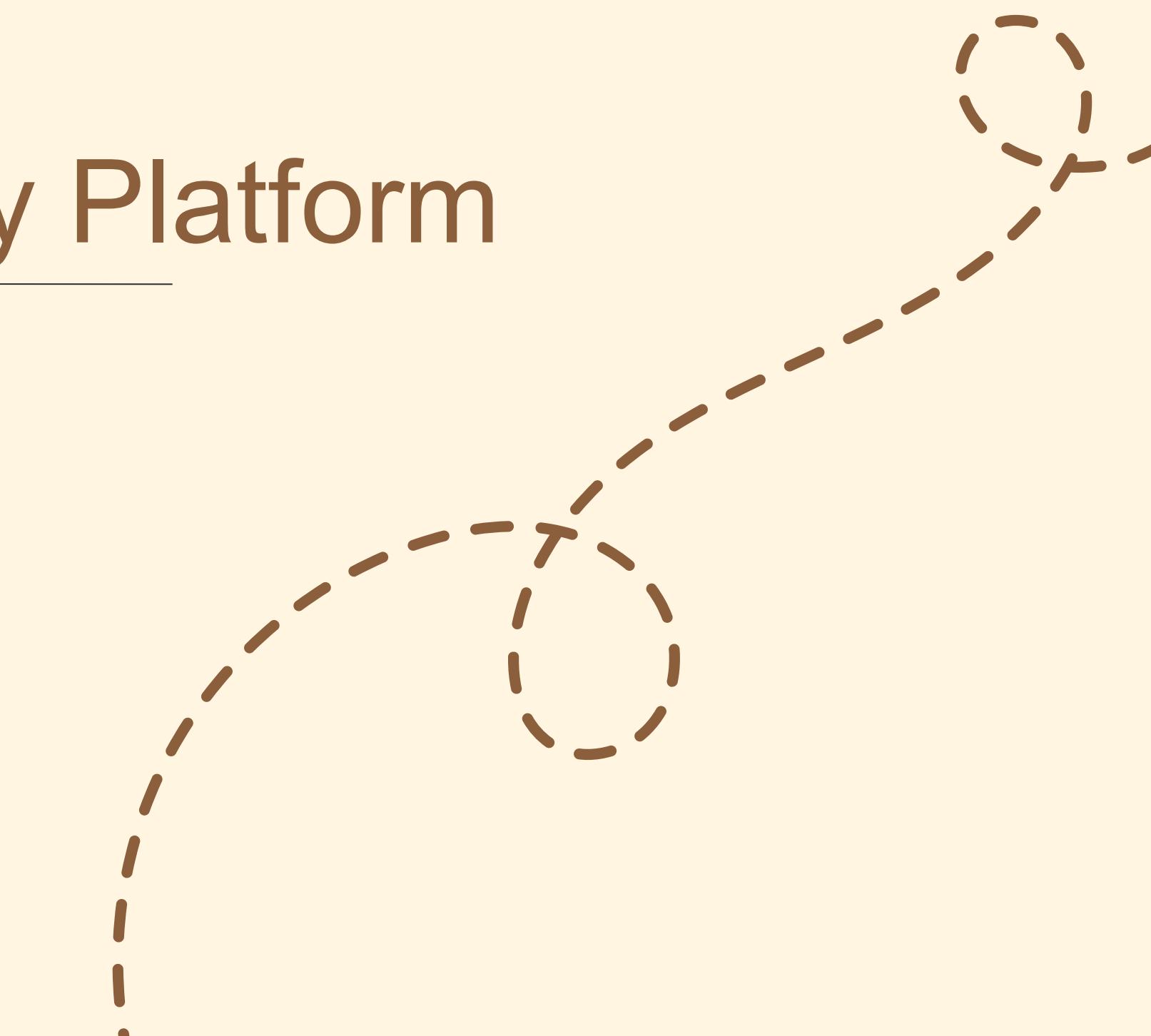


# Knitting Community Platform

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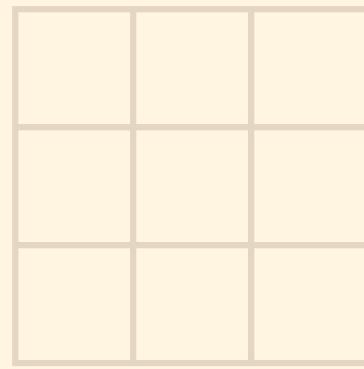
Knit To Knit

April, 2025



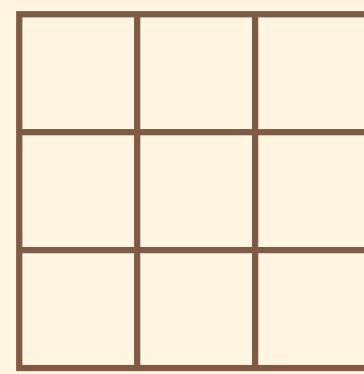
# Key Knitting Challenges?

Knit To Knit



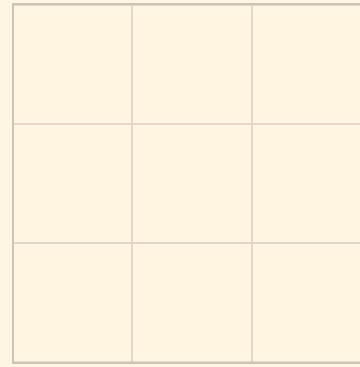
# Key Knitting Challenges?

Knit To Knit



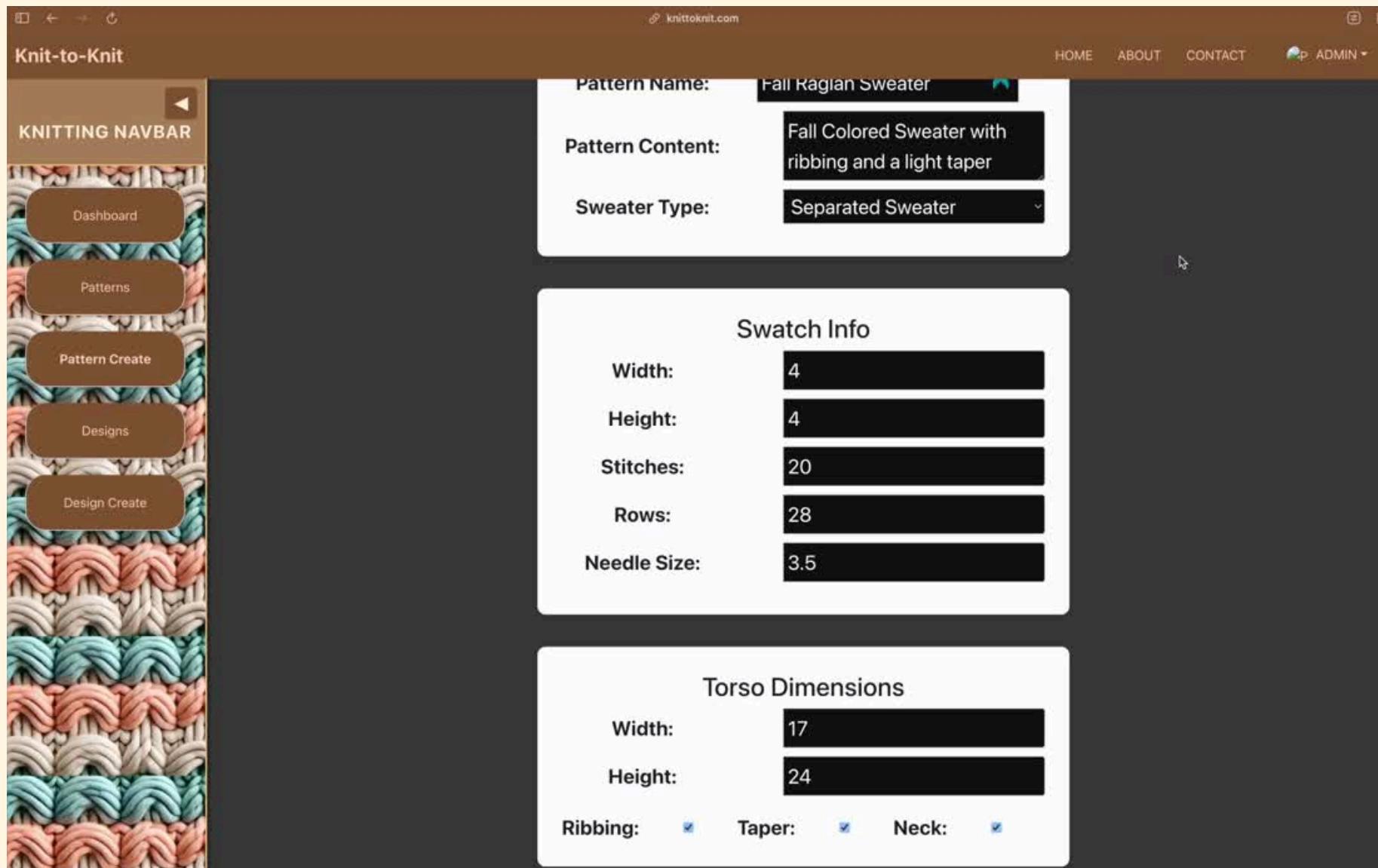
# Key Knitting Challenges?

Knit To Knit



# Knit To Knit

What do we provide?

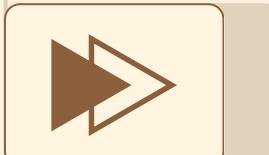


## Mission Statement

Knit to Knit strives to be the world's largest collection of knitters, by providing a platform with easy to use services, from creating, designing, to resizing, exporting, and visualizing patterns. We want to build a marketplace with thousands of user-owned patterns that people can use to profit off of their own creations. We support an environment where beginners and experts alike can fully use their creative skills to build their dream patterns without worrying about complex calculations.

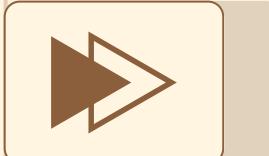
# Knit To Knit

What do we provide?



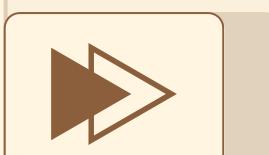
## Community

Building a platform to bring a community together.



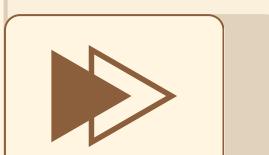
## Easy Pattern Creation

Enables all types of users to create and design their own unique patterns.



## Easy Pattern Exporting

Handles the complex math, to support the creativity of our users.



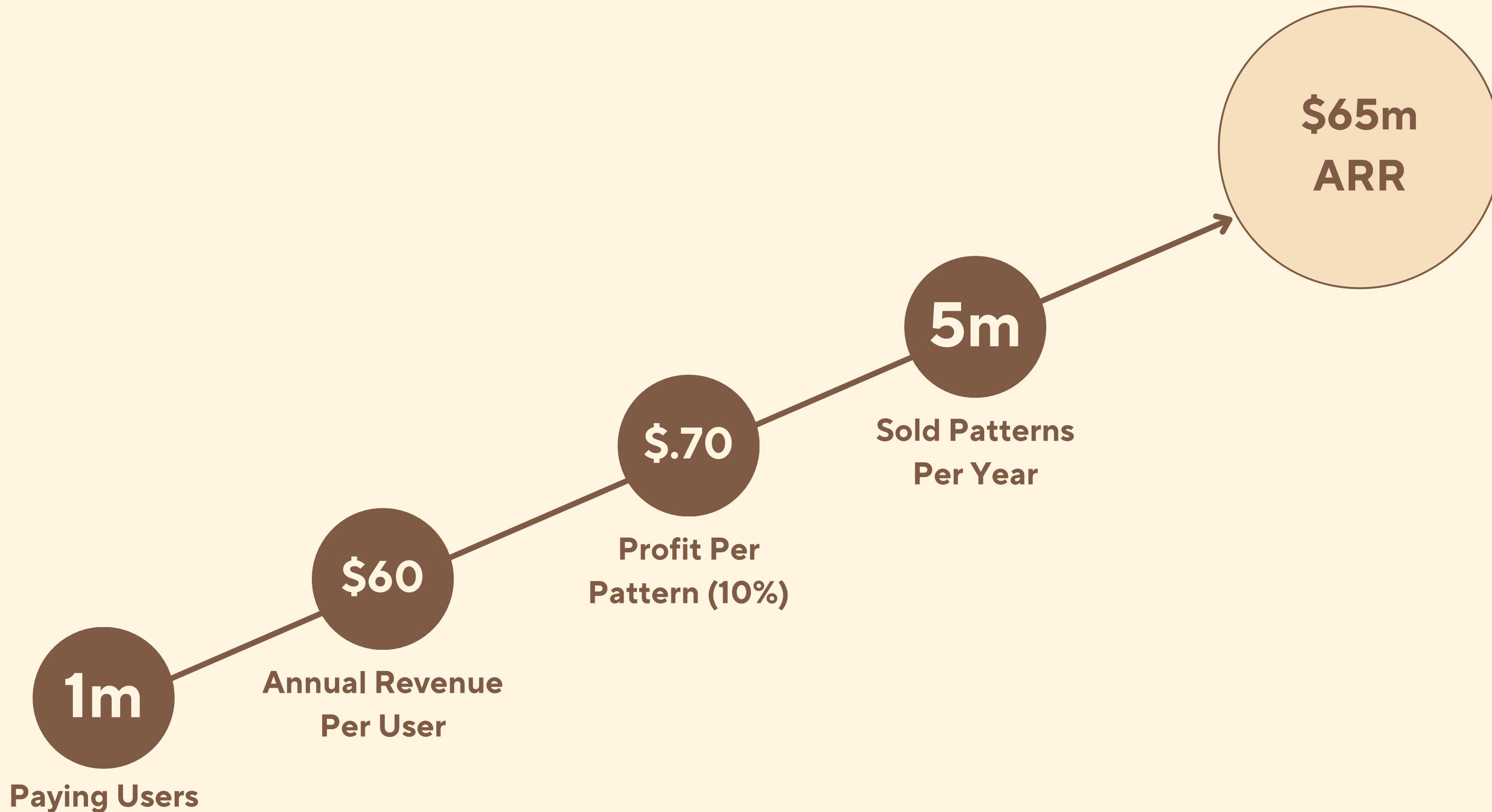
## User Income Producing Platform

Provides an opportunity for users to profit off pattern sales to other users.

# Market Opportunity

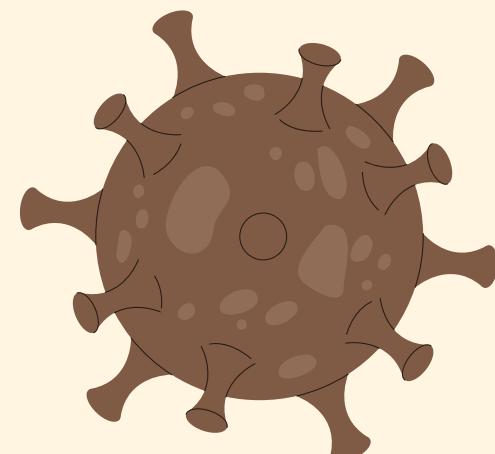


# Business Model

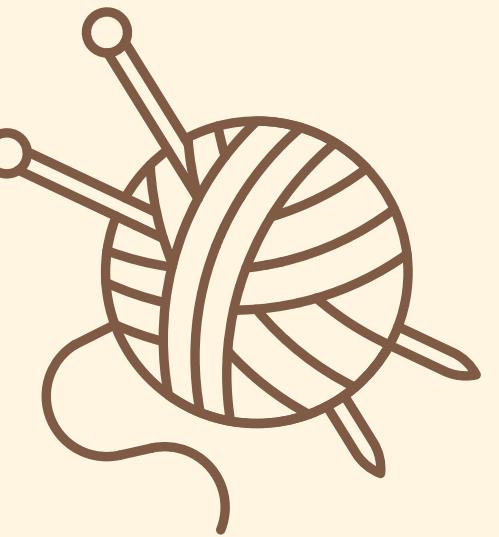
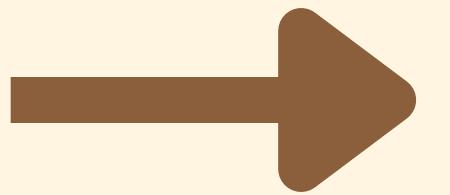


# Why Now?

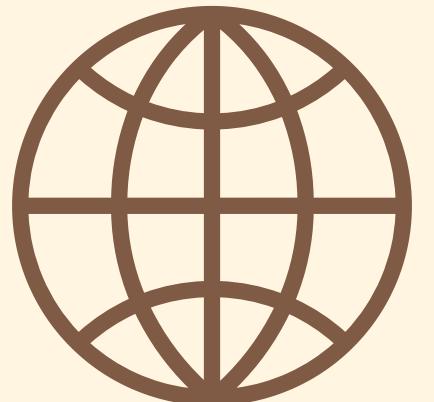
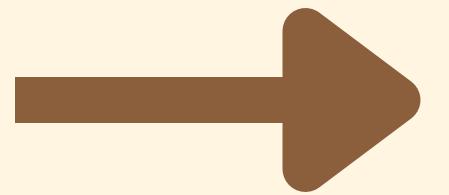
Knit To Knit



Covid 19



Rise in New  
Knitters



Growing Online  
Knitting Community



Increased Audience

# Competitive Landscape

**Knit To Knit**

**Fully Customizable Patterns**

**Website Platform (smooth)**

**Design and Marketplace**

**Knitrino**

**Limited Pattern Editing**

**Mobile Only (glitchy)**

**Pattern Design Only**

**KnitAnything**

**Two Pattern Options**

**Website Platform (no editor)**

**Pattern Design (no color)**

# Thank You

[KnitToKnit.com](http://KnitToKnit.com)

# Reference Diagrams

# Pricing Plan

## Tiers

Free Tier

Basic Tier

Premium Tier

A trial to see the benefits of knit to knit.



One Active Pattern, One Saved Pattern.

Can export and resize pattern for minor cost.

Free Tier

Basic Tier

Premium Tier

Basic Plan: Access to most features of knit to knit.



Three Active Patterns, Five Saved Patterns.

Free Exporting and Resizing, (15%) off of Paid Add-ons.

Free Tier

Basic Tier

Premium Tier

Premium Plan: Full access to all features of knit to knit.



Unlimited Active Patterns, Ten Save Patterns.

Free Exporting and Resizing, (25%) off of Paid Add-ons.

(\$4.99/Month)  
(Free-Trial 7 Days)

(\$7.99/Month)  
(Free-Trial 7 Days)



Export Pattern: \$0.99



Resize Pattern: \$0.99



Additional Saved Pattern: \$3.99

# Short-Term Potential Revenue

Knit To Knit



## Statistics

### 2020 - Forbes

- About 45 Million Americans know how to knit or crochet.
- A third of those buy knitting supplies at least once each month.

### 2016 - AFCI

- A global market worth of 2.79 billion.
- 28.8 million American knitters and crocheters.

Due to covid Knitting spiked in 2020, as a result those numbers may be a little off, but we have at a minimum about a market of Knitters and Crocheters of 30 million.

This means that we have around a target market of around 15 million Knitters.

If 1 % of this market were to subscribe to our basic plan at \$4.99 a month, that is \$1,497,000 a month.

# Growth Potential

Knit To Knit



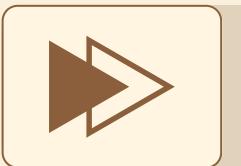
## Online Supply Store

Offers a place to purchase supplies.



## Multi-Language Support

To provide services globally.



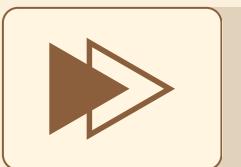
## Importing Patterns

Use Gen AI to read written patterns and present an estimation to the user.



## Custom Pattern Types

To expand the capabilities of Knit To Knit and allow custom base templates to be created.



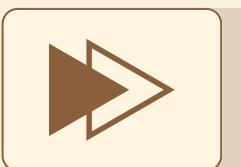
## Knitting Home Kits

Provides easy packages for people who are starting to knit or for specific patterns.



## Knitting Advertisements

Keep advertising only knitting related and only for free plan users.



## Knitting Courses

Offers courses to teach beginners and increase retention rate of new clients.