INFLUCRAFT PRIVATE LIMITED

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, creator campaigns are managed through WhatsApp, emails, and PDFs. This leads to messy workflows, delayed approvals, payment confusion, and zero automation. Creators don't 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
- Track deliverables and approvals
- Automate workflows using AI
- Manage teams and content
- Handle payments transparently

It replaces chaos with systems.

Platform & Core Features

1. AI Workflow Automation (Core Engine)

Creators or brands can start a campaign by:

- Uploading the campaign brief (PDF, email, text), or
- Using a drag-and-drop workflow builder.

Influcraft's AI then:

- Extracts deliverables
- Builds structured workflows

- Tracks deliverables from both creator and brand side
- Assigns tasks (integrated with Creator Studio if used)
- Sets timelines and milestones
- Tracks progress in real time

After both sides agree on terms:

- The brand deposits the full campaign amount into Influcraft's escrow
- Payments are linked to deliverables
- As deliverables are verified, the system auto-releases payments to the creator

This creates a trust loop:
Deliverables → Verification → Auto Payment → Trust

2. Creator CMS

Creators manage their entire digital presence from one dashboard:

- Blogs
- Newsletters
- Content calendar
- Content scheduling
- Personalized and domain-mapped websites
- Link-in-bio
- URL shortener

3. Creator Studio

For creators who run teams:

- Editors, designers, writers, managers
- Task assignment and tracking
- File sharing
- Team collaboration
- Deep integration with AI Workflow Automation

4. Financial Wallet & Ledger

- Escrow-based campaign payments
- Transparent income tracking
- Automated payouts
- Business-grade financial system for creators

5. Unified Creator ID & SSO

- One login for all Influcraft tools
- Easy future product expansion
- Unified identity across workflows

Vision

To elevate creators into businesses by giving them the same systems, automation, and financial clarity that companies have.

Long-term, Influcraft aims to become the **infrastructure layer of the creator economy**.

Problem We Are Solving

Creators face:

- Scattered tools
- Manual coordination
- No financial clarity
- No business-grade systems

Brands face:

- No visibility into real workflows
- Delayed approvals
- Poor tracking of deliverables

There is no unified Creator-Tech platform in India that manages campaigns, content, teams, analytics, and payments together.

Our Solution

Influcraft offers:

- AI-first workflow automation
- Business-grade creator systems
- End-to-end campaign execution
- Financial trust layer
- Data-driven creator growth

Why Influcraft?

The creator economy runs on chaos.
 Influcraft is building systems.

So creators stop being freelancers —
 And start being businesses.

— Subodh Kumar Pradhan ,Purusottam Mohanta

 Founders, Influcraft