



MOCHUB

CREATOR'S HANDBOOK

Please Note:

This is the first version of the Creator's Handbook. The Creator's Handbook has been made for creators with the intent to provide information about the MOCHUB service. The Creator'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 team. 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 have you got inquiries for your MOCs, how often have 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 thing - you're not only making your fan's day, you're making money out of it.

GET MORE FAME

You already have a fan base, but how about expanding it? Your fans have 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.

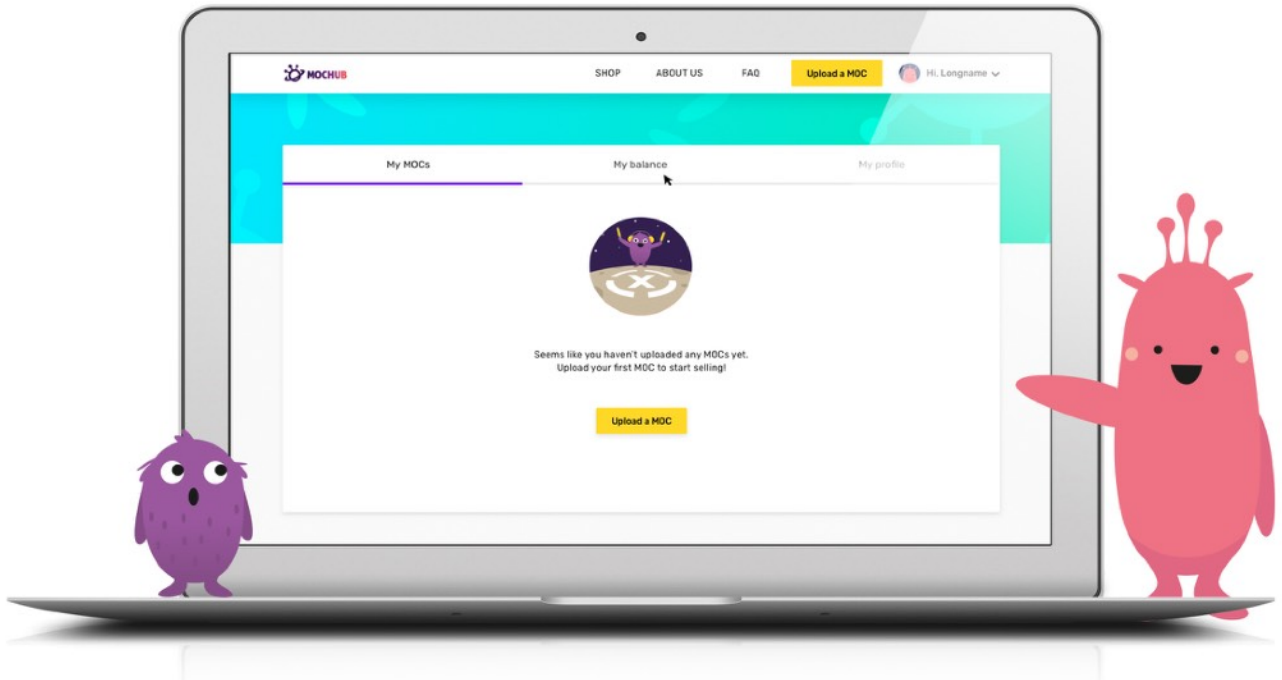
GET 10% OFF

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-creator a 10% discount on LEGO bricks and parts ordered from 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 of your personal information. 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 view your sold MOCs, your earnings in real-time, and to simply withdraw your money via PayPal.

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

Upload your MOC



- ✓ **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 that well represent your MOC)
- ✓ **UPLOAD A LINK TO VIDEO ABOUT YOUR MOC**
- ✓ **ALL OTHER SOCIAL MEDIA LINKS TO YOUR MOC**

While uploading a MOC there're 2 statuses you can set your MOC to.

DRAFT

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

PENDING

The next step for you is to send your MOC for review. We'll go through your parts list to see whether there's any 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 say in either accepting or denying those requests. No MOC of yours will be published without you giving us the green light to do so. When given the okay, we'll set your MOC's status to "published".

Published and Unpublished statuses indicate whether the 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 MOCs need to be modified, or simply you don't want to sell it, you can always set the MOC's status to unpublished. MOCHUB is the one who can set a MOC's status to published. If you want to reset it, you'll have to set the MOC unpublished then submit it again.

UNPUBLISHED

If your MOC's status is set to unpublished, then it can't be seen on MOCHUB, nor can be bought. If you need to make changes to your MOC's files, you can set it to DRAFT status and upload 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 to 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 have gone over your parts list you'll receive **YOUR OPTIMIZATION REPORT** with the following informations:



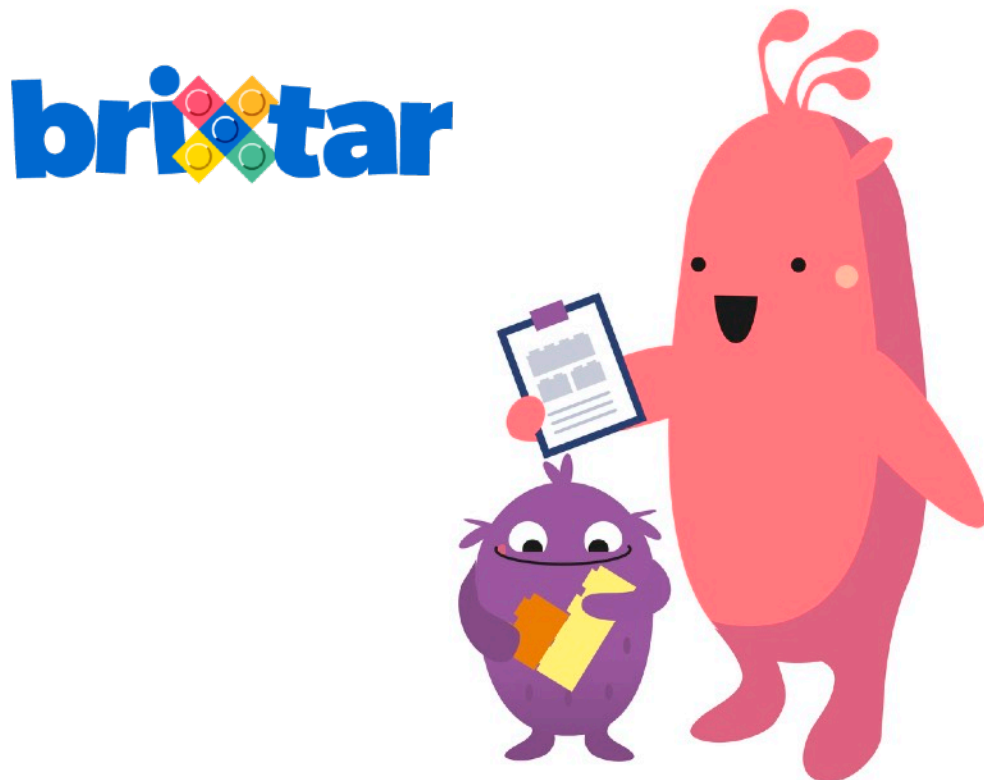
- **Baseline cost:** These are the cost for the parts, packaging, handling.
- **Suggested retail price:** For how much your fans could lay their hands on your MOC, including shipping costs and taxes.
- **Top 5 color listing:** Which 5 colors has the highest cost within your MOC.
- **Top 5 expensive parts:** Which are the 5 most expensive parts of your MOC? And how much of the cost do these parts take up?
- **Top 5 lots with the highest costs:** Taking the quality into consideration, which are the 5 most expensive type of parts in your MOC.
- **The full parts list:** Which we put together based on the list you've submitted.
- **Change requests, if there are any:** There may be some parts of your MOC that are extremely pricey or it have a low availability. If your MOC does have parts which, if has to be changed you'll receive Change request(s) at the end of your report. If the changes are declined by you the MOC stays as it is. If a Change request has been 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 creator 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 tips on what to use when making instructions or contact us at hello@mochub.com and our team will help you out.

If you have a 3D model but no instructions yet, check out what our friends from 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 creators need to handle customers' enquiries in regards to instructions. All instruction-related questions will be rerouted to you by our Team.

Pricing

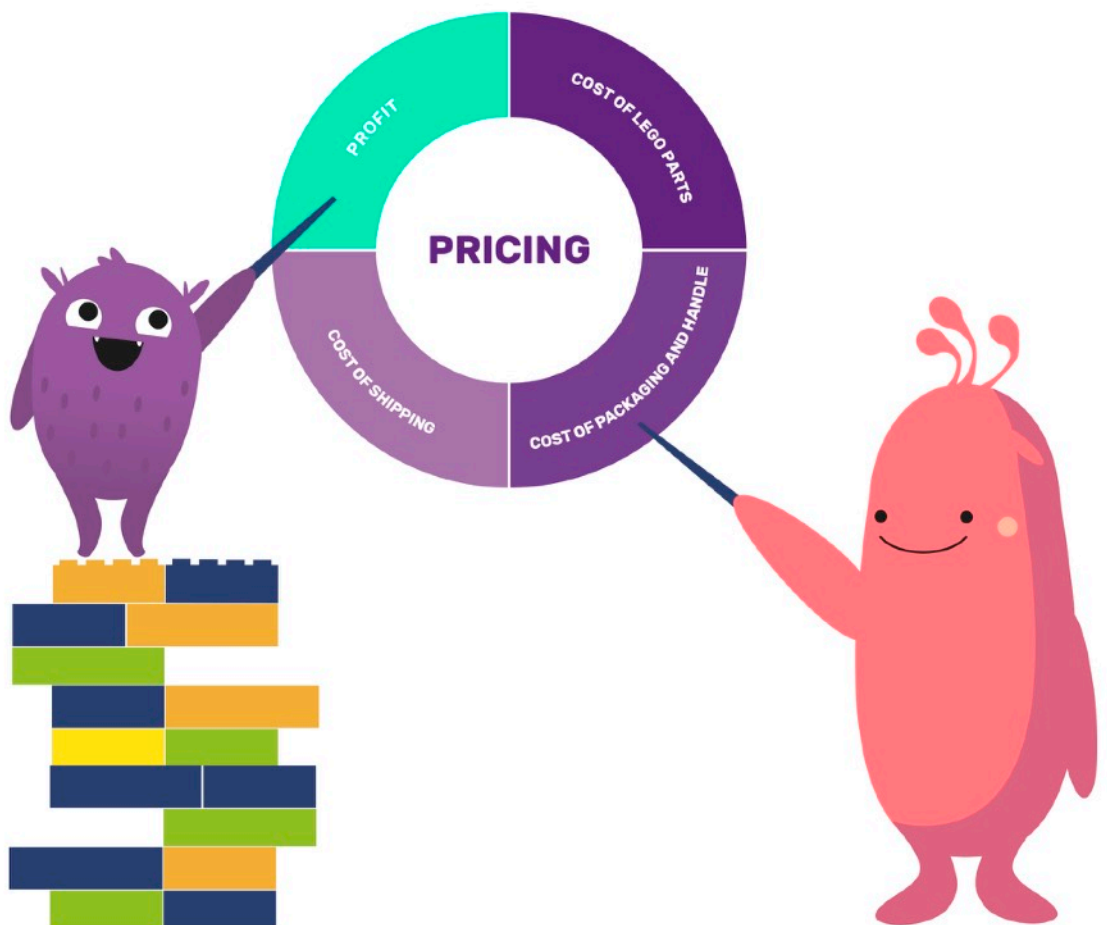
When **SETTING A PRICE** for the MOC Package, the below elements need to be taken into consideration:

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 as possible, 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 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 can speak about them with such passion and insight as you. We love what you build, but you're the one who knows it by heart. So share your thoughts and ideas with your audience and ours, and publish your videos and social media posts embedded onto MOCHUB.



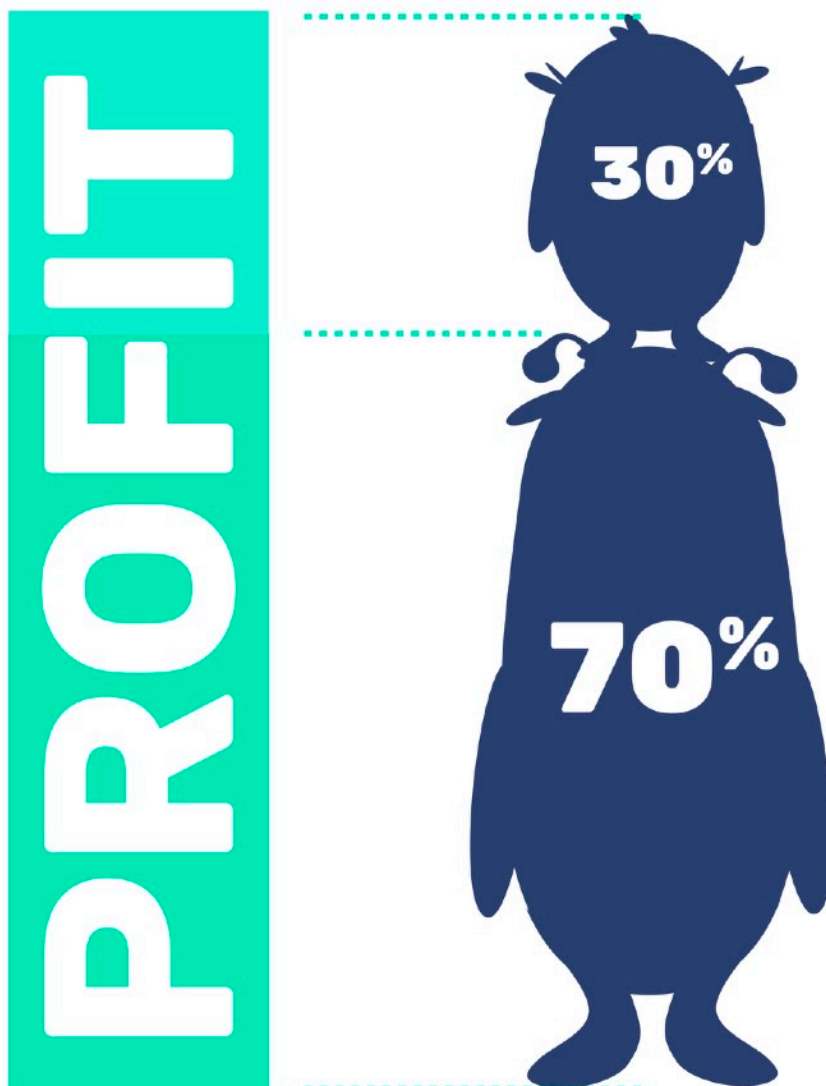
Although MOCHUB provides you with a platform that enables you to commercialize your MOC, it is you who's behind the creations. You build it, you share it. MOCHUB will give you an easy-to-share link that you can insert underneath videos or pictures of your MOC. This way, fans not only get to see what you have built, they also get the chance to get to a platform where they can lay their hands on your MOCs 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 logistical hassles including shipping of MOC Package.



Cheers & happy building!

DROP US A LINE:

hello@mochub.com

WE LEFT QUESTIONS UNANSWERED?

Please check out: mochub.com/faq

WANT TO KNOW MORE ABOUT US?

mochub.com/about-us

