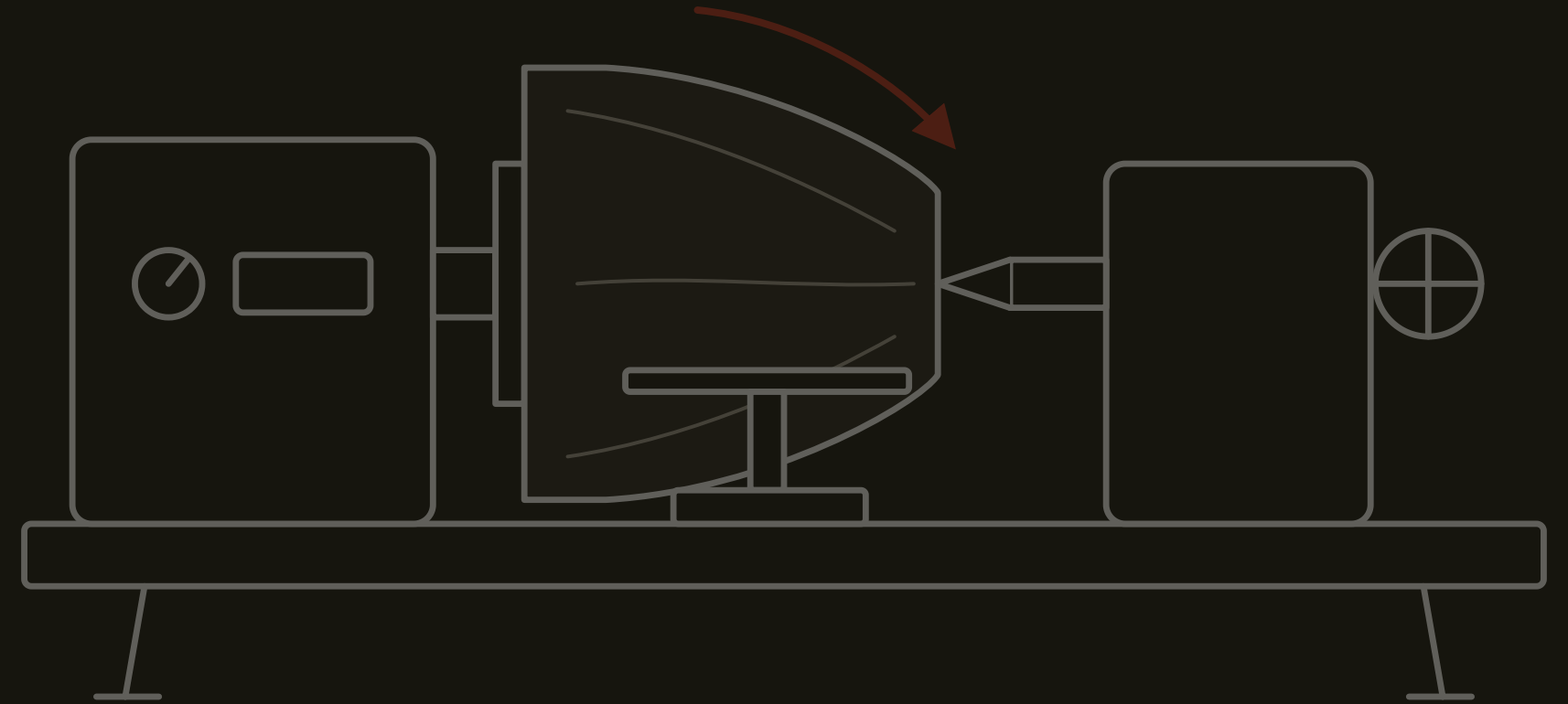


pickup. ■



INVESTOR OVERVIEW

Start something **new.**

The best how-to videos on the internet, each paired with a plain-English starter manual we sell for \$14.99.





The video makes it look easy. Then you try to start.

People want something new

Retired and looking for a project. Stuck in a rut. Young and starting out. Millions watch makers turn wood, throw pots and bake bread, and want to try it.

The start is the hard part

A great video shows the finished piece. It rarely says what to buy, what to skip, how to stay safe, or what a first project should be. So most people never start.



**Watch the video.
Get the manual.
Start this weekend.**

pickup pairs each hobby's best video with a starter manual
that takes someone from zero to a finished first project.



One page per hobby. One manual per hobby.

The video Free to watch

A real maker's how-to video, played on the page and always credited to its creator, with what the hobby costs to start and how much room it needs.

The manual **\$14.99, one time**

Know your tools, stay safe, what to buy, a first project step by step, how to fix common problems, and where to go next. Read online, download or print.



It is live, and the manuals are on sale.

Oct 25, 2026

pickuphobby.com went live, with checkout, a buyer's library and an AI helper.

Every hobby

on the site has a full starter manual, 20 to 23 printed pages each, with line drawings and numbered callouts.

75 posts

designed and scheduled for Facebook and Instagram, waiting on the pages going live.





A product you make once and sell forever.

\$14.99, one time

No subscription to explain. A clear, fair price for a guide that saves a beginner from buying the wrong tools.

No inventory

Nothing to ship, store or return. The manual is ready the second the payment goes through.

About 95% kept

After card fees, nearly every dollar of a sale stays with the business. Each new hobby is a new manual and a new audience.



Four taps from curious to reading.

1. Find a hobby

From a post, a search or a friend's link. Search, browse by category, or ask the helper what to try.

2. Watch and look inside

The maker's video plays on the page. Every page title of the manual is shown before buying.

3. Pay in one step

Get the manual opens Stripe's own checkout. Card details never touch our servers.

4. Start reading

The buyer lands in their library, and a thank-you email holds their way back in.



Theirs to keep, on any device.

Read online, download or print

The manual reads well on a phone in the garage and prints cleanly for the workbench.

No passwords

The email is the account. One emailed link signs them in on a new device.

Licensed to the buyer

Every page of a downloaded manual carries the buyer's name and order number, so copies trace back.

pickup.

Thanks for your order. Your manual is ready.

Hi Jane,

Your Pottery starter manual is in your library. Read it online, download it, or print it for the bench.

[Open my library](#)

On another device? Sign in with this email and we'll send you a link.

Written for a true beginner.

Know your tools, stay safe

Every part labeled, safety in plain words, a do and don't list, a checklist before every session.

What to buy, and what to skip

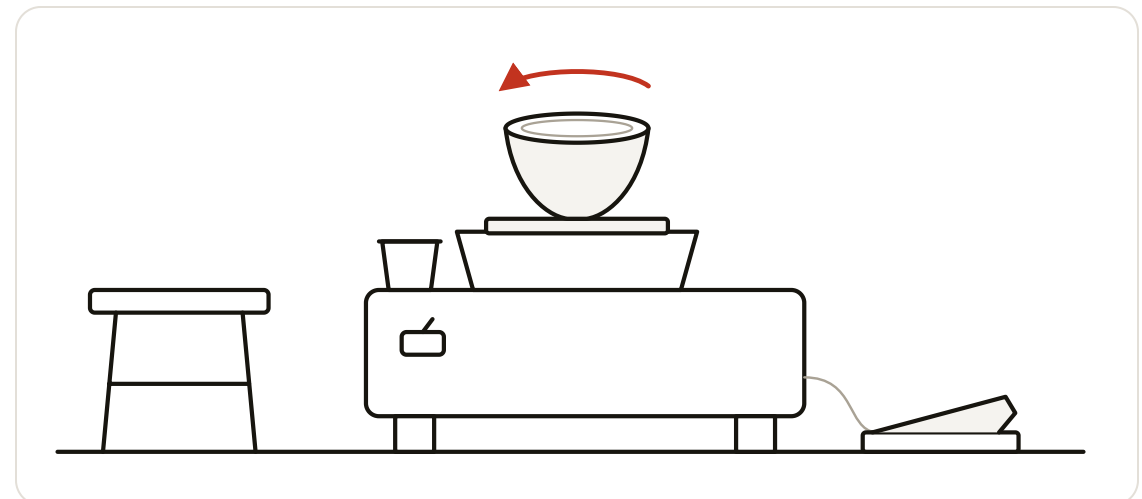
The starter kit only: no upsells and no affiliate links.

A first project, step by step

Smaller than the video's, so the first win comes fast. Then common problems, mistakes to avoid and where to go next.

POTTERY · STARTER MANUAL

Know your wheel



20 to 23 printed pages

Line drawings, numbered callouts



A friendly guide on every page.

Thinks, then answers

Dot is the dot from the logo, as a small character. She thinks for a beat and types her answer like a person.

Knows every hobby

She asks what someone enjoys, suggests one to three hobbies, says why, and links straight to the page.

Honest about what she is

She says she is automated, never invents facts, and hands real problems to a person.

pickup.

I just retired and I like being outside. What should I try?

Congratulations! If you like time outdoors, bonsai is a calm one: a tree on the porch you shape over seasons. Terrariums are its indoor cousin. Want to start with the **Bonsai page?**

EXAMPLE CHAT



The video's creator becomes a partner. **NEXT**

Claim your page

A creator signs in with the account that owns the video and claims the page their video sits on.

Their audience, our manual

Creators have the audience. One line in a video description can send their viewers to a manual that helps them start.

A share of every sale

A share of every manual sold on their page, and a bigger share on sales through their own link. Shares are proposed, not final.

Paid automatically

Payouts run through Stripe, so nobody chases anybody for a share.

FOR THE OWNERS



Every order, in one place.

Orders and refunds

Every sale with its buyer and manual, and a refund in one tap. The answer is always "we'll make it right".

Notes and waiting lists

Contact notes land in one list, and people who want a manual that isn't written yet leave their email.

Signed in by owners only

An emailed link to an owner's address. No shared passwords.

pickup.

Orders

Notes

Waiting list

214

manuals sold

\$3,208

this month

1

refund



Sourdough · Jane D.

\$14.99



Knitting · Sam R.

\$14.99



Woodturning · Lee P.

\$14.99

EXAMPLE NUMBERS



The store is built. Marketing is what's missing.

Built

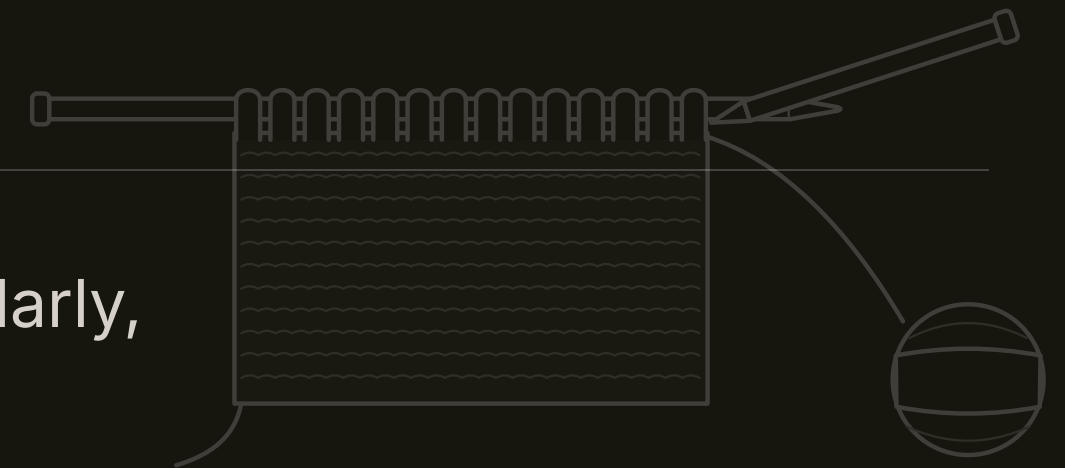
The site and every hobby page, the full manuals, Stripe checkout, the buyer's library, licensed PDFs, Dot, help and contact, the orders page, the brand guide, 75 social posts.

Being connected

The Facebook and Instagram pages, visitor counts in the owners' dashboard, and the creator program's sign-in and payouts.

Ongoing

New hobbies and new manuals added regularly, and a new featured video every week.





What manual sales could add up to.

\$14.99 a manual. Every number below is sales before costs.

Manuals sold a month	Manuals a year	Sales a year
250	3,000	\$44,970
1,000	12,000	\$179,880
2,500	30,000	\$449,700

An illustration, not a forecast or a promise. Before ad spend, running costs, card fees, creator shares and taxes.



Two ways in, and what each could pay.

You own a piece of pickup and share in what it pays out. Your share of each year's sales, by how many manuals sell:

You invest	If 250 sell a month	If 1,000 sell a month	If 2,500 sell a month
\$15,000 for 5%	\$2,249 a year	\$8,994 a year	\$22,485 a year
\$30,000 for 10%	\$4,497 a year	\$17,988 a year	\$44,970 a year
Years for payouts to match what you put in	6.7	1.7	0.7

An illustration, not a forecast or a promise. This is ownership, not a loan: payouts come from profit, are not guaranteed, and the investment is not paid back. Figures are shares of sales before ad spend, running costs, card fees, creator shares and taxes, so real payouts would be lower; counted from the year that many manuals are selling.



Reach each hobby's people where they already are.

Now

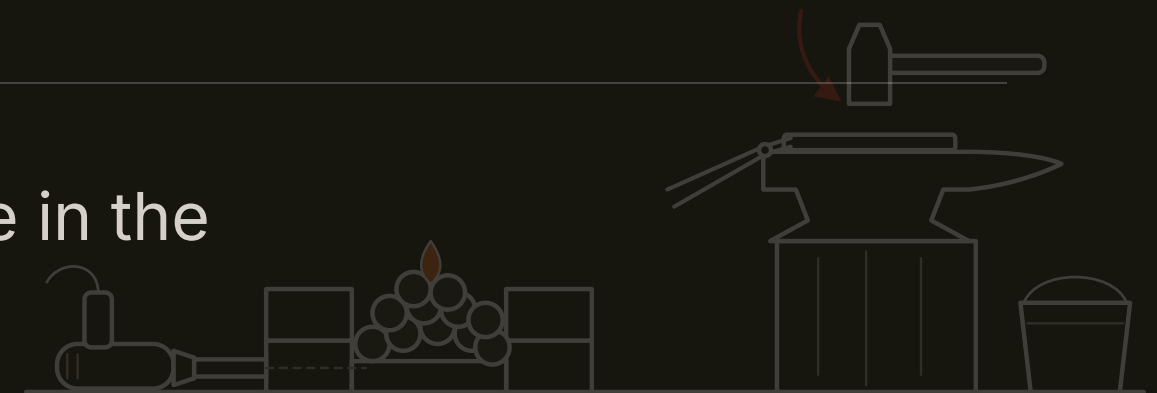
Organic posts built from the manuals' own drawings, a hobby at a time, each with that hobby's own hashtags. A new featured video every week.

Next

Paid ads behind the posts that already worked, aimed at one hobby's audience at a time: woodworkers, bakers, gardeners, knitters.

Then

Creators send their own viewers, and share in the sales they bring.





Built by a marketer.

Corey Jeppesen

Founder of bahlr media, an award-winning ad agency in North Idaho, in business for more than 12 years.

Why it matters

The brand, the website, the manuals and every campaign are made in-house. Marketing money goes to reaching people, not to agency fees.



Marketing capital to put the manuals in front of people.

\$15,000 for 5% of pickup, or \$30,000 for 10%. Raising up to \$60,000. Every dollar goes to marketing.

