

# PRysm

**Unbox Influence. Unbox Impact.**

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# What is the problem?

This is the problem. Too much PR, too much waste, and it leaves influencers stressed and overwhelmed.



PRysm turns that overload into relief, impact, and something that finally feels meaningful.

# Overview

PRysm is the service we created to help influencers deal with unused PR in a clean, simple way.

## How does it work

1

You send us the products you don't need.

2

We sort them, repurpose them, and turn them into curated boxes that real people can use.

3

Influencers get a tax write-off, less clutter, and a more organized routine.

4

Majority of our profits go to charity. It solves the stress of excess and turns it into something useful.

## Our Uniqueness:

We turn influencer overflow into impact by converting excess into charity support, zero waste, and real value with no effort on your side.



YOUR FAVORITE  
INFLUENCER'S PR.  
CURATED FOR YOU

Sustainable. Authentic. Impactful ♡

**MALALA** ::  
**FUND**

**GLOBAL  
FUND  
FOR  
WOMEN**



# Pricing Model

We use a non-profit following a donation-based model that turns unused PR into revenue for impact.

90%

goes to charity

10%

goes to operating costs

# Pricing Subscriptions



**Monthly Subscription**

**~~\$39.99~~**

**3 Month Subscription**

**~~\$36.99~~**

**Annual Subscription**

**~~\$32.99~~**

Do consumers genuinely experience this problem?

# Pain Points & Urgency

YES!

## Primary: Influencers

- Constantly receive more PR than they can use
- Leads to clutter, waste, and burnout

## Secondary: Consumers

- Want access to trendy, high value products
- Currently little to no access to these items at an affordable price



# Q: How Important, Frequent, and Urgent are these Problems?



✦ **Important**

✦ **Frequent**

✦ **Urgent**

- **Significant product & packaging waste → ending up in landfills**
- **Influencers face physical and mental clutter from the overload of volume**

- **New PR drops occur weekly**

- **Waste is increasing rapidly**
- **Without a solution, both environmental and financial consequences will grow**

# Top 5 Competitors

## depop

- 1) *depop* is an online marketplace where users can buy and sell clothing, accessories, and other secondhand items by posting listings on their personal storefronts

## THREDUP

- 2) *ThreadUp* is an online consignment and thrift platform specializing in high quality secondhand clothing

## STITCH FIX

- 3) *Stitch Fix* is a personalized styling service using algorithms and human stylists to handpick clothing items for customers

## BOXYCHARM

- 4) *BoxyCharm* is a subscription beauty box offering full size makeup and skincare products curated around monthly themes

## IPSY

- 5) *Ipsy* is a monthly beauty subscription service that delivers personalized makeup and skincare samples based on a user quiz

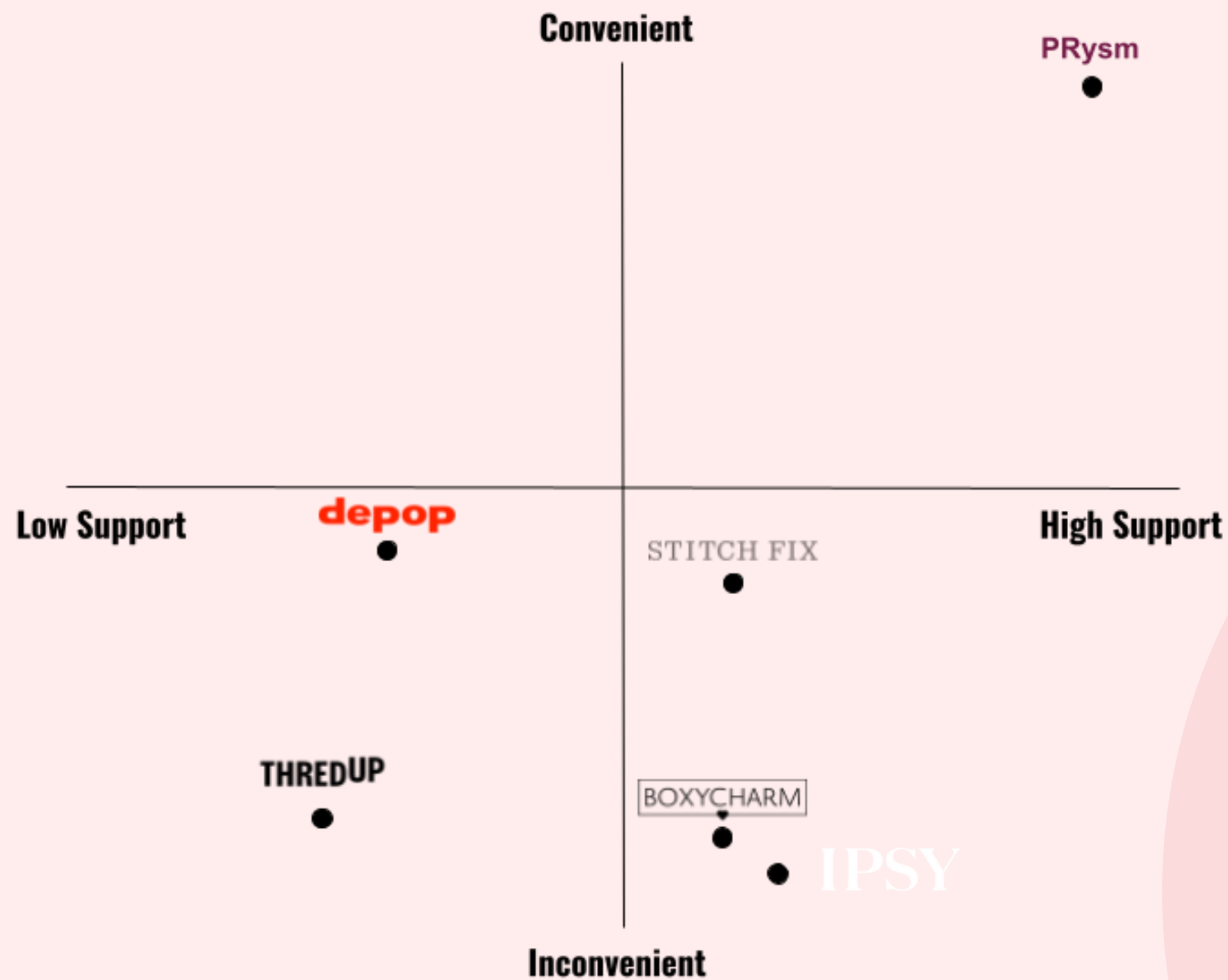
# Competitor Analysis: Unmet Needs in the Market

Attribute	depop	ThreadUp	Stitch Fix	Boxy Charm	IPSY	PRysm
Influencer Support	✗	✗	✗	✗	✗	✓
Curation	✗	✗	✓	✓	✓	✓
Sustainability	✓	✓✓	✗	✗	✗	✓✓
PR Overflow Solution	✗	✗	✗	✗	✗	✓
Fan Connection	✗	✗	✗	✓	✓	✓✓



No competitor offers a high support, hands off solution for influencers to repurpose PR overflow while strengthening audience connection and promoting sustainability. This is the gap PRysm fills.

# Positioning



- Competitors offer **low support, high effort** solutions, leaving influencers to handle PR overflow alone
- No existing platform provides a **convenient, sustainable system** for repurposing excess PR
- PRysm fills the whitespace as the **only high support, highly convenient** solution for influencers



# Target Audiences



## Primary Target

### ✦ Influencers

- Core to PRysm's value proposition
- Seek deeper trust, authenticity, and engagement with their audience
- Motivated by sustainability and maintaining a positive public image
- Benefit from a mutual value loop: decluttering → giving back → strengthening loyalty

## Secondary Target

### ✦ Gen Z & Millennial Consumers

- Follow influencers closely and value direct access to their world
- Motivated by affordability and access to premium products at lower prices
- Strong preference for sustainable and ethically repurposed products
- Excited by exclusive, influencer curated items with a personal feel



# Positioning Statement

**PRysm helps influencers effortlessly repurpose unused PR into curated boxes for fans, by handling all the work while boosting engagement, reducing waste, and delivering real, ethically curated value to followers.**

# Market Size

**67 M**

Total Addressable  
Market: Creators  
globally in 2025  
(Goldman Sachs Global  
Investment Research)

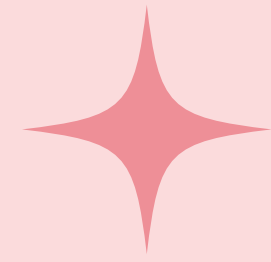
**27 M**

Serviceable Available  
Market: Paid Content  
Creators in the U.S.  
(Kelly Advisory  
Group)

**1.7-3.5M**

Serviceable Obtainable  
Market: U.S. creators  
receiving  
beauty/makeup/skincare  
PR

**SOM:** Fashion & beauty is the largest  
influencer marketing vertical (21.6%),  
meaning ~5.83M of 27M creators fall into  
this category, and PRysm assumes 30–  
60% of them receive at least one PR  
package per year



# Primary Market Trends



**Eco-focused creators  
gaining traction**



**U.S. influencer  
industry → \$33B by  
2025 (Statista)**



**86% of marketers plan  
influencer partnerships**

# PRysm

## Brand Identity.

**Slogan: Unbox Influence. Unbox Impact.**

- Ethically focused
- Powerfully Feminine
- Knowledgeable
- Trustworthy
- Cause Driven
- Convenient

#DEA08B

#E6C17D

#69301D



# PRysm

## vs Competitors



**90% of PRysm  
Profits go towards  
charity**



**Sustainable  
Practices**



**Tax Write Off  
Benefits**



**Convenient  
Solutions**



# Consumer Journey Map

## Persona: Gen Z

*A trend-driven, sustainability-minded digital native who shops primarily online, values authenticity and affordability, and relies on social media and peer recommendations to make purchase decisions.*



### **Awareness** → **Interest** → **Consideration** → **Decision** → **Conversion**

She loved PR unboxing videos and learns about the PR waste problem.

She likes the idea of curated, aesthetic boxes that brands send to influencers

She looks to find where the items come from, why influencers participate, and whether the price matches the value.

She understands the process and sees that it's affordable, sustainable, and influencer-backed, she feels confident moving forward.

With her questions answered and trust established, she makes her first purchase, feeling good about the deal, the mission, and the trendiness.

# Purpose of Marketing Assets



## Awareness

Video Ad + Visuals

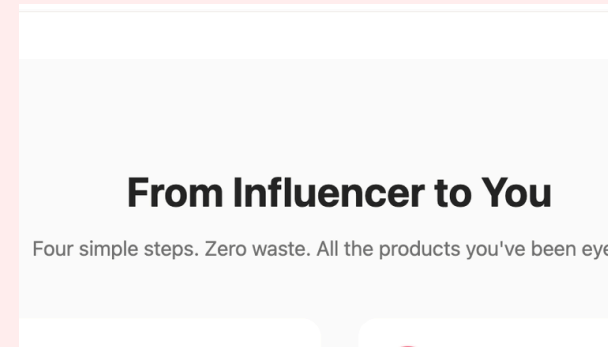
- Uses visuals of overflowing PR to explain the problem influencers face.
- Shows the contrast between waste and Gen Z demand for affordable, trendy products.



## Interest

Visuals

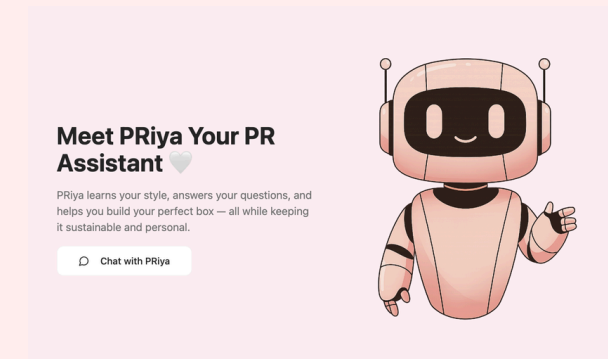
- Soft, minimalist pink palette matches Gen Z design preferences.
- High-quality product shots make the box feel premium, curated, and trustworthy.



## Consideration

Copy

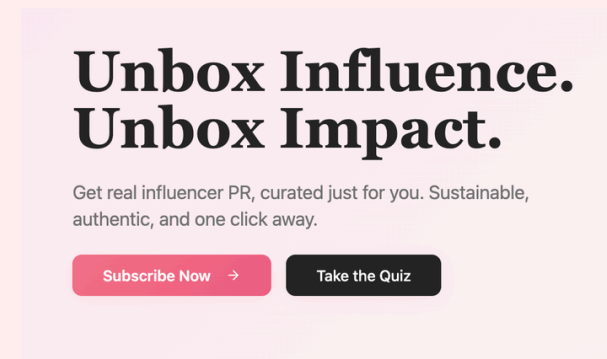
- Uses simple, direct language to explain the concept in seconds.
- Emphasizes affordability, exclusivity, and sustainability, her top decision drivers.



## Decision

Website/Chatbot

- Clean layout with a step-by-step explanation of how the box works.
- Reassuring messaging (“curated by real influencers,” “sustainable solution”) builds trust.
- Personalized Chatbot

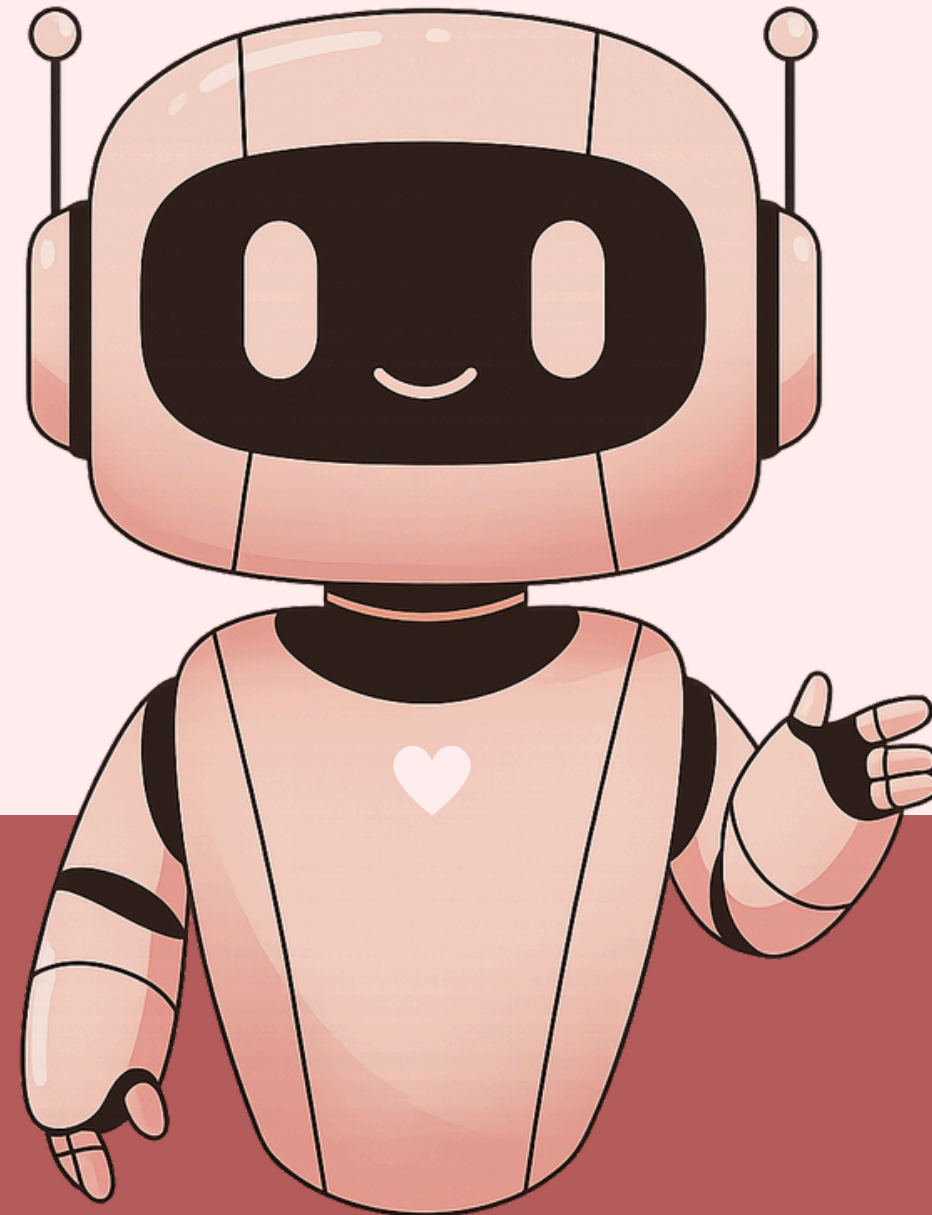


## Conversion

Website CTAs

- Strong, clear calls-to-action: “Subscribe Now”
- Language emphasizes exclusivity and urgency, effective for Gen Z.

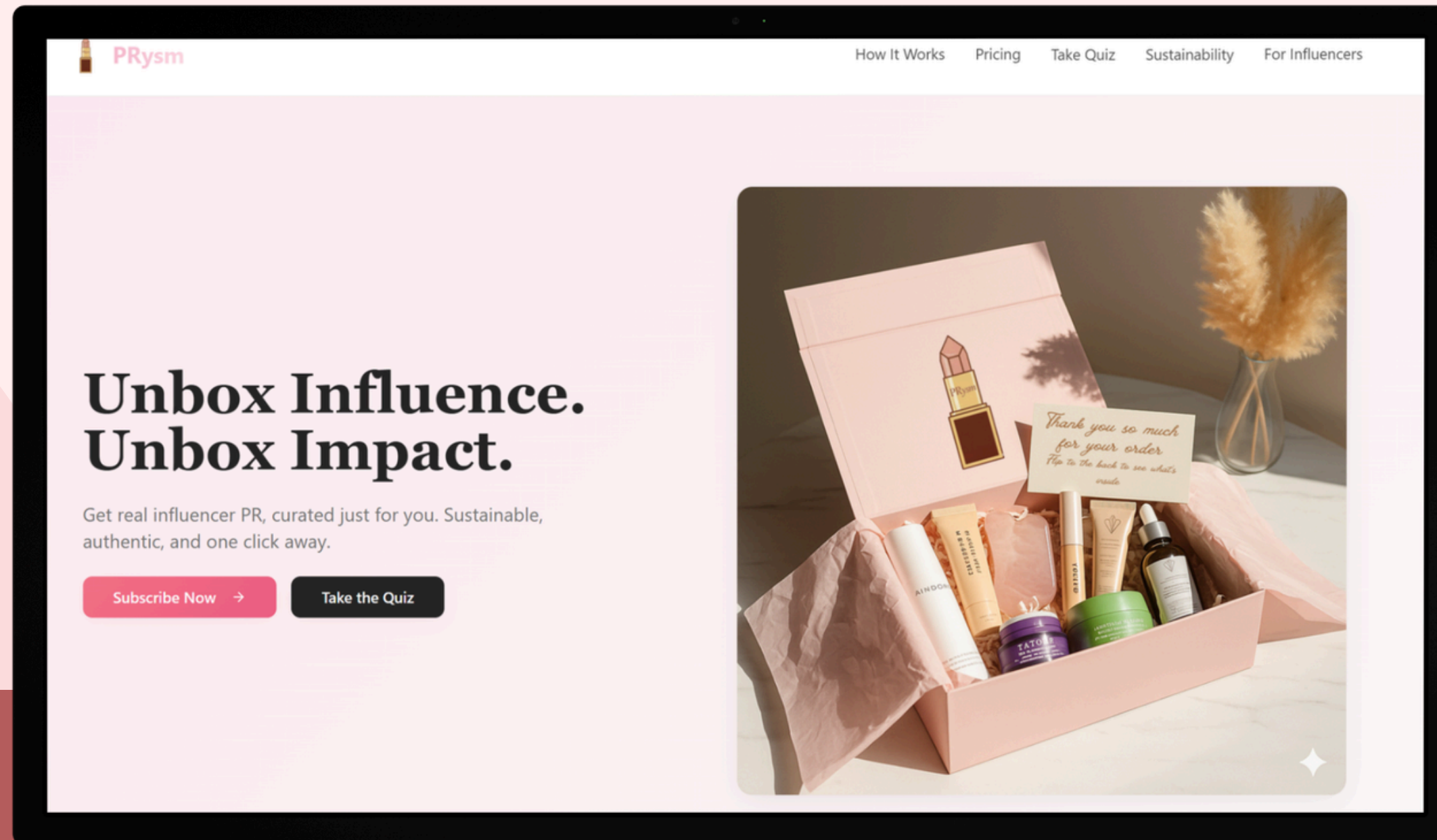
# Top 3 GenAI Breakthroughs



**Chatbot Priya!**



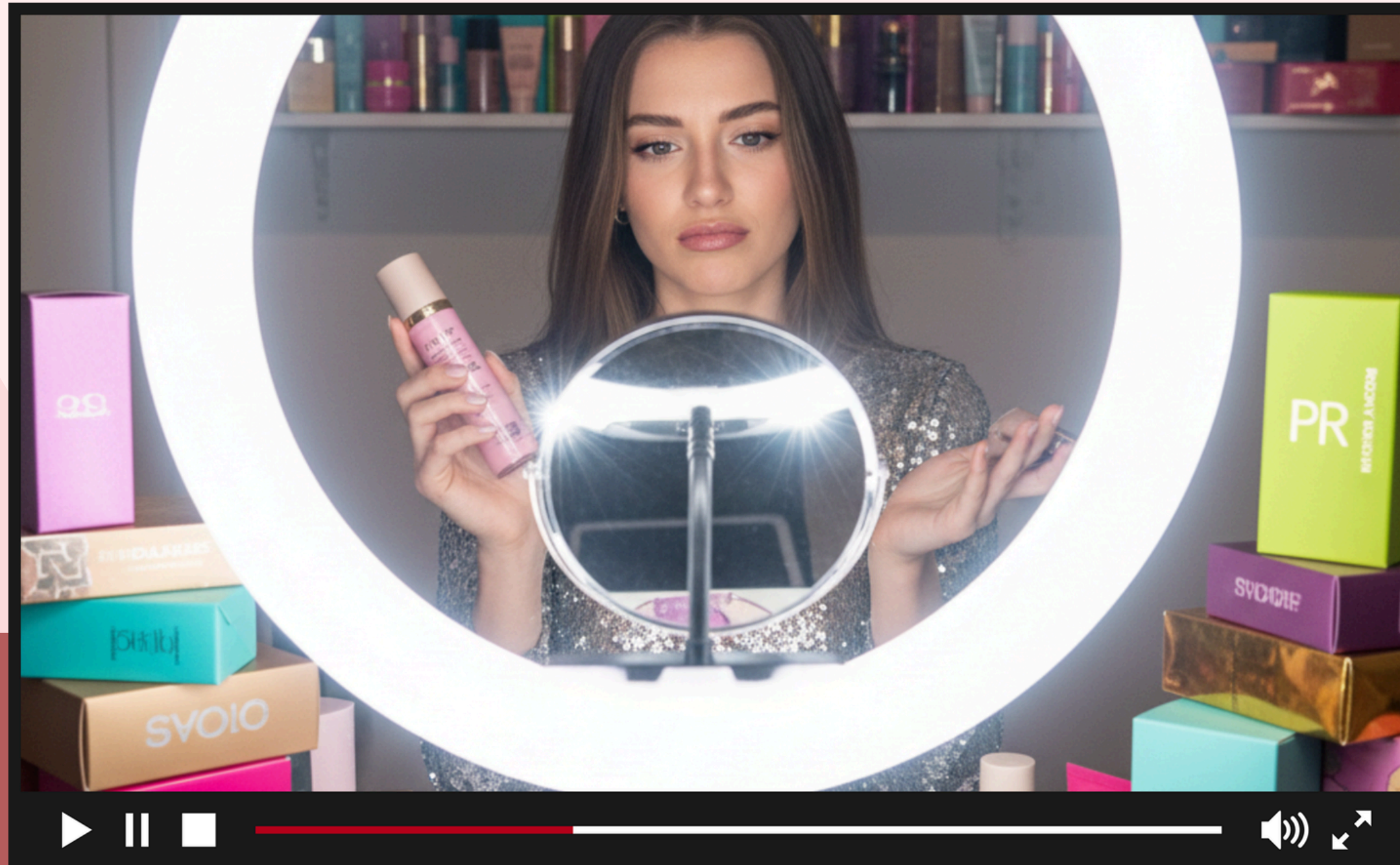
# Top 3 GenAI Breakthroughs



**Lovable  
Website**



# Top 3 GenAI Breakthroughs



**Veo Ad**

# Why We Deserve Funding



**Solves a real influencer pain point by removing waste, clutter, and stress.**



**Turns excess PR into a sustainable system that supports creators and donates to charity.**



**Simple to scale, low cost to run, and addresses a gap no one else is solving.**

# One Year Outlook

## Month 1-3

- Finalize pickup logistics and donation workflow
- Launch small creator onboarding

## Month 7-9

- Expand pickup radius and streamline sorting
- Increase box frequency based on inventory
- Reach a clear record of charity impact on a sustainable waste reduction

## Month 4-6

- Build a steady PR donation pipeline
- Form partnerships with agencies and mid-size creators

## Month 10-12

- Partner with large creators for recurring donations
- Establish consistent monthly



# Our Ask

We are seeking  
**\$50,000** for **10%**  
equity in our company.



**Thank you!**

# Sources

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