

YOUR BUSINESS
MOVES FAST.

YOUR CONTENT
SHOULD TOO.

Research, content system and AI-native production
workflow



Snaply already has a strong promise. Social must make it personally relevant.

WHAT SNAPLY SAYS

AI speed. Human soul.
Content that converts.
No shoots. No limits.

WHAT FOUNDERS FEEL

My ideas move daily.
My content arrives weeks later.
I am losing momentum.

WHAT SOCIAL MUST PROVE

One founder input can become a premium,
coherent content system - quickly.

Source: Snaply Labs public website and service positioning, reviewed July 2026.

Different players win on different promises.

AI VIDEO PLATFORMS	HeyGen / Creatify / Arcads	Fast, self-serve video and ad generation	Tool-first
SCALED CREATIVE	Superside	Creative capacity, systems and enterprise delivery	Scale-first
GROWTH AGENCIES	NoGood	Trends, experimentation and personality-led education	Growth-first
AI VIDEO STUDIOS	Specialist studios	Cinematic craft delivered project by project	Production-first
SNAPLY SPACE	Founder-led brands	Identity, authority and always-on content as one engine	Momentum-first

Strategic implication: sell the founder outcome; let AI prove the speed, range and operating advantage.

Public positioning snapshot, not a performance ranking. Reviewed July 2026.

BEST-IN-CLASS FEED REFERENCES

Borrow proven feed mechanics.

Then make the point of view unmistakably Snaply.

@supersidehq



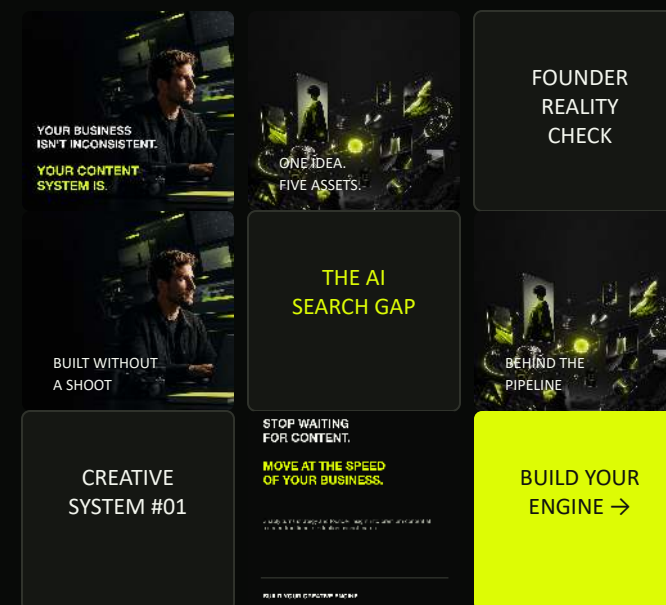
AI/design education +
premium editorial craft.

@nogood.io



Face-led trend explainers +
reactive marketing commentary.

SNAPLY - PROPOSED



Founder problems + AI proof +
systems, authority and conversion.

The goal is not a matching grid. It is a recognizable content system with several repeatable formats.

The creative engine for founder momentum

Snaply's social will expose the gap between the speed of a founder's business and the speed of traditional production, then demonstrate how one founder idea becomes premium, consistent content through AI speed and human direction.

35%	FOUNDER FRICTION	Recognition
30%	PROOF OF POSSIBILITY	Belief
20%	FOUNDER AUTHORITY	Trust
15%	PROOF & CONVERSION	Action

Recurring formats: Founder Reality Check / One Idea, Five Assets / Built Without a Shoot / Behind the Pipeline

AI accelerated production. Human judgment controlled the result.

01	Public research	Snaply website, competitor feeds and founder audience signals	30 min
02	Strategy & copy	Concept, hooks, Reel script, carousel copy and caption	45 min
03	Carousel + feed	Five-slide carousel and nine-post visual feed mockup	75 min
04	Video preparation	HeyGen scenes, assets, voice/music and portrait + landscape cuts	100 min
05	Presentation + QA	Deck assembly, brand check, proofing and final export	50 min

Approximate total: 5 hours

A repeatable workflow - not a collection of tools.

1 CAPTURE	Founder voice notes, launches, customer questions	Notion / Drive
2 RESEARCH	Audience signals, competitor angles, hook opportunities	Perplexity + LLM
3 SHAPE	Content thesis, scripts, captions and channel variants	ChatGPT / Claude
4 CREATE	Images, motion, voice and edit-ready scenes	Midjourney / Flux / Runway / Kling / ElevenLabs
5 DIRECT	Human creative review for truth, taste and brand consistency	Creative director gate
6 DISTRIBUTE	Format, schedule, publish and capture performance	n8n / Make + publishing stack
7 LEARN	Winning hooks and visuals update the content memory	Analytics feedback loop

Recommended tools are illustrative; model choice should remain flexible and quality-led.

The proposed Reel, written for production.

SNAPLY REEL 01

TITLE: YOUR CONTENT IS LATE / FORMAT: 9:16 / DURATION: 23 SEC

[00-03]

VO: Your company changed three times this week.

VISUAL: Fast founder desk; launch tabs and notifications.

[03-06]

VO: Your content is still waiting for the next shoot.

VISUAL: Motion freezes on an empty production calendar.

[06-11]

VO: One insight becomes an entire content system.

VISUAL: Voice note expands into video, visual, carousel and ad.

[11-16]

VO: AI-generated. Human-directed. Built around your brand.

VISUAL: Outputs align into one premium visual identity.

[16-20]

VO: Your business moves fast. Your content should too.

VISUAL: Founder closes laptop; publishing continues.

[20-23]

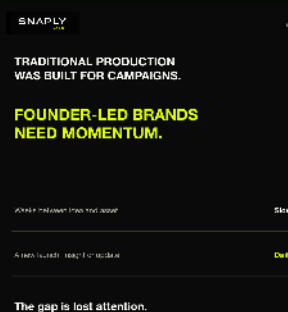
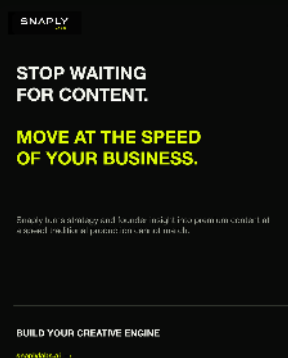
VO: Stop managing content. Build a creative engine.

VISUAL: Snaply logo + Book a strategy call.

PRODUCTION NOTE: Hard cuts in the first six seconds. Tension-to-release sound design. Acid-lime kinetic type.

CAMPAIGN OUTPUT

The carousel and caption work as one conversion path.



READY-TO-POST CAPTION

Your business moves every day. Your content shouldn't take three weeks to catch up.

Most founder-led brands don't have an idea problem. They have a production problem.

Snaply turns founder insight into premium visuals, short-form video and campaign assets through AI-powered production and real creative direction.

No content treadmill. No generic AI output. Just a creative engine that moves at the speed of your business.

Stop managing content. Build your creative engine.

#FounderLedBrand #FounderMarketing #AICreativeAgency
#AIContentCreation #AIVideo #ContentStrategy #SnaplyLabs

PROPOSED VISUAL FEED

Founders recognise Snaply before they see the logo.



VISUAL SYSTEM

Founder reality - a recurring human anchor.
AI possibility - cinematic proof of capability.
Product + process - one recognisable feed.

SAME PHOTOS → SAME PALETTE → ONE SNAPLY SYSTEM

RECOMMENDED FIRST TEST

Launch the idea as an experiment,
then let the market sharpen it.

HOOK TEST	A: Your business moves fast. B: Your content system is the bottleneck.	3-second hold
FORMAT TEST	Founder pain carousel vs. transformation Reel	Saves + completion
CTA TEST	Book a strategy call vs. DM “ENGINE”	Qualified intent
LEARNING LOOP	Feed winning language and visuals back into the prompt library	Faster iteration

The advantage is not access to AI. It is the ability to learn and produce faster than traditional agencies.