



WARREN JAMES

**“We're incubating the strongest
creator co-founded brands in
the creator economy.”**



THE TEAM

**Kevin
Ramsey**
CEO



After founding and selling Hungercraft in High School, Kevin moved into licensing at Jazwares where he had the opportunity to sign and manage massive brands like Minecraft and Terraria. In 2018 he went client-side to lead the licensing program at Roblox before jumping to found Warren James.

Today, Kevin leads product development, operations, and public relations.

**Ben
Weidner**
COO



Drawing from his background in the production, design, and marketing of online content creator merchandise, Ben directs effective direct-to-consumer programs for every brand that works with Warren James. He knows that tailor-making strategies on a per-client basis are the best way to drive revenue and audience satisfaction.

Today, Ben leads creative, business development, and brand management.

THE PROBLEM



PRINTED TEES NO LONGER CUT IT

Creators care about quality and variety of product above all and few providers offer anything more than print on demand tees and coffee mugs.



PRODUCT REFLECTS PERSON

Too many creators have been burned by the negative experience their merchandise has given fans. Few companies offer a polished end to end product.



CREATING ENTERPRISE VALUE

Rightly so, creators see themselves as the next generation of A-list celebrity. They need a partner that will help incubate the next Casamigos, Skims, or Kylie Cosmetics.

THE SOLUTION



CUSTOM PRODUCTS

Specifically developed for each creator.



END TO END SERVICE

From product design and web development to digital marketing and content creation.



BRAND DEVELOPMENT

Supporting creator entrepreneurs by incubating the next massive CPG brands.



SPEED-TO-MARKET

Our owned and operated China-based fulfillment center can ship orders faster than anyone.



RETAIL PLACEMENT OPPORTUNITIES

Our relationships in retail distribution can quickly turn a D2C success story into mass retail.

THE OPPORTUNITY



\$5.07
BILLION

Amount of capital raised by creator economy start-ups in 2021.



\$150
MILLION

The 2019 sales for Ryan's World as projected by pocket.watch.



10M
BOTTLES

The number of bottles sold by Logan Paul and KSI's hydration brand Prime in < 6 months.



BELOW
10%

The percentage of YouTubers that are selling more than just tees, hoodies, mugs, and stickers.

CASE STUDY

The Eleven

by Deestroying

The Eleven celebrated selling out its first two releases in under 24 hours, with even more exciting developments in product categories and site functionality on the horizon.



CASE STUDY

IDEOLOGIE

by Hasan Piker

The brand transacted over seven figures in sales during its first 24 hours, in addition to making charitable contributions towards national strike funds in excess of \$180,000.



ACHIEVEMENTS

WJ IN THE NEWS

BUSINESS
INSIDER

the
toybook

tubefilter™

LICENSING
INTERNATIONAL

INSIDER

Warren James



toybook

WARREN JAMES, DAIWID INTRODUCES HER FIVE NIGHTS AT FREDDY'S PLUSH COLLECTION

Illustration by: Mike P. / Getty Images / iStockphoto.com



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Hoson Piker Unveils Union-Mode Merch Brand 'Ideologie'



What's Ideologie? It's a new brand of union-mode merchandise.

by Hoson Piker

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THE LANDSCAPE



WARREN JAMES

Total customization of product and brand development in a limitless number of categories.

THE RUNNER UP

Some cut and sew apparel with custom packaging. However, creator stores are still hosted on an aggregated page.

PRINT ON DEMAND PLUS

An offering of slightly broader categories like apparel, mugs, and posters but the print on demand model makes quality control challenging.

THE PLUG AND PLAY

Unaware of better options, many high-profile creators still source their merchandise from these providers. Limited to low quality, print-on-demand apparel.

USE OF FUNDS



EXPANSION INTO NEW VERTICALS

Strategic hires for a new department. Investment for the first 4-6 joint-ventures.



TAKING THE MERCH MARKET

Completing the core team with hires in marketing, sales, and creative. Mass retail placement.



ELITE LEADERSHIP

Identifying and hiring key organizational leaders to accelerate our growth.



WARREN JAMES

THANK YOU!