

# DUM

## CLUB

### Drive Your Market

Live selling marketplace · Flat monthly fee · 0% commission · Stripe fees paid by buyer

**\$ \$29-\$99**

per month flat fee

**% 0%**

platform commission

**⚡ 60 sec**

to go live

# Local Businesses Are Bleeding Revenue

*Every platform promises growth — then takes a cut of every sale*



## High Commissions

Delivery apps charge 15–30% per sale. On \$10K/month that's \$1,500–\$3,000 gone instantly.



## Tool Fragmentation

Loyalty + SMS + scheduling + live deals = 4 separate bills averaging \$500+/month.



## Rising Ad Costs

Google & Meta CPCs up 30%+ YoY. Small shops can't outbid national chains for their own block.



## No Live Selling

Live commerce is the fastest-growing channel. Local businesses have no affordable on-ramp.



## Zero Customer Retention

Customers find you on Yelp, buy once, leave. No loyalty layer, no repeat mechanism, no data ownership.



*The average small business pays \$400–\$800/month across fragmented platforms — and still loses customers to them.*

# One Platform. Everything.

Live offer sessions · Loyalty rewards · AI-powered retention · Local discovery — one flat monthly fee



## Live Offer Sessions

Flash deals and pinned offers with real-time Stripe checkout on any website.



## Flat Monthly Fee

\$29-\$99/mo. DUM Club takes 0% commission. Stripe processing fees paid by buyer.



## Direct Payouts

Stripe Connect: money goes straight to your bank. DUM Club never touches revenue.



## Cross-Merchant Loyalty

DUM Points (1 pt = \$0.10 credit) earned on purchases, redeemable at any network merchant.



## AI Social Retention (Pro)

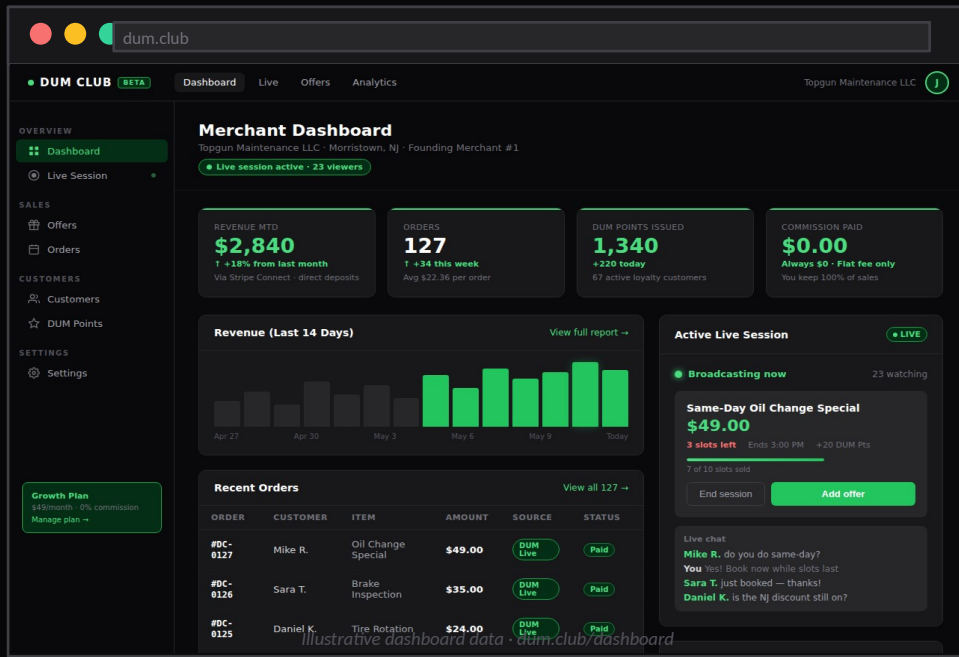
AI manages Instagram, TikTok, and Facebook posts for merchants on the Pro plan.



## Local Discovery

Customers find live deals nearby. Flash sales and flash offers fill slow hours.

# Live on Your Site. Keeping 100%.



## Live Offer Sessions

Real-time flash deals with Stripe checkout. Embed on any website via single script tag.



## Merchant Dashboard

Revenue, orders, DUM Points issued, active offers, live session analytics.



## Cross-Merchant Loyalty

1 DUM Point = \$0.10 merchant credit. Earned on purchases, redeemable across all merchants.



## Stripe Connect Payouts

Direct bank deposits. DUM Club takes 0%. Stripe's standard fees paid by buyer.



## Live Streaming (Coming)

AWS IVS WebRTC infrastructure deployed. Video streaming activates in next platform phase.

# Your Storefront. Your Website.

One script tag turns any website into a live flash-deal storefront with Stripe checkout and DUM Points

01



## Connect Stripe

One-click Stripe Connect OAuth. Payouts go straight to your bank. DUM Club never handles funds.

02



## Create a Live Offer

Set a flash deal, cap inventory, set a time window. Ready in under 2 minutes.

03



## Paste One Script Tag

`<script src="dum.club/embed.js">` on any page. Your DUM Live widget appears immediately.

04

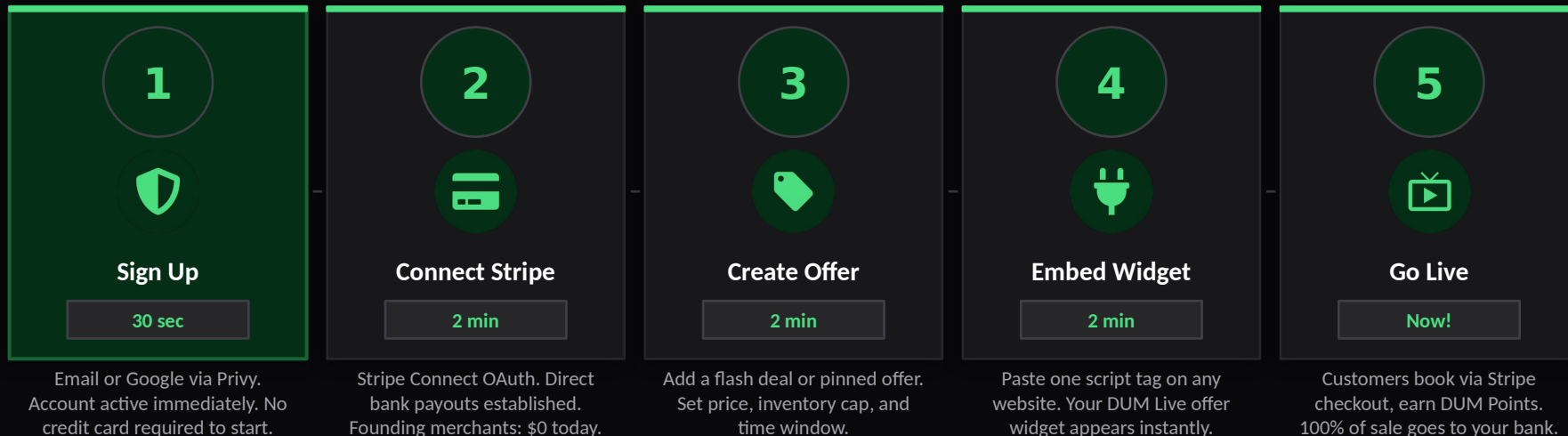


## Sell Live. Keep 100%.

Customers buy, earn DUM Points. 100% of every sale deposited to your bank via Stripe.

The screenshot shows a browser window at dum.club displaying a storefront for Topgun Maintenance LLC. The main offer is a 'Same-Day Mobile Auto Service in Morris County' for \$49.00 (originally \$79.00). A 'Book Service' button is prominent. A live chat window on the right shows a conversation between Sara T. and Mike R. At the bottom, a script tag is shown: `<script src="dum.club/embed.js" data-merchants="topgun"></script>`. The page also features a 'Our Services' section with a search bar and a 'DUM Club' logo.

# Sign Up to First Sale. Under 10 Minutes.



DUM Club takes 0% commission · Stripe's standard processing fees (2.9% + \$0.30) are paid by the buyer at checkout

# Flat Fee. Zero Commission. Merchants Keep Every Sale.

## Starter

**\$29** /mo

- ✓ Storefront on DUM Club marketplace
- ✓ DUM Points loyalty built in
- ✓ Basic sales analytics
- ✓ Stripe direct payouts
- ✓ Listed on Discover

## MOST POPULAR

### Growth

**\$49** /mo

- ✓ Everything in Starter
- ✓ Featured placement in category browse
- ✓ Customer retention tools (point reminders)
- ✓ Google review display on storefront
- ✓ Best Deals This Week eligibility

## Pro

**\$99** /mo

- ✓ Everything in Growth
- ✓ AI social media management (IG/TikTok/FB)
- ✓ Homepage featured slot
- ✓ Cross-business deal promotions
- ✓ Full analytics dashboard · Priority search

Founding 100: \$0 during founding period — Business \$499/mo — Enterprise \$2,000+/mo — Same 0% commission on all plans

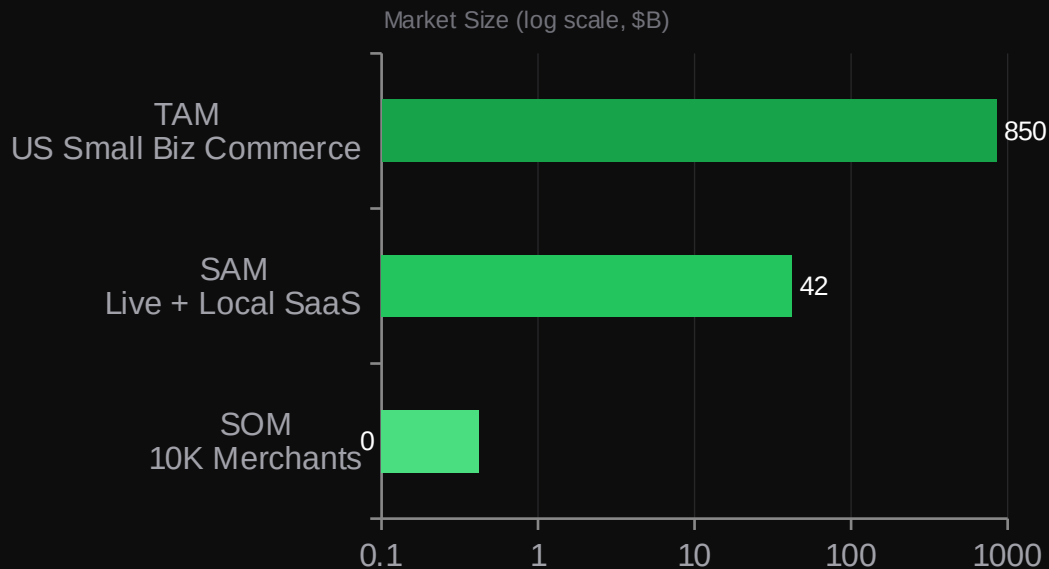
# No One Does All of This For a Flat Fee.

	Live Deals	Loyalty	Local Disc.	AI Retention	Flat Fee	0% Comm.	Embed
DUM Club	✓	✓	✓	✓	✓	✓	✓
Whatnot	✓	✗	✗	✗	✗	✗	✗
Shopify	✗	✗	✗	✗	✗	✗	✗
TikTok Shop	✓	✗	✗	✗	✗	✗	✗
CommentSold	✓	✗	✗	✗	✗	✗	✗
Google Maps	✗	✗	✓	✗	✗	N/A	✗



DUM Club: 0% platform commission + live deal sessions + loyalty + AI retention + local discovery — all for one flat monthly fee.

# A \$42B Market. No Dominant Player.



Sources: Census Bureau, eMarketer, Bain. Management estimates for illustration.

**33M+**  
US small businesses  
Primary addressable market

**\$68B**  
Live commerce by 2026  
Fastest-growing retail channel

**5-25x**  
Acquire vs. retain cost  
Retention = #1 merchant pain point

**\$1.8K**  
Estimated LTV per merchant  
\$49/mo avg × 36 months = \$1,764

# Production-Grade Stack. Built for Scale.

## FRONTEND

### Next.js 14 on Vercel

App Router, React 18, Tailwind, Geist typography. Statically generated + server-rendered for auth routes.

### Tailwind CSS

Utility-first responsive design. Zero-config CI/CD via Vercel. Exactly as seen on dum.club.

## DATA & AUTH

### Supabase / PostgreSQL

Canonical state: merchants, orders, DUM balances (source of truth). Row-level security throughout.

### Privy Auth

Email + Google sign-in. Solana wallets auto-provisioned but never required for buying or earning points.

## BACKEND

### FastAPI on Railway

Python 3.11 async. All business logic, Stripe webhooks, and DUM Points accounting.

### AWS IVS Real-Time

WebRTC live streaming infrastructure deployed. Currently feature-flagged off — activates in next platform phase.

## PAYMENTS

### Stripe + Stripe Connect

Stripe Checkout for card payments. Stripe Connect Standard for direct merchant payouts. DUM Club never holds funds.

### Solana SPL (opt-in)

Optional on-chain DUM Points via SPL token on devnet. Mainnet pending legal review. Off-chain PostgreSQL is always the source of truth.

# Platform Live. Real Payments Processing.



## Live Production Platform

dum.club publicly deployed. Full merchant and customer flows operational today.



## Stripe Connect in Production

Merchant onboarding, Stripe Checkout, and direct bank payouts processing real transactions.



## Embed Widget Operational

DUM Live installs on any website with one script tag. Working in production right now.



## Topgun Maintenance — Founding Merchant #1

The founder's own mobile auto and aviation business — live on the platform as pilot merchant.



## WeFunder Community Round

SAFE · \$10M Cap · 20% Discount · Min. \$100 investment



AWS IVS streaming infrastructure deployed — video activation in next phase  
Solana SPL on devnet (opt-in, off-chain PostgreSQL is source of truth)

The screenshot shows the dum.club website interface. At the top, there's a navigation bar with 'DUM CLUB', 'Explore', 'For Business', 'Merchant', and 'About'. A 'Sign in' button and a 'Become a merchant' button are also visible. The main content area features a header 'Active local businesses and live deals nearby.' Below this, there are several filters and a 'Learn more' button. The main display shows four featured deals:

- Topgun Maintenance LLC**: Same-Day Oil Change Special for \$49.00. 3 slots left, ends 3:00 PM. Rating: 4.9 (34 reviews). Button: Watch live →
- Marco's Kitchen**: Lunch Combo — Pizza + Drink for \$14.99. Available 11am-3pm. Rating: 4.6 (89 reviews). Button: View deals →
- Morris Home Repair**: HVAC Tune-Up — Spring Special for \$79.00. Same-week scheduling. Rating: 5.0 (12 reviews). Button: Book now →
- Luxe Studio NJ**: Full Blowout + Trim for \$45.00. Mon-Wed booking discount. Rating: 4.8 (56 reviews). Button: View →

At the bottom of the screenshot, it says 'Live Discover page · dum.club/discover'.

# Land Local. Scale Through Network Effects.

## PHASE 1



### Local Anchors

Months 1-3

Morristown & Morris County NJ

Founding 100: first 100 merchants at \$0/mo

Founder-led door-to-door acquisition

Topgun Maintenance as the live case study

## PHASE 2



### Digital & Community

Months 4-9

Live offer session content → TikTok & Instagram

Referral: merchants earn free months

WeFunder investors = first merchant network

Local press + hyperlocal media outreach

## PHASE 3



### Network Effects

Months 10-18

Cross-merchant DUM Points redemption loop

POS integrations: Square, Toast, Clover

NJ → NY Metro → Northeast expansion

B2B: franchise and multi-location operators

Key metric: Merchant Acquisition Cost < 1 month LTV · DUM Points cross-merchant loop creates network lock-in



# Julian Mero

Founder & CEO — DUM Club

julian@dum.club · dum.club · @julez\_future



## FAA-Certified A&P Mechanic · IA

AOG team, Wheels Up — Teterboro Airport (TEB) · 12+ years across corporate, charter, rotorcraft, airline



## Founder, Topgun Maintenance LLC

Mobile aviation maintenance · Corporate jets across the Northeast · Founding Merchant #1 on DUM Club



## Valedictorian, Teterboro School of Aeronautics

Top graduate · Aviation maintenance across corporate, charter, rotorcraft, and airline categories



## Full-Stack Builder — Built DUM Club End-to-End

Next.js, FastAPI, Supabase, Stripe Connect, Privy — and Solana smart contracts in Rust



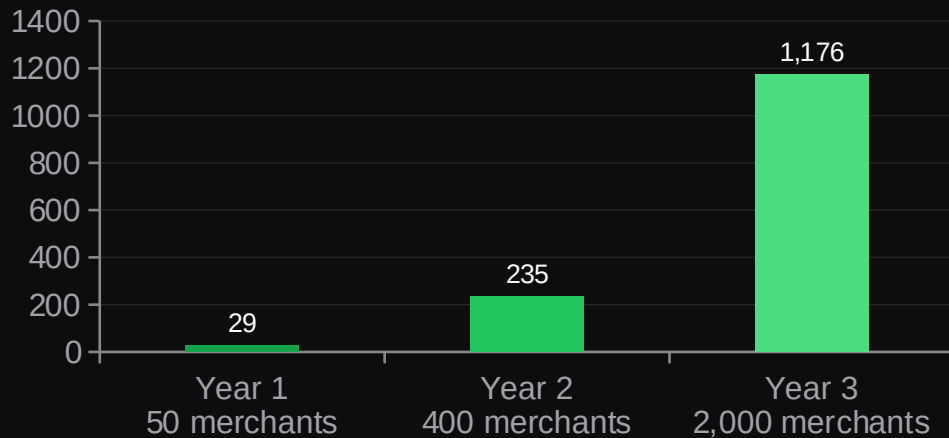
## Bilingual — English & Spanish

Morris County, NJ · Serving diverse local business communities across the Northeast

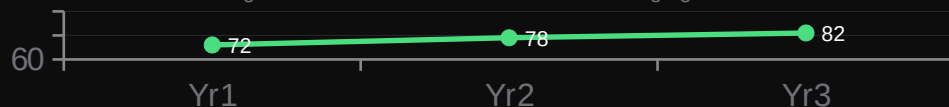
*"I built DUM Club because I run a real business. I was tired of platforms taking a cut every time I made a sale." — Julian Mero*

# Conservative Projections. SaaS-Grade Margins.

Annual Recurring Revenue (\$K) — based on \$49/mo avg



Gross Margin % — SaaS infrastructure cost advantage grows at scale



Projections are management estimates only. Not a guarantee. Assumes Growth-tier (\$49) average per merchant over 36-month LTV.

## UNIT ECONOMICS

Monthly Fee (Starter)	\$29/mo
Monthly Fee (Growth)	\$49/mo ★
Monthly Fee (Pro)	\$99/mo
Estimated LTV (36 mo)	\$1,764
Target CAC	< \$120
LTV : CAC Ratio	> 14 : 1

# The Operating System for Modern Local Commerce

*What Shopify did for e-commerce, DUM Club does for live, local, and loyalty-driven commerce.*

## Live Offer Sessions Everywhere



Any merchant pins a flash deal to their own website with one script tag. Stripe checkout in real time. No commission ever.

## Video Streaming (Next Phase)



AWS IVS infrastructure is deployed. Live video commerce activates in the next platform phase for immersive broadcasts.

## Real-Time Local Discovery



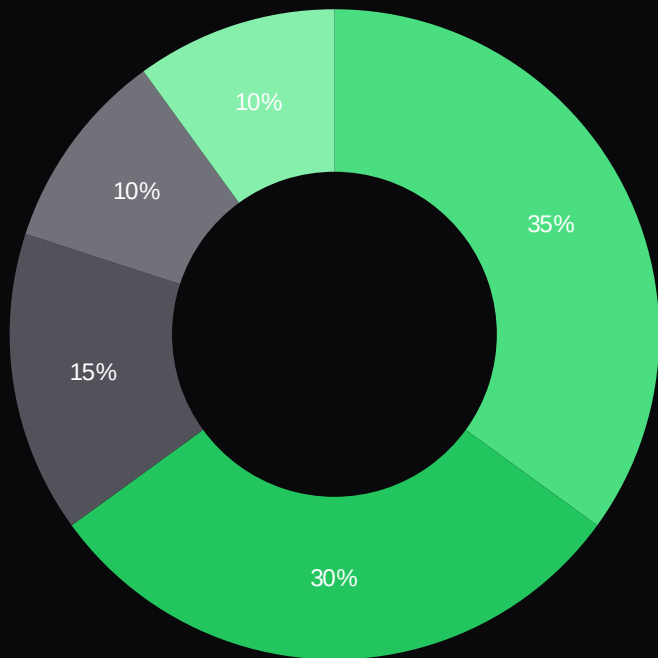
Customers open DUM Club and see what's live nearby right now — the local commerce layer Google Maps doesn't provide.

## Cross-Merchant Loyalty Network



Earn DUM Points (1 pt = \$0.10 credit) at any merchant. Redeem anywhere on the network. The more merchants join, the more valuable each membership.

# Every Dollar Mapped to Network Growth

**35%****Engineering & Product**

Core features, embed widget, offer sessions, analytics, future live streaming activation

**30%****Marketing & Merchant Acquisition**

Founder-led local outreach, WeFunder community engagement, content, partnerships

**15%****Infrastructure & Scale**

Vercel, Railway, Supabase scaling for 10,000+ active merchants

**10%****Legal & Compliance**

DUM Points regulatory review, Stripe compliance, business structure

**10%****Key Hires**

First engineering hire, customer success, merchant onboarding specialist

# WeFunder Community Round. Open Now.

## SAFE NOTE — TERMS SUMMARY

Instrument:

**SAFE (Simple Agreement for Future Equity)**

Discount Rate:

**20%**

Minimum Investment:

**As low as \$100**

Post-Money Valuation Cap:

**\$10,000,000**

Platform:

**WeFunder Community Round**

Use of Proceeds:

**Engineering · Merchant acquisition · Infrastructure · Legal**

## WHY INVEST NOW



### Ground Floor — Live Platform

Payments processing, embed working, first merchant live — entering at the most favorable valuation possible.



### \$10M Cap vs. \$50M+ Comps

SAFE at 20% discount while comparable live commerce platforms trade at \$50M+ valuations.



### Community Becomes the Network

WeFunder investors become DUM Club's first merchant and buyer network — perfectly aligned incentives.



### SaaS Recurring Revenue Model

Flat monthly subscriptions. DUM Club takes 0% commission. High gross margins. Network effects compound.

# DUM

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## CLUB

## Drive Your Market

*Building the commerce OS local businesses have always deserved — live, loyal, local. 0% commission. Every sale goes to you.*

Website: [dum.club](https://dum.club)  
Email: [julian@dum.club](mailto:julian@dum.club)  
Invest: [wefunder.com/dumclub](https://wefunder.com/dumclub)  
Social: [@julez\\_future](https://twitter.com/julez_future)

### Current Round

- ✓ SAFE Note
- ✓ \$10M Post-Money Cap
- ✓ 20% Discount
- ✓ WeFunder · Min. \$100