



The Fan Merch Database

We build our Database allowing users to manage their collections and they already own collectibles worth \$610 million

Now it's time to monetize

September 22 2019

Deck for Wefunder Raise

Collectible merchandise is the \$450b industry you don't know about

It's larger than every marketplace that you know of. Almost 3x of Etsy

	Etsy	hobbydb
Market Cap	\$7.2b	TBD
Industry Size	\$155b ¹	\$450b
Industry Won	Craft market	Collectible / Merchandising

It's so big because normal folks now also buy fan merch regularly

Collectors have huge collections, but the biggest volume of sales is with the more casual fan



Casual

Interested and **casual** buyer

15%* of the US population

Biased to **older**

LTV: **\$80**



Enthusiast

Follows certain **fandoms**

30%* of the US population

Biased to **younger**

LTV: **\$420**



Collector

Completist

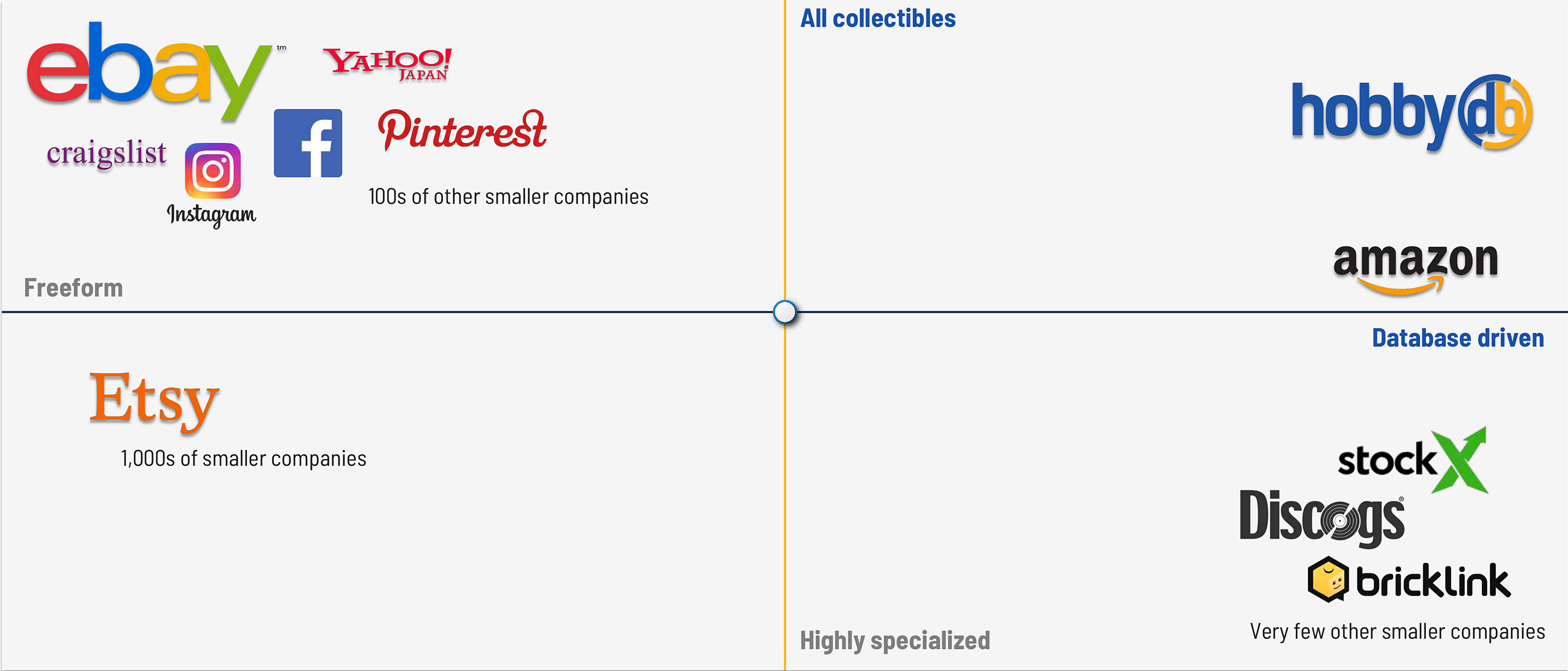
15%* of the US population

Mostly **male, 35+**

LTV: **\$1,092**

Sure there are sites around, but nobody owns this space yet

eBay is the market leader with only 3% market share



We have the experience and passion to change this

We ran the largest eBay business in Europe, had 2 successful community exits and some of us are life-long collectors



Christian Braun
Co-Founder / CEO

- **Built the largest seller business on eBay Europe**
- Managed 10 collector forums
- Traded toys for 30 years
- Bain & Co and GE Capital
- MBA London Business School

Alexandra Lindsay
Co-Founder / Head of Marketing

- **Built a ancestry community acquired by a top three genealogy site in 2014**
- Built global, multi-channel lead/retention campaigns at Forrester Research
- BS in Business Administration, University of Colorado

Andrew Adamides
Co-Founder / Head of Product

- **15 years entertainment and pop culture industry experience**
- Certified Scrum Product Owner
- Worked with the BBC, Channel4 and Warner Bros
- Lifelong car collector

David Parker
Head of Development

- **CTO/Co-Founder of Uvize, a veteran community acquired in 2016**
- 17 years Software Engineering experience
- Software Engineer for the U.S. Air Force
- MBA, MS Computer Science, University of Colorado

Travis Parke
Head of Operations

- **Built the customer service infrastructure for Sphero**
- Helped high-growth startups with early-stage operational processes at TechStars
- BA in Communication, University of Colorado

What is missing is hobbyDB, the database that powers all aspects of the fan's experience

A cross between Kelley Blue Book's database-driven price guide and the Amazon database-driven marketplace

Research / Discover

Find detailed information on any kind of esoterica

Value

Identify and compare the value of each item in your collection

Track / Show Off

Load images and record data about collectibles, as well as tracking wish lists and showcase what you own

Buy / Sell

Buy or sell using the database, receive alerts when items come on sale and sell with clicks

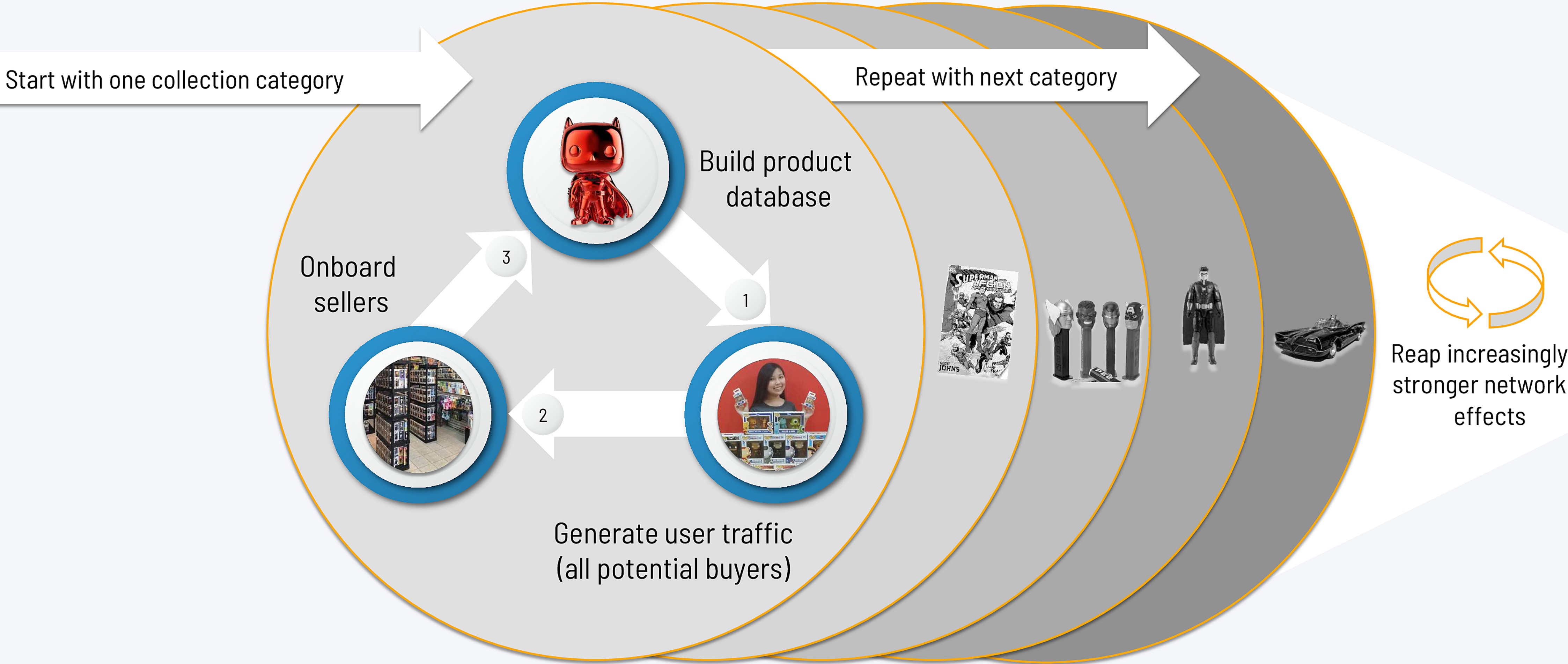
Item Details: Batman (Red Chrome) Funko-Shop Exclusive, Brand: Funko, Series: Pop! Vinyl Pop! Hero, Reference #: 144, Produced: 15,000, Produced: From: Decemb, 3.75"

Days	# Sales	Average
7 Days	5	\$32.19
30 Days	50	\$29.91
50 Days	55	\$34.0

Item Listing: Batman (Red Chrome) with Soft Pop Protector! \$70.00 + \$5.00 shipping

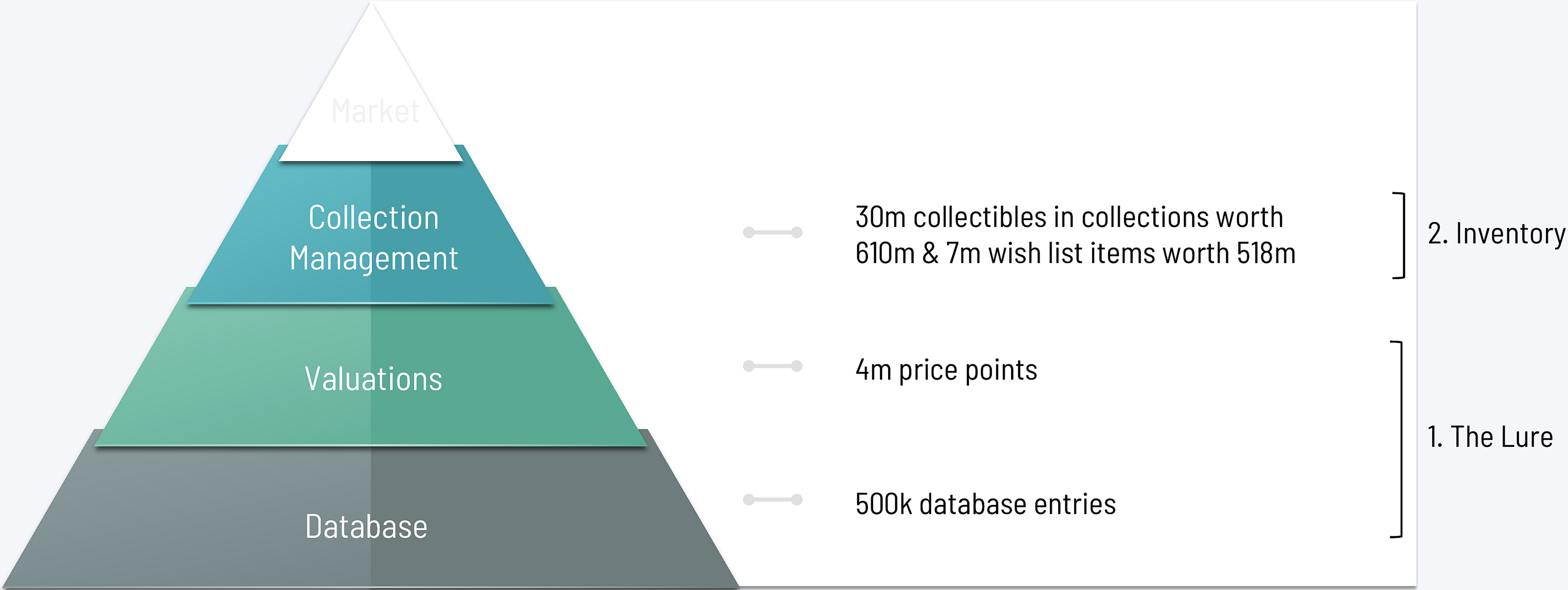
We designed the Site to be a Flywheel / more Data → more Users → more Sellers

Our business is defensible as everyone wants only one single best database



It's starting to work – our Data and therefore Users are growing substantially

590k registered users to date



With all these Users being potential Buyers, Sellers see an opportunity

There are three types of people that sell on our marketplace and we already have good solutions for the first two groups



Consumers

Come to site organically

15% of items in collections are duplicates and can/should be sold

50 SKUs



Semi-professional

Resell collections of old products as middle-men + some new product

Long tail of new product SKU

500 SKUs



Professional

Direct outreach to bring onboard via our integrations with channel management software

Most sell across multiple marketplaces

2,500 SKUs

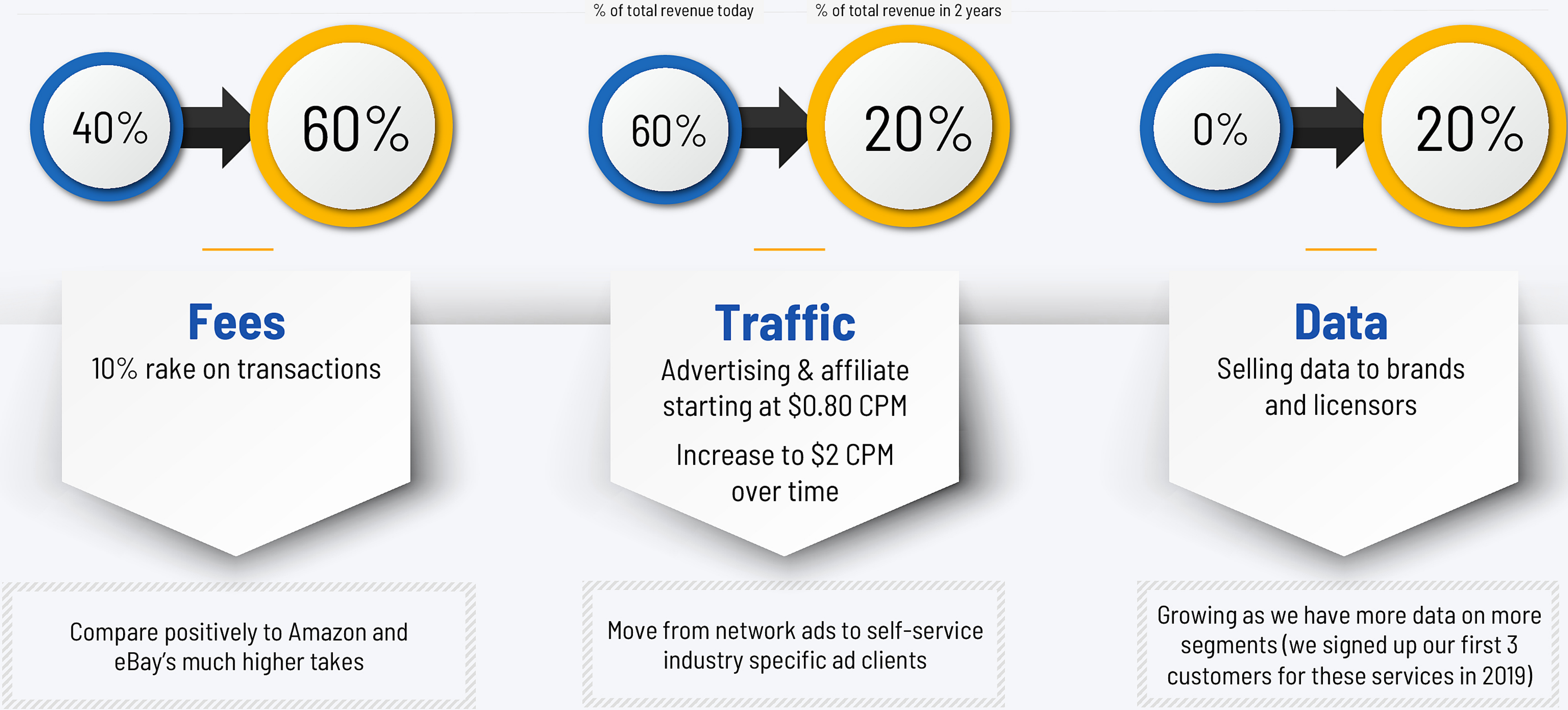
In fact, more & bigger Sellers are coming to hobbyDB

4k sellers already on the platform



We gain from all of this in 3 different ways

Attractive transaction business with great upside through diversified monetization



Leading to great Outcomes

These scenarios show a range of good to amazing outcomes

Segments	Hot Wheels Funko Hard Rock Café	Hot Wheels Funko Hard Rock Café	All Model Cars All Pop Vinyls Similar to HRC (Disney, Starbucks)	All Toys All Pop Culture	All Collectibles All Licensing
	Our Strongest Current Verticals		Natural Extensions		
Market Share	Good - 5%	Dominating - 25%	Good - 5%	Good - 5%	Good - 5%
In millions (US\$)					
GMV	43	213	600	3,500 ≈ Etsy Today	22,500
Fee Income	6	32	90	525	3,375
Other Income	1	8	14	105	844
Total Income	7	40	104	630	4,219
	Nice Lifestyle Business	Good Trade Sale	Great Trade Sale	Fantastic IPO / Trade Sale	Unicorn / IPO

To sum up

Here is why you should own some of hobbyDB

- 1 \$450b untapped market that has not been conquered
- 2 Building a comprehensive database, similar to what IMDB did with entertainment, creates a big barrier of entry
- 3 Nobody knows this space better than we do. We have the combined experience and specific industry knowledge to crack the code