

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.

MARKET OPPORTUNITY

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.

TARGET AUDIENCE

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

M E T R I C	V A L U E
Retail price	\$21.99
COGS (assumed)	\$2.00
Gross margin	~91%

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

Gift Box / Petty Packaging

M E T R I C	V A L U E
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.

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.

5× 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