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A one of a kind wedding registry supporting small businesses

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Our Goal.

Harness the power of small business to disrupt the wedding registry market.

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Etsy

+

Pinterest

For

Gift Registry

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What We Do.

Knack is an online marketplace that brings together small businesses across the country, and provides them the scale, technology and visibility necessary to compete in the wedding registry space.

Our technology and their unique items will create a registry experience unlike any other available today.

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How We'll Win.

Let couples create unique registries that showcase their personalities.

I. Unique gifts from boutique retailers, artists, and artisans — or anywhere else.

II. Use social collaboration to offer a more personal and engaging registry experience

III. Convenience, flexibility, and simplified returns

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HOME | BROWSE | GIVE | RECEIVE | Sign In

Welcome Family and Friends.

We can't wait for March, and to see all the people we love in one place to celebrate with us. Below is a list of some things we'd love to have in our new home, and also some honeymoon adventures we have planned.

Love, John and Jill

Our Kitchen

Our Table

Our Home

Art We Love

Our Honeymoon

Our Adventures

Our Kitchen

To help us fill the empty cabinets in our new place.

kitchen aid artisan mixer
$299.99

lazy susan
$64.00

stainless 10 piece gourmet set
$699.99

scissors
$12.00

porcelain measuring spoon
$15.00

ice cream scoop
$24.00

strainer
$60.00

meat lovers board (small)
$53.00

dualit lite 2 slice toaster
$79.99

5.5_quart french round ovens
$234.99

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The Team.

Fred McFerran

Chief Executive Officer

- 6 years sales experience at Salesforce and Yammer helping small business apply technology to be more successful .
- Deep understanding of how to build viral businesses through work with David Sacks the CEO of Yammer and former COO of Paypal.

salesforce.com yammer

John Shriver-Blake

Chief Product Officer

- Former MS Program Manager responsible for Office 365 UI
- Led Product Management at Blueprint Systems

Microsoft blueprint knack

Problems & Solutions

The Couple

- Only options are Big box retailers that have no soul
- Already have most of what they need
- Often don't receive the gifts they really want
- Unique Items from boutique retailers, artisans and artists
- Register for travel, charity or just about anything
- No hassle exchanges

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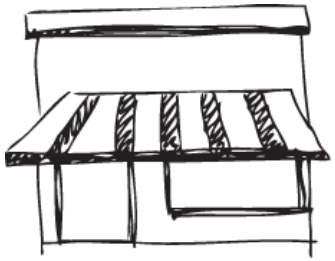
Problems & Solutions



The Partner

Cannot compete with National Retailers

- Lacks Selection
- Relies on out-dated Technology
- Raising awareness about their offering is expensive

- Unites offerings into a complete catalog
- Level the playing field with top of the line technology
- Allow small businesses to team up to raise awareness

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The Opportunity.

1.5 million

U.S. wedding Registries a year

$ 10,000

Average wedding registry value

$ 15 Billion

Annual U.S. wedding registry spending

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Monetization.

$15B Annual U.S. Wedding Registry Spending

6.5% Knack's fee

(Partners pay 10% on sales, couples pay 5% when they opt for cash. Knack pays the 2% credit card fee)

$ 1 Billion Total annual market opportunity

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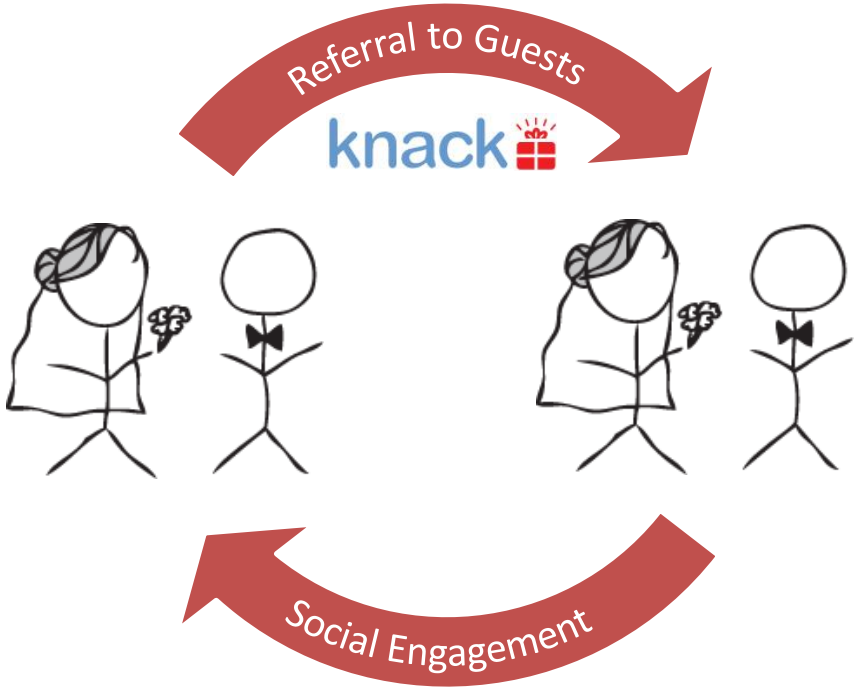
Customer Acquisition.

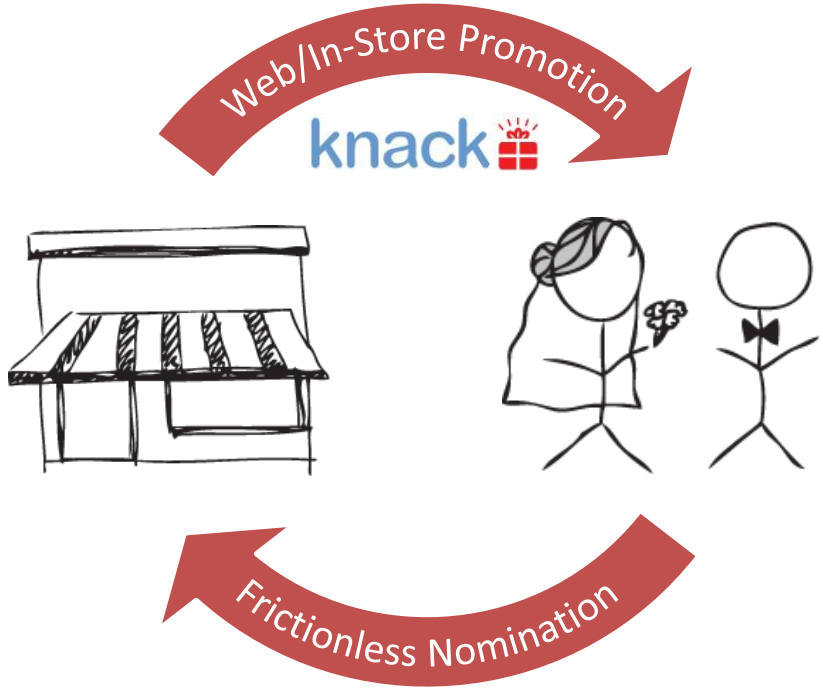
We will achieve capital efficient growth by optimizing referral cycles

With each wedding a large number of guests are referred to Knack.



Users engage with their friends when creating their registry

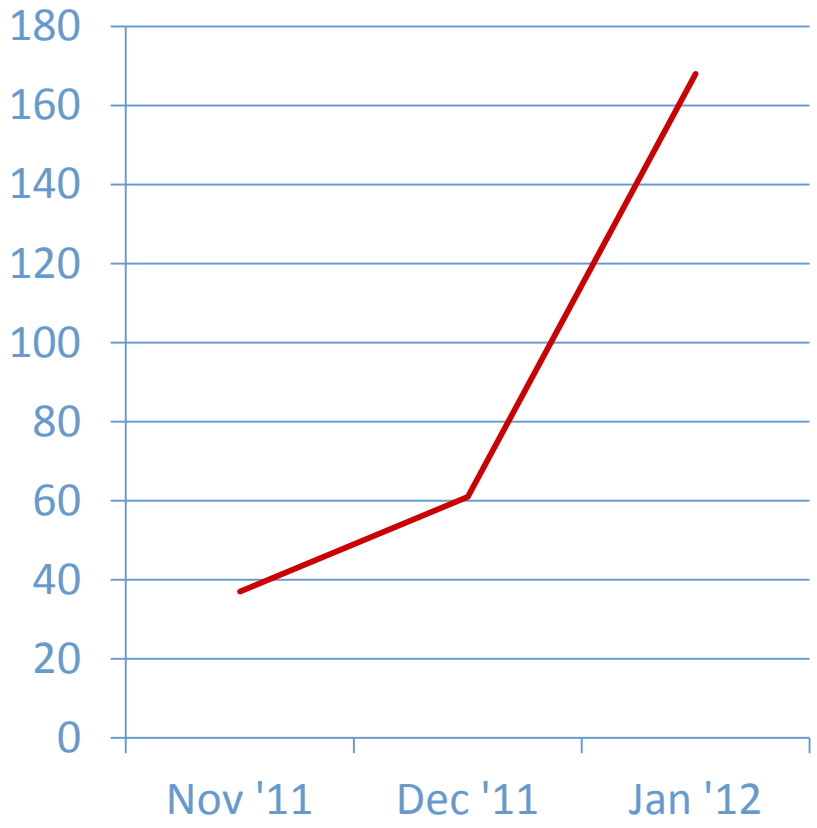
Partners have incentive to share Knack with their customers.



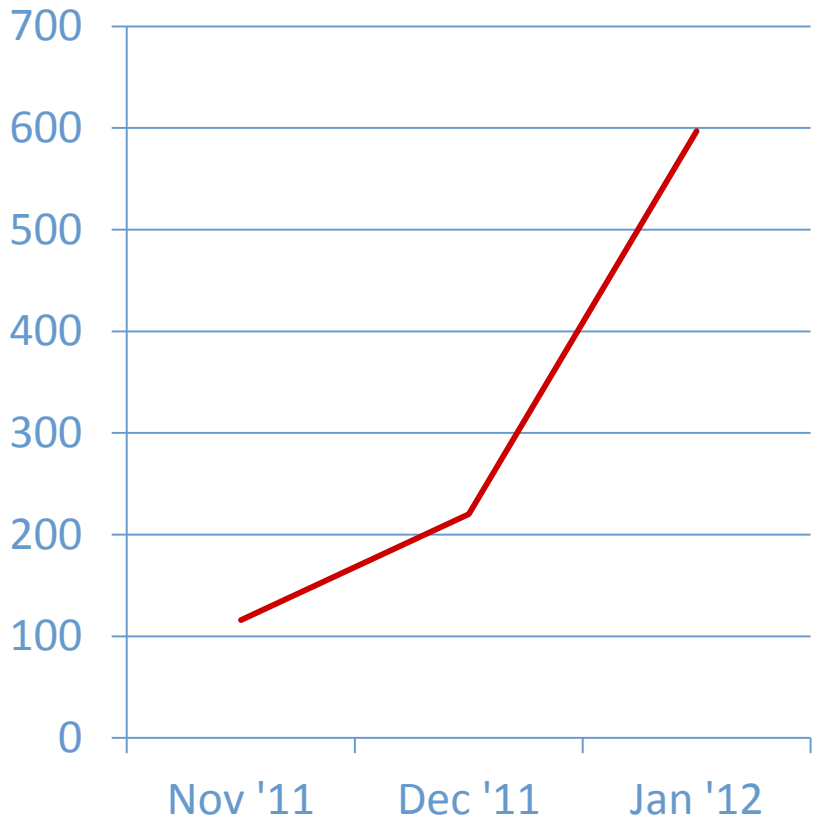
Users will identify potential partners and refer them to Knack

User Traction So Far.

Registrants



Facebook Fans



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Partner Acquisition.

- So far, we acquire partners through limited direct sales.
  - Partners see the value we offer, and with no upfront fees, have nothing to lose.
  - We limit administrative overhead by outsourcing data entry.
  - As our Site and Marketing efforts have improved it has become much easier to attract partners
- Long term, a small inside sales force should be able to meet our partner development goals.

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Our Partners.

60
active partners

675
gifts in the catalog

Hammersmith Copper Cookware

J.K. Adams Co.

Le Souk Ceramique

the Coastal Cupboard

INDEGO AFRICA
INDEPENDENCE · DEVELOPMENT · GOVERNANCE

BRENDAN RAVENHILL

livegreene
good fun stuff that just happens to be green

Tourance

CRAFT COFFEE

EMMA SIMMONS PHOTOGRAPHY

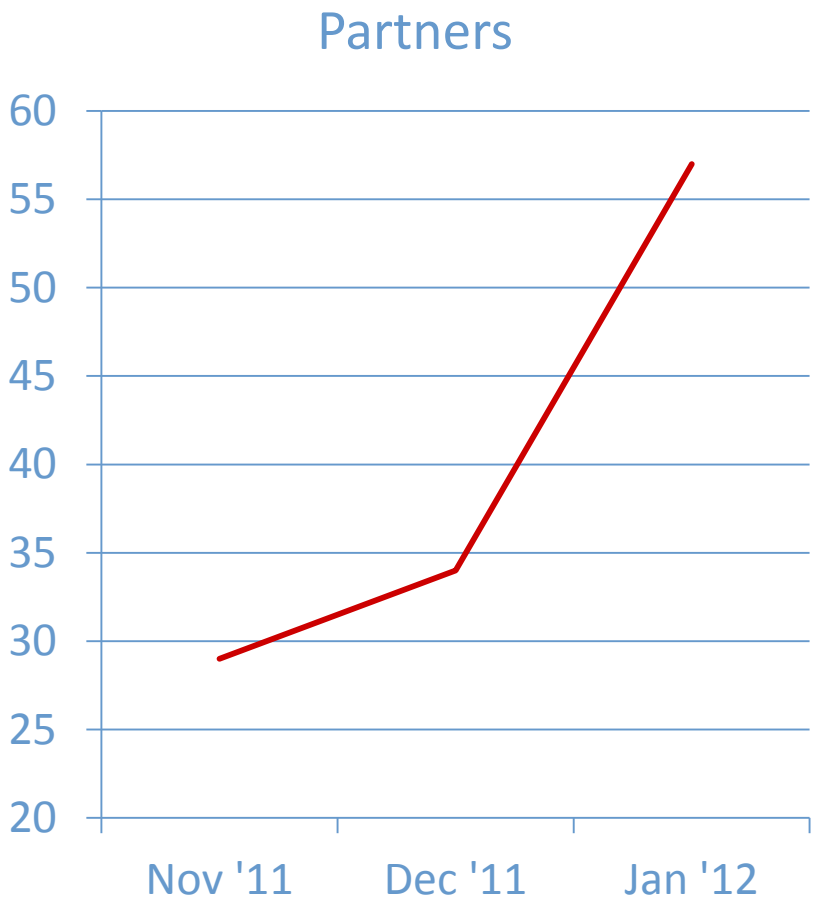
LATTICE STIX

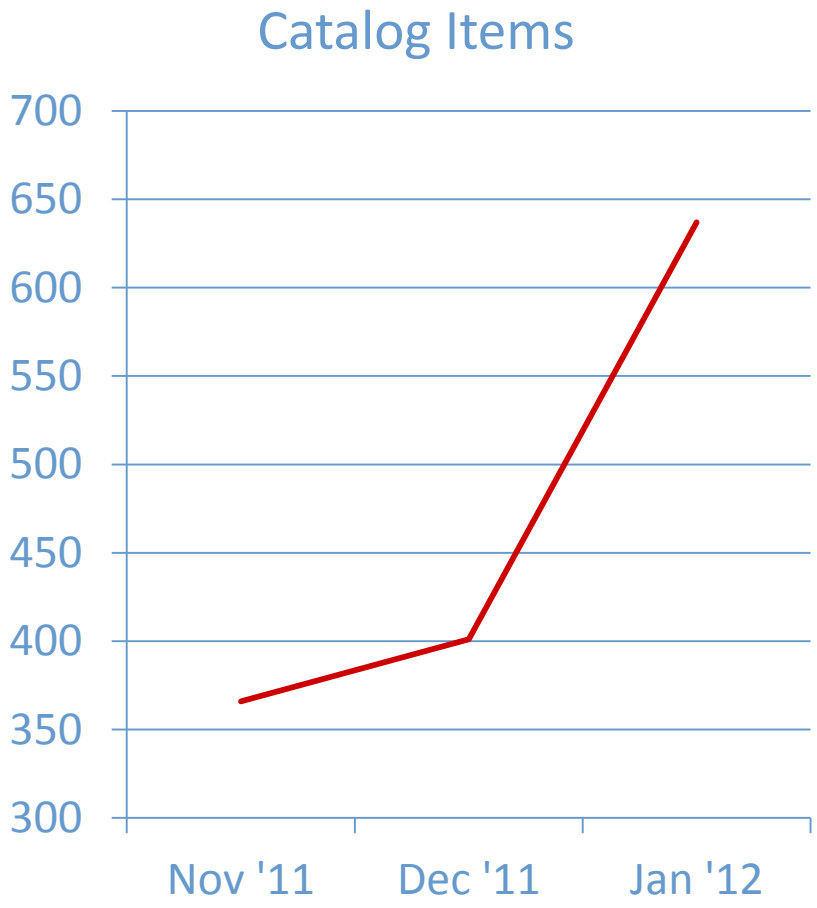
WILLING FOOT

SoySavvy.com

minimal

Partner Traction So Far.





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ROI Model (2012 Projected).

$26 Cost Per Sign-Up

5X

1 of 5 signed up users complete a registry

$125 Cost Per Completed Registry

$10,000 Avg. Total Registry Value

30%

% of registry on Knack

$3,000 Value Of Registry on Knack

6.5%

Knack Fee

$195 Knack Revenue per completed registry

ROI 56%

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ROI Model (2014 Projected).

$26 Cost Per Sign-Up

2.5X

4 of signed up users complete a registry

$63 Cost Per Completed Registry

$10,000 Avg. Total Registry Value

75%

% of registry on Knack

$7,500 Value Of Registry on Knack

6.5%

Knack Fee

$487 Knack Revenue per completed registry

ROI 680%

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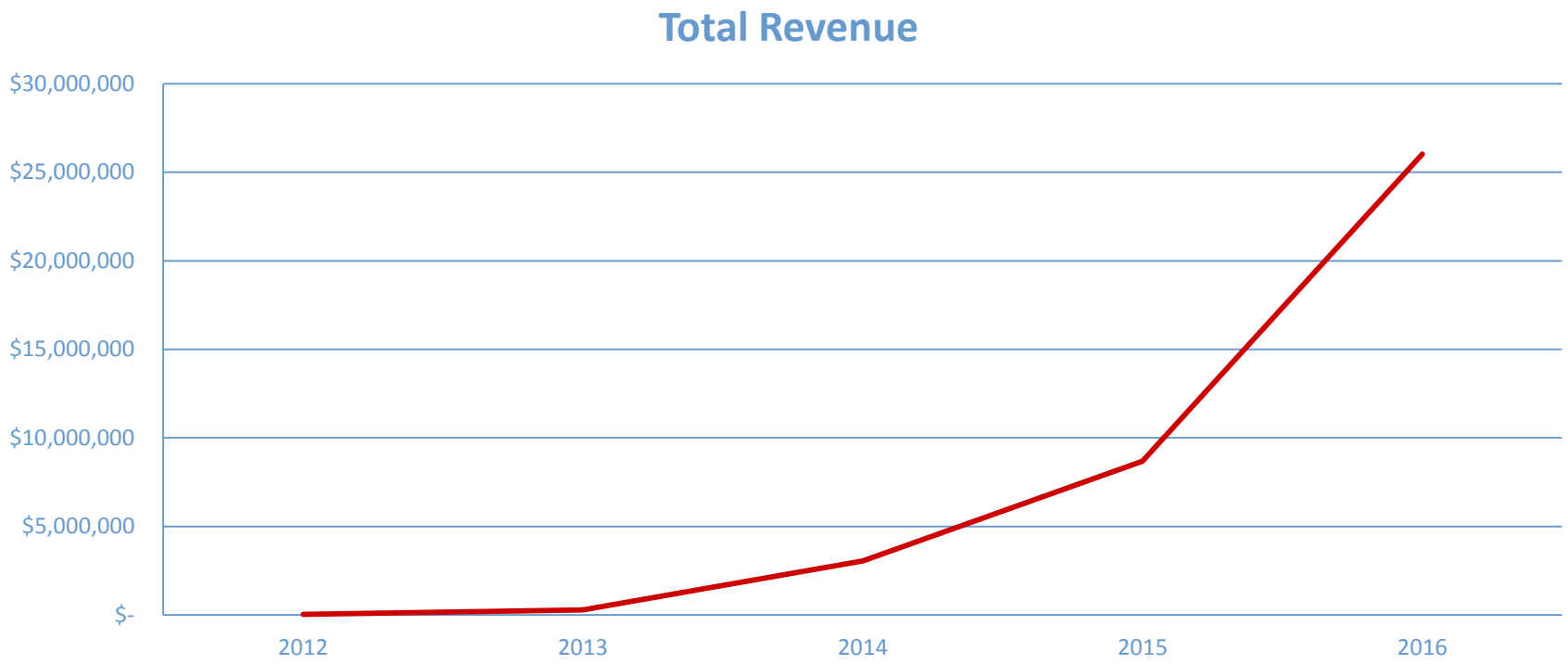
Revenue Projections.



	2012	2013	2014	2015	2016
Market Share	0.03%	0.07%	0.33%	0.67%	2.00%
Registrants	400	1000	5000	10000	30000
Transactions	$600,000	$4,000,000	$37,500,000	$100,000,000	$300,000,000
Revenue	**$41,025**	**$294,500**	**$3,056,250**	**$8,675,000**	**$26,025,000**

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Goals for the next year.

- Product
  - Expand development& design capacity
  - Iterative UX, scale, and supportability improvements
  - Implement the "Social Registry"
- Operations
  - Ramp up support to meet needs of our 2012 users
- Marketing and PR
  - Engage outside consultants to improve marketing and PR efficiency
  - Ramp up Advertising, Social Marketing and PR
- Partner Development
  - Continue direct sales efforts

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The Social Registry

1. Create a rich visual registry board with unique gifts from our partners, or gifts from anywhere on the internet.

2. View the design boards of friends, and taste makers for inspiration.

3. Invite friends to the service to build their own boards and help you with yours.

4. Transition your board into a registry hosted on Knack, we will source the items we can to our small business partners

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Funding.

We are seeking $450k to fund Knack's next year of operation.

- $130K Product
  - Full Time Engineer:
  - Part Time Designer
  - Hosting and Tools
- $70K Operations
  - 1 Full Time employee (Admin, Customer, Support, Copyediting)
  - Co-Work Space
  - Legal/Accounting
- $120K Marketing & PR
  - Marketing Consultant
  - PR Consultant
  - Promotion Budget
- $130K Founders Salaries

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Learn More.

Visit Us:

www.knackregistry.com

angel.co/knackregistry-com

Contact Us:

fred@knackregistry.com

john@knackregistry.com

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