STRATEGY BRIEF

The S.W.A.G. *Wedge*

S.W.A.G. lets an ordinary seller run a profitable, trusted live auction without being a streamer. SWAGGY does the hosting. The trust layer does the vetting.

01 / THE WEDGE

A different supply side, not a smaller Whatnot

Whatnot proved buyers want live commerce. Its model depends on charismatic, production-heavy streamers. S.W.A.G. goes after the people who will never build a streaming persona: the millions with a closet of vintage, Y2K, or collectibles.

> *Live commerce is gated by streamer charisma. S.W.A.G. removes the gate.*

02 / THE PIECES

Five parts, one entry point

01 THE UNLOCK

SWAGGY

The AI LIVE VOICE concierge does the work that keeps casual sellers out of live commerce. It turns a spoken description into a listing with comps, pricing, and copy, targeting under 60 seconds. It co-hosts the auction, calls bids, answers buyers, and mediates the post-sale steps.

Without SWAGGY, S.W.A.G. is just another live marketplace.

02

THE CONTAINER

The live auction format

Three-minute, co-hosted, voice-first auctions, short and structured so a first-time seller can win. Buyers get real-time Q&A, auto-bid, private bidding, and a "For You" feed. Short auctions need an AI host; an AI host shines in a fast format.

03

THE REASON TO BELIEVE

The trust layer

Casual sellers carry the most trust risk, so trust is built in from day one. The principle is proportionate trust: checks scale with the risk of the deal, and honest sellers are not slowed down.

THE SELLER

TruAnon

Persistent credibility signal with no ID documents collected. Reputation follows the seller and cannot be reset with a new account.

THE ITEM

PCIFIC

Safeguard flags listing claims that lack evidence and prompts the next step: clarify or request a photo.

PROVENANCE

KYC

A physical chip binds identity to the object. The basis of S.W.A.G. Verified. Phase 2/3.

PAYMENTS

Stripe Connect

Payment-grade KYC, handled separately from seller credibility.

04

THE BEACHHEAD

Category focus

Vintage, Y2K streetwear, and collectibles: categories where authenticity and condition disputes kill buyer confidence. This is where the trust layer earns its keep.

05

THE FLYWHEEL FUEL

Economics and retention

Tiered seller commissions and a 1% buyer fee. SwagBucks, XP, and SWAGGY Rewards turn one-time buyers into repeat buyers.

8.5 / 7 / 5.5%	1%	40–50%	15–20 MIN
HUSTLER / PRO / ELITE COMMISSION	BUYER FEE	REPEAT BUYERS AT 6 MO (TARGET)	AVG SESSION (TARGET)

03 / HOW IT COMPOUNDS

The flywheel

SWAGGY Lowers the seller barrier → **SUPPLY** Non-streamers start selling → **TRUST** New sellers are safe to buy from → **BUYERS** Trusted inventory in a focused category → **RETENTION** Gamification drives repeat buys

↺ SELL-THROUGH BRINGS SELLERS BACK

04 / WEDGE VS. MOAT

The wedge gets us in. The moat keeps us there.

A voice co-host can be copied. What incumbents cannot easily copy is the casual-seller base SWAGGY brings in, the trust integrations and the reputation data built on them, and the SWAGGY-mediated transaction data that sharpens pricing and matching over time.

> **"Why can't Whatnot just add this?"** Incumbents are optimized for pro streamers. Retrofitting for casual sellers cuts against their best sellers and their production model. The answer is not that they can't build it; it's that building it works against how they make money.

05 / DILIGENCE PREP

What investors will press on

TRACTION

Until GMV and session data exist, the wedge is positioning, not proof. Present it that way.

TRUST PARTNER STATUS

Confirm one canonical line for TruAnon, PCIFIC, and Rethentic: signed, agreed in principle, or live.

SWAGGY UNIT COST

Voice inference, TTS, and transcription run on every auction. Show that the take rate covers cost per session at scale.

FEE COMPARISONS

Only claim a fee advantage against verified, current incumbent fees.

S.W.A.G.

Be the penguin.
Become a Swagger.

stuffweallget.com

swaggyswagger.com