



# ABOUT COMPANY

Stranger Watch Company - designs, manufactures and distributes exclusive timepiece collections.

The Company is a US based watch manufacturing and marketing privately held company registered as SJ Time Distributors Inc.

With Headquarter offices in Miami, Florida and 2 international offices, the company focuses on Private & Micro Brand clients to help them expand their product lines and produce high quality & affordable timepieces.

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# ONLINE PRESENCE

- Highly ranking/indexed e-Commerce Website: StrangerTime.com
- Social Media:
  - Instagram **14K+** followers
  - Facebook Page **1.2K** followers
- Email Database **28K** Registered and Active Emails

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# ACCOMPLISHMENTS

- Launched 6 Unique Watch Collections
  - Thoroughbreds
  - Lady MOP
  - Minimo
  - Diver Ocean Predator
  - Alpha Phi Alpha Fraternity Collection 1
  - Alpha Phi Alpha Fraternity Collection 2
- Successfully Funded 3 KickStarter Campaigns
  - Thoroughbreds: **\$23,474**
  - Ocean Predator: **\$21,907**
  - Nomadic Empires: **\$148,437**
- Signed Wholesale Exclusive Agreements
  - Rue La La
  - Touch of Modern
  - Sears.com
  - Exclusive Licensee for one of the Largest Fraternities in US (Alpha Phi Alpha)
  - Stack Commerce
  - HookIt (platform for professional athletes)
- Released an Online Course: How to Launch a Watch Company
  - 500+ Active Registered Paying Students
  - Course cost: \$100

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# RESULTS AND FORECAST

- **Year 1** (actual)
  - \$88,000 gross profits
  - ~15000 Social Media Followers (Instagram, FB)
  - 275000 Email Database of Clients and Prospects
- **Year 2**
  - \$220,000 gross profit
  - 3 KickStarter Campaigns(\$25,000 each)
  - Launch 4 Collections
  - Sign 4 Wholesale Clients (200-500 unit Collections)
- **Year 3**
  - \$461,500 gross profit
  - 6 KickStarter Campaigns (\$30,000 each)

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# BUSINESS OPPORTUNITY

- **Focus on Stranger Brand**
  - Release more and diverse collections
  - Expand into Accessories (pens, belts, wallets)
- **Offline Distribution**
  - Sign distribution agreements with Stores
  - Organize and participate in industry Events
- **Online presence**
  - Launch more KickStarter Campaigns (5 per year)
    - Opportunity is minimum of \$20K per campaign
  - Create an IndieGoGo Campaign

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## INVENTORY

Model	List Price	Units	Value/MSRP
Diver	\$550	60	\$33,000
Lady MOP	\$250	25	\$6250
Minimo	\$350	20	\$7000
Wallets	\$100	75	\$7500
Alpha Phi Alphas	\$300	25	\$7500
			<b>\$61,250</b>

## VALUE INVENTORY

Item	Value
Stranger Website	\$10,000
Facebook Page (\$1/Like)	\$1200
Instagram (\$1/follower)	\$14,000
Twitter (\$1/follower)	\$4,400
Email Database (28K)	\$15,000
4 – 6 Weeks 1 on 1 training \$100/hr, 120 hrs	\$12,000
Ongoing Support	\$3000
Proprietary Manufacturing Introductions	\$25,000
Goodwill & Name Brand recognition	\$30,000
Total	<b>\$114,600</b>

TOTAL VALUATION: **\$290,350**

## PENDING RECEIPT

Item	Cost	Value
Chronoscope Collection	\$550	\$5,500
Mysterie Collection	\$250	\$7,500
Web site Design	\$350	\$3500
Total		<b>\$16,500</b>

## VALUE INVENTORY

Sales Channels	Value
Touch of Modern	
Rue La La	
Sears.com	
Crowdfunding	
Alpha Conferences	
Total	<b>\$75,000</b>

Item	Value
Cash on hand	\$10,000
Alpha Insurance/Marketing	\$5,000
Alpha Collection in progress	\$7,500
Total	<b>\$22,000</b>

# FAQ

- **Why are you selling this business?**

- As a company strategy, we feel that our core expertise is in manufacturing. We want to focus more effort and resources on producing the watches for other microbrands. We have in-house expertise and tools to manufacture watches of any complexity.
- The early years of every company are the hardest and we are confident that this “early stage” is behind us. We have established the right platform for this company to go to the next level with the right focus.

- **What have you accomplished in 2 years of existence?**

- We are an established brand with significant presence online. All you need to do is research, browse forums, join Social Media outlets such as Facebook groups and gather feedback on Stranger brand and you will understand the “movement” that we have established.
- We have strong track record in Crowdfunding. We have never had a failed campaign. All of our campaigns have been successfully funded. Most recently, we launched and executed a Nomadic Empires Campaign which netted **\$150K** in Funding and almost 600 backers.

- **Why should I consider purchasing this business?**

- The business opportunity for Stranger Brand is enormous. With the focus on distribution, creation of new collections, expansion into Accessories and focusing on more Crowdfunding campaigns, you have an opportunity to build a very profitable company

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# CONTACTS



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