



# QUIRKTASTIC

find your community. find your squad.

## ABOUT QUIRKTASTIC

Quirktastic is the **social networking and group livestreaming platform** for geeks and hobbyists.

We are a one stop for **anyone exploring and creating** the fandom community.



## MARKET SIZE



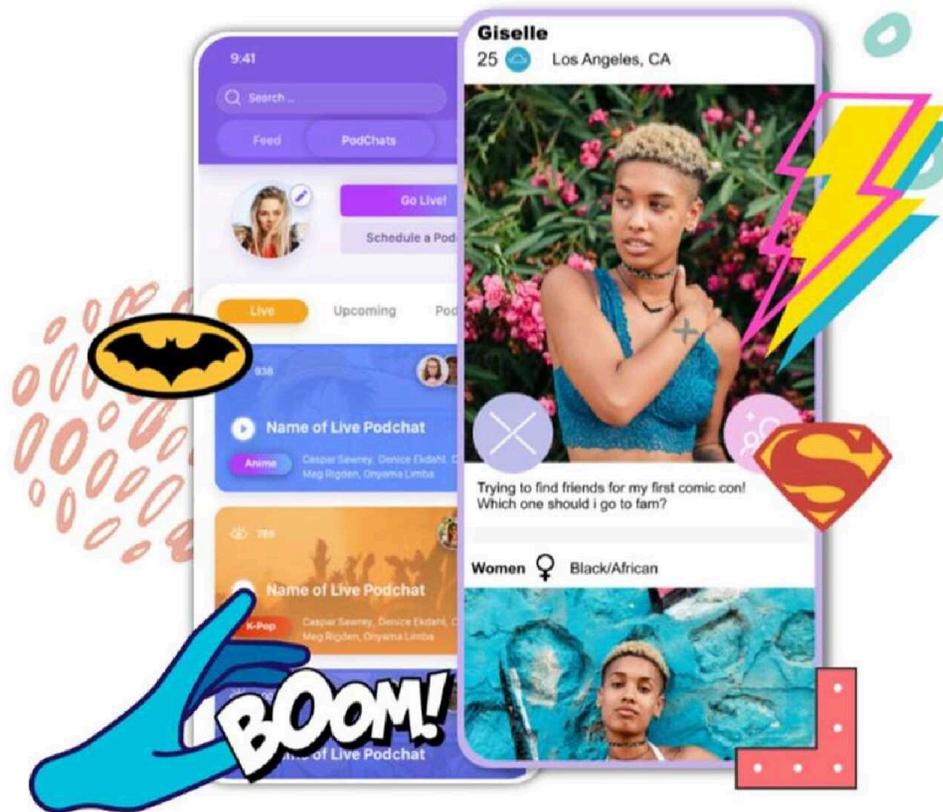
**\$44B** US Gaming industry (2019)

**\$27B** OTT industry (2019); 33% YoY

### Early adopter audiences

- Gamers
- Cosplayers
- Podcasters + Video hosts
- Virtual event organizers
- K-pop lovers (virtual dance practice)
- Musicians (virtual jam sessions)

# QUIRKTASTIC APP



**Find friends** based on interests, location and demographics

Create live panels, game nights and host screenings with **Podchats**

Join interest-based voice and text channels with **Clubs + Squads**

Ask for recommendations on **Feed**

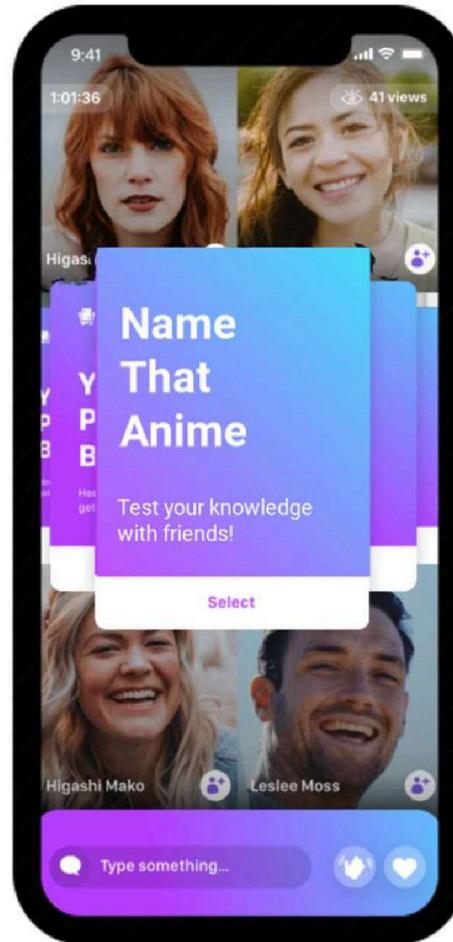
# PLATFORM OVERVIEW

livestream with up to 6 people

what did you all think about

Demon Slayer Ep 7?!

create + watch original content



create + search user profiles based on demo + interests

anime    harry potter    k-pop

esports    lolita    art

comics    astrology

in-app comic cons + hobby event resources

## MEET DJ TAYLOR SENPAI, A QUIRKTASTIC USER



DJ Taylor Senpai is a comic con DJ and avid Quirktastic user. He uses the app to **meet friends** in the DC area or whenever he is performing, **give recommendations** about anime on our feed, and **host live DJing podchats to monetize** whenever he can't perform IRL.

**71** Net Promoter Score

as of April 2020

## OUR AUDIENCE



# 25,000+

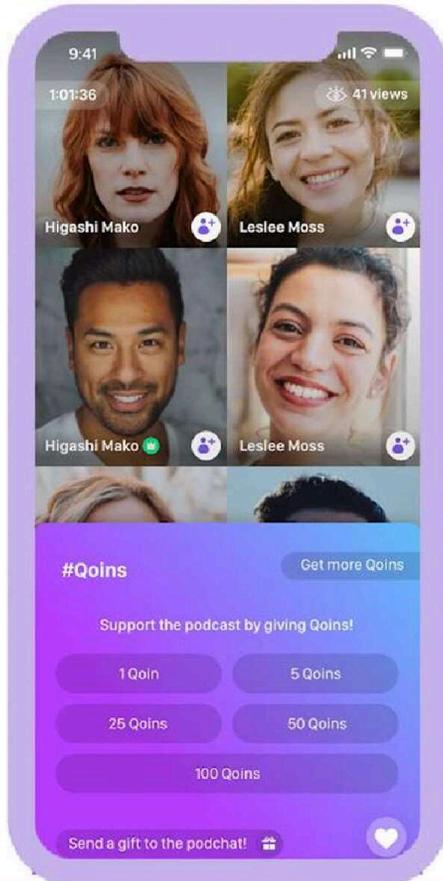
monthly users in USA, Canada  
and Europe since March 2019

**Largest interest demographic:** anime, gaming, k-pop

7x- times users open app per day

1.25 hours per day

# BUSINESS MODEL



Send Qoins or shop the Snack Pantry and The Quirk Shop for your friends and favorite Podchatters!



100 qoins for \$2.99

Snacks: 35-250 qoins



Merch and Event Tickets: 200-5,000 qoins

Qoins can be bought or earned from watching ads and checking in regularly

Revenue since app launch (merch): **\$175,100**

## POTENTIAL FUTURE PARTNERSHIPS

**At 1MM users**, we will seek partnerships for Snack Pantry and retailer partners to give users more options for buying gifts and cashing in qoin.



**Food delivery apps**

Trade in Snacks for real grub.



**Large event + movie tickets**

Trade in Qoins for IRL quality time.

## TEAM

6 full time + 5 part time contract



**BEE LAW**

ceo + head of product



**WARREN NG**

tech advisor



**LAUREN GRANT**

chief content officer



## FINANCIAL

We are raising \$250K on Wefunder to bolster our tech and security stack, grow to our community to 1MM and to increase ARR to \$750K.

# \$250K

investment opportunity

minimum investment of  
\$10,000 for angel investors

# 1MM

app downloads

current \$0.23 cost per install

# \$750K

revenue

over 12 months

\*These are forward-looking projections that are not guaranteed

Current investors



Snap Inc.





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**BEE LAW, [bryanda@quirktastic.co](mailto:bryanda@quirktastic.co)**

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