

INVEST IN PRANOS.AI (YC ALUMNI)

Share

# We convert car windows into high-definition display systems

PITCH VIDEO INVESTOR PANEL



pranos.ai Palo Alto CA



Hardware Software Technology Entertainment Advertising

OVERVIEW UPDATES 4 WHAT PEOPLE SAY 38 ASK A QUESTION 24

## Highlights

- 1 Global demand opportunities for our system
- 2 Our technology is patent-pending
- 3 Earn income showing ads and videos
- 4 Innovative alternative to digital media and outdoor marketing
- 5 Large worldwide inventory as our technology converts any glass window into a digital screen

## Our Team



**David Valverde** Founder & CEO

Founder of CFGI ( Non-profit) | Mentor/Sponsor for Computer Science & Informatics Senior Capstone Projects at UC Irvine | Co-owner at Grabb-it ( YC S18) | Advisor for KIC Silicon Valley Startups(Korean government backed companies) david@pranos.ai

LEAD INVESTOR



**Dr. Jeffrey Ayers**

Invested \$3,000 this round

[Learn about Lead Investors](#)

Have you ever wanted to be part of something big - but you weren't sure how, or you weren't asked to participate?

Have you ever said: "when I make a bit more money then I might start investing"?

Hi, I'm Dr. Jeffrey Ayers and I have been practicing medicine for nearly 30 years. I am an entrepreneur, a certified investor and I've invested in start up companies for the last 10 years.

When it comes to investing - I focus on what I like, what I am passionate about and what I think is a fantastic idea.

As the founder of the Gallery of Aesthetics - a new kind of medical spa in Utah (opening September 2021) - my space diverges from the typical glamorous bling filled space - and i have created an art gallery vibe. I will feature the art of emerging and established artists from around the world. Digital art in motion is a genre that I find compelling and will be included in my mix.

While seeking the resources to project art (vs just hanging it on a wall) - I spotted Pranos while reading my regular Wefunder email. I saw the potential and I couldn't pass up on this opportunity to invest in the "next big thing"!

Can you imagine being invited to invest in relevant technology that is easily attainable by the end user? Sound like a win for the investor!

Can you imagine being the average woman or man wanting (or needing) another stream of income in a market they wouldn't have otherwise been invited nor benefited? Sounds like a win for the average person!

Can you imagine being a business owner with a limited marketing budget needing a cost effective solution? Sounds like a win for the business!

I want to personally invite you to invest in yourself, your family, or your business by investing in Pranos

I wish for you the success you desire and deserve.

Dr. Jeffrey Ayers

"At Pranos we realized the out of home landscape is the next frontier for consumer generated content. So we reimagined the automobile to be used for self expression which unlocked unlimited possibilities. Our focus is to



**Nathan Allison** Co-founder & COO

Co-Founder of Pranos | \$3.5 billion in completed transactions over 20 year investment career | Graduate of UPenn's Wharton School of Business - Distinguished as a Martin Bucksbaum Fellow | Father of five - 4 girls & 1 son



**William Stanislaus** Co-founder & CTO

Cofounder & CTO Grabb-it (YC S18 ) | Principal Software Engineer at Ericsson | Sr Engineering Manager at NETGEAR | WLAN Design & Release at Avaya | University of Aberdeen |



**Brock Lehr** Marketing Manager

Founder at Infinity Reef | NAIT ( Northern Alberta Institute of Technology) |



**Neil Madsen** Development

Founder at Infinity Reef | CTO at Lime Bubbles | Partner & Co founder at eLASTIQ Studios| Vancouver Film School |



**Frank Gao** R&D / Supply Chain



**Nicholas Lang** Principal Software + Security Engineer

Security-focused software development.



**Edgar Espadron** Software Engineer, Intern

Pursuing Bachelors in Computer Science at Texas Tech



**Dimitri Belessakos** Software Engineer, Intern

Pursuing Bachelors in Computer Science at NYU



**Mary Connelly** Marketing & Social Media Analyst, Intern

Pursuing a Masters in Communication and Media at Rutgers University.



**Alayna Minardo** Marketing & Social Media Analyst, Intern

Pursuing a Bachelors in Business Administration at Ohio University



**Ryan Hu** Marketing & Social Media Analyst, Intern

Pursuing a Bachelors in Economics & Political Science at University of Toronto.



**Luis Armendariz** Software Engineer, Intern

Pursuing a Bachelor's in Software Engineering at California Polytechnic State University.



**Stephanie Kim** Software Engineer, Intern

Pursuing a Bachelors in Informatics



**Minggu Ma** Software Engineer, Intern

Pursuing a Bachelor's in Computer Engineering at San Francisco University.



**Hamza Mahmood** Software Engineer, Intern

Pursuing a Bachelor's in Computer Science at University of Delaware.



**Sticky FINGAZ** Entertainment Industry Advisor

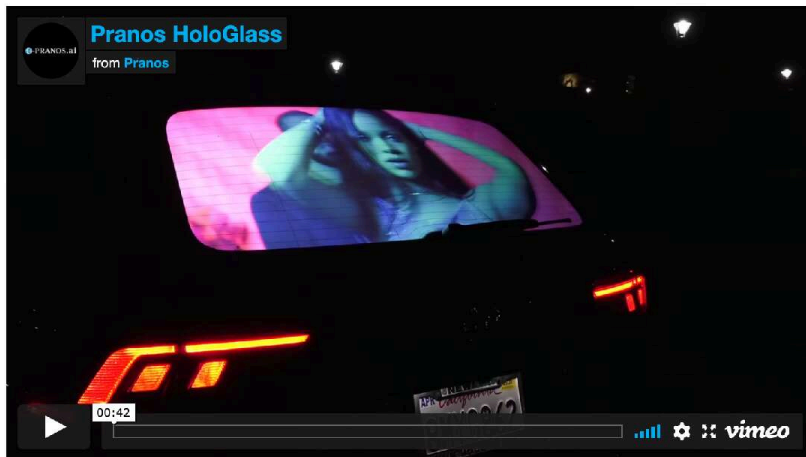
Kirk Jones, better known by his stage name Sticky Fingaz, is an American hardcore rapper, record producer, actor, film director, film editor and writer, best known as a member of multi-platinum hardcore rap group Onyx.



**David Stone** Hardware Advisor

Award-winning writer for PCMAG and computer industry consultant

## PRANOS State-of-the-Art Display Technology



*Our digital screens allow your vehicle to interact with its environment and your network*

Our pioneering technology is designed to switch your window into a high-definition display so that you can deliver content outdoors on the fly.





### The Mission

Our mission is to empower our customers with the uncensored freedom of self-expression outdoors enabling consumers to amplify their voice and allowing businesses to monetize their brand.

### The Vision

Our vision is to unite the people of the world by establishing a decentralized network of outdoor digital displays that are dynamic, interconnected, easy to use, and affordable. At scale, we hope our system will be the primary conduit for content distribution and emergency communication outdoors.



### WHY INVEST IN PRANOS?

Here are a few reasons why you should invest in Pranos (other than because our system looks really cool and we hope our Company be extremely profitable : )



#1. First to Market - Early mindshare with consumers and advertisers yields profitability



#2. Patents - Patents pending covering all products in US and international markets



#3. Team - Diverse team of highly skilled professionals to scale the business



#4. Rapid Scalability - Our system cost less than alternative products



#5. Easy Setup - Works on any window and installs in minutes





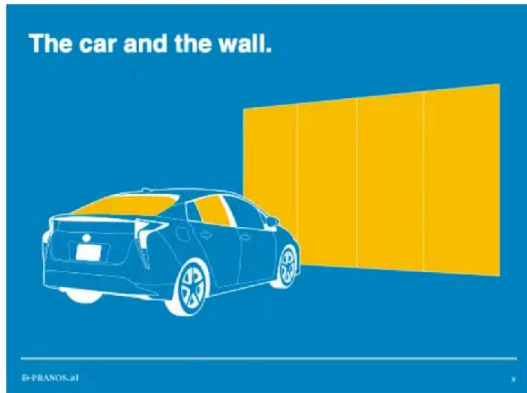
#6. Display Quality - Interactive *high-definition* images and video vibrant at night

### OUR PRODUCTS

#### HoloGlass & HoloWalls

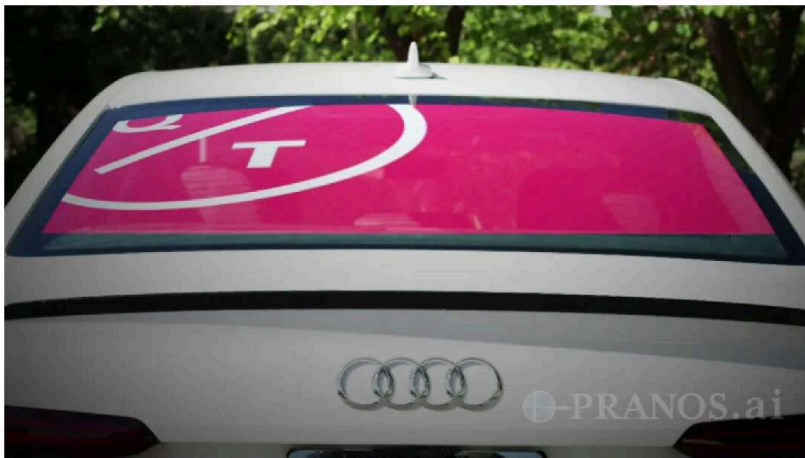
Use your car window or storefront to showcase any content you want... videos, commercials, demonstration signs, or custom artwork.

Anything you play on your phone you can mirror on HoloGlass and HoloWalls!



There are two (2) options to publish content on your vehicle with HoloGlass.

#### #1. HoloGlass - Rear Windshield



#### #2. HoloGlass - Rear Side Window





## HoloWall - Projection Display

Our HoloWall system lets you publish dynamic evening content on your storefront.



\* rendered drawing show above \*

## HoloFilm- Our film allows for 100% transparency & visibility



## PRANOS HARDWARE

HoloGlass & HoloWall Display Units



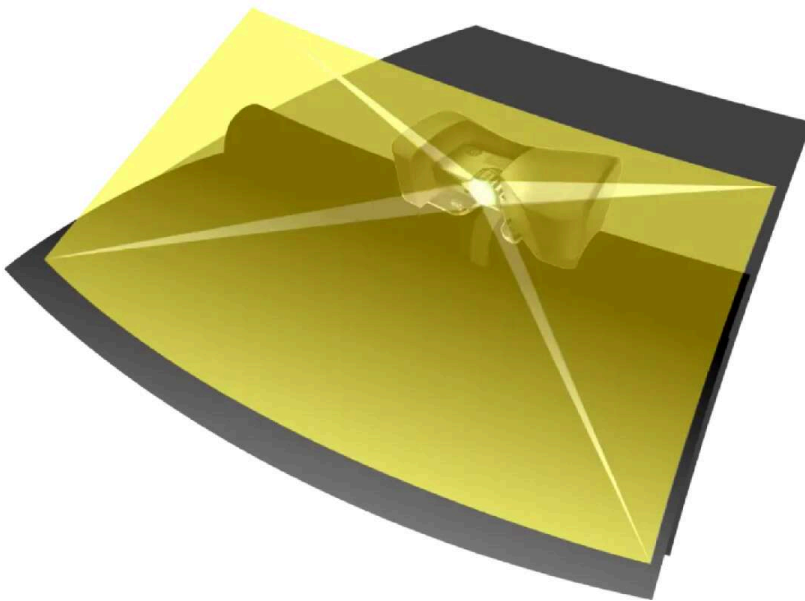


#### Current Version 1.0

- Bright, Hi-Resolution to garner attention
- Internet connectivity via mobile phone
- Pranos custom built media player for content delivery
- Custom OS with Pranos app

#### Phase II

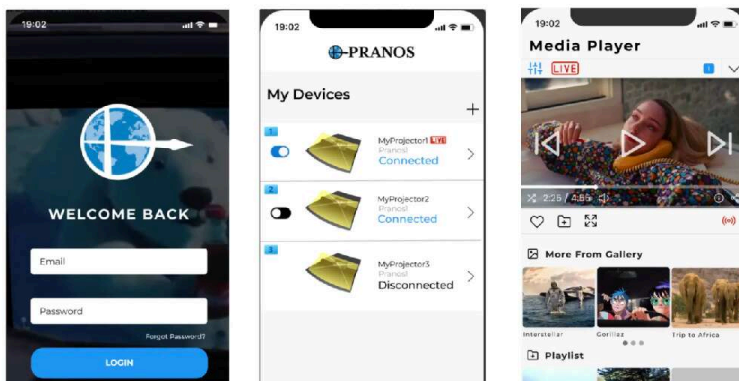
- High resolution transparent digital flexible OLED screen integration for display on rear passenger side windows and rear back windows



#### PRANOS SOFTWARE

##### Current Version

- Consumer mobile app for media content to be broadcasted on the HoloGlass/HoloWall
- Creating playlist from local content on the mobile device gallery or using internet content such as YouTube, Facebook, TicTok, etc





## Phase II

- Migration of content from local mobile device to cloud managed CMS
- Real time location tracking of HoloGlass/ HoloWall displays
- Revenue stream for display owners on The GRID
- Integration of programmatic ads platform such as Trade desk, Vistar Media, etc
- Social Media and peer ads push support

**With our platform and business model, we are dominating old media.**



## The Problem

**✗ The problem.**

**No Outdoor Publishing Platform exists at scale**



**The solution. ✓**

**Pranos creates the first Outdoor Publishing Platform for consumer generated content displayed on or off-line**



## THE BUSINESS MODEL

Our founders learned a valuable lesson from their first technology start-up.

*All the drivers wanted to buy the system so why pay them to show ads when they can purchase the system and partner with us so we all make more money!*

Letting consumers own their HoloGlass and HoloWalls system gives the power to the people.

*In short:*

*The key to scaling in B2B advertising is by going B2C first and then building up customer relationships into partnership marketing job opportunities...*

**Outdoor Publishing Platform**

Creating an avenue for content creators that is trackable, dynamic and efficient

Enhancing the driving experience for consumers and passive income opportunities for drivers

PRANOS.ai

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### OPP and The GRID

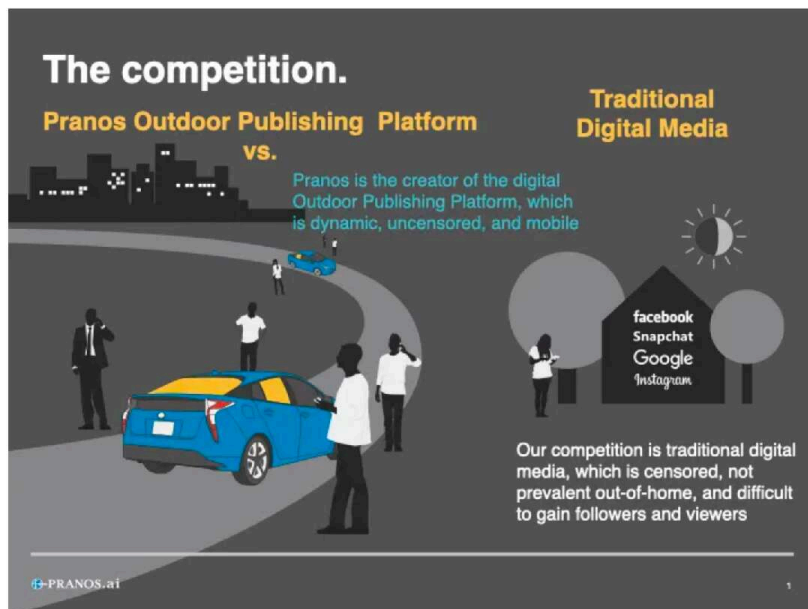
Pranos is the creator of the digital *Outdoor Publishing Platform* ("OPP"), which is designed to be dynamic, uncensored, mobile. Our strategy is to construct a new medium for information flow that allows for monetization, freedom of expression, transparency in ad spend, and ultimately, transportation subsidies, as we get closer to the autonomous vehicle age.

*"Pranos is the key to profitability in the ride share industry"*

Stream content with high-definition Bluetooth sound directly from your mobile phone seamlessly, receive live news feeds, exclusive content, and relevant offers from sponsors, and earn hundreds of dollars in passive income per month while driving on The GRID.

### ISN'T SOMEONE ALREADY DOING THIS?

The short answer is, No. Outdoor signage hasn't evolved since the advent of billboards. Pranos has pioneered the creation of the 1st fully integrated Outdoor Publishing Platform.

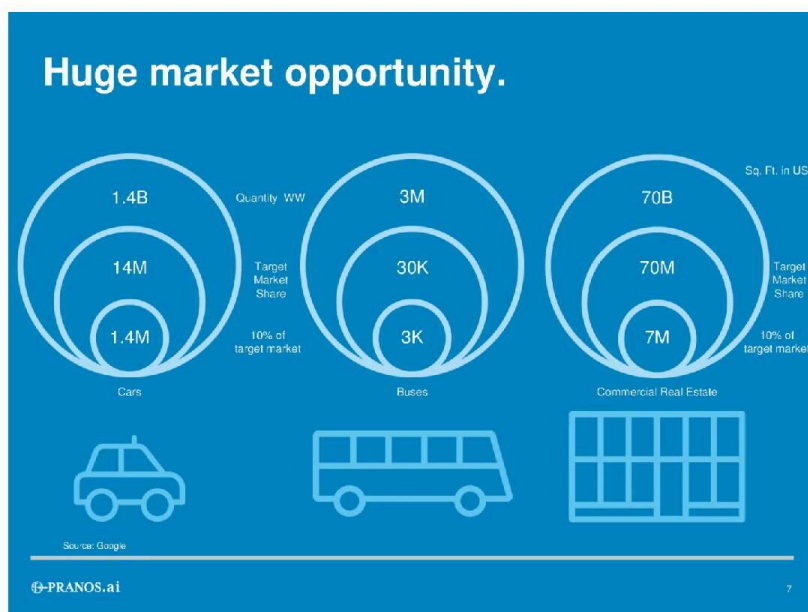


Pranos HoloGlass and HoloWalls are better than outdoor signs, taxi toppers, and billboards because these alternatives are:

- poorly targeted.
- constrained by limited inventory (In 2020 there were only 343,000 billboards in the US according to the Out of Home Advertising Association of America).
- Difficult to prove metrics and ROI to advertisers with static outdoor advertising

HoloGlass and HoloWalls are:

- hyper-targeted
- large inventory worldwide
- able to provide attribution data and detailed metrics to prove effectiveness



There are over 1.4 billion private cars and millions of busses in circulation in the U.S. alone with roads take up about 60% of the city's real estate. Utilizing our technology to augment motor vehicles gives immediate scale opportunities within the city center achieving maximum visibility for your displays. In addition, there's over 70 billion sq. ft. of commercial real estate in the US that's ripe for expanding our OPP as well.

## Target customers.

Our units are built to be owned by **everyday consumers**, content creators and advertisers.

We will leverage our existing relationships and form new strategic partnerships with some of the most notable companies and brands.



Display owners have the option to subscribe to The **GRID** where they can earn money publishing content worldwide.

PRANOS has three (3) primary customer segments as follows:

1. Consumers that drive our hardware sales and content distribution capabilities
2. Content Creators that are looking for freedom of self-expression out-of-home
3. Advertisers that provide money making opportunities on The GRID

WE ARE AIMING TO GO EVERYWHERE



Pranos has established a network of global partners ready to support the launch

of Pranos internationally. Many of the markets that the Company is pursuing are shown above.

#### THE INVESTMENT OPPORTUNITY

Pranos is raising up to \$250,000 through a convertible note offering. Early investors have the opportunity to participate in the offering at a discounted valuation cap of approximately \$8 million for a limited time. After our early bird is subscribed the rest of the round will be sold at a valuation cap of \$9 million

For more information on Pranos and our HoloGlass and HoloFilm please visit our website [www.pranos.ai](http://www.pranos.ai) or email us at [admin@pranos.ai](mailto:admin@pranos.ai).

If you have any additional questions feel free to find a time for a zoom call on the calendar <https://calendly.com/dvv888>

Join us on our exciting journey !



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Tik Tok [@pranosai](https://www.tiktok.com/@pranosai)



