



# WANKER

PERSONAL LUBRICANT

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

## BUSINESS PLAN

February 2026

CONFIDENTIAL



## THE INVESTMENT THESIS

### 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, \$21.99 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	\$21.99
Gross profit per unit	\$19.99
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 \$21.99 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
<b>Total Startup</b>		<b>\$12,500</b>

### 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
<b>Total Monthly Burn</b>		<b>\$10,650-17,350</b>

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	\$11,000	\$1,000	\$10,000
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
<b>Year 1</b>		<b>6,300</b>	<b>\$138,600</b>	<b>\$12,600</b>	<b>\$126,000</b>

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%
Pro-Rata Rights	Yes

### What Your Investment Gets

Suggested check size: **\$5,000** (common SAFE example amount).

Amount	Equity at \$500K Cap	If Company Hits \$5M
\$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 \$21.99. 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**



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