



the prism

Where the boundaries between digital creativity and tangible products blur



Have you ever wondered about
the future of **e-commerce** and
personalization?

Hyper-Personalization is trending!

≡ Forbes

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E-Commerce 3.0: The Future Of Retail Is Hyper-Personalized

On Marketing Contributor ©
CMO Network Guest Voices.

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According to a recent [Future of Retail report](#) by Klarna, 26% of US Gen Zers and Millennials envision a future where the shopping experience will be so customized and driven by AI that they will no longer have to do the shopping at all if they don't want to. In this future, AI understands their unique preferences, tastes, and wants with such precision that it can autonomously navigate the discovery and purchase process. An ecosystem like this will then

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Hyper-Personalization Is Already Here — Its Future Is Even More Cutting-Edge

Elad Natanson Contributor ©
I cover the evolution of the mobile marketplace and the ap...

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In recent years, a primary focus within the industry has been on how to create the most individualized smartphone experience. According to [research](#) by customer engagement platform Twilio, 62% of consumers say they expect personalization, and a brand will lose their loyalty without it. An additional 49% of consumers say they will become repeat buyers/users if personalization is offered. Personalization

Why not bridge the gap between the groundbreaking technology of AI-generated art and the real-world craving for authentic, personalized products?

The solution

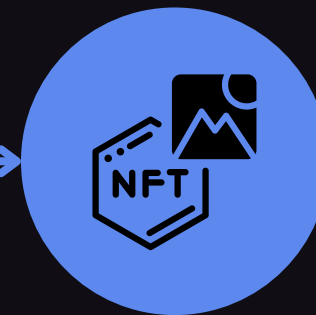
We present you the marketplace for hyper-personalized products.
Powered by AI, Cartesi rollups and the Blockchain technology.



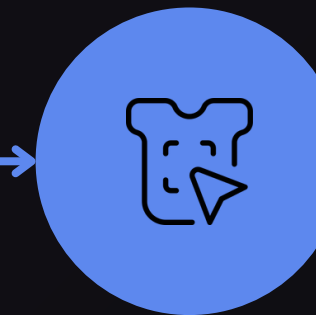
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**Create Your Unique
AI-Generated Design**



**Mint Your
Own NFT**



**Turn Your Design into
a Real-World Product**

On-chain Verification
of Originality

Blockchain-Recorded
Production Chain

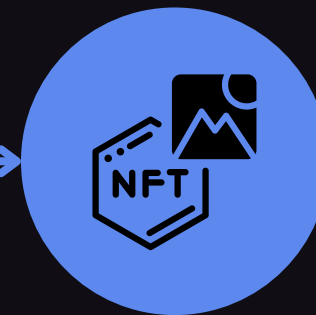




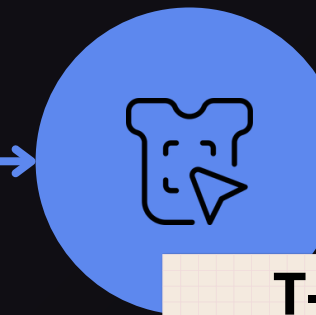
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T-shirts

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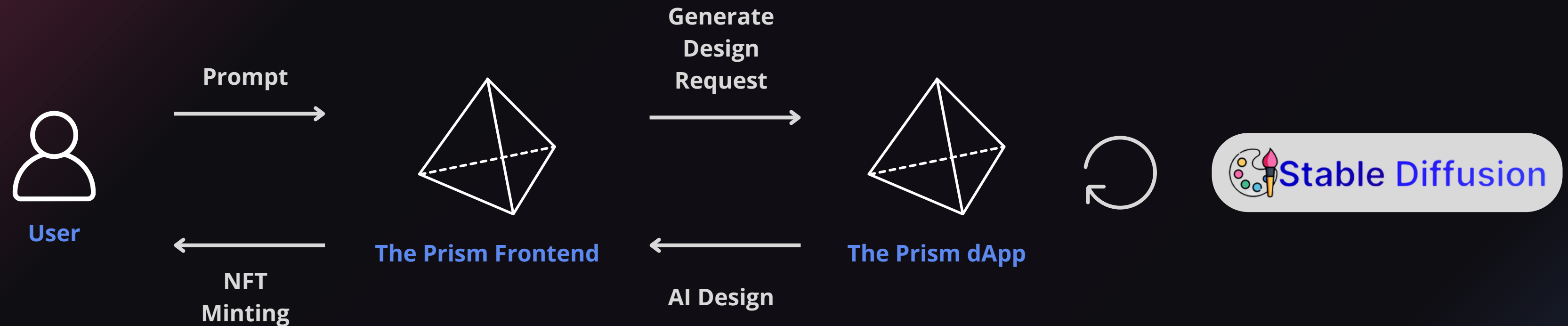
cartesi

Watch our Demo



The Prism **technology** and architecture

T-shirt design creation

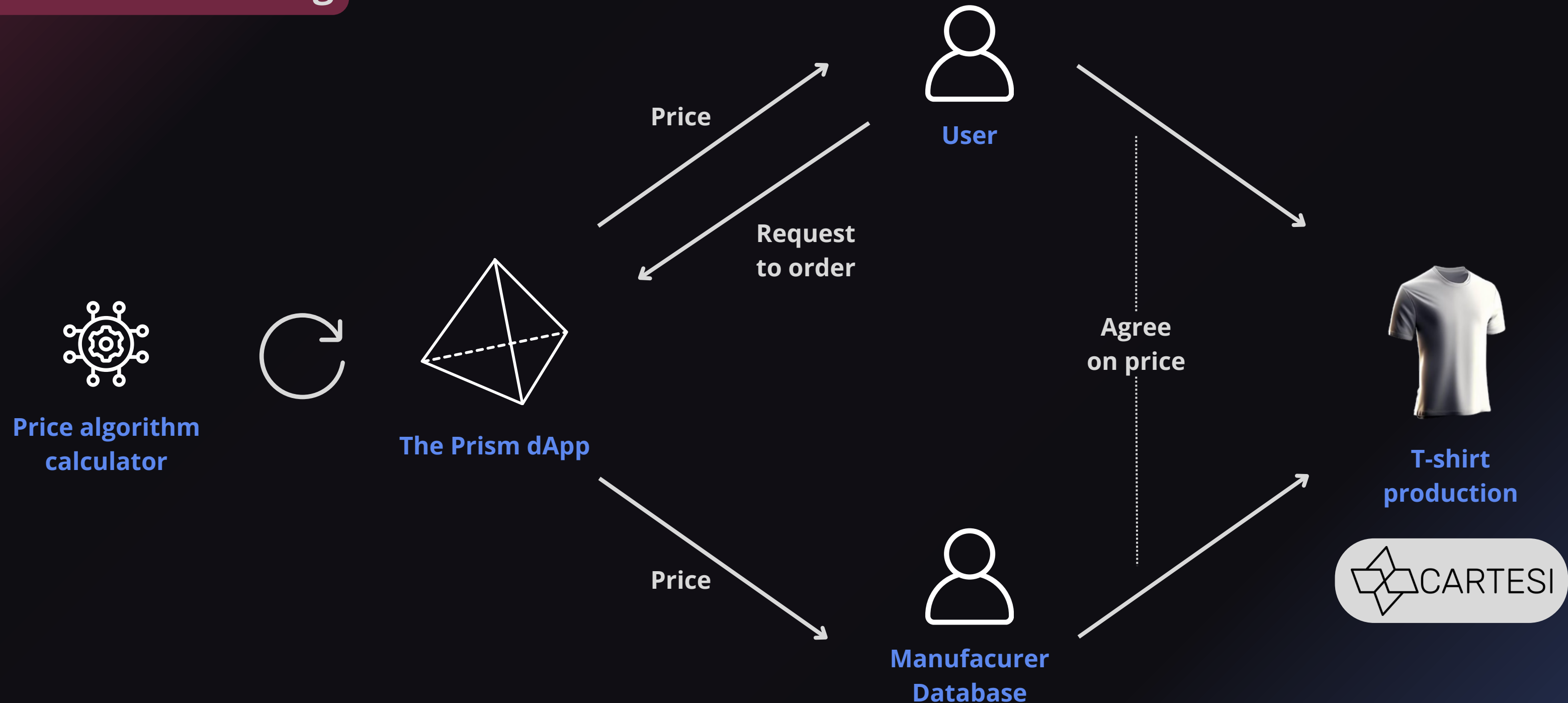


Technology Stack



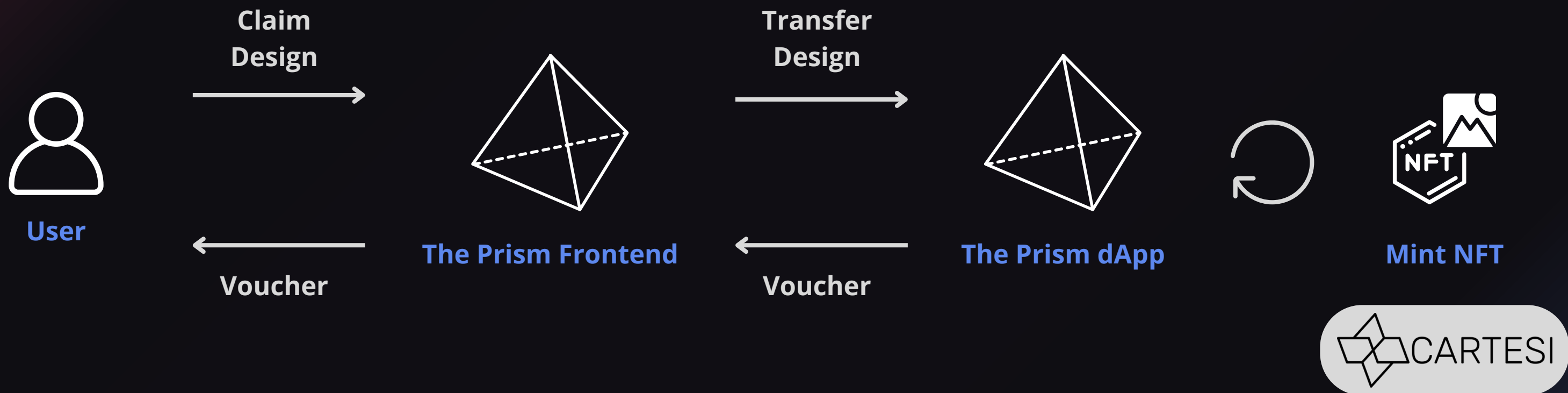
The Prism **technology** and **architecture**

T-shirt manufacturing



The Prism **technology** and **architecture**

T-shirt NFT Claim



Our Product

is a working MVP that unites innovation and ease of use

Seamless User Experience

Easy Web 3.0 onboarding

Intuitive Design Creation: Craft personalized AI art with no tech expertise required.

One-Click NFT Minting: Securely mint your artwork into NFTs with Cartesi's blockchain

Physical Product Customization: Effortlessly transform digital designs into tangible goods








Innovation Highlights

Digital-to-Physical Seamless Transition: Effortlessly turn digital art into physical tees










Cartesi-Powered Computations: On-chain efficiency for art authenticity

Global Artwear Market: Create, trade, and wear art from anywhere








Business Model

<p>Key Partners </p> <ul style="list-style-type: none"> • Stable Diffusion: For art generation based on user prompts • Cartesi: On-chain high-computational algorithms • T-shirt Manufacturers: Curated for ability to deliver quality products • Shipping and Logistics Companies • Artists and Designers Community: Engaged for creative collaboration and platform monetization 	<p>Key Activities </p> <ul style="list-style-type: none"> • User Engagement, Screening and Acquisition • Partnerships Management • Platform Development and Maintenance 	<p>Value Propositions </p> <ul style="list-style-type: none"> • For Users: Deep personalization experience that transforms your digital art into unique, tangible products with ease and without needing design expertise. • For Artists: A revolutionary platform to monetize digital art through the creation of physical products. • For Manufacturers: Opening new customer segments and facilitating demand generation 	<p>Customer Relationship </p> <ul style="list-style-type: none"> • Automated Services: Enhanced with AI for personalized art generation and order processing • Customer Support: Dedicated support for resolving order, shipping, and quality issues • Community Building 	<p>Customer Segments </p> <ul style="list-style-type: none"> • Art Enthusiasts: Individuals seeking unique, personalized art products • Artists and Designers: Looking for new avenues to monetize digital art through physical products • Groups and Communities: Specifically targeting hobbyist groups, corporate teams, educational institutions, and special event organizers for personalized group wear
<p>Cost Structure </p> <ul style="list-style-type: none"> • Technology Development: Continuous platform development costs • Marketing and User Acquisition: Allocated for broad-based marketing strategies and event participation • Partnership and Operational Costs: Budgeted for blockchain transactions, ethical manufacturing, and shipping • Customer Support 		<p>Revenue Stream </p> <ul style="list-style-type: none"> • Commission on Sales: Percentage on the price of the product. • Image generation Fees: Beyond some threshold value, image generation is billed by buying credits. • NFT Transaction Fees: 1% to 5% on the sales of NFTs. 		








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Future Roadmap

What are we looking forward to achieve with The Prism

Short-term

Technical Development: Complete the Beta version of the app to prepare it for production (address bugs and develop essential features);

Acquire early adopters in Web3 niche: Begin engaging first users, artists, and producers in our region to gather genuine feedback and insights.

Mid-term

Feature Expansion: Enhance features for NFT commerce, improve facilitation;

User feedback-led development: Refine development based on user feedback and gathered data;

Try out new business models: Experiment with models that create more value for both clients and the company.

Vision

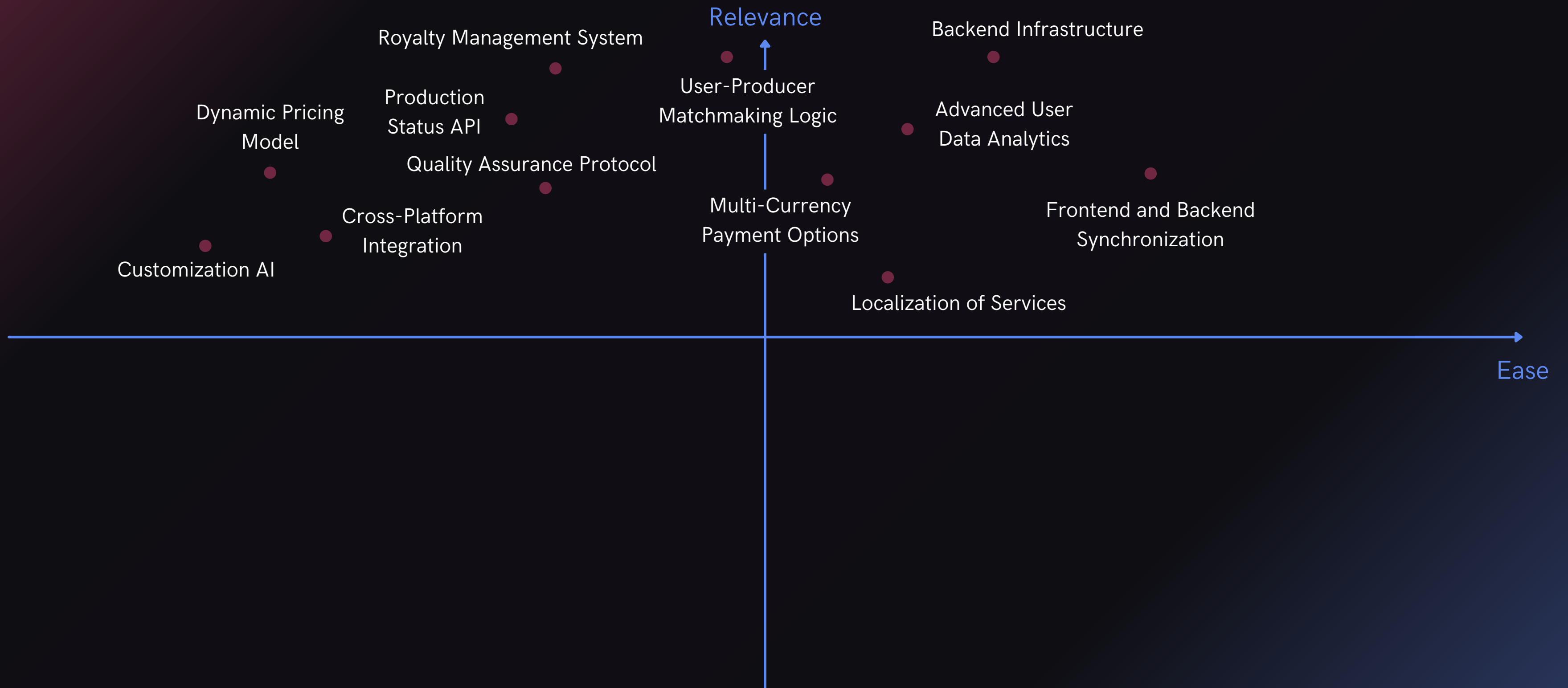
Expand production for products beyond t-shirts;

Establish a Supply Chain Verification System.

Be the reference brand on hyper-personalized product marketplace.

Future Roadmap

Some significant features and improvements we intend to develop



Our Founders



GUSTAVO SANCHEZ

Business Specialist
Full Stack Developer
Computer Engineering @
University of Sao Paulo



PEDRO PERES

Blockchain Developer
Full Stack Developer
Aeronautical Engineering @
University of Sao Paulo



RYAN VIANA

Blockchain Developer
Full Stack Developer
Computer Engineering @
University of Sao Paulo

Thank you!

Let's unlock the value of AI and Blockchain on the real world together!



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