

Transforming vehicular communication by converting vehicle windows into digital displays (hologlass)



pranos.ai Layton, UT [f](#) [@](#) [d](#)

Hardware

B2C

Media

Transportation

Highlights

- 1 Live product in market, fulfilling orders and scaling production
- 2 83M+ organic views across TikTok & Instagram, featured by ESPN, Supercar Blondie, and more
- 3 Utility patent issued protecting core vehicle window display technology (2023/0120041 A1)
- 4 CEO is a Fortune Magazine & Forbes Contributor
- 5 Proven traction with real customers across multiple countries

Featured Investors



Frank Shamrock

Follow

Frank Shamrock is an American former professional mixed martial artist.



Dr. Jeffrey Ayers
Syndicate Lead

Follow

Invested \$3,000 

Husband of 35 years. Father of 4. Board certified doctor 30 years, entrepreneur, cert. investor, founder of new med spa in Utah.
gallerymedicalspa.com

"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"

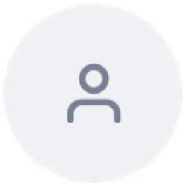
& 565 more

Team



David Astoria Founder & CEO

Fortune Magazine & Forbes Contributor |Mentor/Sponsor for Computer Science Capstone Projects at UC Irvine| Fmr Co-owner at Grabbit(YC S18)|Advisor for KIC Startups(Korean government backed orgs)david@pranos.ai



Navu Singh CTO

Senior Firmware Engineer at Tesla | System Engineer at Boeing Corp| Lead Firmware Engineer at Misfit, Fossil Groups| Senior System Engineer at Minit Charger| NASA Robotics Alumni Association Member,



Fiona Xiong Software & Firmware Engineering Intern

MS, Computer Science at Northeastern University|Senior Lead Auditor at Ernst& Young|



Dhruv Ahuja Software Engineering Intern

CS at UC Berkeley



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

Pitch Deck



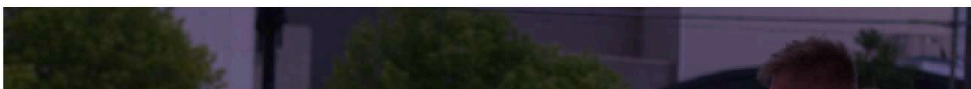
Click to open pitch deck

Digitize your car windows. Share your content outdoors.

Pranos Hologlass turns your car window into a communication channel.

People don't just see it.

They stop. They film. They share.





2. WHAT THIS IS

Pranos inc.

Your window. Your message. Your billboard.

Turning vehicles into programmable digital displays.

SEED ROUND
FOUNDER: DAVID ASTORIA

Made with GAMMA

Pranos turns your car window into a programmable display

Play videos, ads, or visuals outward

Control everything from your phone

The Hologlass Kit

A projection-based system installed inside the vehicle — custom-fit for each make and model.

Projection System

High-brightness projector engineered

Custom-Cut Screen

Precision display film cut to match

Media Player + Mount

Plug-and-play media player with

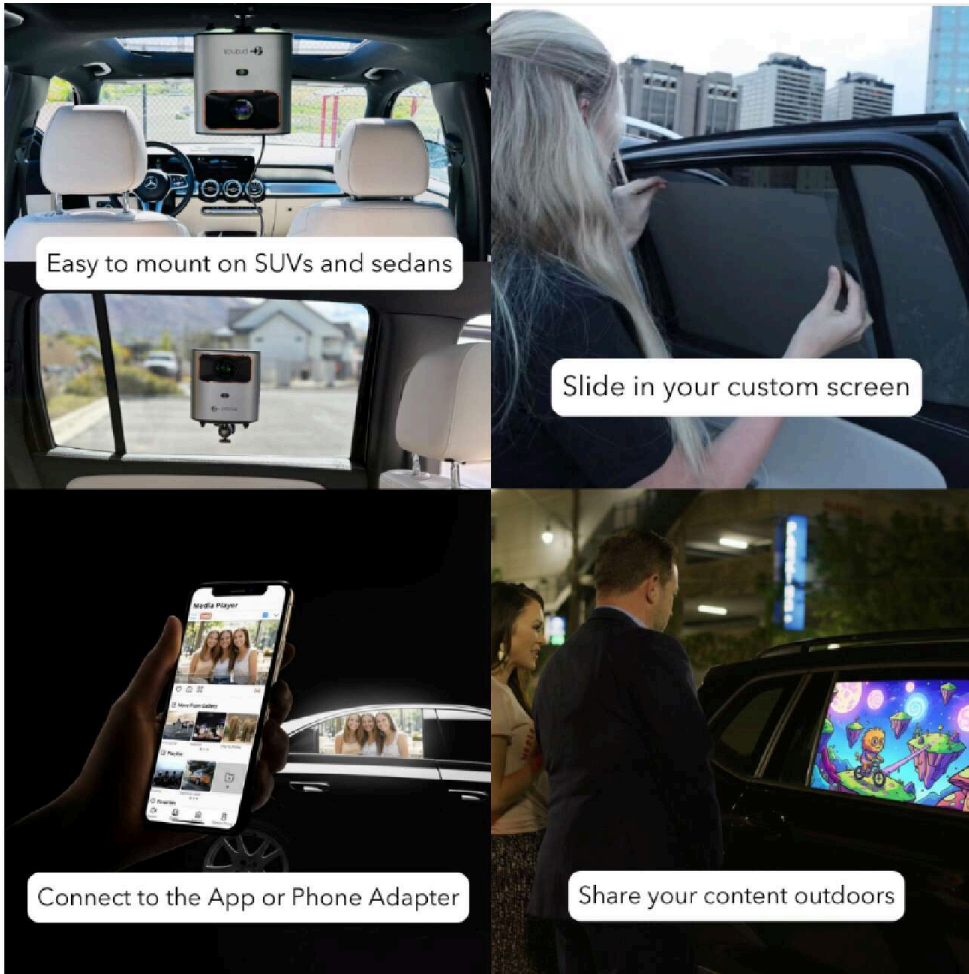
to digitize windows on all sedans and SUVs.

the exact window shape of each vehicle model.

complete mounting components. Works across sedans and SUVs.

Made with GAMMA

3. HOW IT WORKS



How it works

- Mount the Pranos projection System
- Slide in your custom screen
- Connect your phone via the included HDMI adapter or Pranos Mobile App
- Play anything

Setup takes about 30 minutes

4. CUSTOM FIT

The advertisement features the Pranos logo at the top, with the tagline "your story everywhere". Below the logo, the main headline reads "CUSTOM-CUT FOR YOUR CAR" followed by "PRECISION FIT. PERFECT LOOK.".

A three-step process is illustrated with car images and arrows:

1. YOU ENTER YOUR CAR
2. WE PRECISION CUT YOUR SCREEN
3. PERFECT FIT. MADE FOR YOU.

Two main product categories are shown:

- REAR SIDE WINDOW**: COMPATIBLE WITH ALL SUVS & SEDANS. Images show a sedan and an SUV with screens installed in their rear side windows.
- BACK WINDSHIELD**: COMPATIBLE WITH SUVS ONLY. Images show an SUV with a screen installed in its back windshield and a sedan with a red 'X' over its back windshield, indicating incompatibility.

A row of five benefits is listed with icons:

- PRECISION CUT TO MATCH YOUR EXACT CAR
- PERFECT FIT NO GAPS. NO TRIMMING.
- MADE FOR 1,000+ CAR MODELS
- EASY INSTALL INSTALLS IN 30 MINUTES
- BUILT TO LAST PREMIUM MATERIALS BUILT FOR REAL LIFE

A blue banner at the bottom states: "NOT A UNIVERSAL SCREEN. BUILT SPECIFICALLY FOR YOUR WINDOW." followed by the Pranos logo and tagline.

Built for your exact car make, model and year

Not a universal screen

Each display is precision cut to match your window

Rear side windows work on sedans and SUVs

Back windshield works best on SUVs

5. WHAT'S INCLUDED

What's Included



Everything comes in the box

- Pranos Projection system
- Custom-fit screen (Detachable)
- Media player or phone adapter
- Mount and power setup

6. REAL WORLD USE



The Outdoor World Is a One-Sided Conversation

Consumers Own Online

Billions post content daily. Social media gave everyone a voice — digitally.

Outdoors? Silent.

Public visual space is entirely controlled by advertisers and centralized signage companies.

Billboards Are Gatekept

Expensive, controlled by large corporations. Inaccessible to everyday



Experiences, controlled by large corporations, inaccessible to everyday consumers, creators, or small businesses.

Made with GAMMA

This is already happening

People use it for

- Small business ads
- Events and nightlife
- Creator content
- Personal expression

Wherever it goes, it gets attention

7. WHO THIS IS FOR

Who uses Pranos

- Creators turning their car into content
- Small businesses running local ads
- Event promoters grabbing attention
- Everyday drivers sharing messages

This isn't just advertising

It's outdoor expression

8. TRACTION

76 million organic views in the last 12 months through our
Tiktok posts ([@pranosai](#))

< Analytics

Overview Video Audience LIVE

Jan 31, 2025 — Jan 31, 2026

Last 12 months ▾

Performance ⓘ

Reach

Engagement

Conversions

Video views 76,976,618
+498.27%

Reached audience 75,666,077
+541.91%

Profile views 289,231
+285.06%



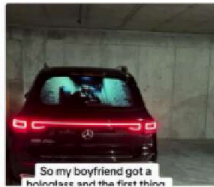
Get your business discovered



Build awareness, connect with more people and grow with targeted promotions.

Promote with coupon

Your most popular videos ⓘ



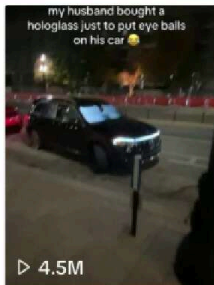
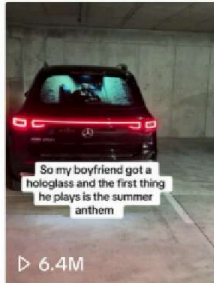
4:45



< Analytics

Overview Video Audience LIVE

Your most popular videos ⓘ



Followers ⓘ

See more >

Net growth

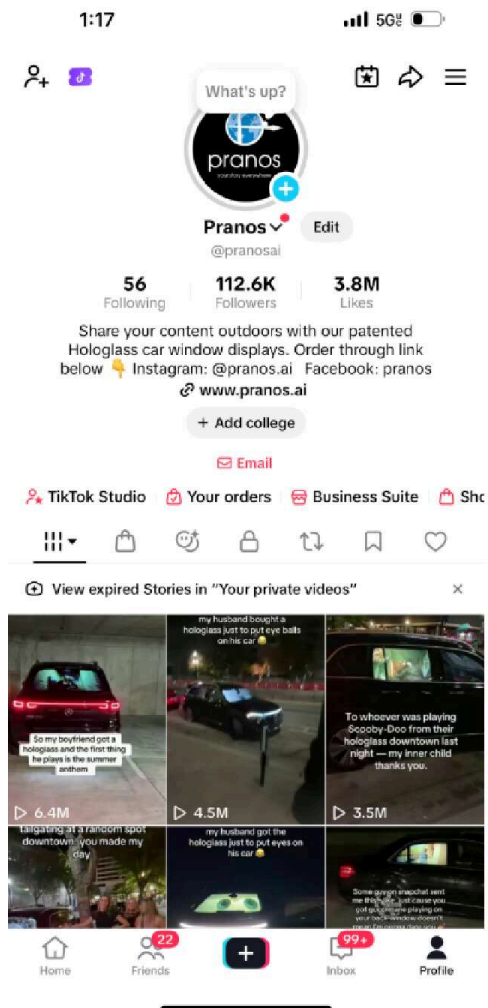
New followers

Lost followers

We didn't use ads to grow this

- 83M+ organic views in the last 12 months (through Instagram, Tiktok and Youtube)
- 128 kits sold across multiple countries
- Demand driven entirely by inbound interest

People see it, film it, and share it



9. SALES + DISTRIBUTION

2025 Revenue Snapshot

We are currently operating at a near break-even status, prioritizing product development and organic growth with minimal overhead expenses.

\$43K

Net Revenue

Total revenue generated from organic sales.

\$22.9K

Gross Profit

Profit remaining after cost of goods sold.

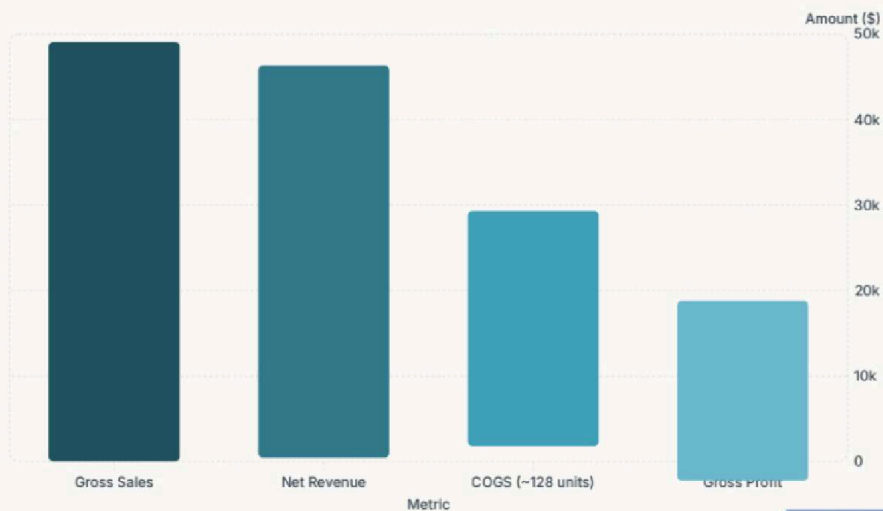
47%

Gross Margin

Healthy margins maintained through low overhead.

☒ **Operating Status:** We have maintained a near break-even operation to date, focusing capital efficiency on product iterations rather than paid customer acquisition.

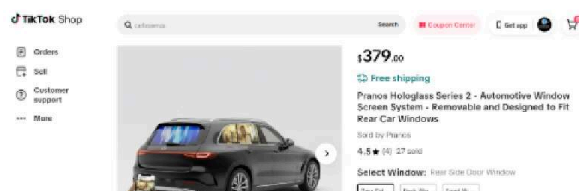
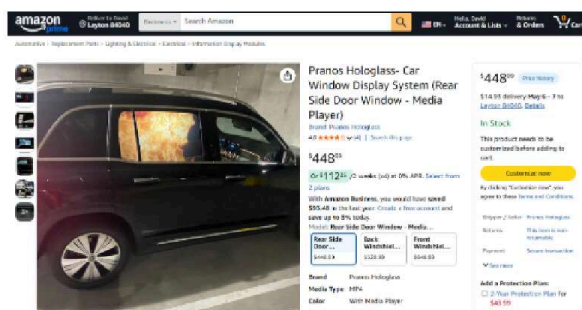
Revenue Breakdown



Made with **GRANMA**

Already selling across multiple channels

- Direct website (highest margin)
- Amazon (trust and discovery)
- TikTok Shop (viral conversion)





Early sales, zero paid marketing

- 128 units sold
- ~\$43K in revenue
- Global customers

Growth so far has been limited by

- manual production
- limited inventory
- no paid acquisition yet

10. UNIT ECONOMICS

Strong Unit Economics at Small Scale



The Numbers Work Today

At just ~128 units, Pranos is already generating **\$179 gross profit per kit** – with significant room to improve margins as volume scales and COGS compress through manufacturing partnerships.

Shipping Paid by Customer

Zero fulfillment cost burden on Pranos at checkout.

Lean Operations

Near break-even at current revenue – minimal overhead and burn.

Made with **GRAMIA**

The numbers already work

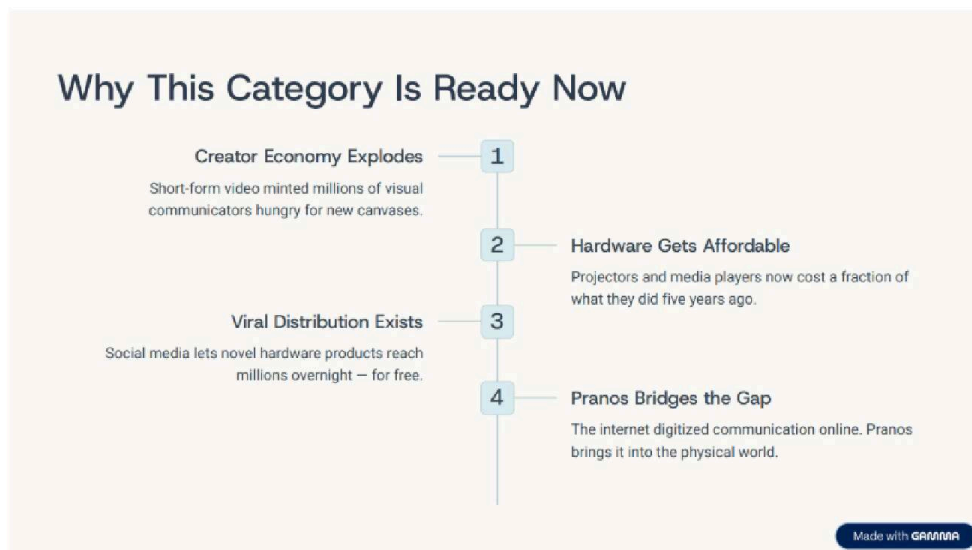
- \$379 average selling price

- ~\$200 cost of goods
- ~\$179 gross profit per unit
- ~47% margin

Customers pay for shipping

Operations stay lean

11. WHY NOW



Why this works now

- Millions of creators think in content
- Social media trained people to film everything
- Attention is moving back into the real world

Cars are everywhere

They've just never been programmable

12. MARKET

A Market Hiding in Plain Sight

1.4B

Vehicles on Road
Every vehicle is a potential multi-surface display platform.

4+

Windows Per Vehicle
Multiple display surfaces per unit sold.

\$9B+

Auto Accessory TAM
Global aftermarket accessories market ripe for digital disruption.

Initial customers: car enthusiasts, content creators, rideshare drivers, event marketing fleets, and small businesses — expanding to any vehicle owner globally.



Every car is unused media space

- 1.4B vehicles globally
- Multiple windows per vehicle
- Massive untapped surface area

THE INVESTMENT OPPORTUNITY

We're raising up to \$400,000 through a convertible note

Early investors receive a discounted valuation cap of \$10.8M

After that, the round moves to a \$12M cap

CURRENT STATUS

We've closed \$223,000 from this campaign to date

Those funds have supported product development, inventory, and getting units into the market

We've operated lean and focused on building real traction

WHY THIS REMAINS OPEN

The round remains open to allow additional investors to participate alongside ongoing discussions

This gives our community and retail investors continued access before the round is finalized

WHAT HAPPENS NEXT

We're focused on:

Scaling production

Expanding distribution

Increasing inventory

Launching paid growth

GET INVOLVED

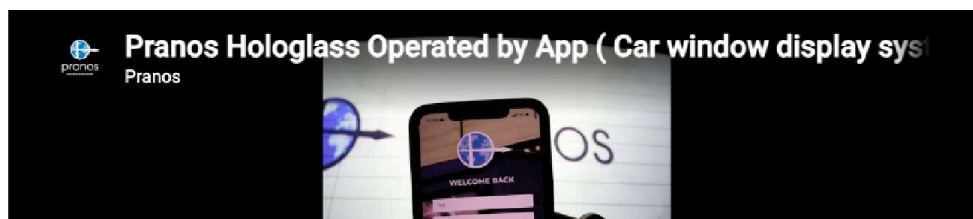
If you want to be part of this, you can invest directly through this campaign.

For additional questions:

admin@pranos.ai

david@pranos.ai

Videos of Pranos Hologlass in Action





Pranos x Vinfast (automotive manufacturer) at CES 2023

