

ACQUISITION OVERVIEW

\$4,999
USD

MEMORABILIA .CO

Buyer Diligence Pack

A turnkey collectibles brand, platform, and proprietary comp database -- in a multi-hundred-billion-dollar category.

A premium category-defining .co domain, a production-grade Next.js platform, 80+ original long-form content assets, a complete brand system, and The Field Index -- a curated database of documented memorabilia sales across eight categories.

ASKING PRICE

\$4,999

USD -- open to offers

ASSET CLASS

Brand + Code

Domain, codebase, content, dataset

SETTLEMENT

Escrow.com

Buyer-protected transaction

PREPARED FOR PROSPECTIVE BUYERS

No inflated traffic or revenue claims. This is a transferable digital asset package.

QUICK FACTS

What you are acquiring, in one page.

A polished foundation in one of the fastest-growing consumer categories tracked by published market research. No traffic, revenue, or partnerships are included -- the buyer is acquiring the build, the brand, and the proprietary comp database.

ASKING PRICE

\$4,999

USD -- open to qualified offers

COMP DATABASE

80+

Documented memorabilia sales, source-

CATEGORIES

8

Sports, cards, autographs, music, film, comics, to

CATEGORY SIZE

\$464B+

Global collectibles category

SPORTS-MEMO CAGR

22.1%

10-year forecast (third-party)

TRUST GAP

50-70%

of autographs are fake (FBI)

WHAT IS IN THIS PACK

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EXECUTIVE SUMMARY

The thesis in 30 seconds.

Memorabilia.co is the brand that fills the upper-funnel trust + education layer in collectibles -- and routes that high-intent traffic to operators who pay referrals.



The opportunity is not that this asset already owns the market. The opportunity is that it gives a buyer a polished starting point in a category with clear commercial intent.

INCLUDED IN THE SALE

- Premium one-word .co domain
- Production Next.js 14 App Router codebase
- 80+ professionally edited content assets
- The Field Index proprietary comp database
- 33-pattern Red Flag fraud library
- 6 quarterly market-pulse reports
- 4 interactive collector tools
- Supabase + Resend infrastructure
- Brand system, JSON-LD schema, sitemaps
- Two-week post-transfer support window

NOT INCLUDED

- Existing traffic, revenue, or customers
- Live affiliate or partner relationships
- Authentication or appraisal operations
- Inventory, leads, or paid integrations
- Backed financial projections
- Trademark registrations (clean USPTO TESS)

What the buyer brings

Distribution, partnerships, monetization integrations, ongoing editorial and SEO execution, hosting setup.

BOTTOM LINE

Acquire a finished, defensible category foundation -- domain, codebase, content, brand, and a proprietary dataset -- for \$4,999. The conservative replacement cost is multiples of the asking price.

MARKET OPPORTUNITY

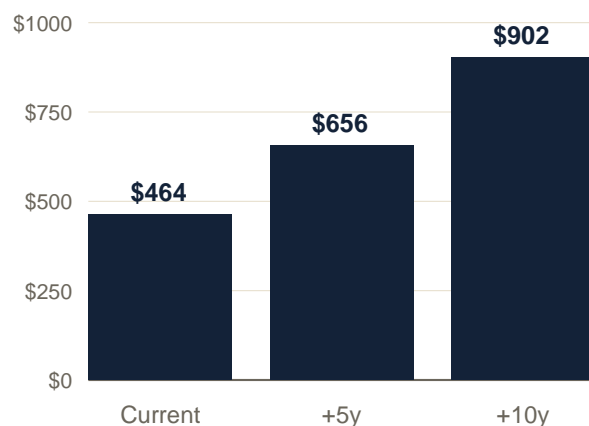
A multi-hundred-billion-dollar category with double-digit growth.

Memorabilia and collectibles is one of a small number of consumer categories with compounding double-digit growth, low brand consolidation, high transaction value, and a structural information asymmetry between owners and professionals.

GLOBAL COLLECTIBLES MARKET

Ten-year horizon

USD billions -- 7.2% CAGR

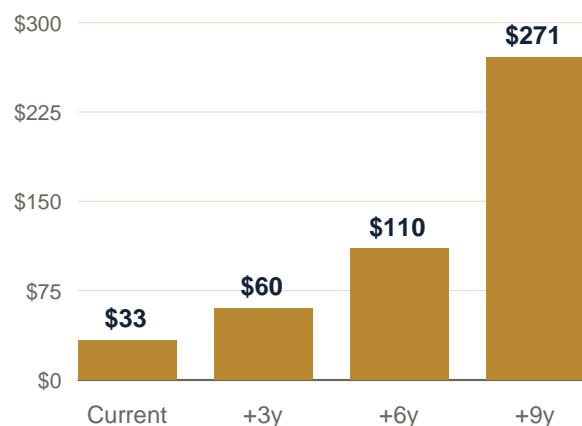


Source: GIA / GlobeNewswire; Market Decipher

SPORTS MEMORABILIA & CARDS

Ten-year horizon

USD billions -- 22.1% CAGR



Source: Market Decipher / PR Newswire

WHY THIS MATTERS FOR A CONTENT + LEAD-ROUTING BRAND

Generational wealth transfer

\$84T in estate transfer underway over the coming decades (Cerulli) -- inherited collections drive 'what is this worth?' search demand.

Authentication backlog

PSA, JSA, Beckett, SGC, CGC are demand-constrained; backlog pushes owners into education-seeking before grading.

Marketplace consolidation

eBay, Whatnot, Heritage Live, Goldin -- as transactions move online, 'safe selling' queries grow.

Insurance + storage demand

Collectibles insurance and climate-controlled storage providers actively pay for pre-qualified leads.

TRUST GAP

Authentication is the multiplier -- and the wedge.

The most expensive problem a memorabilia owner has is not pricing. It is verifying that the thing they own is actually what they think it is. The trust gap drives every downstream transaction in the category.

FBI ESTIMATE

50-70%

of autographs in secondary market are fake

BECKETT FAILURE RATE

~50%

of submissions fail authentication

OPERATION BULLPEN

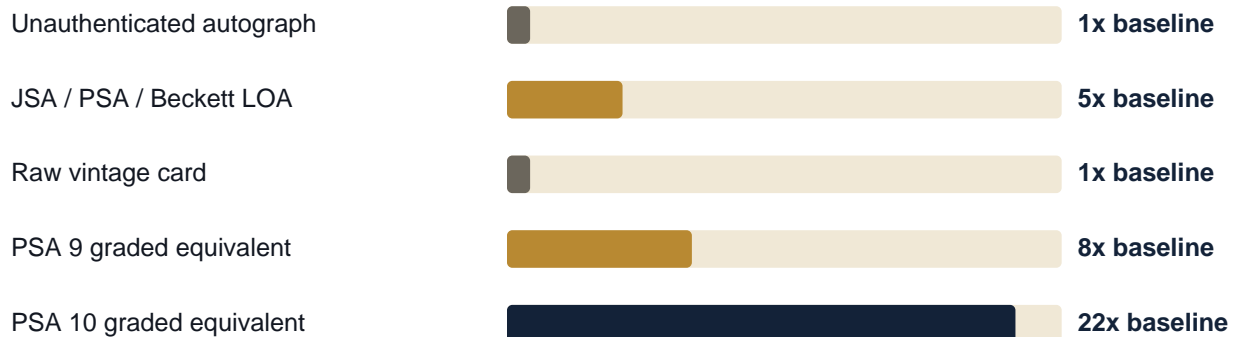
~\$160M

in autograph fraud (inflation-adjusted, single ring)

WHAT AUTHENTICATION DOES TO PRICE

Authentication multiplier vs. raw / unauthenticated

Directional industry ranges, illustrative only



THE WEDGE

Every owner -- inheritor, dealer, fan, estate executor -- has to pass through an 'am I being scammed?' phase before spending money on authentication, grading, consignment, insurance, or shipping. Memorabilia.co is structurally built to own that phase.

THE FIELD INDEX

A proprietary, source-cited content moat.

'What did it actually sell for?' is the highest-intent query in the category and is currently answered only by paywalled databases (\$35-\$250/yr) or fragmented auction archives. The Field Index answers it for free, across all eight memorabilia categories, with editorial provenance and source citations on every entry.

COMPS

80+

Across 8 categories

CATEGORIES

8

All major memorabilia

RED FLAG PATTERNS

33

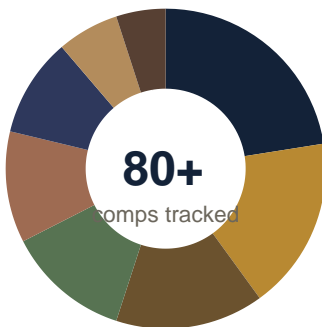
Documented fraud

QUARTERLY REPORTS

6

Market-pulse research

COVERAGE BY CATEGORY



■ Sports ■ Cards ■ Autograph ■ Music
■ Movie/TV ■ Comics ■ Toys ■ Political

The comp database

Every entry: item, category, sale price, venue, lot, auth grade, provenance chain, condition, editorial note, and source citations.

The Red Flag Library

33 fraud patterns sourced from FBI bulletins, court filings, and authenticator advisories. Severity-rated with indicators and remediation.

Quarterly market reports

Market-pulse notes covering the eight tracked categories: median price movement, structural trends, and what we are watching.

WHY IT IS A MOAT

A competitor cannot scrape PSA Auction Prices and call it equivalent. The Field Index is a curated editorial reference -- 100+ hours of research that takes months to assemble even with templates in place.

WHAT IS INCLUDED

The package, line by line.

Every component is finished work -- not a wireframe, not a starter template, not generated boilerplate. The components below transfer together to a single acquirer.

ASSET	DESCRIPTION	TRANSFER
Domain	memorabilia.co premium one-word .co domain, clean trademark surface	Registrar push
Codebase	Next.js 14 App Router, TypeScript, ~16,500 LOC across 130+ files	Git repo handover
UI components	55+ production React components on shadcn/ui primitives	In repo
Routes	150+ App Router pages with typed metadata and JSON-LD	In repo
Content library	5 cornerstone guides, 35 articles, 25 glossary terms, 8 category hubs	MDX in repo
Field Index	80+ source-cited comps, 33-pattern fraud library, 6 quarterly reports	JSON in repo
Interactive tools	Selling Route Finder, Auth Readiness, Inventory Template, Photo Checklist	Deterministic logic
Brand system	Archival palette, Playfair + Inter type, component primitives	Tailwind tokens
Database	Supabase Postgres migrations for forms, contacts, downloads	Run migrations
Email	Resend + React Email transactional templates	Buyer-owned Resend
SEO	JSON-LD across page types, sitemap, robots, OG image generator	Reconnect Search Console
Documentation	Deployment, content editing, handoff, and monetization playbooks	Markdown in repo
Handoff	Two-week post-transfer support window via Escrow-exchanged contact	Inclusive

BUILD VS. BUY

Replacement cost at North American agency rates.

Discovery, brand, IA, design system, engineering, content, and Field Index editorial production at blended mid-senior NA rates (\$90-\$150/hr senior, \$50-\$90/hr mid). All ranges quoted at the lower-to-mid end.

WORKSTREAM	HOURS (MID-SENIOR)	COST RANGE	INCLUDED?
Discovery, brand, IA, design system	80 - 120	\$6,000 - \$14,000	Yes
Engineering (app, routes, forms, Supabase, email)	180 - 240	\$14,000 - \$30,000	Yes
Content production (guides, articles, glossary)	120 - 160	\$8,000 - \$18,000	Yes
Field Index editorial (comp research + writing)	100 - 160	\$8,000 - \$14,000	Yes
QA, accessibility, SEO, deployment, docs	40 - 60	\$4,000 - \$8,000	Yes
TOTAL (blended rates)	520 - 740	\$40,000 - \$84,000	All included

TIME-TO-MARKET IS THE REAL ASSET

Building this from scratch is 12-16 weeks of senior engineering before a single article gets written. The acquirer skips the build cycle and the editorial cold start.

ASKING VS. REPLACEMENT COST

\$4,999 is a small fraction of the conservative replacement floor.

Independent agency rebuild at NA mid-senior rates -- domain, codebase, content, Field Index dataset, brand, infrastructure. No funnel math, no future-traffic projection, no 'valuation multiple' gymnastics.

REPLACEMENT COST vs. ASKING PRICE

USD -- all components included in this acquisition



91% discount to the conservative replacement floor.

COMPONENT REPLACEMENT BREAKDOWN

COMPONENT	LOW	HIGH	NOTES
Domain (memorabilia.co)	\$5,000	\$15,000	Premium .co
Codebase (Next.js + Supabase)	\$18,000	\$36,000	~16,500 LOC
Content (80+ pieces, 42k words)	\$12,000	\$22,000	Edited
Field Index comp database	\$8,000	\$16,000	100+ research hrs
Red Flag Library	\$2,500	\$5,000	33 patterns
Quarterly reports	\$3,500	\$7,000	6 reports
Tools (4 interactive)	\$3,000	\$8,000	Original logic
Brand + SEO + email + docs	\$5,300	\$13,000	All included
REPLACEMENT TOTAL	\$57,300	\$122,000	Inclusive

BUYER FIT

Who this is built for.

Memorabilia.co rewards operators who already understand acquisition mechanics and want to skip the build cycle. Eight clear buyer archetypes with payback logic.

SEO / affiliate operator

01

Clean Next.js + MDX foundation. Field Index pages drive 'what is my X worth?' long-tail search. Affiliate stack plug-in-able.

Auction house / consignment desk

02

Warm consignors via Field Index. One mid-size \$25k lot at 15% seller premium nets ~\$3,750 referrer-eligible.

Specialist dealer or appraiser

03

Capture inbound consignment from the long tail. Dealer margins on mid-tier autographs / cards: 15-35%.

Insurance carrier or broker

04

Pre-qualified high-net-worth collector leads with a defensible reference for stated-value applications.

Authentication / grading service

05

Field Index cites your LOAs and grades. Red Flag Library is a CAC reducer positioning your service as remediation.

Collectibles operator / entrepreneur

06

Launch a premium-positioned media + lead-routing brand with a proprietary data asset, without a 6-9 month build cycle.

SaaS builder

07

Acquire a polished category wedge -- finished branding, content, infrastructure -- then layer a SaaS tool on top.

Agency or studio

08

Add a credible niche property to your portfolio with low ongoing maintenance. Audience asset for client retainers.

COMMERCIALIZATION PATHS

How money flows in this category.

Every path has a partner-recognized program or contact lane. No revenue is included or guaranteed -- the buyer is responsible for applying to programs and integrating them post-transfer.

PATH	TYPICAL PARTNERS	TERMS / UNIT ECONOMICS	COMPLEXITY
Auction consignment referrals	Heritage, Goldin, Lelands, Hindman, Hake's	5-10% of seller commission on closed lots	Mid-high
Authentication & grading	PSA, JSA, Beckett, SGC, CGC	Affiliate / CPA / partner-tier	Mid
Insurance referrals	Collectibles Insurance Services, Chubb Masterpiece	\$30-\$100+ CPA per qualified application	Mid
Supplies & shipping	BCW, Ultra Pro, Pelican, U-Line, ShipStation	5-15% affiliate revenue	Low-mid
Newsletter sponsorships	Auction houses, grading, marketplaces, dealers	\$15-\$60 CPM at scale	Mid (after audience)
Paid dealer directory	Specialist dealers, certified appraisers	\$29-\$199/mo per listing	Mid-high (recurring)
Digital products	Inventory kits, photography presets, workbooks	\$19-\$79 one-time	Low

ONE REFERRAL CAN PAY FOR IT

A single \$25,000 auction consignment at a 15% seller premium nets a referrer-eligible \$3,750 -- 75% of the asking price in a single transaction.

INSURANCE CAC ECONOMICS

Collectibles policies are commonly \$300-\$2,000+ annual. At even a 1% leak rate from organic traffic, the CPA economics are excellent.

SUGGESTED PHASED PLAN

Initial. Growth. Scale.

A timeless three-phase plan a new operator can adapt to their own pace and resourcing. No calendar timing is implied -- progress depends on the operator.

INITIAL PHASE

Initial phase

01

Technical handoff & operational continuity

- Move repo, Supabase, and hosting to buyer-owned accounts
- Provision Resend, analytics, Search Console
- Decide the monetization stack
- Audit content library against buyer's POV
- Re-publish key pages with the new operator's voice

GROWTH PHASE

Growth phase

02

Publish, partner, capture, validate

- Extend the Field Index dataset
- Integrate affiliate / lead-gen programs
- Add lead capture flows
- Outreach to auction houses, insurers, grading services
- Test one or two monetization paths against early traffic

SCALE PHASE

Scale phase

03

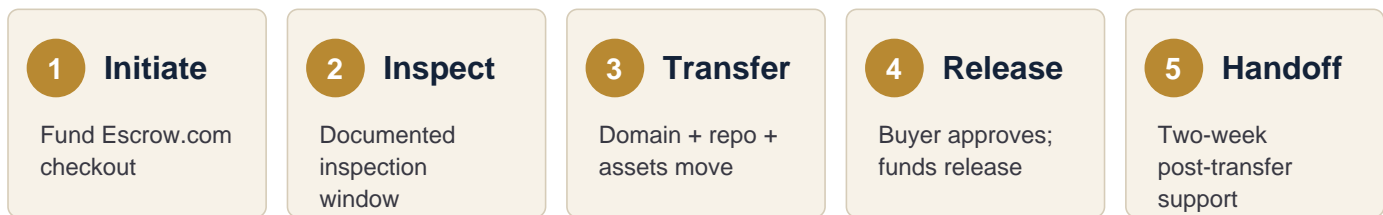
Compound the winners

- Scale acquisition into highest-converting Field Index pages
- Add authority + topic-cluster pages around highest-yield intents
- Improve conversion against proven monetization paths
- Build repeatable acquisition + retention loop
- Productized expansion: paid directory, course, SaaS, service funnel

TRANSFER & DILIGENCE

How the handoff works, and what to verify before funding.

Settlement via Escrow.com -- buyer funds are held in trust until the domain and assets transfer to the buyer's accounts. Inspection follows Escrow.com's standard buyer-protection terms.



BUYER DILIGENCE CHECKLIST

Verify before funding

- Understand the collectibles category and the trust gap
- Have a monetization hypothesis for post-transfer
- Reviewed live memorabilia.co content vs. acquire claims
- Reviewed Field Index methodology and Red Flag Library
- Confirmed tech stack fits your preferences
- Identified third-party accounts to re-provision
- Considered legal / compliance for your jurisdiction
- Comfortable with no included traffic / revenue / customers

TRANSFER CHECKLIST

What moves on handoff

- Domain transfer (Namecheap / Cloudflare or buyer-preferred registrar)
- Git repository to buyer's organization
- Vercel / hosting project handoff
- Environment variables (Supabase, Resend, analytics)
- Third-party API keys re-provisioned under buyer accounts
- Search Console reconnection
- Brand assets (logo, palette, typography)
- Content + Field Index dataset (MDX + JSON in repo)
- Deployment, monetization, content-editing playbooks
- Two-week handoff support window

RISK, DISCLOSURES, NEXT STEPS

Honest framing and how to act.

No traffic, revenue, customer base, partnership, ranking, or financial-return guarantees are made or implied. The asset is sold as-is unless otherwise agreed through Escrow.com.

No traffic / no revenue

Pre-launch from a business-operations standpoint. SEO compounds; it has not had time to.

No live partnerships

The site is structured to route to them; the buyer applies and integrates as the new operator.

No backed projections

Market sizing is third-party published research. The site does not project 'you will earn \$X.'

Buyer responsible for ops

Marketing, SEO, monetization, legal compliance, hosting, and operations are buyer-owned post-transfer.

READY TO ACQUIRE?

Acquire Memorabilia.co for \$4,999.

Settlement is handled by Escrow.com. Fund the secure checkout, inspect the assets during the documented diligence window, and approve release when the transfer is complete.

\$4,999[Buy now via Escrow.com ->](#)[Visit memorabilia.co/acquire](https://www.memorabilia.co/acquire)

Nothing in this document constitutes investment, tax, or legal advice. Buyer is encouraged to consult their own advisors before completing an acquisition.