



# WANKER

*If ROI and petty revenge turn you on, this is for your eyes.*

## BUSINESS PLAN

February 2026

CONFIDENTIAL



## THE OPPORTUNITY

### Post-breakup emotional relief, disguised as a gag gift.

Where most adult products sell pleasure,  
WANKER sells catharsis.  
It's for anyone who's ever cried over an ex,  
gotten ghosted,  
or said "I should've known better."

## CULTURAL PROOF: BREAKUPS SELL

In 2017, Lizzo released "Truth Hurts," a song born from helping a friend through a breakup. Two years later, it became a cultural phenomenon.

NOW PLAYING: TRUTH HURTS, LIZZO

**I just took a DNA test,** *turns out*

**I'm 100% that bitch**

*Even when I'm crying crazy*

**Yeah, I got boy problems,** *that's the human in me*

*Bling bling, then I solve 'em, that's the goddess in me*

**Why are men great 'til they gotta be great?**

7x Platinum • #1 Billboard Hot 100 for 7 weeks • 600K+ album sales • Breakup energy = cultural gold

Lizzo turned breakup pain into a #1 hit and a cultural identity. WANKER turns it into a product you can hold, gift, and laugh about. Same emotional engine, different format.

## THE BACON LUBE PRECEDENT



**If bacon-flavored lube is a bestseller, emotional relief after a breakup for \$20 is a slam dunk.**

J&D's Bacon Lube: "the bestselling novelty item we've ever made" (HuffPost). Sold thousands. Built a food empire from a joke product. If people buy lube that tastes like breakfast, they'll absolutely buy lube that validates their heartbreak.

## THE UNTAPPED MARKET

### PETTY REVENGE IS NOT MONETIZED.

60+ breakup gift basket listings on Etsy. Revenge candles, "ex" dart boards, breakup boxes on Amazon.

But nobody owns the category. Nobody has built a brand around it.

WANKER is that brand.

This product slots directly into revenge baskets, breakup kits, and gag gift bundles on Amazon, Etsy, and boutique retailers. Zero friction. Instant category fit.

## MARKET LANDSCAPE

**\$8.3B**

Global Personal Lubricant Market (2025)

**7.5%**

Projected Annual Growth Rate

**\$2.1B**

US Novelty Gift Market

## THE CREATOR-ENTREPRENEUR ADVANTAGE

We're in an emerging wave of creator-entrepreneurs.

People with a digital footprint have an unfair advantage:  
the ease of selling what they're already known for.

Emotional intelligence. Being a good friend.

The kind of energy people want to buy into.

That's the foundation WANKER is built on.

Danaya's personal brand already has viral momentum.

A recent Instagram video was reposted to X and hit **500,000+ views**.

The audience is warm, humor-aligned, and ready to convert.

## THE ATTENTION FUNNEL

Content is the engine. Every post, every reel, every viral moment feeds a fully automated pipeline:

### Content Creation

→ Danaya's organic Instagram/TikTok posts (breakup humor, emotional intelligence, self-care)

### Viral Attention

→ Algorithm picks up content, reaches new audiences (proven: 500K+ views)

### Landing Page

→ Bio link drives traffic to product page or investor interest form

### Email Capture

→ Automated email sequence: welcome, story, product, social proof, offer

### Conversion

→ Purchase on Shopify or investment via SAFE

### Retention

→ Post-purchase emails, UGC reposts, repeat buys, referrals

The founder's salary funds the top of this funnel. Danaya dedicates full-time energy to content creation, turning attention into automated revenue.

## THE PRODUCT

### Launch SKU

- 100ml PETG pump bottle
- Custom coral/papaya orange
- Silver aluminum pump (24/410)
- Water-based formula via US manufacturer's existing FDA 510(k) clearance

### Product Lines

- **Main Line:** Coral/papaya orange
- **Ex Was a Fighter?:** Matte black series
- **Future:** Breakup Kits, Revenge Wipes, Petty Affirmations

### Unit Economics

Item	Cost
PETG bottle + pump	\$0.80
Formula (filled, sealed)	\$0.60
Label + packaging	\$0.40
Shipping to US	\$0.20
<b>COGS per unit</b>	<b>\$2.00</b>
Metric	Value
Retail price (DTC)	\$22.00
Gross margin	<b>90%</b>
Wholesale price	\$11.00

USE OF FUNDS

Startup Costs (One-Time)

Item	Description	Cost
LLC Formation	Stripe Atlas (Delaware LLC, EIN, bank)	\$500
Brand Design	Logo, packaging, label design	\$1,200
Trademark	US trademark filing, Class 3	\$350
Domain + Hosting	getwanker.com + Shopify	\$350
Product Samples	Supplier samples and testing	\$200
First Production Run	1,000 units MOQ, filling, labeling	\$4,000
Packaging	Custom retail boxes	\$1,500
Shipping to US	Sea freight to warehouse	\$1,500
Warehousing	3PL setup + 3 months storage	\$1,200
Content Production	Product photos, lifestyle shoots	\$800
Email Automation	Klaviyo setup, sequences, templates	\$400
Legal	Attorney review of agreements	\$500
Total Startup		\$12,500

Monthly Operating Costs

Item	Description	Monthly
Founder Salary	Danaya: full-time content creation, brand building, community	\$3,000
Marketing Team	Social media management, content, ads strategy	\$4,000-6,000
Micro-Influencers	Product seeding + paid collabs (10-20/mo)	\$1,500-3,000
Paid Ads	Instagram, TikTok, Facebook (scaled with revenue)	\$1,000-3,000
Email Marketing	Klaviyo, automated sequences, newsletters	\$100-300
Shopify + Apps	Platform, reviews, upsells	\$200
3PL / Fulfillment	Pick, pack, ship per order	\$500-1,500
Accounting	Monthly bookkeeping	\$200
Insurance	Product liability	\$150
Registered Agent	LLCWyo virtual address	\$6
Total Monthly Burn		\$10,650-17,350

Founder salary ensures Danaya can dedicate full-time energy to content creation, the primary growth engine of the business.

RUNWAY ANALYSIS

\$100K

Target Raise

\$12.5K

Startup Costs

\$87.5K

Available for Operations

Scenario	Monthly Burn	Runway
Conservative (lean ops)	\$10,650/mo	8+ months
Standard	\$14,000/mo	6 months
Aggressive growth	\$17,350/mo	5 months

Revenue from Kickstarter (Q2) and DTC sales (Q3) extend runway significantly. At conservative projections, the business reaches break-even by month 6-8.

12-MONTH REVENUE PROJECTIONS (CONSERVATIVE)

Quarter	Units	Revenue	COGS	Gross Profit
Q2 2026 (Kickstarter)	500	\$10,000	\$1,000	\$9,000
Q3 2026 (DTC Launch)	800	\$17,600	\$1,600	\$16,000
Q4 2026 (Holiday + Revenge Baskets)	2,000	\$44,000	\$4,000	\$40,000
Q1 2027 (Wholesale + Amazon)	3,000	\$50,000	\$6,000	\$44,000
Year 1	6,300	\$121,600	\$12,600	\$109,000

## THE ASK

**\$100K**

Target Raise

**SAFE**

Investment Instrument

**8+ mo**

Runway (Conservative)

Raising \$100,000 via SAFE to fund startup costs, first production run, founder salary, and 6-8 months of marketing operations to reach break-even.

## Investment Terms

Term	Value
Instrument	Post-Money SAFE (YC standard)
Valuation Cap	\$500,000
Discount Rate	20%
Minimum Investment	\$1,000
Pro-Rata Rights	Yes

## What Your Investment Gets

Amount	Equity at \$500K Cap	If Company Hits \$5M
\$1,000	0.2%	\$10,000 (10x)
\$5,000	1.0%	\$50,000 (10x)
\$10,000	2.0%	\$100,000 (10x)
\$25,000	5.0%	\$250,000 (10x)

## COMPETITIVE ADVANTAGES

### 90% Gross Margins

\$2 COGS on a \$22 product. Better than most DTC brands.

### Built-In Audience

500K+ viral views. Low customer acquisition cost from day one.

### Automated Sales Funnel

Content drives attention. Email automation converts. Revenue runs while you sleep.

### Revenge Basket Ready

Instant fit for Amazon, Etsy breakup bundles. Built for gifting.

## THE TEAM

### Danaya Yerzhanova, Founder and CEO

Building WANKER on the idea that the feeling of taking your power back is worth a lot to people. Full-time content creation fuels the attention funnel.

### Jack Alderson, Investor/Advisor

Startup operations, financial strategy, technical infrastructure. 10% equity.

## GO-TO-MARKET PHASES

### Phase 1: Kickstarter (Q2 2026)

Pre-orders to validate demand. Target: \$10K-25K. Zero equity dilution.

### Phase 2: Shopify DTC (Q3 2026)

Direct-to-consumer. Content funnel + email automation + micro-influencers.

### Phase 3: Marketplace (Q4 2026)

### Phase 4: Expand (2027)

Amazon, Etsy revenge baskets, boutique retailers, Spencer's.

New SKUs (Breakup Kits, Revenge Wipes), international, retail chains.

*Not a sex product. Comic relief in a cheeky form, just shocking enough to interrupt doom scrolling. The feeling of taking your power back is worth a lot to people. That's what we're selling.*

**Danaya Yerzhanova, Founder**



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