

ACQUISITION OPPORTUNITY

SOFTWARE PLATFORM FOR JEWELRY E-COMMERCE

Hilco Streambank is seeking offers for a proprietary software platform featuring a diamond cut score calculator and 3D jewelry configurator utilized by a jewelry e-commerce retailer.

BID DEADLINE

DECEMBER 6, 2022
AT 12:00 P.M. ET

AUCTION

DECEMBER 8, 2022
AT 12:00 P.M. ET

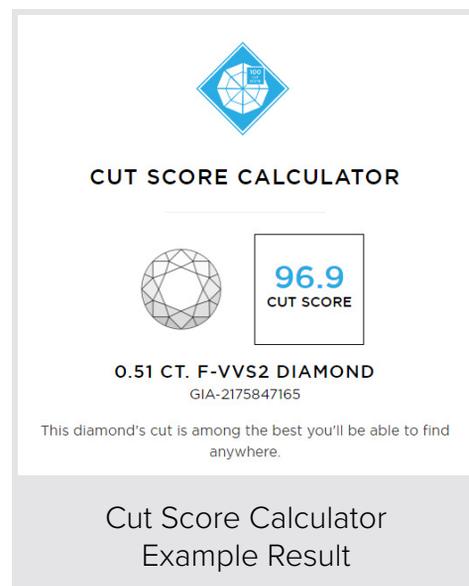
A ROBUST PROPRIETARY SOFTWARE PLATFORM FEATURING UNIQUE CUT SCORE CALCULATOR, 3D JEWELRY CONFIGURATOR, ADMIN MANAGEMENT PANELS & MODERN SINGLE-PAGE WEB TECHNOLOGY

This proprietary software brings gem selection and design out of the hands of retailers and into the hands of the customer, offering users the ability to compare diamonds with varying properties and personalized customization via an online platform which supported annual sales of more than \$12 million at its peak.

CUT SCORE CALCULATOR

The unique “Cut Score Calculator” integrates 8 different factors into its algorithm and produces a numeric rating for each gem based on lab information from Gemological Institute of America (GIA), American Gem Society (AGS), and internally enhanced data using refined clarity & cut qualifiers. The Cut Score Calculator’s rating system allows the customers themselves to compare stones and select the highest quality gems.

The software employs a proprietary algorithm which calculates a “Cut Score” of most GIA-Certified diamonds and ranks them on a scale from 0 – 100. This distinctive software allows a buyer to choose a diamond without scrutinizing and comparing the specifications of each individual stone, effectively allowing them to compare “apples to oranges”.




CUT SCORE CALCULATOR

 **96.9**
CUT SCORE

0.51 CT. F-VVS2 DIAMOND
GIA-2175847165

This diamond's cut is among the best you'll be able to find anywhere.

Cut Score Calculator
Example Result

Factors built into the algorithm include:



SHAPE



DEPTH



POLISH



SYMMETRY



CARAT



COLOR



CLARITY

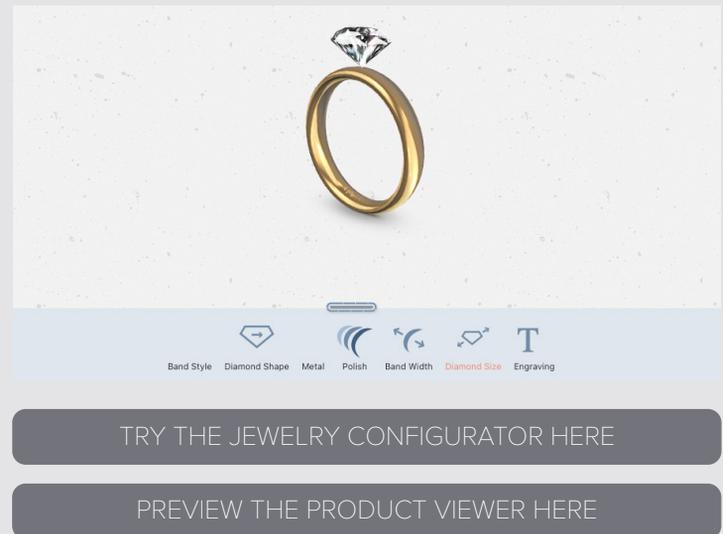


CUT GRADE

After entering one or more GIA Certificate Numbers, the software yields ranked results through the algorithm based on a broad set of universally desirable specifications including the cut, color, clarity, carat weight (4Cs), and shape. The formula considers more factors than any single grading lab or certificate in the industry and is unique in its ability to rank diamonds.

3D JEWELRY CONFIGURATOR

The Jewelry Configurator leverages 3D web technology and interactive product customization to give the user the ability to customize any jewelry product within the internet browser. The tool can include numerous specifications such as band color and width, diamond size and shape, and engravings based on simple user inputs and controls, all while recalculating the cost of the ring based on customizable component pricing. The configurator includes an integrated 3D-model web viewer for a high-definition display of the jewelry designed by the user.



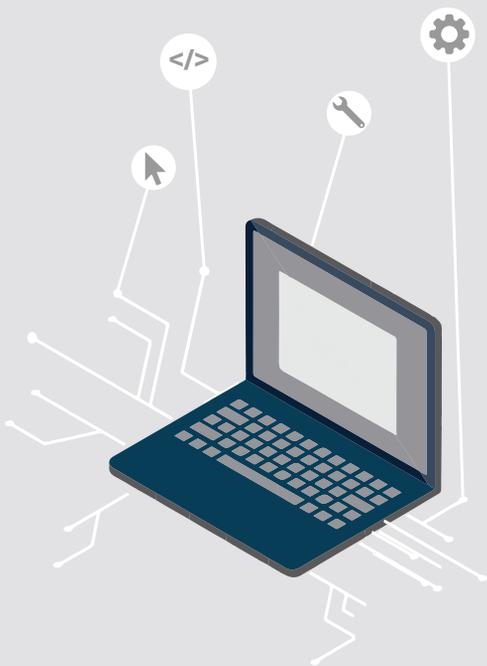
[TRY THE JEWELRY CONFIGURATOR HERE](#)

[PREVIEW THE PRODUCT VIEWER HERE](#)

WEB INVENTORY SCRAPER

The web scraper software was built for collecting wholesale fine gem inventory data from providers across the internet to expand the administrator’s potential saleable gem inventory. The “server-less” software architecture provides the administrator with a valuable competitive edge, leveraging infinitely concurrently scalable AWS Lambda cloud functions with minimal computer cost overhead. Without the underlying restrictions and costs of 24/7 servers, the software retrieves valuable inventory data from around the web on-demand with no impact on critical infrastructure or tight budgets.

The web scraper can be initialized on demand from within a back-end administration dashboard, which also gives the admin numerous tools to oversee its operations. This includes high level statistics on the inventory that was gathered, evaluation of the web scraper’s performance over time, data about the suppliers from which inventory was collected, and an overview of the media gathered along with the inventory.



E-COMMERCE APPLICATION

A fully featured proprietary e-commerce application custom-built from scratch, configured specifically for selling loose gems and fine jewelry, both custom and signature pieces. The platform proactively balances merchandising features and includes administrative dashboards to manage the e-commerce site and all its inventory.

A separate additional front-end e-commerce web application can be used for more general purposes and can feature any product, including additional features such as wholesale shopping functionality and live-stream video features for a QVC-style shopping experience directly on the site.

ASSETS AVAILABLE FOR SALE

- Software Code for Cut Score Calculator, Jewelry Configurator, Web Scraper, e-commerce applications, and admin dashboards
- Documentation cataloguing the history of the development of the software
- EnchantedDiamonds.com Domain Name
- Refreshed Branding & UX Designs and Prototypes
- Additional assets (3D & media, inventory sources)

BID DEADLINE

DECEMBER 6, 2022
AT 12:00 P.M. ET

AUCTION

DECEMBER 8, 2022
AT 12:00 P.M. ET

SALE PROCESS

The assets are being offered by Salvatore LaMonica, solely in his capacity as Chapter 7 Trustee of Online Diamonds International Corp. d/b/a Enchanted Diamonds, d/b/a EnchantedDiamonds.com, pending in the United States Bankruptcy Court for the Southern District of New York (the “Bankruptcy Court”). The sale is subject to Bankruptcy Court approval. Contact Hilco Streambank to learn more.

CONTACT US

GABE FRIED

CEO
617.458.9355
gfried@hilcoglobal.com

RICHELLE KALNIT

SVP
212.993.7214
rkalnit@hilcoglobal.com

STELLA SILVERSTEIN

ANALYST
646.651.1953
ssilverstein@hilcoglobal.com