



Collectible's Report

Stage 1 Research findings

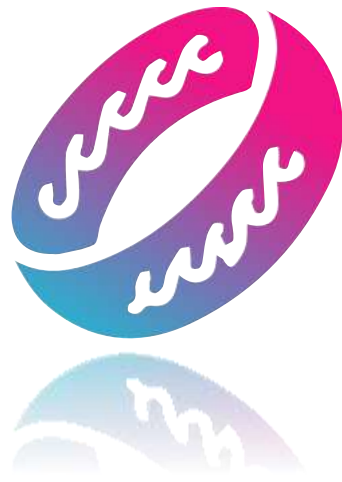
Report by:

- Jorge Barros

- *Introduction*
- *Background*
- *Research Methodology*
- *Findings and Results*
- *Launching Tactics: Recommendations*
- *A New Hope*
- *Q&A*



SCAN CODE TO SEE COMPLETE RESEARCH



INTRODUCTION:

The story of the One Ring

ONE RING TO RULE THEM ALL...



Image : Magic.Wizards.com A FIRST LOOK AT THE LORD OF THE RINGS: TALES OF MIDDLE-EARTH

March 2023

Magic: The Gathering announces the release of a special set based on The Lord of the Rings intellectual property (IP).

This marks the first time the set includes the possibility to find the One Ring as a 1:1 card in a booster. **Collectors are offering \$1 million for the card.**

June 23, 2023

The set was released worldwide, and resales caused the price of the set to skyrocket. **The hunt for the One Ring began**

June 30, 2023

THE RING WAS FOUND!

ONE RING TO RULE THEM ALL...



Image : CTV National News: The \$2M fantasy game card

	# of copies	# of packs needed	% chance of opening in a Collector Booster	Stated Odds
• The One Ring	1	3,333,000	0.00003%	Less than 0.00003%
• Elven Ring	300	11,111	0.01%	Less than 0.01%
• Dwarven Ring	700	4,762	0.02%	Less than 0.025%
• Human Ring	900	3,704	0.03%	Less than 0.03%

THE ORIGINAL TCG



Introduced in 1993 by Richard Garfield, this strategy card game is published by Wizards of the Coast.

INK+CARDBOARD= VALUE?



ebay

Price: EUR 5,999.00
Approximately US \$6,404.23



US \$2,000,000.00



ebay

Price: US \$4,000,000.00
Approximately C \$5,426,200.95



Image : EBAY.com

INK+CARDBOARD+GOOD IP= VALUE!



The
WALT DISNEY
Company

Image : EBAY.com



Price: US \$4,000,000.00
Approximately C \$5,426,200.95

PANDEMIC EFFECT ON COLLECTOR MARKET!

How a global pandemic gave birth to a trading card frenzy

What was once a childhood fad is experiencing a renaissance

BY AMOS MINA

APRIL 20, 2021

● pokemon card
Search term

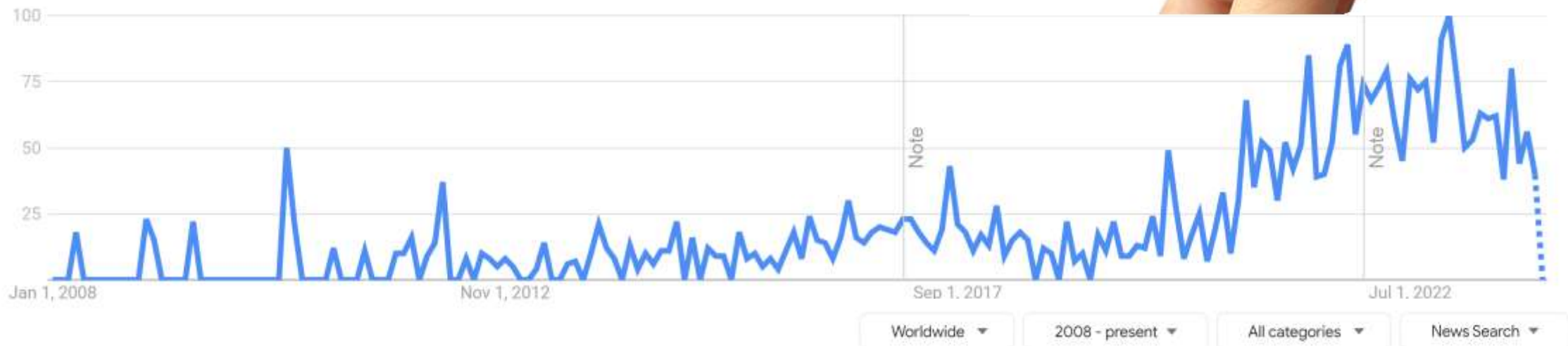


Image : trends.google.com "Pokemon card"





Background

The company that need help



COLLECTING IS A HUMAN NEED

“Collecting is a **captivating journey that stimulates our brains in areas connected to our pleasure center**, connecting to our pleasure center. Finding rare pieces sets us apart, offering recognition and admiration. Some collect to feel history, getting closer to the past. **Collecting treasures enhances social networks**, forging connections beyond the items.”(2020)

*Shirley M. Mueller, M.D.
neuroscientist and collector*

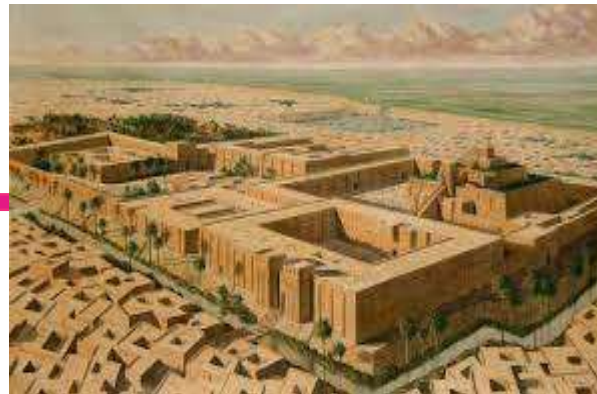


**“33%-40%
of the American
population collects
one thing or another”**
(Mueller, 2020)

A brief history about collecting...



The “Venus of hohle fels” most ancient amulet found. **35.000 to 40.000 years old**
Yong, E. (2021, May 3).



The Ennigaldi-Nanna's world most ancient museum. **2.500 years old**
Wilkins, A. (2015, December 16).



David Mebane from Knoxville, Tennessee.
Guinness WORLD record of Funko collections
Díaz, E. (2021, May 21).

INTRODUCING THE "TRADE CARDS" 1600-2000





Is a Canadian company best known for publishing trading cards and mini lunch boxes based on popular licensed properties. This company, while active, has not released new card sets since 2002.

Their products are easily found on sales and specialized collectibles websites, but at relatively low prices when compared to other similar collectible items.



REACTIVE RELEASE



Vietnam War fact card

1988



Beetlejuice set

1990



Pepsi-Cola set

1994



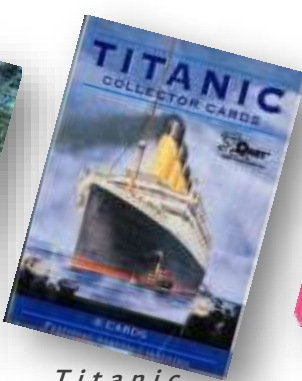
Hershey's chocolate set

1995



The Munsters set

1997



Titanic Collector set

1998



Sailor Moon set

2000



Shrek set

2001



Crocodile hunter set

2002

1989



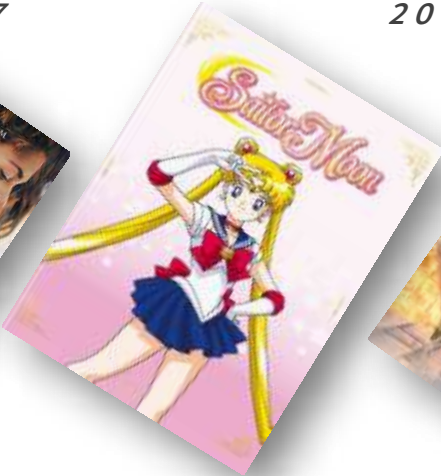
1996



1997



2000



2001

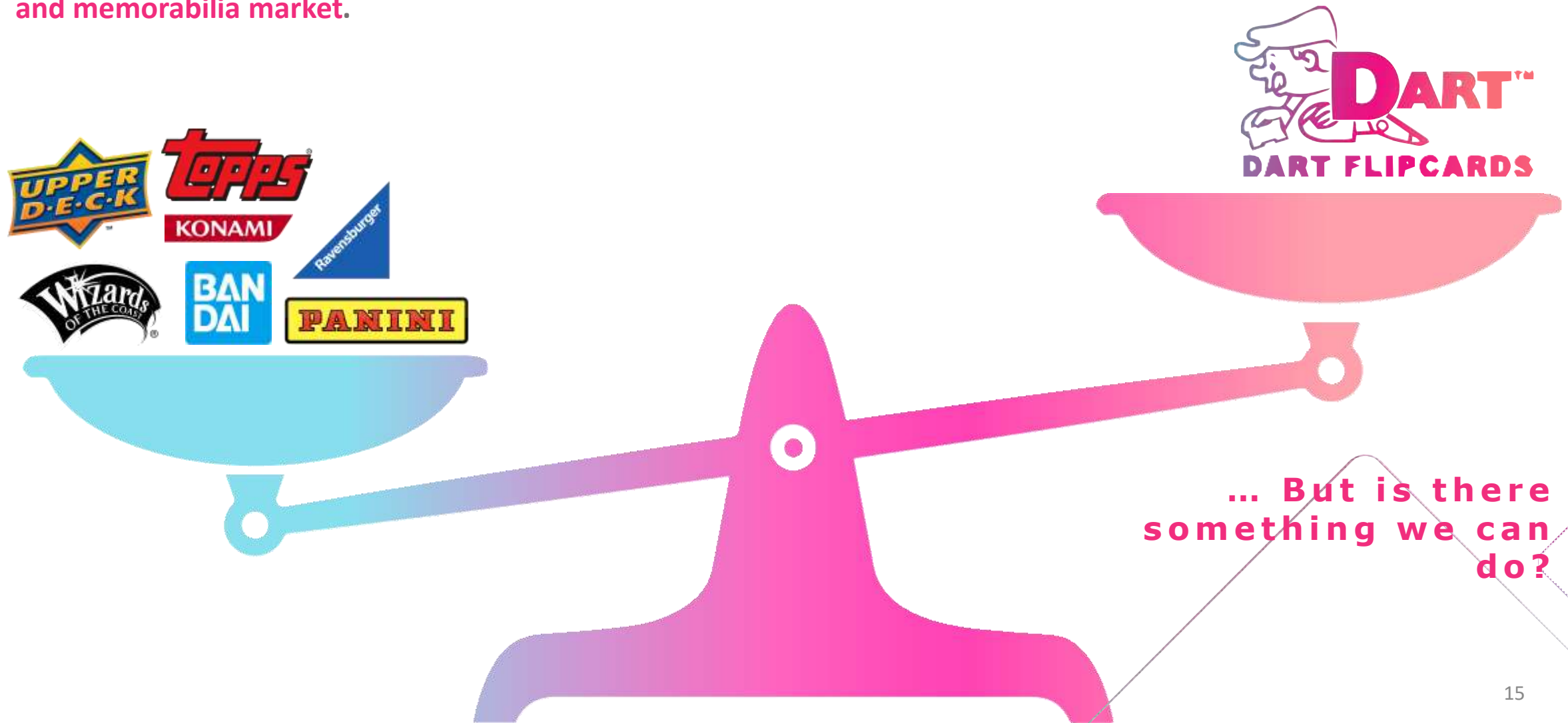


2002



WRONG CHOICES?...

Dart Flipcards Inc seems to have a problem figuring out **which IP** (Intellectual Properties) licensing is best **to retain interest and gain ground in the collectible and memorabilia market.**



LEVELING THE FIELD...



If we discover what gives **VALUE** to this card and make it desirable to collectors, even if this company works with a not-so-famous IP, **people will want to have their products.**



What can Dart Flipcard Inc do to generate value in the collectors' market?

WHERE DOES VALUE COME FROM FOR COLLECTORS?





Research Methodology

From Qualitative to Quantitative



RESEARCH METHOD IMPLEMENTED

1st Step: Qualitative



Methodology:

- Focus Group

Questions to answer:

- What people collect?
- How they collect?
- Why they collect?

Results

1 Focus Group:

11 Respondents

7 with collector behavior

63 Contributions

23 Insights

40 Recommendations + Rationales.

2nd Step: Quantitative



Methodology:

- Online Survey

Questions to answer:

- What IP people collect?
- How they choose their IP to collect?
- Why they collect IPs?

Results

126 Total Recorded Responses:

38 inconclusive or partial surveys.

21 screened out.

67 Completed Surveys

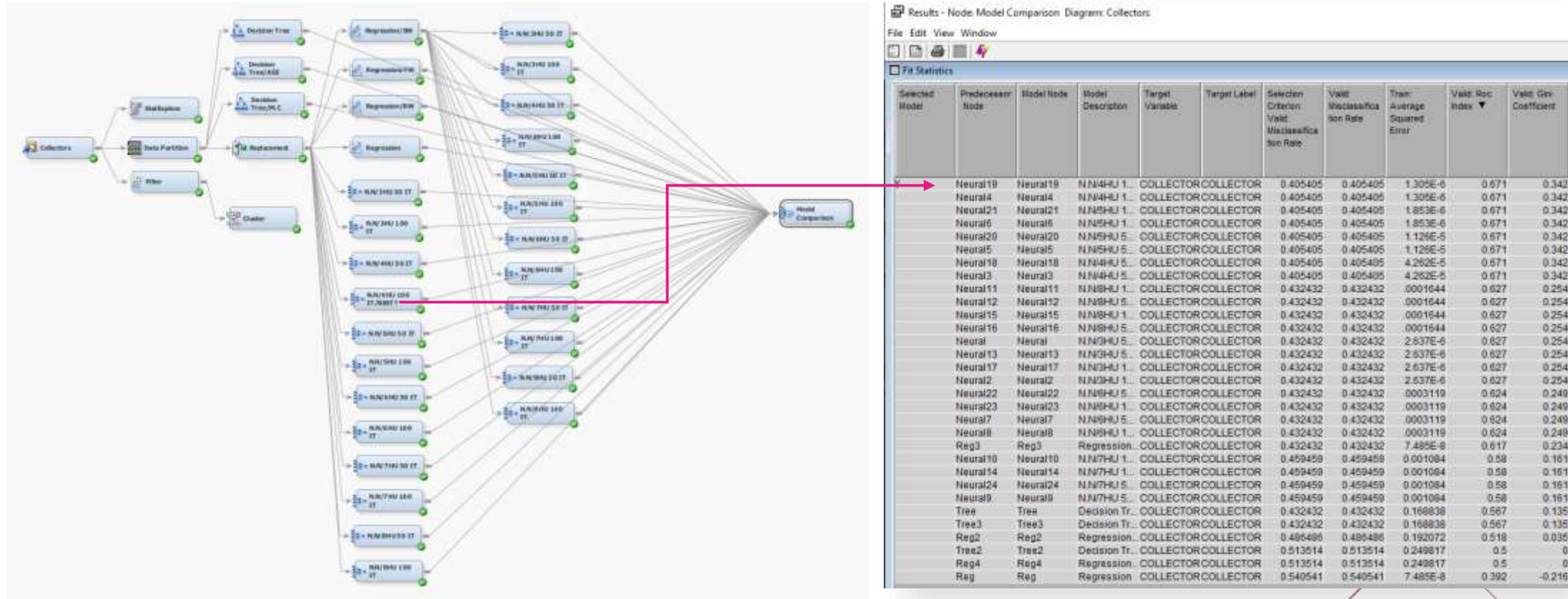
37 with collector behavior.

30 with Non-Collector Behavior.

NOTE OF CAUTION:

It is crucial to acknowledge that the information presented in this report **is derived from a single focus group and a survey with an incomplete quota for the required sample size.** While efforts were made to gather valuable insights, **the findings may not be fully representative or conclusive.**

3rd STEP: PREDICTING WHO IS A COLLECTOR



After running all nodes, we use a model comparison node that lists all results, making it easier to find the best model. In this case, the Neural Network present **the best results with the smallest Average Squared Error and Misclassification Rate. However, it had a higher ROC (Receiver Operating Characteristic) of 0.67**, just below the acceptable range for a predictive model. Considering that it's only a small survey, this is a really good result.



Findings and Results

Unveiling Opportunities

QUALITATIVE



Image: Amy Castro for Pinterest



Image: Marion Frayna for Geek Culture

QUALITATIVE



Image: Amy Castro for Pinterest



Image: Marion Frayna for Geek Culture

Collectors:



They're the same picture.

NOT RARE= NOT VALUE

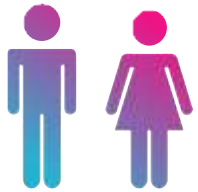
When we look for collecting items, according to the collectors in our focus group, the rarity of the item is the most important characteristic. Dart Flipcard does not emphasize this when launching products. For example, **consider the Gilligan's Island 1997 Box. With the purchase of a single display box, people acquire the entire set**, diminishing the **THRILL OF HUNTING**, which is the best phase of collecting items.



... Rare pieces
increase the
HUNTING THRILL.

WHAT DO WE KNOW TILL NOW?

Top 5 Insight about Collecting:



M v F

There is **twice the probability** that a male respondent states they have collecting habits compared to female respondents.



The "C" word

Nearly **70%** of respondents with collecting habits deny being collectors when questioned.



Age of IPs

Despite respondents claiming that nostalgia is not a important factor. Approximately **60% to 70%** of respondents indicate that IPs with more than 5 years are their favorites.



Emotions

When asked about factors supporting their IP, **70%** of the answers come from emotional factors.



Predictions

We have identified some crucial variables that allow us to successfully identify collectors with at least a **59%** success rate.

HYPOTHESIS TESTING RESULTS

Rejected:

Collectors have stronger emotional attachments to their favorite IPs and collected items..

Rejected:

Collectors and non-collectors tend to choose IPs that have been around for more than 5 years as their favorites.

H1: *“There is no significant difference in emotional attachment to IPs between collectors and non-collectors.”*

Rationale: Emotional attachment to intellectual properties (IPs) remains consistent across both collectors and non-collectors. The assumption is based on the idea that individuals, regardless of their collecting habits, may form similar emotional connections to certain IPs.

H2: *“The age of a specific IP is not a significant factor influencing collectors.”*

Rationale: By investigating this hypothesis, we aim to uncover whether collectors prioritize other aspects, such as uniqueness or cultural relevance, over the chronological age of IPs

NOW WHAT?

So, is Dart Flipcard going to receive a survey that predicts collectors by asking them?



Launching Tactics

A Plan to conquer an
unexplored Market

AUTOMATION PLAN MODEL (STAGE 2+ STAGE 3)

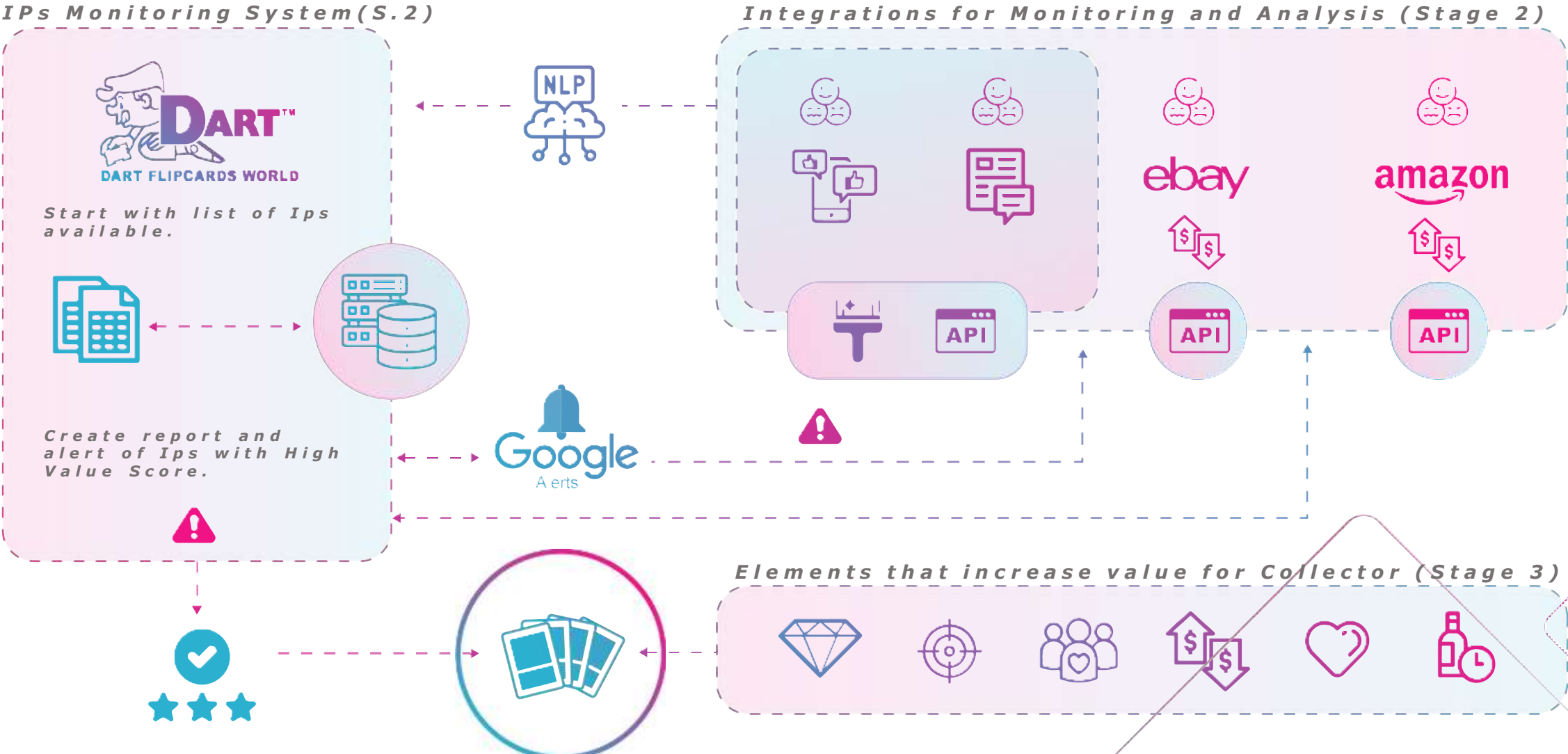


Chart 0.24 Diagram of model for IP monitoring



A NEW HOPE

Dart cards are not death!

BEETLEJUICE! BEETLEJUICE!...



Vendido 29 nov 2023
1990 Dart Beetlejuice Trading Card w/Stickers -Original & Rare-SEALED!
Totalmente nuevo
C \$169,57
o Mejor oferta
+C \$34,69 por el envío de Estados Unidos



Vendido 7 nov 2023
Rare Card Case-Dart 1990 Beetlejuice Trading Cards(12 Boxes x 48 Packs)-Popular
C \$1.602,79
+C \$138,02 por el envío de Australia

Since its release in 1990, Dart Cards from the Beetlejuice franchise have recently gained more value, **especially** after the announcement of the upcoming second movie.

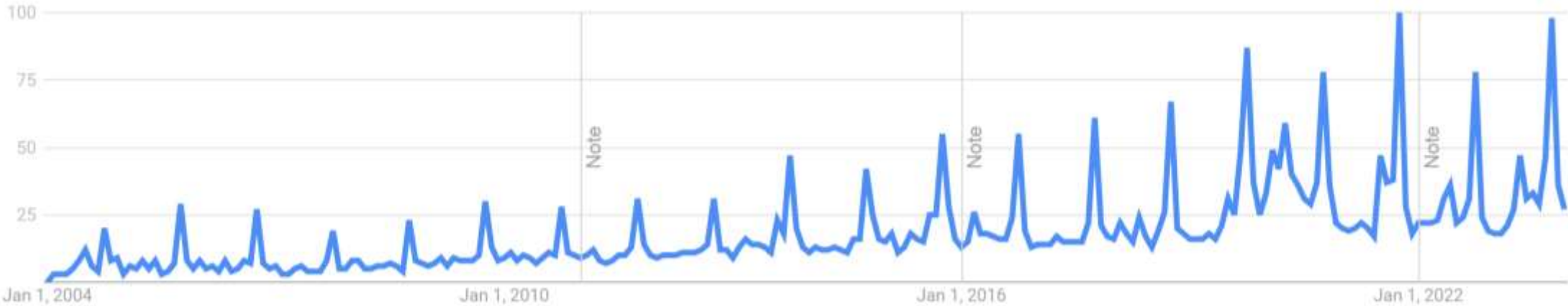


Image : trends.google.com “Beetlejuice”

Data Slingshot: Slaying Giants in Business



Image by Medium post Kelechi Ogbujah "David vs Goliath: lessons from the boy who defeated the giant.":
<https://medium.com/@enyibros12/david-vs-goliath-lessons-from-the-boy-who-defeated-the-giant-c19ec8f2d8bb>

Thank you!