



GemstoneAI

Press Kit

Professional-grade gemstone and jewelry intelligence for everyone. Identification, authenticity signals, and live market valuations from a photograph, on iOS and Android.

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BOILERPLATE, APPROVED FOR QUOTATION

What GemstoneAI is

GemstoneAI is an AI-powered gemstone and jewelry identification app. From a single photo, it identifies more than 200 gem varieties and analyzes authenticity signals, treatment indicators, and market value. The app also runs a live market index covering 135 gem varieties, built from tracked comparable sales, so collectors, buyers, and dealers can see how gem prices are actually moving. GemstoneAI is available on iOS and Android.

200⁺ gemstone and jewelry varieties identified from a photo	135 gem varieties on the live market price index	Daily index refresh from tracked comparable sales and market signals	2 platforms: iOS App Store and Google Play, free to try
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What one scan returns

01

Identification

Species and variety across 200+ gems: natural, synthetic, and simulant. Finished jewelry as well as loose stones.

02

Authenticity signals

Likely treatments and synthetics flagged with a confidence score, plus an origin assessment.

03

Metal reading

Gold hallmarks and karat stamps read from the photo, so a finished piece is valued as stone plus setting.

04

Market valuation

An estimated value drawn from live comparable-sales lookups, not a static price chart.

05

Collection tracking

Saved pieces become a portfolio whose value follows the gem and precious-metal markets over time.

06

Deep analysis

A second, slower AI pass for difficult stones: more angles, more signals, a more confident call.

What it does not do, by design

GemstoneAI does not replace a gemological laboratory, and it is built to say so. Natural-versus-synthetic certainty, definitive origin, and formal appraisal require instruments a phone camera does not have. When a stone deserves a lab report, the app tells the user that plainly rather than guessing.

Availability. On the App Store (search "GemstoneAI") and Google Play. Free to download and try; a premium subscription unlocks unlimited scans, deep analysis, and collection tracking. Store links on page 5.

THE STORY IN THE DATA

They are not identifying one stone. They are cataloging the whole jewelry box.

GemstoneAI's usage data shows consumers treating AI identification as an inventory project, not a one-time curiosity. The customer with an inherited jewelry box is no longer arriving at the counter with one ring and one question. Increasingly she arrives having already photographed, identified, and valued twenty pieces, and she wants to talk about the set.

What the platform data shows (as of July 2026)

- ◆ **Finished jewelry, not loose stones, is the majority of what gets scanned.** Roughly six in ten scans are of a finished piece rather than a loose gem, and a similar share contain metal the app reads for hallmarks and karat.
- ◆ **Rings dominate.** Among scans where the app identified a specific piece type, more than half were rings of some kind: solitaire, halo, cluster, cocktail, three-stone, and engagement settings. Pendants and necklaces together were the next largest group, followed by earrings, bracelets, and brooches.
- ◆ **People do not scan once.** Among registered users who scan at all, the large majority scan more than once, a third scan five or more times, and a quarter return to scan on a separate day. Nearly all scanning activity on the platform comes from users on their second piece or beyond.
- ◆ **The behavior is cataloging, not curiosity.** Users who start saving pieces to a collection keep adding to it, and the largest single collection on the platform runs to dozens of pieces. Collection builders save a mix of piece types rather than one category, which is the signature of someone working through a jewelry box rather than researching one purchase.

Why it lands on the retail counter

Consumers arriving pre-informed is not a threat to the independent jeweler, but it is a change in the conversation. A customer with a phone catalog of thirty pieces is a customer with a reason to ask about appraisal, insurance scheduling, restyling of the pieces she will never wear, and outright sale of the rest. The pieces that get scanned and never worn are estate inventory that has not reached the counter yet.

"They start with the ring they wear, then they go get the box from the closet. That is an afternoon, not a moment."

Figures are behavioral shares from GemstoneAI platform usage data, July 2026. Repeat-use figures are among registered users who scan. Source data and framing notes are available to editors on request; GemstoneAI does not disclose user counts.

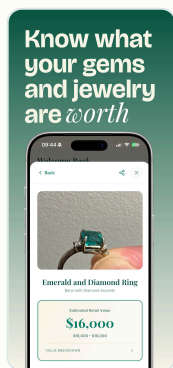
PRODUCT TOUR

From camera to confidence, in four steps

The whole experience is built around one loop: photograph a piece, understand it, watch its value move. The screens below are from the current App Store listing; all six are included in this kit at full resolution.



Live scan with real-time analysis



Identification and live valuation



The gem report, with value

1

Guided capture

Live coaching on angle, light, and focus while the camera runs.

2

Identification

Species, variety, and treatment signals across 200+ gems.

3

Live valuation

An estimate priced against the daily market index, not a static chart.

4

Saved & tracked

The collection becomes a portfolio that follows the market.

The market, inside the app

The Markets tab carries GemstoneAI's live price index across 135 gem varieties: per-variety pricing, price history, and market analysis, refreshed daily from tracked comparable sales. The public data hub is at gemstoneaiapp.com/value.

Story angles

- ◆ **The jewelry box, inventoried.** Usage data shows consumers cataloging what they own, and arriving at the counter pre-informed. Page 3.
- ◆ **AI that knows its limits.** In an industry built on trust, the app refers hard calls to the lab instead of guessing past its evidence.
- ◆ **A live index for an opaque market.** Daily gem pricing from tracked comparable sales, in a category that has run on static print guides.
- ◆ **One founder, whole stack.** GemstoneAI is designed, engineered, and operated by a solo founder using AI across the entire workflow.

FOUNDER

Vik Westermann

Vik Westermann is the founder of GemstoneAI. A product manager by background, he builds AI-native consumer products and runs GemstoneAI solo, from the identification models to the market data platform. He started GemstoneAI from a simple observation: most people own jewelry they know almost nothing about, and finding out used to require an appointment.

Approved quotes

"We built this expecting people to ask what is this stone, and what they actually do is inventory their whole jewelry box. They start with the ring they wear, then they go get the box from the closet. That is an afternoon, not a moment, and by the end of it they know more about what they own than they ever have."

Vik Westermann, founder, GemstoneAI

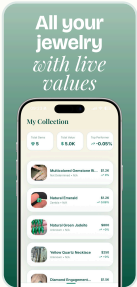
"A phone camera is not a gem lab, and we do not pretend it is. When a stone deserves a lab report, the app says so plainly. In this industry, trust is the product."

Vik Westermann, founder, GemstoneAI

"The customer who has already cataloged her jewelry box is one of the best customers a jeweler can see. She arrives with questions that are worth money: appraisal, insurance, restyling, and the pieces she is ready to sell. We want her walking into the store, not past it."

Vik Westermann, founder, GemstoneAI

Included image assets



Collection: saved pieces with tracked values



Variety analysis with price history



Markets: live pricing across gem varieties

Included: logo package (horizontal lockup and diamond mark, light and dark variants, transparent PNG), app icon (512 and 1024 px), and six current App Store screenshots at 1179 × 2556. All approved for editorial use alongside coverage of GemstoneAI. Founder headshot and raw in-app screenshots available on request.

LINKS

Website	gemstoneaiapp.com · press page: gemstoneaiapp.com/press
Download	App Store: apps.apple.com/app/id6755300975 · Google Play: com.gemstoneai.app
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