

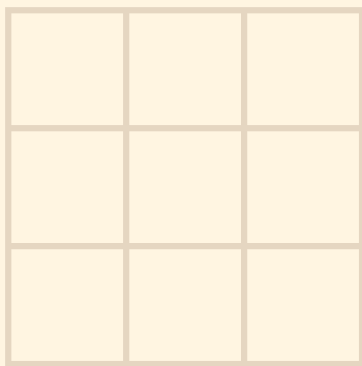
Knitting Community Platform

A decorative dashed line in a brown color starts from the bottom left, curves upwards and to the right, passing through two dashed circles, and continues towards the top right corner of the slide.

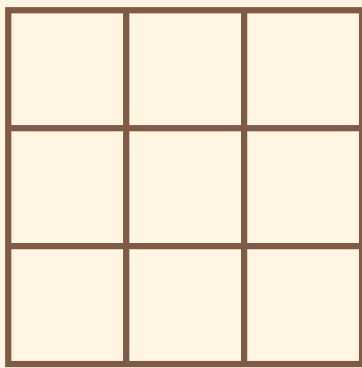
Knit To Knit

April, 2025

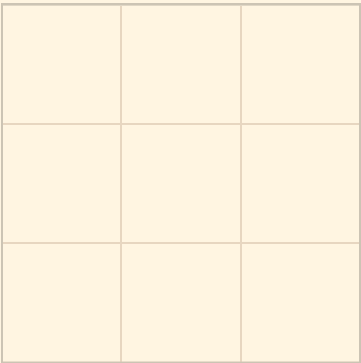
Key Knitting Challenges?



Key Knitting Challenges?

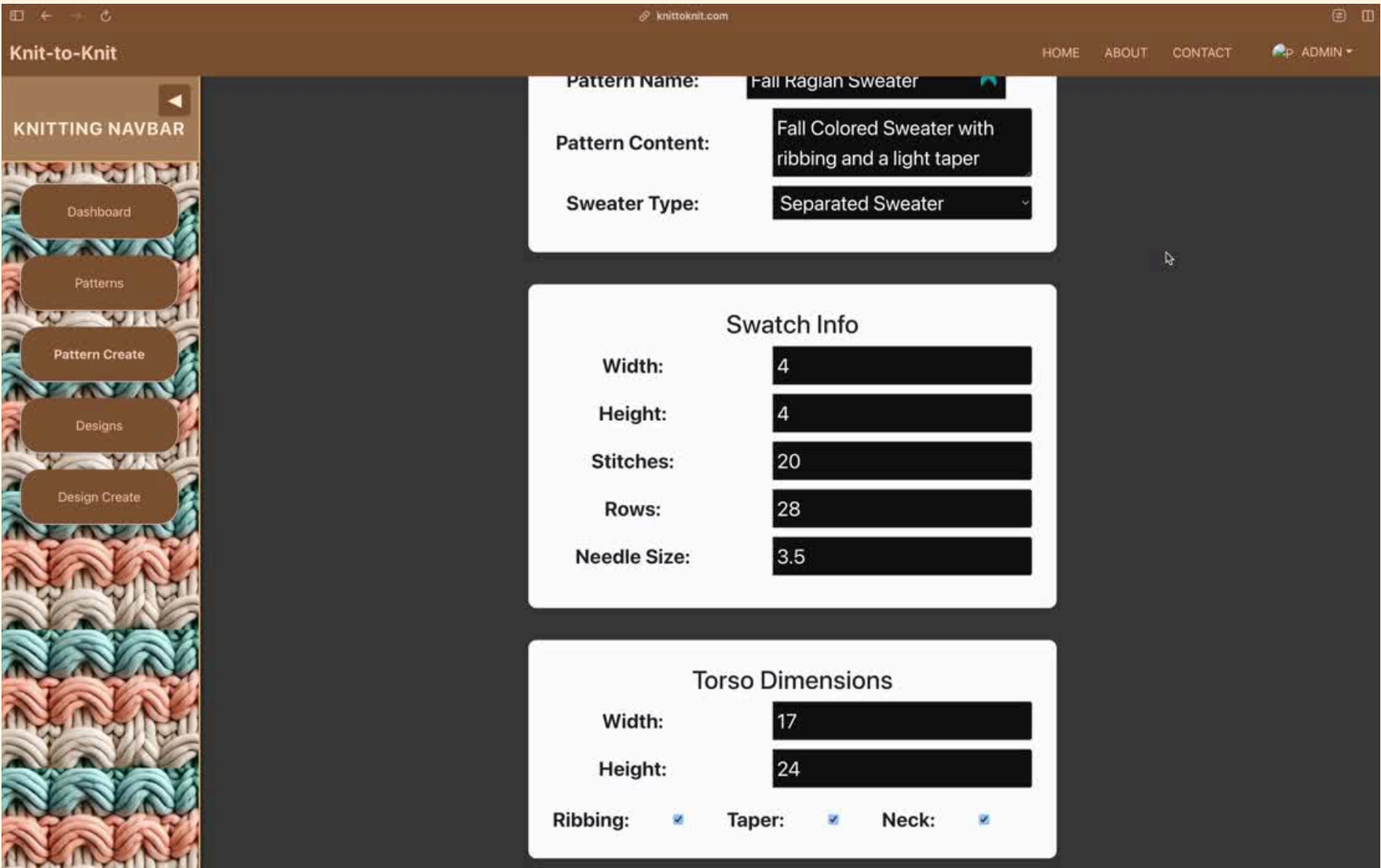


Key Knitting Challenges?



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.

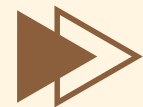
Knit To Knit

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

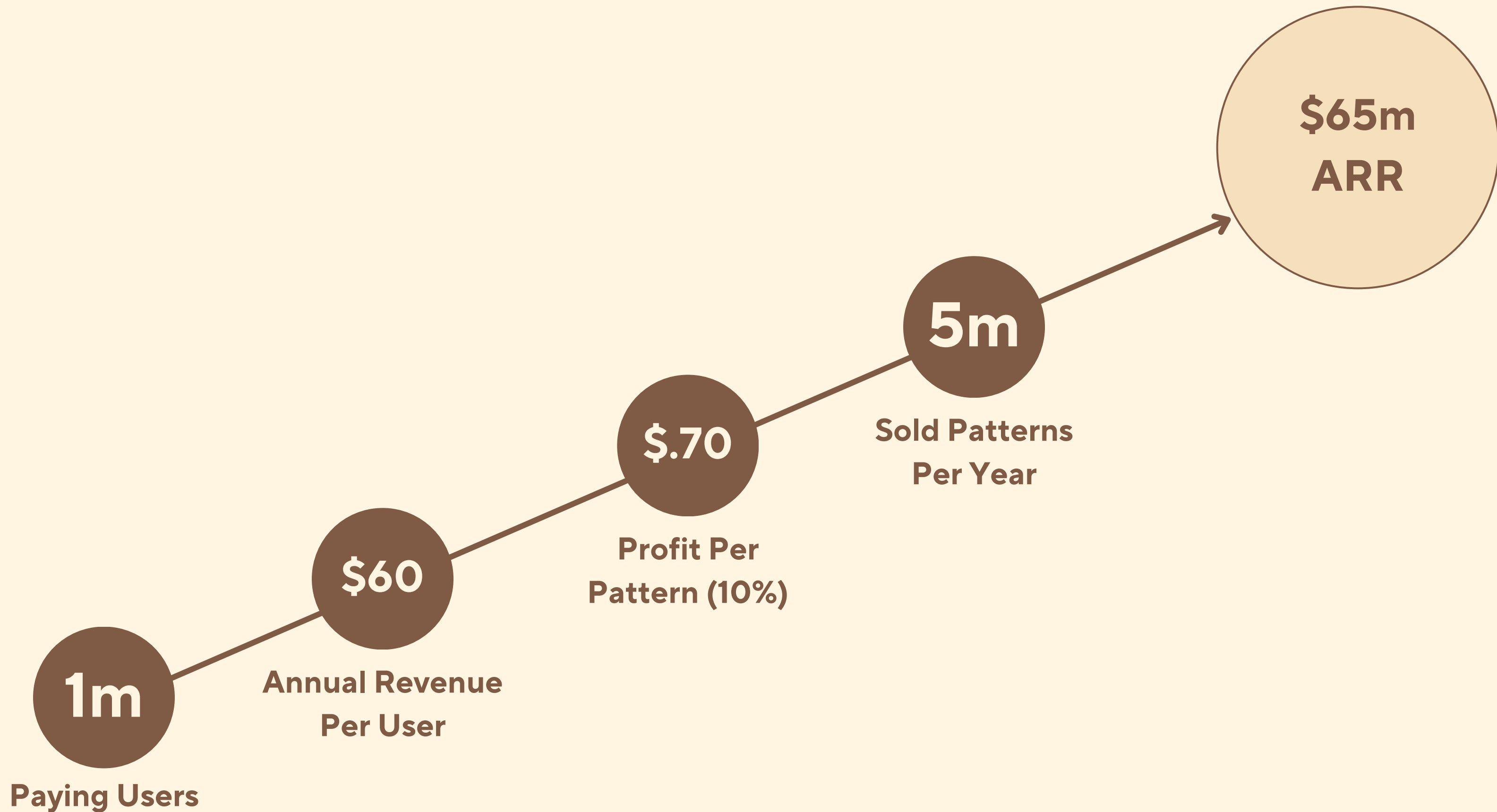
Provides an opportunity for users to profit off pattern sales to other users.

Market Opportunity



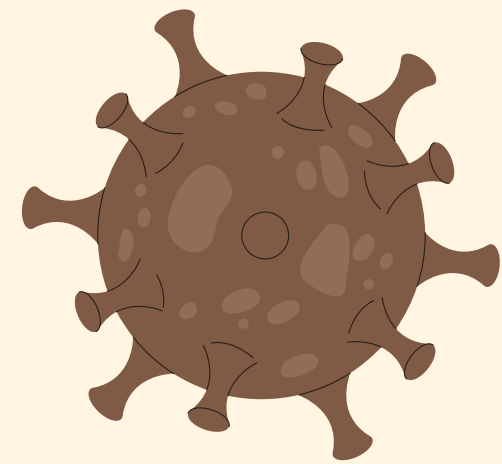
Business Model

Knit To Knit

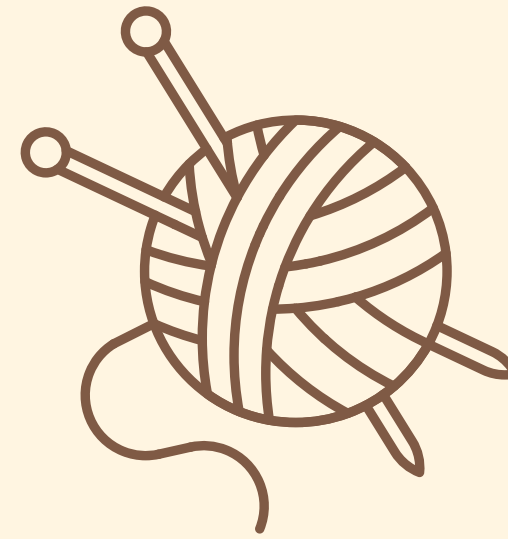
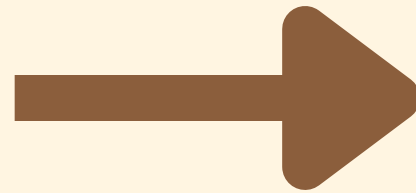


Why Now?

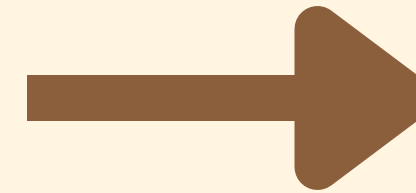
Knit To Knit



Covid 19



**Rise in New
Knitters**



Increased Audience



**Growing Online
Knitting Community**

Competitive Landscape

Knit To Knit	Knitrino	KnitAnything
Fully Customizable Patterns	Limited Pattern Editing	Two Pattern Options
Website Platform (smooth)	Mobile Only (glitchy)	Website Platform (no editor)
Design and Marketplace	Pattern Design Only	Pattern Design (no color)

Thank You

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.			(\$4.99/Month) (Free-Trial 7 Days)
	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.			(\$7.99/Month) (Free-Trial 7 Days)

Addons

- Export Pattern: \$0.99
- Resize Pattern: \$0.99
- Additional Saved Pattern: \$3.99

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

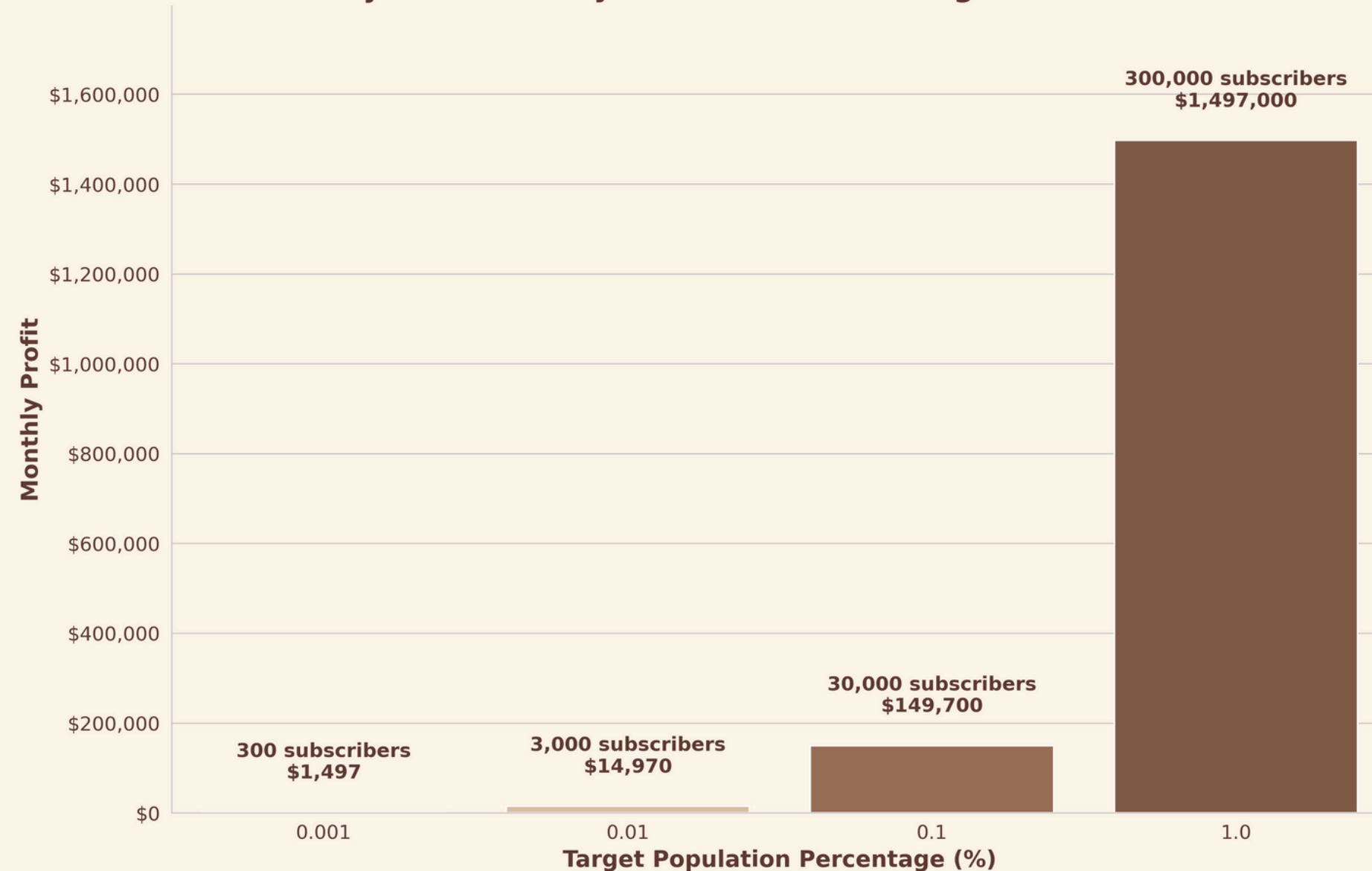
- A global market worth of 2.79 billion.
- 28.8 million American knitters and crocheters.

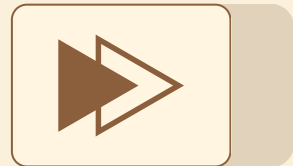
Due to covid Knitting spiked in 2020, as a result those numbers may be a little off, but we have at a minimum about a market of Knitters and Crocheters of 30 million.

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.

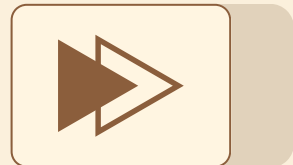
Projected Monthly Profit at Various Target Percent Rates





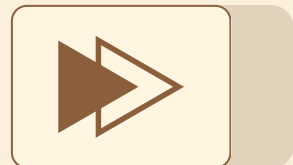
Online Supply Store

Offers a place to purchase supplies.



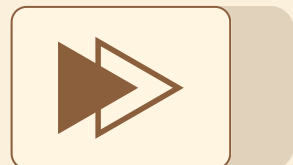
Importing Patterns

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



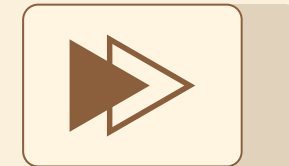
Knitting Home Kits

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



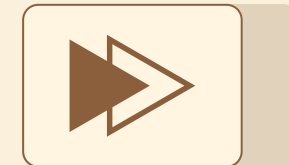
Knitting Courses

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



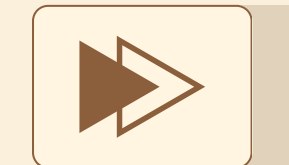
Multi-Language Support

To provide services globally.



Custom Pattern Types

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



Knitting Advertisements

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