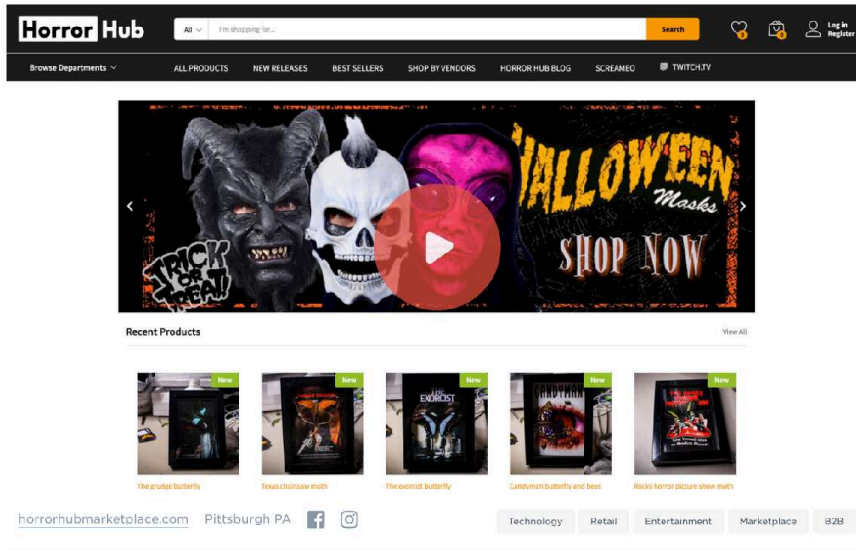



Horror Hub is a dual sided marketplace for horror fans, vendors, and creators



LEAD INVESTOR

 **Alfred Dual**

After speaking with the team at HorrorHub Marketplace, it is clear they have done the market analysis, understand the power of community, and created a sensible plan to execute. This is a niche market ripe for a partner to put all of the pieces together and create bonafide enterprise value. They've made savvy decisions in choosing to build a marketplace focused on reputable vendors, community building, and delivering an intuitive shopping experience.

Invested \$10,000 this round

Highlights

- 1 Attacking a \$9B Market
- 2 Retail Partners (Hot Topic, Strange and Unusual Store)
- 3 Horror Celebrity team members
- 4 COO has grown a marketplace to over 130 million in gross revenue
- 4 COO has grown a marketplace to over 130 million in gross revenue
- 5 Major distribution partners lined up
- 6 User growth across channels already over 3K a month.

Our Team



Nathan Bryner CEO / Founder

Entrepreneur, Horror Creator, special fx artist and graduate of the Savini school of design for horror.

Everyone on the team is a horror creator and fan. One of our team members (Doug Bradley) is the actor who played Pinhead in Hellraiser. We have a deep passion for horror and know the industry extremely well.



Chad Dahlstrom Operations Lead

Grew Discogs.com physical music marketplace to over 130 million in revenue as the COO and head of product. Discogs became the largest dual sided marketplace for physical music media beating Ebay and Amazon in physical music under his leadership.



Josh Balz PR/Screameo/Retail

Former Keyboard player for Motionless in White. Owner of Strange & Unusual retail store, Noir, and Parlor RootBeer. Josh has extensive retail and wholesale experience and deep reach within the horror and music community.



Doug Bradley Partner/Advisor

Doug Bradley is known to audiences around the world for his portrayal of the iconic figure of Pinhead in the first eight Hellraiser movies. Doug is a partner and spokesperson for Horror Hub Marketplace.



Steph Sciuлло Partner/Advisor

Steph Sciuлло, is co-host on Horror Hub's Down To Hell show with Doug Bradley and is a professional artist. Steph is also a partner and advisor to the brand.

Pitch

Horror Hub, LLC

Our marketplace:

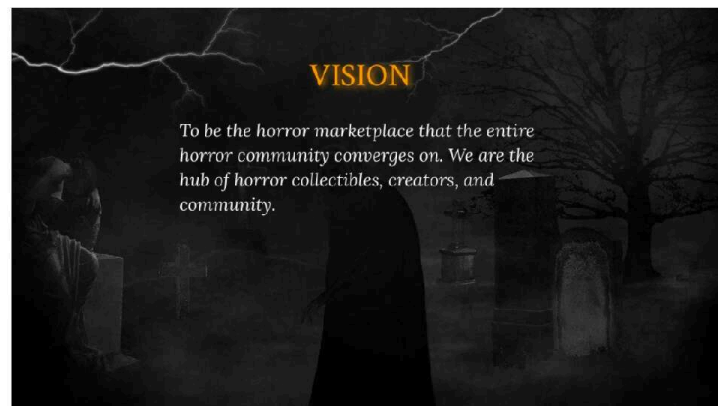
- Home for all things horror
- Connecting buyers & sellers
- Building a horror community

We have created a secure online retail environment where buyers and sellers of all things horror can connect in one place.



VISION

To be the horror marketplace that the entire horror community converges on. We are the hub of horror collectibles, creators, and community.



OUR TEAM



JOSH BALZ
PR/Screameo/Retail
Former keyboard player for Motionless in White. Owner of Strange & Unusual retail store, Noir, and Parlor RootBeer. Josh has extensive retail and wholesale experience and deep reach within the horror and music community.



STEPH SCIULLO
Partner
Successful horror artist and community icon.



DOUG BRADLEY
Partner
Hellraiser actor of the famous "Pinhead" character and horror community icon. Spokesperson for Horror Hub Marketplace.



CHAD DAHLSTROM
COO
Former CEO/COO of Discogs.com, the largest physical music marketplace in the world. Chad has scaled marketplaces to over 150 mil in gross revenue. Horror writer of books and comics. Owner of the Puzzle Box Horror website.



NATHAN BRYNER
CEO / Founder
Entrepreneur, Horror Creator, special fx artist and graduate of the Savannah school of design for horror.

PROBLEM



- **Fragmented Market** - Buyers and Sellers of Horror only have large scale, difficult to navigate, mega marketplaces.
- **Community Hub** - Buyers, sellers, creators and collectors of horror have no central place to collaborate, meet and create together.
- **Horror Gets Blocked** - As much as 20% of horror items get blocked on major platforms such as:

ebay amazon Etsy f shopify

SOLUTION

A Single platform for horror fans, creators of horror, and vendors to:

- Find new horror products
- Sell unique horror items
- Sell collectible horror products
- Meet other horror fans
- Creator/Vendor collaboration
- Physical and online storefronts



PLATFORM

BUYING

Simple checkout process and account creation.

SELLING

From small sellers who add items individually to large imports. Taxes, privacy and payment all managed through the platform.

SCREAMEO

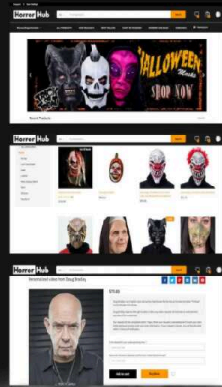
Videos from your favorite horror celebrities.

FORUMS

To connect buyers and sellers.

PUBLISHING

Twitch, articles, social media, partner sites.



\$9 Billion

Estimated Horror Product Industry

1-2%

We can capture 1-2% of this market 90-180 million

8 Years

Within 8 years from now

Forward-looking projections cannot be guaranteed.

MARKET SIZE

Halloween	Haunt Industry	Gothic Lifestyle	Horror Books	Collectibles
\$8,200,000,000	\$400,000,000	\$200,000,000	\$80,000,000	\$50,000,000
\$8-9 billion annually. Second largest commercial holiday in the US.	\$400 million in revenue. Over 4,000 haunted attractions every year purchasing nearly \$100 million in new products.	Estimated over \$200 million in annual sales on clothing, accessories, etc.	Estimated \$80 million in yearly sales. Top 5 category in book sales as of 2020 and growing	Hundreds of thousands of original creator generated horror collectibles online.

TARGET



33% of people ages 18-49 are horror fans in North America. In the U.S. alone that is 110 million people. 148 million U.S. citizens celebrated Halloween in 2019.

MAIN COMPETITORS

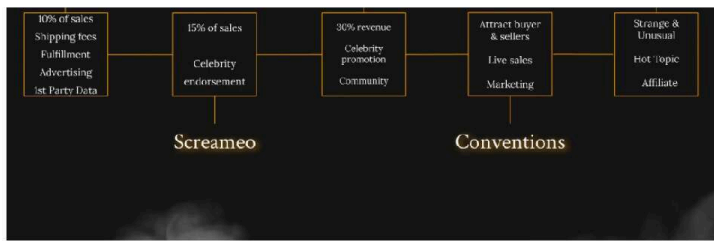
Etsy 188,000 original creator generated horror collectibles for sale.	amazon Largest multi-vendor marketplace for sellers. Neca horror figures US sales over 1,200 items a month alone.	ebay 128,000 horror collectibles for sale.
shopify Creators, suppliers and vendors have their own websites.		f Facebook groups are extremely community based.

COMPETITIVE ADVANTAGE

THEM	US
Fragmented markets	First niche horror marketplace
Marketplaces with high user fees	Lower user fees than other marketplaces
Social media groups, often blocked by bots	Key Partnerships established (Hot Topic, Twitch TV, Horror apps and sites)
Not horror centric or friendly	Created by Horror community members
	Celebrity endorsements/team
	Strong marketplace and retail knowledge

BUSINESS MODEL





MARKET ADOPTION

Trade Shows	Partnerships	Owned Sites	Partner Sites	Digital Marketing
20 events in 2022 Appearances with Screameo celebrities	Doug Bradley Hot Topic Zagone Studios Strange & Unusual Slasher App	Puzzle Box Horror Horror Enthusiast	Horror Oasis Horror Tree 5 more 2022 Affiliate	Google Products Feed Social Media Email Acquisition Re-Marketing

TARGET VALUATION

\$150,000,000
Target valuation by 2030

8 Years
Focused on market growth and EBITDA

Reverb

Sold for \$275 Million in 2020

Music gear marketplace with a total market size 4.5 Billion. 1/2 that of Horror. Multi sided niche marketplaces have exponential growth potential.

Forward-looking projections cannot be guaranteed.

OUR VALUES

COMMUNITY	IMPROVEMENT	FUN
Our community is the life of the company and we are all actively part of the horror fan and creator community.	We can always be better in service, products, planning, and execution.	Horror is fun and so should doing business in horror.

MISSION STATEMENT

By building a dual sided, community focused marketplace platform, we will bring the horror community together to buy, sell, collect and live horror everyday.
