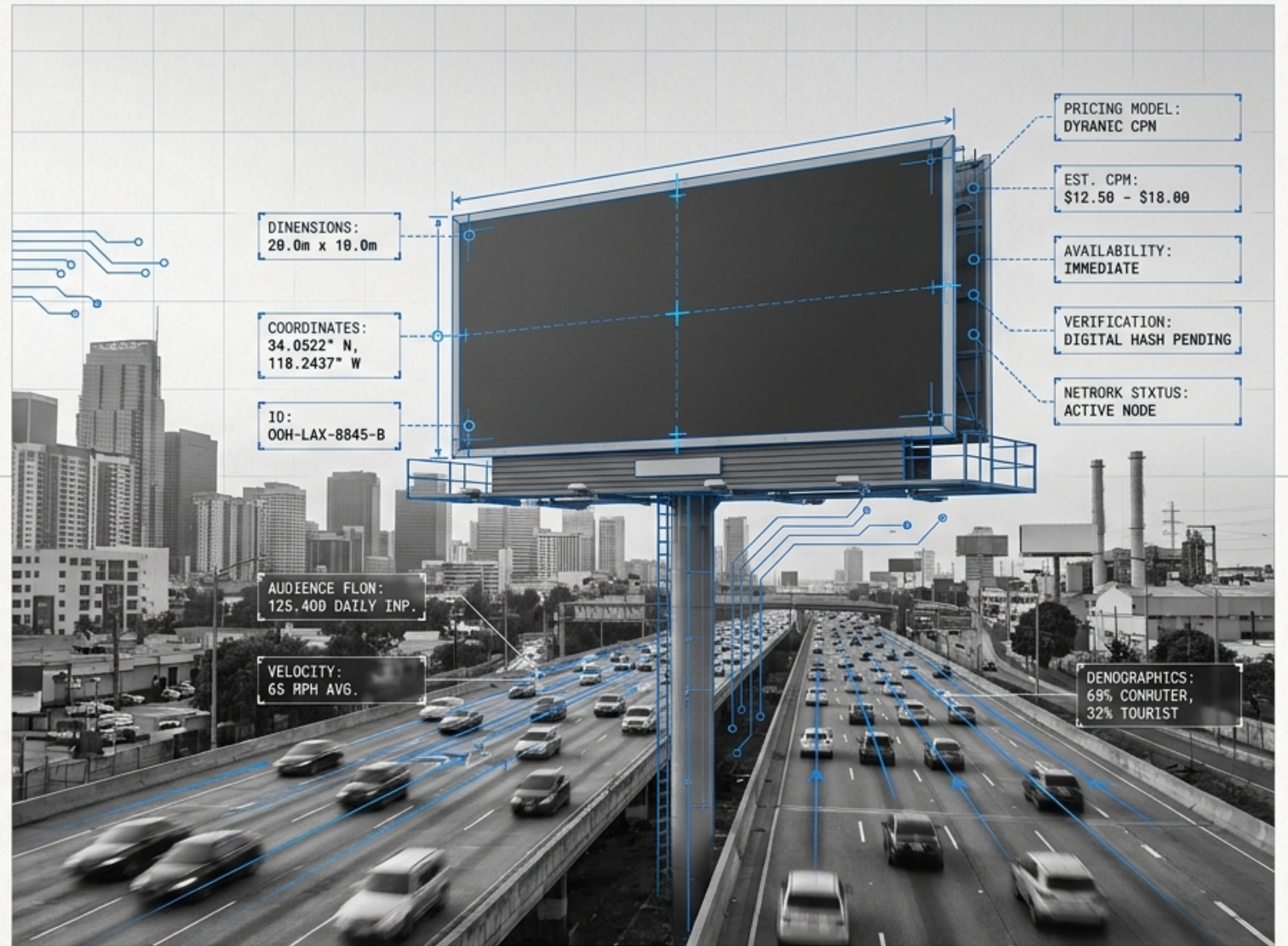


Prism Media

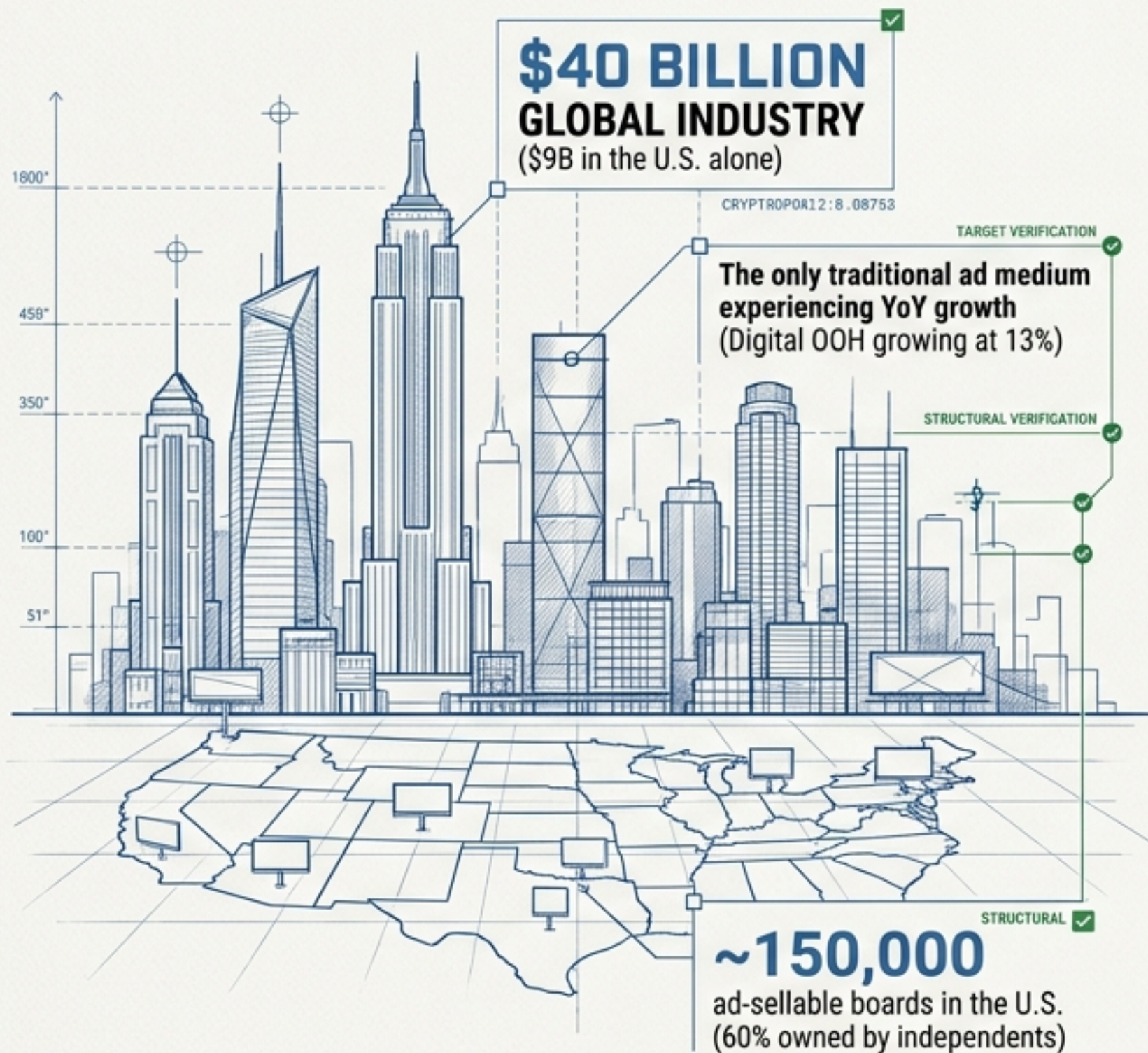
The operating system for out-of-home advertising.

One platform. Every board.
Every install. Every dollar.



A \$40 BILLION GLOBAL ASSET CLASS RUNNING ON FAXES AND CLIPBOARDS

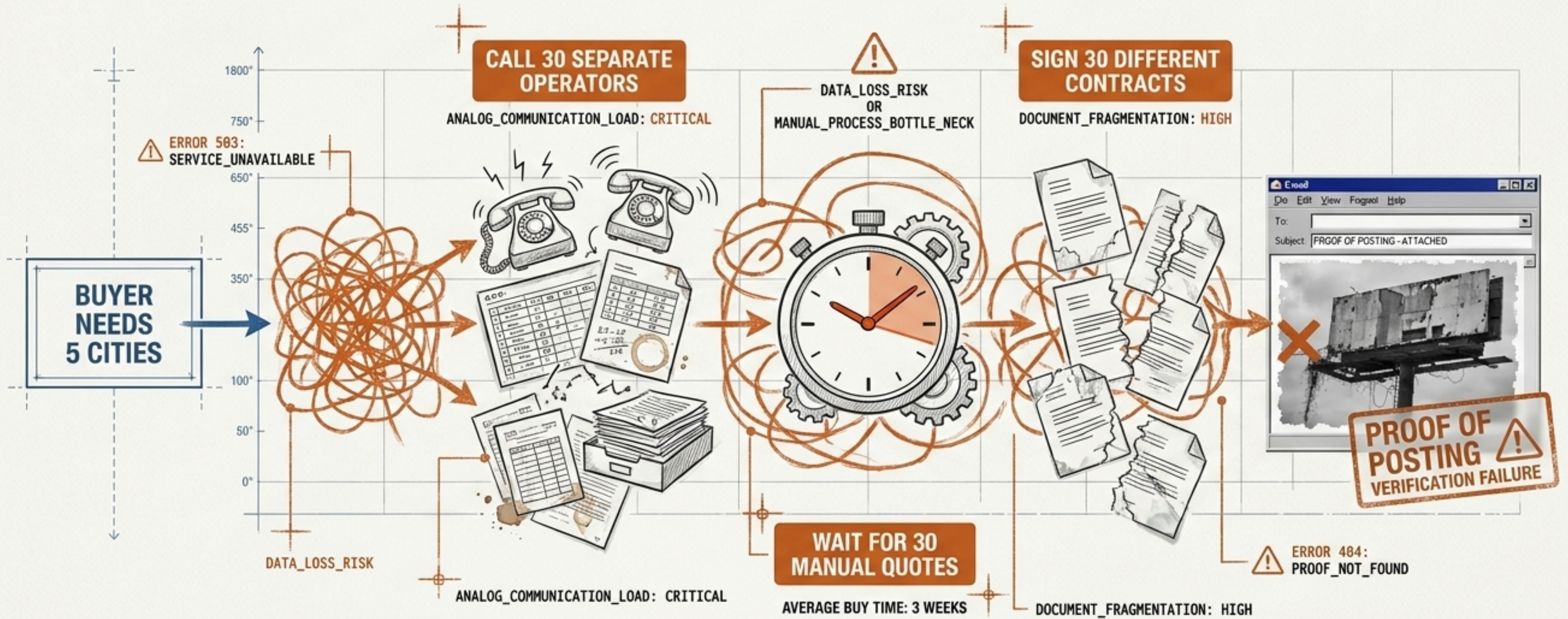
THE MARKET



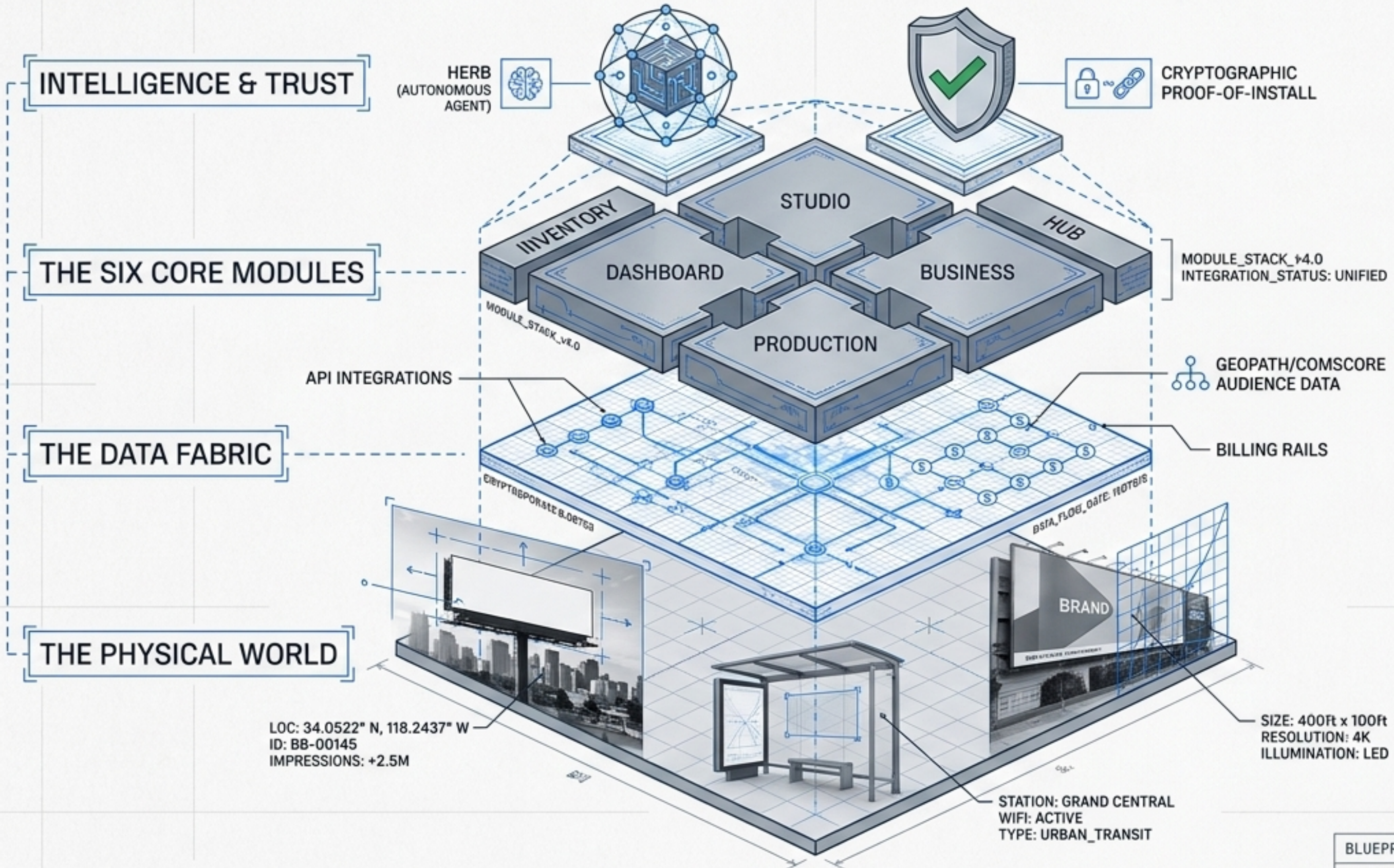
THE REALITY



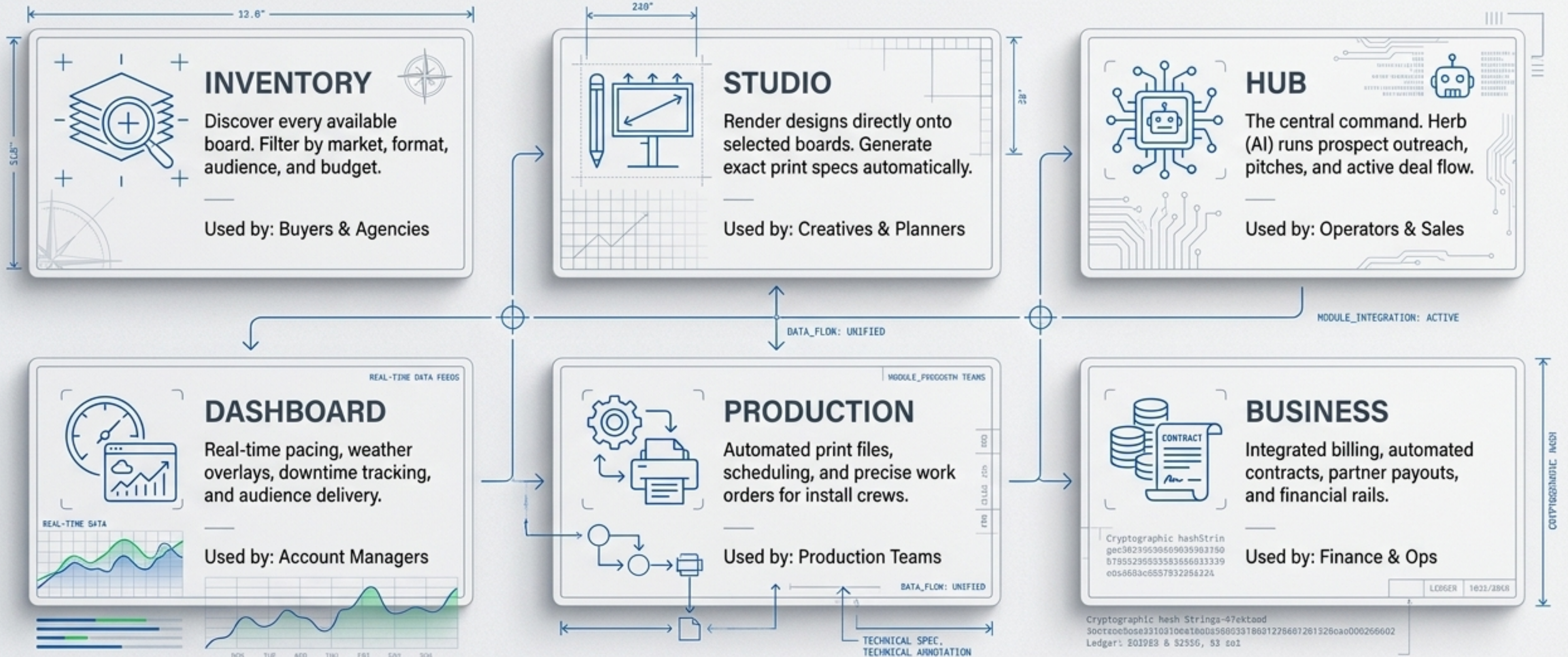
THE ANALOG GRIND IS ACTIVELY PUSHING MEDIA BUYERS OUT OF THE MARKET.



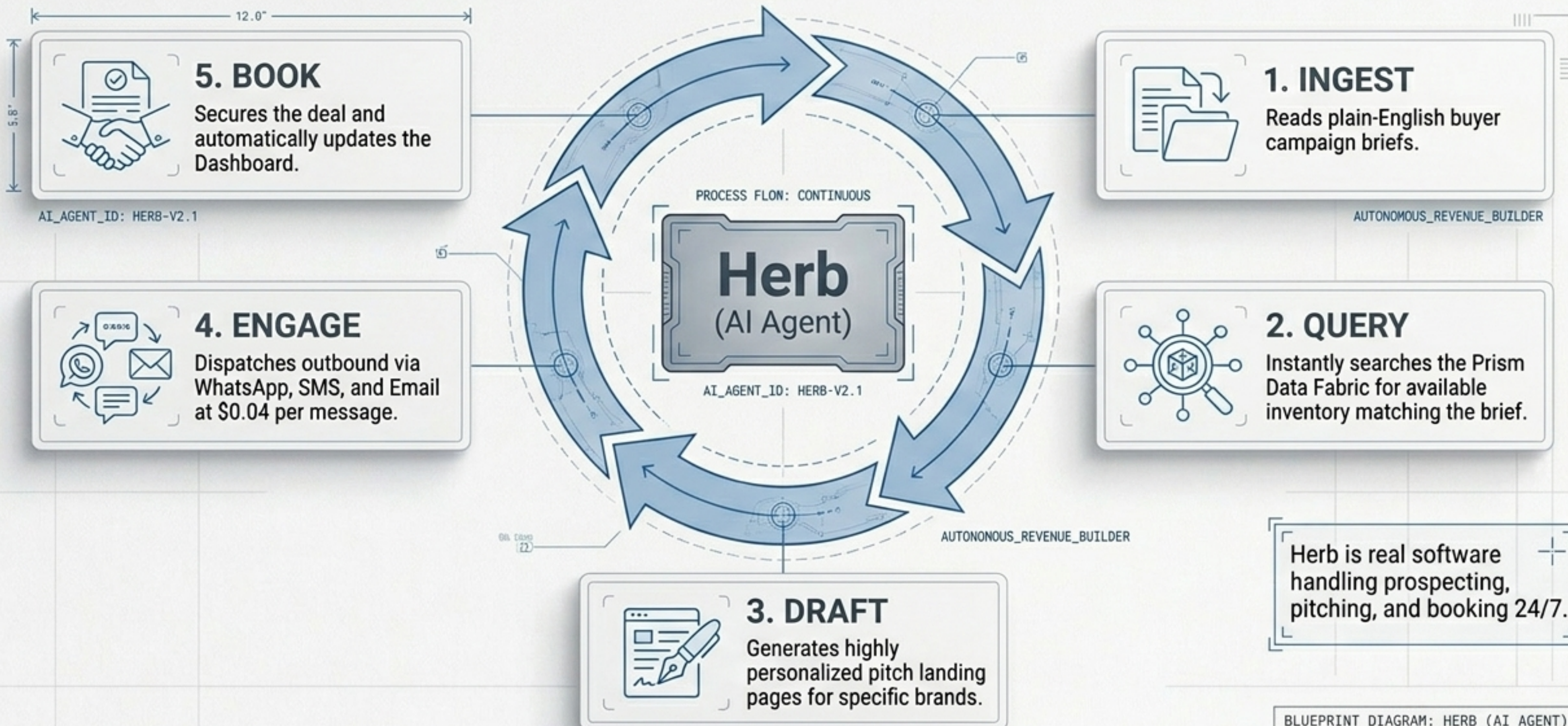
PRISM IS THE UNIFYING DATA FABRIC CONNECTING EVERY STAKEHOLDER.



SIX TIGHTLY-COUPLED MODULES NATIVELY BUILT TO RUN THE ENTIRE LIFECYCLE.



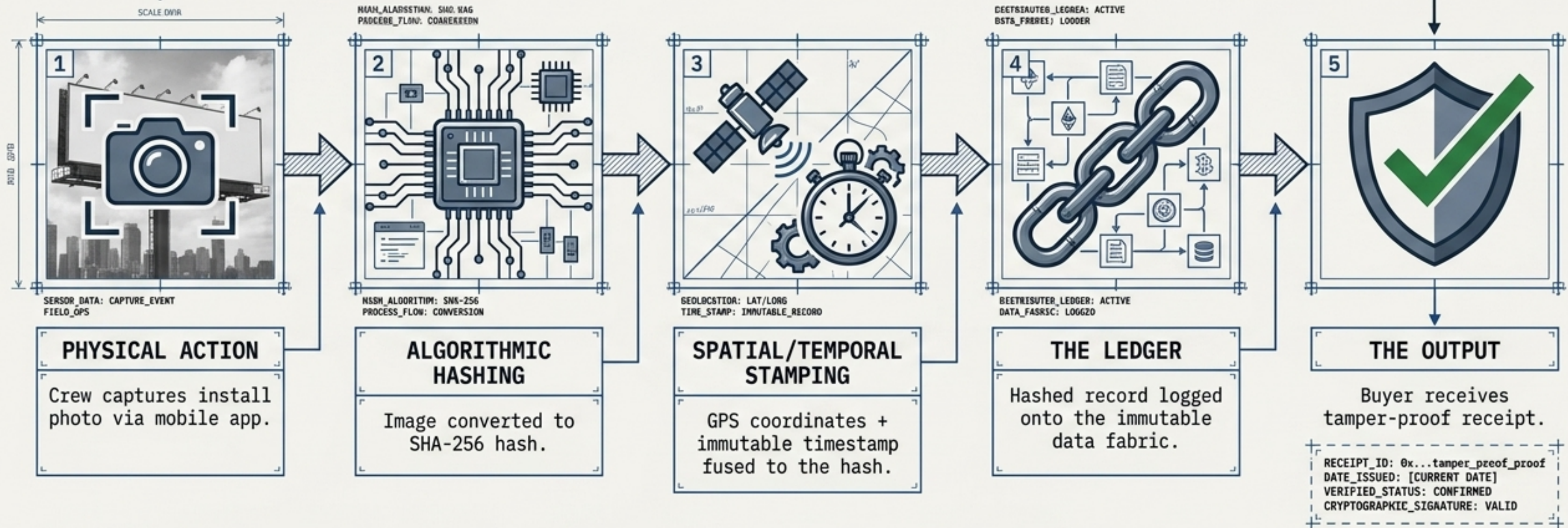
MEET HERB: THE HIGHLY EFFECTIVE REVENUE BUILDER WHO NEVER SLEEPS.














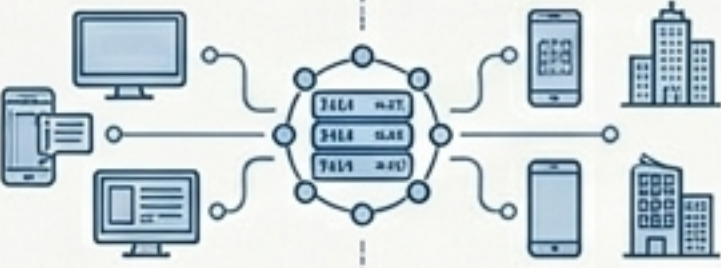
Cryptographic Proof-of-Install is the verification standard
the industry has been waiting for.

Nobody else in OOH does this. It is our ultimate defensive moat.

PHYSICAL-TO-DIGITAL CHAIN



THE \$40B SYSTEM UPGRADE: STATUS QUO VS. PRISM OS

	12.0"  STATUS QUO 	12.0"  PRISM OS 
5.8" DIMENSION: CAMPAIGN PLANNING	<p>Siloed PDFs, emails, 3-week manual matching.</p> 	<p>Global data fabric search, instant AI-driven media planning.</p> 
5.8" DIMENSION: SALES OPERATIONS	<p>Human limits (9-to-5), disjointed outreach.</p> 	<p>Herb runs 24/7 autonomous, personalized multi-channel outreach.</p> 
5.8" DIMENSION: INSTALL VERIFICATION	<p>Emailed iPhone photos on the honor system.</p> 	<p>Immutable, cryptographic SHA-256 hash-chains with GPS stamping.</p>  <p style="text-align: center; font-size: small;">GPS '204°24'5</p>
5.8" DIMENSION: NETWORK CONNECTIVITY	<p>Highly fragmented, isolated operator databases.</p> 	<p>Unified ecosystem querying all endpoints seamlessly.</p> 

A unified data fabric aligns the incentives of every market participant.

Value Received:
Launch campaigns 10x
faster with audited,
cryptographic proof of
delivery.



Value Received:
Push inventory utilization
from 60% up to 85%+
by letting Herb fill
empty boards.



Value Received:
Predictable pay, scheduled
digital work orders,
and algorithmically
optimized daily routes.

LIVE IN PRODUCTION RIGHT NOW. (MAY 2026)



451

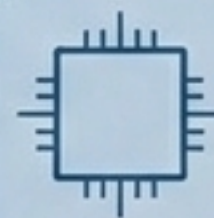
BOARDS LOADED

Integrated across 4 sources:
Prism-owned NJ, Pearl Media NYC,
Wild Postings, AdQuick programmatic.

4

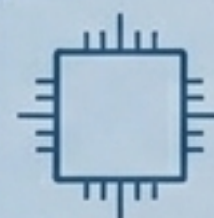
HIGH-MARGIN OWNED BULLETINS

Live on NJ Route 80 & Route 17 corridors.



HERB 1.0 ACTIVE

Handling inbound buyer queries and executing active outbound prospecting pipelines.



INFRASTRUCTURE READY

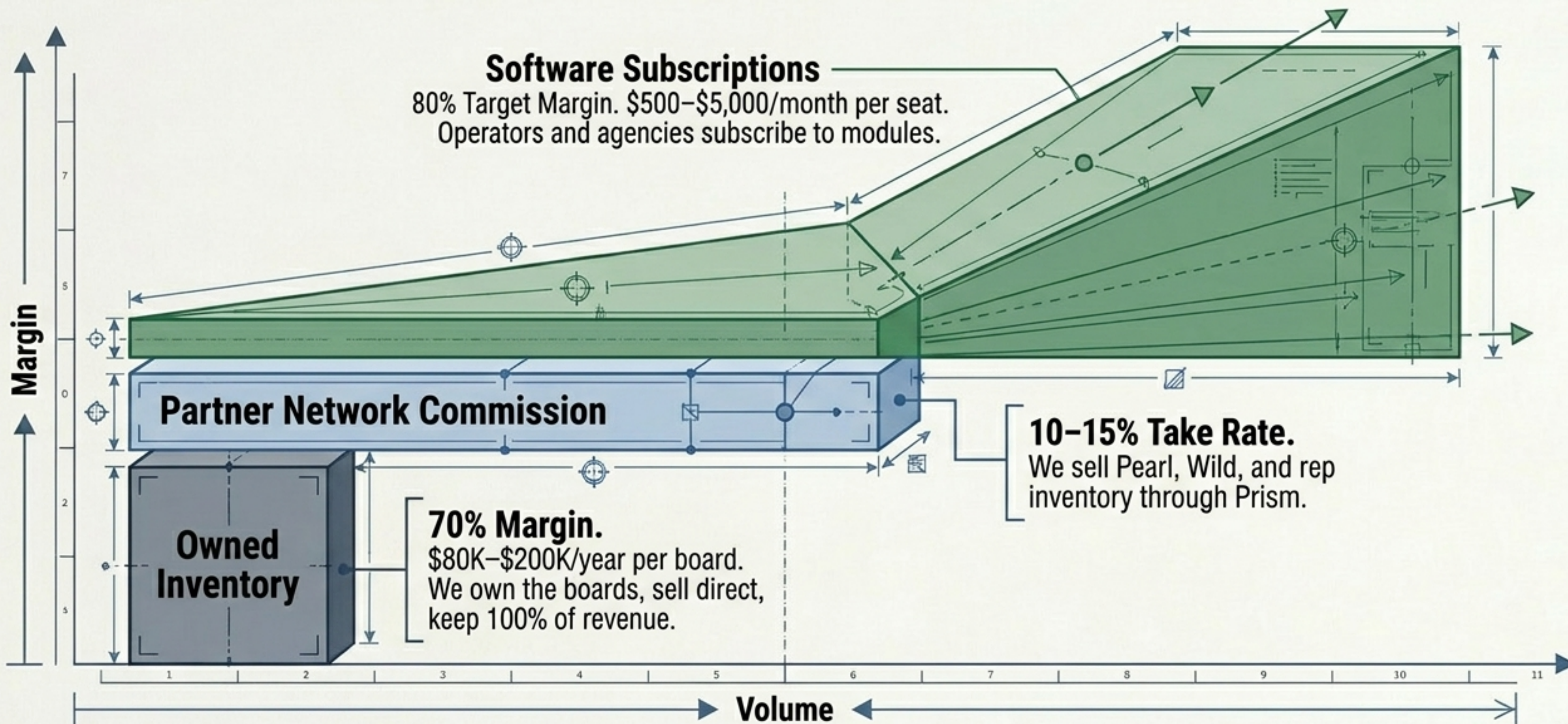
WhatsApp, SMS, email, and voice integrations fully operational.

END-TO-END 10-MINUTE DEMO READY WITH REALISTIC SEEDED DATA, ACTIVE CAMPAIGNS, AND CRYPTOGRAPHIC PROOFS.

BLUEPRINT DIAGRAM: LIVE PRODUCTION STATUS

VERSION: 3.1.0 | DATE: 2026.05.01

Three distinct revenue streams driving growth and software scalability.

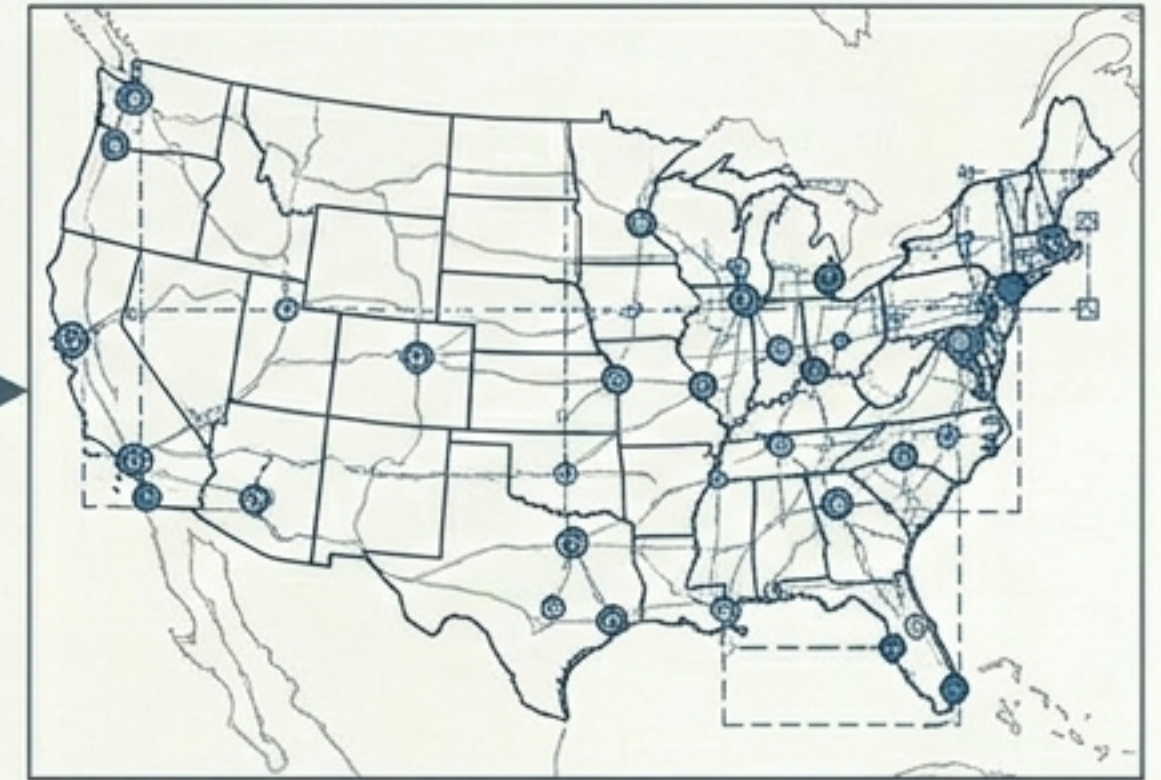
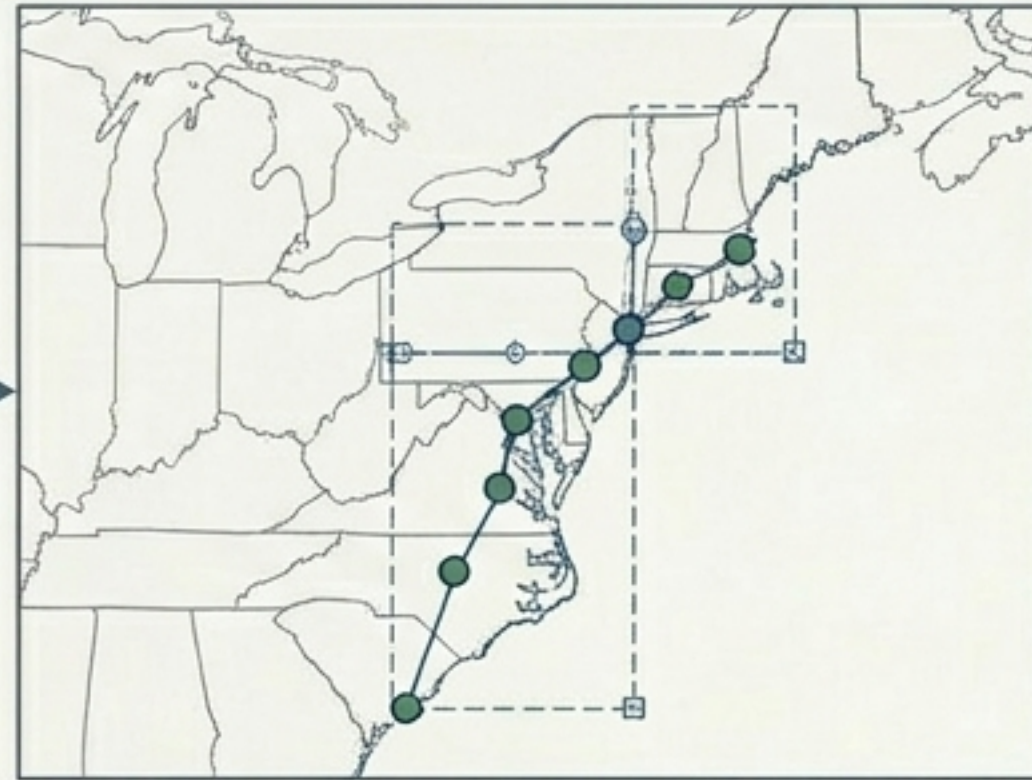
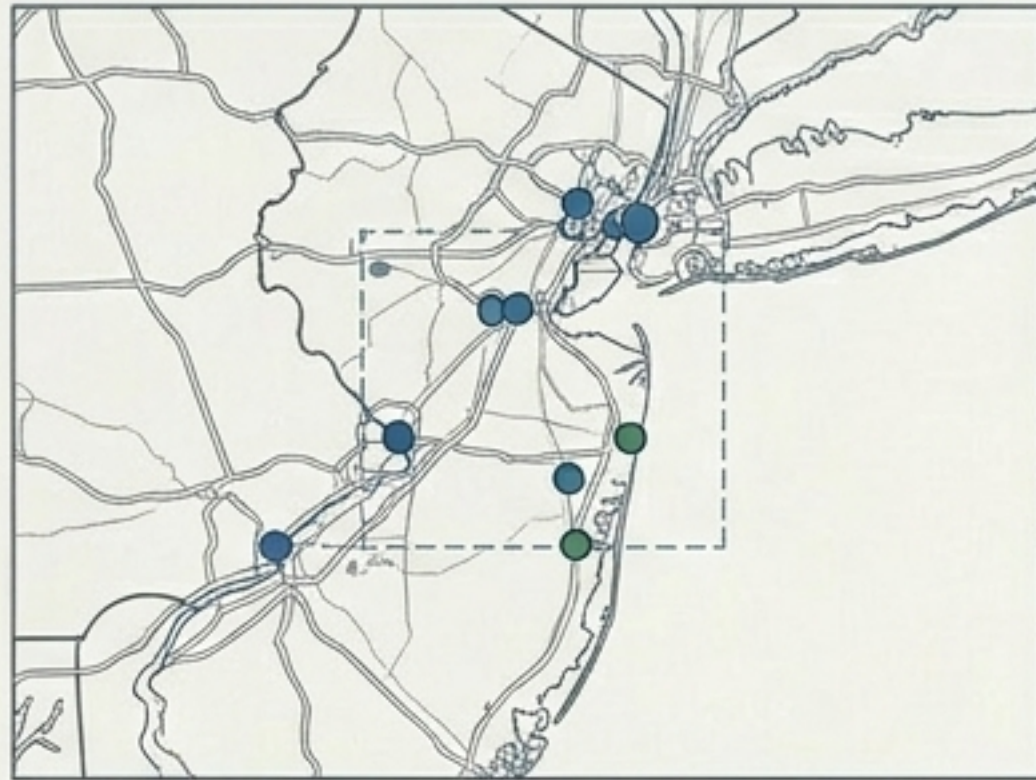


Future expansion into transaction fees, data licensing, and white-label deployments.

BLUEPRINT DIAGRAM: LIVE PRODUCTION STATUS

VERSION: 3.1.0 | DATE: 2026.05.01

THE 5-YEAR TRAJECTORY FROM REGIONAL WEDGE TO NATIONAL OPERATING STANDARD.



YEAR 1 (THE WEDGE)

- Metrics: 8 owned boards, 50 partner agencies, \$3M flowing through Prism.

TARGET: ~\$2M REVENUE.

YEAR 3 (THE CORRIDOR)

- Metrics: 50 owned boards, 500 active subscribers, \$50M flowing through.

TARGET: ~\$24M REVENUE / \$80M+ VALUATION.
FOCUS: BOSWASH CORRIDOR + 5 TARGETED ACQUISITIONS.

YEAR 5 (THE STANDARD)

- Geography: National Footprint.

TARGET: \$80-\$120M REVENUE / \$400M+ VALUATION.
STATUS: IPO-ELIGIBLE OR PRIME FOR STRATEGIC ACQUISITION (LAMAR, OUTFRONT, STAGWELL).

Four macro forces making legacy OOH obsolete.

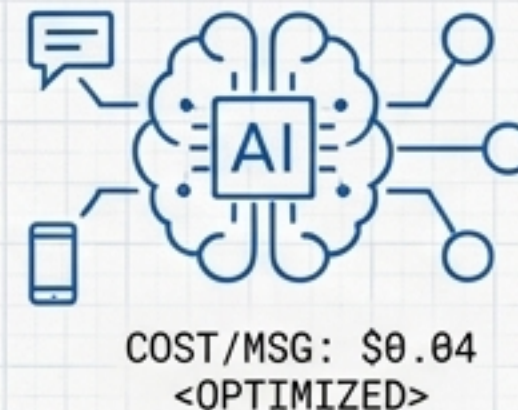
Force 1: Digital Growth

DOOH grew 13% in 2025. Programmatic OOH is the fastest-growing segment outside CTV. The industry is finally primed for software.



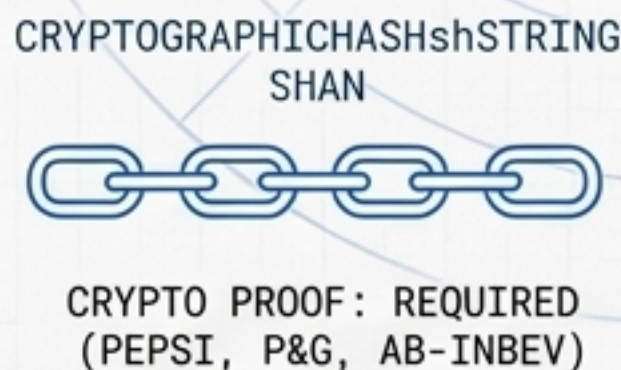
Force 2: AI Autonomy

Generative agents work now. Herb successfully operates a functional sales floor at a cost of **\$0.04 per outbound message.**



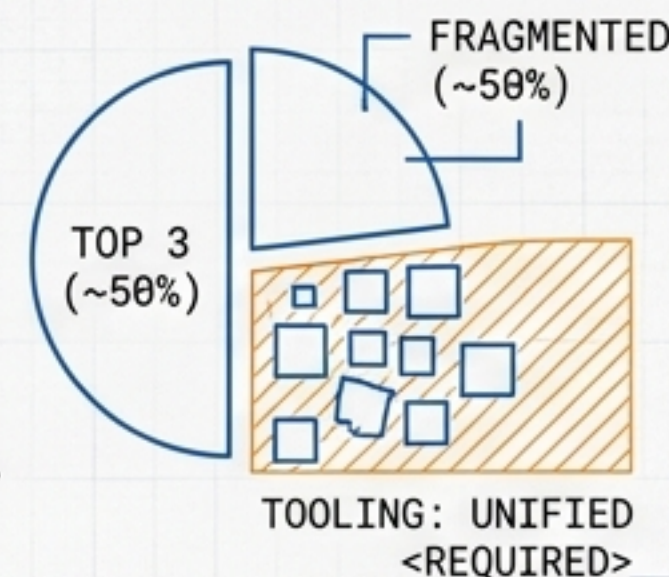
Force 3: Verification Mandates

Major advertisers (Pepsi, P&G, AB-InBev) are actively demanding cryptographic ad-delivery proof. **Legacy operators cannot comply.**



Force 4: Market Consolidation

The top three operators own ~50% of large-format boards. The remaining 50% is **fragmented**, independent, and starving for **unified tooling.**



We are building the new standard. Join the command center.

The Capital Ask

Seeking a **\$500K–\$2M** Pre-Seed/Seed partner who understands data-fabric and vertical-SaaS playbooks.

Contact

Matt Crawford · SASTA LLC
sasta.solutions@gmail.com
prism.sasta.ai

The Talent Ask

- **Full-Stack Engineer:** JS, Postgres, agent SDKs, heavy API integrations.
- **Sales Lead:** Deep OOH relationships to land **5** partner-network deals in 90 days.
- **Ops/Install Lead:** Master of print and physical install logistics.