



THE MISSION

There should be a 'market square' where anybody can centrally open a 'shop' that allows each user to participate in buying, selling & auctioning their game trading card collection.


GREAT. ANOTHER TECH STARTUP...

The difference with this business is that, prior to any investment, the fundamental platform has been developed, deployed and it's demand verified. Finance is needed only for marketing & growth.

ABOUT ME

William Fischer is a software developer with a focus on design working as a lead frontend engineer at one of QLDs largest software companies. He is currently the sole owner and developer of Cardboard Ninja.

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CARDBOARD NINJA

The social media inspired peer-to-peer trading card platform

A vital aspect to building a strong trading card collection, as mass amounts of people are suddenly attempting to do, is buying and selling with other collectors. Currently there is no platform that provides the exact tools to specifically & smoothly achieve this.

➤ CURRENT STATE

The application fundamentals are developed and available for free on IOS, Android & web. With complex authentication, messaging and money handling systems, and leaning on affordable APIs from TCGPlayer, TrackingMore and Stripe, Cardboard Ninja is constructed with Google's data speed and security. Built without a cent of capital; Imagine what can be achieved with stimulus.

➤ INDUSTRY

Undeniably booming, eBay sees a record 142% domestic trading card growth in 2021 alone. Overall market was valued at \$13.82 billion in 2019 and is projected to reach \$98.75 billion by 2027, growing at a CAGR rate of 23.01%.

➤ REVENUE SOURCES

- 1) We will initially take 5% of each transaction committed through the platform (of which can be voided by users if they choose to privately sell on the platform)
- 2) Dedicated sellers can pay \$4.49 a month to have listings prioritised.

➤ COMPETITION

Beyond physical stores, collectors mainly use the Facebook marketplace & groups to buy and sell cards on a national basis. For many reasons it's highly unsatisfactory. Group admins are forced to verify selling content manually, which is so time-consuming that it restricts them to a daily capped rate. there is no centrality and market listings have no consistent formatting, often getting lost amongst other goods.

REALLY? COMPETE WITH FACEBOOK?

Depop is worth noting for inspiration; an Australian software company that is also a social media inspired peer-to-peer marketplace... but for clothes. They provide a personalised experience for users, which allowed them to dominate Facebook.



BUYER FLOW

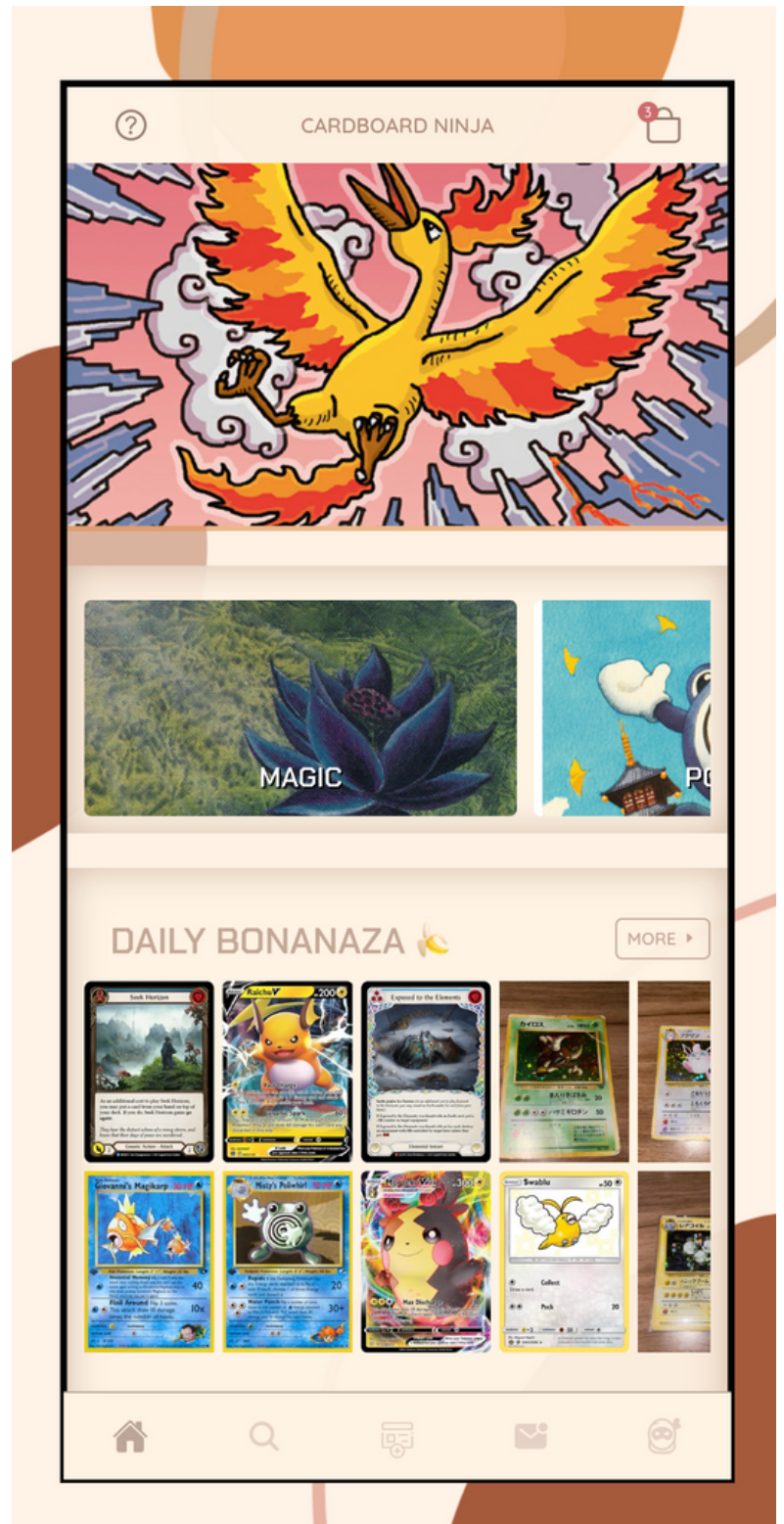
- 1) View a stream of curated listings.
- 2) Sign up for an account with email, Facebook, Google or Apple. Enter name, address, username & bio.
- 3) Add desired listings to bag. Message sellers for more info/pics if required.
- 4) Confirm address & purchase listings, from one seller at a time, with a Credit Card or Apple/Google Pay (managed via **Stripe**).
- 5) Receive live package information & tracking status notifications via **TrackingMore**.
- 6) When the goods arrive, mark as sold, Leave a seller review and star rating.
- 7) Purchasing algorithms update to recommend related cards when future-browsing.

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➤ SHOPPING ON CARDBOARD NINJA





SELLER FLOW

- 1) Sign up for an account as the buyer would.
- 2) When ready to create a listing, establish a 'verified' seller account. Which entails accurately entering your full name, address, phone number and date of birth. This creates a 'shop' for the user within **Stripe**.
- 3) Post the listing, by quick-listing a card known to **TCGPlayer** with auto-completing pricing recommendations, or by filling out a minimal custom listing form.
- 4) Receive notifications about the listing's status. Also send/receive private messages about the listing, potentially allowing an insecure private sale at both parties risk, after which the user can mark the listing as sold.
- 5) When purchased through Cardboard Ninja, after the seller prepares and posts the cards, they enter a tracking number, which is then processed by **TrackingMore**.
- 6) Immediately after an approved tracking number is entered, seller receives funds in their stripe account, which can be viewed and reused within Cardboard Ninja.
- 7) If the user requires a payout, they must verify banking information entered previously, by uploading a passport or ID, along with their bank details. If stripe approves this, funds are cleared immediately into their account.

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➤ SELLING ON CARDBOARD NINJA

will
Gold Coast, QLD

Seek Horizon

As an additional cost to play Seek Horizon, you may put a card from your hand on top of your deck. If you do, Seek Horizon gains go again.

They hear the distant echoes of a rising storm, and know that their days of peace are numbered.

Generic Action - Attack

0 others like this

will's Seek Horizon (Blue)

Listed Jun 6 @ 12:00 AM

Monarch Unlimited Edition Rainbow Foil Mint Condition

Generic

1.2

There aren't enough listings of this card on the platform to form

MARK AS EDIT LISTING



STAKEHOLDERS

Collectors
Sellers
Trading Card Stores
Facebook Group Admins

GOLD COAST STORES

Good Games (Southport)
Blunt Collections (Varsity)
Scary Doll (Ashmore)
Rip N Collect (Arundel)
Carrara Market Seller (Carrara)

LARGEST FACEBOOK GROUPS

"MTG Australia Buy Swap Sell"
- 7K members
"Magic The Gathering Market Place" - 4K members
"Pokemon TCG Trade & Sales Australia" - 2.5K members
"POKÉ CARD AUCTIONS AUSTRALIA" - 2.4K members

SUPPORTED GAMES

Game - 2020 Profit USD
YuGiOh - **\$800 million**
Magic - **\$560 million**
Pokemon TCG - **\$170 million**
DBZ - **\$100 million**
Flesh & Blood - **Unknown**
MetaZoo - **Unknown**
Final Fantasy - **Unknown**

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➤ FORMS OF PAYMENT

There are three forms of payment on the platform.

1) Bank Account - direct between two users, approximately 6c listing fee for Cardboard Ninja. **No profit.**

1) PayPal - direct between two users over PayPal, approximately 6c listing fee for Cardboard Ninja. **No profit.**

3) Normal transaction - Stripe takes 3% of listing fee. TrackingMore takes 2c. Cardboard Ninja takes between 3 - 5%. 6c listing fee for Cardboard Ninja.

Without affiliate: 5% - 8c profit.

With affiliate: 3% - 8c profit.

➤ MARKETING SCHEME

Although some basic marketing ideas will be outlined below, the primary method will be a clean and fair affiliate system.

This would allow physical stores to legitimately profit over a long period of time, perhaps even long after the store is closed, should they bring purchasing users to Cardboard Ninja.

Initial stores would receive a marketing kit, at a \$35 loss to Cardboard Ninja, which would include promotional material with a specific link for that store.

When users signup after having followed that link, 2% of each purchase the user makes will go into the store's account on Cardboard Ninja. This may be cashed out at anytime.

Beyond that, the obvious marketing technique is developing relationships with Facebook group owners and using them as 'influencers', paying them to route users onto the platform.

Custom URLs will also be established for listings, thus each time a user googles for a card such as "1995 Base Set Pikachu Mint", Cardboard Ninja has a solid shot of being a high result.