



# WANKER

## lube

*"When you need a finisher, not a fighter"*



Gag Gift



Petty Shade



Self Care

Pitch Deck

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# THE PROBLEM

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**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.



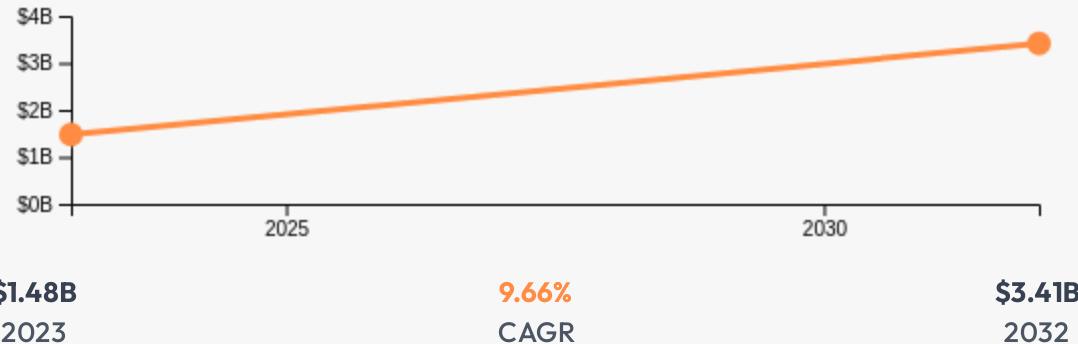
## Humor, Quality, Satisfaction

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

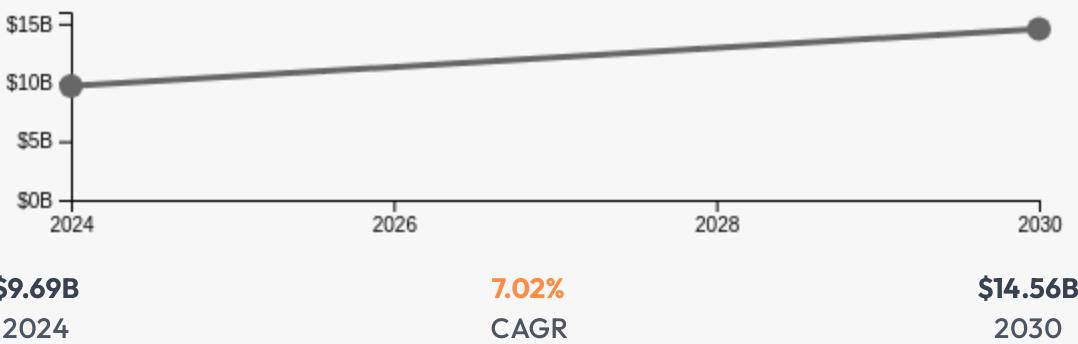
petty-but-functional self-care products (from breakup kits to wipes to affirmations)

# 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

## Unit Economics

Retail Price	<b>\$19.99</b>
COGS	<b>\$4.50</b>
Gross Margin	<b>77%</b>

## Customer Acquisition

CAC (Digital) **\$8.50**

CAC (Viral) **\$2.25**

LTV to CAC Ratio **4.1:1**

Please enter content

## Funding Ask

**\$ 100,000**

Seed Round

## Use of Funds

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

# 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

