

# Project Cost Estimator

Interactive calculator to estimate the running costs of the Snooliest Engine, from infrastructure to AI generation.

This tool provides a transparent breakdown of the costs involved in running the full AI video production pipeline. Adjust the sliders and dropdowns to visualize the cost difference between "Hobbyist" and "Production" scales.

## 👤 DEVELOPMENT TEAM SIZE

5



Updates per-seat infrastructure costs automatically

## 🏢 Monthly Fixed Stack

### Compute & Hosting

[↗\(https://vercel.com/pricing\)](https://vercel.com/pricing)

Pro (\$20/user)



Est. Cost: **\$100 /mo**

### Source Control

[↗\(https://github.com/pricing\)](https://github.com/pricing)

Team (\$4/user)



Est. Cost: **\$20 /mo**

### Authentication

[↗\(https://www.better-auth.com/\)](https://www.better-auth.com/)

Better Auth (Self-Hosted) (\$0/mo)



**\$0 /mo**

## ⚠ Production AI Pipeline

### SCREENPLAY LOGIC (LLM)

[🔗\(HTTPS://WWW.ANTHROPIC.COM/PRICING\)](https://www.anthropic.com/pricing)

Claude 4.0 Sonnet (\$16/M tok) ▾

### VISUALS (IMAGE GEN)

[🔗\(HTTPS://REPLICATE.COM/\)](https://replicate.com/)

Flux 2 [Pro] (\$0.05/img) ▾

3x BATCH

### VIDEO RENDER

[🔗\(HTTPS://LUMALABS.AI/\)](https://lumalabs.ai/)

Luma Dream Machine v2 (\$0.45 / per 5s) ▾

### VOICE (TTS)

[🔗\(HTTPS://ELEVENLABS.IO/PRICING\)](https://elevenglabs.io/pricing)

ElevenLabs v3 (\$0.18/1k char) ▾

**\$1.27**

COST PER 8S SCENE

/ 8S UNIT

### MONTHLY INFRA

**\$120 /mo**

LLM Logic	<b>\$0.04</b>
Imagery	<b>\$0.15</b>
Video	<b>\$0.72</b>
Voice	<b>\$0.03</b>
Sync	<b>\$0.33</b>

*Prices are estimates based on Early 2026 data. Actual costs may vary by usage and provider.*

## DISCLAIMER

Prices are estimates based on early 2026 data. Actual costs may vary by usage and provider. Infrastructure costs (Vercel, GitHub) are monthly, while AI costs are usage-based.