



## OUR MISSION

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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.



The screenshot shows a web browser window for the Unwrinkly website at <https://www.unwrinkly.com>. The page features a background image of a clothing store interior with clothes on racks and shelves. Overlaid text reads: "Too busy to always look your best? Re-wear your perfectly stylish outfits multiple times and save them from the harsh washer/dryer or dry cleaner after just one wear!" Below this is a sign-up form with fields for "Email" and "Join the waitlist!", followed by a "Join with Facebook" button. A "U.S. NAVY" bag is visible in the background.

Hello Unwrinkly!

Unwrinkly is a smart automatic clothing cleaner that kills





## BUSINESS GOALS

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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

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# PRSTEM

START FRESH

# THE DEVICE

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## 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.





# PRSTEM 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.**

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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 do better, so we decided to start fresh.

**We started PRSTEM.**



# PRODUCT POSITIONING

Who we are NOT:



Kenmore



S'well®



PRSTEM

Who we aspire to be:

SONOS



dyson

AWAY

MUJI  
無印良品



Casper



NESPRESSO®

*allbirds*

WARBY PARKER

# MARK

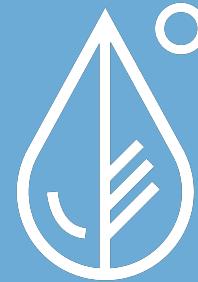
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# PRSTEM

START FRESH



# PRSTEM

START FRESH

# MOOD

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# VOICE

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# THE PRSTĒM BRAND

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*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

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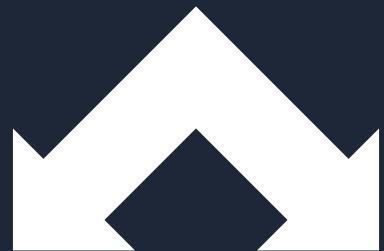




# ONE PRODUCT

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# TWO PATHS



B2B

B2C



# THREE PHASE ROLL OUT

## PHASE I

## PHASE II

## PHASE III

### *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

### *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

### *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 simples steps
- Portable: Easy storage
- Turnkey: Easy maintenance



# SWO

## STRENGTHS

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

## WEAKNESSES

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- Not an established brand (no established brand equity)

## OPPORTUNITIES

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- 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



Avg Room price





## 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**

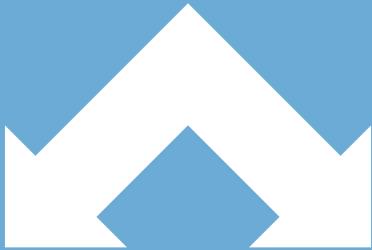




BRAND GTM

## 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

