

PRESS & MEDIA

Press & Media Kit.

Everything you need to write about Pyyrah+ — boilerplate, brand assets, founder bios, and direct contact. No gatekeeping.

AT A GLANCE

Pyyräh+ in five facts.

Drop-in references for your story. Current as of May 2026.

WHAT IS PYYRAH+

A growth system for creators built on what's already working in their niche.

Pyyräh+ teaches the DBC Method: decode the signal in content that's already performing, build from that data, compound monthly. One-time lifetime purchase, no subscription.

MISSION

Replace creator-economy hype with evidence.

The creator economy is flooded with templates and theory that don't survive contact with a real audience. Pyyrah+ gives creators a documented, repeatable system rooted in what their own niche is already rewarding.

FOUNDED

2024

Independent & bootstrapped

HEADQUARTERS

Remote-first

London & distributed

CATEGORY

Creator economy

Education & growth systems

FLAGSHIP PRODUCT

The DBC Method · \$99 lifetime, no subscription

ABOUT PYYRAH+

What we built. **Why we built it.**

The problem

The creator economy runs on generic advice. "Post consistently." "Find your niche." "Provide value." These work as slogans but collapse the moment a real creator tries to build a real business. The result: millions of creators following identical templates, producing identical content, getting identical mediocre results.

The insight

Every niche already contains the answer. The posts that work in a niche follow patterns — patterns that can be decoded, isolated, and rebuilt from. Not copied; decoded. The signal is already there. Most creators just don't have a system for extracting it.

The product

Pyrah+ teaches the DBC Method — Decode, Build, Compound. Decode what's already winning in your niche. Build content that uses those patterns as raw material. Compound through monthly iteration. The framework is documented, repeatable, and evidence-based.

STEP 01**Decode**

Isolate the patterns already winning in your specific niche. Not generic, niche-specific.

STEP 02**Build**

Use those patterns as raw material. Your voice, their structural DNA.

STEP 03**Compound**

Monthly iteration. Each round informs the next. Results stack.

DOCUMENTED RESULTS

34,000 views from an 8,200-follower account. 12,000 views from 340 followers. Six client conversations in 60 days. Named, documented, published.

LEADERSHIP

The people behind Pyyrah+.

Available for interviews, podcasts, and quoted commentary.



[Founder Name]

Founder & CEO

[Short bio · 2-3 sentences covering background, what they built before Pyyrah+, and the specific insight that led to the DBC Method. Aim for credibility without overclaim.]

linkedin.com/in/founder · @founder



[Co-founder Name]

Co-founder & Head of [Discipline]

[Short bio · 2-3 sentences. Co-founder's domain expertise — product, content, community, ops — plus a specific shipped result that anchors their credibility.]

linkedin.com/in/cofounder · @cofounder

Interview availability

Both founders are available for:

- ✓ Long-form interviews (print & podcast)
- ✓ Quoted commentary on the creator economy, subscription fatigue, and content strategy
- ✓ Panel discussions and conference appearances
- ✓ Background sessions for journalists working on deeper pieces

Bookings: Press@pyyrahplus.com · Typical response within 24 hours.

BOILERPLATE

Pre-written. Copy & use.

Three lengths. Anywhere from a tweet to a long-form profile.

SHORT · 18 WORDS

Best for: social bios, intro lines

Pyrah+ is a growth system for creators that teaches the DBC Method — decode, build, compound — for \$99 lifetime.

MEDIUM · ~60 WORDS

Best for: bylines, captions, intro paragraphs

Pyrah+ is a growth system for the creator economy. Through its proprietary DBC Method — decode what's already working in your niche, build from that data, compound monthly — it gives creators, course makers, and content publishers a documented, repeatable framework for audience and revenue growth. Available as a \$99 lifetime purchase with no subscription.

LONG · ~140 WORDS

Best for: profiles, features, formal references

Founded in 2024, Pyrah+ is an independent, bootstrapped company building growth systems for the creator economy. Its flagship product teaches the DBC Method — Decode, Build, Compound — a framework that replaces generic content advice with evidence drawn from what's already working in a creator's specific niche.

Sold as a \$99 lifetime purchase with no subscription and supported by a founding-cohort affiliate program, Pyrah+ serves creators, course makers, coaches, agencies, and independent publishers worldwide. The company operates remote-first from London with a distributed team, and is committed to building products that hold up to scrutiny — no inflated metrics, no fabricated testimonials, no recurring strings.

BRAND REFERENCE

Logo & colour. Quick reference.

Full brand guidelines available separately. This is the editorial-use summary.

LOGO



Don't modify spacing, colour, or proportions. The "+" is always Pyyrah Blue (#0071E3) on light, Sky Light (#A8D8FF) on dark.

COLOUR PALETTE

| | | | |
|------------------------------|-----------------------------|-----------------------------|----------------------------|
| | | | |
| Pyrah Blue #0071E3 | Sky Light #A8D8FF | Deep Navy #0D1B2A | Obsidian #060810 |
| | | | |
| Mist #F5F5F7 | Paper #FFFFFF | Ink #1D1D1F | Graphite #6E6E73 |

TYPOGRAPHY

Neue Haas Grotesk

Primary typeface · all weights · headlines, body, UI

NEWS & MILESTONES

What's happened. What's next.

● AUG 2025

Founding affiliate cohort opens

\$30 flat per qualified referral. Lifetime rate-lock for founding members. Direct Slack access to the founders. Applications open through August 31.

● JUL 2025

DBC Method case studies published

Named, documented results from real Pyyrah+ users. 34K views from 8.2K followers. 12K views from 340 followers. Six client conversations in 60 days.

● JUN 2025

Pyyrah+ launches at \$99 lifetime

One-time purchase, all future updates included. A deliberate position against subscription creep in creator education.

● MAY 2024

Pyyrah+ founded

Independent, bootstrapped. Remote-first from London. No outside investment. Mission: replace creator-economy hype with evidence.

FOR JOURNALISTS

Angles we're open to discussing.

If your piece touches any of these threads, we'd love to talk.

ANGLE 01

Subscription fatigue

Why creator education defaulted to monthly billing — and what happens when one-time pricing competes.

ANGLE 02

The "decode" insight

The methodology shift from generic frameworks to niche-specific pattern extraction.

ANGLE 03

Independent vs VC-backed

Building a creator-economy product without outside capital — what that constrains, what it enables.

ANGLE 04

Documented results

Case studies with real names and real numbers in a category where most claims aren't checkable.

ANGLE 05

Creator economy in 2026

The maturing creator class — what creators want from education now versus three years ago.

ANGLE 06

Founding cohorts as marketing

Why we built an affiliate program with honest economics instead of paid testimonials.

Pitch us anything else. We'd rather hear from a sharp journalist on an unrelated angle than not hear at all.

USAGE & LICENSING

What you can and can't do.

You can

- ✓ Use any asset in this kit for editorial coverage of Pyyrah+
- ✓ Reproduce the wordmark and icon in articles, broadcasts, and digital media
- ✓ Quote our boilerplate verbatim or paraphrase as needed
- ✓ Use founder photos in interviews and profiles
- ✓ Reference our color palette and typography in style guides
- ✓ Include screenshots of pyyrahplus.com
- ✓ Embed and re-share our published case study content

You can't

- ✗ Modify, distort, or recolour the Pyyrah+ wordmark
- ✗ Use Pyyrah+ assets to suggest endorsement we haven't given
- ✗ Resell or redistribute this kit as your own
- ✗ Use founder likenesses in fabricated quotes or AI-generated derivative content
- ✗ Imply partnership, investment, or affiliation that doesn't exist
- ✗ Use the brand in adult, hate, or extremist contexts

Need something not in this kit?

Custom shots, specific data, founder availability, fact-checks — email Press@pyyrahplus.com. We respond within 24 hours.

PYYRAH+

Got a deadline? We're already replying.

Press & media inquiries

Press@pyyrahplus.com

Partnerships

partnership@pyyrahplus.com

24-hour response guarantee for verified journalists.