



WEBEJOY.COM

Webejoy.com reinvents how people discover and purchase toys & gifts online.

We are a social commerce platform for toys and gifts that connects creators, brands and customers.



# Problem/Opportunity

Shopping behavior is evolving.

Digital commerce is not.

Traffic: up over 500%

Market penetration: grew from ~5% to 21%  
(>300% growth)

While at the same time:

Time spent on e-commerce sites:  
down 33%

E-commerce conversion: down 38%



# Solution

Shopping becomes a **byproduct** of entertainment as product discovery moves to social

Social Commerce: instantly shoppable Tik-Tok style videos.

Video content vs Text:

1. Easier and faster to consume content
2. Immersive and engaging
3. Delivers richer information about the product
4. Builds TRUST, as video reviews are much harder to hack compared to written reviews which typically are hacked



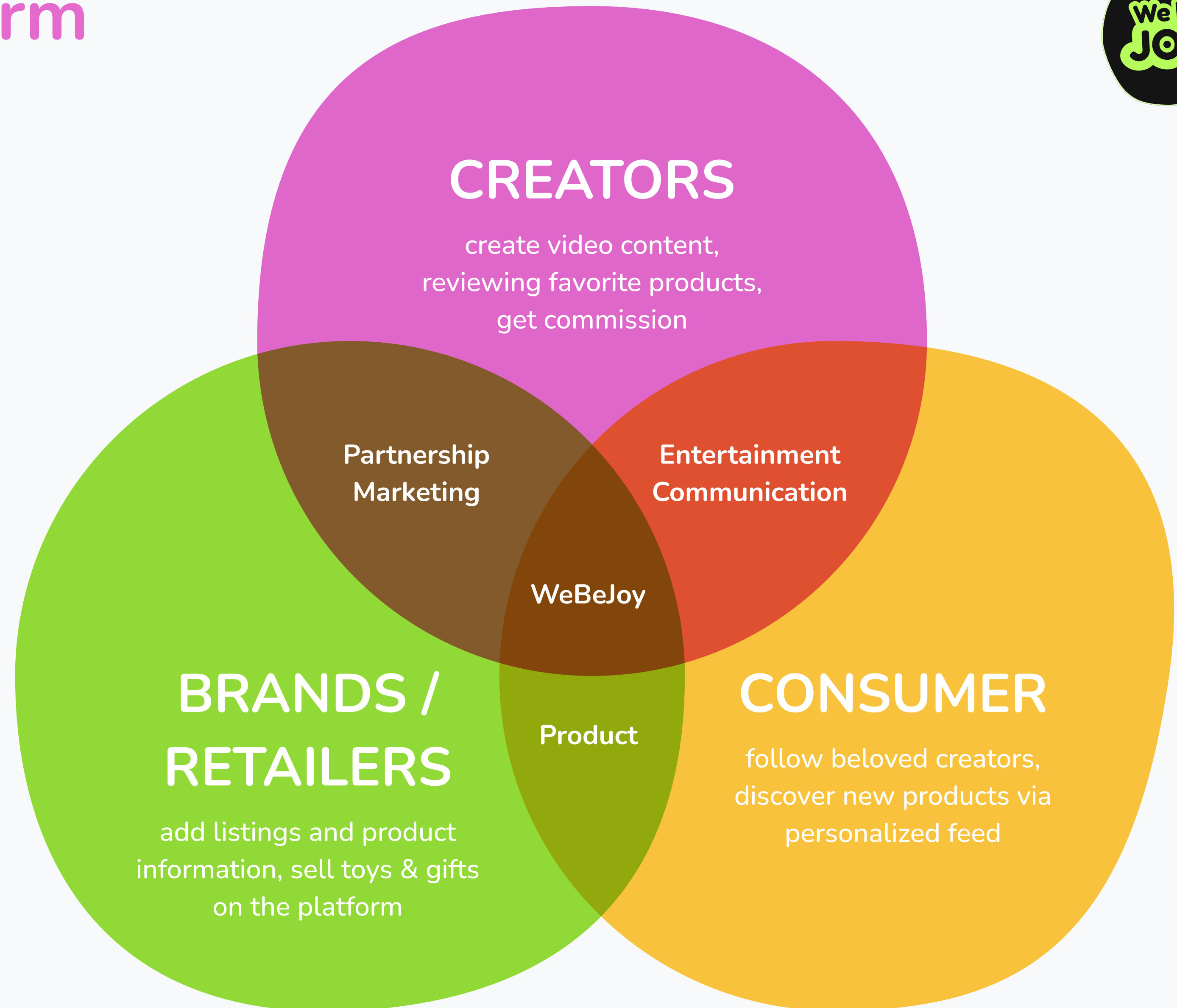
# Social Commerce Platform



**Webejoy.com** is a **simple** and **entertaining** **toys & gifts discovery app.**

We deliver superior engagement and conversion rate metrics by AI personalized product feeds and focusing on user generated content..

Target Audience is people of all ages who love toys and games.



# Product

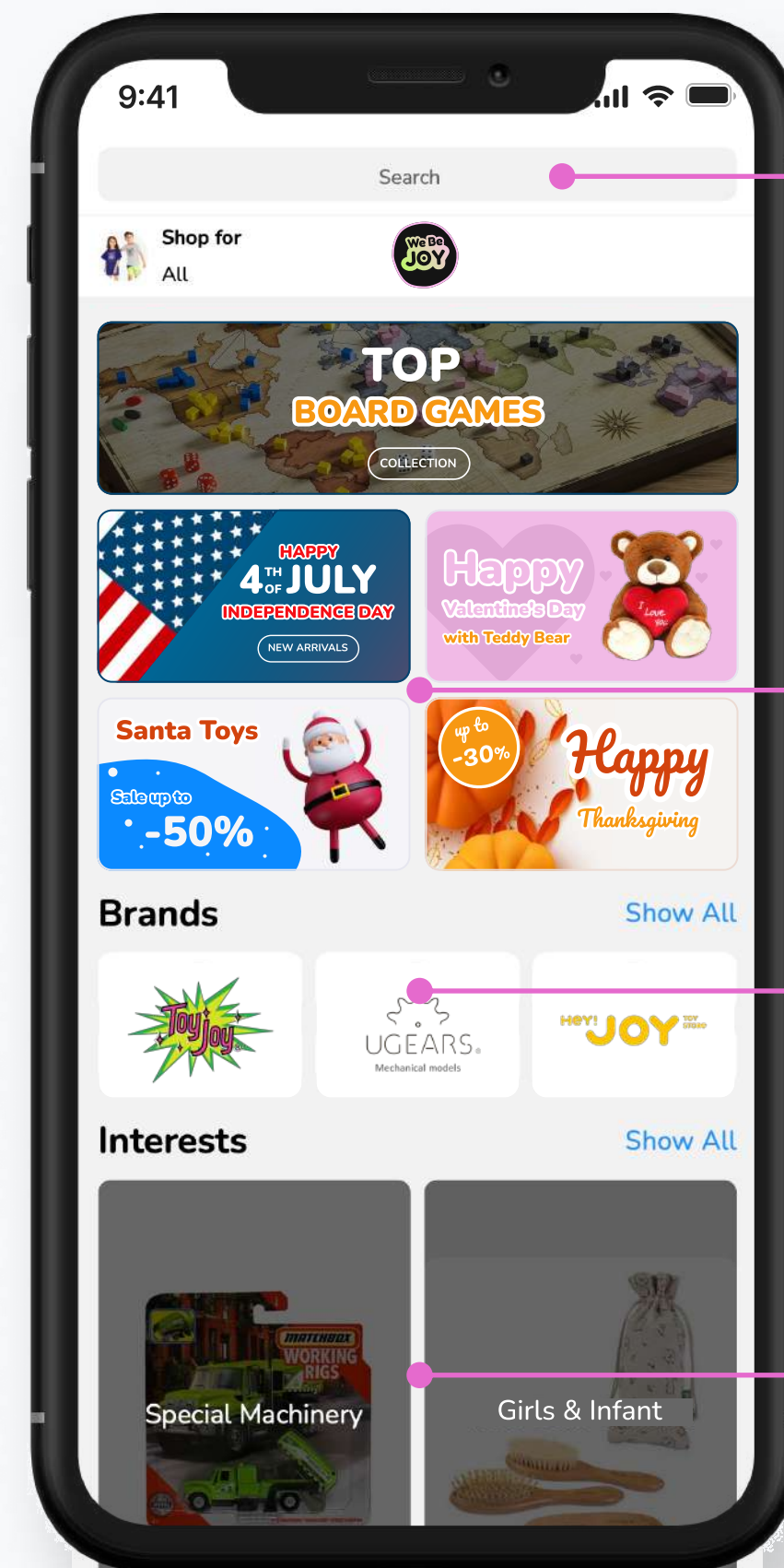
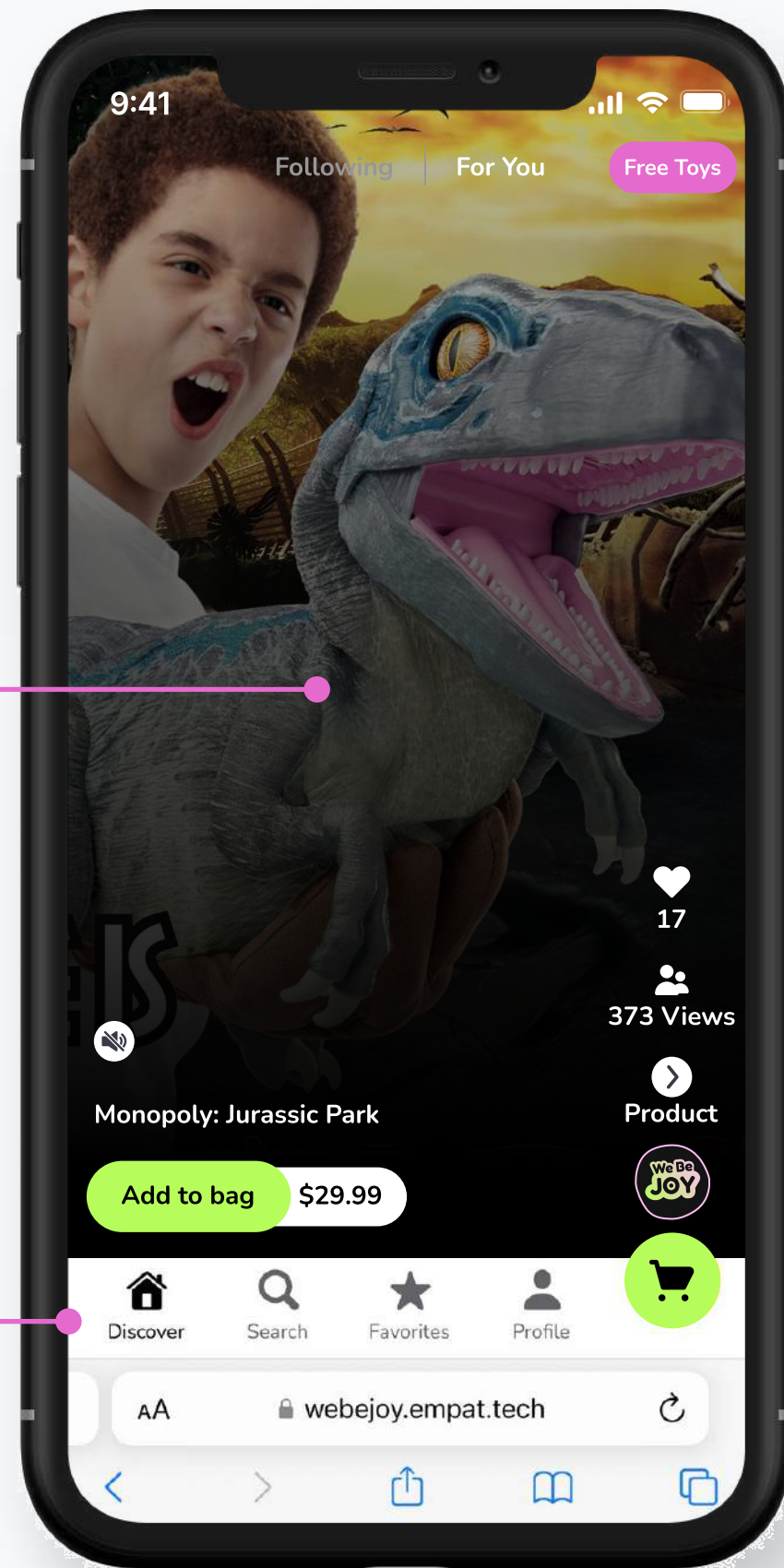
## Key features

### (AI-powered PWA & Native APP)

1. Personalized recommendations are generated based on AI algorithms that analyze user behavior, preferences, and past purchases.
2. One click checkout
3. Pinterest like board creation and sharing functionality
4. AI-powered chatbots that provide customer communication.

video feed

navigation bar



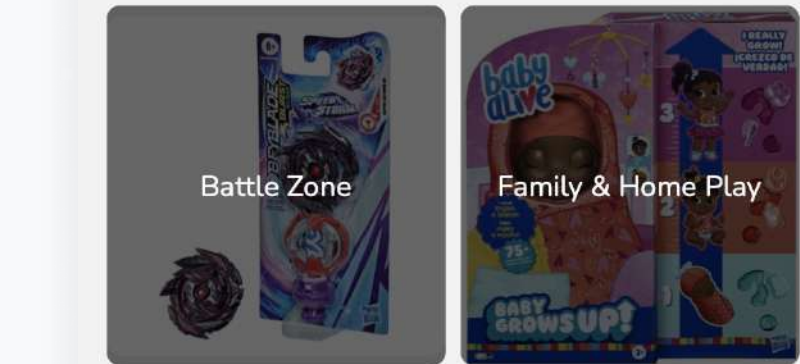
search bar

toys collections

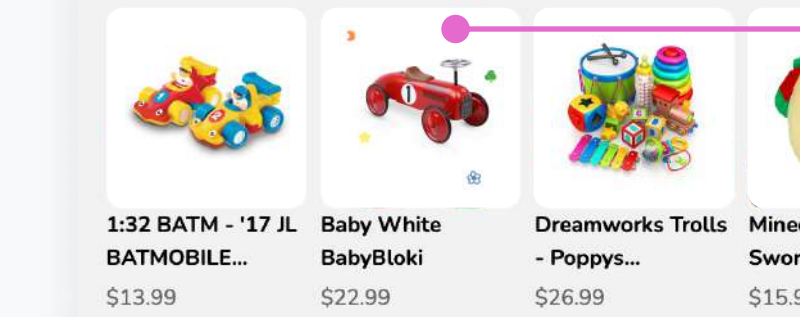
vendors

sorting by interests

recently viewed



Recently viewed



Recommended



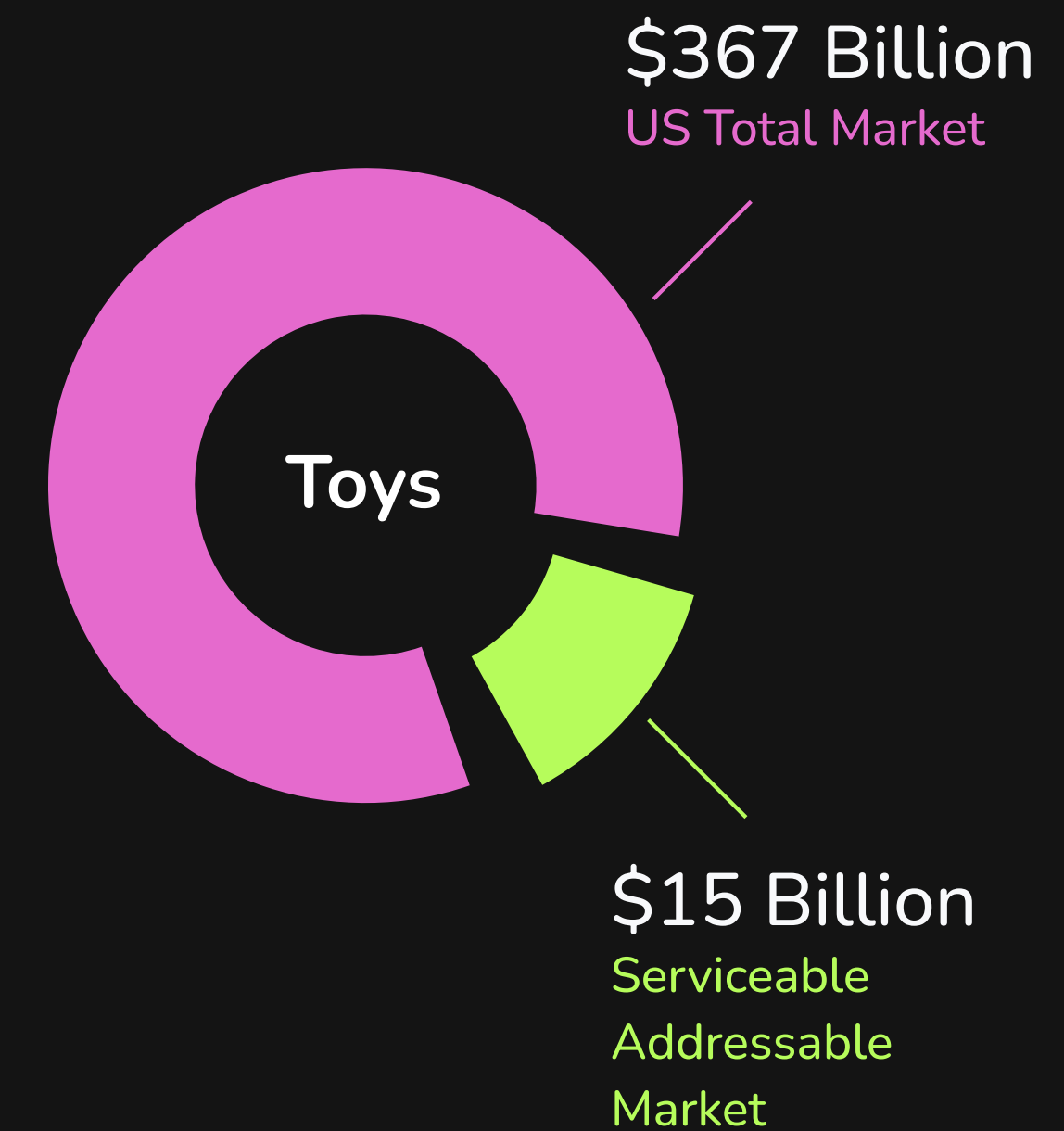


# Market Size



Essentially recession and pandemic proof!

Market	In Billions, U.S., 2021	CAGR
Social Commerce	\$87	28.6%
Toys & Games	\$81	4.6%



Sources: The Toy Association.Org, Grandview Research, Mordor Intelligence.

## Why now?

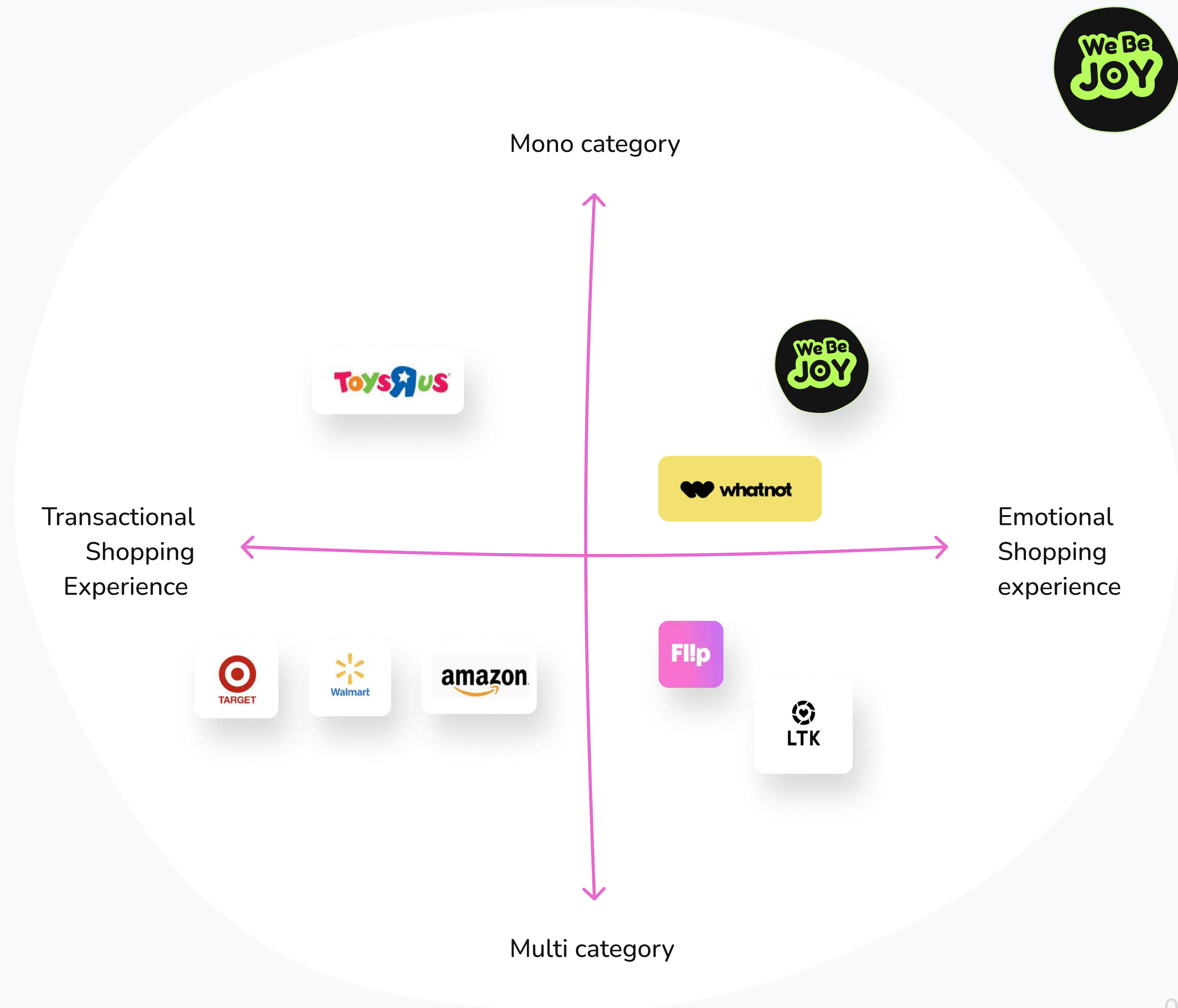
- Transactional shopping experience **VS** Emotional
- Future of shopping centered **around people**
- Success** of other social commerce platforms

- Toys & Gifts are resilient product categories as seen through Covid/Recession.
- Toys & Gifts content **most viewed** content on Social Media & YouTube

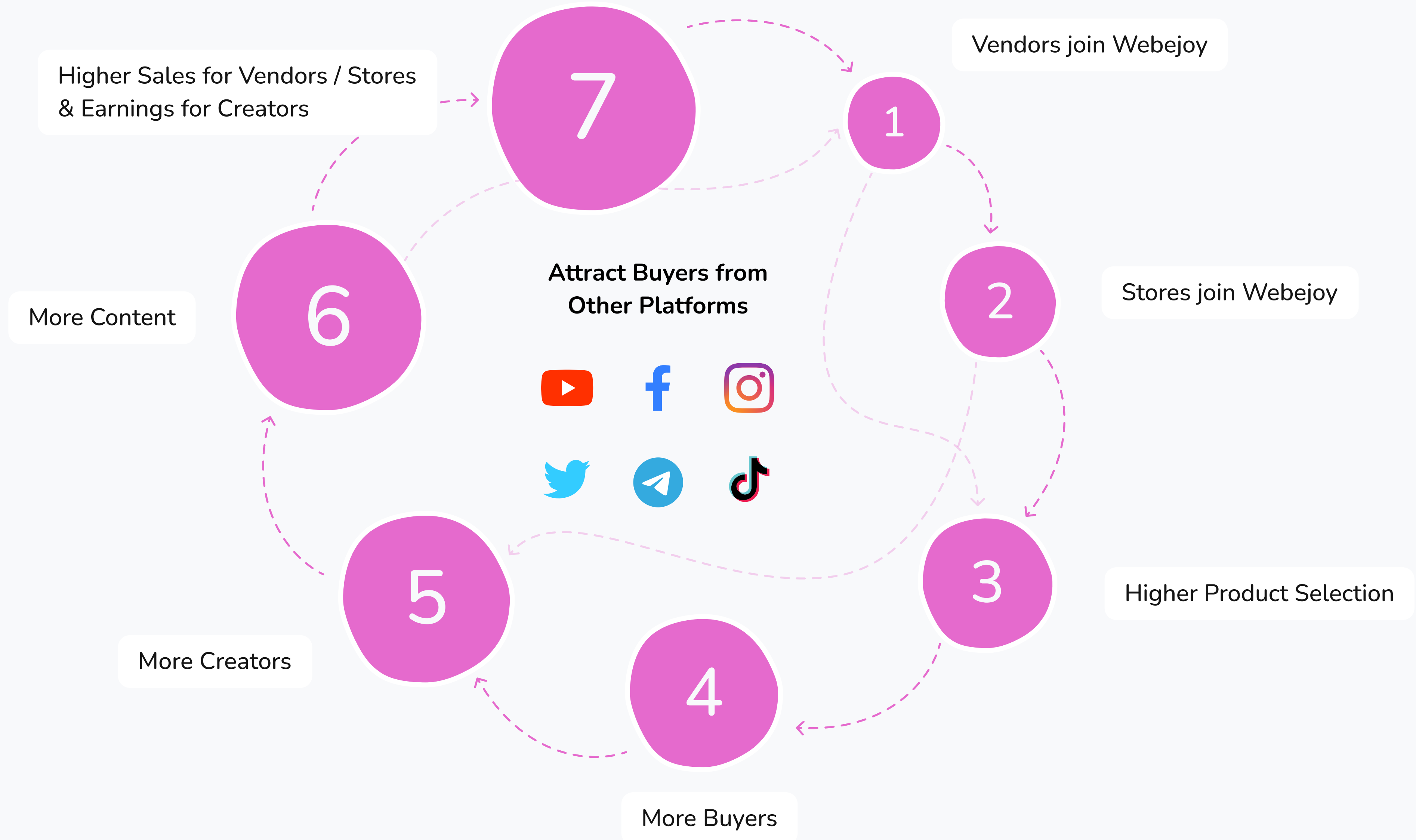
# Competitors

## Webejoy.com competitive advantage

1. We are focused on toys & gifts category and offer expansion to experiences and digital gifts.
2. Omnichannel customer acquisition strategy
3. Engaging content by nature (most viewed on social platforms)



# Webejoy flywheel



# Go to market strategy



We've been successful in reaching 10M+ annual traffic in our European toy e-commerce market. Webejoy will mirror that success in the US market.

## Stage 1:

- Promote through our creators' platforms
- Word of mouth
- Audience redirection from our creators' social media to our platform

## Stage 2:

- Exclusive deals with brands
- Convert customers of our indie toy retailers
- Email Marketing campaigns to 50k loyal subscribers
- Traditional advertising in our Brick & Mortar toy brands

## Stage 3:

- Paid search engine ads
- Paid social media ads
- Organic SEO



# 2023-2024 roadmap



Start	MVP	V1: Beta	V2: Launch	V2.5: Upgrades
<ul style="list-style-type: none"> <li>wireframes &amp; design</li> <li>tech architecture</li> <li>backend development</li> </ul>	<ul style="list-style-type: none"> <li>web app (mobile only)</li> <li>brands workspace (alpha)</li> <li>creators workspace (alpha)</li> </ul>	<ul style="list-style-type: none"> <li>web app (mobile &amp; web)</li> <li>brands workspace (beta)</li> <li>backend development (beta)</li> </ul>	<ul style="list-style-type: none"> <li>web app (mobile &amp; web)</li> <li>mobile app iOS/Android (alpha)</li> <li>brands workspace (stable)</li> <li>backend development (stable)</li> </ul>	<ul style="list-style-type: none"> <li>web app (mobile &amp; web)</li> <li>mobile app iOS/Android (alpha)</li> <li>brands workspace (stable)</li> <li>backend development (stable)</li> </ul>
MRR: \$ 0K	MRR: \$ 3K	MRR: \$ 60K	MRR: \$ 250K	MRR: \$ 900K
Q2/2023	Q4/2023	Q1/2024	Q2/2024	Q3/2024
<ul style="list-style-type: none"> <li>first vendors agreement 10 brands</li> <li>creators agreement</li> <li>500 SKUs selections</li> <li>30 first videos</li> </ul>	<ul style="list-style-type: none"> <li>2,000+ best SKUs uploaded</li> <li>20+ brands</li> <li>50 creators on platform</li> <li>500+ original videos uploaded</li> </ul>	<ul style="list-style-type: none"> <li>5,000 best SKUs uploaded</li> <li>100 brands</li> <li>100 creators on platform</li> <li>2,000 original videos uploaded</li> </ul>	<ul style="list-style-type: none"> <li>5,000 best SKUs uploaded</li> <li>100 brands</li> <li>200 creators on platform</li> <li>6,000 original videos uploaded</li> </ul>	<ul style="list-style-type: none"> <li>7,500 best SKUs uploaded</li> <li>150 brands</li> <li>500+ creators on platform</li> <li>20,000 original videos uploaded</li> </ul>

# Team



**Oleg Fedkiv**  
CEO

- Ex COO Monster Energy in biggest European country for 7 years
- Co-owner of toy store chain in the USA - HeyJoy



**Natalie Peyton**  
CMO

- Co-Creator, Co-Host of children's audio series Snoriezzz
- Former COO of podcast & video network



**Kostya Rolin**  
COO

- COO of USA toy store chain Hey Joy.
- Co-owner of Toy Distribution company in USA, Wise Elk.



**Nazar Gulyk**  
CTO

- Serial tech entrepreneur
- Formerly with RedBull, Visa



**Irina Davydovska**  
CFO

- 15 years of experience in corporate finance
- Worked as C-Level Executive with Red Bull and Coca Cola



**David Zoba** ADVISOR

- Chair of JLL Global Retail Board
- Former Sr VP of Gap Inc

# Capital Plan



**\$ 250,000**

Angels – 2022. Already raised friends and family.

**\$ 500,000**

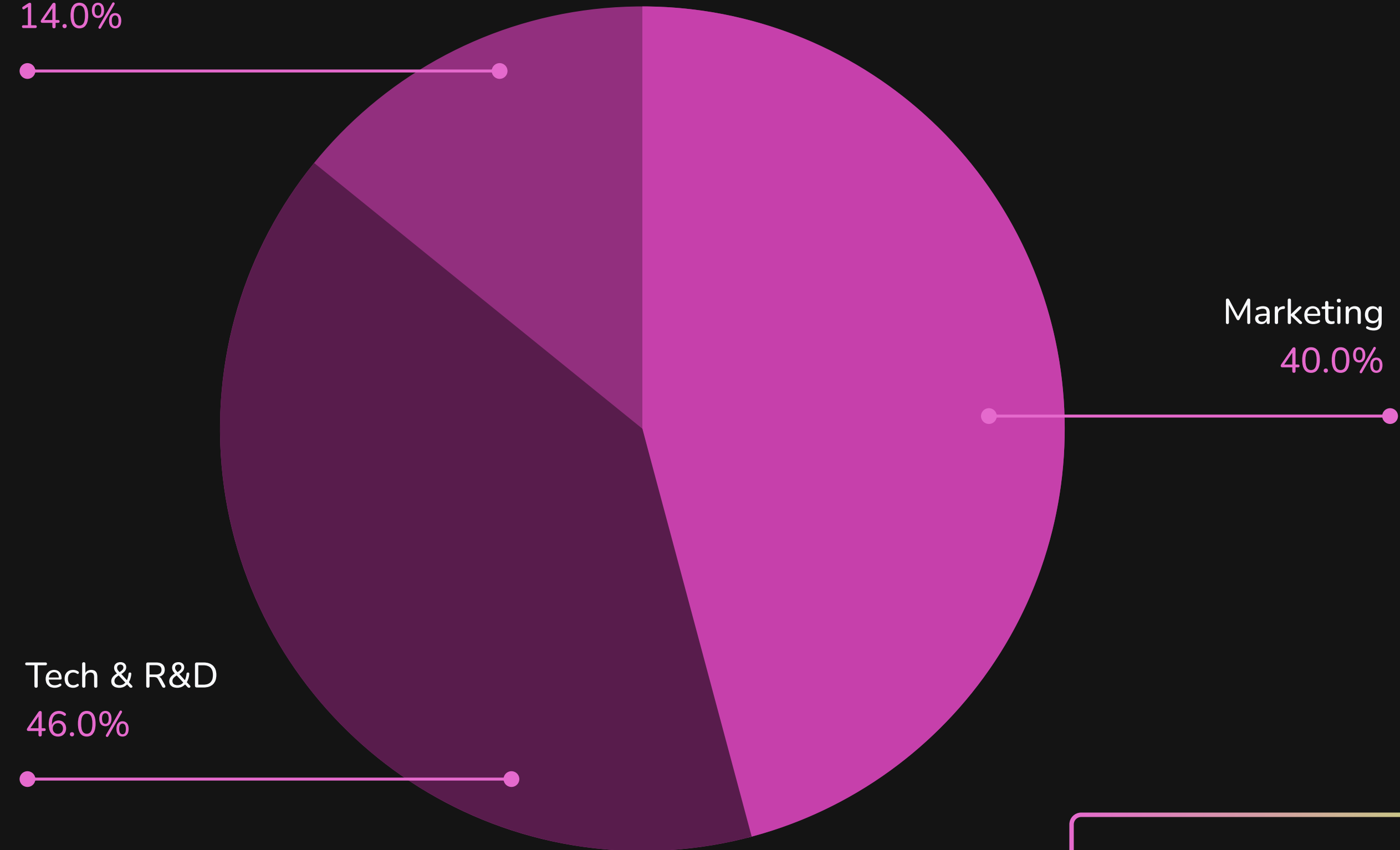
Looking for pre-seed in Q1/2024

**\$ 100,000** already committed.

**Q2/2024**

Seed

Sales & Operations  
14.0%



Tech & R&D  
46.0%

Marketing  
40.0%

Contact us:

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