

\$100K PRE-SEED

Build the dealership.
Productize the operating system.

One company. Two connected businesses. Distinct economics.

ATLAS COLLECTIBLES

Dealer/vendor commerce operation

Buys, sells, consigns and manages physical card inventory

ATLAS LENS

AI-assisted dealer operating software

Buying intelligence, inventory analytics, seller CRM and card identification

One company. Two engines.

Commerce creates the data. Software compounds the learning.

01 Atlas Collectibles

Revenue from trading-card inventory and consignment.

Tests pricing, buying discipline, channel selection, aging and margin in the real world.

Generates transaction data and dealer workflows that inform Atlas Lens.

02 Atlas Lens

Recurring software for dealers and shops.

Helps decide what to buy, what to pay, what to hold, and what to move.

Works alongside TCGplayer and other marketplaces rather than replacing them.

THE PROBLEM

Dealer operations are fragmented.

Pricing tools help value cards. Marketplaces help sell them.

The hardest operating decisions still live in spreadsheets, memory and rushed math.

Buying

Should I buy this collection?

What is the right offer given my inventory and liquidity?

Inventory

What is aging?

Where am I overconcentrated?

What is actually turning?

Seller memory

Who sold to me before?

What did I buy?

Did the deal perform?

Who should I re-engage?

The buying + inventory decision engine.

The scanner is the entry point - not the whole product.

- OCR-first card identification -> database match -> confidence check -> AI only when needed
- Offer recommendations using market reference + dealer buy % + inventory + aging + liquidity + concentration
- Inventory intelligence: cost basis, aging, velocity, turnover, duplicates, price movement, sell-through and margin
- Seller / customer history with repeat purchase tracking, reminders and re-engagement
- CSV/XLSX inventory migration and marketplace-compatible import/export

WHY NOW

A large hobby with increasingly professional operators.

Dealers are scaling inventory and transaction volume faster than their operating systems.

More inventory

Independent dealers and shops manage meaningful capital across thousands of unique SKUs.

More channels

TCGplayer, eBay, shows, walk-ins and private deals create fragmented workflows and data.

AI cost curve

OCR-first architecture keeps identification cost low enough to embed intelligence into daily dealer operations.

VALIDATION

Built from dealer feedback, not scanner hype.

Direct dealer conversations changed the roadmap.

- Do not replace TCGplayer - integrate with the dealer stack
- Prioritize existing-inventory migration so established dealers can onboard without rescanning
- Make seller history and repeat-deal memory part of the core product
- Focus on aging, cost basis, turnover, concentration and margin intelligence
- Reliability in real card-show lighting matters more than headline simultaneous scan count

Two verticals. Two revenue models. One reinforcing loop.

Atlas Collectibles - Commerce

- Gross profit on owned inventory
- Consignment / transaction economics
- Capital recycled as inventory turns
- Provides operating data and product validation

Atlas Lens - SaaS

- Monthly dealer subscriptions by tier
- Potential usage-based components as workflows scale
- Low blended card-processing target: $\leq \$0.01/\text{card}$
- Software margins expand independently of inventory capital

USE OF FUNDS

\$100K to move from founder-built MVP to validated commercial prod

Founder salary remains \$0 during this bootstrap phase.

\$50K Commerce

Inventory growth and working capital
More transaction volume
Real-world workflow and margin data

\$10K MVP

Complete critical Atlas Lens workflows
OCR/card identification refinement
Production readiness

\$40K Milestone-gated

Dealer pilots and onboarding
Commercialization
Infrastructure, legal and operating needs

Nathan Harris - Founder & CEO

Operator mindset applied to a hobby-native problem.

Controls mindset

Broker-dealer regulatory reporting, governance, procedures, reconciliations and vendor oversight.

Hobby fluency

Long-time collector and active participant in the trading-card ecosystem.

Lean execution

Building alongside full-time employment to keep founder payroll at \$0 and capital focused on product + validation.

THE ASK

\$100K pre-seed

Finish the product. Put it in dealers hands. Measure the value created.

Milestones this round is designed to unlock

- Production-ready Atlas Lens MVP
- Initial dealer pilots and structured feedback
- Reliable low-cost identification pipeline
- Inventory migration + dealer onboarding
- Evidence for pricing, retention and a larger seed round

CONTACT

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