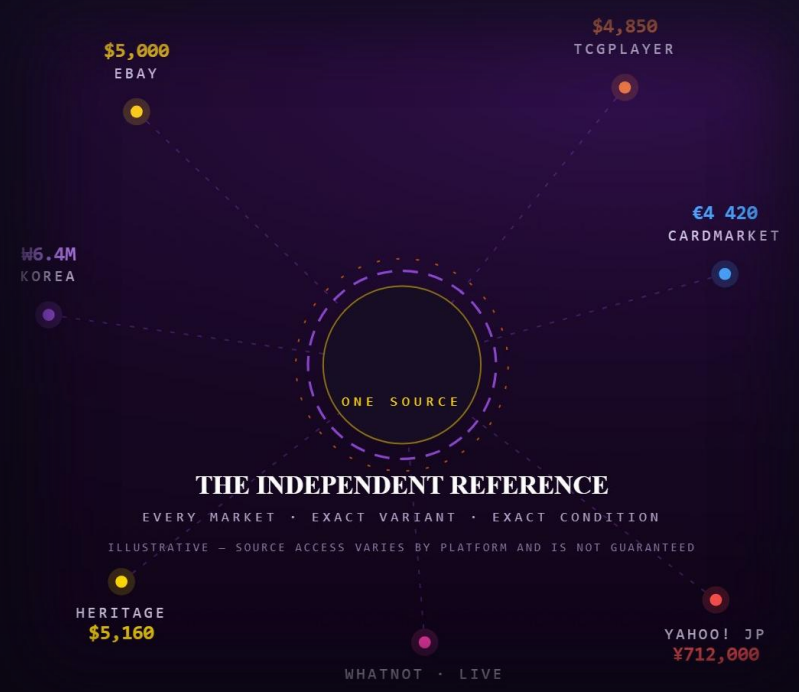
CARD PRICES

Independent pricing exists. Reliable independent pricing doesn't.

Today's tools are independent but shallow, incomplete, or too slow to trust. Card Prices makes cross-platform pricing comprehensive, accurate, and fast — free, and backed by independent research, for the **$50B+ trading card market.**



PRODUCT	card-prices.com · live, free, no account
RESEARCH	card-research.com · IEEE paper in preparation
ENTITY	Card Prices LLC · Missouri · est. May 2026
FOUNDER	Eric Schnelker · Purdue (pursuing M.S. Software Engineering)
DATE	September 2026

Everyone deserves an honest price.

A collectible is only worth what the market will pay — but only if you can *see* the market. Today, the few companies that grade the cards, run the marketplaces, and publish the "official" prices are the same companies. Card Prices exists to give collectors, vendors, and researchers one thing the incumbents structurally cannot: an independent reference price.

INDEPENDENT BY DESIGN

No marketplace. No grading arm. No transaction fees. Nothing to steer you toward.

FREE AT THE CORE

Cross-platform price comparison is free, with no account and no ads — and always will be.

ACCOUNTABLE TO DATA

Methodology documented and reproducible, not hidden behind a black-box "Market Price."

Card Prices LLC · Missouri · est. May 2026 · founder-built and founder-funded — the free search core runs at ≈$0/mo recurring

Thesis source: card-prices.com/about — grading, marketplace, and pricing data controlled by interconnected entities.

Getting a price is easy. Pricing the right card is hard.

A parent can’t tell two Charizards apart — and neither can a scanner that only reads the artwork. The same 1999 Charizard ships in **31+ printings** across 9 languages; the right ID moves the price by orders of magnitude.

1ST EDITION

$10–100K+

1-mm black “EDITION 1” stamp

SHADOWLESS

$1–10K+

no drop shadow on the art frame

UNLIMITED

$500+

the common printing

Same name. Same art. Same language — and 28 more printings of the same art across 9 languages:

No-Rarity JP, Black-Dot errors, five European 1st editions…

Artwork-keyed scanners can’t separate these — the pixels match. **Ours votes a 10+-model ensemble, then verifies against catalog data.**

Sources: card-prices.com live market data; printings from internal catalog. Raw-NM values directional.

— 03 · WHY NOW

The market just consolidated into a structural conflict.

2022
eBay buys TCGplayer · $295M

2024
eBay buys Goldin · Collectors buys SGC

2025
Collectors adds Beckett · FTC probe requested

APR ’26
Rasmussen v. Collectors — antitrust class action

MAY ’26
eBay rejects GameStop’s $56B bid

GRADING IS NOW “HIGHLY CONCENTRATED” BY THE DOJ’S OWN STANDARD

Collectors Holdings (PSA + SGC + Beckett) controls **~80% of grading volume** — 2.2× past the “highly concentrated” line.

Across the industry, platforms are tightening API and data access around trading cards — **the window for an independent reference is now.**

Sources: eBay IR 2022 · Collectors PRs 2024–25 · GameStop SEC 8-K May 2026 · Rasmussen v. Collectors Holdings 8:26-cv-00897 · Rep. Pat Ryan FTC request · cllct.com (26.6M graded 2025, PSA 71.8%).

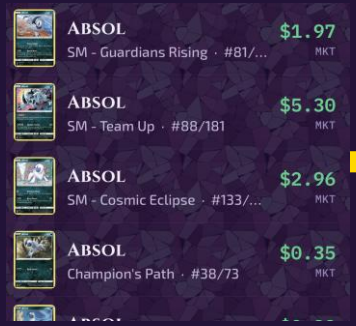
Price the right card — properly, and independently.

Card Prices is the neutral layer that prices a card *correctly*: the exact variant, in the exact condition, against real recent sales and the lowest live listing — owning no marketplace and no grading business.

ANY CARD, ANY FORM

“absol”

name · set · number · photo · 15 languages



RESOLVED TO ONE IDENTITY

EXACT VARIANT + CONDITION

print · foiling · edition · language · grade

TWO HONEST NUMBERS

SALES + LOWEST LISTING

540-day realized prices · same-variant buy-it-now

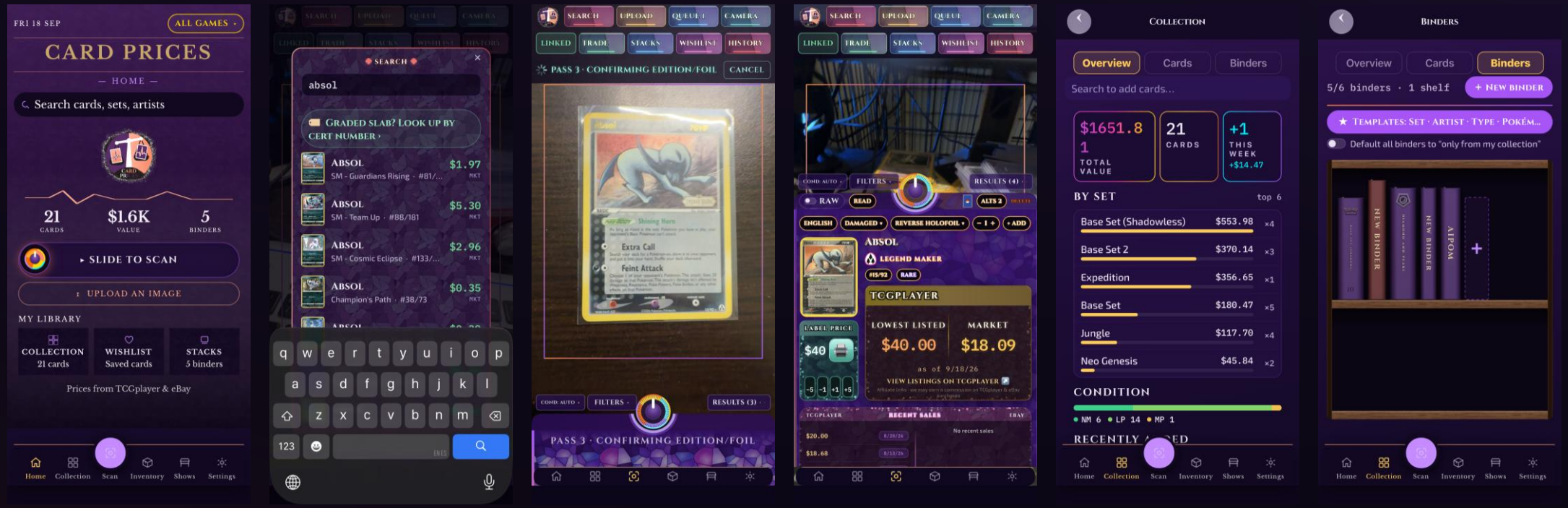
No marketplace. No grading arm. No transaction or basic-use fees. **The price has nothing to sell you.**

540 days of realized sales — what a card actually trades for — kept beside the lowest live listing of the same variant and condition, so both truths are always visible.

One canonical identity — Pokémon cards & variants across all 15 release languages reconciled to a single identity: the connective tissue rivals lack.

Live today at card-prices.com. Sources: live product; card-prices.com/about.

Already live — and deeper than it looks.



iOS / Android beta, one card end to end — search “absol” → scan it (3-pass identification, edition/foil confirmed, condition auto-graded) → exact variant, lowest & market, recent sales, label price → collection by set & condition → binders

- **Deep search.** Name, set or number → lowest listing, market & recent sold for the exact variant + condition.
- **Card scanner (beta).** Camera → exact variant, condition and price; 10+-model vision ensemble; label price to a thermal printer.
- **Collections & binders (beta).** Value by set and condition; binders from set / artist / type templates that track what you still need; market / low / last-sold / sticker modes.
- **Exact-match filters.** Condition, foiling, print and language — narrow to the precise card, live.
- **Vendor pricing tools.** Shops price and tag inventory at scale off the same independent reference — set dividers and condition-priced labels.
- **Mobile apps (beta).** iOS and Android in testing on TestFlight and Google Play — the delivery vehicle for the scanner.

Sources: live product (search, collections, blog); TestFlight & Google Play internal-testing builds. Items in testing / development labeled as such.

Everyone else has a conflict, a paywall, or one source.

TOOL	INDEPENDENT	CROSS-PLATFORM	FREE CORE	PER-CONDITION
★ Card Prices	YES	YES	YES	YES
TCGplayer (eBay-owned)	No	Own only	Browse	Yes
eBay (Terapeak)	No	Own only	Browse	Partial
Card Ladder / PSA	No	Partial	$15-20/mo	No
PriceCharting	Yes	eBay-only	Yes	Single #
Cardmarket (EU)	Yes	Own only	Browse	Yes

CAPTURE
Listing lifecycle tracking

VERIFY
Sales and live listings

RESOLVE
One identity · 15 languages

IDENTIFY
10+-model ML ensemble

PRICE
The reference price

The deepest moat: an independent, documented research methodology. A consolidator-owned rival structurally cannot publish a paper critiquing market consolidation. Independent credibility is a durable, un-copyable brand asset — with the search core running on near-zero infrastructure: free-tier hosting + edge workers + a single $300 server.

Sources: IEEE draft § II.D; internal market-research summary; competitor product review. “Partial” = limited in coverage, depth, or access.

A $50B+ market, growing and globally fragmented.

TRADING CARDS · TOTAL	$50B+	→ $90B by 2032
COLLECTIBLE SINGLES	$9.5B	→ $15.7B by 2033 · +65%
GRADING SERVICES	$202M	→ $637M by 2033 · 3.2×
JAPAN SINGLES · FY24	$1.99B	2× YoY · Korea ~$630M · China +56.6%/yr
WHATNOT LIVE COMMERCE	$8B+	GMV · invisible to today's pricing tools
CARDS GRADED · 2025	26.6M	TCG passes sports · no neutral reference

Six growing markets, one shared gap: **no independent, cross-platform price reference exists anywhere.** That gap is the product.

Sources: Intel Market Research — Trading Cards Market Outlook 2026–2032 ($52.1B 2025 → $90.2B 2032); internal market-research summary. SAM/SOM illustrative.

Infrastructure built. Methodology documented. Outreach live.

694,761
card variants priced across 55 games — incl. 166,283 Pokémon in all 15 release languages

7.78M
market & low price points tracked

541,412
unique cards priced across 55 games

≈$0/mo
search-core infrastructure today — MVP-lean by design; scanner inference is the cost that scales, with usage

Across all cards, variants, conditions, and languages — pricing data is being sourced for **over 7 million distinct products.**

PRODUCT · LIVE
card-prices.com — cross-platform comparison, graded pricing across every grading company, collections beta, label printing; iOS & Android apps in beta testing.

PARTNERSHIPS · GRANTED
45 emails to platforms across 12 countries — Heritage Auctions granted data access; 42 conversations open.

RESEARCH · IN DRAFT
Research-grade methodology, documented in a working IEEE draft — independently developed, academic-advisor outreach underway.

Pre-launch on audience. card-prices.com hasn't been advertised yet — the figures above are the data engine, not the audience. Usage analytics (PostHog + Search Console) instrumenting now to measure the first cohort.

Sources: internal dataset; outreach tracker. Audience is pre-launch.

Distribution at $0 CAC — built into the product.

PROGRAMMATIC SEO

Every card is a long-tail query (“Machop Evolutions price”). Per-card and per-set pages = thousands of indexable, compounding entry points — the primary $0-CAC wedge.

COMMUNITY-LED

Seed r/PokemonTCG, collector Discords, and Facebook groups by answering pricing questions with the tool — card collecting is one of the most community-driven hobbies online.

INDEPENDENT WATCHDOG

The consolidation story is earned-media gold — David-vs-Goliath PR that collectors and journalists share for free, with Card Prices as the independent voice in it.

THE SCANNER IS THE ARTIFACT

“Watch someone scan a 500-card binder” is inherently shareable — the demo that sells itself.

NORTH STAR indexed card pages → organic sessions → returning users

A free, principled, genuinely useful tool against conflicted incumbents is remarkable enough to be talked about for free.

Sources: card-prices.com roadmap (per-card/set SEO); Search Console plan. Channels illustrative, pre-launch.

Pokémon-first → multi-game → global.

01 NEAR-TERM · 0–3 MONTHS
LAUNCH & MEASURE

PRODUCT	Per-card/set SEO landing pages · PostHog + Search Console · email & price alerts
DATA / RESEARCH	Postgres migration · per-condition fill · daily snapshots
BUSINESS	Affiliate partner ID · sponsorship · IEEE submission

02 MID-TERM · 3–9 MONTHS
ADD-ONS & MULTI-GAME

PRODUCT	Collections add-ons · public card scanner · mobile trade-show mode
DATA / RESEARCH	Validated Magic & Yu-Gi-Oh coverage
BUSINESS	Platform data agreements · accelerator / grant funding

03 LONG-TERM · 9–18 MONTHS
PRO & GLOBAL

PRODUCT	Portfolio analytics · vendor tools · developer API (exploratory)
DATA / RESEARCH	Japan · Korea · EU references · trust-premium study
BUSINESS	Value-added data & API licensing (pending source-ToS review)

Sources: Card Prices product roadmap; card-prices.com/about; IEEE paper.

The risks — named, with a plan for each.

SOLO TECHNICAL FOUNDER

One engineer currently runs the entire stack.

MITIGATION

Infrastructure documented & automated · lean by design (≈$0/mo to run) · distribution now owned by a dedicated marketing lead (Jessica Abdo) · active contributor + advisor pipeline (card-prices.com/join).

MONETIZATION

Free-core models can stall before they sustain.

MITIGATION

Three independent levers — affiliate referrals, premium tools, grants — no single conversion assumption carries the model; the free core stays free.

A FUNDED COMPETITOR

A well-capitalized rival could copy the product surface.

MITIGATION

Incumbents are structurally conflicted — neutral cross-platform pricing cannibalizes their take rate. Our edge compounds: ease of use, accuracy, and a UI built for collectors — plus coverage rivals don't attempt (13 release languages, Topps, Bandai, Old Maid Pokémon).

Sources: internal infrastructure docs; data-source agreements; card-prices.com/about (independence thesis).

Team: one builds the engine, one drives distribution.

ERIC SCHNELKER — Founder & CEO, Card Prices LLC

Built and runs every layer solo — research (IEEE methodology), product (search, collections, alerts, iOS/Android betas), ML/CV (10+-model vision ensemble), data (7.78M price points) and infrastructure (search core ≈$0/mo) — all in production.

PRIOR EMPLOYERS

- **Freelance software engineer** — 2023-24. Lab-scheduling optimizer for a materials-testing client: ≈88% less manual assignment time.
- **Textron Systems (2021) · Bell Flight (2020)** — engineering internships: C++ test frameworks, analytics automation, flight-safety procedures.

CREDENTIALS

- **M.S. Software Engineering — Purdue University** (ECE / CS, Dec 2026). B.S. Computer Science · B.S. Cybersecurity · B.S. Mathematics — University of Tulsa (2024); minors in Data Science, HPC and Music.
- **Author, IEEE-methodology market-transparency paper** — card-research.com. Ground-truth fluency in how cards are identified, graded and priced.

JESSICA ABDO — Marketing Lead · Social Media Manager · SEO Specialist

Owns distribution — the $0-CAC engine: programmatic SEO pages for every card and set, community-led launches, social and video content, and the Google Ads / Analytics measurement loop behind them.

PRIOR EMPLOYERS

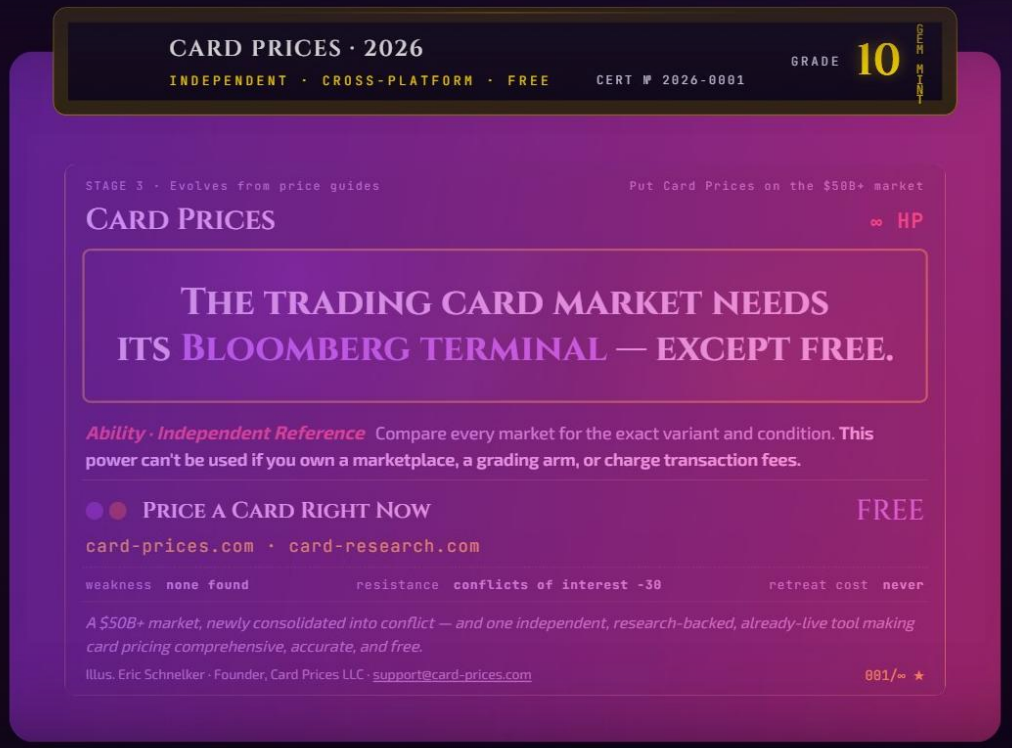
- **The Petroleum Equipment Institute (PEI), Tulsa** — Digital Media Coordinator, Sep 2025-present: leads social strategy and content calendar; films and edits video for social and YouTube; conference marketing.
- **University of Tulsa Financial Wellness** — Marketing Intern, summer 2023: print and digital campaigns reaching ≈3,800 students.
- **University of Tulsa Libraries** — Bibliographic Services, 2021-22: multimedia asset redesign for branding and accessibility.

CREDENTIALS

- **B.S.B.A. Marketing — University of Tulsa** (2025), minor in Art; Tulsa Tech Multimedia Design (2021). Adobe Photoshop, Illustrator, InDesign, Premiere · Google Ads & Analytics · Mailchimp · WordPress.

Open to contributors & advisors — card-prices.com/join

Sources: founder résumé (2026); IEEE draft author bio; Card Prices LLC operating agreement; card-prices.com/join.



card-prices.com · card-research.com · eric@card-prices.com

A $50B+ market, newly consolidated into conflict — and one independent, research-backed, already-live tool making card pricing comprehensive, accurate, and free.