



# Cake Day Collectible Contest

New Revenue Generation Feature Pitch

The Product:

# The Magic of the Internet

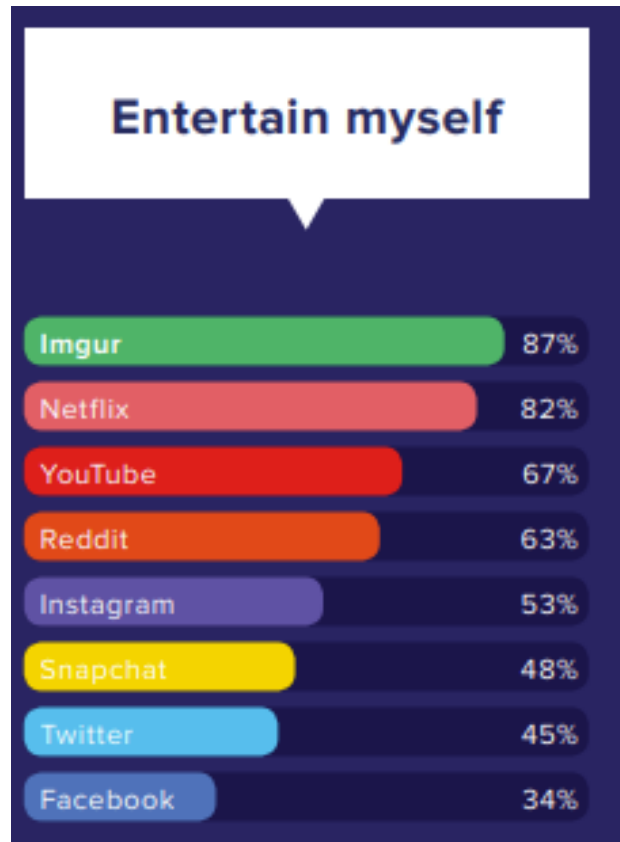
- Imgur is an image hosting and sharing network.
- With 300 Million users who consider themselves members of a community sharing UGC.
- It is considered a feel-good Internet Brand.
- Oh yeah, and cat pictures. Lots of cat pictures.

The logo for imgur, featuring the word "imgur" in a white, lowercase, sans-serif font. The letter "i" is stylized with a small green dot above it. The logo is set against a dark gray rectangular background.

User job to be done:

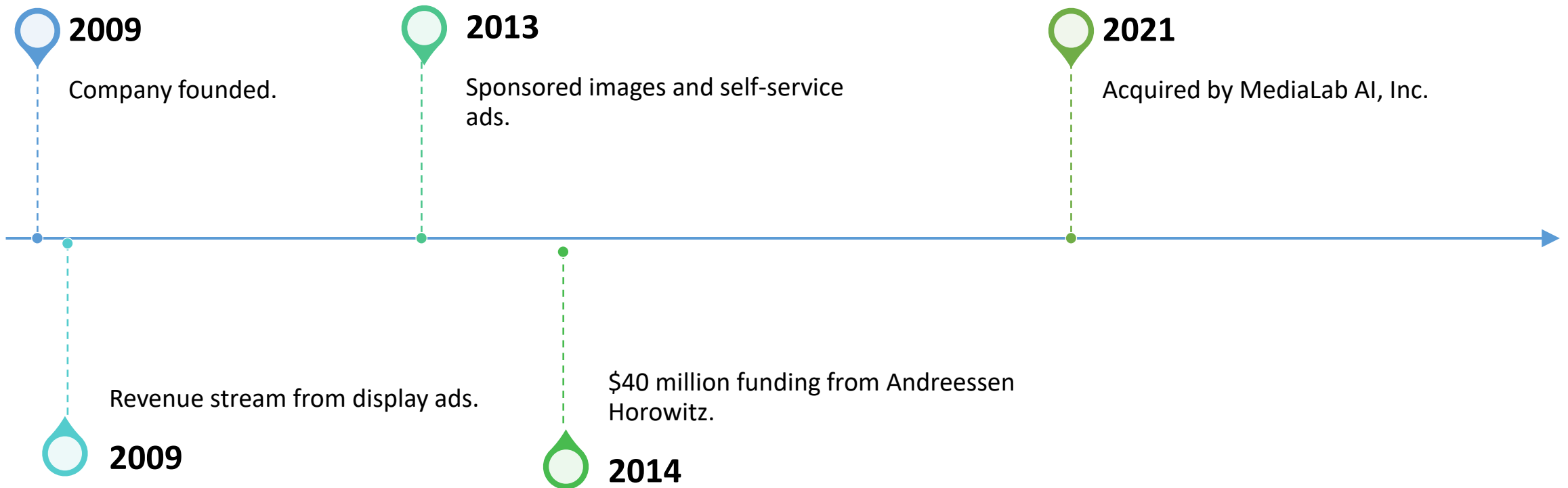
# Most Imgur users want to be entertained by other users.

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Research conducted by Ypulse in a survey of n=1,000 nationally representative social media users ages 13-35, and n=1,138 Imgur users. The survey was fielded February 26, 2018 to March 5, 2018.

# Imgur Product History



Product Context:

# MediaLab AI, Inc. Brands

GENIUS

dotPiff

Amino

kik.

imgur

assembly  
exchange

whisper

WORLD STAR  
HIP HOP.COM

Initial ideas:

# Whiteboard Brainstorm New Feature Ideas

Brainstormed New Product Ideas

Community Fund

Allow community members to fundraise and vote on projects like Go Fund me.

Community Ads

Allow community members to buy ads.

Merchandise Contest

Annual user design contest. Winning design will be made into a limited-edition collectable figurine available in the online store.

Assessment of decision:



# New Feature Rationale

Brainstormed New Product Ideas

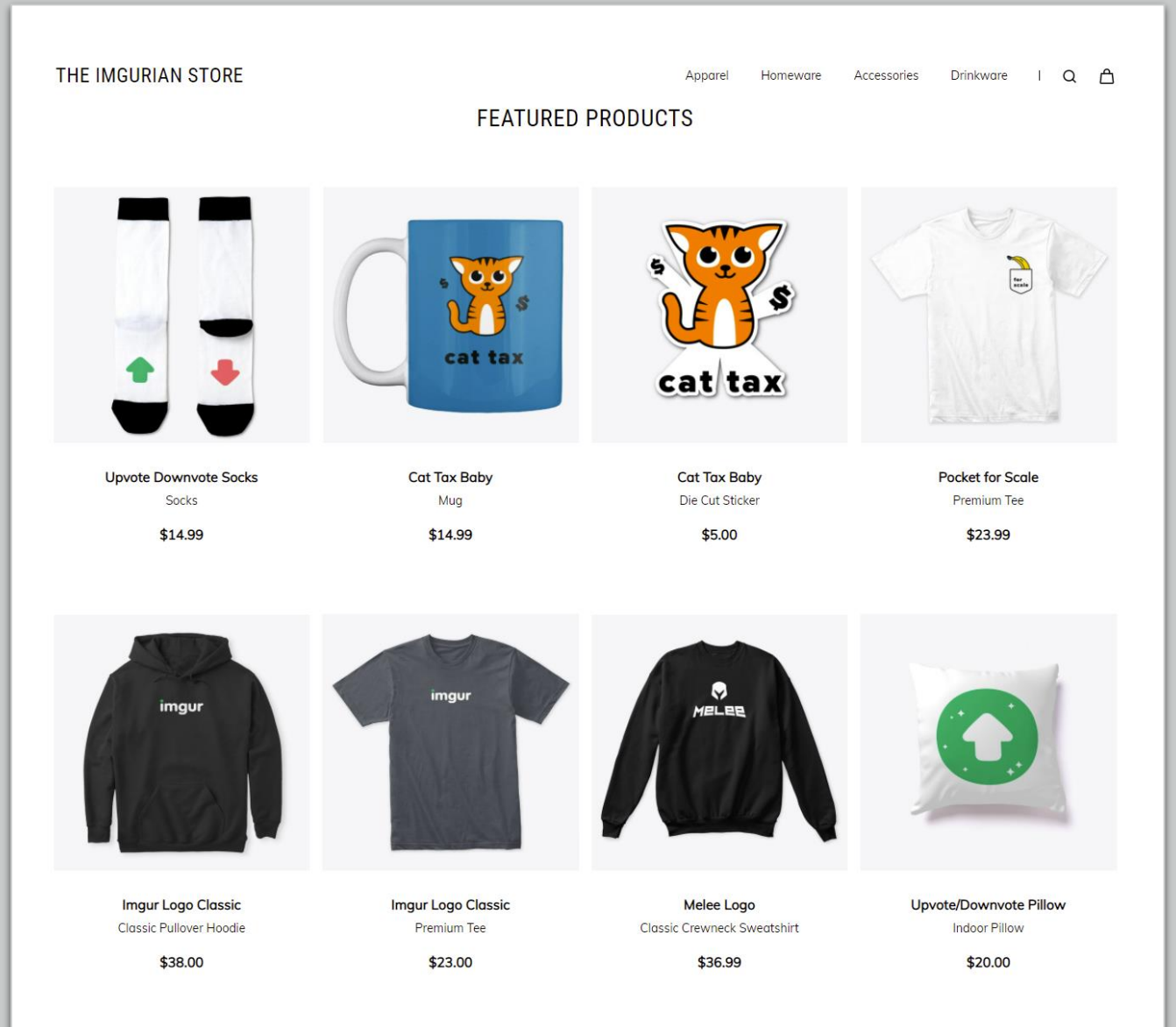
Community Fund	Community Ads	Merchandise Contest
<div><div><input checked="" type="checkbox"/> Notable potential profit</div><div><input checked="" type="checkbox"/> Distinct feature</div><div><input checked="" type="checkbox"/> Test pilot for a new product</div></div>	<div><div><input checked="" type="checkbox"/> Notable potential profit</div><div><input checked="" type="checkbox"/> Distinct feature</div><div><input checked="" type="checkbox"/> Test pilot for a new product</div></div>	<div><div><input checked="" type="checkbox"/> Notable potential profit</div><div><input checked="" type="checkbox"/> Distinct feature</div><div><input checked="" type="checkbox"/> Test pilot for a new product</div></div>



# Opportunity

The Imgur store is an underutilized revenue stream.

Current merchandise does not embody the “entertain me with real content from other users” element that users want.





Summary of proposed feature:

# New Feature

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- A collectable line of licensed, limited-edition figurines designed by users and selected by the user community.
- Additional merchandise sales of licensed tee-shirts, housewares, mugs, and stickers.
- Promotion occurs through a user contest.
- Profit of \$1-14M per year.
- Potential for a spinout new app product if successful.

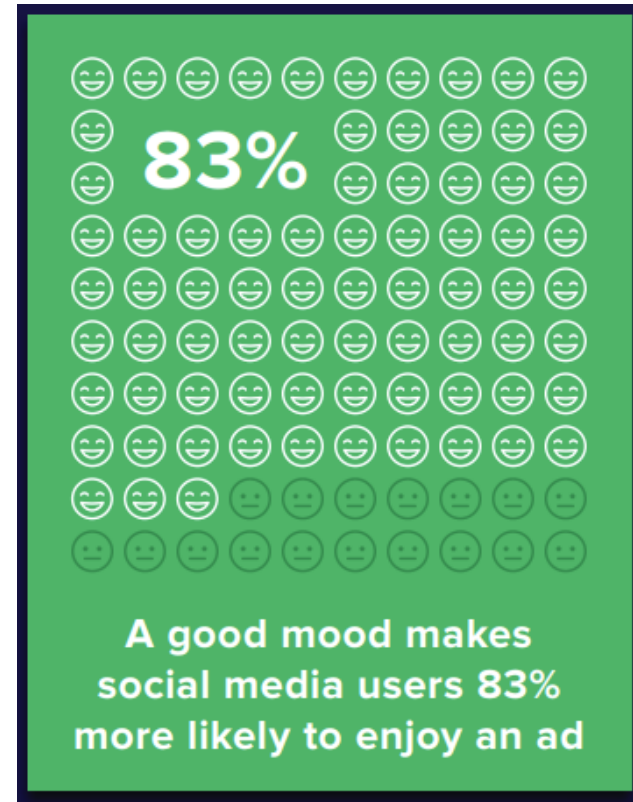


Example of user created figurines.

Revenue Ecosystem:

# Imgur's Current Revenue Streams & Strategy

- Advertising Solutions
- Analytics Services
- Developer API
- Merchandise Sales
- Imgur Emerald – paid user



**When users feel happy, they are much more receptive to everything—including advertising.**

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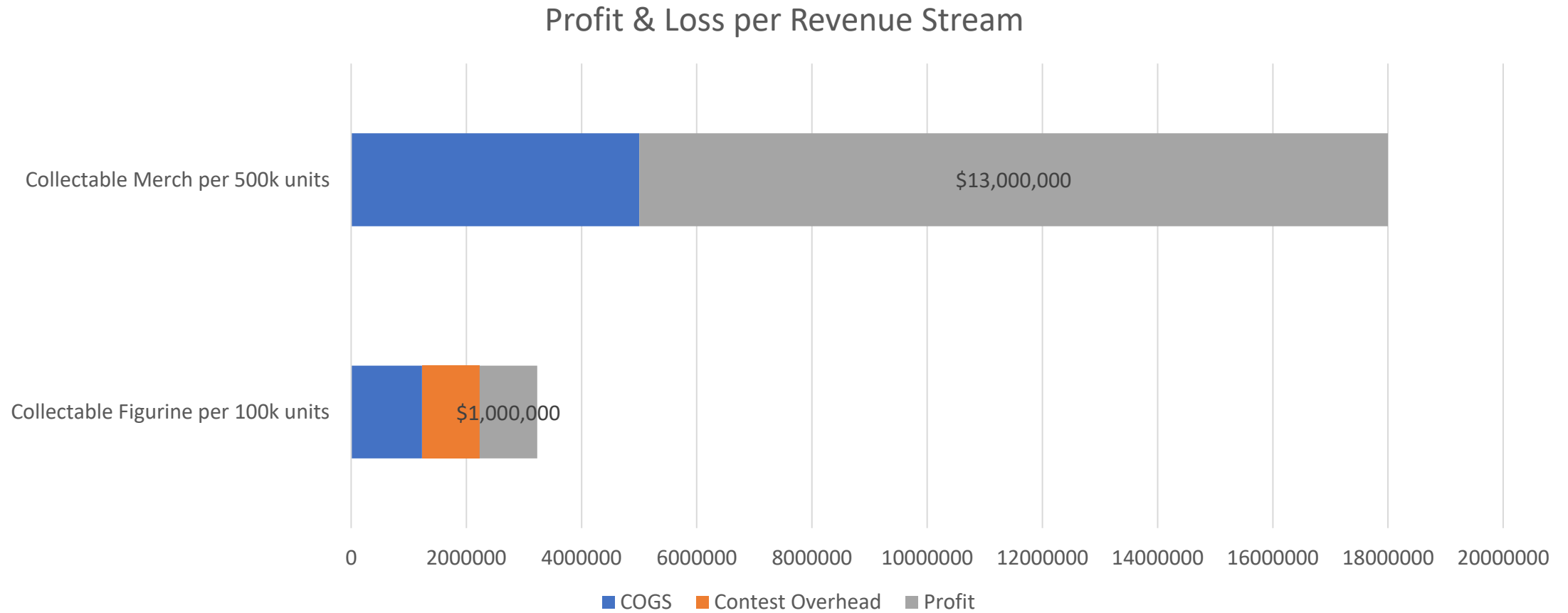
Strategic positioning:

## Leverageable Assets

- Users are fluent in upvoting to collectively curate content.
- Users expect regular contests like the Annual Art Crawl & Annual Pet Show.
- Imgur Store e-commerce functionality is live.



# New Feature Profit & Loss

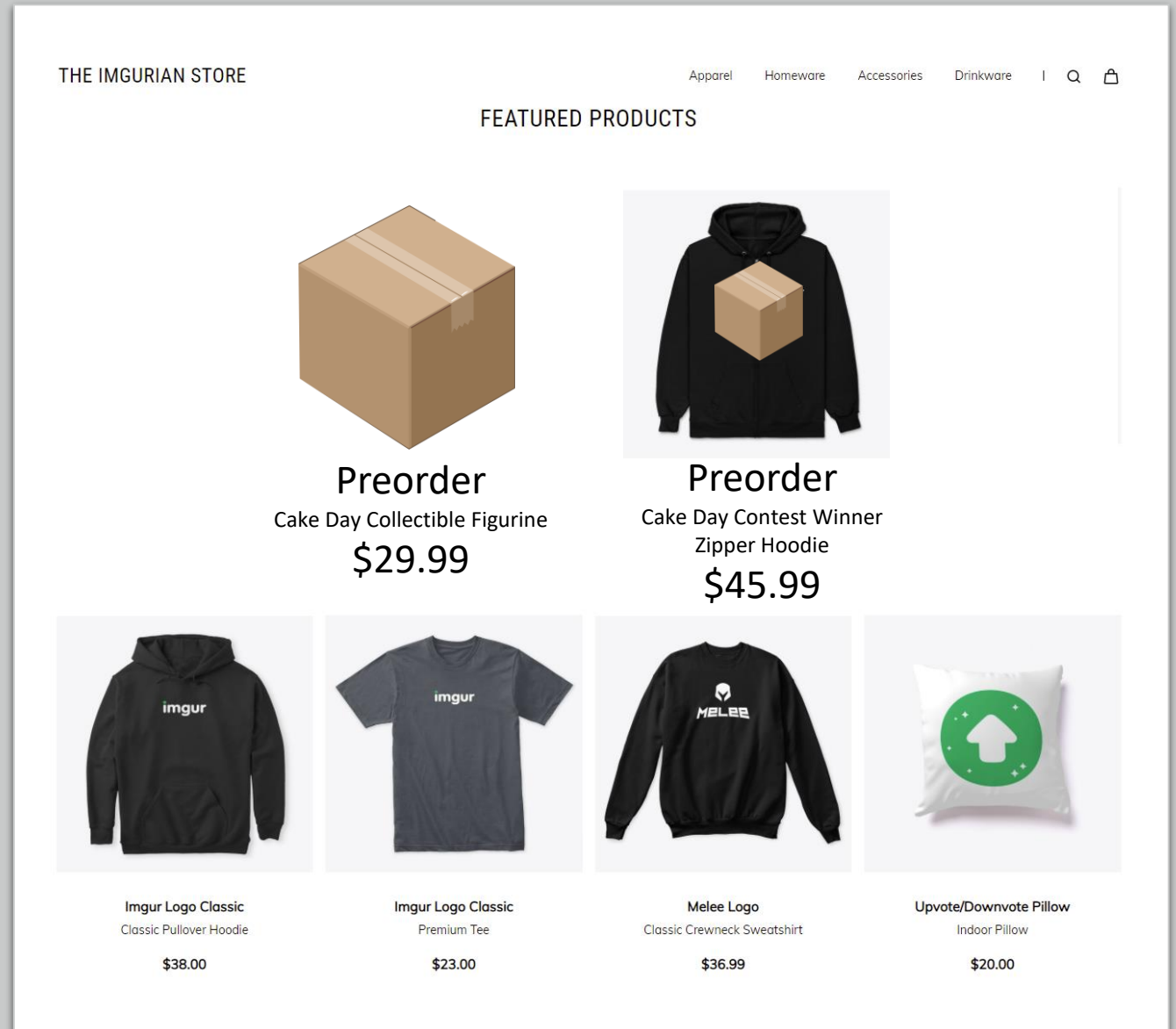


# Assumptions

- 300,000,000 users – old data, but last published user count.
- All 100k units of figurines will sell out, one figurine for 0.03% of users.
- Contest will drive an additional 500k units of merch sale per year.
- 30% (90,000,000) users are daily users (old published data) and will be exposed daily to the contest.
- Merch averages a sale price of \$25 per unit (\$5 sticker – \$45 zipped hoodie).
- Figures are in USD.
- Current Imgur store uses a service with pick and ship capabilities.

# New limited- edition collectable swag

Quantity-limited and time-limited designs drive sales especially in a community where members want to feel supportive and included.

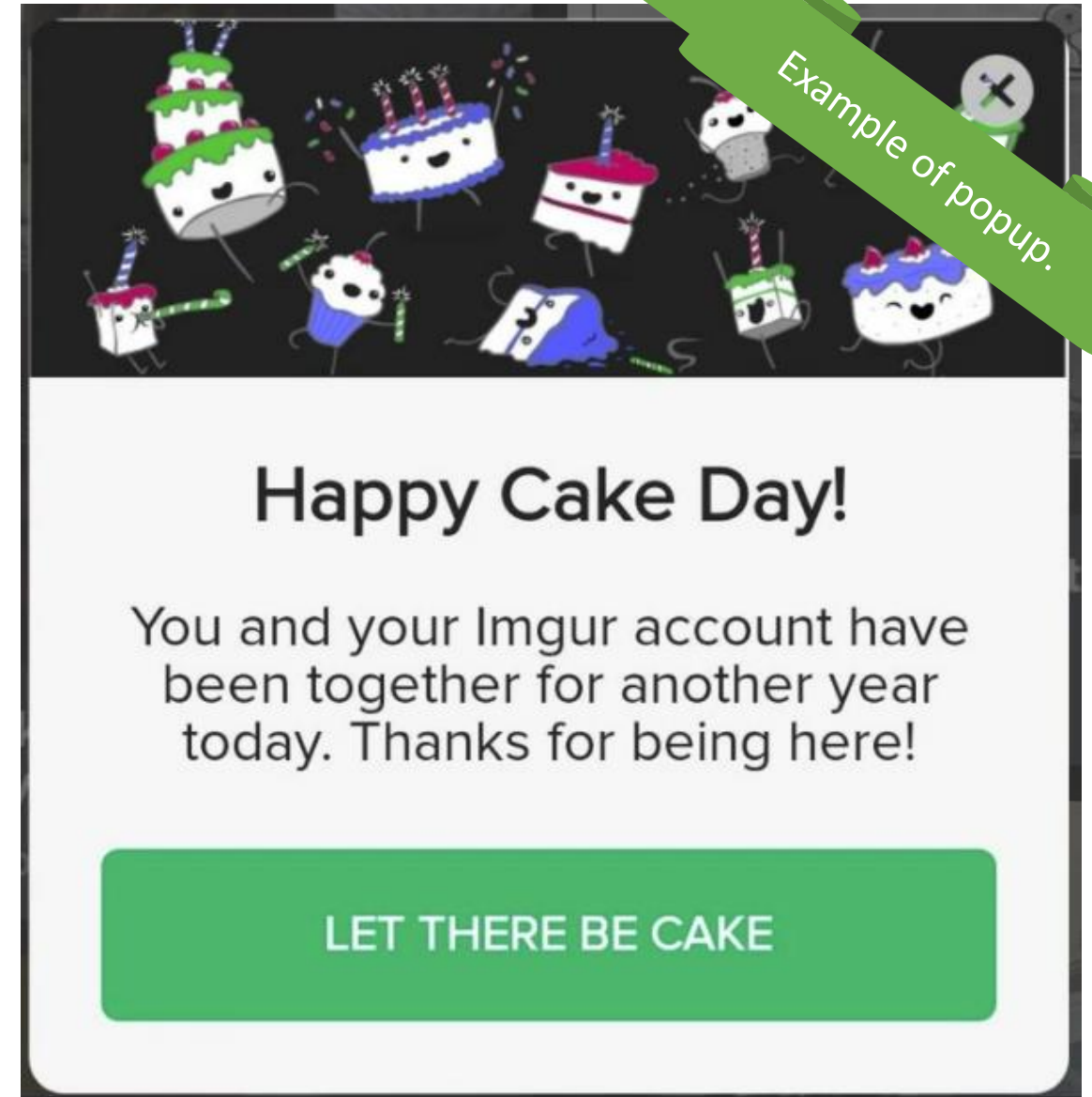


App/Website requirements:

# Promotion & submissions

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- Promote the contest through a pop-up on mobile and website.
- Invite users to submit designs for consideration in the contest and provided with contest rules and legal statement.
- Designs are submitted to the UserSub by adding #CakeDayContest2022 tag to the submission.
- Tagged submissions are reviewed internally.
- Users are sent an email that declares their submission allowable (follows all the rules) or not-allowed (breaks a rule). Users with not-allowed submissions are invited to resubmit with corrections.



# Contest Operations Requirements

- Qualifying designs are reviewed by Imgur mods to be vetted for feasibility and judged for final selection.
- The winner (qualifying submission with the largest number of upvotes by the voting deadline) is rendered in 3D.
- Contract manufacturer produces limited quantity.
- 3D figurines are shipped through pick and ship service to customers after purchase.
- New Apparel and Housewares merch is designed with winner image.

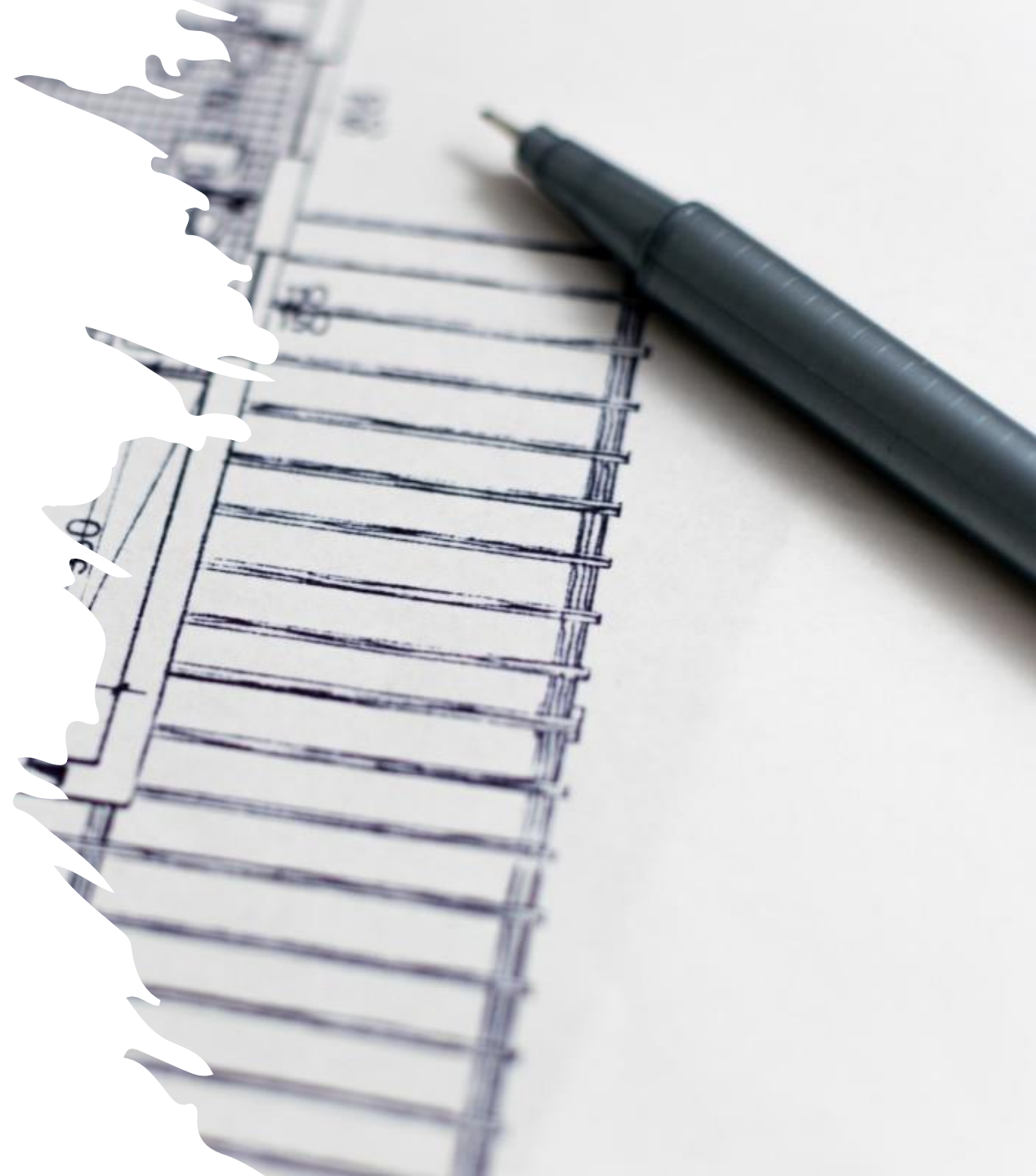


# E-commerce Requirements

- Add the collectable figurine to the list of SKUs available for pre-purchase in the Imgur Store prior to the winner being determined.
- Add the licensed image merchandise to the list of SKUs available for pre-purchase in the Imgur Store prior to the winner being determined.
- Use a Mystery Icon in place of the real winner image.
- Replace Mystery Icon with image of real winner after contest winner is chosen.

# Next Steps: Execution Plan Notes

- Hire or assign a manager – define the contest rules, legal, rollout timeline, hire and manage team and vendors.
- Pull together a project team:
  - A member of the marketing/community management team
  - A member from product team
  - A member of operations team
- Promote contest on website and app.
- Legal for licensing, contracts with original designer.
- Contract hire a 3D render, designer, sculptor to translate 2D design into 3D.
- Contract hire a small batch manufacturer like [happyworker.com](http://happyworker.com) to produce the figurine.
- Contract hire a photographer/graphic designer to make the 2D image for the merchandise.



# FUTURE



## ...LOADING...

Future considerations:  
Beyond the scope of this project

- Cake Day Collectable is a \$1-14M per year revenue stream.
- This feature is also sandbox to test market fit for the development of a new product in the manufacturing on demand space (MOD).

# Imgur has the experience to pull this off.

## **Past Company Successes**

- Development of Imgur photo sharing technology.
- Creation of video sharing technology in 2019.
- A new app, Melee, spun out of Imgur in 2019.

## **Future Vision**

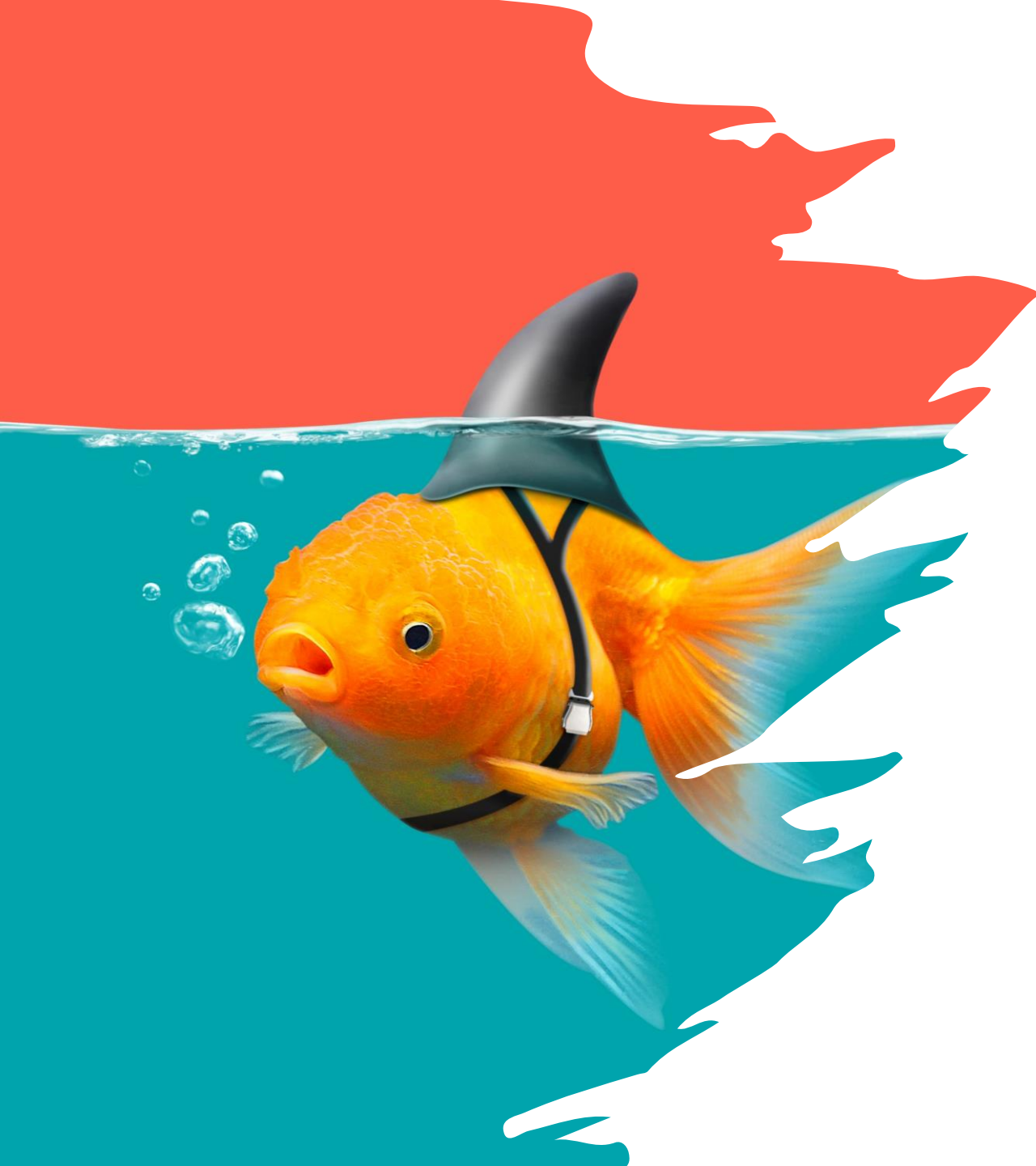
- Develop easy to use technology to turn 2D images into 3D renderings.
- Partner with small batch figurine manufacturing capability.
- Spin out new (Magur) maker-space app to collect revenue.

# Test New On-Demand Manufacturing App (Magur: Pronounced Maker)

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- Empower users to create and sell their own collectables.
- Manufacturing on demand (MOD) is de-risked using Imgur's community content upvoting system.
- MOD services charge a fee per copy printed and leverage 3D printing or CNC machining manufacturing methods.
- The TAM for Collectibles was estimated at around \$440 billion in 2020.
- The suggested Magur App earns revenue as a percentage of sales.





# Thank You

## Contact me

Nicole Gravagna: [ngravagna@gmail.com](mailto:ngravagna@gmail.com)

Mobile: +1 (720)722-0024

[www.linkedin.com/n/nicolegravagna](https://www.linkedin.com/n/nicolegravagna)