



WANKER

lube

"When you need a finisher, not a fighter"



Gag Gift



Petty Shade



Self Care

Pitch Deck

THE PROBLEM



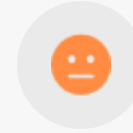
Breakups suck.

Anna Katrina
Marchesi



**Lube is lube.
People buy it.**

Juliana Silva



**Petty revenge isn't
monetized enough.**

Danaya Yerzhanova

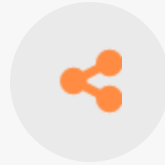
THE SOLUTION

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*.
We give them exactly that.



Parody with a Purpose

Leverages viral humor to capture attention while genuine quality ensures customer satisfaction and repeat purchases.



Giftable & Shareable

It serves the same function as a “divorce cake” or a breakup playlist.
Meme-friendly concept encourages organic sharing across platforms, positioning it as the ultimate breakup gift.



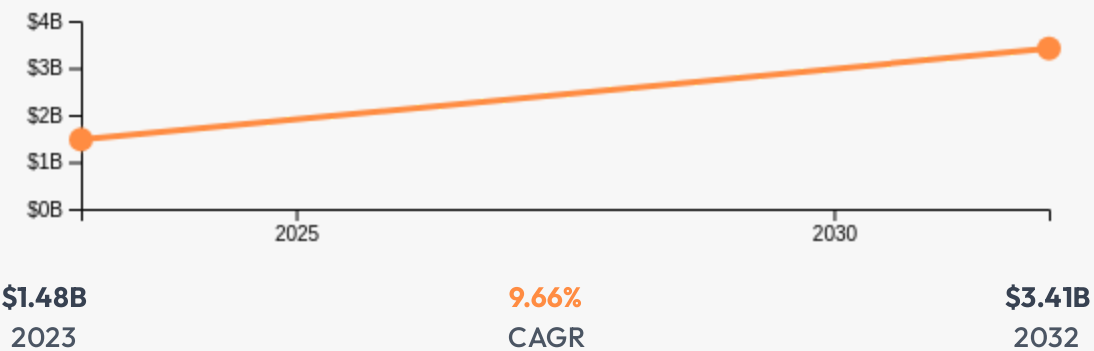
Humor, Quality, Satisfaction

Offers consumers a laugh, real functionality, and the petty satisfaction of a clever jab at an ex.

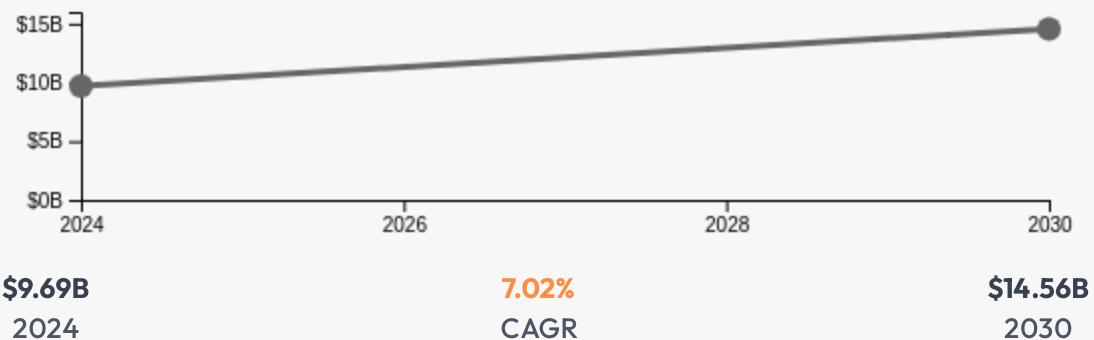
petty-but-functional self-care products (from breakup kits to wipes to affirmations)

MARKET OPPORTUNITY

Personal Lubricants Market Growth



Personalized Gifting Market



Demand for Bold Brands

- Brands with unapologetic identities
- Strong points of view
- Distinctive brand experiences

Market Insights

- 38% of Gen Z gravitate towards gifts with emotional resonance
- Millennials and Gen Z prioritize emotional connection over price

TARGET AUDIENCE

🎯 Primary: The Petty Ex-Partner

Gag-gift buyers, breakup survivors, queer consumers.



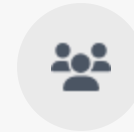
The Millennial Survivor

- 🎂 Ages 28-40
- 💰 \$45K-\$85K income
- 💔 Recently single
- 😄 Values humor & authenticity



The Gen Z Gifter

- 🎂 Ages 18-27
- 📱 Social media savvy
- 🎁 Loves unique gifts
- 🔥 Embraces bold brands



The Supportive Friend

- 🎂 Ages 25-45
- 💖 Empathetic & caring
- 🛍️ Thoughtful gift buyer
- 😊 Wants to bring joy

PRODUCT DETAILS

Wanker-lube

Premium personal lubricant disguised as the ultimate petty revenge gift.

 Starting at
\$19.99

Quality Ingredients

 Water-based, body-safe formula

 Dermatologically tested

 Long-lasting, non-sticky

Packaging Options



Gift Box

Premium packaging
with witty messaging




Discrete

Plain packaging for personal use

Key Features




 Hilarious yet functional design

 Social media friendly

 Discreet shipping available

VISUAL IDENTITY

Brand Personality

-  Bold & Unapologetic
-  Witty & Playful
-  Empowering & Authentic

Typography

WANKER

Outfit Bold

Clean, modern, confident

Color Palette



Papaya Orange
#FF8C42



Charcoal Gray
#666666



Clean White
#FFFFFF



Light Gray
#F5F5F5

Icon Style






Clean, minimal, expressive

Package Design









GO-TO-MARKET STRATEGY

1 Viral Launch

-  Social media campaign
-  Influencer partnerships
-  Meme-driven content

2 Market Expansion

-  Retail
-  partnerships
-  Gift market
-  penetration
-  Scale
-  production

3 Brand Evolution

-  Product line
-  extension
-  International
-  expansion
-  Category
-  leadership

Digital-First Approach



TikTok
Viral content



Instagram
Visual storytelling






Twitter/X
Witty engagement



E-commerce
Direct sales

Strategic Partnerships

-  **Influencer Collaborations**
Comedy creators, lifestyle influencers
-  **Retail Partnerships**
Novelty stores, adult boutiques
-  **Event Marketing**
Pop culture conventions, comedy shows

FINANCIALS

Revenue Projections



Key Metrics

15K
Units Year 1

42%
Repeat Purchase Rate

\$35
Customer LTV

Funding Ask

\$100,000
Seed Round



\$ Unit Economics

Retail Price	\$19.99
COGS	\$4.50
Gross Margin	77%

Customer Acquisition

CAC (Digital)	\$8.50
CAC (Viral)	\$2.25
LTV to CAC Ratio	4.1:1

Use of Funds

Marketing	40%
Inventory	30%
Operations	20%
R and D	10%

Please enter content

THE ASK & VISION

Join me if ROI and revenge turn you on

Seed investment 100,000 is mostly marketing.
To make sure establish the brand as industry leader

18 months

Runway

5x

ROI Target

Our Vision

High margin product with cheeky branding
and 100 points to your karma wallet.



Market Leader

Category defining brand



Cultural Impact

Changing conversations

What We Offer Investors



High-margin, scalable business model
80%+ gross margins with low inventory risk



Viral marketing potential
Built-in shareability and social media buzz

5-Year Milestones

Year 2: \$1M ARR

Direct-to-consumer
dominance



Year 3: Retail
Expansion

National retail partnerships

