

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	\$0.04
Imagery	\$0.15
Video	\$0.72
Voice	\$0.03
Sync	\$0.33

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.