



团团Go

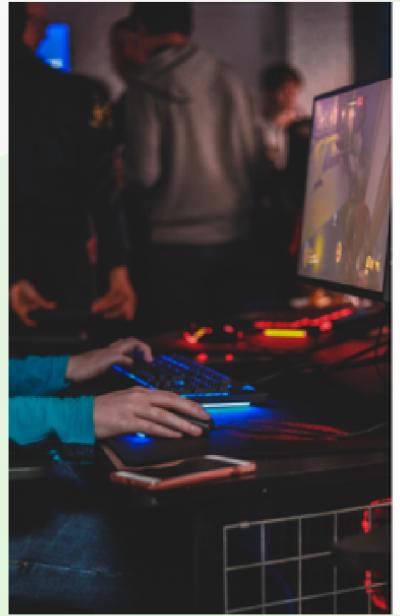
团团GO



A second-hand "谷子" trading platform

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Intro



Mobile
games

Otome (maiden)
game

Soft game
merch

Problems → and Solutions

Buyers: have trouble
finding game merch

Database & Filter

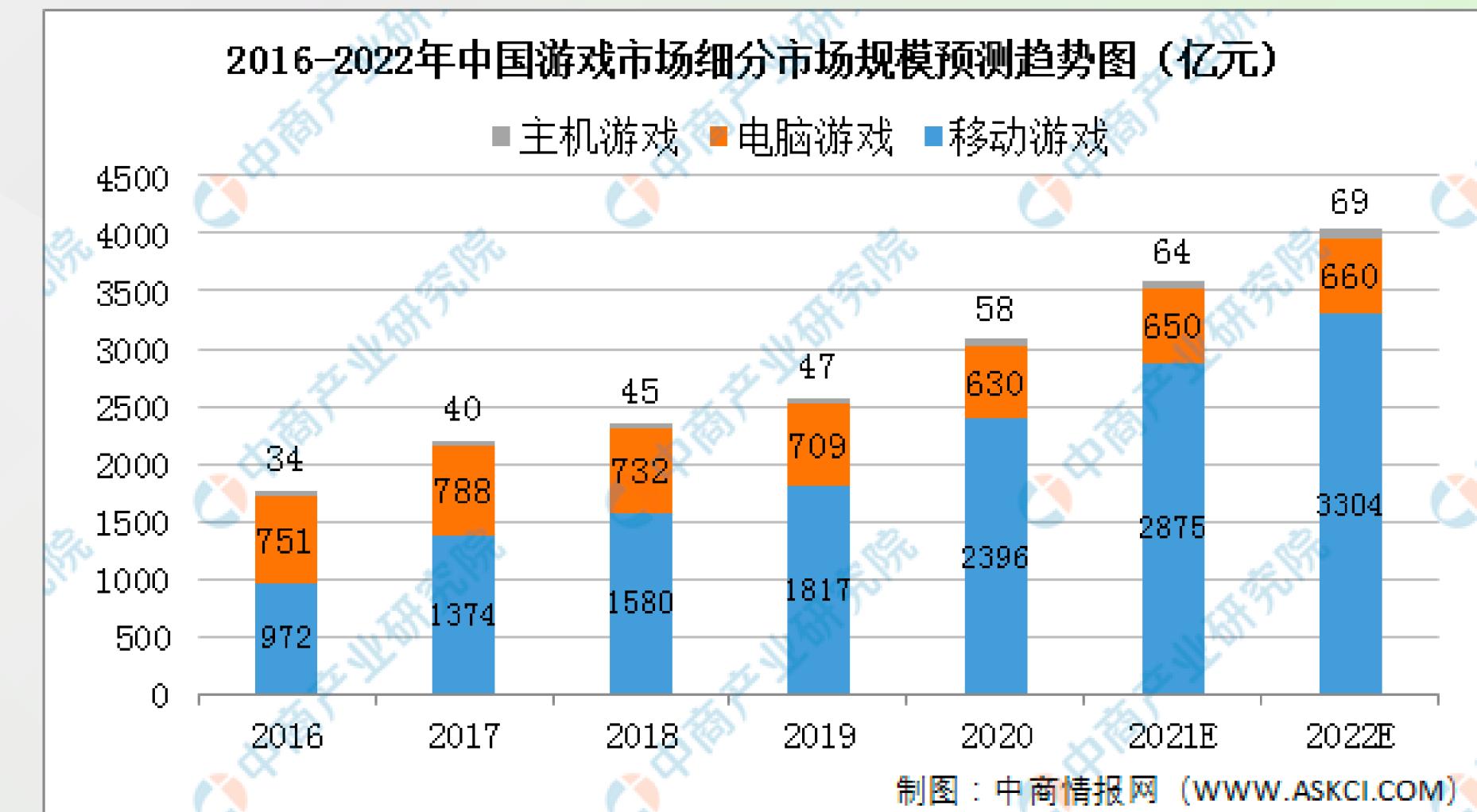
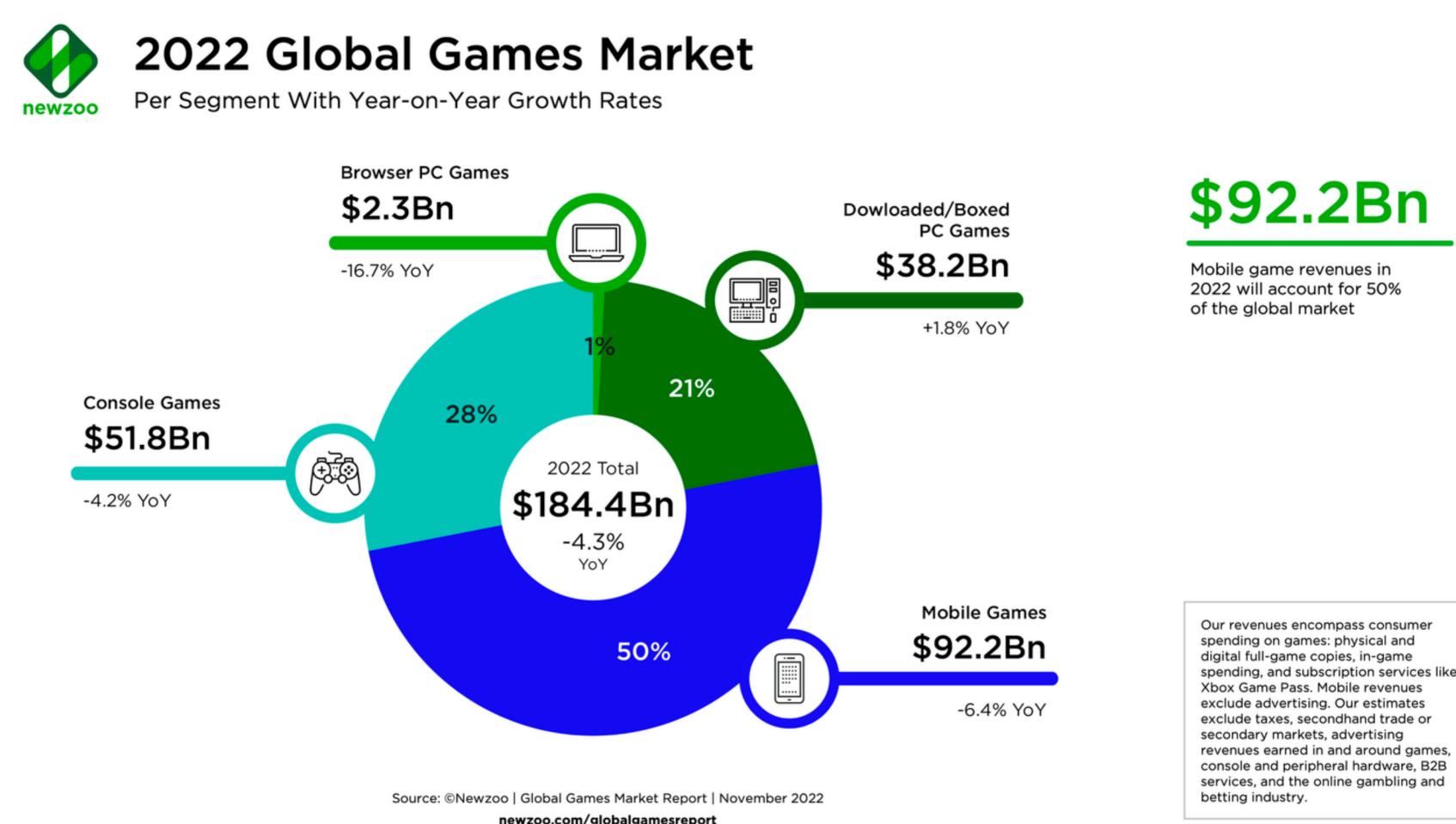
Sellers: cannot find
customers

Exposure

Buyers: spend too
much due to bundled
products etc.

Group buying

Market analysis: mobile game



Source: Newzoo

Source: 中商产业研究院

Market analysis: otome game



Source: 中国音数协游戏工委

Source: 中国音数协游戏工委

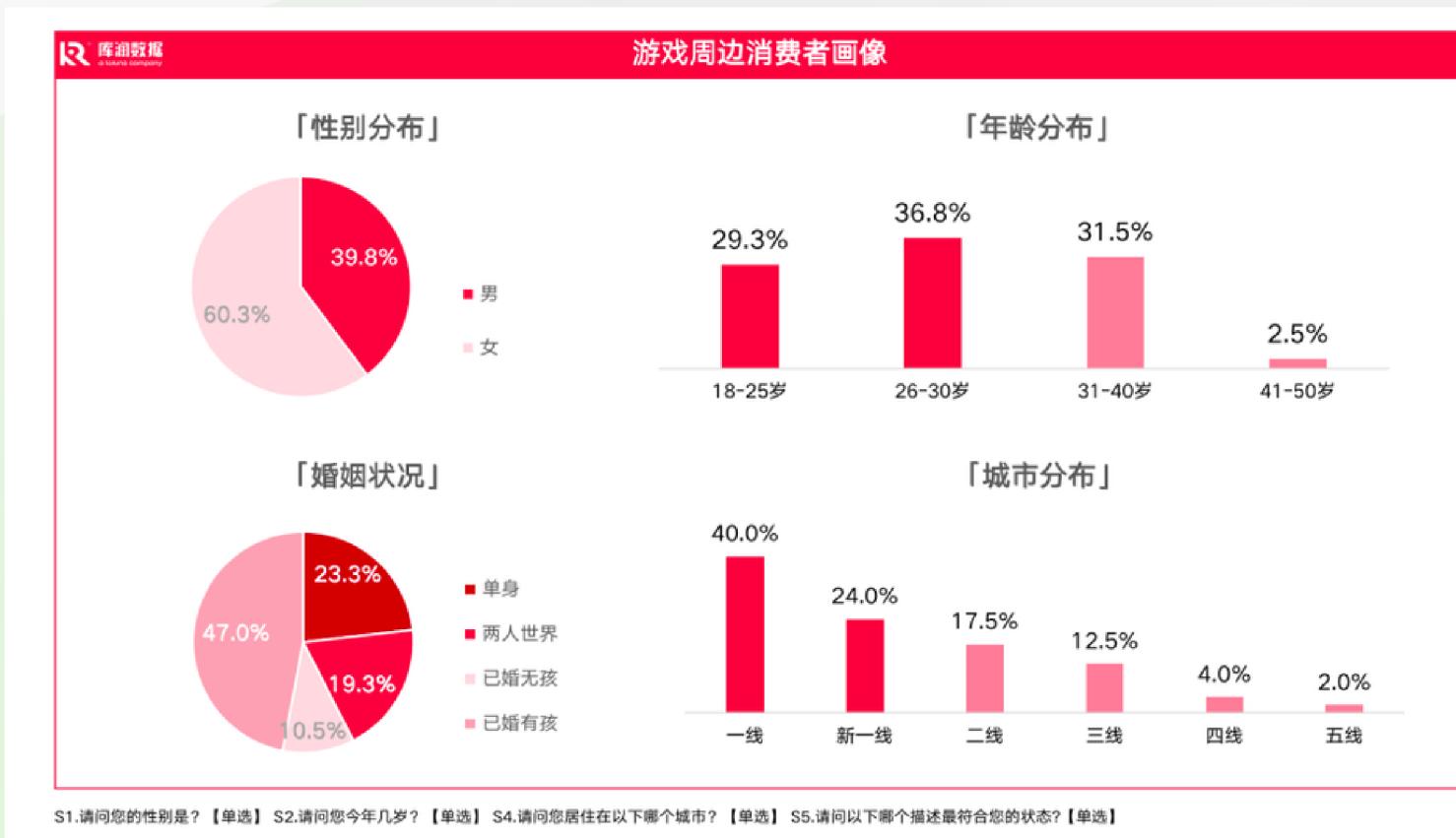
Market analysis: otome game

Big four Chinese
otome games

游戏	公司	发行日期	近一年iOS端收入预估/亿元
恋与制作人	叠纸	2017.12.20	/
未定事件簿	米哈游	2020.7.30	1.05
时空中的绘旅人	网易	2020.10.23	0.62
光与夜之恋	腾讯	2021.6.24	3.32

Source: 七麦数据

Market analysis: game merch



游戏TOP天猫旗舰店店铺最高坑产商品TOP10

制表: 靠谱二次元 (公众号ID: kpACGN) 数据统计周期: 5.27-6.27

店铺	宝贝信息	预估月坑产 (元)	月付款人数	价格 (元)	类型
原神旗舰店	凝光·掩月天权Ver.1/7静态手办	12,685,761	11979	1059	手办
mihoyo旗舰店	希儿·摇曳猫尾1/7手办尾款	4,788,424	8738	548	手办
光与夜之恋旗舰店	爱意微醺香槟杯礼盒	3,340,792	19768	169	餐具厨具
mihoyo旗舰店	八重樱1/7手办绮罗幻梦Ver.尾款	3,069,186	3414	899	手办
原神旗舰店	提瓦特动物园系列玩偶·魈	2,747,411	18439	149	玩偶
叠纸心意旗舰店	许墨生日主题套戒——逐色倾蝶	2,035,176	7116	286	首饰
mihoyo旗舰店	未定事件簿官方设定集	1,437,701	9649	149	设定集
光与夜之恋旗舰店	繁花与序章系列亚克力装饰画	1,338,533	22687	59	装饰品
光与夜之恋旗舰店	繁花与序章系列角色立牌	863,070	13278	65	装饰品
mihoyo旗舰店	【崩坏3】琪亚娜1/7手办薪炎之律者Ver.	839,400	2798	300	手办

Source: 库润数据

Source: 靠谱二次元

A simple calculation for 光与夜之恋旗舰店: ¥2377144 last month

Competition

Direct Competitors	Indirect Competitors
<p>Products that focus on merch</p> <ul style="list-style-type: none">• 千岛	<p>Mainstream (second-hand) shopping sites</p> <ul style="list-style-type: none">• 淘宝• 闲鱼

Competitive Advantages

Competitive Advantage 1

Focus on the mobile otome game merch

Competitive Advantage 2

Database with original price, release date, characters, etc.

Competitive Advantage 3

Friendly to both buyers and sellers

Competitive Advantage 4

Group buying



<https://dev-tuantuango.pantheonsite.io>

Product

Searching for goods



周边分类



全部

[点击前往](#)



未定事件簿

[点击前往](#)



光与夜之恋

[点击前往](#)



时空中的绘旅人

[点击前往](#)



恋与制作人

[点击前往](#)

Information

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全部
未定事件簿
光与夜之恋
时空中的旅人
恋与制作人

官谷图鉴

Home / 官谷图鉴



光与夜之恋

逐影流光系列-

4月 16, 2023

产品种类: 产品尺寸: 原价: 角色: 作品: 光与夜之恋 参考链接:
<https://weibo.com/688...>

READ MORE →
te.io/goodslist/



光与夜之恋

齐司礼2021生日系列-

4月 16, 2023

产品种类: 产品尺寸: 原价: 角色: 作品: 光与夜之恋 参考链接:
<https://weibo.com/688...>

READ MORE →



光与夜之恋

长梦烬余痕系列-

4月 16, 2023

产品种类: 产品尺寸: 原价: 角色: 作品: 光与夜之恋 参考链接:
<https://weibo.com/688...>

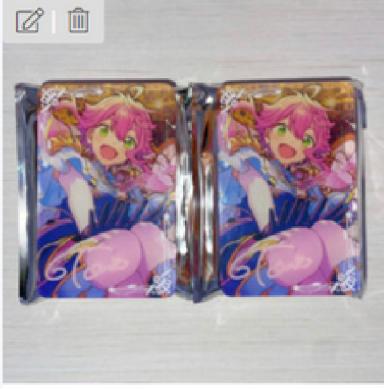
READ MORE →

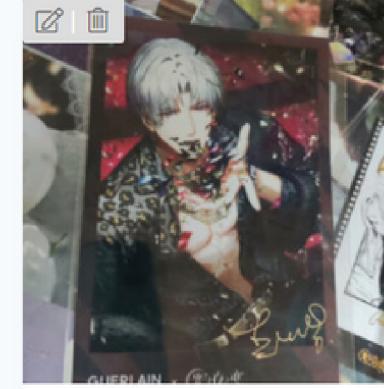
Goods list

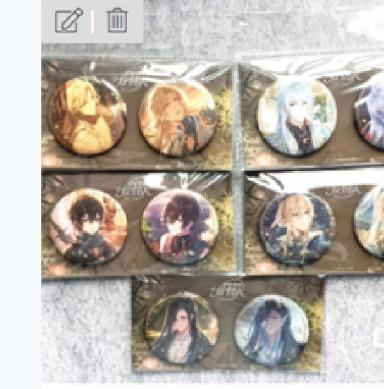
Showing all 5 results

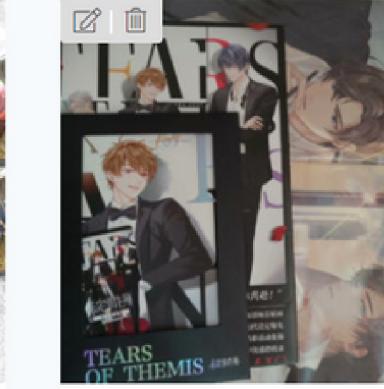
Default sorting

Shop


偶像梦幻祭流沙亚克力
¥45.00


光与夜之恋娇兰拍立得查理苏
¥90.00


时空中的绘旅人今夕长相守系列吧唧
¥35.00


未定事件簿设定集
¥90.00


路辰乐事挂件
¥15.00 ~~¥5.00~~ ★★★★★
卖家: 杂货铺
★★★★★

Goods details

Home / Shop / 销售方式 / 捆绑销售 / 路辰乐事挂件



路辰乐事挂件

★★★★★ (1 customer review)

¥15.00 ¥5.00

退坑出物

Add to cart

✉ Private Message

❓ 你问我答

卖家 杂货铺 ★★★★★

SKU: 1
Categories: 周边, 捆绑销售, 游戏
Tags: 乐事联名, 时空中的旅人, 路辰

Description Reviews (1) More Offers 商店条款 你问我答

Description

无暇，二手，白菜价出，不包邮

1 review for 路辰乐事挂件

admin – 4月 16, 2023

非常好挂件 非常美丽

Add a review

Your rating *

☆ ☆ ☆ ☆ ☆

Your review *

Submit

配送规则
默认顺丰

退费规则
拍下不退

取消 / 转让 / 换货规则
曾经爱过，不许转卖

Description Reviews (1) More Offers 商店条款 你问我答

Make an order

团团GO

首页 官谷图鉴 ▾ 官谷资讯 商品 社区 购物车 我的账户 ▾

Cart Summary

Product	Price	Quantity	Subtotal
 光与夜之恋娇兰拍立得查理苏	¥90.00	1	¥90.00
 偶像梦幻祭流沙亚克力	¥45.00	1	¥45.00

[Apply coupon](#) [Update cart](#)

Cart totals

Subtotal	¥135.00
Shipping	Free shipping
	Shipping to Shanghai / 上海 .
	Change address
Total	¥135.00

[Proceed to checkout](#)

Shop management

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首页 官谷图鉴 ▾ 官谷资讯 商品 社区 购物车 我的账户 ▾

The screenshot shows the TaTaGO shop management dashboard. On the left is a sidebar with navigation links: 首页 (Home), Media, 文章 (Articles), 商品 (Products), 订单 (Orders), 优惠券 (Coupons), 卖家 (Seller), 顾客 (Customer), 退款 (Refund), 设定 (Settings), 权限 (Permissions), 提款 (Withdrawal), 报表 (Report), Memberships, 评价 (Review), Messages (0), and 登出 (Logout). The main area displays a welcome message "Welcome to the TaTaGO Dashboard" for user "admin". It features four summary cards: 最近七天销售额 (Recent 7 days sales amount) at ¥0.00, 最近七天的款项 (Recent 7 days payment) at ¥0.00, 最近七天销售量 (Recent 7 days sales volume) at 0 items, and 最近七天接单量 (Recent 7 days order volume) at 0 orders. Below these is a chart titled "每日销售报告" (Daily Sales Report) showing a flat line at zero across the dates from April 1, 2023, to April 17, 2023. At the bottom are two tabs: 商店分析 (Store Analysis) and 商品销售 (Product Sales).

Business Model: Subscription

	Free	VIP ¥10/month, ¥22/season, ¥68/year
FEATURE 1	There is a service charge when shopping	No shopping service charge
FEATURE 2	Postage is fully covered	Postage is half price
FEATURE 3	There are no discounts for everyday shopping	Monthly coupon
FEATURE 4		Earn and use points to buy goods

Business Model: Commision

	Orders of less than ¥50	Orders between ¥50 and ¥500	Orders above ¥500
FREE BUYER MEMBER	0	¥0.5	1% (¥20 at most)
VIP BUYER MEMBER	0	0	0
GENERAL SELLER	1% (¥20 at most)	1% (¥20 at most)	1% (¥20 at most)
*PROFESSIONAL SELLER	2% (¥50 at most)	2% (¥50 at most)	2% (¥50 at most)

*Transaction amount of more than 500 and more than 20 orders



Financial

Goal

We are looking for 12 months of financing to acquire 50K VIP members and reach 1M orders

¥900K

Angel Round

50K

VIP membership

1M

Orders

1.5M

Revenue

Initial Investment
Opportunity

¥10/month

Average ¥50/order

Over 12 months

Financial Summary

	MONTHS												
	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
Revenues	¥9,000	¥16,000	¥31,000	¥48,000	¥66,000	¥91,000	¥104,000	¥123,000	¥142,000	¥185,000	¥290,000	¥395,000	¥1,500,000
Total Expenses	¥197,800	¥64,200	¥64,200	¥64,200	¥64,200	¥64,200	¥64,200	¥64,200	¥64,200	¥64,200	¥64,200	¥64,200	¥904,000
Net cash flow	-¥188,800	-¥48,200	-¥33,200	-¥16,200	¥1,800	¥26,800	¥39,800	¥58,800	¥77,800	¥120,800	¥225,800	¥330,800	¥596,000
Cumulative Burn Rate	-¥188,800	-¥237,000	-¥270,200	-¥286,400	-¥284,600	-¥257,800	-¥218,000	-¥159,200	-¥81,400	¥39,400	¥265,200	¥596,000	

Break-even point: ¥711,400

Total revenue > Total expense in the 10th month

ROI: 65.9%

Cost by Stage

	Total Expense	Items
DEVELOPMENT	¥89,600	e.g., content seeding, cloud storage, domain name registration
OPERATING	¥608,400	e.g., salaries, utilities, rent
ACQUISITION	¥206,000	e.g., social media marketing, influencer marketing, promotion



Market Adoption

Adoption Strategy

Digital Marketing

Social media (RED, Weibo, and Douyin)

Influencers

Informative content

Partnership

Referral programs

Female-oriented mobile game companies

Event

Female-oriented mobile game festival



Evaluation Metrics

Metrics

Adoption

Website traffic

Monthly active users

Social media reach

Event attendance

Conversion

Conversion rate

Average order value

Cost per acquisition

Customer lifetime value

Growth

Revenue growth rate

Customer retention rate

Churn rate

The Team →

TSUI Mung Chit
UX&UI Design

Qian Peizhi
Research and Analysis

XU Zixin
Business Development

Thank you for your time!
Reach out to us for questions