
PRENEW
PROMPT MARKETING
HACKATHON

My journey to Prenew



Prenew operates like Swappie

We buy, refurbish and sell gaming PCs

Prenew Creates a New Option for Gamers

When comparing the same computer models, Prenew stands out as the best value-for-money option

Electronics

High prices, established stores

stores and feeling of buying new



919€



1254€

Refurbished

Low prices, top-tier performance and warranty included



749€



939€

Peer-to-peer

Cheapest, requires knowledge and risk-taking



712€



690€

Only Prenew is sourcing C2B →

~20% cheaper than the cheapest non P2P alternative

All gaming PCs benchmarked with the following specs: Ryzen 5 5600 CPU, RTX 4060 GPU, 16 GB RAM,

Now scaling the company fast in Central

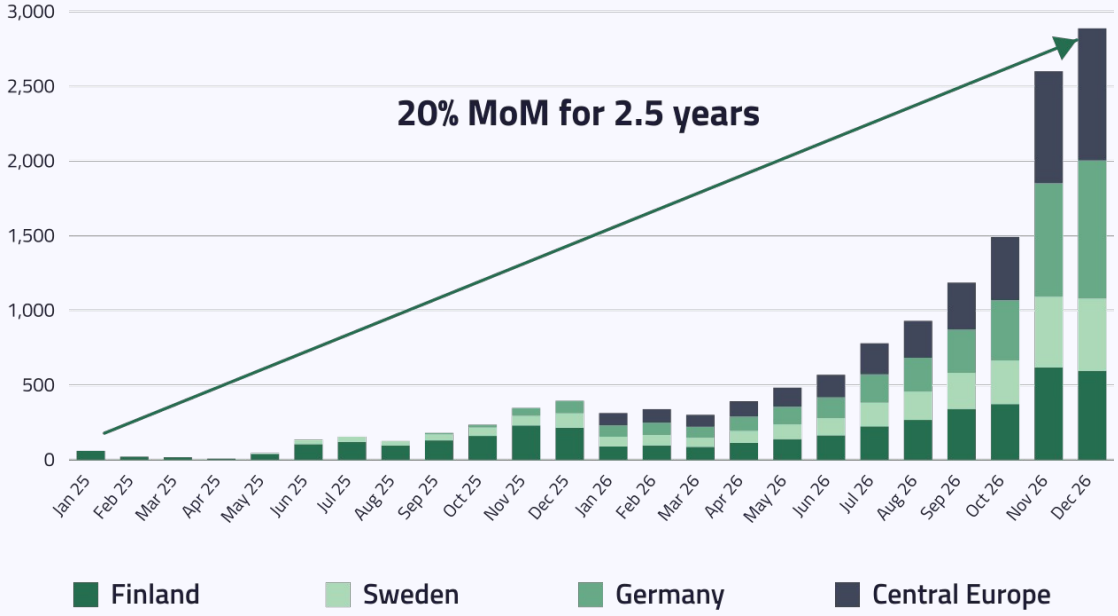
In 2026 we have opened a physical 1000m2 warehouse in Berlin and opened 10 new markets

Europe

Prenew in Europe



Revenue in thousands of Euros



PRENEW HACKATHON CHALLENGE

Automating Influencer Collaborations at Scale

Finding the right influencers faster — especially the small ones nobody else finds.

THE PROBLEM

Influencer discovery still doesn't scale

Influencer marketing works — but finding the right partners is still mostly manual: scrolling Instagram, TikTok and YouTube, checking follower counts, guessing at audience fit.

This hits smaller, niche creators hardest — often the best value, but the easiest to miss with today's tools.

THE CHALLENGE

Build a tool that automates influencer discovery

Automated sourcing

Surface candidate creators by niche, content style or keywords — no manual searching.

Relevance & fit scoring

Go beyond follower count — estimate audience match, engagement quality and brand fit.

Multi-market, multi-language

Solutions that generalize across countries and languages are especially valuable.

Outreach-ready output

Turn a shortlist into something a marketing team can act on immediately.

What a great solution looks like

01	Meaningfully cuts the manual effort of finding relevant creators
02	Works well for smaller, niche influencers, and in smaller countries
03	Is realistic to plug into an actual marketing workflow
04	Ideally demonstrates results on a real example — a niche, a market, a vertical

WHY THIS MATTERS

Influencer collaborations are one of the highest-potential, least-scaled channels in marketing today.

The team that cracks influencer discovery unlocks a channel that most companies — including us — currently can't run at the scale it deserves.