



GRIPWERKE

WEAR IT. WIN IT. DRIVE IT.

A premium performance-lifestyle brand. One Porsche. One winner. Every 90 days.

SEED ROUND

\$500,000

Stretch · \$750,000

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What if every **hoodie** you bought could win you a **Porsche**?

1 Winner

EVERY 90 DAYS

\$200K

TOTAL PRIZE
VALUE

\$150K

CASH OPTION

THE PROBLEM

DTC is broken at the front door.

Customer acquisition cost is up. Conversion is flat. Loyalty is dead.

+60%

DTC PAID CAC

growth over the last 4 years

2.5%

AVG CONVERSION

industry standard — and flat

#1

RETENTION LEVER

most brands have nothing to pull

Brands compete on price. Margins collapse. No one comes back.

Buy a shirt. Win a Porsche.

Merchandise drives entries. The sweepstakes drives sign-ups. The flywheel does the rest.

TRADITIONAL DTC

Buy a shirt, get a shirt.

One-time transaction.

CAC: \$40 – \$80.

No reason to come back.

A generic brand.

GRIPWERKE

Buy a shirt, get a Porsche entry.

Every purchase increases the odds.

CAC: replaced by aspiration.

'I want more entries.' Repeat buyer.

A moment people share.

The GripWerke Loop.

01

SHOP

Premium apparel, automotive accessories, lifestyle gear.

02

EARN ENTRIES

Every purchase earns entries. Featured gear earns 2–3x bonuses.

03

COUNTDOWN

Live entry counter + days-remaining timer.

04

WINNER DRAWN

Independent third-party administrator pulls one winner every 90 days.

05

NEXT CYCLE

New car. Retained email list. Compounding community.

FREE ENTRY ALWAYS AVAILABLE

Sweepstakes, not lottery. AMOE built in. Legal moat from day one.

THE PRIZE

Porsche 911

Turbo S (CPO)

| | |
|----------------------|--------------------------|
| VEHICLE ARV | \$180,000 |
| CASH PRIZE | +\$20,000 |
| TOTAL PRIZE VALUE | \$200,000 |
| CASH OPTION | \$150,000 in lieu |



Universally aspirational. CPO sourcing eliminates first-year depreciation. Cash option de-risks winner delivery.

The math, line by line.

Base case: 3,500 orders at \$85 AOV. 90-day cycle.

| | |
|---------------------------------|-------------------|
| Gross revenue (3,500 × \$85) | \$297,500 |
| Merchandise COGS (40%) | -\$119,000 |
| Gross profit | \$178,500 |
| Prize (\$180K car + \$20K cash) | -\$200,000 |
| Marketing (15% of revenue) | -\$44,625 |
| Platform + ops + TPA fees | -\$40,000 |
| EBITDA — Sweep 1 | -\$106,125 |

BREAK-EVEN

~5,540

orders per cycle

Sweep 1 is a brand-building launch. Seed raise funds the gap. Sweep 2 onward is a different story.

Sweep 1 funds Sweep 2.

Year 1 (90-day cadence, 4 cycles)

| CYCLE | ORDERS | REVENUE | EBITDA |
|---------------|---------------|----------------|----------------|
| 1 | 3,500 | \$297K | -\$106K |
| 2 | 5,500 | \$467K | -\$32K |
| 3 | 8,500 | \$740K | +\$88K |
| 4 | 12,000 | \$1.04M | +\$220K |
| YEAR 1 | 29,500 | \$2.55M | +\$170K |

YEAR 2

\$8.8M

~30% EBITDA margin

YEAR 3

\$16.4M

~35% EBITDA margin

The market and the moment.

W H Y N O W

- **DTC differentiation crisis is acute.**

Brands need a retention story they don't have.

- **Social commerce makes 'I won a Porsche' viral.**

Organic reach is the cheapest CAC in the market.

- **Sweepstakes legal framework is mature.**

AMOE + third-party administrator + state bonding is a known path.

W H Y U S

- **Kurt Fagan — Founder & CEO.**

Operator and brand-builder. Shipped GripWerke end-to-end.

- **Platform already built and live.**

Next.js + Stripe + sweepstakes engine + admin — at gripwerke.com.

- **Compliance scoped.**

AMOE wired. NY/FL bonding mapped. Counsel and TPA selection in progress.

THE ASK

\$500K to launch. \$750K to scale.

| | |
|---|------------------|
| Prize vehicle (Porsche 911 Turbo S, CPO) | \$180,000 |
| Cash prize | \$20,000 |
| Legal, TPA, state bonding, insurance | \$50,000 |
| Vehicle handling (storage, insurance, delivery) | \$10,000 |
| Marketing & customer acquisition | \$110,000 |
| Merchandise inventory + product photography | \$45,000 |
| Platform, payment infra, accounting setup | \$30,000 |
| Operating reserve (Sweeps 1–2, founder unpaid) | \$25,000 |
| Contingency | \$30,000 |
| TOTAL · BASE ASK | \$500,000 |

TERMS

Post-money SAFE
\$4M valuation cap
20% discount to next round

Two-page Y Combinator template. Converts at Series A.

STRETCH · \$750K

Adds \$140K marketing, Sweep 2 prize deposit, larger contingency. \$5M cap.

The dream is the moat.

Every 90 days, one customer drives away in a Porsche.
Thousands more come back, hoping they're next.

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