



# MOCHUB

————— BUILDER'S HANDBOOK

**Please Note:**

*This is the first version of the Builder's Handbook. The Builder's Handbook has been created for builders with the intent to provide information about the MOCHUB service. The Builder's Handbook will be amended in the future to reflect the changes that occur to MOCHUB. If you have any questions, please do not hesitate to contact our Dedicated Support Specialist. We welcome all suggestions and feedback that enable MOCHUB to develop, improve and grow into an effective solution for the LEGO community.*

## Revolutionizing the MOC scene

You always wanted to show off your MOCs and maybe even get some money out of it, but without the hassle of running after the parts for your customers?

### Search no more, we got you!

**Welcome to MOCHUB**, a place to present your MOCs, get new fans and earn some well deserved money.



# Perks of being a MOCHUB member

## **MONETIZING YOUR HOBBY**

We know you're not building for money, but how often did you get inquiries for your MOCs, how often had you let your fans down with a "Sorry, I can't". We're offering you an easy way to answer with a light-hearted "Sure, here you go, just follow the link." And the best: You're not only making your fan's day, you're making money out of it.

## **GET MORE FAME**

You already have your fan base, but how about expanding it? Your fans surely already bombed you with questions about where to get your MOC. Here you go. Just think about it, every MOC you sell will be proudly displayed by its new owner, who will gladly tell everybody about the artisan behind it - you.

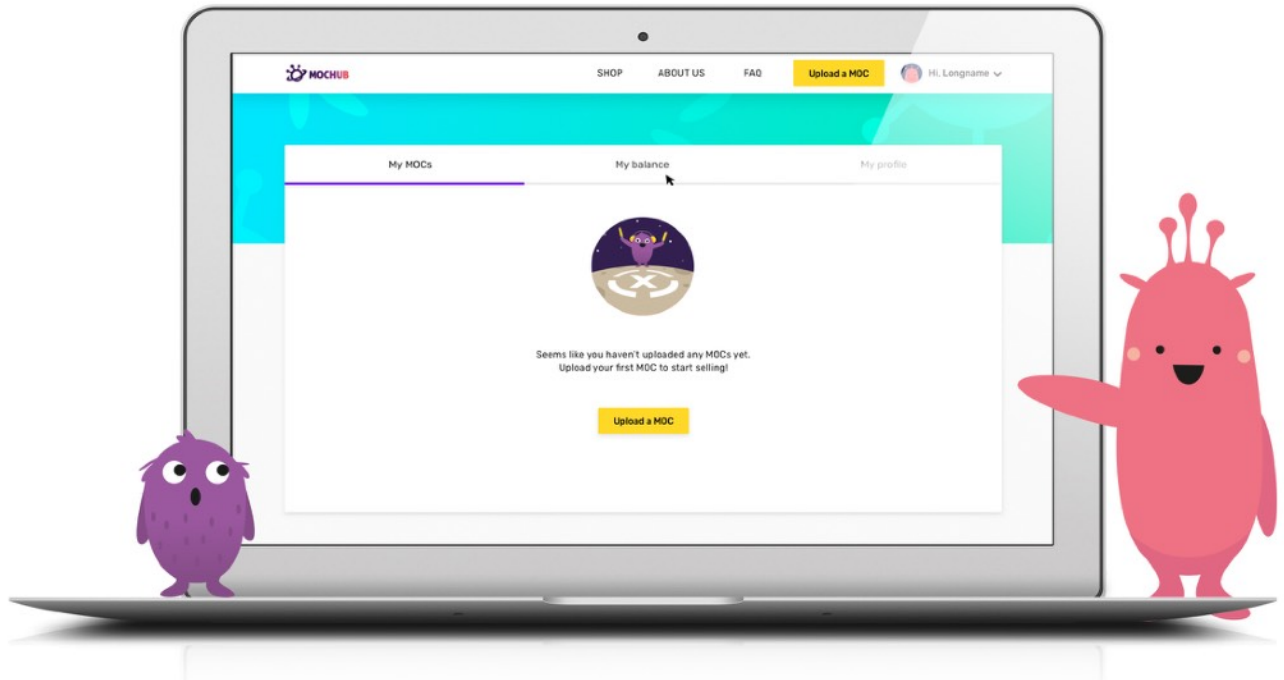
## **GET 10% OFF**

And not only do we offer you an opportunity to make money, we want to help you to let your creativity flow freely. We offer every registered MOC-builder a 10% discount on LEGO bricks and parts ordered at us. Why? Pretty simple: We love what you build - so we want you to keep building.



# Create a profile

## THIS IS HOW YOUR PROFILE WILL LOOK



Within "My Profile" you have full control over all your personal informations. Here you can edit your picture, maybe add a social media profile, tell your fans about your favorite LEGO theme and so much more.

Check out "My Balance&Analytics" to have a real time view on your sold MOCs, your earnings and simply to withdraw your money via PayPal.

"My MOC" is the subside where you can upload your MOCs to MOCHUB, edit the given informations or change the pictures of them.

# Upload your MOCs



- ✓ **THE PARTS LIST** We accept all industry formats when sending your Parts list. Formats include: xls; xlsx; xml; csv; bsx; lxf; ldd; txt; doc; docx; pdf.
- ✓ **THE INSTRUCTIONS OR LINK TO A TUTORIAL VIDEO**
- ✓ **IMAGES OF YOUR MOC** (please upload pictures well representing your MOCs)
- ✓ **UPLOAD A LINK TO A VIDEO ABOUT YOUR MOC**
- ✓ **ALL OTHER SOCIAL MEDIA LINKS TO YOUR MOC**

While uploading a MOC there's 2 status you can set your MOC in.

## **DRAFT**

As a draft, you can easily change any file. At this stage, your MOC is only accessible to you.

## **PENDING**

The next step for you is to send your MOC for review. We'll go through on the parts list, if there's room for commercial optimization. This means, we look for expensive or simply unreachable parts and come up with alternative suggestion(s).

If there's any possibility to reduce the cost of your MOC you'll have Change request(s) at the end of the report. It's your MOC so you get the last saying either if you accept those requests or deny them. No MOC of yours will be published without you giving us green light for it. With giving us your okay we set your MOCs status on "published".

Published and Unpublished statuses are indicating if an approved MOC is active on MOCHUB or not.

## **PUBLISHED**

If a MOC is published it means it's out for the world to buy it. If one of your MOC needs to be modified or simply you don't want to sell it you can always set the MOC status to unpublished. MOCHUB is the one who sets a MOC published this way if you want to reset it you have to submit it again.

## **UNPUBLISHED**

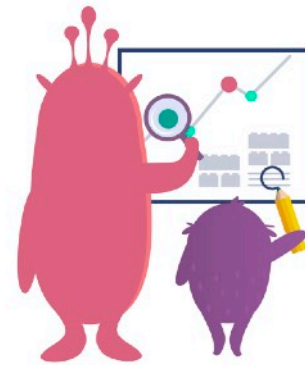
In this state your MOC's can't be seen on MOCHUB, it can't be bought. If you need to make changes to your MOC files you can set it to DRAFT status where you can upload the new files to it.

# Optimization

Once you have uploaded the list of LEGO parts, we will review it. **THE OPTIMIZATION PROCESS** aims to ensure that all LEGO parts used in the construction of a MOC is available and accessible for customers. As part of this process, we may give recommendations to replace some of the LEGO parts used in your MOC in order to optimize the purchase and make it available or less expensive for customers.

Our expertise in the LEGO industry gives us the ability to present our customers with the best possible cost offer in the market. Our business intelligence system alongside our extensive experience in the field, gives us access to advanced logistics.

Once we went over your parts list you'll receive **YOUR OPTIMIZATION REPORT** with the following informations:



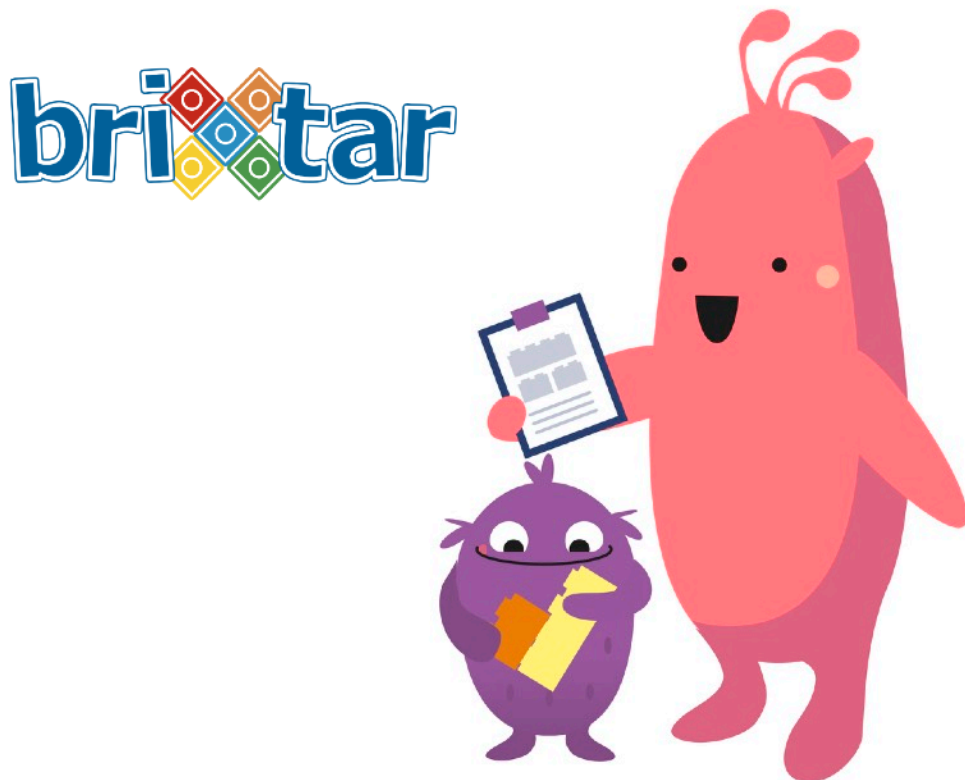
- **Baseline Cost:** These are the cost for the parts, packaging, handling.
- **Suggested retail price:** For how much your fans could lay hands on your MOC, including shipping costs and taxes.
- **Top 5 color listing:** Which are the 5 colors with the highest cost within your MOC.
- **Top 5 expensive parts:** Which are the 5 individually most expensive parts of your MOC and how much part of the cost it takes.
- **Top 5 lots with the highest costs:** Which are the 5 most expensive type of parts (quantity taken into consideration) in your MOC.
- **The full parts list:** Which we put together on the list you submitted.
- **Change request, if there is any:** There might be some parts in your MOC which is extremely pricey or it has a low availability. If your MOC does have some parts which If has to be changed you'll receive Change request(s) at the end of the report. If the changes declined by you the MOC stays as it is. If a Change request is approved by you don't forget to modify your instructions!

# Instructions

You can upload your **how-to-build MOC instructions** via image, video and/or pdf format.

The MOC builder is responsible to make the instructions since they are the creators and thus have the deepest insights. However, we are here to provide assistance with the instructions. Check out our [YouTube channel](#) where we're constantly uploading new content, and don't forget to subscribe for more insights on what to use for making instructions or contact us at [hello@mochub.com](mailto:hello@mochub.com) and our team will help you out.

If you have a 3D model but no instruction yet, check out what our friends from [brixtar.com](http://brixtar.com) have to offer.



We'd also love to hear your feedback! Let's find out what works and what doesn't.

Please note that builders need to handle customer's enquiries in regards to instructions. All instruction-related questions will be rerouted to you by our Team.

# Pricing

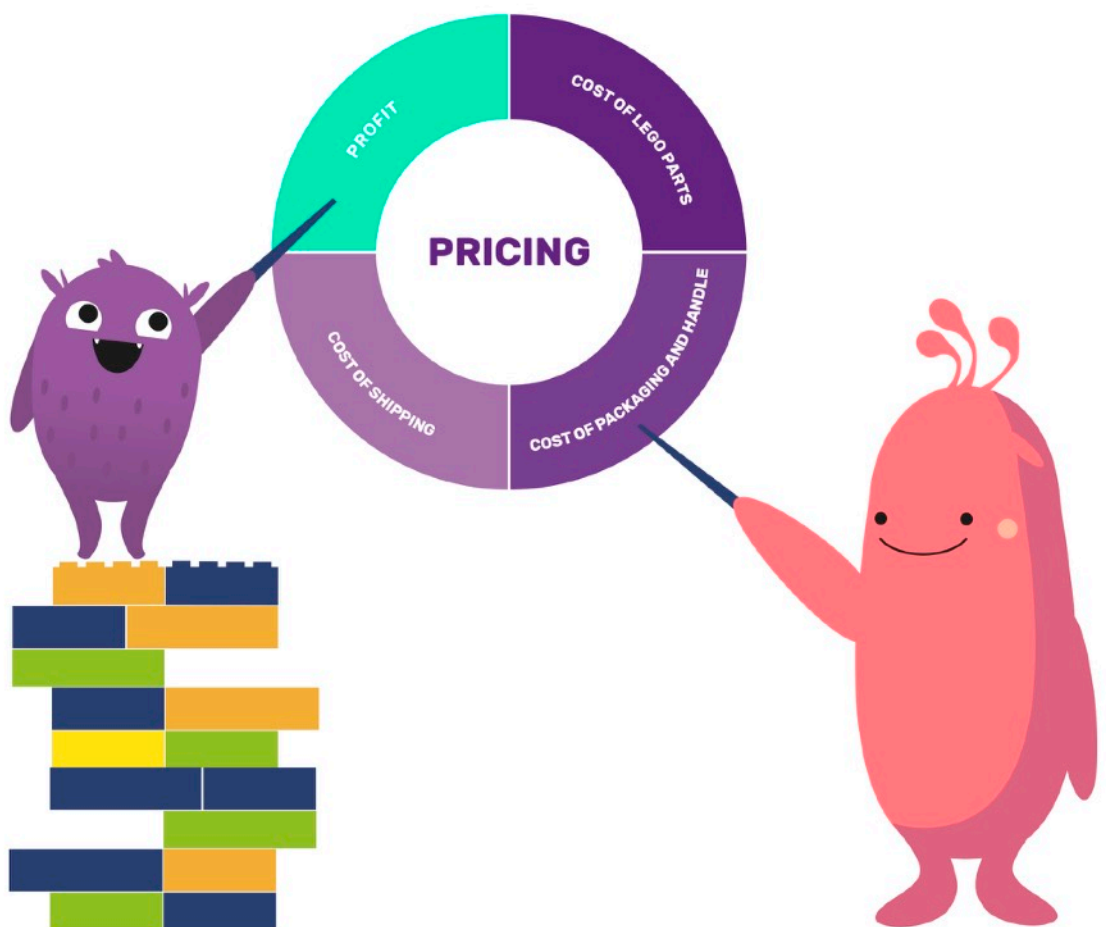
When **SETTING A PRICE** for the MOC Package, the below elements need to be taken into consideration:

**THE COST OF SALES (CoS)** consists of the three top elements above. In order to make as transparent and easy for you and your customers we've included the flat fee of FedEx shipping cost.

- **COST OF LEGO PARTS (COS)**
- **COST OF PACKAGING AND HANDLE (COS)**
- **COST OF SHIPPING (COS)**
- **PROFIT**

All you need to do is to set the final Purchase Price above the Cost of Sales. Your earnings will be calculated based on the difference of the final Purchase Price and the Cost of Sales.

If you need advice or feel insecure about pricing, please do not hesitate to get in touch with our **TEAM**.





## Spread the word

How many of your non-AFOL-friends actually know what a MOC is? We know, not so many. But together with you we want to change this and bring the fantastic world of (your) MOCs to an as wide and large of an audience as possible.

For this we will showcase your MOC on our [YouTube channel](#) to make sure LEGO fans around the world get to hear about your creation.

But of course we also want you to share and spread the word about your MOCs, as nobody will speak as enthusiastic and with an as deep knowledge about them as you. We love what you build, but you're the one who know it by heart, so share your thoughts and ideas with your and our audience and publish your videos and social media posts embedded on MOCHUB.



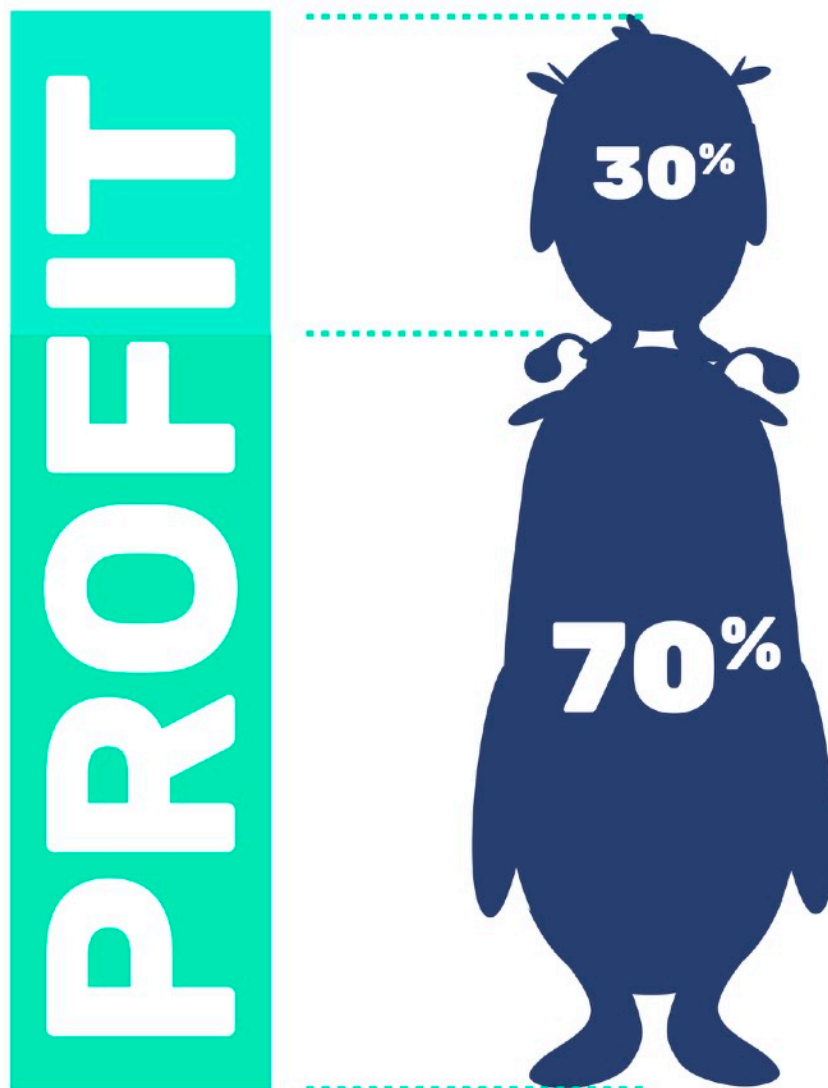
Although MOCHUB provides you with a platform to commercialize your MOC, it is you who's behind the creations. You build it, you share it MOCHUB will get you an easy-to-share link you can insert underneath your videos or pictures of your MOC. So your fans not only get to see what you build, they also get the chance to get to a platform where they can lay hands on your MOC easily.



## Profit share

We want MOCHUB to be a fair exchange and a win-win for all parties involved, so we offer a 70/30 share for the sale of the MOC. This means 70% of the revenue above the Baseline Cost will be your royalty.

Shipping MOCs can be quite the arduous task, but you need not be concerned. Focus your energies into creative pursuits while MOCHUB deals with all the logistics hassle and shipping of the MOC Package.



# Cheers & happy building!

**DROP US A LINE:**

[hello@mochub.com](mailto:hello@mochub.com)

**WE LET QUESTIONS UNANSWERED?**

Please check: [mochub.com/faq](https://mochub.com/faq)

**YOU WANT TO KNOW MORE ABOUT US?**

[mochub.com/aboutus](https://mochub.com/aboutus)

