

MARKETING PLATFORMS PRODUCTS FEATURES CHALLENGES

"It's like Blockbuster-- but for the digital age"

Zaiah Nance

Post on video game, DVD, CD collector subreddits

Zaiah Nance

Push it as a "one-stop shop" for both new and old physical media

Zaiah Nance

Promote an "authenticity-first" tagline

Zaiah Nance

Mobile app

Zaiah Nance

Website

Zaiah Nance

YouTube (weekly creative content, reviewing collections/different media)

Zaiah Nance

Shopify

Zaiah Nance

Merchandise

Zaiah Nance

Console modding kits

Zaiah Nance

Monthly Magazine (akin to the recently cancelled GameInformer mag)

Zaiah Nance

Refurbished console/game bundles & movie collections

Zaiah Nance

Unique and efficient authenticity system akin to eBay's sneaker checks

Zaiah Nance

Users have the ability to buy, sell, and trade for each category: music, video games, film & tv

Zaiah Nance

Online trade-in system through shipping

Zaiah Nance

Sort system for each category: Video games - filter by console generation, quality, complete/incomplete Music - filter by year/artist, quality Film & TV - filter by year, quality

Zaiah Nance

Already-existing competitors like DKOldies, eBay

Zaiah Nance

Having a quality authenticity system will result in a longer seller process

Zaiah Nance

Trade-in system will result in a loss

Zaiah Nance

Weekly short-form YouTube/TikTok content will need a prominent figure to promote

Zaiah Nance