



# Influcraft – Executive Summary

**Domain:** Creator Economy | Creator-Tech | AI + SaaS

## Company Overview

Influcraft is a Creator-Tech platform that helps creators run their work like a real business. Today, most creator campaigns are managed through WhatsApp, emails, and PDFs. This creates messy workflows, delayed approvals, payment confusion, and zero automation. Creators do not have proper systems to manage campaigns, teams, content, and money in one place. Influcraft fixes this by giving creators a single intelligent platform to manage campaigns, content, teams, and payments using AI-driven automation. Influcraft is not a creator marketplace or discovery platform.

## What Does Influcraft Do?

Influcraft provides creators and brands a structured system to execute campaigns end-to-end. It helps track deliverables and approvals, automate workflows using AI, manage teams and content, and handle payments transparently. In simple words, Influcraft replaces chaos with systems.

## Platform & Core Features

The core of Influcraft is its AI Workflow Automation engine. Creators or brands can start a campaign by uploading a campaign brief such as a PDF or by using a drag-and-drop workflow builder. Influcraft's AI reads the brief, extracts deliverables, builds a structured workflow, assigns tasks, sets timelines, and tracks progress from both the creator and brand side. This system is directly integrated with Creator Studio if the creator is working with a team. Once both sides agree on the terms and deliverables, the brand deposits the full campaign amount into Influcraft's escrow system. Payments are linked to deliverables, and as soon as the deliverables and conditions are met, the system automatically releases the payment to the creator.

Influcraft also provides a Creator CMS where creators manage their entire digital presence from one dashboard. They can run blogs, newsletters, content scheduling, and content calendars, along with personalized and domain-mapped websites, link-in-bio pages, and URL shorteners. This allows creators to operate like a real media business instead of using multiple disconnected tools.

For creators who manage teams, Influcraft offers Creator Studio. It is a space where editors, designers, writers, and managers can collaborate. It supports task assignment, file sharing, team communication, and is deeply integrated with the AI Workflow Automation system so that campaign work and team work stay in sync. It supports escrow-based campaign

payments, transparent income tracking, automated payouts, and a business-grade financial structure for creators.

Along with this, Influcraft provides a Unified Creator ID and Single Sign-On so creators use one login across all tools, making future expansion of features simple and seamless.

## Vision

Influcraft's vision is to elevate creators into businesses by giving them the same systems, automation, and financial clarity that companies have. In the long term, Influcraft aims to become the infrastructure layer of the creator economy.

## Problem We Are Solving

Creators today face scattered tools, manual coordination, no financial clarity, and no business-grade systems. Brands face poor visibility into real workflows, delayed approvals, and weak tracking of deliverables. There is no unified Creator-Tech platform in India that manages campaigns, content, teams, analytics, and payments together in one system.

## Our Solution

Influcraft solves this by offering AI-first workflow automation, business-grade creator systems, end-to-end campaign execution, a financial trust layer, and data-driven tools for creator growth — all inside one unified platform.

## Why Influcraft?

The creator economy today runs on chaos. Influcraft is building systems. So creators stop being freelancers — and start being businesses.

**Subodh Kumar Pradhan**  
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