



# ZYMURNAUT

Bengt-Erik Norum

Three Birch Farm

# PLEASE READ THIS PREAMBLE

Zymurnaut is an LLC with singular ownership and is not seeking outside investment or funding. I'm not pitching you because I want your money. I'm pitching you because I can't contain my excitement.

I do not have branding beyond the name and even that is a subject to change. This is all a placeholder (I think maybe this color palate with yellow as an accent, though?).

If you are reading this, I wanted you to see it. I have three requests as you review this:

1. Feedback - I would love to hear your reactions. Was it clear? Did you get the *feng shui* of what we're doing?
2. Connections - Do you know someone (or you!) who would want to help out, partner, coproduce something, or pack boxes and drink lambic?
3. Confidentiality - I'm not worried about industrial espionage ☹️ but would prefer to share this document with others myself.

I really appreciate the time you've afforded reviewing this. Thanks for pretending to be interested.

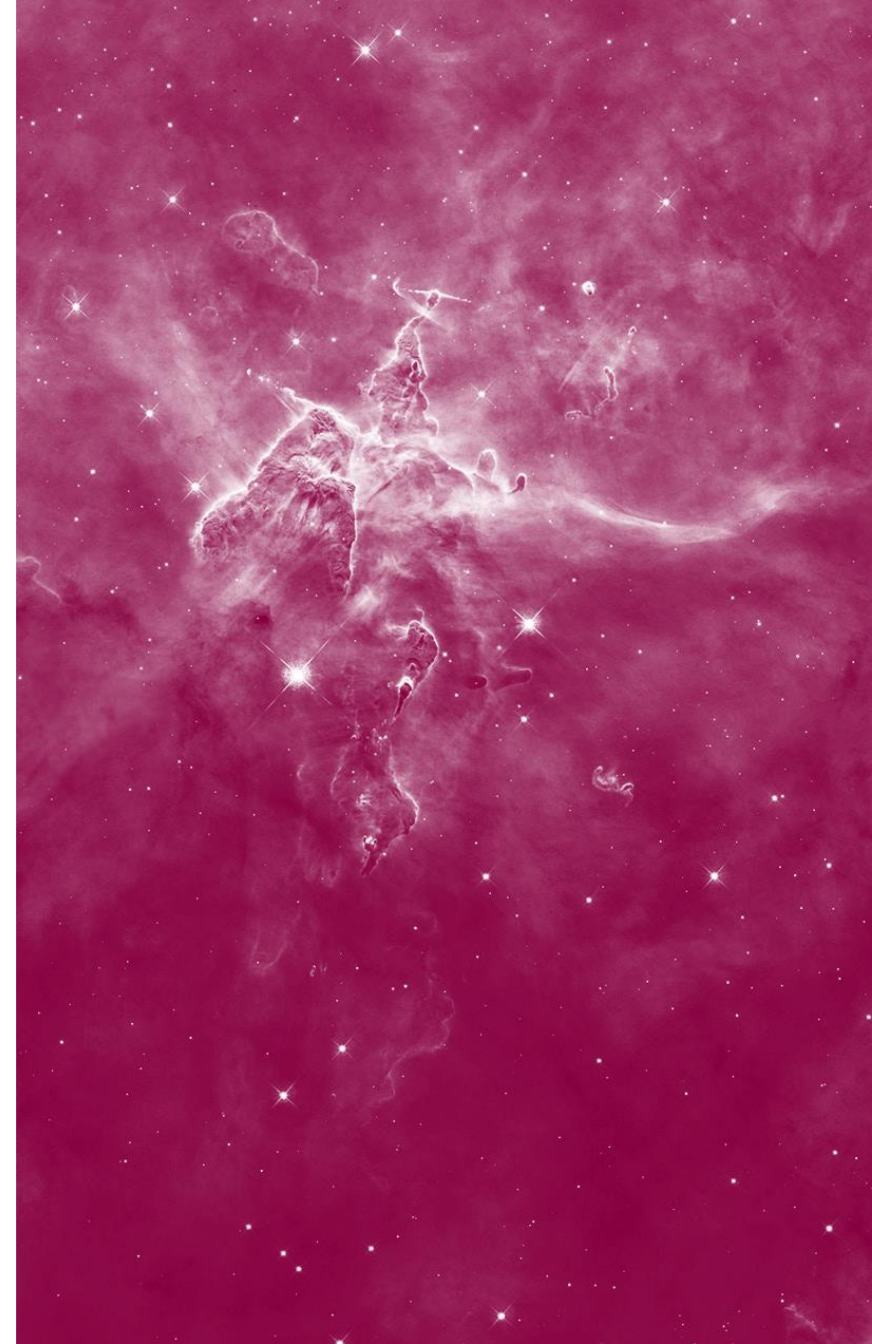


# CORPORATE DEFINITION

Zymurnaut is a portmanteau of the words Zymurgy and Astronaut (or Cosmonaut). We equip people to explore drinks resulting from Zymurgy, the study of fermentation. The space motif represents the vastness of possibility in the glass and the wonder it can inspire.

Zymurnaut is a trade name of a Washington State-based limited liability corporation (Three Birch Farm). We are a direct-to-consumer supplier of niche premium accessories for drink enthusiasts. We are self-funded with modest revenue and growth goals, a clear community mission, and attention to the product and “experience” details. We will carve out a spot in the undefined ultra-premium designer label category for beer, wine, whiskey, and cider glassware, apparel, and paraphernalia.

An upscale and refined but iconoclastic punk-rock approach is represented by art-forward branding, dynamic visuals, and intentional language. We connect with consumers through products that resonate with their unique passion for beer and beer culture. Insider references, parody, and memes cement most products as artifacts of a cultural niche.



# PRODUCTS AND SERVICES

Our strategy centers on unique high-margin products and impeccable packaging. Initial product lines include glassware, apparel, and drink accessories (bottle openers, travel glassware, etc). As with 'giftable' high end whiskey bottles, our packaging provides a repeatable satisfying unboxing experience.

Hand numbered limited edition art beer glasses are accompanied by a "certificate of genuine authenticity" that functions as provenance for glassware and as a transferable license for the imagery, including the right to purchase replacements for broken glasses.

Our 5-year plan outlines aggressive growth in revenue and flat or declining margins in the face of an inevitable commoditization curve and market saturation. Competition and copycats are possible. With an intentionally niche market, diverse product lines outside the hyper-limited will open possibilities for higher volume products and growth.

If successful Zymurnaut may pursue a pre-order-only crowdsourced variant of the limited run glassware with the licensing mechanics baked in.

Remaining small "out of the gate" will allow us to react to market opportunities, partnerships, and new ideas. This shit is supposed to be fun.



*High Quality, Limited,  
Unique, Classy,  
Quirky, Collectable,  
Gift-worthy*

*Design and quality  
experiences are the  
brand.*

*We lead with  
art. Iconoclastic and  
a little punk rock.*

*Banksy opened a  
gallery.*

*Poop.*

*(Real mature)*

*Jones Soda x  
Fashion Week*


# BRAND

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*Our products are like that hoodie you paid a little too much for on that trip abroad. You don't know why it fits better, why you can't find anything that's cut quite like this in the US or what makes this fabric so soft. It's comfortable, but mostly you feel pretty cool when you wear it. People who know of the hyped-but-hidden little taproom where you bought it give you a knowing look. They think you're cool too.*

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*Our website and branding remind you of that art magazine you picked up on a whim. The cover is bold and colorful with a surreal image that you don't quite comprehend, but you like it. The paper is velvety and the pages are thicker than you'd anticipated. Black and white photos commingle with geometric neon shapes, 3D renders of robots fighting monsters in downtown Tokyo, and risqué portraits. Reading this while you sip your coffee makes you feel pretty cool.*



# WE AREN'T FIRST, JUST BEST



## Glass to Mouth

@glasstomouth.beer

\$12-15, both live inventory  
and preorder for most

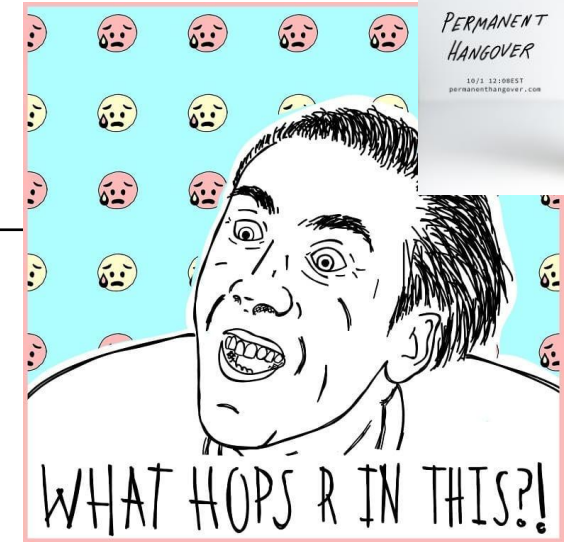
*strong fanbase, beginning to develop unique IP, solid  
secondary values*

## Permanent Hangover

@permanenthangover

\$14-30, live inventory

*industry insiders, lots of brewery collabs, unique IP  
including "glassy" recurring character*



## Hop Fiction

@hopfictionglass

\$25-30 preorder, some limits

*fanatical fanbase, nearly no unique IP, established  
secondary market*



**HOP FICTION**  
Small Batch Glassware

# KNOW OUR MARKET

We make products for niche markets. The market will pace our growth. We'll expand into additional product lines as low risk forays into higher volume/lower margin products. Stickers, and apparel are likely staples. The framework of product positioning will support one-offs, collaborations, pop-ups, and special-event type efforts expanding the market without diluting the designer label status of the main Zymurnaut product lines.

While research in this area remains largely anecdotal ("we make about 25% of our on-premise sales in swag" comments from brewery owners), we believe that enough consumer discretionary spend on branded attire, glassware, and accessories will remain strong in the context of overall craft beer (IRI, et al.).

Q3 and Q4 are strong for craft beer (25% more consumption than Q2). More attention given to beer during Q3 and Q4 means more impressions. These are giftable items, so we'll target this time of year heavily with strings of releases.

# PRODUCE RIDICULOUSLY GOOD SHIT

## TABLE STAKES

We nail table stakes with our products. We gush over the quality of the base product and we're really fucking proud of all our final products. These are things we want in our lives. Other people will too.

Our website is UX-centric with humor and slick human touches. There's no garbage and it doesn't feel like you're checking out in a virtual pawn shop.

## DIFFERENTIATORS

Artwork is all original. We respect artists and pay them fairly. When we benefit from their work, we share our profits.

Products are built on emotional design with significant margin and flexibility ceded to packaging materials and package design. Outer shipment packaging does not distract from the unboxing experience and our inner packaging is intended for display and repeated 'unboxing' experiences.

We have impeccable customer experience across all interactions. Our web, email, chat, phone, and postal mail will be quirky and unique but personal and genuine. Our customers are part of the cool-kids' club and we treat them like it. Product tracking works, returns are easy... remember what Zappos used to be?





# THE ARTWORK

## Unattributed

- Some ideas for designs don't need artwork developed, they're funny or "too true" on their own.
- Ideas that require minimal design expertise or creativity are produced in-house or 1099 contracted out.
- "House designs" will never be accompanied by an artist statement or attributed.

## Attributed

- Zymurnaut is an art-forward brand with a mission to support the artists we feature.
- Language promotes attributed designs as artwork. For example: "Zymurnaut glassware featuring artwork by..."
- Attributed artwork products are always listed as collaborations ("Zymurnaut x Yer Mom")
- Attributed work is shared revenue with the artist(s). We anticipate an initial gross profit split of 70/30 between Zymurnaut and the artist. We think NFT revenue will be split 70/30 between the artist and Zymurnaut.
- Risk of unsold product, customer support, etc. are born by Zymurnaut.

With products leveraging manufacturer or VAR-printed off-the-shelf glassware patterns, supplier and pattern selection are critical in differentiating the finished product.

We obsess over the smallest variations between seemingly “similar” base products and will go to ridiculous lengths to get the right glass.

Artists are engaged in every aspect of the process and make decisions including which patterns and coatings best complement their work.

*Are there seams on the stem or foot? How does it feel in the hand? Is it heavy enough? For what beers is it style appropriate? Does it fit a typical package for that style? Will we ever make a mouth-breather stemless Teku?*



# GLASSWARE PATTERNS

# EXAMPLE PRODUCT COGS AND REVENUE SHARE



## \$25 COGS

- Sahm 17.5oz Sinus, 3 color screen - \$7.50/glass
  - MOQ 504
- "Display" packaging - \$9-12
- Serialized number plate - \$1
- Extras - stickers, patches, etc. - \$1.50
- Packing materials including outer box - \$3

## \$40 Glass

(-\$25 COGS) = \$15 profit/glass

@ 500 glasses = \$7,500 gross

Revenue Share (to be revisited)

Zymurnaut nets \$5,250

Artist nets \$2,250

# EXAMPLE: OVERSIZED SAHM SENSORIK TEKU

\$16.16 COGS

- 2 color screen - \$4.16/glass
  - MOQ 1008
- "Display" packaging - \$12
- Serialized number plate - \$0
- Extras - stickers, patches, etc. - \$0
- Packing materials including outer box - \$0 (pad "shipping costs" by \$5-7 on limited run products)

\$35 Glass

\$18.84 gross profit/glass

@ 1000 glasses = \$18,840 (\$5,652 artist)



	Clear	1 screen	2 screen	3 screen	4 screen	5 screen	6 screen	7 screen
144	3.63	5.04						
288	3.52	4.71	5.61					
504	3.41	4.50	4.73	5.12	5.73	6.33	7.16	8.06
1008	3.29	3.94	4.16	4.38	4.77	5.32	5.90	6.70
2016	3.18	3.64	3.81	3.99	4.30	4.69	5.22	5.88
3024	3.06	3.43	3.58	3.74	4.04	4.39	4.89	5.52
4032	2.95	3.28	3.38	3.52	3.80	4.16	4.64	5.21
5040	2.84	3.14	3.21	3.34	3.61	3.96	4.41	4.93

# SEED INVESTMENTS AND OVERHEAD

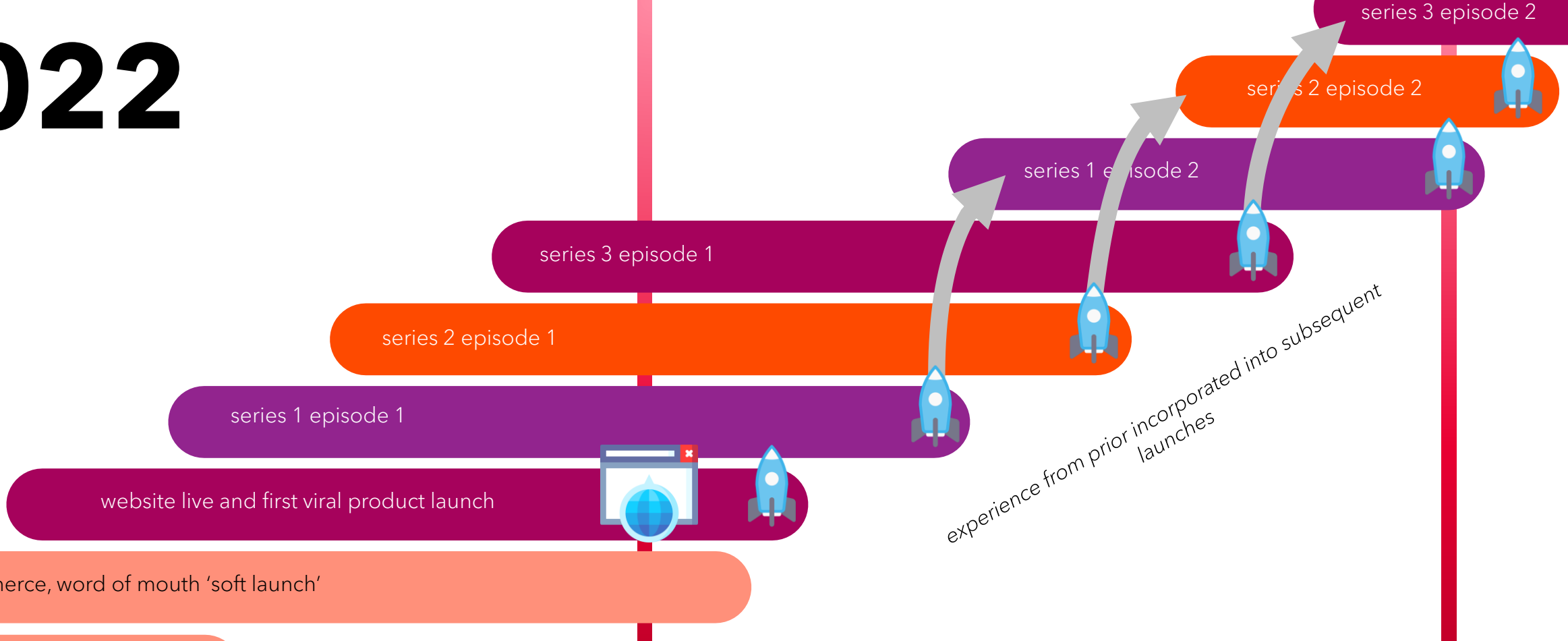
## NRC

- Incorporation + Initial Legal - ~\$2500
- Branding and Identity - \$7500
- Packaging Design - \$5000
- Initial Consumables - \$2000
- Website /Licensing/Setup - \$2000

## Expenses

- Physical space (small warehouse/garage rental)
- Equipment depreciation
- Website hosting
- Merchant account
- IT (Google Workspace, et al)
- Administrative (Accounting, Legal)
- Insurance?
- Customer support
- Ongoing Branding and Identity

# 2022



website, commerce, word of mouth 'soft launch'

branding, imagery, logo

corporate entity

Date	Milestone
August	Soft launch, sticker.beer
September	Shitlord 'preme, live website
October/November	Anti-shitlord shitlord club
November/December	Holiday releases

# APPENDIX

Zymurnaut is a trademark. The glassware designs are copyright Zymurnaut.

No copyrights asserted. This is one of the default Office 365 Powerpoint templates.

Artwork attribution:

Slides 1-3, Public Domain, Photoshopped from NASA archive imagery

Slide 8, Public Domain, space race era Soviet propaganda

Slide 6, respective companies, attribution in context