



JA Italia
A Member of JA Worldwide

Impresa in azione

S **N** **O** **W**

I **N** **E**



CLASS 3A

SCIENTIFIC LYCEUM "Ilio Adorasio"
CIRÒ, CROTONE, ITALY

THE SCIRUBETTA



Impresa in azione

SNOWINE JA is the first territorial corporate brand that produces and distributes the "Scirubetta", the oldest sorbet in history, which has incorporated the values, the tradition of production of the place or the culture and history of the territory of Ciroè and its surroundings. This is a search for pleasure and production methods that, compared to traditional processing, best preserve the precious properties of granular ice and the other ingredients used.



THE PROBLEM



SNOWINE JA was born in an inland and peripheral territory, fragile due to physical-geographical and environmental conditions and due to changing processes of social life occurred over time, which represent factors that hinder development but at the same time also opportunities in terms of resilience and adaptation to adverse conditions, which act as a drive to innovation. Thus begins the new challenge of creating a service that is at the same time healthy, gourmet and organic, made with high quality raw materials and sourced through a supply chain more transparent and fair.



THE SOLUTION



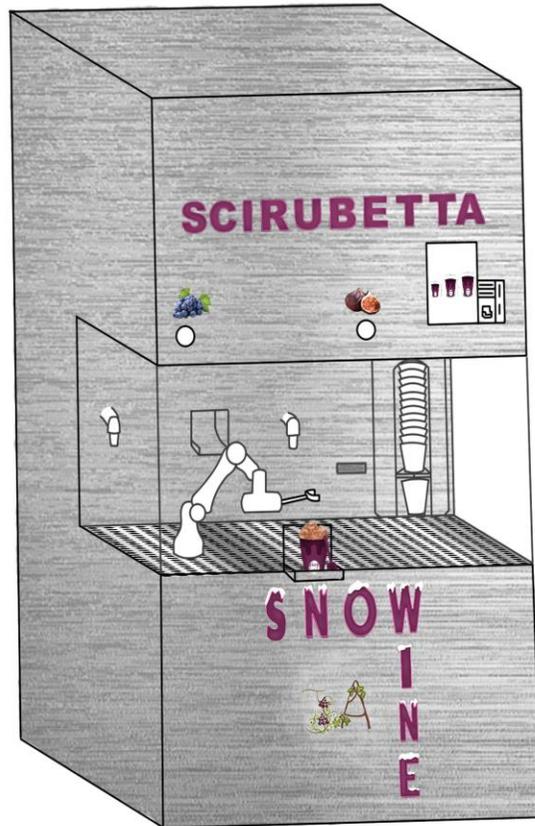
The solution consists in the ability of the company to be the expression of territorial identity, the protagonist of an ancient and typical products of the territory. The production and re-modernization of local products create experiences and moments of sharing, through the memory places of traditions and culture, realizing the value of the past.



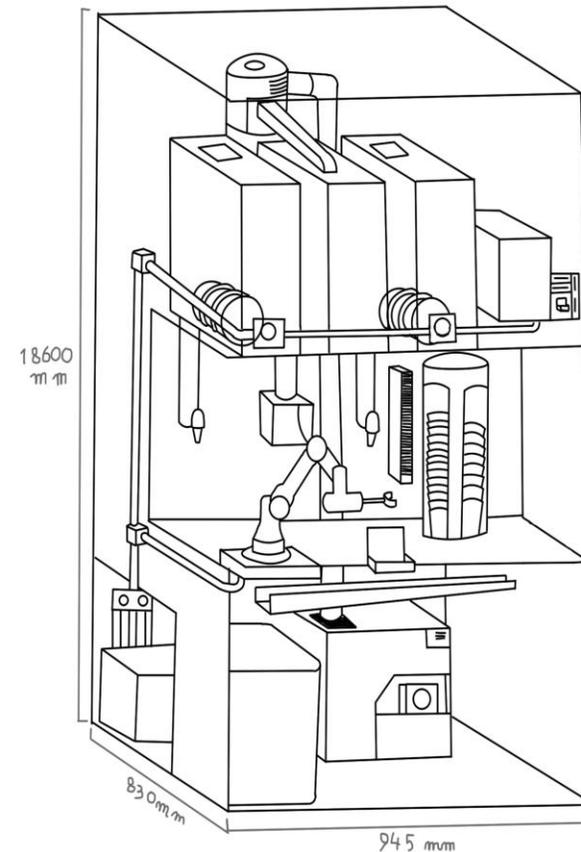


THE SOLUTION

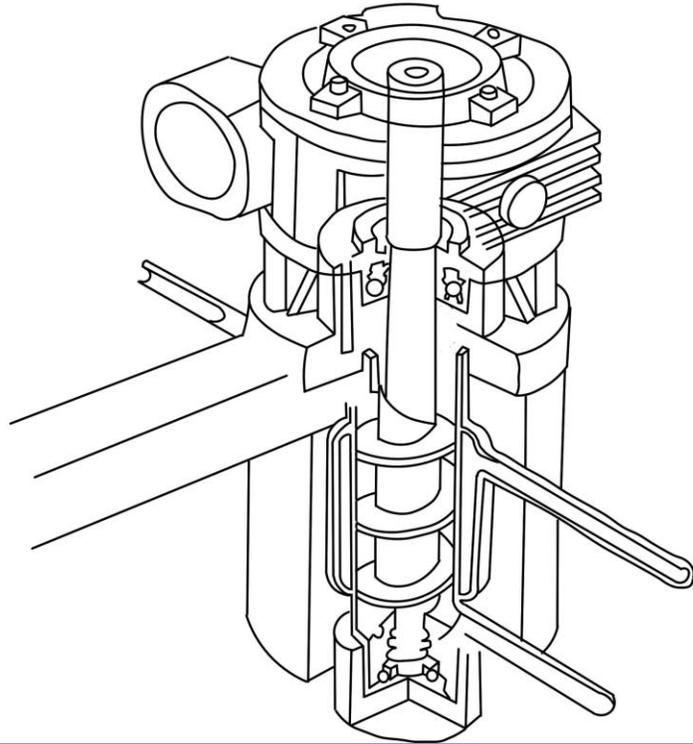
AUTOMATIC VENDING MACHINE PROTOTYPE



SNOWINE



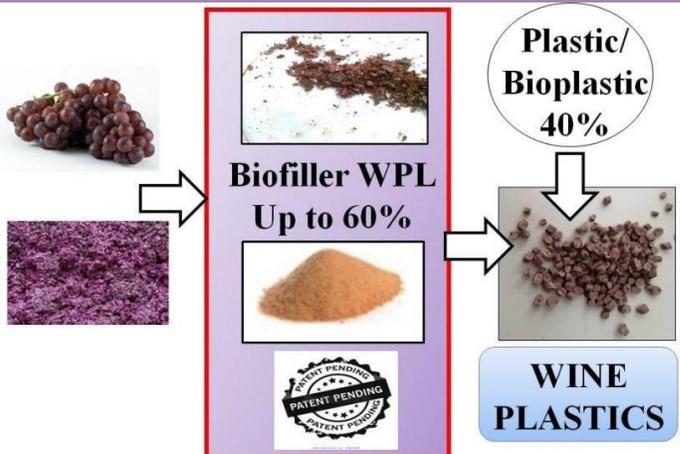
EVAPORATOR SYSTEM



FROM THE
«CICIARUSA» SNOW
TO THE FLAKER ICE

ECO-FRIENDLY PACKAGING

MINI, MEDIUM E MAXI



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BRAND POSITIONING

It is complex to find real competitors to SNOWINE JA as our product is unique, linked to folk tradition, and produced with ethical standards and eco-friendly packaging produced from grape waste (grape leftovers). Innovative designs allow for greater flexibility combined with potentially lower production costs than competitive products.



TARGET CONSUMERS



VFR (visiting friends and relatives)



FITNESS ADDICTED/
HEALTHY CONSUMERS

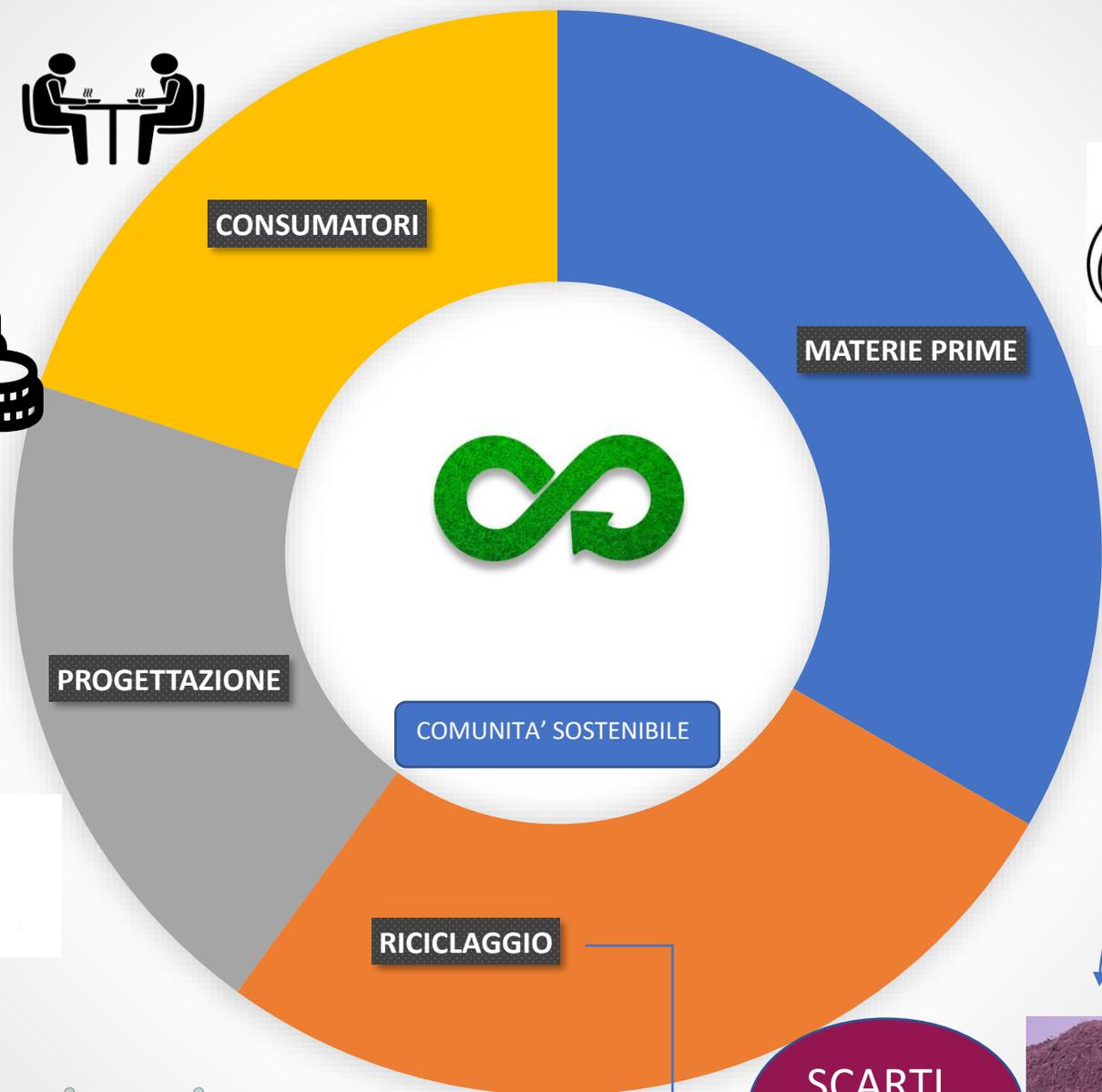


CURIOUS
CONSUMERS



ECO-FRIENDLY
CONSUMERS

CIRCULAR ECONOMY



SALES PRICE

MINI: € 2

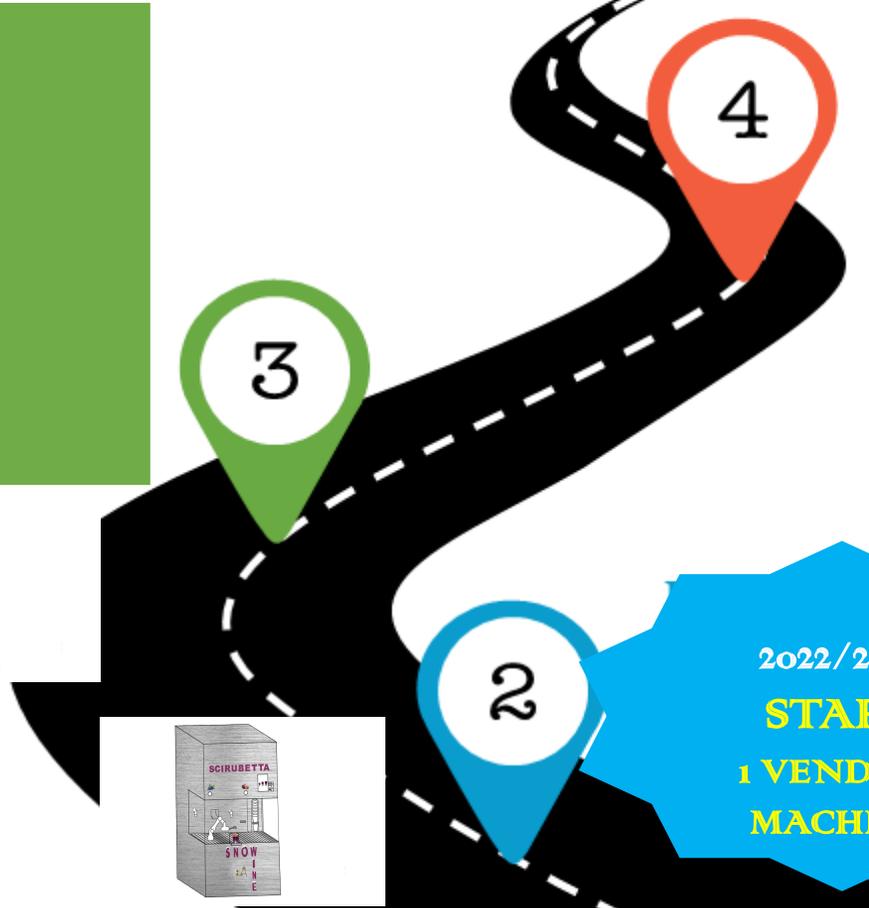
MEDIUM € 3,50

MAXI: € 5

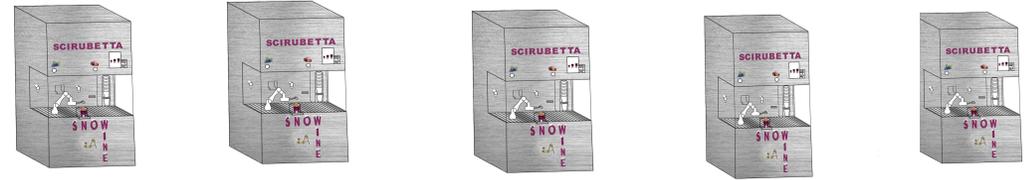


BUSINESS ROAD MAP

2023/2024
3 VENDING
MACHINES



Investor pitch 4
This slide is an editable template
with all your needs.
2024/2025
5 VENDING MACHINES



2022/2023
START
1 VENDING
MACHINE



MARCH/MAY 2022:
PROTOTYPING-
CROWDFUNDING

PROFIT

BREAK EVEN-
REVENUE:

$$\text{€}26.240 / 80\% = \text{€}32.800$$

€ 14320

YEAR 1

€ 68240

YEAR 2

€ 131360

YEAR 3



THE TEAM



PRODUCTION
Alessia Scervino, Sara Caracciolo, Roberta De Mare, Valentina Serino

MARKETING
Serena Filippelli

FINANCE
Alexander Cannata, Mirabela Pupaza

HUMAN RESOURCES
Giuseppe Pio Bruno, Antonio Stricagnolo

SALES
Giuseppe Cidone, Gianpaolo Chiarello

COMMUNICATIONS
Denise Lumbisano, Giuseppe Pio Russo, Maria Rita Dell'Aquila