



# The Modern Certified Coin Marketplace

Transparent mystery packs · PCGS/NGC-certified · Vaulted ownership



**\$500K Pre-Seed**

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# Pack-and-vault commerce is proven — coins are the largest unaddressed vertical

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**\$50M/mo**

**Courtyard GMV**

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From \$50K to \$50M monthly GMV in 18 months.  
\$30M Series A from Forerunner, NEA (Jul 2025).

**+167%**

**Whatnot coin growth YoY**

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\$11.5B valuation. 60+ coin sellers exceeded \$1M annually.  
Coin category fastest-growing vertical on the platform.

**\$0**

**VC in coin-native platforms**

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Cards attracted \$1.5B+ in venture funding. Coins have zero dedicated consumer platforms despite \$6B+ market.



# Today's online coin buyer faces opaque pricing, unverified custody, and no secondary market

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1

## No visible odds or pricing basis

Mystery pack operators do not disclose pack composition, coin grades, or expected value. Buyers pay blind with no way to evaluate what they are purchasing.

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2

## No verified custody or ownership proof

Coins purchased online are stored in sellers' closets, not insured vaults. After payment, buyers have no way to verify continued ownership or custody.

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3

## No resale path or marketplace liquidity

Acquired coins have no secondary market. Buyers must list back on eBay at uncertain prices or visit local dealers at steep discounts.



# Numex makes every step transparent — from pack odds to ownership proof to resale

1

## Buy

Transparent packs with visible odds and certified coins

2

## Reveal

Pack opening shows PCGS/NGC-graded coins you received

3

## Own

Coins stored in Brinks vault with on-chain proof

4

## Trade

Marketplace with 90% instant buyback guarantee

5

## Redeem

Physical delivery or submit your coins to the vault

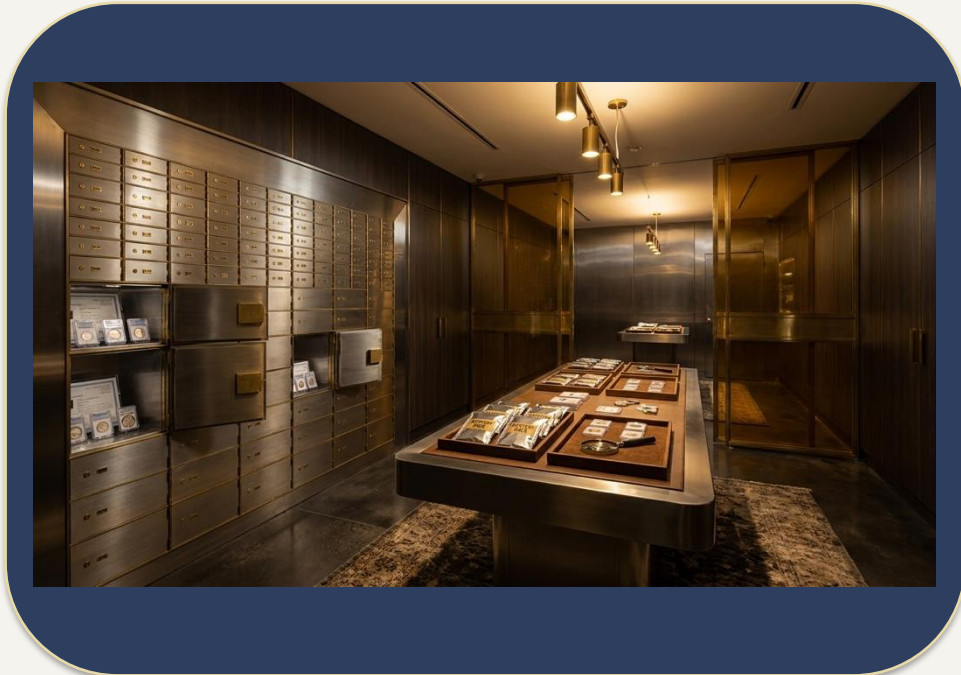
**Every coin is PCGS or NGC certified. Every pack has published odds. Every asset is vaulted and insured.**

Blockchain proofs on Base L2 verify ownership without requiring buyers to interact with crypto.



Courtyard benchmark: ~4% physical redemption rate; items trade 8x on-platform before redemption

# A complete certified coin platform — built and demo-ready



- **Pack Marketplace**  
Browse and purchase certified coin mystery packs with transparent odds and pricing
- **Reveal Experience**  
Animated pack opening reveals your PCGS/NGC-certified coins with grade and market value
- **Coin Portfolio**  
Track your vaulted collection with real-time valuations and ownership proofs
- **Secondary Market**  
List coins for sale, browse others' listings, or accept 90% instant buyback



# Full-stack platform built — ready for inventory partnerships and soft launch

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- ✓ Pack marketplace with browsing and filtering
- ✓ Mystery pack reveal flow with animation
- ✓ Stripe payment integration
- ✓ OAuth authentication (Google, GitHub)
- ✓ PCGS/NGC certification lookup API
- ✓ Coin portfolio and vault management
- ✓ Base L2 smart contracts (NumexRegistryV2)
- ✓ 90% buyback pricing engine
- ✓ Responsive mobile-first UI
- ✓ Dealer submission and cert lookup
- ✓ Marketplace listing and discovery
- ✓ Brand system and investor materials

## STATUS

Demo-ready product. Awaiting dealer inventory partnerships and \$500K pre-seed to fund initial coin acquisition and soft launch.



# 26% net margin on mystery packs; 10% take rate on secondary marketplace

## Silver Era

**\$49**

~\$38 COGS · ~22% net margin

Entry-level certified  
coins, common dates

## Founders Vault

**\$99**

~\$74 COGS · ~25% net margin

Mid-grade certified  
coins, key dates

## Museum Trail

**\$149**

~\$109 COGS · ~27% net margin

Premium certified  
coins, scarce dates

## UNIT ECONOMICS

Avg Pack Price

**\$75**

Coin COGS

**-\$52**

Gross Margin

**\$23 (31%)**

Platform Fees

**-\$4**

Net Margin

**\$19 (26%)**

Additional revenue: 1% marketplace take rate · 5% redemption processing fee · Inventory acquired at 30% below market value



Numex financial model v2.0 (stress-tested); dealer acquisition discount validated; Courtyard redemption benchmark: ~4%

# Certified coins are a large, under-digitized market with mature authentication infrastructure

**\$6B+**

Annual U.S. rare coin transactions

**\$58.3B**

PCGS declared value (60.5M coins graded)

**\$470M**

Heritage Auctions numismatic sales (2025)

**\$325M**

Stack's Bowers annual volume (+18% YoY)

## BOTTOM-UP SIZING

**TAM** \$6B+ U.S. annual certified coin transactions

**SAM** \$2B+ Digital-addressable (auction + online marketplace channels)

**SOM** \$2.2M Numex Year 3: \$1.7M packs + \$510K marketplace GMV (0.1% SAM)

## DIGITAL OPPORTUNITY

38% of U.S. adults collect coins  
#1 collecting category (17% share)  
Average collector age ~60 years

## VENTURE GAP

\$1.5B+ VC invested in card platforms  
**\$0 VC in coin-native platforms**

## GLOBAL PROJECTION

\$20.9B → \$47.5B by 2035

**8.6% CAGR**



Sources: Blanchard (2024); PCGS Price Guide; Heritage Annual Report (2025); Stack's Bowers; Transparency Market Research; U.S. Mint

# Dealer partnerships build supply; collector acquisition drives demand

1

## Source Inventory

Partner with dealers to acquire certified coins at 30% below market value

2

## Acquire Collectors

Targeted campaigns to coin communities at \$35 blended CAC

3

## Sell Packs

Pack revenue funds replacement inventory: self-sustaining cycle

4

## Build Marketplace

Pack buyers become marketplace sellers; liquidity compounds

### ACQUISITION CHANNELS & METRICS

#### Reddit & Forums

r/coins (420K), r/CoinCollecting, NGC/PCGS forums

\$15 CAC

#### Social & Video

Instagram coin community, YouTube, TikTok (4.6M TheCoinChannel)

\$25 CAC

#### Paid Search

Google Ads: numismatic, coin grading, coin collecting keywords

\$65 CAC

#### Coin Shows & Events

\$20 CAC

Blended CAC

**\$35**

Mo. 4 Visitors

**1,500**

Signup Rate






**6%**

Pack Conv.

**18%**



# First pack-and-vault marketplace purpose-built for certified coins

    	<p>\$470M/yr numismatic</p>	<p>Traditional auction house</p>	<p><i>No packs, no vault, no instant liquidity, high minimums</i></p>
	<p>\$6B+ collectibles GMV</p>	<p>General marketplace</p>	<p><i>Counterfeit risk, no custody, no certification requirement</i></p>
	<p>\$8B GMV, \$11.5B val.</p>	<p>Live commerce platform</p>	<p><i>Not coin-native, no vault, no ownership proofs, no buyback</i></p>
	<p>\$50M/mo GMV, \$30M A</p>	<p>Pack + vault (cards only)</p>	<p><i>Cards only — no coin expertise, no coin dealer network</i></p>
	<p>\$3.8B valuation</p>	<p>Auth-first marketplace</p>	<p><i>Sneakers/streetwear — no coins, no packs, no vaulting</i></p>



**NUMEX**

\$500K pre-seed

Combines Courtyard's proven pack-and-vault model with certified coin expertise. First dedicated consumer platform in a \$6B+ market with zero VC-backed competition.



Sources: Heritage Annual Report; eBay marketplace data; Whatnot Series F; Courtyard Series A; StockX Series E; Crunchbase

# Building the founding team to bring certified coins to a new generation of buyers



## Jackson Blau

Founder & CEO

Full-stack platform builder.  
Built Numex end-to-end: product, smart contracts, brand, financial model, and investor materials.

### KEY HIRES — FUNDED BY THIS ROUND

#### Numismatic Advisor

Dealer network relationships and coin market expertise.  
Authentication and inventory curation guidance.

#### Marketing Lead

Collector acquisition, community building, content strategy.  
Coin show presence and social media growth.

#### Engineering Lead

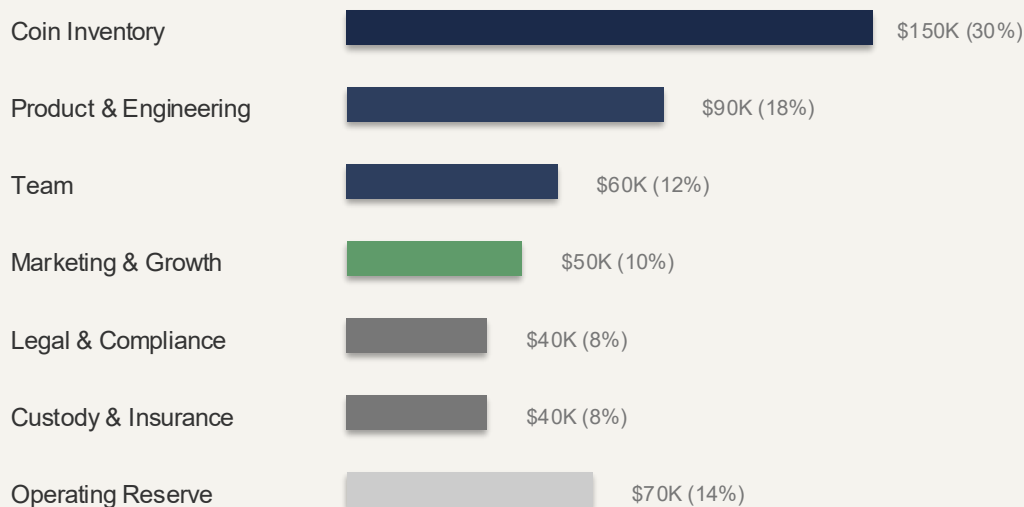
Marketplace infrastructure, payment systems, blockchain.  
Scale platform from demo to production.

*Team-market fit: founder built full platform solo — Numex needs domain expertise and go-to-market execution, not another technical co-founder.*



# Raising \$500K to launch, prove unit economics, and earn a \$2.5M seed round

## USE OF \$500K



## MILESTONES TO SEED

### Month 1–3

Dealer partnerships, initial inventory acquisition, soft launch to collectors

### Month 6

100+ packs sold, marketplace active, first marketplace transactions

### Month 9

\$5K+/mo net revenue, 22%+ repeat purchase rate, unit economics proven

### Month 12

285+ packs/mo, 200+ cumulative buyers, Series A preparation

### Month 14–16

Series A trigger: \$2.5M raise to scale inventory, team, and GTM





The Modern Certified Coin Marketplace

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