

Influencer marketing, without the drama.

Brands access our audiences.



Why now?

Five shifts converging in 2026. None of them on their own would matter. Together, they're the opening.

01

Meta > Google in 2026

Meta's ad revenue is projected to pass Google for the first time. Attention lives inside social feeds now — and brands are following the money.

02

Organic reach has collapsed

Organic reach on Instagram down 67% since 2020. Paid is the only way up — and paying to amplify someone else's IP is a losing game.

03

Brands choosing AI Influencers

Adidas wrote off €1.3B after the Kanye split. Nike-Kyrie, Bud Light-Mulvaney — human influencers have become a balance-sheet risk. Budgets are shifting to AI influencers.

04

The uncanny valley is disappearing

68% of Gen Z can't distinguish AI personas from real creators (Bain, 2025). That number was 31% in 2023.

05

Regulation favors early disclosers

EU AI Act and FTC disclosure rules both land in 2026. Build compliant from day one, or retrofit under deadline.

The opportunity

From a €40B industry to a €50M business — the bottom-up math.

TAM

€40B global influencer marketing industry

Source: Influencer Marketing Hub, 2025

SAM

€12B+ brand-safe, long-form campaigns

2M deals/year × avg €6,000 per campaign

SOM

€2.5M+ ARR by month 30. €50M+ by year 5.

25 personas × 65% fill × Tier 5→0 blend

€40 billion a year. Spent on humans who can't ship on time.

Every brand has the same story. Product shipped three times, never arrived. Posts are late. Off-brand content live before approval. Mid-campaign renegotiations. One bad tweet wiping out a year of investment.

€1.3B

lost by Adidas in 24 hours from one Kanye tweet

71%

of influencer partnerships experience delivery failures (Influencer Marketing Hub, 2024)

0%

of the audience belongs to the brand

Renting the audience isn't the problem. Renting the human influencer is.

Building the AI media company

Influencer marketing, without the drama. We own the talent. We operate the pipeline. Brands access our audiences.

Every campaign compounds the audience. When one deal ends, the next brand inherits it.

WE OWN

Sienna-Rose launches first. Four more Lead Influencers follow in her slipstream. Each persona is built in-house and held outright — character bibles, story arcs, voices, social accounts. No middlemen. The IP appreciates as the audience grows.

The portfolio.

WE OPERATE

One Founder & CEO. An agentic stack that builds, writes, researches, and ships. Human curation at the moments that matter — casting, story, brand fit. What took a 40-person studio in 2023, one operator runs in 2026.

The machine.

BRANDS ACCESS

Brands get access to a persona's audience. Per persona: one Brand Placement slot, one Brand Partnership slot. Exclusive to the first brand signed. 12-month contract.

The revenue.

IP NOTE

We own the personas — names, stories, voices, character bibles, prompt systems, and social accounts. We don't own the brands or products inside the visuals. That's the model: brands pay to be there.

Meet Sienna-Rose.

Our first launch. Timed to the 2026 FIFA World Cup.

She's 23. South London meets São Paulo. Half British, half Dutch. Moved to Brazil in September 2025. We've built her world: 36 environments (50 by launch), a 7,850-word character bible, a 6-month story arc, and months of content ready before day one.

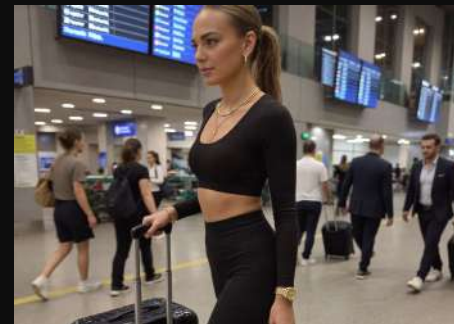
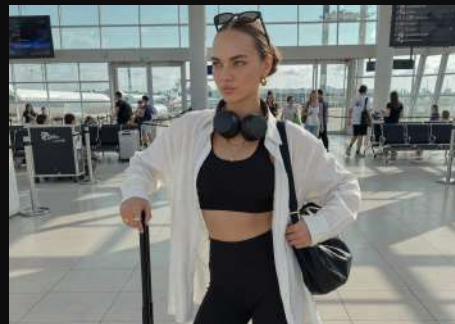
She arrives as a character with a world, a voice, and months of content already built around her.

Sienna-Rose launches first. Elena (fashion) follows — introduced inside Sienna's world as her best friend, not as a new account fighting for attention. Each Influencer Lead does the same in their industry. The Dre → Eminem → 50 Cent → G-Unit playbook, ran as a media company.



Her world.

36 environments, 50 by launch. A story arc to follow — 6 months and beyond.



Anyone can make a face. Few can build the audience.

The tools are commodities. The moat is what you build on top of them.

COMMODITY (anyone can buy)

- Higgsfield, Kling, Nano Banana, Synthesia — €250–500/mo
- A face with no backstory, no world, no arc — a day's work
- Infinite supply of AI-generated images — which is exactly the problem

THE MEDIA COMPANY (cannot be purchased)

- 20 years inside Nike, Jordan, Philips, Adidas — warm leads, deep understanding of how brand deals actually get signed.
- Characters with 7,850-word bibles and multi-month story arcs — built.
- Persona-to-audience relationships we control — not one-off posts rented from an influencer.

Content farms burn out. Media companies compound. We're building the latter.

Two ways brands buy. One persona earns both.

1. BRAND PLACEMENT

Product appears organically in daily content. No dedicated posts. Just presence — the way brands show up in everyday life.

From €400/month · Tier 5 floor

2. BRAND PARTNERSHIP

Dedicated content built around the brand brief. Full creative alignment. Delivered on time, every time.

From €1,000/month · Tier 5 floor

WHY THE INDUSTRY WILL SHIFT?

Better economics than human influencers — no talent fees, no no-shows, no renegotiations mid-campaign.

Brand-safe by design — captions pre-written, character voice locked, no freestyle posting.

12-month continuity — the brand stays placed as the audience grows. Brands choose when to renew. Personas don't quit on them.

Compliant from day one — EU AI Act and FTC disclosure baked in.

Unit economics — per AI Persona.

30 slots per persona: 15 placements, 15 partnerships. Non-competing. 65% target fill at maturity.

TIER 5

5K–25K
followers

€115K/yr

€115K/yr 15 placements × €280/mo + 15 partnerships × €700/mo (65% fill). Achievable in 12 months of paid growth.

TIER 3

100K–500K
followers

€573K/yr

€573K/yr 15 placements × €1,400/mo + 15 partnerships × €3,500/mo (65% fill). 5 category leads reach this tier in 30 months. Sienna-Rose first.

TIER 0

2.5M+
followers

€3.9M/yr

€3.9M/yr 15 placements × €9,600/mo + 15 partnerships × €24K/mo (65% fill). Top 3–5 personas at maturity. Reference: Lil Miquela, Aitana López.

COST SIDE

Production: €1,500/month — fully loaded cost per persona at full roster (64). Production, tooling, platforms, labor.

Gross margin: 84% at Tier 5. 97%+ at Tier 3 and above.

CAC target: €1.80 per follower. LTV payback: 5 months. Every €1 spent on paid growth compounds into a permanent media asset we own.

A signal worth noticing.

Founder's LinkedIn account. 4,000 followers. Zero paid amplification. What changed was the topic.

25,000 organic impressions. On the exact positioning in this deck.

15,378

impressions on the first post April 14, 2026

9,945

impressions on the second post April 16, 2026
— within 24 hours

17-30

Average impressions per post. Same account, same person, different topic.

And this is before Sienna-Rose has posted once.

Six pieces of the market have already been proven.

€6B+ from Sequoia, a16z, and Benchmark has proven every piece of this market. None of them solve the real problem: humans are unreliable, and brands never own the audience. That's the opening we're building into.

TOOLS

Synthesia · HeyGen · Captions

€3B+ raised. AI video infrastructure works at enterprise scale.

ENGINES

Character.AI · Inworld

€3.2B+ raised. AI characters hold attention at consumer scale.

AGENCY MODEL

Aitana López from The Clueless

Coca-Cola, Audi, L'Oréal signed. Brands are already paying for AI talent.

LEGACY IP

Lil Miquela from Brud

2.5M followers. Sequoia-backed. A decade of proof that audiences bond with AI personas.

SINGLE-BRAND

Lu do Magalu from Magazine Luiza

8.9M followers. €552M in retail. One persona carrying one brand in one country — at massive scale.

PERSONALITY-LED

Dolly Does Vlogs · With Nina Rose

100K followers in 7 days. Proof that AI personas can break through on short-form video.

What we own. How we win.

Not a tool. Not a content studio. An AI media company that sells influencer marketing to brands — without the drama.

MEDIA COMPANIES OWN THREE THINGS: TALENT, AUDIENCE, CHANNEL. SO DO WE.

- **Talent.** We own the personas — characters with multi-month story arcs, 7,850-word character bibles, and controlled voice. Sienna-Rose launches first. Elena (fashion) follows.
- **Audience.** Built through every campaign. Each new persona launches inside the world of the one before. The audience stays with the character, even when the brand rotates out.
- **Channel.** Instagram and TikTok first. YouTube for the lead personas. Paid amplification compounds, not evaporates — every euro spent builds a persona we keep forever.

BUILT WITH THE PLATFORMS, NOT AGAINST THEM

- Every view on Sienna-Rose is ad revenue for Meta. The platforms have every reason to distribute what we produce.
- Disclosed per EU AI Act. Compliant from day one — the platforms can amplify AI content when it plays by the rules. We do.

Built global brands. At the highest level.



RICH LOEN

Founder & CEO
Unreal Personas

Nijmegen, The Netherlands

20 years at Nike, Jordan, Philips, Adidas, Instagram. Three-time CMO. Now building Unreal Personas — solo, in the trenches.

- 10 years at Nike and Jordan Brand (EMEA Hilversum, London, Dubai) — worked on the brands of Michael Jordan, LeBron James, Kobe Bryant, Serena Williams, Tiger Woods, Roger Federer, Rafael Nadal, Neymar and more.
- Philips Women's Beauty (Global Headquarters, Amsterdam) — consumer brand development, global campaigns
- Agency-side at Blink Communications (Dubai) — led accounts for Adidas, Meta, Red Bull, and BMW.
- Worked both sides of influencer deals — brand paying, agency negotiating. Lived inside the operational chaos Unreal Personas fixes.
- Operator, not just a strategist — creates the personas, builds the product, runs the operation.
- Working at the AI frontier — agentic workflows let one founder ship at studio pace.
- Two-time Marathon finisher (Rotterdam + Amsterdam 2024). Training for Amsterdam Marathon 2026. Father of three boys. No parties. No drinking. No smoking. Fully dedicated.

The path to Series A.

What €1.5M proves. What Series A funds.

MONTH 3 LAUNCH

- Sienna-Rose live across Instagram, TikTok, YouTube
- Emerging-market launch ahead of FIFA World Cup 2026
- First paying brand placement signed
- 10K+ followers on primary channel
- Proves: the content works. The character lands. Brands pay.

MONTH 12 THE SLIPSTREAM

- Sienna-Rose at 100K+ followers — Tier 3 — grown in Brazil at 1/8th the paid-media cost of Western markets
- Elena spins off with her own channel — already introduced as Sienna-Rose's best friend since day one
- Second paying brand signed on Sienna-Rose
- Proves: the emerging-markets growth strategy works. The slipstream mechanic works. Characters carry audiences into their own channels.

MONTH 17 THE ROSTER

- Sienna-Rose at 500K+ followers — Tier 2 — paid flips to Western markets now that her organic footprint makes the CAC worth it
- 3 category leads active: Sienna-Rose, Elena, Kate
- Multi-brand portfolio deal signed across the roster
- Proves: the geographic arbitrage works. The roster compounds. Brands want portfolio access.

MONTH 30 SERIES A KPIs

- Sienna-Rose at 1.5M+ followers — Tier 1 star, proof the lead persona plays at global scale
- 6-7 category leads active, collectively 1M+ followers across the roster
- €2.5M+ ARR (€200K+ monthly revenue) from signed brand contracts
- Series A target: €40-60M valuation
- Proves: the AI media company works. One global star. A compounding roster. A playbook that repeats.

Each milestone de-risks the next. Angels enter at €10.5M post and exit at Series A with 3.5–5x paper markup. Series A funds the scale from 7 leads to 25. Acquisition targets: holding companies that already buy cultural IP (LVMH, Kering, Unilever scale).

€1.5M seed. One close. Three angels. No VCs.

First close:	€1M at €10.5M post-money — 9.5% dilution
Second close:	Up to €500K on Sienna-Rose audience milestones — same terms
Total dilution at full close:	14.3%
Target:	€1.5M seed. Aligned partners. Founder-friendly terms. No board seats.

USE OF FUNDS (30 month runway)

30%	Sienna-Rose + first 5-7 category leads: production, creative, platform burn	€450K
25%	Paid amplification — emerging markets first, then Western flip at month 17	€375K
20%	Founder & CEO Salary (30 months)	€300K
10%	Strategic hires: AI-native operators, industry specialists	€150K
10%	Infrastructure, tooling, compliance	€150K
5%	Legal · IP · Admin	€75K

Let's talk

Rich Loen

Founder & CEO

Unreal Personas

E: rich@unrealpersonas.com

M: +31 629454755

W: unrealpersonas.com

Campaigns end. Audiences compound. The AI media company is being built now — and two or three angels will own a piece of it before Series A. Everyone else pays what Series A costs.

30 minutes. Straight answers, both ways.