ANNEX C - Technical Roadmap For AI Platform

Core AI Capabilities:
- Casting/Talent Database (actors).
- Location Database & Set Selection (filming locations/countries that provide incentives to film/TV productions).
- Vadis Brand Marketplace (Product Placement Tool): Suggest brands and products for specific scenes/projects).
- Scriptwriting.
- Generate Posters/Images, Trailers, Films.
- Scene Editor & Export.
- Piracy Detection & Removal.
- Royalties.

User Interface Layout

Core User Types:
- Film professionals: Producers, Writers, Artists.
- Investors: Production Companies, VCs, Angel Investors.
- Brands: Owner, In-house Marketing – Consumer and enterprise product companies.
- Agencies: Marketing, Branding & PR – Coordinate public-facing campaigns, manage exposure and press initiatives.

Core Platform Features:
- AI Creative Dashboard: Tools for generating scripts, images, trailers, short films.
- Project Dashboard: Build, manage, track and showcase projects.
- Investor Marketplace: Connect creators with potential investors.
- Pitch Deck Generator: Auto-create professional and high-quality pitch decks - for investors and brand facing decks.
- Collaboration Hub: Collaborate in real-time (users working on the same project from different locations), messaging, media sharing.
- Funding & Analytics Dashboards: Monitor funding progress, track exposure. ROI, and engagement, Insight into project performance.
- Agency & PR Manager: Manage single or multiple brands, assets and placements.

Key Features for Brands:
- Product Tagging: Submit products to be considered for in-scene placements.
- AI Matching System: Suggests ideal projects based on product type, genre, target audience, and narrative alignment.
- Placement Packages: Purchase tiered sponsorship options e.g. visual prop, featured in poster, dialogue mention.

- Performance Analytics.

User Interface Overview (All Users)
Home Page (Universal Layout):
- Dynamic welcome view personalised per role.
- Spotlighted Projects (AI predicted hits).
- Quick access:
    o New Project (creators).
    o Explore Projects (Investors).
    o Placement Opportunities (Brands & Agencies).
- Notifications Panel: New Messages, Placement Offers, Project Updates.
- Support/Help.

Creators' Tools
Project workspace
Tabs:
- Overview: Title, Outline, Team.
- Script Generator/Editor (AI & manual editing).
- Visual Assets (AI generated art).
- Video/Trailer builder/upload.
- Budget & Timeline.
- Funding Progress.
- Pitch Deck Generator.
- Brand Collaborations Tab:
    o Product placement opportunities.
    o Integration mock-ups.
    o Offers from brands/agencies.
    o Usage agreements and deliverables.

AI Creative Studio
Script Generator: The script-writing product is to create the treatment and very detailed scenes with character breakdowns and lists of talent. As the model expands and evolves over time, the AI could write or assist with the writing of dialogue for the characters as well.

Inputs
The suggested inputs would include:
- Logline: a one-liner.
- Genre: Top genres/subgenres are listed below:

    - Action
    - Historic Bloodshed
    - Military Action
        - Espionage
        - Wuxia Action
        - Disaster
        - Adventure
        - Superhero
    - Animation
    - Traditional
    - Stop Motion
    - Claymation
    - Cutout
    - Computer Generated Imagery (CGI)
    - Puppetry
    - Live-Action

- Comedy
    - Action-Comedy
    - Dark Comedy
    - Romantic Comedy
    - Buddy Comedy
    - Road Comedy
    - Slapstick Comedy
    - Parody
    - Spoof
    - Satire
    - Sitcom
    - Sketch Comedy
    - Mocumentary
    - Prank
- Crime
    - Caper
    - Heist
    - Gangster
    - Cop (Police)
    - Detective
    - Courtroom
    - Procedural
    - True Crime
- Drama
    - Melodrama
    - Teen Drama
    - Philosophical Drama
    - Occult
    - Slasher
    - Splatter
    - Found Footage
    - Zombie
- Romance
    - Romance Drama
    - Romance Thriller
    - Period Romance
- Science Fiction
    - Post-Apocalyptic
    - Utopian
    - Dystopian
    - Cyberpunk
    - Medical Drama
    - Legal Drama
    - Political Drama
    - Anthropological Drama
    - Religious Drama
    - Docudrama
- Experimental
    - Surrealist
    - Absurdist
- Fantasy
    - Contemporary Fantasy
    - Urban Fantasy
    - Dark Fantasy
    - High Fantasy
    - Myth
- Historical
    - Historical Event
    - Biography
    - Historical Epic
    - Historical Fiction
    - Period Piece
    - Alternate History
- Horror
    - Ghost
    - Monster
    - Werewolf
    - Vampire
    - Steampunk
    - Tech Noir
    - Space Opera
    - Contemporary
    - Military
- Thriller
    - Psychological
    - Mystery
    - Techno

- Film Noir
- Western
    - Epic Western
    - Marshal Western
    - Outlaw Western
    - Revenge Western
- Revisionist Western
- Spaghetti Western
- Musical
- War

- Targeted rating: Following the US rating system, The Motion Picture Association rates films from the list below:
    - G: General audiences.
    - PG: Parental Guidance Suggested.
    - PG-13: Parents Strongly Cautioned.
    - R- Restricted.
    - NC-17: Adults Only.
    - For more information on the rating and criteria, please refer to the ratings guide from the Motion Picture Association: https://www.motionpictures.org/film-ratings/
- Location(s): Whether broad locations such as country or city, expanding to specific sites/settings (for example: AlUla in Saudi Arabia, etc.)
- Character Archetypes.
- Character Traits.
    - Additional inputs for gender, ethnicity/race (as we create culturally relevant content for specific audiences).

Outputs

The output would provide the treatment and detailed scenes with the character breakdowns and suggestions for talent for each role. In addition, the scenes would provide a natural placement for sponsorship opportunities with brands. For example, a scene in a diner could offer natural placements to promote Pepsi, Coca Cola, etc. A car chase scene could offer placement for Mercedes, Audi, Lexus, or any other car manufacturer to sponsor and feature their latest model.

- Create a Script: Turn any idea into a film project.
- Input Concept: Input text (x characters): Anything from a short story, story, novel, treatment to an idea, or story. Optional fields: length (page length 90-100 pages or 120-140 pages), number of scenes, special requests, format, genre, setting, tone. Input aspects such as # of scenes, special requests, format, genre, tone best presented to the user by e.g. drop-down-menu for selection.
- Generate Storyline: AI generates alternative storylines (3-5 options) for the user to select. The user selects which storyline to expand upon.
- Settings and Cast: AI generates 3-5 suggestions for background settings, characters, and treatment for the script in 1 page format max. Use select which preferred setting, characters and treatment for the script.

- Script Breakdown: AI provides synopsis with three act structures for the script - 3 pages max. Allows the user to re-define details of the scenes provided based on returning to Contents of Screen 5.
- Script Expansion: Expands on the user's input to the full scene breakdown and generates a full script in standard script format. Format relevant as it defines estimated production cost already.
- Script Editor: Allows the user to edit details of the full script and maintain continuity throughout the suggested script in the online editor.
- Final Script: Final script is available in text on the dashboard and saved into project folder(s). And export the final script in common formats: Word, txt, pdf.
- Final Script Breakdown: Final script breakdown available with extra files including scene numbers, character analysis (time on screen), scene breakdown (int/ext etc.) etc.
- Script Analysis: Scene breakdown and the full monty of analytics (further details TBC).
- Script to Previsualisation: Input script or part of it – get preview as output. To be able to play with previsualisation elements e.g. Make the main character a lion. (further details TBC).
- Script to previsualisation of an entire film: To be able to eventually produce a film from start to finish using the AI platform.

Investor Tools
Investor Marketplace:
- Project Details: Overview, pitch deck, trailer, poster/image.
- Project Feed with filters: Genre, Stage, Creator Type, Location.
- Project cards with Key Stats, pitch decks, concept art.
- Save, Invest, Request live pitch buttons.
- Portfolio View: Overview of investments, returns, upcoming releases.
- AI predictions for likelihood of success.
- ROI forecast.

Brand Dashboard:
- Product catalogue (upload, manage visuals and tags).
- Placement Marketplace (discover projects, negotiate deals).
- Placement Deals Tracker.
- Manage Placement.
- AI Integration Previews.

Brand Placement AI
- Inject products visually or into script.
- Smart suggestion "this project fits your product".
- Preview in context visual mockups.
- Accept/Reject placement pitches from creators

Brand Agencies' and PR Companies Tools
Brand Client Manager, PR Dashboard
- Multiple Brand Profiles.
- Product Submission.
- Add & manage product catalogue for each brand.
- Oversea active campaigns & placements across brands.
- Submit offers to creators on behalf of brands.
- Shares access for creatives and marketing teams.
- Scene Approvals.
- All Placement Overview.
- Schedule press drops, trailers, sentiment analysis, media pickup.
- Social/Press Analysis.
- Timeline & Milestones.

Project & Placement Manager
- Centralised dashboard for tracking all placements.
- Preview of brand integrations across creators' content.
- Approval pipeline for brands.
- Contract templates, usage rights, timeline.

Project & PR Analysis Dashboard
- Engagement Timeline: when, where, how audiences reacted.
- Social Buzz Tracker (mentions, shares, hashtags).
- Press Coverage Summary.
- Creator Collaboration Logs.

Collaboration Hun (Universal)
- Project chat tools (team, brand, PR, Investor).
- File Sharing (script, assets, brand kit, contracts).
- Calendar view (deadlines, releases, pitch meetings).

Piracy Detection
Automated workflow of piracy detection, content removal and royalty capture for film, television, and new media.
- **Detection:** Analyse websites, social media platforms, and various marketplaces for copyright infringement and pirated content.
- **Removal:** Automate the submission of Digital Millennium Copyright Act (DMCA) notices with the proper documentation to remove unauthorised use of your content on platforms and livestreams.
- **Copyright Infringement:** Analyse user input and the final product created on the platform to ensure the users have not used any material subject to copyright to avoid copyright infringement issues.

Royalties
Pursue royalties and revenues from the platforms, which have hosted unauthorised use of content based on the reported video counts and a CPM (ad-based revenue) or incoming payout.

Also Add the following pages:
- **Privacy Policy**
- **Terms & Conditions**
- **Support/Help**
- **Contact US**

UI Design System
- Colour Palette: TBC.
- Screen Mode: first light, then dark mode optional.
- Clean Grid Layout: Modular content cards, smooth spacing.
- Interactive UX: Hover effects, micro animations for AI tool usage.
- Visual Branding Zone: brand, agency, and PR profiles get logo display space.