

WANKER · LUBE



When you need a finisher, not a fighter.

Gag gift · Petty shade · Self care

PITCH DECK

THE PROBLEM

**Breakups suck.
Lube is lube.
Petty revenge isn't monetized
enough.**

Breakups suck.

People want something that feels like relief, not advice.

Lube is lube.

People already buy it. We're changing what it *means*.

Petty revenge isn't monetized.

Etsy breakup baskets, revenge candles, "ex" dart boards — but no brand owns the category **yet**.

THE SOLUTION

Parody with a purpose.

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.

Parody with a Purpose

Leverages viral humor to capture attention while genuine quality earns repeat purchases.

Giftable & Shareable

Same function as a “divorce cake” or breakup playlist — meme-friendly and built for gifting.

Humor, Quality, Satisfaction

A laugh + real functionality + the petty satisfaction of a clever jab at an ex.

M A R K E T O P P O R T U N I T Y

Proven behavior. No category owner.

\$8.3B

Global personal lubricant market (2025)

\$14.6B

Personalized gifting market (2030 est.)

38%

Gen Z gravitate toward emotionally resonant gifts

WANKER sits where gifting + comedy + self-care collide — and turns breakup energy into a product.

T A R G E T A U D I E N C E

The petty ex-partner ecosystem.

The Millennial Survivor

Ages 28-40 · Recently single ·
Values humor & authenticity ·
\$45K-\$85K income

The Gen Z Gifter

Ages 18-27 · Social-savvy · Loves
unique gifts · Embraces bold
brands

The Supportive Friend

Ages 25-45 · Thoughtful gift
buyer · Wants to bring joy and
validation

Same bottle. Two purchase moods.

Base Bottle

METRIC	VALUE
Retail price	\$21.99
COGS (assumed)	\$2.00
Gross margin	~91%

Water-based, body-safe formula · Giftable concept · Discreet shipping

Gift Box / Petty Packaging

METRIC	VALUE
Retail price	\$29.00
COGS (modeled)	\$4.00
Gross margin	~86%

Includes premium gift packaging (modeled +\$2 incremental cost)

Viral launch → retail expansion → category leadership.

1. Viral Launch

Meme-driven content + influencer partnerships across TikTok, Instagram, X.

2. Market Expansion

Gift market penetration, boutique retailers, novelty stores, adult boutiques.

3. Brand Evolution

Product line extensions + international expansion + category leadership.

FINANCIALS

High margin. Low inventory risk. Built for gifting.

Revenue Projections

YEAR	REVENUE
Year 1	\$138.6K
Year 2	\$850K
Year 3	\$2.1M
(Year 1 aligns to the business plan's conservative projection.)	

Key Metrics

METRIC	VALUE
Units Year 1	15K
Repeat purchase rate	42%
Customer LTV	\$35
CAC (viral)	\$2.25
CAC (digital)	\$8.50

Funding Ask

\$100,000

Seed round to fund first production run, marketing ops, and runway to break-even.
Suggested check size: **\$5,000**

USE OF FUNDS	%
Marketing	40%
Inventory	30%
Operations	20%
R&D	10%

Join me if ROI and revenge turn you on.

18 months runway

Fund production + marketing while creator momentum converts.

5x ROI target

High-margin product with a built-in gifting loop.

Category leader

Own breakup revenge as a product category — first mover advantage.

5-year milestones

Year 2: \$1M ARR · DTC dominance

Year 3: Retail expansion · national partnerships

Year 5: Category-defining brand with new SKUs