

# ALPHA CHANNEL

*AI-Native Motion Design Engine for Product Videos*

## What We Do

Alpha Channel transforms product screenshots and descriptions into cinematic launch videos in seconds. Upload your assets, describe your product, and watch as AI writes the script, designs the visuals, and animates everything into a professional video.

## Key Features

### Upload and Go

Drop your logo, screenshots, and description

### AI Scriptwriting

Generates scripts, stats, and CTAs powered by Claude

### AI Animation

Cinematic motion with brand aware color systems

### Natural Language Editing

"Make it more premium" or "change that scene"

## The Problem

Agencies charge \$5,000 to \$50,000 per video with two to six week turnarounds. After Effects has a six month learning curve. 91% of businesses use video for marketing, yet 60% struggle to create enough. Product videos increase conversion by 80%, yet 70% of product pages have none.

## Why Now

AI video hit production quality in 2024. Runway Gen 3, Sora, and Kling deliver Hollywood grade results. Costs dropped 100x in 18 months. 30 million new businesses launch annually and DIY tools are in demand like never before.

## Business Model

Free	Pro \$29/mo	Team \$99/mo	Enterprise
3 videos/month	Unlimited videos	Brand kits	API access
720p, watermark	1080p, no watermark	Collaboration	White label

**\$500,000**

To go full time, build aggressively, and launch Alpha Channel

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