



the prism

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Where the boundaries between digital creativity and tangible products blur



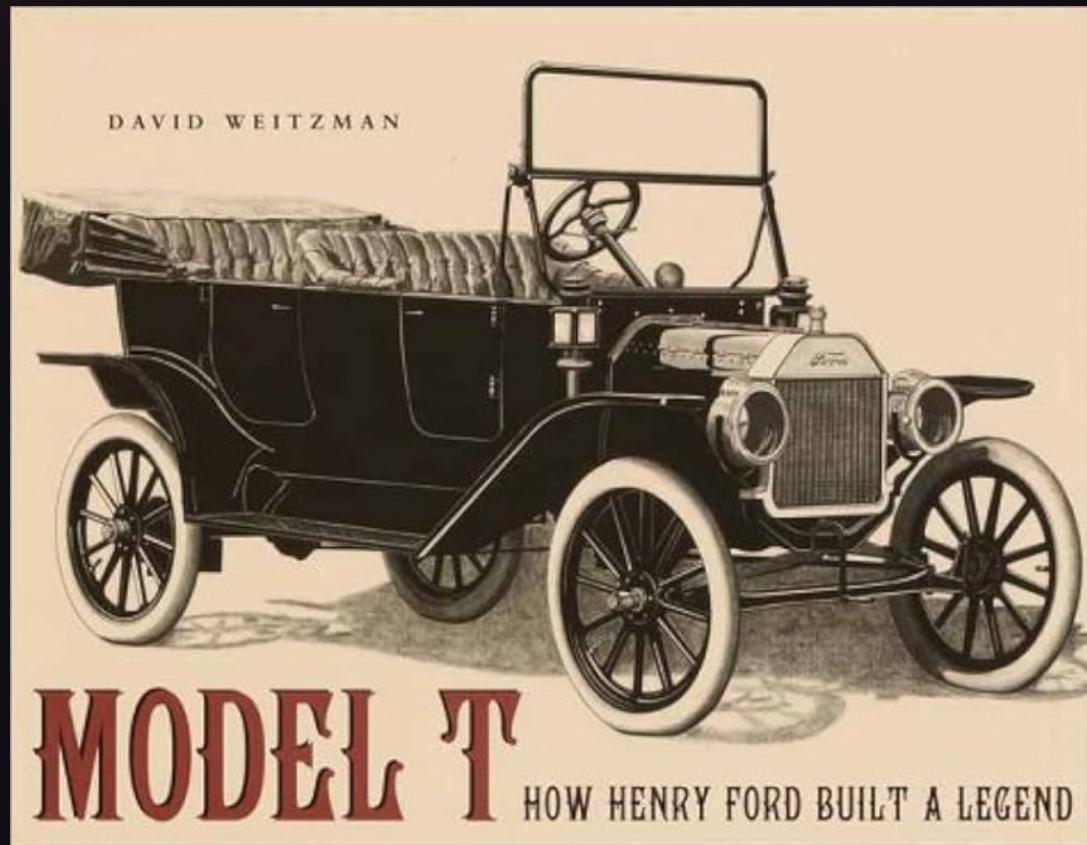
Have you ever wondered about
the future of **fashion market**
and e-commerce?

THE PROBLEM

FM

Today's Fashion Market

dictates the trend in a top-down way and **can't attend individuals deep desires** of art and products



"Any color the customer wants, as long as long as it's black"
- Henry Ford, 1922

BUT...

HP

62% of consumers expect **personalization**, and a brand will lose their loyalty without it

Source: Twilio

E3

"E-commerce 3.0:
The future of retail is
Hyper-Personalized"

Source: Forbes

AI

\$150bn to \$275bn
added to **profits of fashion and luxury sectors by AI** within the next 3-5 years

Source: McKinsey, The Guardian



the prism

A decentralized marketplace for

hyper-personalized fashion, designed on top of generative AI and secured on blockchain.

EO

Easy Web 3.0 Onboard

PA

Production Autonomy

PI

Proof of Inspiration

AI1

Easy to "Bring to Life"

RY

Profitable Business

ES

Win-Win Conditions

≡ Forbes

FORBES > LEADERSHIP > CMO NETWORK

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

≡ Forbes

FORBES > INNOVATION > CONSUMER TECH

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

ardian
with \$13 per month

The
Guardian

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How AI is 'amplifying creativity' in the fashion world

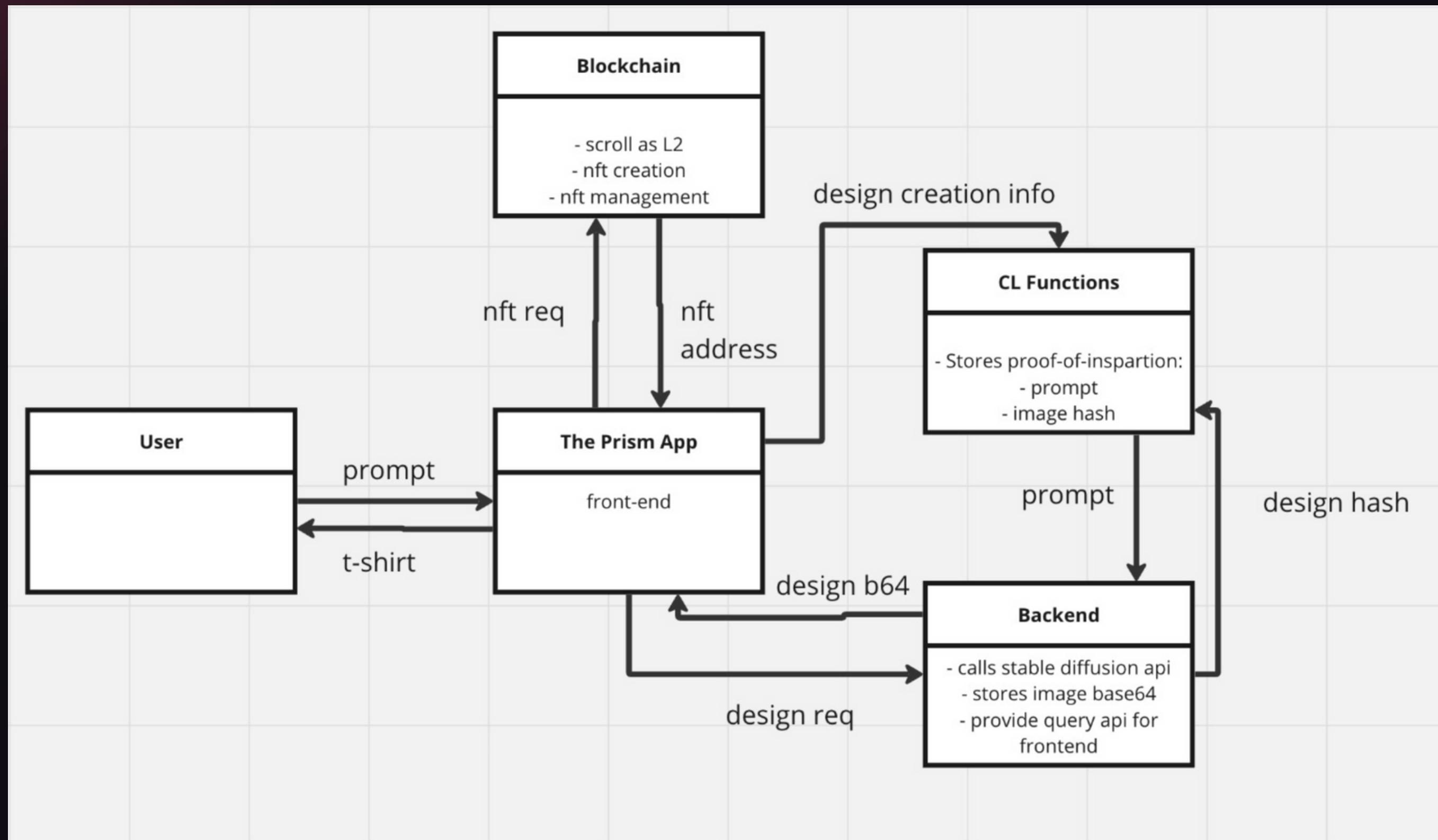


The consultancy McKinsey predicted last year that generative AI - the term for technology that can produce convincing images, text and audio from simple human prompts - could add \$150bn to \$275bn (£120bn to £220bn) to the operating profits of the fashion and luxury sectors within the next three to five years. Predicting future fashion trends and creating virtual try-ons using AI are also predicted to be just around the corner.

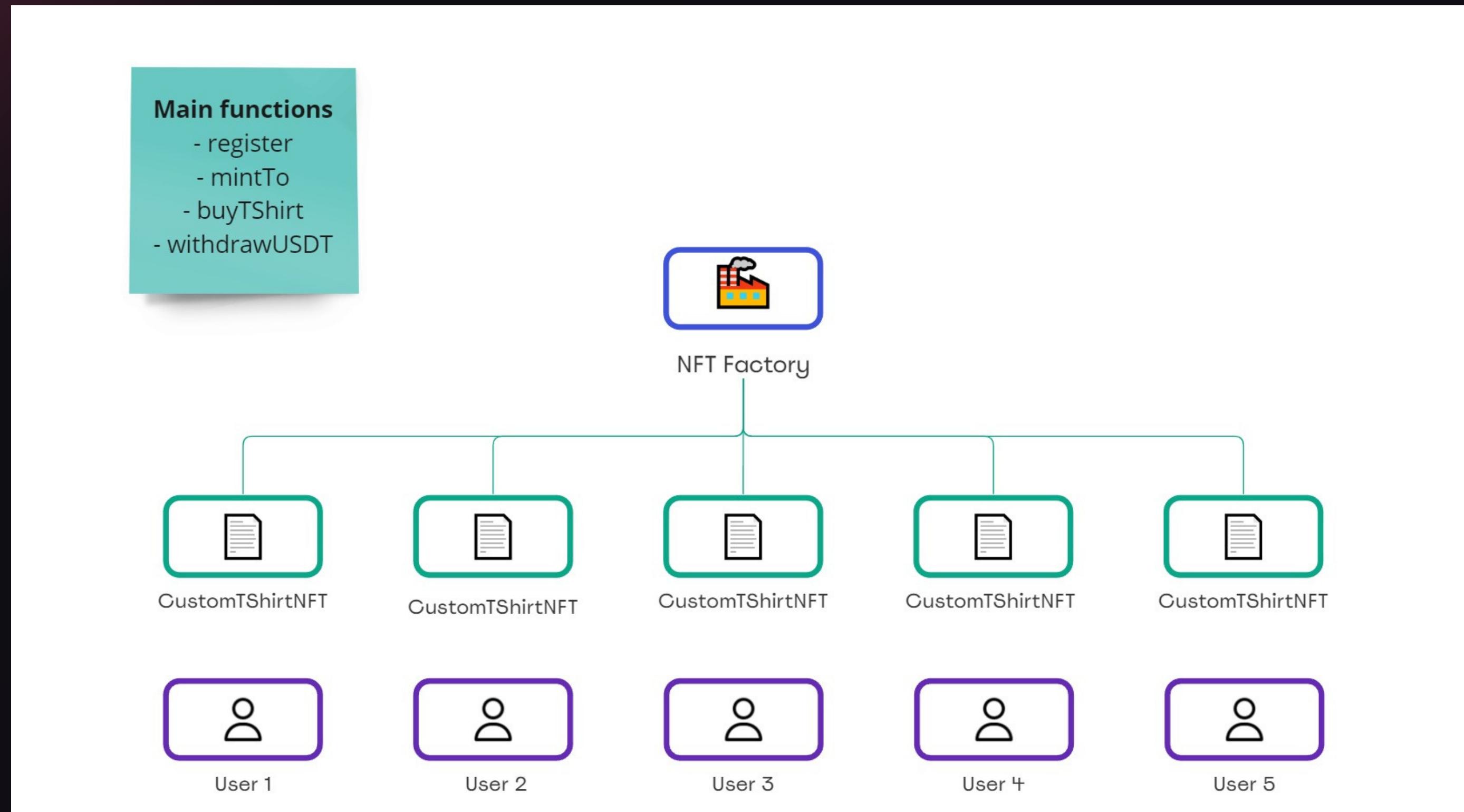
Watch our Demo



The Prism technology architecture



The Prism blockchain architecture



The Prism services stack

Services Stack

Our platform leverages a cutting-edge stack of technologies and services designed to enhance user experience, ensure security, and foster innovation. Here's a look at the key services in our stack and how we use them:

-  **Particle Connect:** Simplifies the user experience by offering social login capabilities. This service allows users to benefit from blockchain technology without needing in-depth knowledge of how wallets or blockchain work.
 -  [Explore the Code](#)
-  **Chainlink Integration:** Central to our ecosystem, Chainlink Functions are instrumental for executing verifiable API requests. This technology underpins our unique approach, facilitating the generation of a "proof of inspiration" from a given prompt to an image. It's a cornerstone in guaranteeing the authenticity and originality of each design, fostering trust in our creative process.
 -  [Explore the Code](#)
-  **Scaffold Eth 2:** A comprehensive toolkit for Ethereum developers, Scaffold-ETH 2 helps us rapidly deploy Solidity smart contracts and launch a DApp with a React frontend. It includes Hardhat for smart contract development and Next.js for building user-friendly interfaces, streamlining our development process.
-  **Scroll:** We use Scroll as our Layer 2 solution to take advantage of lower transaction fees. This is particularly important for our platform since we deal with products that may not have a high aggregated value, making efficiency and cost-effectiveness key.
 -  [Explore the Code](#)
-  **Segmind:** Segmind powers our stable diffusion calls and model training. It provides the API and computational resources we need to generate unique and creative designs from user prompts, ensuring that our platform remains at the forefront of AI-driven digital art creation.
 -  [Explore the Code](#)

Business Model

<p>Key Partners</p> <ul style="list-style-type: none">Scroll: Blockchain servicesScaffold ETH: Dev Stack for Smart Contracts and UIChainlink: Oracles for interacting with off-chainStable Diffusion: For art generation based on user promptsT-shirt Manufacturers: Curated for ability to deliver quality productsArtists and Designers Community: Engaged for creative collaboration and platform monetization	<p>Key Activities</p> <ul style="list-style-type: none">User Engagement, Screening and AcquisitionPartnerships ManagementPlatform 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 processingCustomer Support: Dedicated support for resolving order, shipping, and quality issuesCommunity Building	<p>Customer Segments</p> <ul style="list-style-type: none">Art Enthusiasts: Individuals seeking unique, personalized art productsArtists and Designers: Looking for new avenues to monetize digital art through physical productsGroups 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 costsMarketing and User Acquisition: Allocated for broad-based marketing strategies and event participationPartnership and Operational Costs: Budgeted for blockchain transactions, ethical manufacturing, and shippingCustomer Support	<p>Key Resources</p> <ul style="list-style-type: none">Technology StackHuman Resources (Team)Intellectual PropertyCapital	<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.		

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



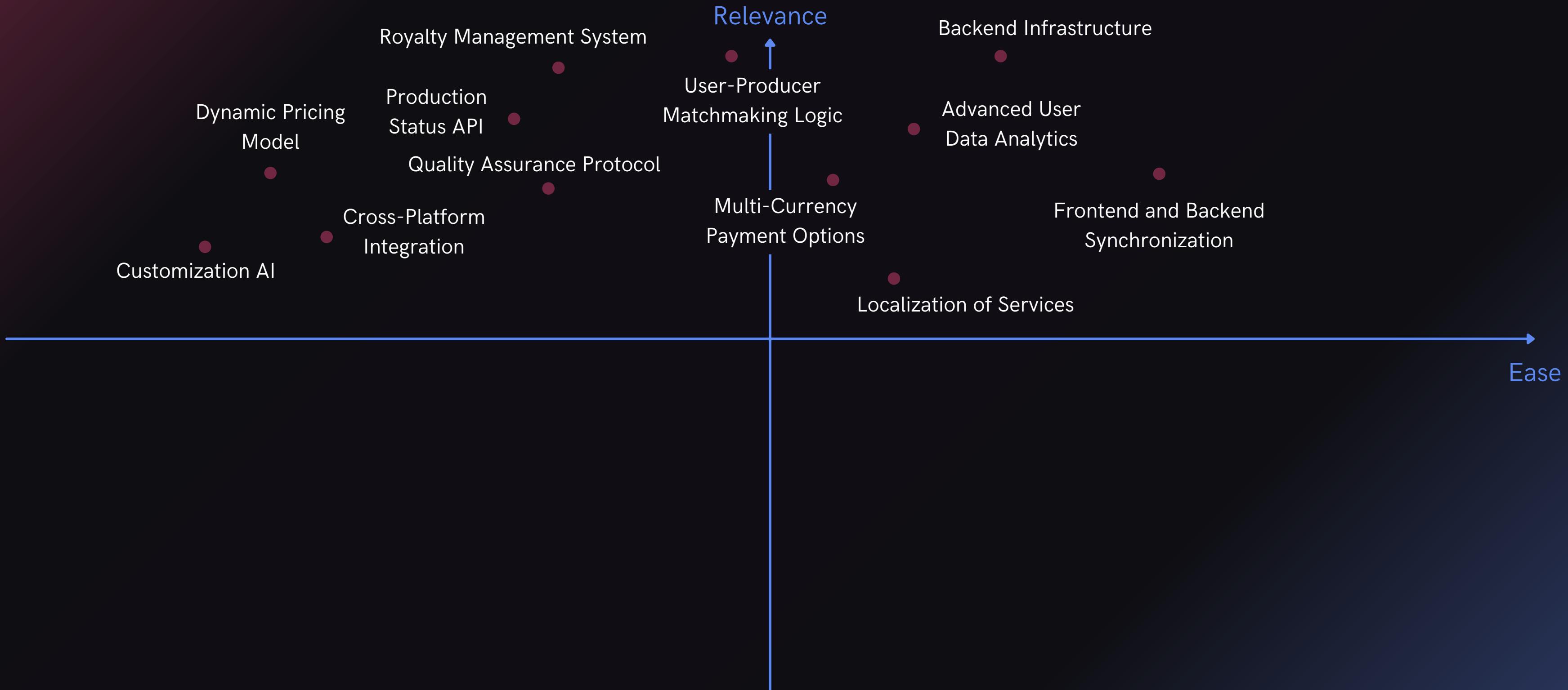
Expand production for products beyond t-shirts;

Establish a Supply Chain Verification System.

Be the reference brand on hyper-personalized product marketplace.

Future Roadmap

Some significant features and improvements we intend do develop



Our Founders



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Business Specialist
Full Stack Developer
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Thank you!

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



[GITHUB REPO](#)



[DEPLOYED APPLICATION](#)

