**Team Number: 6**

**Title:** *Trinkt!*

**Project Team Members**

*Market Research: Nicora Wiseley*

*Jack of all trades: Onyx Wong*

*Jack of all trades: William Yi*

*Overall editor: Laurin Zanon*

*Product designer: Anushree Zimmerman*

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# 1. Executive Summary (Overview)

Trinkt! is an app that lets users register collectables that they've acquired to show off to others online. This app is designed for any collector, but especially those who want to show off their collections to the world. Trinkt! Solves a major problem plaguing collectors of all kinds - how do you organize your collection once it spans hundreds, if not thousands of items? Trinkt! provides a clean and simple UI for registering and viewing collectibles that alleviates all the headaches that come with managing a massive set of figurines, cards, and other items. This app also lets you show off your heard-earned collections online for the world to see! While other apps, like reddit, can do this to some extent, our app is specially designed for letting users see whole collections at once, providing ease of use and efficiency that other apps can't match.

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# 2. Market Research and Need Analysis

- Gaps, unmet needs or even social ills that your application addresses

Most apps are focused either on the selling side of things (like eBay, TCGplayer, Poshmark, etc.), or posting and talking about collectibles is only a small subset compared to the general audience (like on Instagram, X, FaceBook, etc.). Our app would be a place where that small subset becomes the vast majority where everyone is a collector in one shape or form.

- An analysis of existing solutions in the market (competitor analysis)

There are already a few apps/websites made for folks to post their collections and stuff animals, as well as places like r/plushies on Reddit and in other mainstream social media applications.

- Any statistical data or qualitative evidence supporting the demand for such an application (survey results, industry reports, etc.)
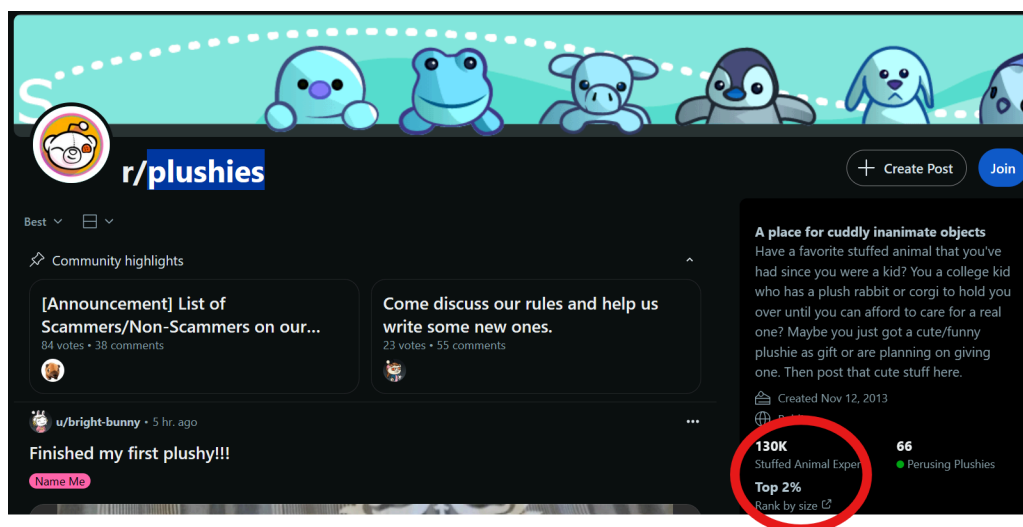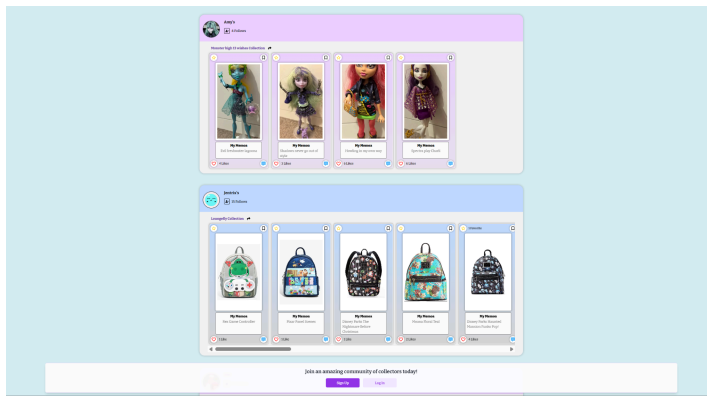


^There are over 100,000 people who have joined the plushies sub reddit.
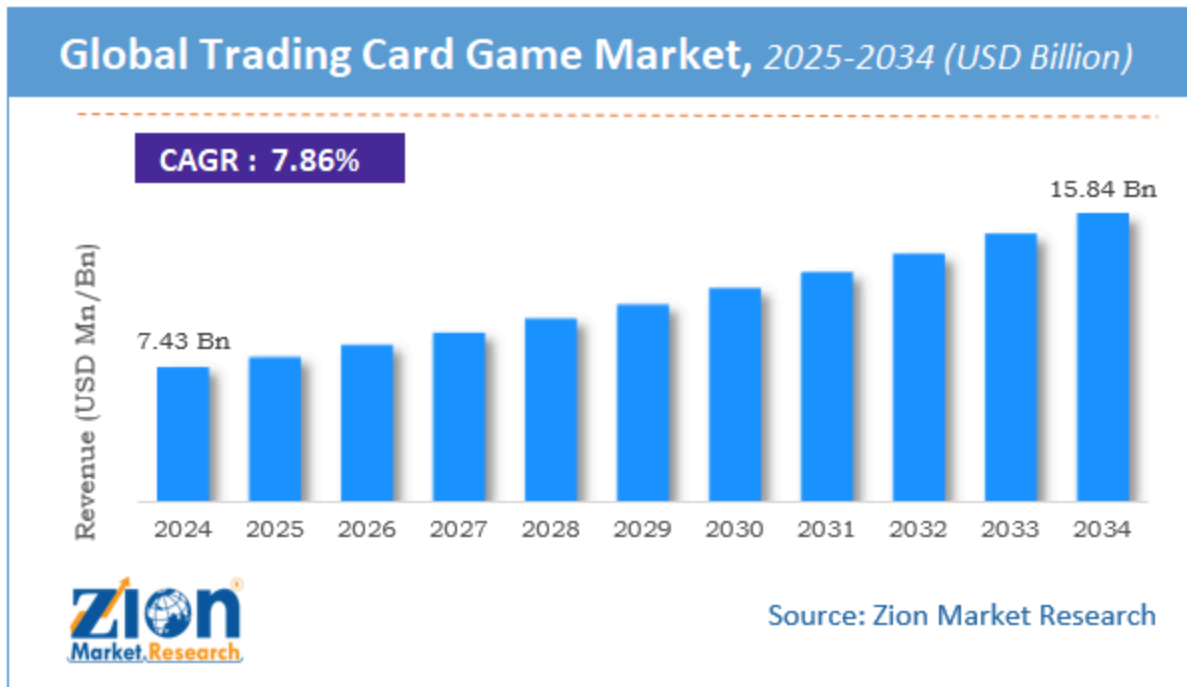
There are also very popular card games with millions of fans like Magic the Gathering, Pokemon, and YuGiOh. Funko pops, anime figurines, and other such things are collected by many people.

**Other requirements:**
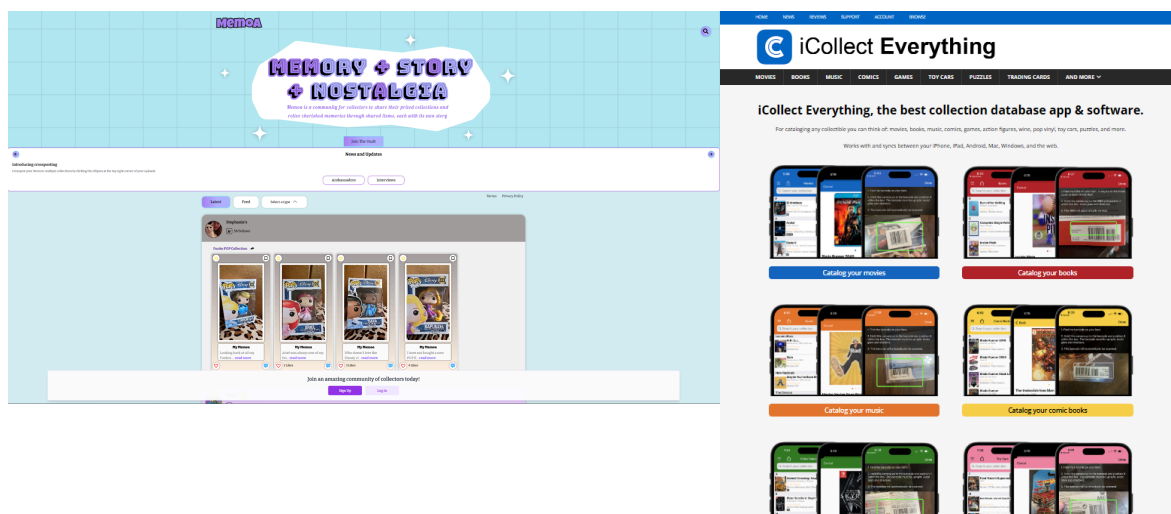
- Above are potential competitor apps and/or communities

- KONAMI, the company behind the Yu-Gi-Oh card game, reported a ~24% increase in business profits from Fiscal year 2024 to 2025, increasing from ~88,000 to ~109,000 millions of yen (Fig. 1)

Global Trading Card Game Market, 2025-2034 (USD Billion)

CAGR : 7.86%

7.43 Bn

15.84 Bn

Source: Zion Market Research

- Above is the projected growth of the global trading card game market. This includes things like Pokemon, Yu-Gi-Oh, and baseball cards. This information is from Zion Market Research

# 3. Product Description

**FEATURES:**

1. A scrollable list of the most popular collectable fandoms on home page to sort feed
   a. A social media type page for posting updates
      i. Posts about new collectables
      ii. Posts including your favorite collectables
      iii. Ideas for new collectables
   b. Search to find specific posts by tag or title
   c. Monetization via ads in the feed
      i. With an option to remove the ads with paying extra
2. A trading post

a. You can post every collectable you are open to trade
b. You can request collectables you would like to collect
c. You can sort the trading post by fandom name or specific item name
d. If you look up a specific persons username you can see every collectable they are open to trade regardless of fandom
e. Potential monetization with fees if someone wants to just sell it for money and not specifically trade for something else since this is a mainly trading focused app
f. A vetting system where once you trade with someone you can post a review on them talking about your customer satisfaction
   i. This could allow people to review the person their trading with beforehand to ensure that you are dealing with someone with a good reputation.
g. A Scam checking system where you have to provide photographic proof of the item you intend to trade before posting it on the trading post
   i. Also shipping cost are split between traders to discourage scamming
h. A reporting system so you report someone if you didn't receive your end of the deal
   i. If someone receives 15 reports they are temporarily banned until the account is reviewed by a moderator on the app
3. An adding new collectables to your collection button
   a. Can also add a new fandom here
   b. For listed fandoms has a list of all available collectables in fandom and shows which you have and which you need
   c. An optional description section to each added collectable
   d. An option asking if you are willing to trade this collectable
   e. An option to show how many of this collectable you have in your collection
   f. The date of items acquisition
   g. Whether you wish to make this collectable public or private on your profile
4. A personalized list of every one of your collectables that you have logged organized by fandom for your convenience
   a. You can select which collectable you want to make a post about through this list
   b. You can change certain fandoms or items to private or public
   c. You can request collectables you don't have and a trade request will pop up in the trading center with a list of collectables you are willing to trade
5. Profile
   a. Settings
   b. Account
   c. Profile picture
   d. Display name
   e. Notifications
   f. Screen display - dark mode or light mode
   g. Maturity setting - censors out any fandoms that would feel inappropriate since this app includes all fandoms no matter the content

- How the user interface (UI) and user experience (UX) are designed to meet the needs of the target audience
    - The user interface allows organization by the specific fandom the user is looking for and also allows the user to choose which collectables they wish to have private and public. The interface also is organized in a set up that is reminiscent of other social media platforms to help the user properly navigate the app. There is also an option to change the display from light to dark mode to help the user feel more comfortable when using the app. There is also a maturity setting to help users feel more comfortable on the app and to also ensure that kids who use it aren't being introduced to more mature content.


- Any technological innovations or creative ideas that set the application apart from others
    - Connects a wide range of fandoms and collectables with a specific focus on the collectables themselves nothing else. Whereas other platforms typically focus on buying and selling or cataloging, our app is focused more on displaying and sharing the users' collections while creating a sense of community.

**User0002394**

9/4/25 10:04

JUST GOT THIS NEW MEW EX!!!!!!!!!!!!!!



Comment          49 💬     1.17K 👁

Fandom Name ▼

**Insert Photo (Optional)**

Name of Collectable

Description

Willing to Trade?    Yes ■    No ■

Date Collected    Date/Month/Year

Number Collected?  _____

Make Public?    Yes ■    No ■

FINISH

Experimental app Icon:



Experimental Logo #2

# 4. Possible Issues and Counterarguments

Consideration: There are already apps for personal collection or trading of collectibles already

Counter: This app would focus more on the social side of collection and sharing collections rather than trading or organization

Consideration: Figuring out a functional and moderated trading system that's "in house" (not 3rd party) would add considerable extra development time to the app.

Counter: a direct messaging system could be implemented instead of handling the logistics of a marketplace

Consideration: Is this app profitable?

Counter: potentially implementing ads similar to those found on other social media platforms, and maybe even a subscription service to remove the ads

Consideration: Users could be scammed while trading

Counter: We'll implement a reporting and review system where users can review their trading experience and if enough people report an account, they'll be temporarily banned so we can look into it ourselves. There will also be systems to verify that both the collectibles and the actual accounts are legitimate, such as photo proof of the items and some form of user verification before being able to trade.

Consideration: Isn't this app just another social media product like reddit, instagram, etc?

Counter: No, Trinkt! isn't a social media platform about collectibles. Instead, it's actually a collectible manager and showcase app that includes some social features like showing off your collections or trading.

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# 5. Conclusion and Recommendations

Trinkt! is THE app for collectors. This app lets anyone with a collection organize their items and show off their trove to the world. This app will have a massive impact on various communities of collectors, bringing people together and driving increased sales in collectable merchandise. With your funding, we'll be able to actually develop and push this idea to its full potential and create an app that will help connect millions across the globe through a love and passion for collecting.

# 6. Appendix

- https://www.reddit.com/r/plushies/
- https://www.memoa.app/
- https://www.icollecteverything.com/
  https://img.konami.com/ir/en/ir-data/statements/2025/en0508_28h9rg.pdf
- https://www.zionmarketresearch.com/report/trading-card-game-market
- https://tcg.pokemon.com/en-us/galleries/151/
- Experimental App Icon drawn by William in MS Paint
- Both Experimental App Designs created by Anushree in Canva
- Experimental Logo created by Anushree in Canva

Fig 1.



**KONAMI**

**Consolidated Financial Results
for the Year Ended March 31, 2025
(Prepared in Accordance with IFRS)**

May 8, 2025

**KONAMI GROUP CORPORATION**

| | |
|---|---|
| Address: | 11-1, Ginza 1-chome, Chuo-ku, Tokyo, Japan |
| Stock code number, TSE: | 9766 |
| Ticker symbol, LSE: | KNM |
| URL: | https://www.konami.com/ |
| Shares listed: | Tokyo Stock Exchange and London Stock Exchange |
| Representative: | Kimihiko Higashio, Representative Director, President |
| Contact: | Junichi Motobayashi, Corporate Officer, General Manager, Finance Division (Phone: +81-3-6636-0573) |
| Date of General Shareholders Meeting: | June 26, 2025 |
| Beginning date of dividend payment: | June 5, 2025 |

(Amounts are rounded to the nearest million, except percentages and per share amounts)

**1. Consolidated Financial Results for the Year Ended March 31, 2025**

**(1) Consolidated Results of Operations** (Millions of Yen, except percentages and per share amounts)

| | Revenue | Business profit | Operating profit | Profit before income taxes | Profit for the year | Profit attributable to owners of the parent |
|---|---|---|---|---|---|---|
| Year ended March 31, 2025 | 421,602 | 109,117 | 101,944 | 104,008 | 74,692 | 74,692 |
| % change from previous year | 17.0% | 23.7% | 27.0% | 25.8% | 26.2% | 26.2% |
| Year ended March 31, 2024 | 360,314 | 88,212 | 80,262 | 82,685 | 59,172 | 59,171 |
| % change from previous year | 14.6% | 55.8% | 73.8% | 75.5% | 69.6% | 69.6% |

Total comprehensive income for the year: Year ended March 31, 2025: ¥72,804 million; 7.2%
Year ended March 31, 2024: ¥67,917 million; 70.5%

Note) Business profit is calculated by deducting "cost of revenue" and "selling, general and administrative expenses" from "revenue."

KONAMI Financial Results, FY 2025