

WANKER · LUBE

# When you need a finisher, not a fighter.

Gag gift · Petty shade · Self care

PITCH DECK

THE PROBLEM

# Breakups suck. Lube is lube. Petty revenge isn't monetized enough.

## Breakups suck.

People want something that feels like relief, not advice.

## Lube is lube.

People already buy it. We're changing what it *means*.

## Petty revenge isn't monetized.

Etsy breakup baskets, revenge candles, "ex" dart boards — but no brand owns the category **yet**.

## THE SOLUTION

# Parody with a purpose.

In the heat of a breakup, people don't want advice. They want a purchase that feels like revenge, self-care, and comedy in one.

### **Parody with a Purpose**

Leverages viral humor to capture attention while genuine quality earns repeat purchases.

### **Giftable & Shareable**

Same function as a “divorce cake” or breakup playlist — meme-friendly and built for gifting.

### **Humor, Quality, Satisfaction**

A laugh + real functionality + the petty satisfaction of a clever jab at an ex.

MARKET OPPORTUNITY

# Proven behavior. No category owner.

**\$8.3B**

Global personal lubricant market (2025)

**\$14.6B**

Personalized gifting market (2030 est.)

**38%**

Gen Z gravitate toward emotionally resonant gifts

WANKER sits where gifting + comedy + self-care collide — and turns breakup energy into a product.

TARGET AUDIENCE

# The petty ex-partner ecosystem.

## The Millennial Survivor

Ages 28–40 · Recently single ·  
Values humor & authenticity ·  
\$45K–\$85K income

## The Gen Z Gifter

Ages 18–27 · Social-savvy · Loves  
unique gifts · Embraces bold  
brands

## The Supportive Friend

Ages 25–45 · Thoughtful gift  
buyer · Wants to bring joy and  
validation

# Same bottle. Two purchase moods.

## Base Bottle

M E T R I C	V A L U E
Retail price	<b>\$21.99</b>
COGS (assumed)	\$2.00
Gross margin	~91%

Water-based, body-safe formula · Giftable concept · Discreet shipping

## Gift Box / Petty Packaging

M E T R I C	V A L U E
Retail price	<b>\$29.00</b>
COGS (modeled)	\$4.00
Gross margin	~86%

Includes premium gift packaging (modeled +\$2 incremental cost)

# Viral launch → retail expansion → category leadership.

## 1. Viral Launch

Meme-driven content + influencer partnerships across TikTok, Instagram, X.

## 2. Market Expansion

Gift market penetration, boutique retailers, novelty stores, adult boutiques.

## 3. Brand Evolution

Product line extensions + international expansion + category leadership.

## FINANCIALS

# High margin. Low inventory risk. Built for gifting.

### Revenue Projections

YEAR	REVENUE
Year 1	<b>\$138.6K</b>
Year 2	\$850K
Year 3	\$2.1M

(Year 1 aligns to the business plan's conservative projection.)

### Key Metrics

METRIC	VALUE
Units Year 1	15K
Repeat purchase rate	42%
Customer LTV	\$35
CAC (viral)	\$2.25
CAC (digital)	\$8.50

### Funding Ask

# \$100,000

Seed round to fund first production run, marketing ops, and runway to break-even.

Suggested check size: **\$5,000**

USE OF FUNDS	%
Marketing	40%
Inventory	30%
Operations	20%
R&D	10%



# Join me if ROI and revenge turn you on.

## 18 months runway

Fund production + marketing while creator momentum converts.

## 5× ROI target

High-margin product with a built-in gifting loop.

## Category leader

Own breakup revenge as a product category — first mover advantage.

## 5-year milestones

**Year 2:** \$1M ARR · DTC dominance

**Year 3:** Retail expansion · national partnerships

**Year 5:** Category-defining brand with new SKUs