

knack



A one of a
kind wedding
registry supporting
small businesses



knack 

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.

Etsy



Pinterest

For



Gift
Registry

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

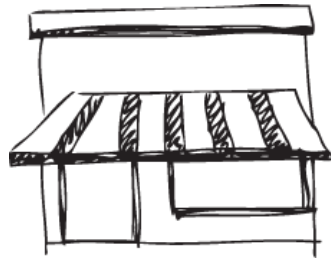
Problems & Solutions



The Couple

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

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

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

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)

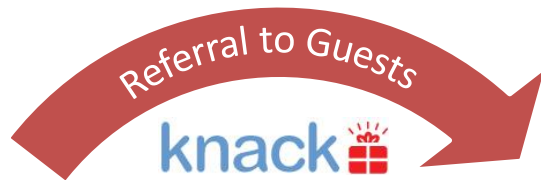
\$ 1 Billion Total annual market opportunity



Customer Acquisition.

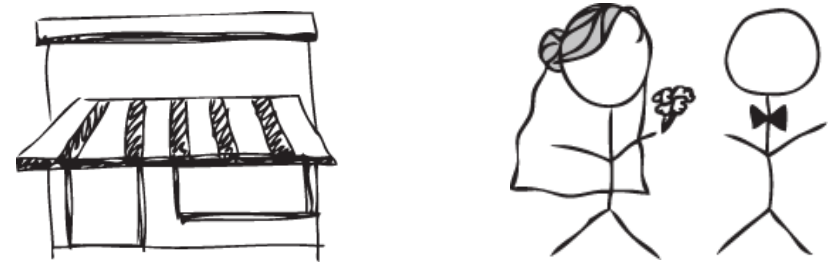
We will achieve capital efficient growth by optimizing referral cycles

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

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
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Learn More.

Visit Us:

www.knackregistry.com

angel.co/knackregistry-com

Contact Us:

fred@knackregistry.com

john@knackregistry.com