



Early Traction



Romy
Aleph Spotify Ireland

“Sounds perfect. Quite scary actually.”



Gonzalo
Aleph Spotify Latam

“The audios are significantly improved, and the client has already given us the go-ahead.”



Izabela
Spotify Poland

“In talks with a big customer for the next year with many brands.”



Charlotte
Spotify HQ

“Very impressive and definitely an incremental value add.”



Key Benefits



Spotify Relationship

Innovation potential.

Ability with frontier technologies.

Adding value to Spotify customers in challenging markets.



Customer Retention

Delight with “free” value-add service.

Low capex and opex allows subsidized service.



Customer Acquisition

Unsophisticated clients: no budget for audio, no (local) resources, no creative support / skills.

SMB segment: can be captured in a self-serve model.



Campaign Efficiency

Trivial to iterate on creatives to address ad fatigue.



Market Differentiation

Aleph perceived as market leaders and pioneers.

(Smartly does it too)



Aleph Creative Audio in 2025 Q4

Go-to market
readiness
and success
focus.

- Work with legal to get the **legal framework** and relationships in order.
- Integrate **Google SSO** authentication.
- Fork the tool into **Pro** (premium client focused) and **Lite** (SMB-focused) versions.
- Explore deeper **APAC** support (Chinese dialects).
- Test alternative providers.
- Add **IP-detection** features.





Synthesia-Powered Generative Video Ads

Flow: pick avatars, generate animated backdrop, generate script, create music, generate video, generate composite product-cta stills, mix!

For dialogues and personality-focused ad reads.

Partner: synthesia.io





Veo3-Like Generative Video Ads



Flow: upload product images and branding elements, edit composites, generate script, generate video, generate music, mix.

Immersive video with
product placement

Partner: Bytedance



2026



Q1

Q2

Q3

Q4

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