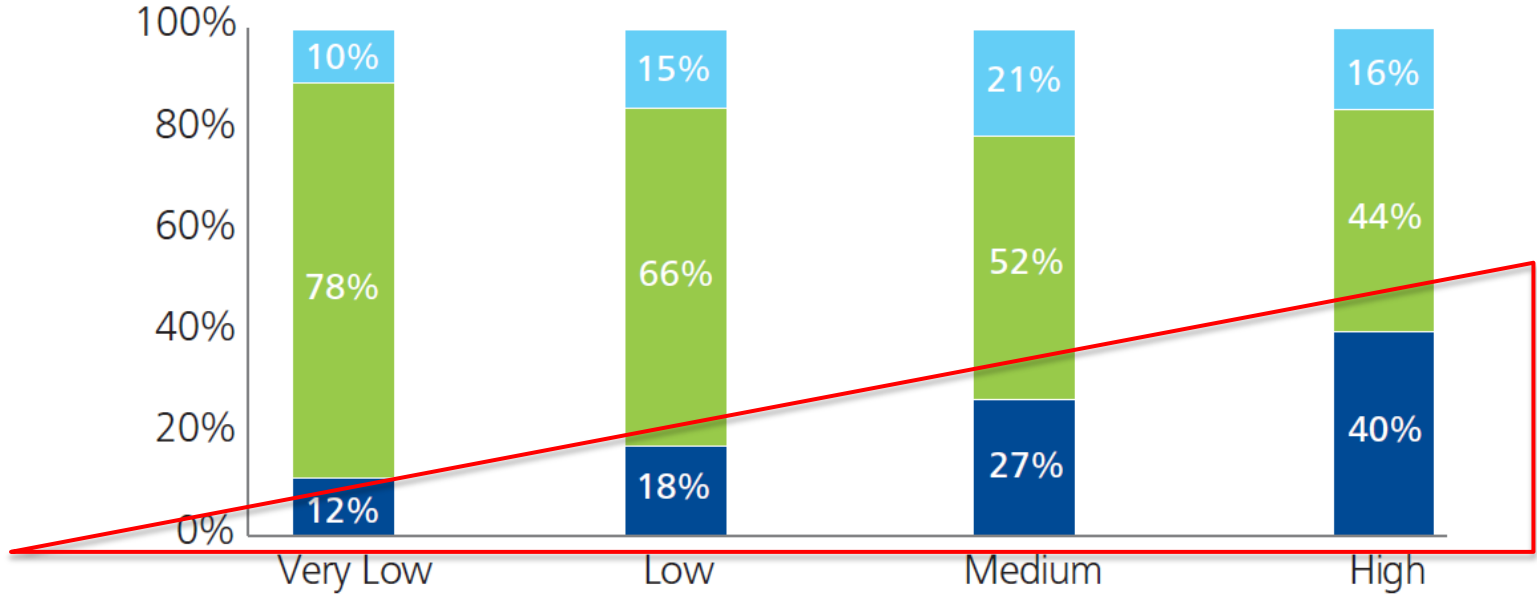


Digital sophistication

		Very low	Low	Medium	High
Digital presence	A business email address	● ● ●	● ● ●	● ● ●	● ● ●
	A website		● ● ●	● ● ●	● ● ●
	A presence on social networks		●	● ●	● ● ●
Use of the internet	To communicate internally	●	● ●	● ●	● ● ●
	To market or advertise the business		●	● ● ●	● ● ●
	To reach new customers in existing markets			● ● ●	● ● ●
	To reach new customers in local market			● ● ●	● ● ●
Use of digital marketing	Search Engine Marketing (paid search ads)				● ● ●
	Search Engine Optimisation				● ● ●
	Display advertising online			●	● ● ●

Few small businesses ● Some small businesses ● ● Most small businesses ● ● ●

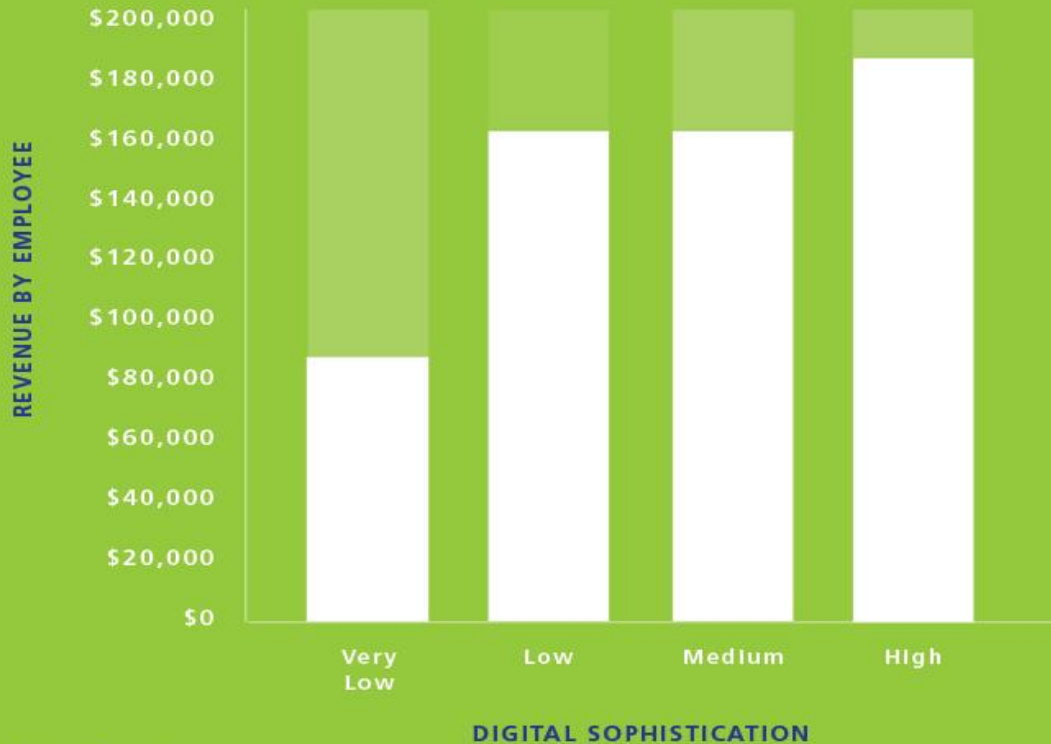
Growth in employment over the last few years – by digital engagement level



● Decreased ● Stayed the same ● Increased

Source: Deloitte Access Economics – Connected Small Businesses Report page 7

Digital Opportunity



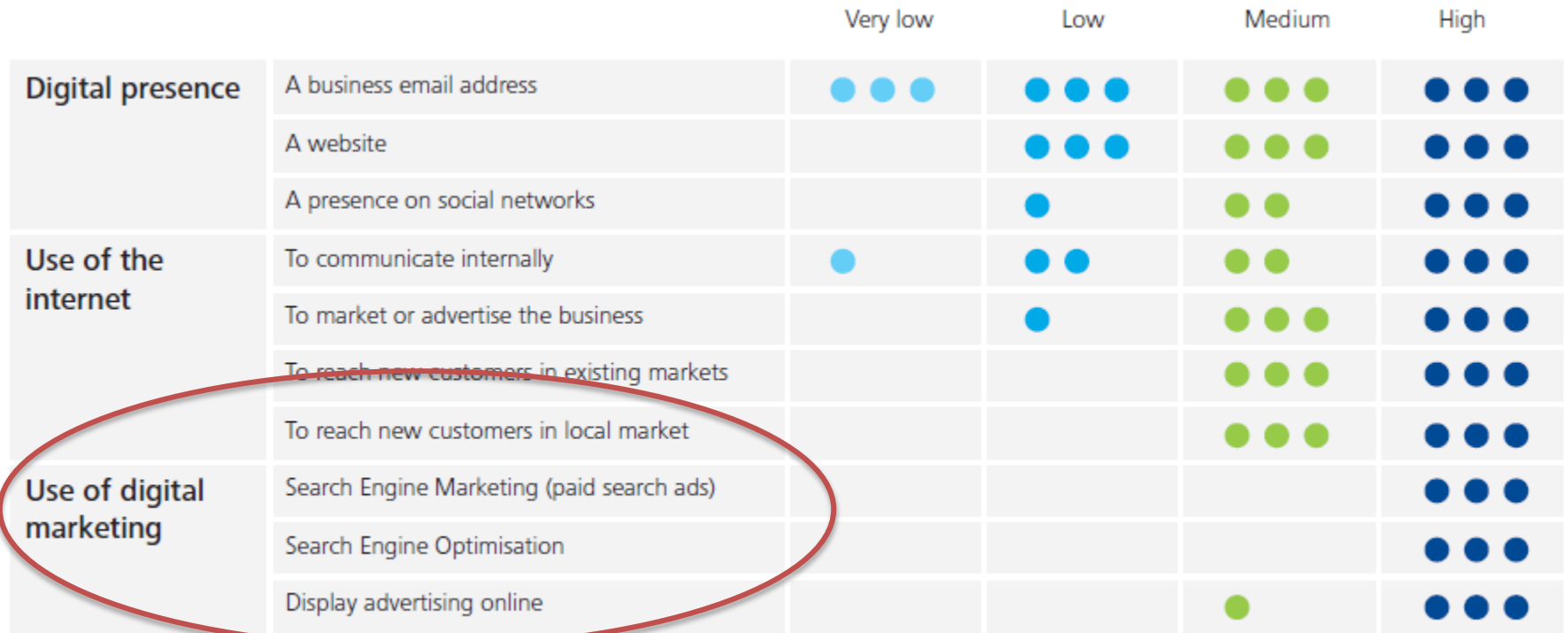
Businesses with high digital sophistication translates to:

100k additional revenue per employee

62% are experiencing growth

40% have employed and are looking to employ in the next 12 months

Digital sophistication



Few small businesses ● Some small businesses ● ● Most small businesses ● ● ●

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But what about **new** digital products and services?



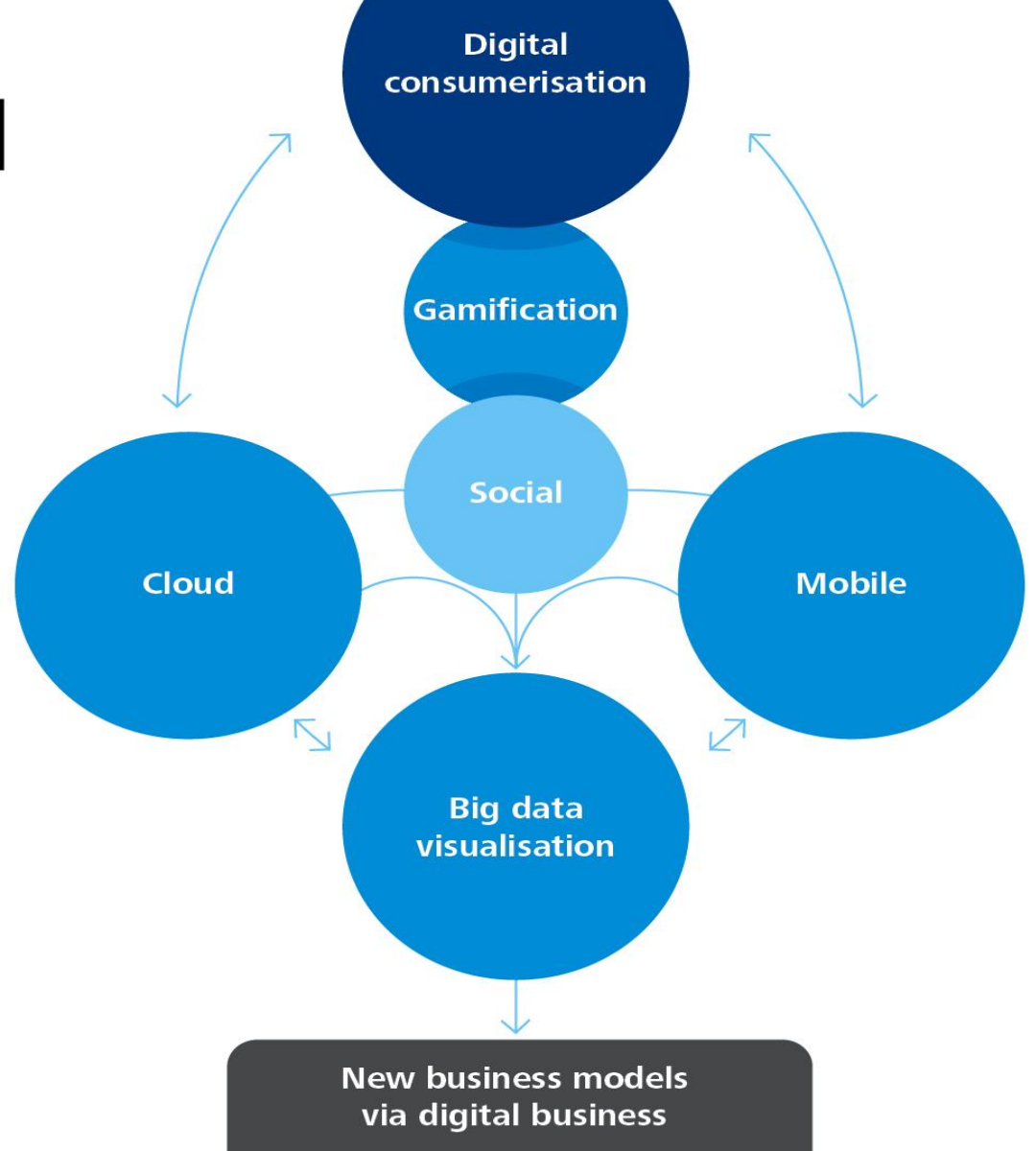
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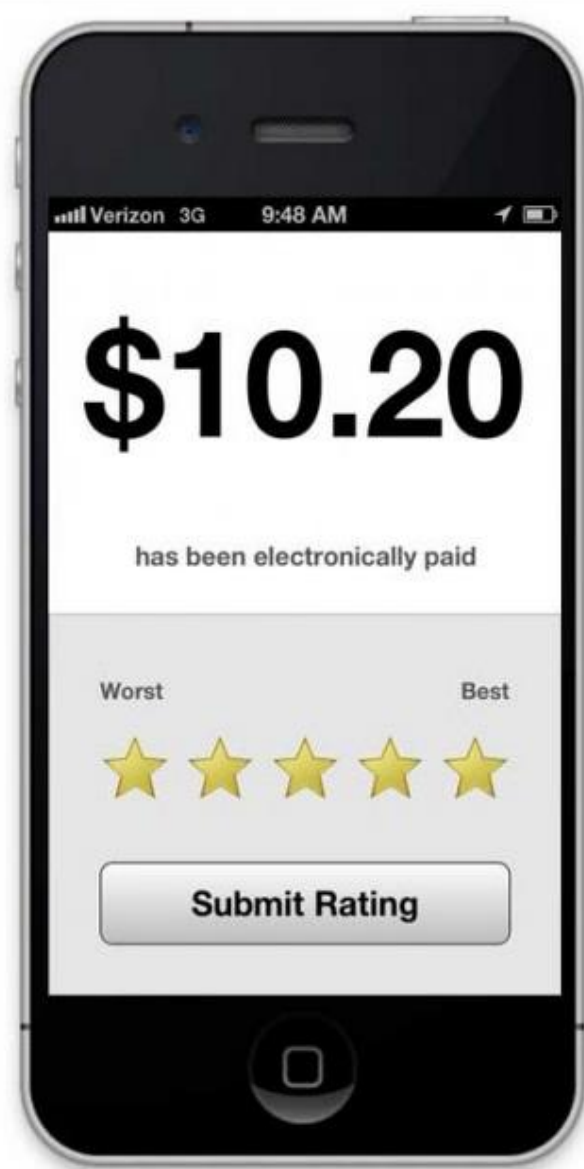
Current Wave

Technology which allows us to **Innovate**
existing **business models**

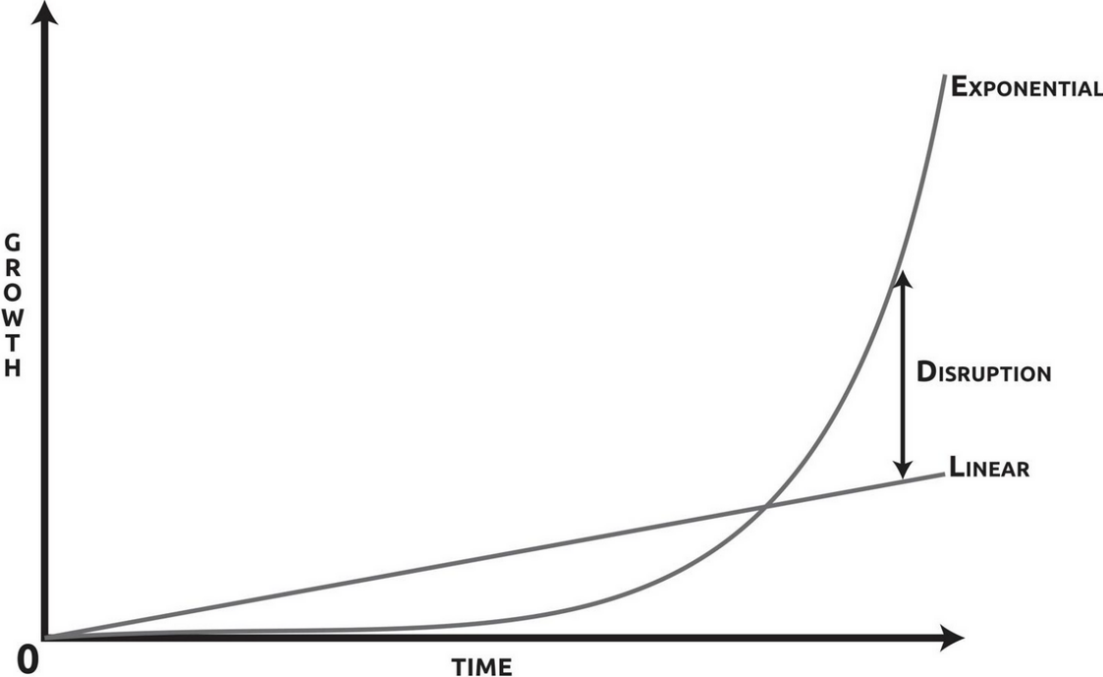


Business model innovation



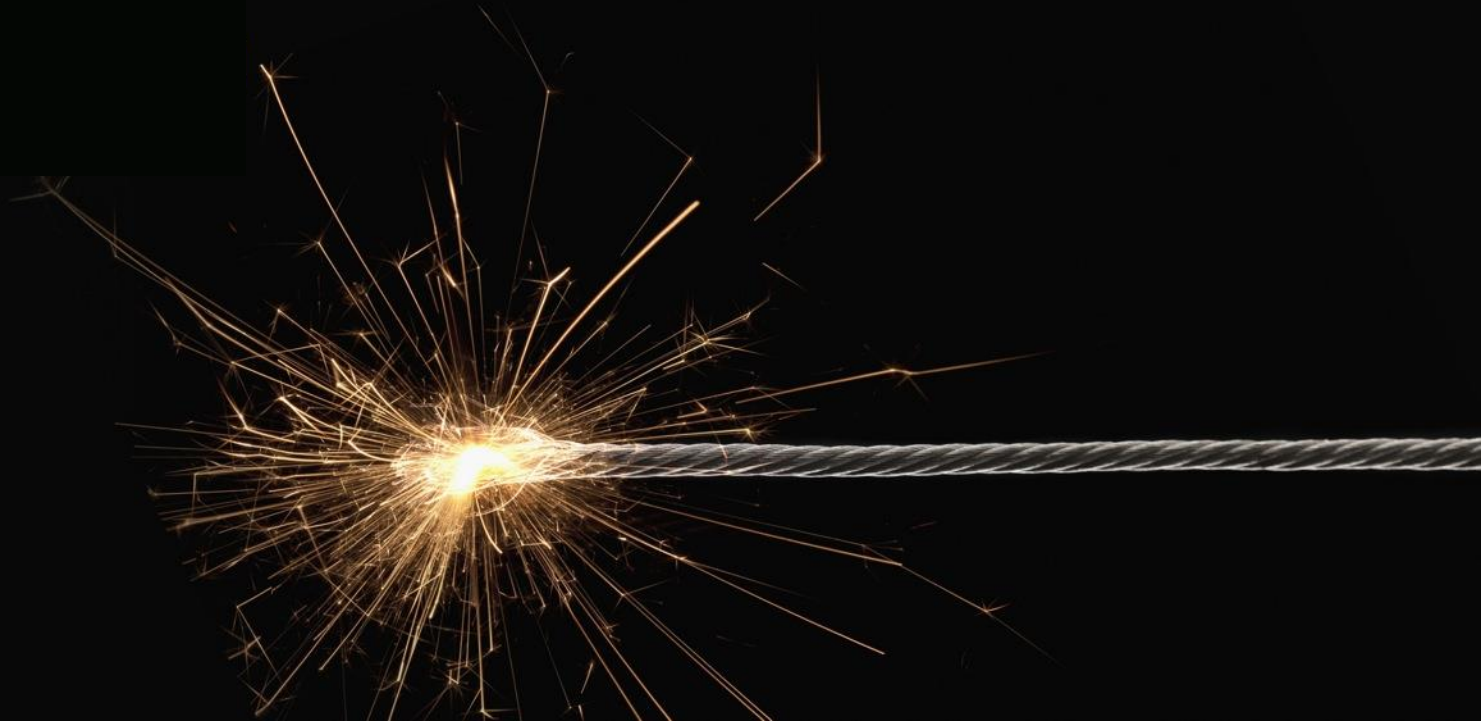


LINEAR VS. EXPONENTIAL



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So how do you **respond?**

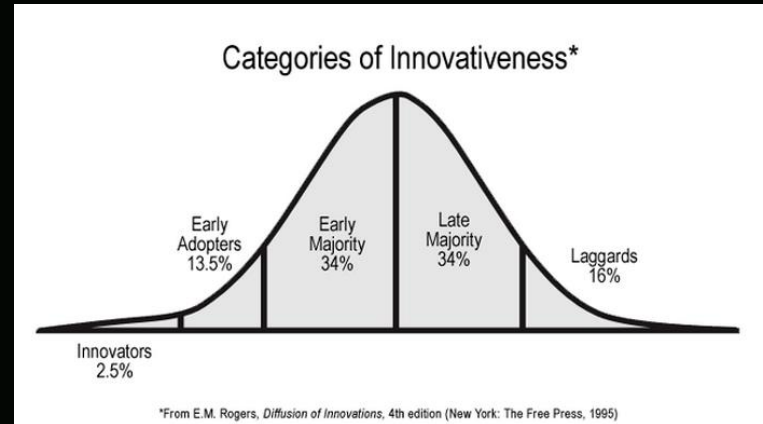


1. Get closer to your customers

- Both Quantitative and Qualitative insights
- Think about my story in the context of value in your supply chain.

2. Create a digital strategy

- Support & Drive Business strategy
- Get help doing it
- Take into consideration your culture



3. Improve market sensing

- Regular external stock take
- Industry view

4. Learn to be Agile

- Experiment within a frame
- Fortune favours the brave

Thank you.



Martin Read

Partner

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