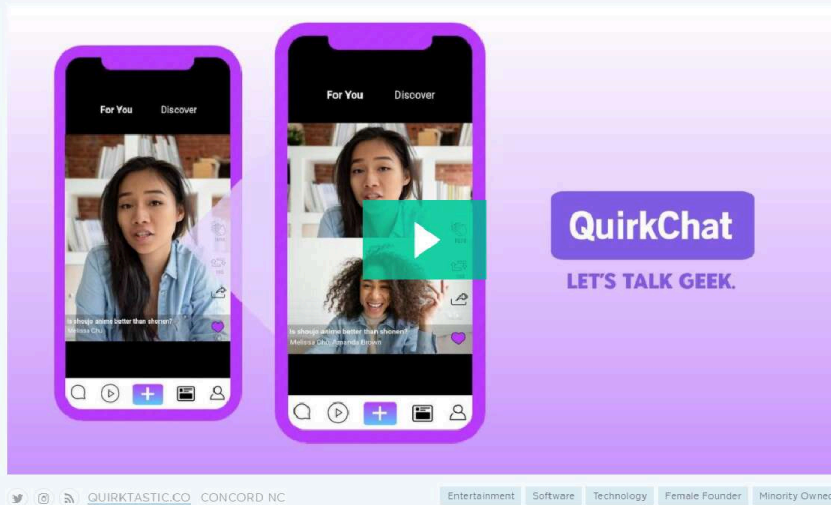


# Invest in QuirkChat (Quirktastic Inc)

Let's Talk Geek! Social video and collaboration app  
rivaling TikTok 🤖



## Why you may want to invest in us...

- 1 25,000+ monthly active users in US, Canada, and Europe since March 2019
- 2 Partnerships with HBO and Warner Bros.
- 3 ~\$200K revenue since app launch
- 4 Competitive landscape valuations ( \$50 Billion)

## Why investors ❤️ us

WE'VE RAISED \$317,581 SINCE OUR FOUNDING



*The team has built a platform that not only supports passionate communities, but also helps them grow. They've listened to and engaged with their users, built features that enable better communication, collaboration, and connection, and in doing so have cemented a position that will be difficult for competitors to reach. This opens up a world of possibilities for marketplace transactions, tooling for influencers, and partnerships. Their organic word-of-mouth validates their progress, and I'm excited to see the company grow.*

**Timothy Marshall** Software Engineer, Anomalo

LEAD INVESTOR

INVESTING \$2,000 THIS ROUND



*Bee is a fantastic founder who I believe will crush any goals she sets for herself! I love the mission of the company and I think she is absolutely the right person to make this quirky community a success.*

**Maxeme Tuchman** ★

Latina #FemaleFounder @Caribu. Working for exponential change in #EdTech: TFA.GatesFdn.MayorBloomberg.WhiteHouse44. HBSAlumni.ToyotaMOI

SEE MORE

## Our team



**Bee Law**

Founder and CEO

Cytogenetic scientist turned community-building champion. Ex-Yelp. Snap Inc' Yellow Alum 2019. Host of EMO CEO podcast. Lover of alt rock and mystery anime.



**Warren Ng**

Tech Advisor at Quirktastic



Growth engineer at Instacart. Early engineer at three previous startups. Lover of social neuroscience. Freakishly good at tetris. Have watched 2041 days worth of anime.



**Lauren Grant**

Chief Content Officer at QuirkChat

Producer of a number of fan films and government funded docuseries. Leading video content and commercials at Quirk. Nujabes #1 fan.



SEE MORE

## In the news



### Snap shares its in-house accelerator's next 10 investments

After generally being the butt of the public market's jokes since its IPO, Snap is having a killer 2019, with its stock price nearly tripling in value. The successes are perhaps giving the company a moment to pause and September 3, 2020 @ techcrunch.com

SEE MORE

## Downloads

[QuirkChat Deck 2 .pdf](#)

**We believe niche online communities are the future of social networking.**

lck

### Our Team

Small, yet experienced and well connected

**Bee Law**  
Founder/CEO  
Head of Product

**Dipal Patel**  
Tech Lead

**Warren Ng**  
Tech Advisor

**Lauren Grant**  
Chief Content Officer

**Candice Johnson**  
CFO

### Our Network

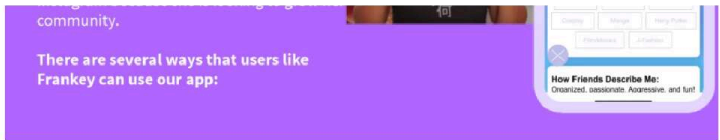
At our company, we spent a year interviewing and working with 300 hundred of our early adopters of cosplayers, gamers and geek content and event creators to create a platform where people feel supported in exploring their interests online.

QuirkChat is a social video and collaboration platform for geeks and hobbyists that emphasized community moderation and community building.

### Meet Real User, Frankey.

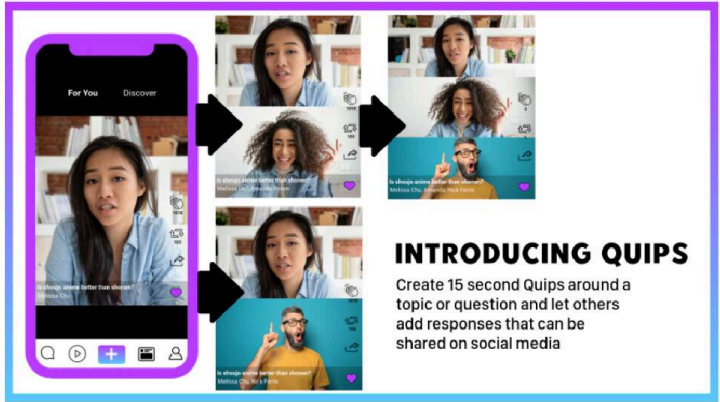
Frankey is in her mid 20s and has a video podcast with a small following that talks about controversial anime opinions. Most of her IRL friends are not into anime, so most of her friends are online or from conventions.

**Relevant Behaviors**  
She is on TikTok but posts them all to Instagram because she is looking to grow her



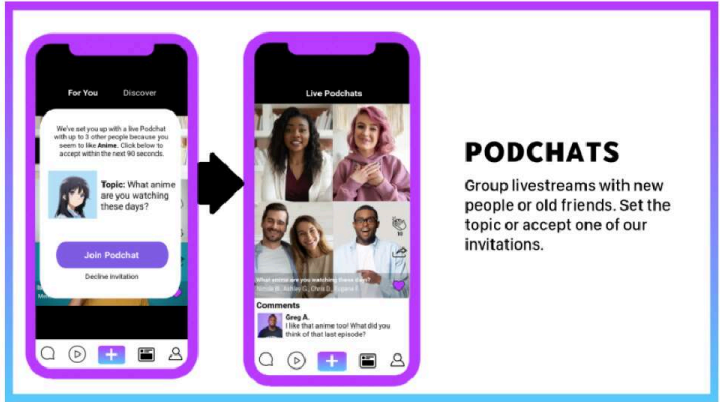
There are 3 main features to the streamlined update for our app: **Quips, Podchats and Squads.**

**Quips**



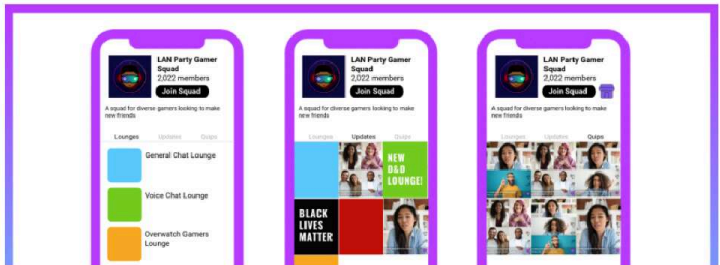
Members can create 15 second collaborative video responses to user generated topics to voice their opinions and combined 4 quip responses to share on other platforms. For example, if I wanted to give my opinion of Why K-Pop is better than country music, several other users could also chime in with a video response.

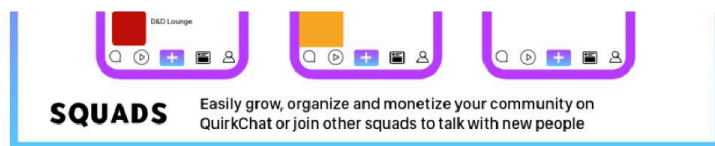
**Podchats**



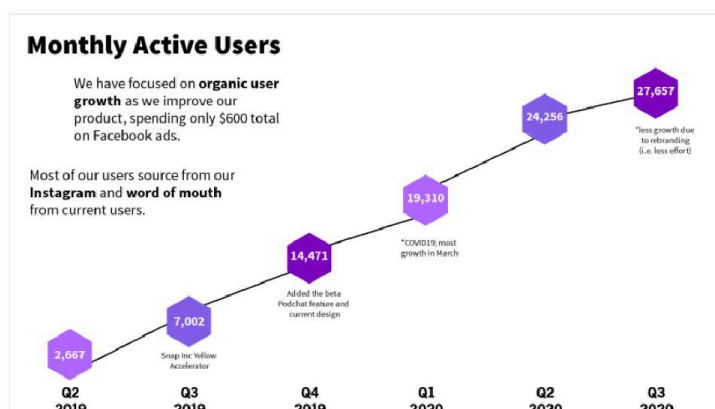
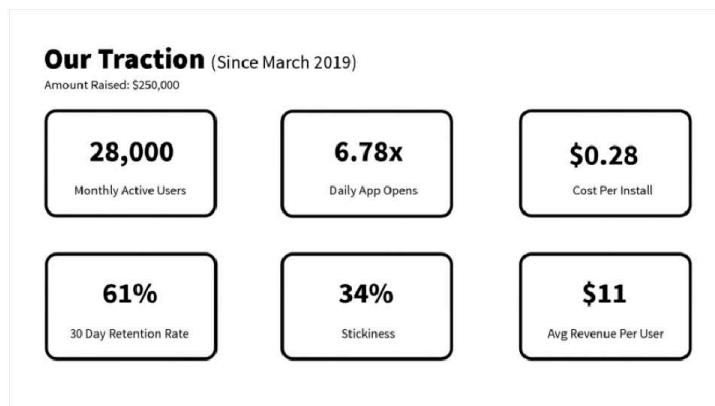
We also help introverts make friends on our app by sending invitations for small pod like video conferences with in-house topics based on self-selected interests from their profile, as well as group livestreams for online personalities.

**Squads**

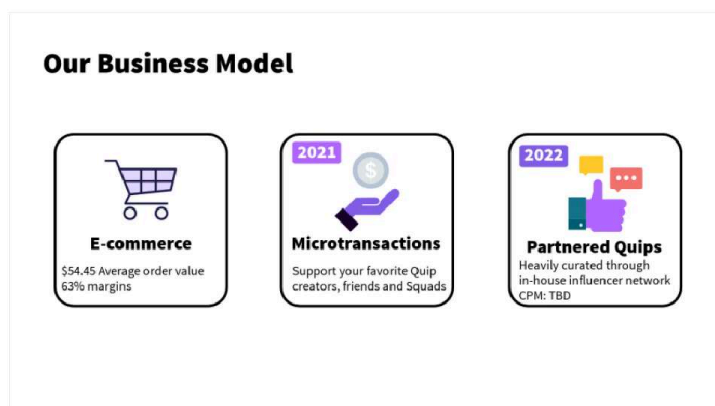




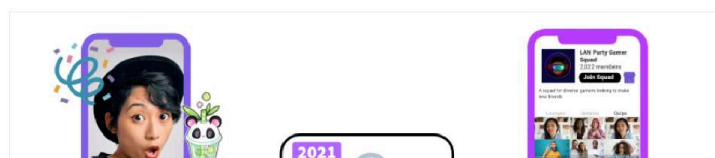
QuirkChat has added all the tools for community organizers to take the connections they've made elsewhere on the app or on the internet and create channel chats for closer connections with like-minded individuals.

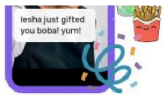


## Business Model



Our business model is direct to consumer and in-app microtransactions. Similar to other gaming centric platforms, users can buy digital goods or tip their favorite creators with "Snacks". For math, 1 quoin is \$0.03 USD and Snacks cost between 35-250 quoins. These are already actions that users are familiar taking on adjacent platforms like Twitch and Discord.





### Support Your Friends

Want to make your Quirk friend's day? Tip their Quips and Podchats or surprise their inbox with some Snacks!



### Microtransactions

1 quoin = \$0.03  
Snacks = 35-250 quoins  
50/50 Creator Split



### Support Your Squads

Have a Squad that you spend a lot of time in? Consider subscribing or buying one of their emojis and sticker packs!

Successful brands with similar business model: Kofi, Patreon, YouTube Gaming, Twitch, CaffeineTV, mobile games, Meetup.com

2020 Revenue  
**\$165K ARR**  
**THE QUIRK SHOP**  
\$54.45 Average order value  
63% margins  
\$1.89 CAC

## Competition, Financials and Exit Strategy

### Competition

	QuirkChat	Kippo	Amino App	Discord
<b>Funding Raised</b>	\$250K	\$2MM	\$72.4MM	\$250MM
<b>Monthly Users</b>	28,000	25,000	Not disclosed	100MM
Geek Fandom Niche	☺	☺	☺	☺
Video Collaboration	☺			☺
Community Hosting Tools	☺		☺	☺
Built-in Monetization Tools	☺			Limited to few communities and not personalized
Majority women and POC	☺			

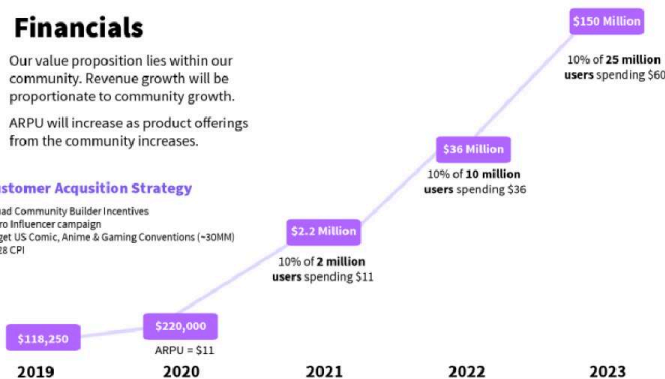
### Financials

Our value proposition lies within our community. Revenue growth will be proportionate to community growth.

ARPU will increase as product offerings from the community increases.

#### Customer Acquisition Strategy

Squad Community Builder Incentives  
Micro Influencer campaign  
Target US Comic, Anime & Gaming Conventions (~30MM)  
\$0.28 CPI



### Exit Strategy

Building the largest, geek fandom niche usership will provide for multiple exit opportunities that will result in a high ROI



IPO Consideration





*\*Projections in charts above are not guaranteed.*

**Niche online spaces are the future and are positioning ourselves to be the platform of choice for community builders and candid geek fandom conversations. If you would like to learn more about our company and support us while we build a better social network for the current and future generations, please download our app.**

## Investor Q&A

### What does your company do? ▾

+ EXPAND ALL

QuirkChat is a social video and networking platform where geeks and hobbyists can create and join fandom communities and create collaborative video responses to fandom related topics. Our goal is to be a one stop shop for all things fandom that sets the standard of social online responsibility for future generations. Members can create 15 second collaborative video responses to user generated topics to voice their opinions and combine 4 quip responses to share on other platforms.

### Where will your company be in 5 years? ▾

Quirkastic's goal is to be the one-stop conglomerate for anything involving geek fandom. In 5 years, Quirkastic will have 50 million MAU and our in-app currency will allow for tangible and downloadable retail partnerships. Depending on the technology, we will also be leveraging in-app VR experiences for virtual conventions and connections. The ultimate goal is to acquire aligned media, e-commerce and virtual experience related companies and then go for an IPO. Projections not guaranteed.

### Why did you choose this idea? ▾

As one of the 76 million people in the US who participate in anime and gaming fandom, I found it hard to find people to talk to without facing harassment online. Our company spent a year interviewing and working with hundreds of cosplayers, gamers and geek creators to create a platform where people feel supported in exploring their interests.

### Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago? ▾

We predict that future generations will spend a majority of their time making and cultivating friendships online, and that interest based communities will win. Quirkastic focuses on both of these predictions and we are targeting fandom interests, especially anime, gaming and k-pop.

In addition, Quirkastic also caters to Fandom Creators (youtubers, streamers, bloggers), Fandom Organizers (comic and gaming conventions, barcades, esports leagues) and Fandom Brands (Marvel, AMC, Warner Bros, etc.). With COVID-19, we realized that many of these types of users were left without ways to monetize online or cultivate community around their brands. Therefore Quirkastic invented the goin shop and online con podchats that allows for this.

### What is your proudest accomplishment? ▾

Before COVID-19, our platform monetized by event ticket transaction fees and we also hosted our own events for the community. After COVID-19 became a worldwide pandemic, all of our event partners were forced to cancel their event, which led to us losing about 75% of our projected revenue for the year. Though, instead of dying or abandoning our customers, we have pivoted to focus on helping them build their communities online and host online events through our group livestreaming platform.

### How far along are you? What's your biggest obstacle? ▾

We have 55,000 downloads and have made about \$200,000 in revenue. To grow faster, we will need an influencer marketing budget, as most of our downloads have come from word of mouth.

### Who are your competitors? Who is the biggest threat? ▾

Our adjacent competitors are Amino app, Twitch, Fandom Wikia and Discord when it comes to community. This is encouraging as all companies are valued between \$500MM-\$3.75B. The features of QuirkChat make it easy to evolve to be a more complete platform, similar to a Facebook for Fandom, compared to the specialized platforms listed.

Also, our company sets a community guideline standard that is not known for being a standard in these platforms.

#### **What do you understand that your competitors don't?** ▾

Similar to Facebook's strategy, your approach to community has to be multi-pronged. Solving only a small portion of a large yet niche communities needs will leave them looking for multiple options and will result in lots of turnover. That's why we have a "one stop" goal.

#### **How will you make money?** ▾

Direct to consumer through microtransactions. Users buy goins through the app or earn goins by watching in-app video ads to either tip their favorite podchatters, give virtual gifts ("Snacks") to their friends, or by merchandise from The Quirk Shop or our retail partners. 1 goin = \$0.03 and they start at 100 goins for \$2.99. We've made revenue of about \$200,000 since our app launch.

#### **What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed?** ▾

Security and privacy issues. We've built a lot of trust with our community and as we've seen in Facebook and other similar platforms, security breaches lead to a lack of trust. So far, we've worked with AWS to build as secure of a system as we can afford. After raising either a large Seed or Series A, we plan to invest heavily into security.

#### **What do you need the most help with?** ▾

Investors with experience in growth hacking or marketing and branding are always the most helpful for any start up team.

#### **What would you do with the money you raise?** ▾

\$250,000 raised will help support our team as we finish building our updated interface for event organizer monetization and will also allow us a budget for marketing our new services. Our app has a low cost per install of 0.23 cents, therefore this grant could also help our company grow our community by over 500,000 new members and in turn help us achieve both our mission and monetization goals faster.

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