



Crossing the Chasm

Rich Barton

Co-Founder and Co-Executive Chairman
Zillow

BETTLESUICE



DVD
VIDEO

NETFLIX



8343
01-011271452

Beetlejuice

A young couple who drowned return to their house as poltergeists but must enlist the help of a goofy ghost to put a scare in the rude new owners. Unfortunately, he's got a diabolical agenda of his own.

Rated PG

1 hr 32 min

1996

NETFLIX



mess Sci-Fi Rele





What I look for...



**Founder-
engaged**



**BIG
Transactions**



**Unique Content
and Data**



**Hidden Depths
of Industry
Integration**



**Command
of Consumer
Funnel**



Founder-engaged

BIG

transactions



High \$\$\$



Long duration



Complicated



Visual shopping experience



Emotional & entertaining experience

NETFLIX

**KPOP
DEMON
HUNTERS**

**Unique
content
and data**



shopify

Galaxy Keyboards

9:41

Joshua Tree
Dec 11 - 14 · 2 guests

Guest favorite



★ 4.97 (156)



February 2022

All periods

100%

13%

11%

9%

5%

6%

4%

Gross sales
\$368.8K
Net sales: \$344.0K

Average order value
\$35.26
Average number of orders: 1

Top products sold

Mechanical Keyboard	\$28,540
Keycap Set	\$19,435
Custom Switches	\$16,513
Coiled Cable	\$12,618
Wrist Rests	\$11,083

Top marketing channels

Direct
Shopify Email
Instagram
Google
TikTok

Predicted spend tier



Subscription vs one-time



An underwater photograph of an iceberg. The small, sharp peak of the iceberg is visible above the water surface, while the much larger, jagged, and textured base of the iceberg is submerged beneath the clear blue water. The scene is lit from above, creating a gradient of blue from light at the surface to darker at the bottom.

Hidden depths of industry integration

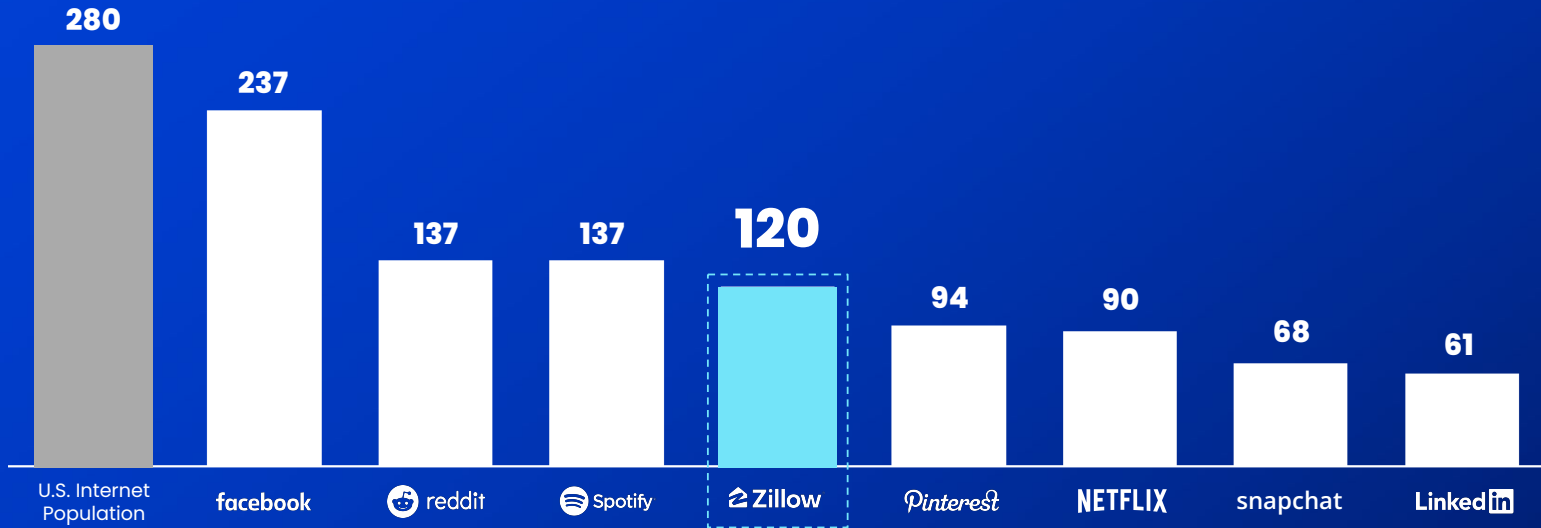
Command of consumer funnel



- **Huge brand strength** (as measured by 3rd parties)
- **Low churn**
- **Owned/direct traffic sources**
- **Low marketing (and sales) expense as % of revs.**

Zillow[®] is in rarefied air

Sample of leading brands' unique visitors (millions),
per Comscore



Zillow checks my boxes



Founder-engaged company



BIG transactions



Unique content & data



Hidden depths of industry integration



Command of consumer funnel

