



WANKER

PERSONAL LUBRICANT

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

BUSINESS PLAN

February 2026

CONFIDENTIAL

A 90% margin product at the intersection of two underserved markets.

Post-breakup emotional relief is a multi-billion dollar behavior with no brand owner.

WANKER is a personal lubricant that sells catharsis, not pleasure. It's a trophy for moving on.

91%

Gross Margin (\$2 COGS, \$22 Price)

\$8.3B

Global Lubricant Market (2025)

500K+

Organic Viral Views

WHY NOW

- ☐ **Petty revenge is not monetized.** 60+ breakup gift baskets on Etsy, revenge candles, "ex" dart boards on Amazon. Nobody owns the category. Nobody has built a brand. WANKER is that brand.
- ☐ **Breakup culture is a proven commercial engine.** Lizzo's "Good as Hell" went 5x Platinum and hit 1B+ streams by turning post-breakup energy into an anthem. WANKER channels that same emotional engine into a physical product.
- ☐ **Novelty lube already works.** J&D's Bacon Lube became "the bestselling novelty item we've ever made" (HuffPost). If people buy lube that tastes like breakfast, they will absolutely buy lube that validates their heartbreak.
- ☐ **Creator-entrepreneur advantage.** 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.

CULTURAL PROOF: GOOD AS HELL, LIZZO

Come now, come dry your eyes

You know you're a star, you can touch the sky

I know that it's hard, but you have to try

If he don't love you anymore

Just walk your fine ass out the door

I do my hair toss, check my nails

Baby, how're you feeling? (Feeling good as hell)

5x Platinum • #1 Billboard Hot 100 • 1B+ streams • Same emotional engine, different format

WANKER slots into revenge baskets, breakup kits, and gag gift bundles.

Amazon, Etsy, Spencer's, boutique retailers. Zero friction. Instant category fit. Built for gifting.

PRODUCT & UNIT ECONOMICS

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 |
| COGS per unit | \$2.00 |
| Metric | Value |
| Price per unit | \$22.00 |
| Gross profit per unit | \$20.00 |
| Gross margin | 91% |

THE ATTENTION FUNNEL

Content is the growth engine. Every piece of content feeds a fully automated conversion pipeline.

- 1. → Content goes viral** (TikTok, Instagram, X) — organic reach, relatable humor
- 2. → Viewers land on site** — product page, brand story, social proof
- 3. → Email capture** — Klaviyo sequences nurture and convert
- 4. → Purchase + gifting loop** — buyers share, tag, gift. Organic virality multiplies.

Danaya's full-time content creation is the primary growth engine. The funnel runs while you sleep.

COMPETITIVE ADVANTAGES

91% Gross Margins

\$2 COGS on a \$22 product. Better than most DTC brands. Every unit sold is nearly pure profit.

Built-In Audience

500K+ viral views. Low customer acquisition cost from day one. The brand is already resonating.

Automated Revenue

Content drives attention. Email automation converts. Revenue runs 24/7 without manual intervention.

Category Creator

No one owns "breakup revenge" as a product category. First mover in a space with proven demand and zero competition.

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 | Channel | 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 + Gifting | 2,000 | \$44,000 | \$4,000 | \$40,000 |
| Q1 2027 | Marketplace + Amazon | 3,000 | \$66,000 | \$6,000 | \$60,000 |
| Year 1 | | 6,300 | \$137,600 | \$12,600 | \$125,000 |

Q4 includes holiday gifting surge and revenge basket placements. Q1 2027 reflects Amazon/Etsy marketplace expansion at \$22/unit.

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) |

GO-TO-MARKET PHASES

Phase 1: Kickstarter (Q2 2026)

Pre-orders to validate demand. Target: \$10K-25K. Zero equity dilution. Proves product-market fit before spending on ads.

Phase 2: Shopify DTC (Q3 2026)

Direct-to-consumer at \$22. Content funnel + email automation + micro-influencer seeding. Full margin capture.

Phase 3: Marketplace (Q4 2026)

Amazon, Etsy revenge baskets, boutique retailers, Spencer's. Holiday gifting drives Q4 surge.

Phase 4: Expand (2027)

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

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. Viral creator with 500K+ organic reach.

Jack Alderson, Investor/Advisor

Startup operations, financial strategy, technical infrastructure. 10% equity. Hands-on operational support from company formation through launch.

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

