

PopTop

BUSINESS PLAN

"The Centerpiece of Your Tailgate"

Company: PopTop, LLC (a Munn Family Holdings company)

Jurisdiction: Indiana LLC

Stage: Prototype → Pre-Launch

Target RTM: Summer 2025

Version: 1.0 | January 2025

01 Executive Summary

PopTop is a consumer products company building a **premium, category-defining beverage dispensing platform** engineered specifically for collegiate sports tailgating and fan-centered social experiences.

\$375

TARGET MSRP

60-65%

GROSS MARGIN

\$10-20M

INITIAL SOM

\$500M+

TOTAL TAM

The Company's flagship product is a high-capacity, portable, and visually distinctive drink dispenser designed to serve as the functional and social centerpiece of tailgates, watch parties, and outdoor fan gatherings. Unlike generic beverage dispensers, PopTop products are purpose-built for licensed collegiate branding, durability, and repeat use in demanding outdoor environments.

Strategic Vision

PopTop is designed from inception as a **brand and platform company**, not a single-SKU novelty product. The long-term objective is to become the dominant and trusted name in premium beverage dispensing for social and fan-driven environments.

GO-TO-MARKET STRATEGY

Establish a strong beachhead in collegiate athletics through direct-to-consumer sales and strategic licensing partnerships (CLC and Fanatics), then expand into additional product variants and adjacent markets including professional sports, outdoor lifestyle, hospitality, and events.

02 Problem & Opportunity

THE PROBLEM

Despite significant consumer spending on tailgating and fan gear, the beverage dispensing category remains fragmented, commoditized, and underserved. Existing options fall into three categories:

- **Low-cost plastic dispensers** lacking durability, aesthetic appeal, and temperature performance
- **Novelty/keg-style products** difficult to transport, clean, or brand consistently
- **Improvised solutions** (coolers, tubs, cans) that don't scale for group use

None of these solutions are designed with **collegiate fandom**, **licensed branding**, or **premium ownership experience** as core design requirements. There is no dominant brand in beverage dispensing analogous to YETI's position in coolers.

THE OPPORTUNITY

Collegiate sports fandom represents one of the most passionate and ritual-driven consumer segments in the United States. Tailgating is central to the experience and often represents a multi-decade tradition for alumni and fans.



PopTop addresses this gap by offering a premium, licensed, and extensible beverage dispensing solution that elevates the social experience while reinforcing fan identity.

03 Product Overview

FLAGSHIP PRODUCT (V1)

A rugged, tabletop/portable drink dispenser designed specifically for tailgates and group events.

CORE FEATURES:

- Durable, food-grade materials
- High-capacity reservoir (optimized for group use)
- Controlled pour / tap-style dispensing
- Modular branding surfaces (team logos, colors)
- Designed for ice compatibility
- Portable, easy-clean construction

TARGET ECONOMICS:

Metric	Value
MSRP	\$350 - \$400
Target ASP	\$375
Est. COGS	~\$140/unit
Gross Margin	60 - 65%

PRODUCT ROADMAP

Version	Description	Key Features
V1	Flagship Launch	Core dispenser with ice compatibility
V2	Insulated/Refrigerated	Enhanced temperature retention
V3	Electric-Powered	AC outlet powered cooling
V4	Battery-Powered	Portable cooling system
V5	Smart Dispensing	Volume tracking, app integration
V6	Commercial/Hospitality	High-volume, venue-grade

Platform Philosophy

PopTop is intentionally engineered as a **platform**, not a one-off product. Each version builds on core IP while expanding addressable markets and use cases.

04 Market Analysis

TARGET CUSTOMER PROFILE

Primary Demographics

- Collegiate sports fans and alumni
- Tailgaters and watch-party hosts
- Booster clubs and alumni associations
- Age range: 25-60
- Middle to upper-middle income

Psychographics

- Value quality and durability
- Strong brand/team alignment
- Social signaling conscious
- Repeat purchasers of premium fan gear
- Multi-generational traditions

PRIMARY MARKET: COLLEGIATE ATHLETICS

Initial focus on U.S. collegiate athletics, beginning with flagship programs and conferences where tailgating culture and discretionary spending are highest:

- Power 5 conferences (SEC, Big Ten, Big 12, ACC, Pac-12)
- Major football and basketball programs
- Schools with strong licensing ecosystems

SECONDARY & EXPANSION MARKETS

Market	Opportunity	Timeline
Professional Sports	NFL, MLB, NBA, NHL fanbases	Year 2-3
Outdoor/Lifestyle	Camping, RV, overlanding	Year 2-3
Corporate Events	Branded hospitality	Year 3+
Venue/Hospitality	Event rentals, stadiums	Year 3+

MARKET SIZING

~130 FBS PROGRAMS	0.25% INITIAL PENETRATION	\$10-20M INITIAL SOM	\$500M+ TOTAL TAM
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05 Competitive Landscape

Direct Competitors

- Generic drink dispensers (Amazon, big-box)
- Keg-style novelty products
- Basic plastic dispensers

Indirect Competitors

- Premium coolers (YETI, Igloo)
- Party beverage tubs
- DIY/improvised solutions

Competitive Advantages

- **Purpose-built** for tailgating use case
- **Premium design** & materials
- **Licensed collegiate branding**
- **Platform extensibility**
- **Strong brand narrative**
- **First-mover** in category

Strategic Position

No incumbent brand owns this category. PopTop has the opportunity to establish category leadership similar to how YETI defined premium coolers. The combination of licensed branding + premium construction + tailgate-specific design creates a defensible moat.

COMPETITIVE MATRIX

Factor	Generic	Novelty	YETI/Coolers	PopTop
Build Quality	Low	Low-Med	High	High
Collegiate Licensing	None	Limited	Some	Core
Tailgate-Specific	No	Partial	No	Yes
Price Point	\$20-50	\$50-150	\$200-400	\$350-400
Brand Premium	None	Low	High	High

06 Licensing & Partnerships

LICENSING STRATEGY

Collegiate licensing is central to PopTop's value proposition and competitive moat. Licensed products command premium pricing and create emotional connection with consumers.

Phase 1: Foundation	Phase 2: Expansion	Phase 3: Scale
<ul style="list-style-type: none">• Establish CLC relationship• Fanatics partnership• 3-5 flagship programs	<ul style="list-style-type: none">• Power 5 conferences• Top 25 programs• Regional expansion	<ul style="list-style-type: none">• Full FBS coverage• Pro sports leagues• International

STRATEGIC PARTNERS (TARGET)

Partner	Type	Value
Fanatics	Distribution & Licensing	Access to 300M+ customers, licensing infrastructure
CLC	Licensing Agent	200+ university relationships
Campus Bookstores	Retail Channel	Direct access to students/alumni
Stadium Operators	Retail/Events	High-traffic game day exposure

Licensing as a Moat

Licensing is a **moat**, not a **tax**. PopTop becomes a preferred platform partner rather than a one-off licensed item. Deep licensing relationships create barriers to entry for competitors and drive recurring revenue through new school additions.

07 Go-To-Market Strategy

PHASED APPROACH

Phase 1: D2C	Phase 2: Wholesale	Phase 3: Enterprise
<ul style="list-style-type: none">• PopTop.com launch• Limited school drops• Pre-orders / waitlists• Scarcity-driven launches	<ul style="list-style-type: none">• Fanatics integration• Campus bookstores• Sporting goods retailers• Regional chains	<ul style="list-style-type: none">• Alumni associations• Corporate tailgates• Event rentals• Venue partnerships

MARKETING STRATEGY

Marketing is **visual, experiential, and social-first**. The product should photograph exceptionally well and feel iconic when present at the tailgate.

Channels

- Instagram / TikTok (lifestyle content)
- Game day photography
- Influencer partnerships
- Alumni network activations
- Stadium/event presence

Tactics

- Limited edition drops by school
- Early access for alumni groups
- User-generated content campaigns
- Rivalry week promotions
- Championship tie-ins

LAUNCH TIMELINE

Milestone	Target	Focus
Prototype Complete	Q1 2025	Engineering validation
Licensing Secured	Q2 2025	Initial school agreements
Production Run	Q2-Q3 2025	Manufacturing at scale
RTM Launch	Summer 2025	Pre-football season

08 Brand & Positioning

BRAND ATTRIBUTES

Bold COMMANDING PRESENCE	Premium QUALITY & CRAFT	Social COMMUNITY FOCUSED	Tradition BUILT TO LAST
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Brand Positioning

"The Centerpiece of Your Tailgate"

BRAND PROMISE

PopTop products are designed to be the functional and social centerpiece of every tailgate. When you show up with a PopTop, you're not just bringing drinks - you're bringing the party. The product should photograph exceptionally well and feel iconic when present for the big game.

Design Principles

- Clean, modern aesthetics
- Premium material finishes
- Bold, visible branding
- Modular customization
- Instagram-worthy design

Brand Voice

- Confident but not arrogant
- Fun but not frivolous
- Premium but accessible
- Tradition-honoring
- Community-building

09 Operations & Manufacturing

PRODUCT DEVELOPMENT STATUS

- Initial concept and product requirements defined
- CAD design and engineering underway (SolidWorks)
- Prototyping utilizing in-house 4'x4' 3D printing capability

Design philosophy emphasizes **durability, manufacturability, modularity, and licensing compliance.**

MANUFACTURING STRATEGY

Phase 1: Pilot	Phase 2: Scaled	Phase 3: Full Scale
<ul style="list-style-type: none">• Low-volume runs• Domestic/near-shore mfg• Rapid iteration• Field testing	<ul style="list-style-type: none">• Overseas partners• US-based QC• Tooling investment• Volume pricing	<ul style="list-style-type: none">• Multiple SKUs• Regional distribution• Inventory optimization• JIT fulfillment

SUPPLY CHAIN & RISKS

Area	Approach / Mitigation
Materials	Food-grade sourcing with supplier redundancy
Packaging	Designed for eCommerce shipping, premium unboxing
Inventory	Aligned with seasonal demand (football season)
Tooling Delays	Early engagement, parallel development
Licensing Delays	Multiple school pipeline, early submission

10 Team & Advisors

CORE TEAM

Role	Name	Responsibility
Founders / Equity Holders	Alex Munn, Ross Munn	LLC ownership, strategic direction
Business Lead	Paul Giarrizzo	Business plan, execution strategy, operations
Engineering	Brian Williams	SolidWorks CAD, 3D printing, prototyping
Operations	Nathan Childress	Team member, execution support

EXTERNAL PARTNERS

Function	Partner
Legal / IP	Jeff Johnson (IP Law USA)

TARGET ADVISORS

- eCommerce distribution executive
- Licensing specialist (collegiate/pro sports)
- Consumer hardware scaling operator

Team Strengths

The team combines **entrepreneurial drive** with **engineering capability** and **business acumen**. In-house 3D printing capability (4'x4' printer) enables rapid prototyping and iteration without external dependencies.

11 Financial Projections

CORE ASSUMPTIONS

\$375 AVERAGE SELLING PRICE	\$140 EST. COGS/UNIT	62% GROSS MARGIN	\$235 GROSS PROFIT/UNIT
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THREE-YEAR PROJECTIONS

Metric	Year 1 (Launch)	Year 2	Year 3
Units Sold	2,500	7,500	20,000
Revenue	\$937,500	\$2,812,500	\$7,500,000
Gross Profit	\$587,500	\$1,762,500	\$4,700,000
Gross Margin	62.7%	62.7%	62.7%

YEAR 1 EXPENSE CATEGORIES

- Tooling & manufacturing setup
- Licensing fees and royalties
- Initial inventory investment
- Marketing launch campaign
- Operations & fulfillment

Projections exclude potential upside from additional product lines, international expansion, or enterprise/B2B sales.

12 Capital & Growth Strategy

INITIAL CAPITAL NEEDS

Category	Use of Funds
Tooling & Manufacturing	Mold development, production setup
Licensing Fees	CLC/school licensing agreements
Inventory	Initial production run
Marketing Launch	Brand development, campaign execution

Target Raise (Optional)

\$500K - \$1.5M Strategic investors preferred. Ideal partner brings **distribution, licensing leverage, or eComm scale.**

EXIT VISION

Strategic Acquirers

- Fanatics
- YETI
- Private equity roll-up
- Consumer products conglomerate

Exit Criteria

- Established brand leadership
- Proven unit economics
- Scalable licensing model
- Platform extensibility demonstrated

Long-Term Vision

PopTop aims to be the **default beverage system for fans**. Brand scales across beverage platforms and becomes synonymous with premium tailgate experiences.

This document is confidential and intended for strategic discussion purposes only.

PopTop, LLC | A Munn Family Holdings Company | Indiana