



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 not

Traffic: up over 500%

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

But in 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:

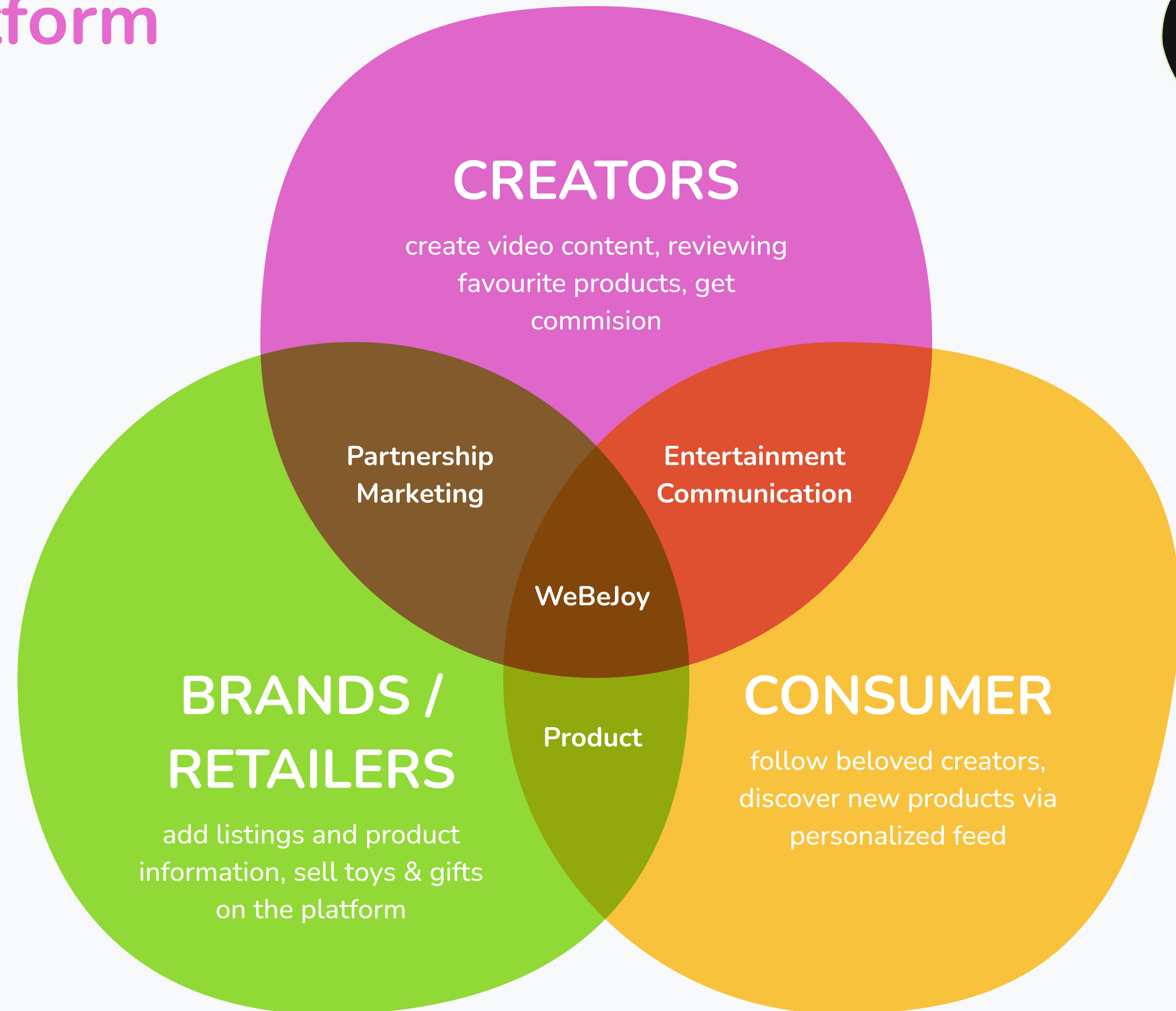
1. Easier and faster to consume content
2. Immersive and engaging
3. Delivers richer information about the product
4. Builds TRUST, as video reviews can't be hacked like written reviews typically are

Social Commerce Platform



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

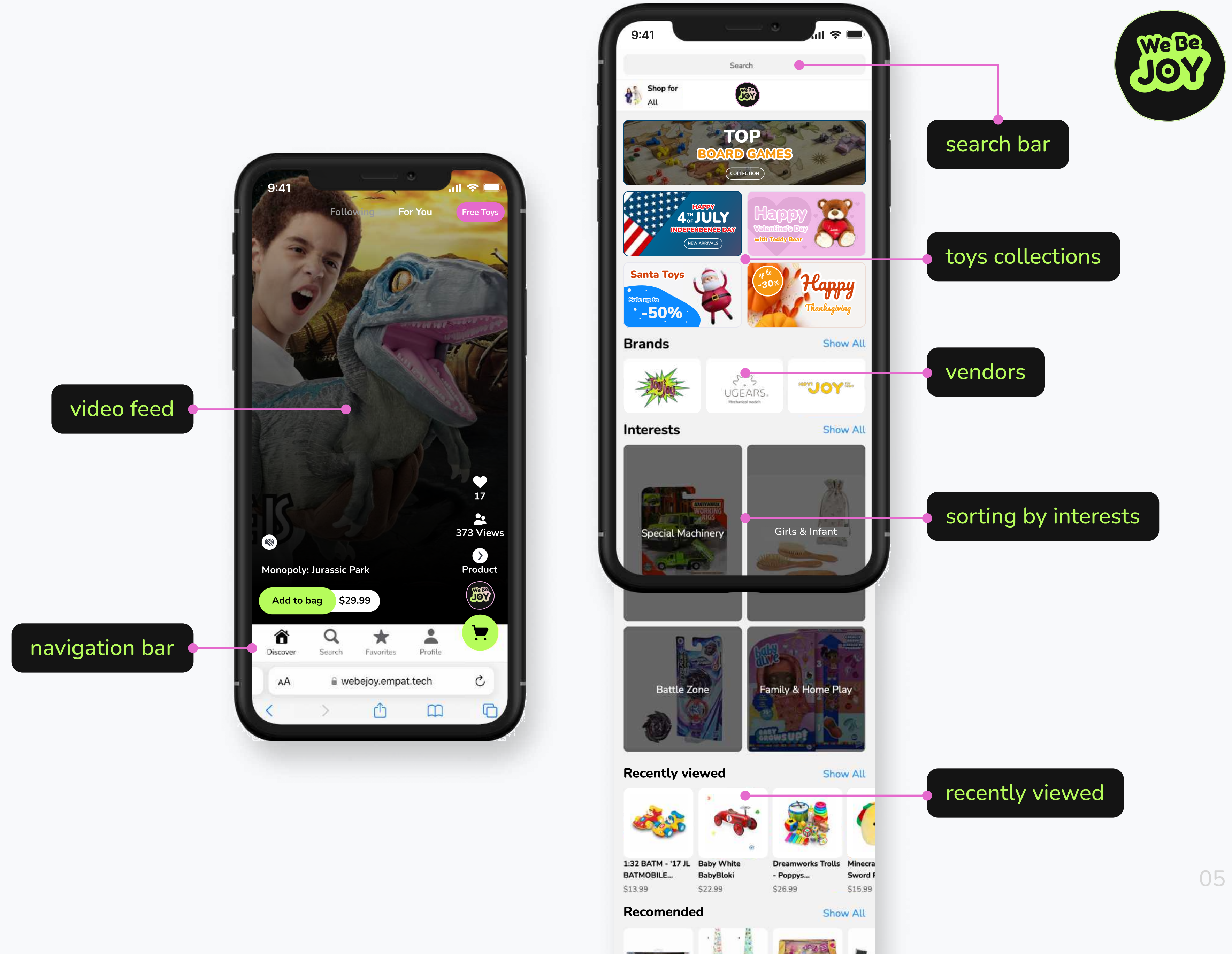
We delivers superior engagement and conversion rate metrics by personalising product feed and focusing on user generated content.



Product

Key features (PWA & Native APP)

1. Personalised feed based on behavioral patterns.
2. One click checkout
3. Pinterest like board creation and sharing functionality

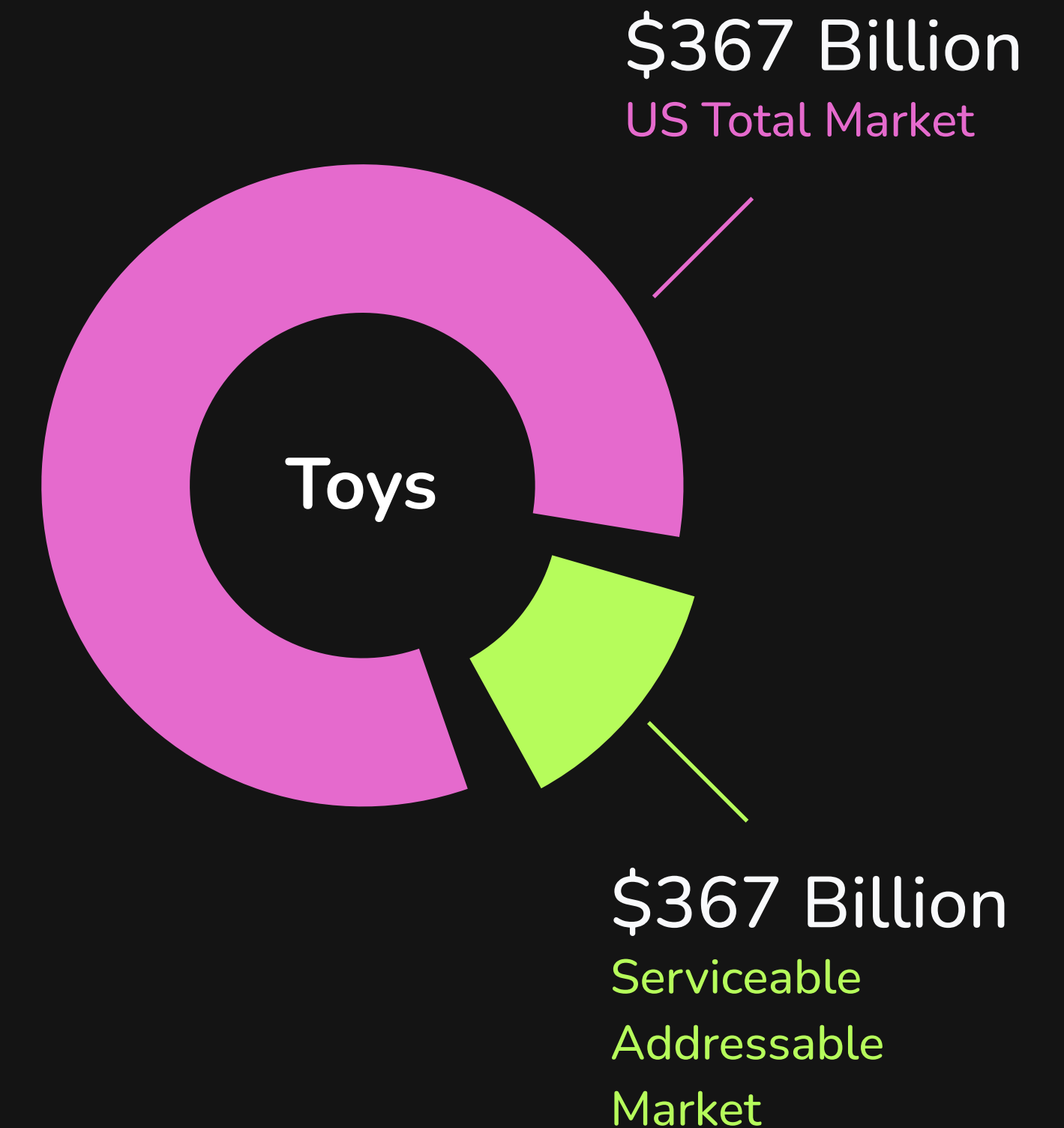


Market Size



Essentially recession and pandemic proof!

Market	In Billions, U.S., 2021	CAGR
Toys & Games	\$81	4.6%
Confectionery	\$37	4.3%
Family Entertainment	\$162	
Social Commerce	\$87	28.6%

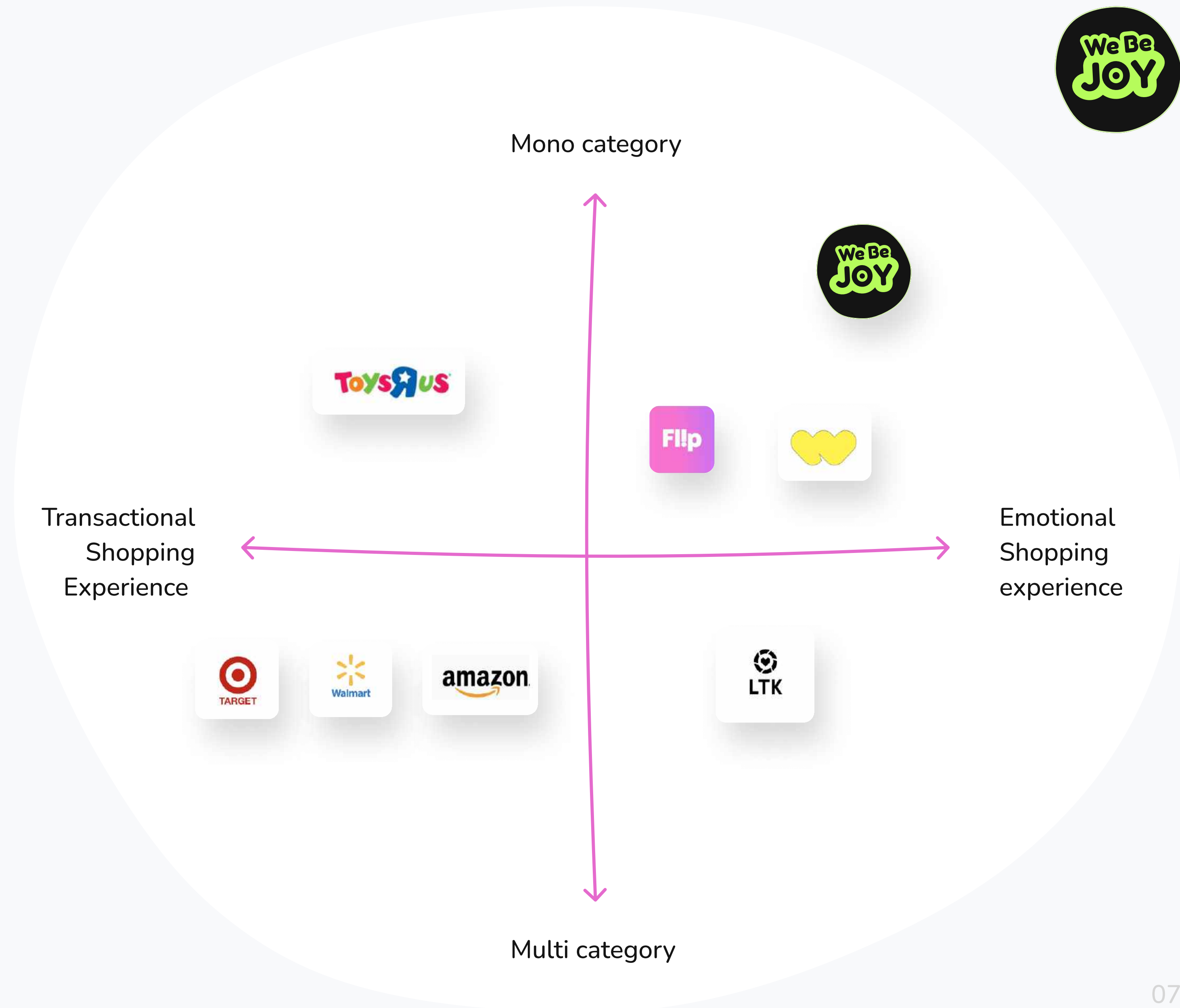


Sources: The Toy Association.Org, Grandview Research, Mordor Intelligence, National Candy Association.

Competitors





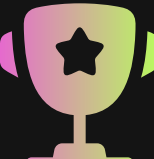
Webejoy.com competitive advantage

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

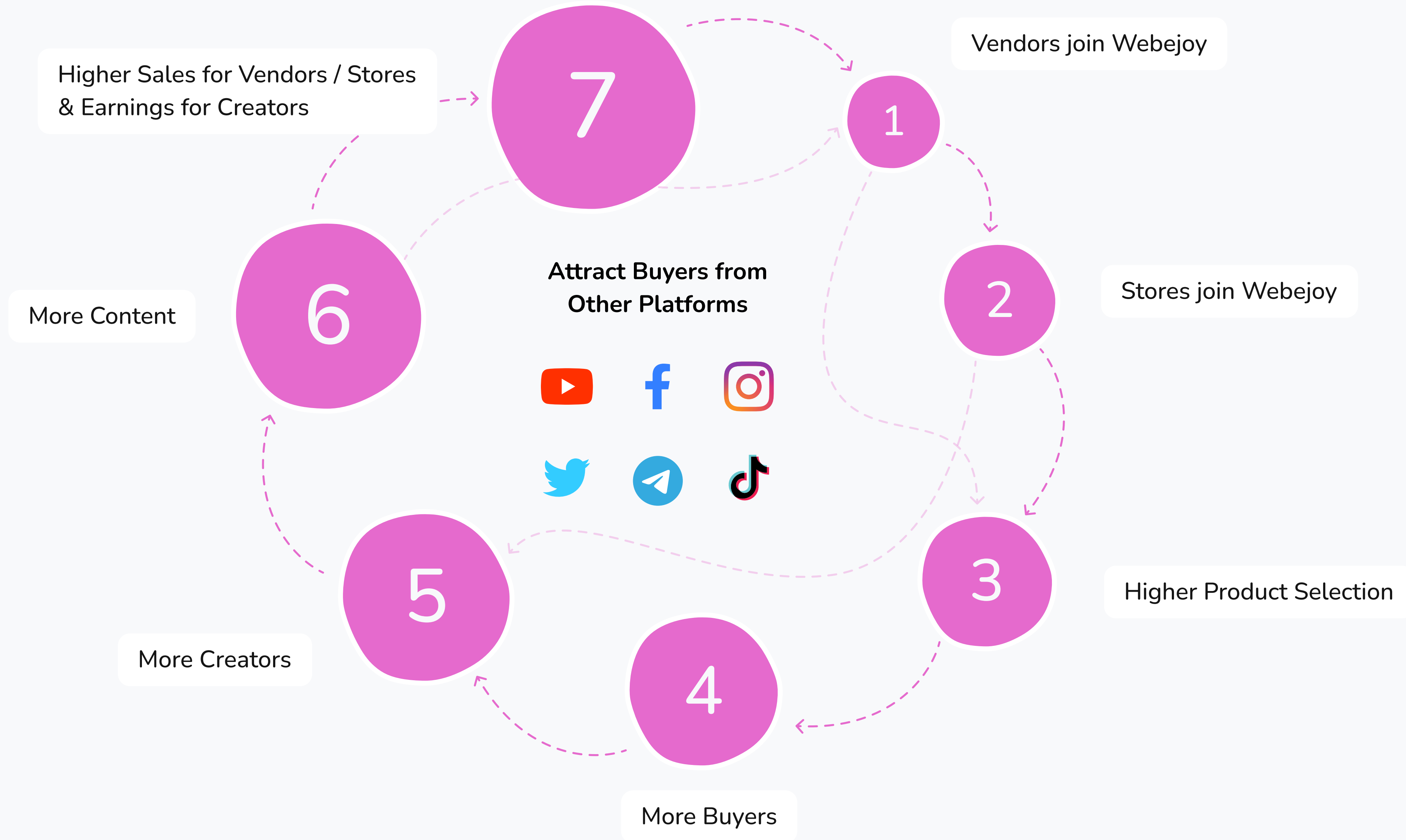


Why now?



-  Transactional shopping experience **VS** Emotional
-  Future of shopping centered **around people**
-  Toy&Games content **most popular** category on Social Media & Youtube
-  Toys&Gifts covid/economy **resilient** product category
-  **Success** of other social commerce platforms

Webejoy flywheel



Go to market strategy



Customers. We know how to bring 10M+ traffic to the toy e-commerce per year. So, we will use tools that works for Webejoy as well.

Stage 1:

- In-store customers activation (independent toy retailers)
- Creators word of mouth

Stage 2:

- Audience redirection from creators' original social platform
- Exclusive deals with brands
- Organic SEO

Stage 3:

- Paid search engine ads
- Paid social media ads

2023 roadmap



Start	MVP	V1: Beta	V2: Launch	V2.5: Upgrades
<ul style="list-style-type: none">wireframes & designtech architecturebackend development	<ul style="list-style-type: none">web app (mobile only)brands workspace (alpha)creators workspace (alpha)	<ul style="list-style-type: none">web app (mobile & web)brands workspace (beta)backend development (beta)	<ul style="list-style-type: none">web app (mobile & web)mobile app iOS/Android (alpha)brands workspace (stable)backend development (stable)	<ul style="list-style-type: none">web app (mobile & web)mobile app iOS/Android (alpha)brands workspace (stable)backend development (stable)
MRR: \$ 0K	MRR: \$ 3K	MRR: \$ 62,4K	MRR: \$ 254K	MRR: \$ 936K
02/2023	Q1	Q2	Q3	Q4
<ul style="list-style-type: none">first vendors agreement 10 brandscreators agreement500 SKUs selections30 first videos	<ul style="list-style-type: none">500 best SKUs uploaded10 brands20 creators on platform75 original videos uploaded	<ul style="list-style-type: none">4,500 best SKUs uploaded45 creators on platform1,425 original videos uploaded	<ul style="list-style-type: none">5,000 best SKUs uploaded100 brands152 creators on platform6,234 original videos uploaded	<ul style="list-style-type: none">7,500 best SKUs uploaded100 brands513 creators on platform22,466 original videos uploaded

Operational Goals



	Q2 (avg month)	Q3 (avg month)	Q4 (avg month)
	Product market fit validation, seed round	Product improvement, team formation, A-series	Preparation for the high season, scaling
Traffic	20 000	135 000	215 000
Conversion rate	1,20%	1,50%	1,70%
Orders	240	2 025	3 655
Average transaction value	\$40	\$42	\$44
REVENUE	\$9 600	\$85 050	\$160 820

Team



Vadim Chomenko
CEO



Oleg Fedkiv
COO



Nazar Gulyk
CTO



Robby Pettinato
CPO



Natalie Peyton
CMO

100 years

directly relevant experience:
Online Toys & Games. B&M Retail.
Manufacturing & Distribution.

Several exits

Continued private holdings.

\$100M

Have grown businesses



Capital Plan



\$ 390,000

Angels – 2022. Already raised friends and family.

\$ 1,000,000

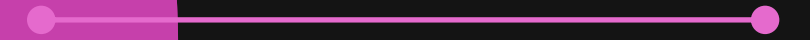
Looking for seed in Q2/2023

200,000\$ already committed.

Sales & Operations
14.0%



Marketing
40.0%



Tech & R&D
46.0%

