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CONCEPT DECK

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# KRYSTAL

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JULY 2025

WWW.KRYSTAL.AI

# KRYSTAL IS TOTAL DISRUPTION.

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AN AI-POWERED EXTINCTION EVENT FOR TRADITIONAL TALENT MANAGEMENT.

THIS ISN'T AN UPGRADE. IT'S A DISRUPTION OF THE ENTIRE GAME.

# THE PROBLEM

## TALENT

INFLUENCERS || MODELS || ACTORS || DIGITAL CREATORS

 95% of talent remains completely locked out of professional representation

 Geographic, economic, and industry gatekeepers maintain artificial scarcity

 Fragmented social presence across platforms dilutes impact and wastes time

 Career decisions made blindly without industry expertise or data

**95%** of talent remains unrepresented

## INDUSTRY

MANAGEMENT || AGENCY || STUDIO || COMMERCIAL DISTRIBUTION

 Agencies drowning in administrative tasks (60% of time) instead of value creation

 Talent discovery remains archaic and relationship-based, missing massive potential

 Siloed data prevents predictive insights and trend identification

 Opportunities missed due to human limitations (sleep, attention spans, relationship boundaries)

**60%** of time spent on administrative tasks

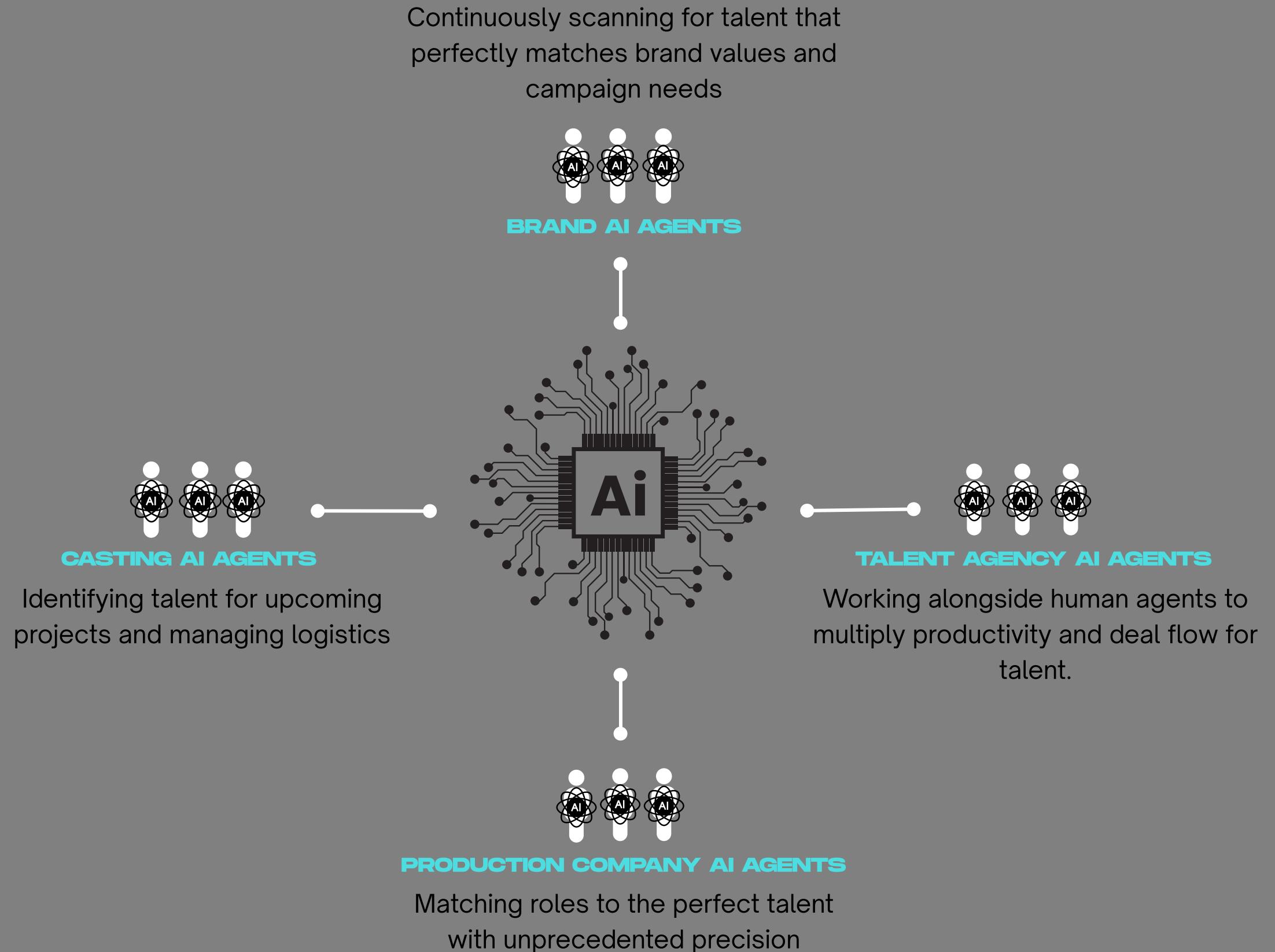
A \$15B+ industry operating at a fraction of its potential

# THE SOLUTION: A MULTI-AGENT ECOSYSTEM

**THIS ISN'T JUST A TOOL**

**IT'S AN AI AGENT  
MEGASYSTEM**

Our AI agents work 24/7/365, communicating with each other at lightning speed to identify opportunities and close deals that would be impossible in a human-only ecosystem. No opportunity is ever missed.



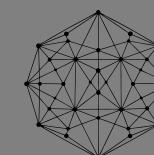
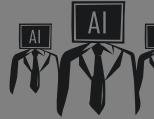
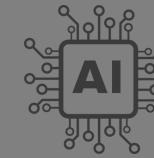
# CENTRALIZED AI CONTROL MODEL

## MEET AI JESSE THE ULTIMATE TALENT AGENT



A SINGLE ENTITY that can discover untapped talent, guide careers, match and create opportunities, negotiate contracts, and facilitate communications at superhuman scale.

Trained on the skills and instincts from the most respected and connected talent leaders on earth.



### Complete Talent Ecosystem

Direct connections between talent, brands, and opportunities without middlemen.

### AI-Powered Career Development

Personalized guidance and mentorship based on 30+ years of elite expertise

### AI Agent for Every Stakeholder

Every brand, agency, production company, label, and casting director gets their own AI representative working 24/7

### Unified Social Media Command Center

Create once, distribute everywhere, with AI optimization for each platform

# D2C PLATFORM

**KRYSTAL** is the **ONLY** unified talent platform.

An all-inclusive talent hub, content manager and career mentor.

## AI Jesse Integration

Your personal AI agent works 24/7 to identify opportunities, optimize content, and grow your career.

## Direct Access to Brand & Industry AI Agents

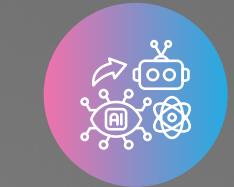
Connect with AI representatives of major brands and industry players working around the clock.

## Professional Network

LinkedIn-style connections with industry professionals, brands, and other talent.

## Revolutionary Social Hub

Create content once, distribute everywhere with AI optimization for each platform.



# D2C VALUE PROPOSITION

## Democratizing Elite Representation

### EXPERTISE

30+ years of talent management knowledge and insights available to all subscribers - knowledge previously locked behind agency doors.

### DEVELOPMENT

Your personal AI agent works 24/7 to identify opportunities, optimize content, and grow your career - better than human agents who sleep and have limited attention.

### GROWTH

Micro-fee structure (3-5%) that scales with talent earnings and success - we only win when you win.

### SOCIAL ADVANTAGE

Save 15+ hours weekly managing social platforms while increasing engagement by 40-60% through AI optimization

## Scalable Pricing Model

### STANDARD

**\$9/mo**

Essential representation tools  
Basic AI guidance  
Social integration

### PREMIUM

**\$49/mo**

Advanced AI guidance  
Priority matching  
Enhanced analytics

### ELITE

**\$149/mo**

Human oversight  
Exclusive opportunities  
VIP brand access

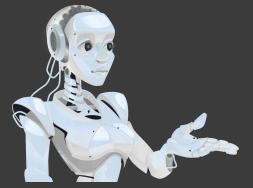
# B2B PLATFORM

## INDUSTRY DISRUPTION



### White-Label AI Agents

Deploy customized AI Agent versions for your specific agency needs and brand identity



### AI-Powered Talent Discovery

Identify promising talent before competitors with predictive analytics and pattern recognition



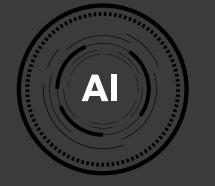
### Predictive Analytics

Forecast trends and match talent to opportunities with superhuman accuracy



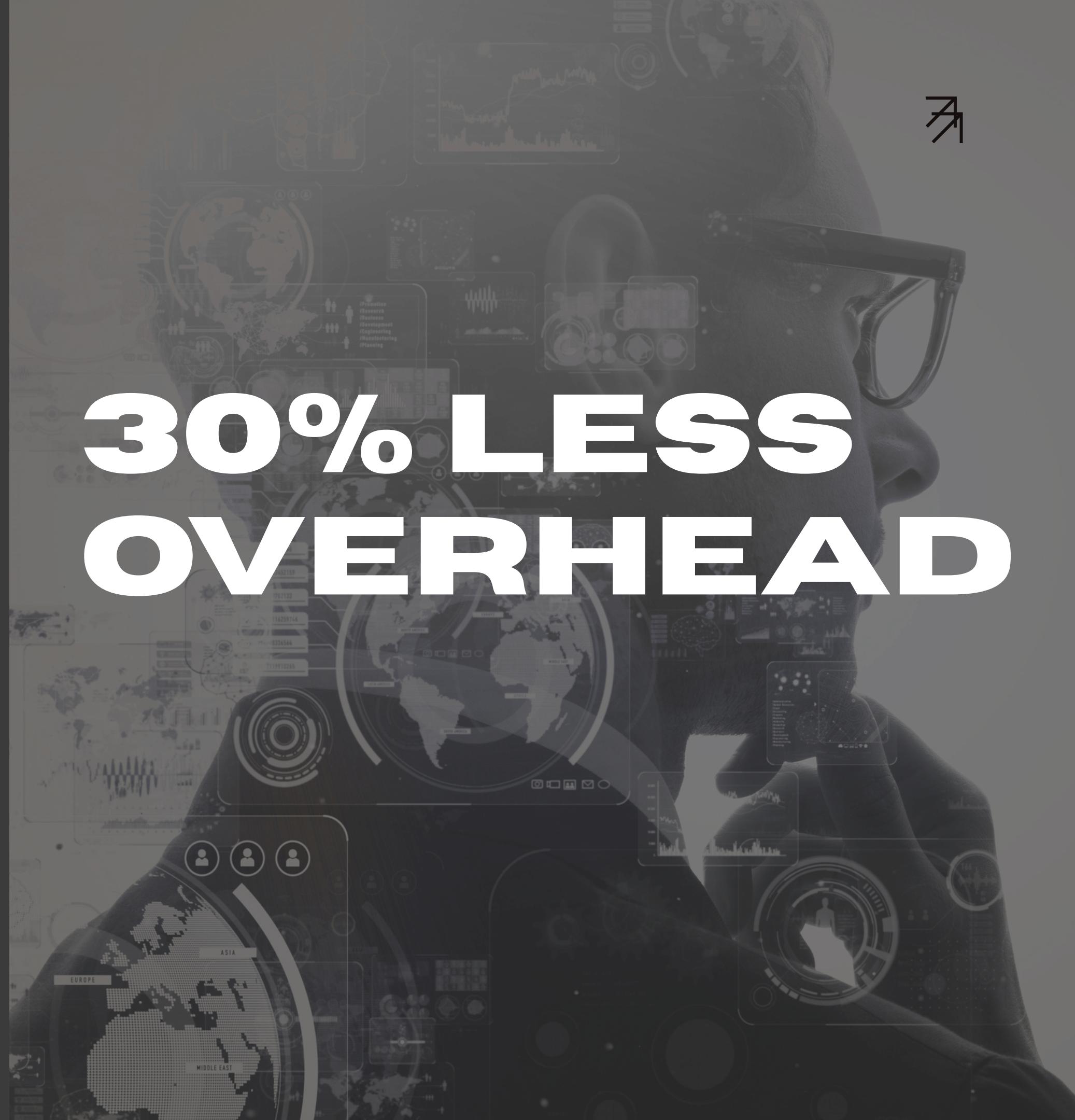
### Automated Administrative Tasks

Eliminate 60% of paperwork and manual processes through intelligent automation



### Direct Access to Krystal's Talent Ecosystem

Tap into the largest pool of emerging talent before they're discovered by competitors



# B2B VALUE PROPOSITION

Adapt or Become Extinct

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## The Agency Evolution Imperative

### Superhuman Talent Management

AI-powered tools that reduce administrative workload by 60% while increasing deal flow by 50-200%

### Predictive Decision Engine

Advanced analytics that forecast trends 6-18 months before they emerge, enabling talent-opportunity matching

### Exclusive Talent Pipeline

First access to the most promising emerging talent from the D2C platform - before they're discovered by competitors

### Performance-Based Economics

Success fees of 0.5-1% on contracts secured through the AI system - a fraction of traditional agency costs

## YOUR OWN AI AGENT ARMY

Identify perfect talent matches

Coordinate schedules and logistics

Optimize campaign ROI

Negotiate preliminary terms

Monitor social performance

**50–200%  
increase in  
deal flow**

# A SINGLE ECOSYSTEM

## D2C ➔ B2B Flow

### Talent Discovery Pipeline:

Agencies gain access to pre-vetted, rising talent



### Aggregate Data Intelligence:

Predictive insights from millions of talent interactions

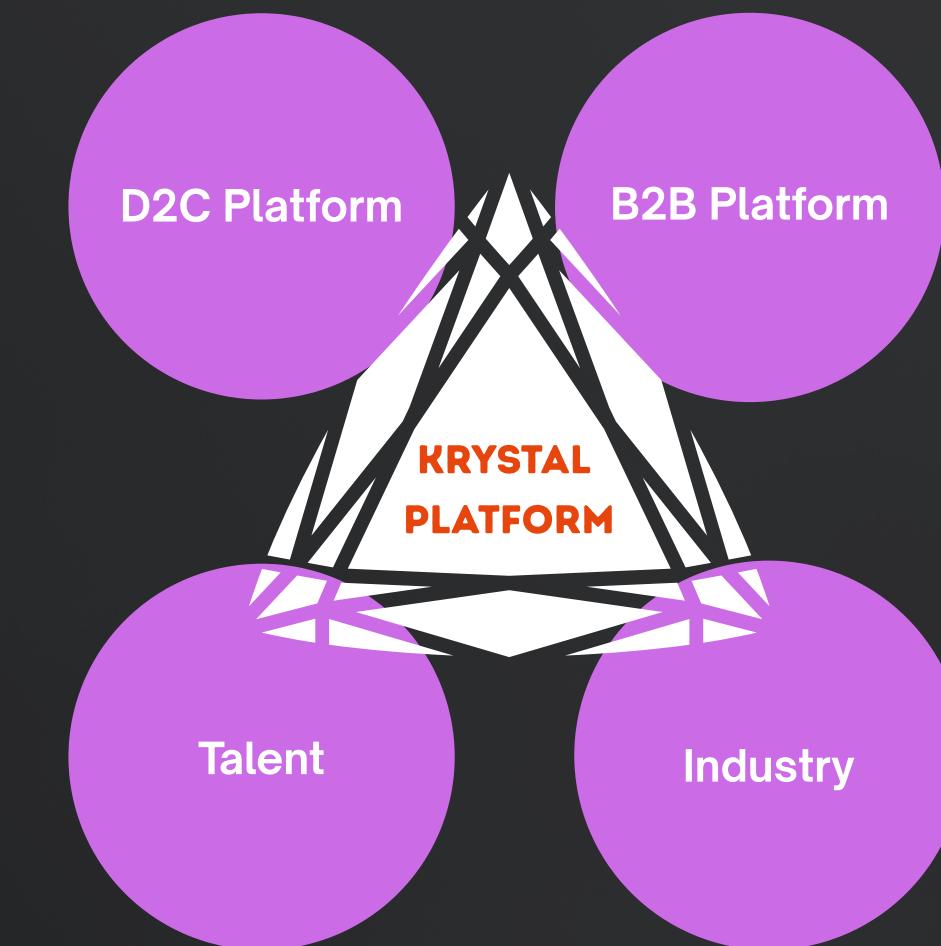


### Trend Identification:

Spot emerging cultural movements 6-18 months before mainstream



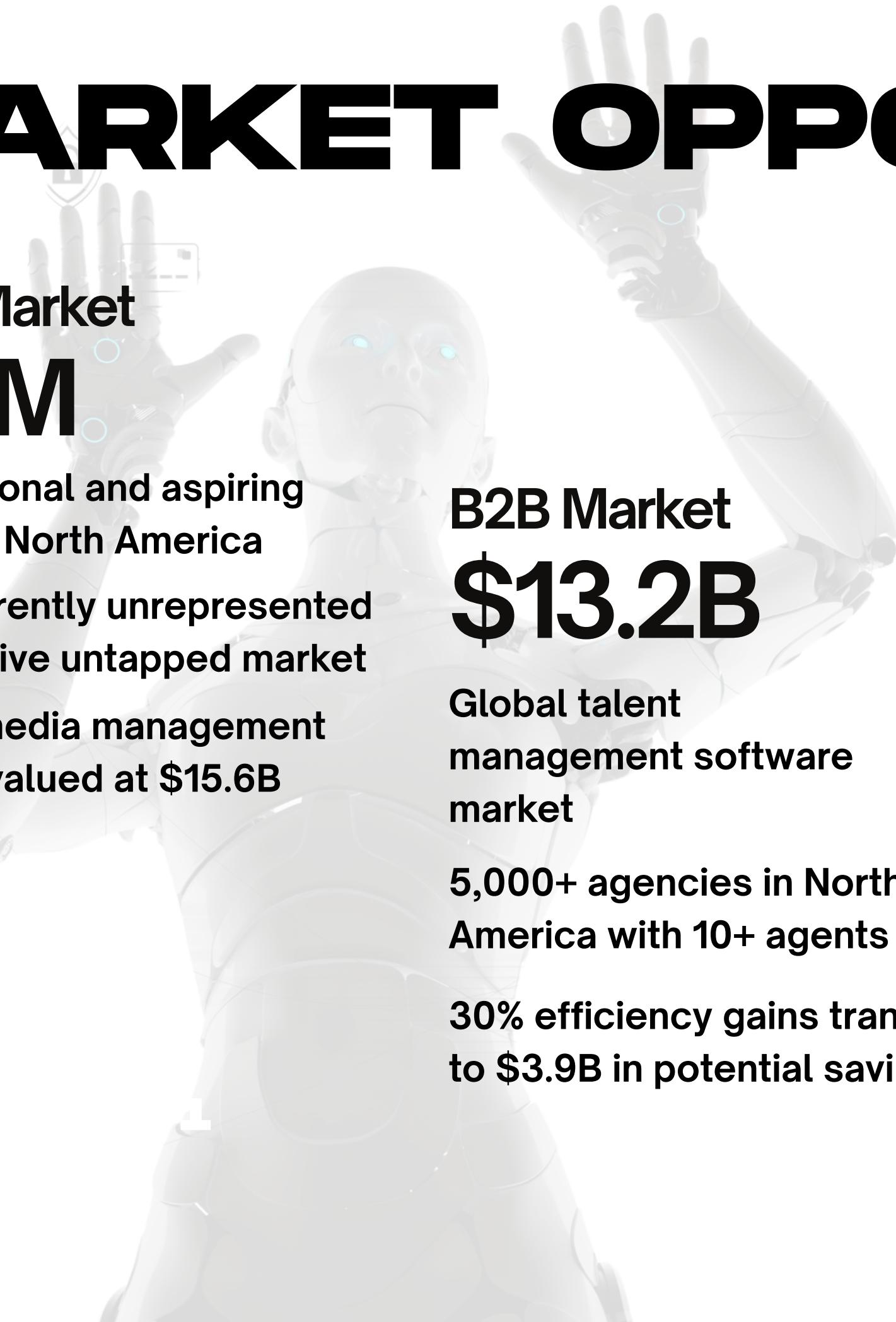
## The Multi-Agent Acceleration Effect



## EXPONENTIAL VALUE GROWTH

Each new stakeholder makes the entire ecosystem more valuable

# MARKET OPPORTUNITY



D2C Market  
**5.2M**

Professional and aspiring  
talent in North America

95% currently unrepresented  
- a massive untapped market

Social media management  
market valued at \$15.6B  
globally

B2B Market  
**\$13.2B**

Global talent  
management software  
market

5,000+ agencies in North  
America with 10+ agents

30% efficiency gains translate  
to \$3.9B in potential savings

Expanding a \$15B+ market to \$50B+  
through democratization

Total Addressable Market  
**\$50B+**

Including \$5B+ in new value  
through previously impossible  
deals enabled by the AI agent  
ecosystem



# BUSINESS MODEL

## Multi-Revenue Powerhouse

Diverse revenue streams with high margins

### D2C Revenue Streams

- Standard Tier (\$9/month)
- Premium Tier (\$49/month)
- Elite Tier (\$149/month)
- Micro-Fee Structure (3-5% on bookings)
- Premium Social Features

### B2B Revenue Streams

- Agency Tiers (\$1500-8000+/month)
- AI Mentor Product (\$499-1,999/month)
- Performance (0.5-1% success fees)
- Custom Agents (\$999-4,999/month per)

\*70-90% Projected Margins Across All Rev Streams

# FUNDING ASK



TBD Pending team assumptions

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# CONTACT US

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**Phone**

323.252.3457

**Email**

team@krystal.ai

**Website**

[www.krystal.ai](http://www.krystal.ai)

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