





OUR MISSION

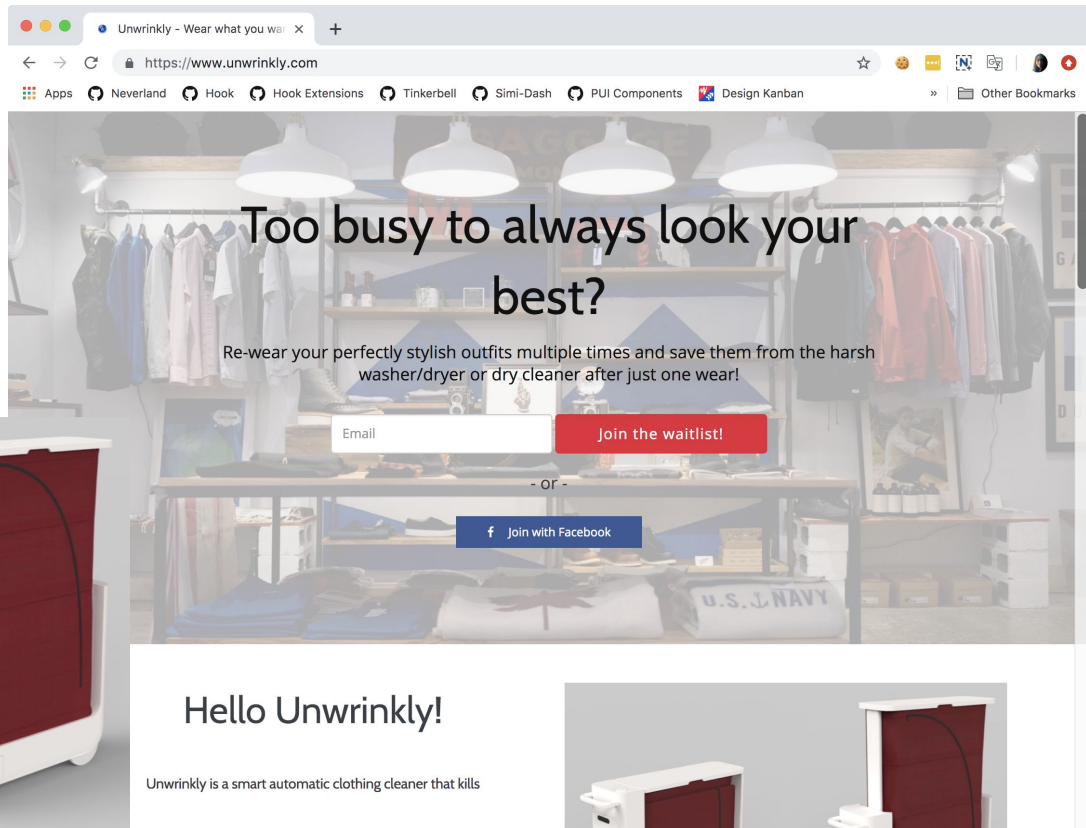
To create a scalable brand identity that can live past a single product and serve to represent a suite of products and services within a single, clothing care innovation company.

Our job is to embrace an entirely new brand and put flesh on its bones in hopes of bringing it to market and fundamentally disrupting the clothing care industry—All while carving out a new product space and owning it completely.



WHERE WE CAME FROM

We came from a product and tech first company with a lack of focused brand identity. We were challenged with a wide open field of brand direction opportunities and encouraged to explore the space with impunity.





BUSINESS GOALS

We were challenged with a number of brand and strategic goals including: a name, tagline, logo, brand identity, physical marketing/branding, and rollout—All with the ultimate goal of shipping 250-500 units by EOY 2020.

INTRODUCING





PRSTEM

START FRESH

THE DEVICE





THE DEVICE

INNOVATIVE

Eliminates need for most dry
cleaning services
10 minutes to use
sleek form factor
Bluetooth enabled.

EFFICIENT

Low maintenance.
Sanitizes
Deodorizes
presses clothing

ECO-FRIENDLY

Eliminates carbon footprint
associated with dry cleaning
green chemical technology + natural
steam





INSTRUCTIONAL STEPS

1. **Secure** your clothes inside.
2. **Steam** according to preferred setting.
3. **Care** for your clothes and the environment.





BRAND PILLARS



SECURE: First and foremost, PRSTEM is safe for your clothes. Steam is a natural process that harnesses the most natural element of all: water. You can trust your clothes to PRSTEM.



STEAM: Get ready to ghost your dry cleaner. Nature's anti-wrinkle technology is now at your fingertips. Just 10 minutes in a PRSTEM and your clothes will emerge fresh, crisp, and ready to wear.



CARE: Using a PRSTEM means that you care about the environment enough to erase the carbon footprint and chemical exposure that results from traditional dry cleaning. Go you.





PRSTĒM MANIFESTO

The clearest path to a great idea
is always the same: **simplicity.**

Simplicity feels natural. Simplicity feels elegant.

Your clothes are the same way.

Clothes say so much about who you are, so we wanted to simplify that feeling and make it so clothing always feels naturally fresh and crisp.

Until now, dry cleaning was complicated, expensive, and ecologically harmful. We wanted to do something different. We wanted to make naturally, fresh-feeling clothes something that's always within reach, without the cost or harmful environmental effects of traditional dry cleaning.

We knew we could we could do better, so we decided to start fresh.

We started PRSTĒM.



PRODUCT POSITIONING

Who we are NOT:



Who we aspire to be:



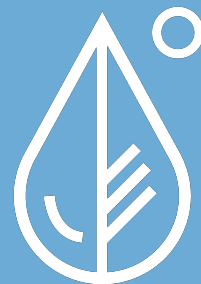
MARK





PRSTEM

START FRESH

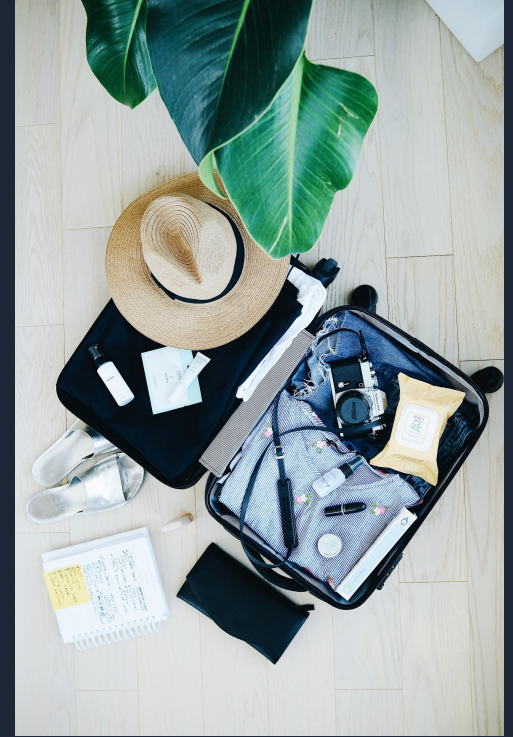


PRSTEM

START FRESH

MOOD





VOICE





THE PRSTĒM BRAND

LIGHT

Sophisticated.

MODERN

SLEEK

ELEGANT

ACCESSIBLE



Start fresh.

PRSTEM steam-and-press technology captures the simplicity of nature without harming it. It's dry cleaning without the hassle of picking up and dropping off clothes at a location—not to mention eliminating the carbon footprint involved in that task.

Simply put, **PRSTEM** is 10 minutes of natural steam that results in fresh, crisp clothes in the time it takes to drink your morning cup of coffee.





BRAND VOICE

SECURE STEAM CARE



PRSTEM



PRSTEM

**START FRESH
EVEN IF IT'S
YOUR EIGHTH
NIGHT ON THE
ROAD**



PRSTEM

**SWEATY
DAY.
FRESH
THREADS.**



PRSTEM

**LAST
MINUTE
INTERVIEW?
LET'S DO THIS.**

STRATEGY





ONE PRODUCT

.....

TWO PATHS



B2B

B2C



THREE PHASE ROLL OUT

PHASE I

Initial partnership

Here we seek to develop our first partnership to build our first case study. Key points:

1. Minimal self branding
2. Generous partner branding
3. Partner Benefits-driven case study

PHASE II

Continued partnerships + independent brand equity development

Here we seek to expand our partnership pipeline and start to develop our own brand equity by focusing on two branches:

1. B2B development of media and assets
2. B2C creation of branded elements and shareable moments

PHASE III

Brand ownership and D2C activation

Here we seek to fully own the laundry care conversation by leveraging content/UGC developed in Phase II to make **PRSTEM** cool, and then make **PRSTEM** needed



REASONS TO BUY

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B2B

- Low cost: luxury amenity/experience enhancement
- Tech appeal: social capital
- Brand equity: customizable
- Green: Ecological appealing
- Low profile: Easy integration
- Low maintenance
- Experience differentiator

B2C

- Fast: 10 mins cycle
- Versatile: Works with most materials
- Green: Environmentally sound
- Smart: On-demand, Bluetooth enabled
- Affordable luxury
- Easy to use: Two simple steps
- Portable: Easy storage
- Turnkey: Easy maintenance



SWO

STRENGTHS

First mover advantage
Smaller form factor
Lower price point
Device works well
Nimble brand

WEAKNESSES

Not an established
brand (no established
brand equity)

OPPORTUNITIES

First-to-market in
extended partnerships
with different
brands/partners



COMPETITIVE SPACES

PARALLEL FUNNELS

Office/coworking, short term rental spaces & hotels.

OUR PRIMARY FOCUS

NYC boutique hotel market

OFFICES



RENTALS



HOTELS





NYC BOUTIQUE HOTEL MARKET

8.5k+

ROOMS

90+

PROPERTIES

0

COMPETITION

INSIGHT:

The new York boutique hotel market represents an opportunity to embed PRSTEM directly into hotel rooms, with Y1 sales goals meetable by capturing <3% of NYC boutique hotel room market.



BRAND PARTNERSHIPS



PRSTEM



the hoxton



PARTNER PROFILE the hoxton

Trisha cares about

- GUEST EXPERIENCE
- PROFIT & LOSS
- HOTEL BRAND EQUITY



Trisha Condi

Age: 43

Title: Hoxton Hotel General Manager

Location: New York City

NEEDS

A benefits-driven approach to boutique hotel partnerships focuses on operational efficiency and guest experience, with an added benefit of maintaining hotel brand equity through on-device branding opportunities

Overall hotel revenue

\$1MM

\$50MM+

Avg Room price

\$1

\$323

\$1000+



BRAND GTM - PHASE I

Phase I's purpose is to provide a solid guest experience at minimal cost/effort to the B2B partner. Phase I success KPI's will focus on increasing hotel's brand equity among guests, which will feed into an initial case study

Showing 0 downside (both revenue and brand dilution)

Net increase in guest reviews

Net increase in social capital

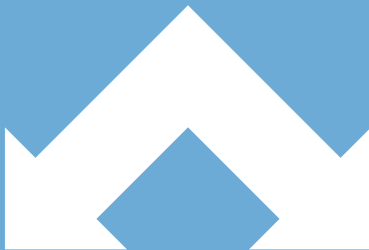




BRAND GTM

PHASE II+ PATHS

B2B



B2C

- Focus on partner pipeline:
- Benefits-focus collateral
- B2B social via linkedin
- B2B awareness via press releases/editorial partnerships

- Focus on independent brand equity
- Make the brand recognizable
- Own the clothing care tips space
- Blow out physical device branding to create shareable moments
- B2C social via Instagram

