

\$100,000

Paid upfront to Brennan Agranoff for a non-exclusive, de-identified license of his operating data.

A \$3M print shop turned a decade of records into cash.

Brennan Agranoff started HoopSwagg at 13 and built it into a \$3M custom print and fulfillment operation. It generated a decade of order, production, and customer data before anyone told him it was worth licensing.

Company	Business	Time to close	License
HoopSwagg	\$3M print and fulfillment	3 business days	Non-exclusive

The starting point

A print shop and fulfillment center running at \$3M leaves a long paper trail: Shopify order history, customer service threads, design and product catalogs, print production and inventory records, and supplier correspondence. Brennan had all of it and no reason to think of it as an asset. Most operators assume data only matters to the company that made it.

Why a lab paid for it

Labs already have the open web. What they cannot scrape is a decade of one company solving real problems: a print run coming out wrong, an order escalating through support and resolving, inventory and fulfillment decisions made under pressure. Founder-run businesses hold unusually clean versions of this because a small number of people made most of the decisions and recorded them in one place.

Headcount is not the metric. Continuity is. Ten years of consistent records from a small operator beats two years from a large one.

The outcome

\$100,000, paid in full upfront, three business days from first call, for data that was already sitting in systems he was paying to maintain. He kept ownership and can license it again.

How the deal ran

- 1 Inventory.** We mapped every system, what was exportable, and what had to stay out.
- 2 De-identification.** Customer names and identifiers stripped before any buyer saw the package.
- 3 Rate shopping.** One package, presented to multiple labs at once, so competition set the price.
- 4 Approval.** Brennan approved buyer, price, and terms before anything moved.
- 5 Transfer and payment.** Export on his timeline, not the buyer's.

What he kept

- Full ownership of the data
- The right to license it again
- Veto over buyer, price, and use
- Every customer relationship, unchanged

I ran HoopSwagg for ten years and never once thought the order history was worth anything on its own. It took three days, the money was in the account, and I still own every bit of it.

Brennan Agranoff, Founder, HoopSwagg

Find out what your data is worth.

A 20 minute call is enough to tell you whether you have a licensable asset and roughly what it prices at.