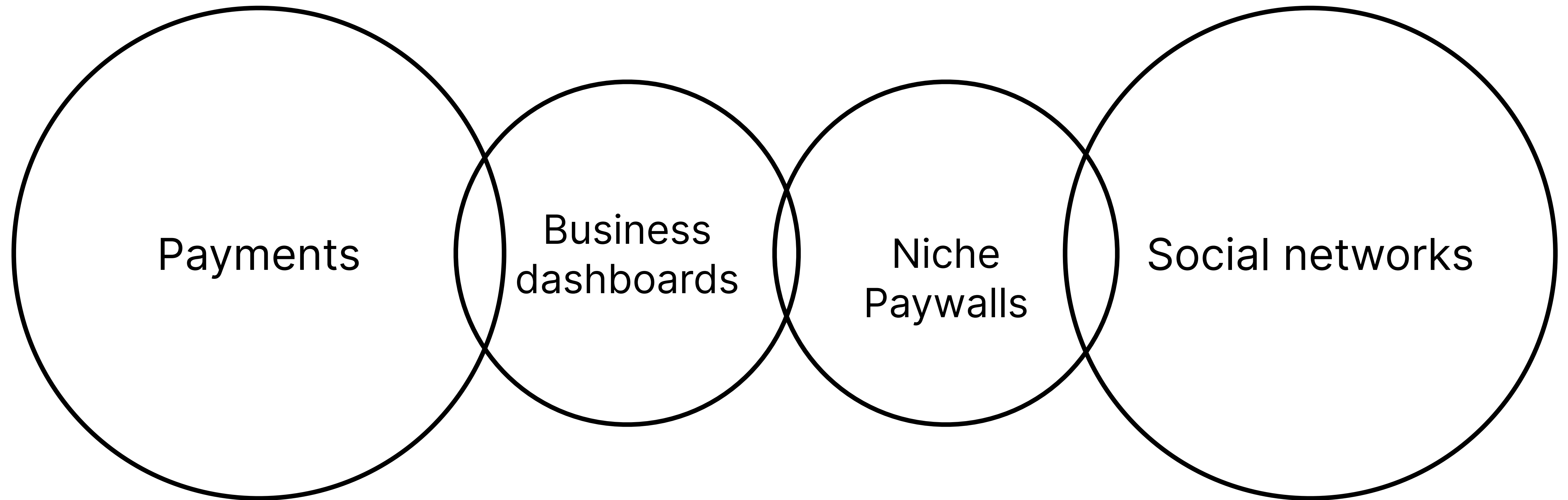




Competitive Landscape

Whop Inc. Sept 29, 2023

Businesses of Internet Economy



#1 - Payments Companies

Pros of using

- Infinite customization
- The world is your oyster (if you are highly technical and have a large team)

Cons of using

- Not friendly for retail (less sophisticated folks)
- Lots of setup required
- Single aspect focused (payments is only a part of the business stack)
- Doesn't help offer value to your customers, just helps you collect money from them



#2 - Business Dashboards

Pros of using

- "Ready to use" to get off ground
- Core business requirements are covered (payments, crm, store)
- Can support large enterprises

Cons of using

- Limited ability to offer tailored, flexible products to your consumers (one size fits all - basic files or a feed or physical products)
- Standardized approach limits what you can sell
- No network effects (you can't interact with other buyers or other sellers)



#3 - Niche Paywalls

Pros of using

- Feels like a valuable, tailored product offering to your audience
- Feels like "your" platform
- Can monetize directly within the platform
- Creators "feel" like they can customize

Cons of using

- Low engagement // competing with real social media
- One product per platform
- 0 network effects (you are siloed within your own platform)
- Difficult to integrate with other platforms
- Minimal business infrastructure
- No consumer brand



#4 - Social Media

Pros of using

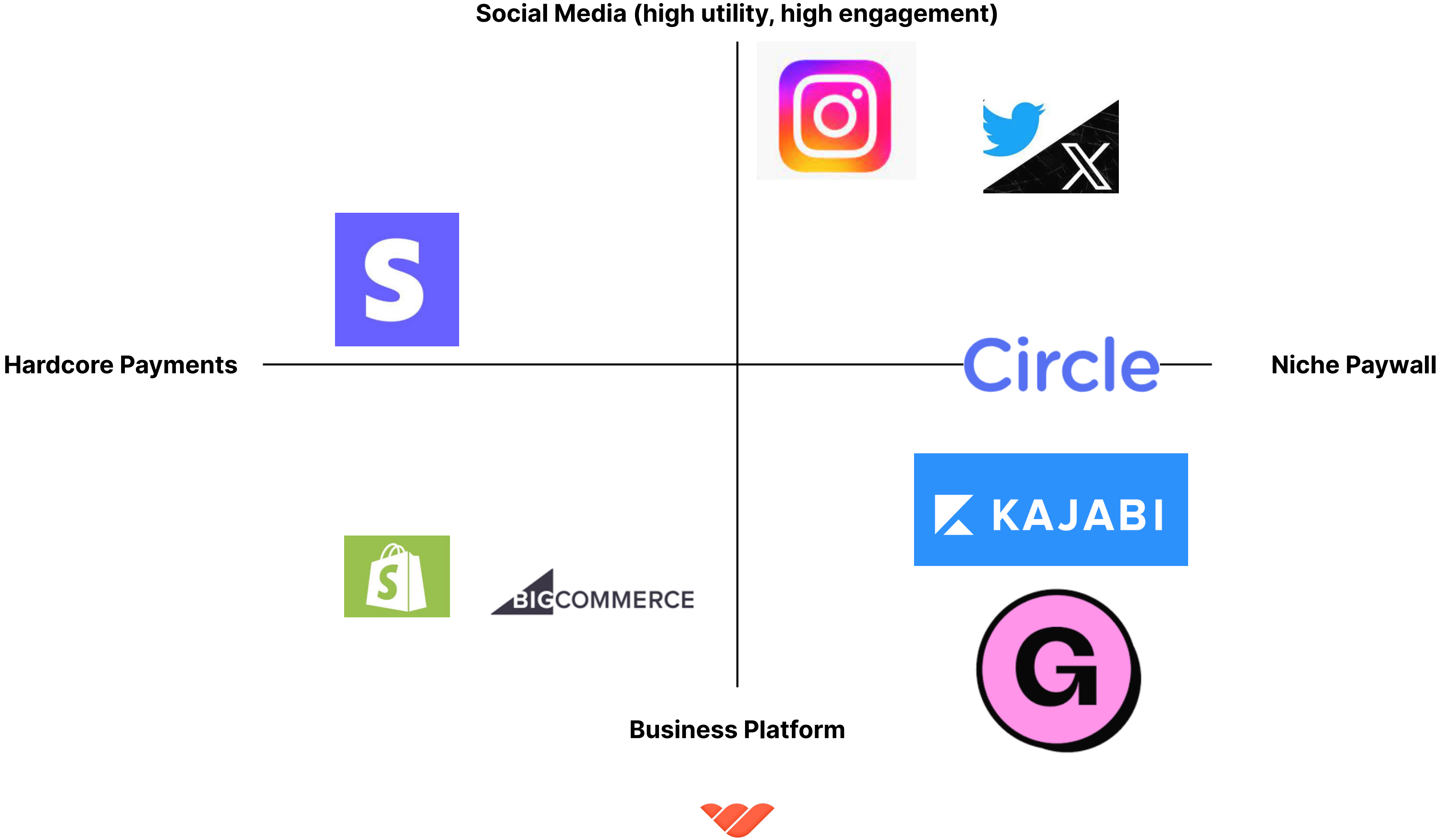
- High engagement
- Great content
- Powerful discoverability

Cons of using

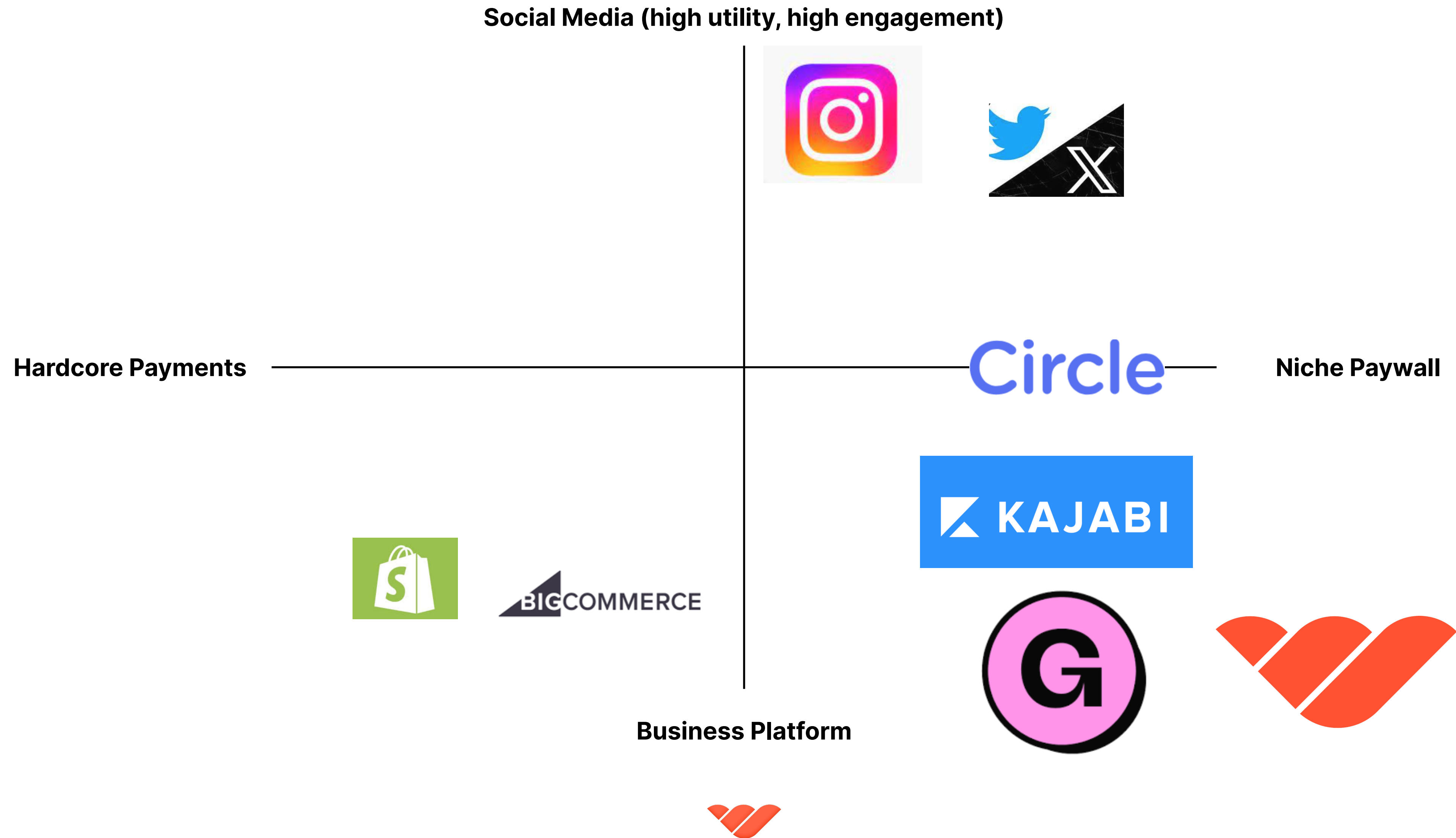
- Dependence on platform
- Social first, business second (you build a business off of these platforms and then advertise the business on these platforms)
- Limited forms of content



Businesses of Internet Economy

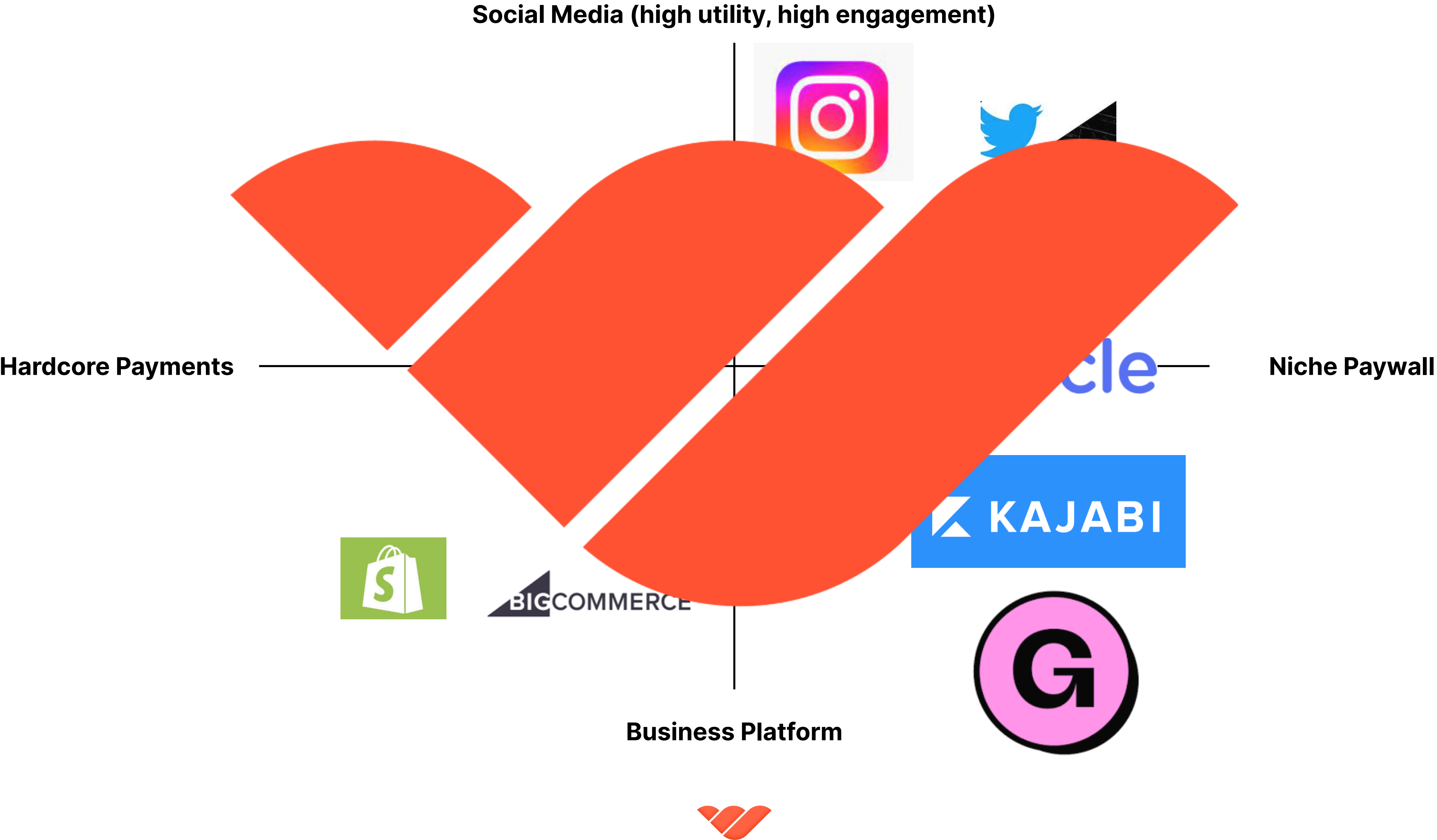


This is us.





Reality



The Whop Way

1. You get the business infrastructure and ease of Shopify
2. The network effects of a social media platform
3. The payments infrastructure of Stripe
4. The hyper specific user experiences of niche paywalls

