



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, \$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

