

An investor primer

A performing asset class, *built to order.*

An operator-built, investor-owned ecommerce brand — from product validation through to profitable run rate — delivered as a generating asset.

Built · Owned · Exit-Ready

100% Investor Owned

\$20K - \$45K Total Capital

WHAT THIS DOCUMENT IS

A short primer for capital-ready investors. The thesis, the proof, the team, and the answers to the questions everyone asks.

PREPARED BY

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The thesis · the proof · the economics

In 2026, the asset class is *the ecommerce brand*.

Sophisticated investors look for the same thing: an asset class with strong returns, real operational control, and a window not yet crowded with competition. Right now, that asset class is the owned, branded ecommerce business — not dropshipping, not marketplaces, not coaching.

Global ecommerce is on track to **\$8 trillion by 2027**. The infrastructure to build, run and scale a DTC brand has never been more accessible — but the operational sophistication required to do it well has gone up. That gap is where returns now sit.

We don't acquire brands or operate funds. We *build* them. Every engagement produces a single real consumer product business, shipped and scaling, owned 100% by the investor at handover.

POSITION

**A brand doing
\$10K/month is not
a side hustle.**

It is an asset worth \$300K — \$600K at standard ecommerce multiples — generating monthly cash flow on your balance sheet.

The proof — what we operate today

\$30M+
TRANSACTIONS

856+
CLIENTS

100%
\$10K / MO HIT
RATE

\$450K
PORTFOLIO / MO

Aggregate gross run-rate across the three brands DBB currently operates from our own balance sheet. Approximately **\$109K net** on the same period.

Build vs. buy — same destination, radically different entry cost

Path to a \$10K / mo brand

Capital required

What you inherit

Acquire an existing brand

\$300K – \$480K

Premium price, plus the prior operator's ceiling.

Build with DBB

\$20K – \$45K

Spec'ed from day one. Built for exit.



The team building your brand

A team of operators. *One sign-off.*

Every brand is built by a dedicated, in-house team — under the founder's direct sign-off at every phase gate. Each operator has worked inside our own brand portfolio before they touch an investor build.

FOUNDER

Jamal Muse

Strategy, sign-off, investor relationship.

OPERATIONS

COO & Ops Lead

Build management, fulfilment, SOPs.

BRAND & STORE

Creative & Build

Identity, Shopify, conversion, content.

GROWTH

Product & Paid Media

Validation, sourcing, ad strategy.

Frequently asked — direct answers

The questions everyone asks. Answered before you ask them.

Is this a course?

No. A course is information — the map. We do the work. Product, suppliers, brand, store, ads, launch. You buy the team that launches brands for a living, not videos.

What does it cost, all in?

\$20K — \$45K total, depending on the engagement type. That figure is everything in — engagement fee, opening inventory, and first-90-days ad spend.

Do I need all the capital on day one?

No. The engagement fee is paid upfront. Inventory and ad capital is needed around week 6 — 8, once we've validated the product and are ready to place the first order.

How much of my time will this take?

A 60-minute strategy call to kick off, then sample and creative approvals along the way. Some clients sit in on every meeting; others approve the big calls and leave the rest to us. Both work.

How do I know this is real?

Three brands sold with paperwork. Current portfolio spending \$300K+/month on ads. \$30M+ in transactions overseen. Stores, P&Ls and screenshots available on request — we'd rather over-show than have you arrive with doubt.

What does "10K / month" actually mean?

Revenue. Net profit lands at 25 — 30% once the brand is dialled in — lower in the first weeks while ads tighten. We don't launch a product unless it can hit that floor.

What happens at handover?

Build is "done" when the brand hits the agreed revenue target. You get a 90-day transition where the team trains you on ads, reorders, numbers and supplier management. After 90 days, the brand is yours — run it, scale it, or sell it.

What happens after the first brand is built?

It varies. Most clients have us build a second product, some take that one over themselves, and a few run two products from the outset. There's no fixed playbook — we shape the path with you on the call.

A real asset. Operator-built.
100% yours at handover.
