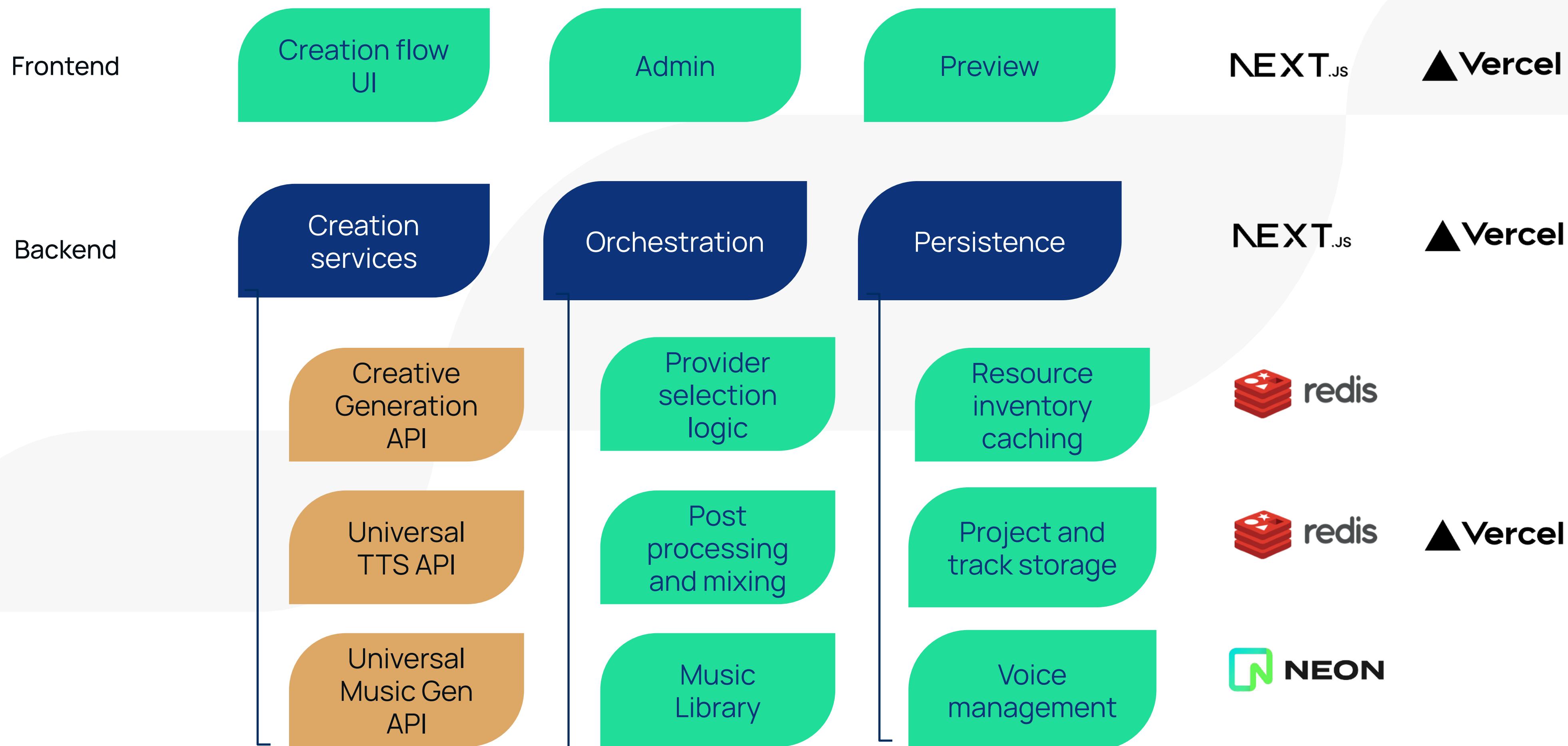


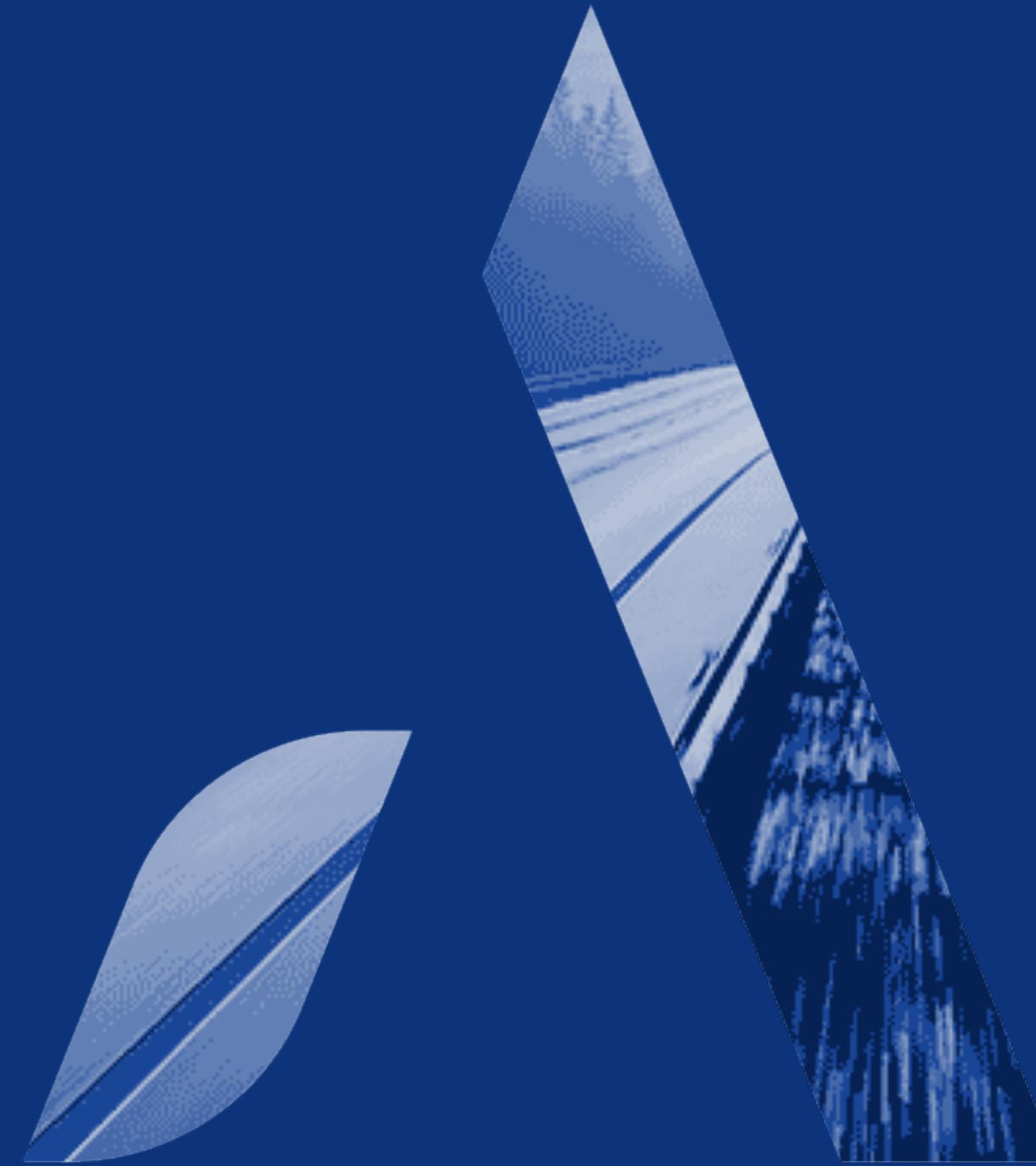


System architecture: API driven design



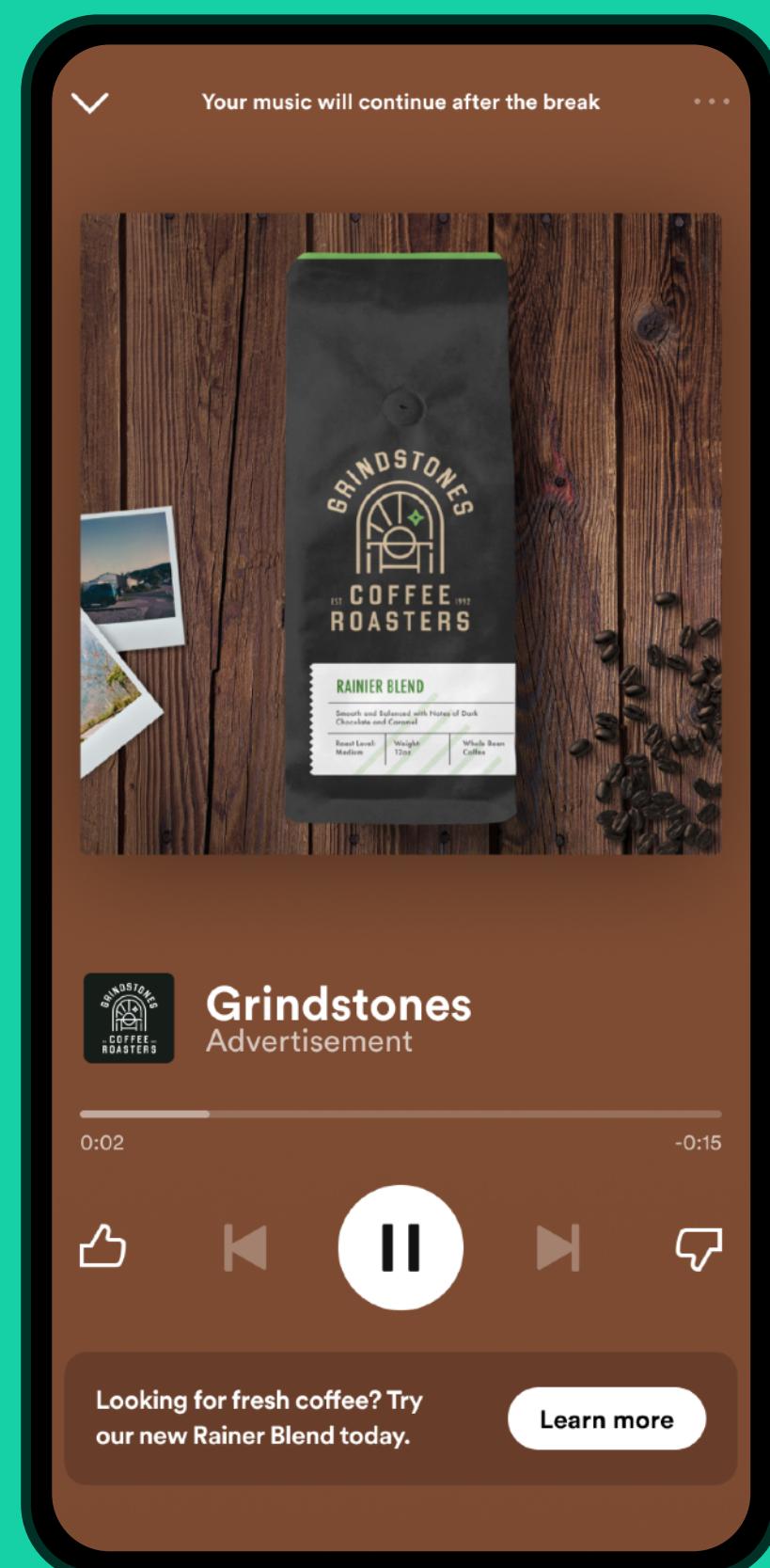


Resources & Roadmap

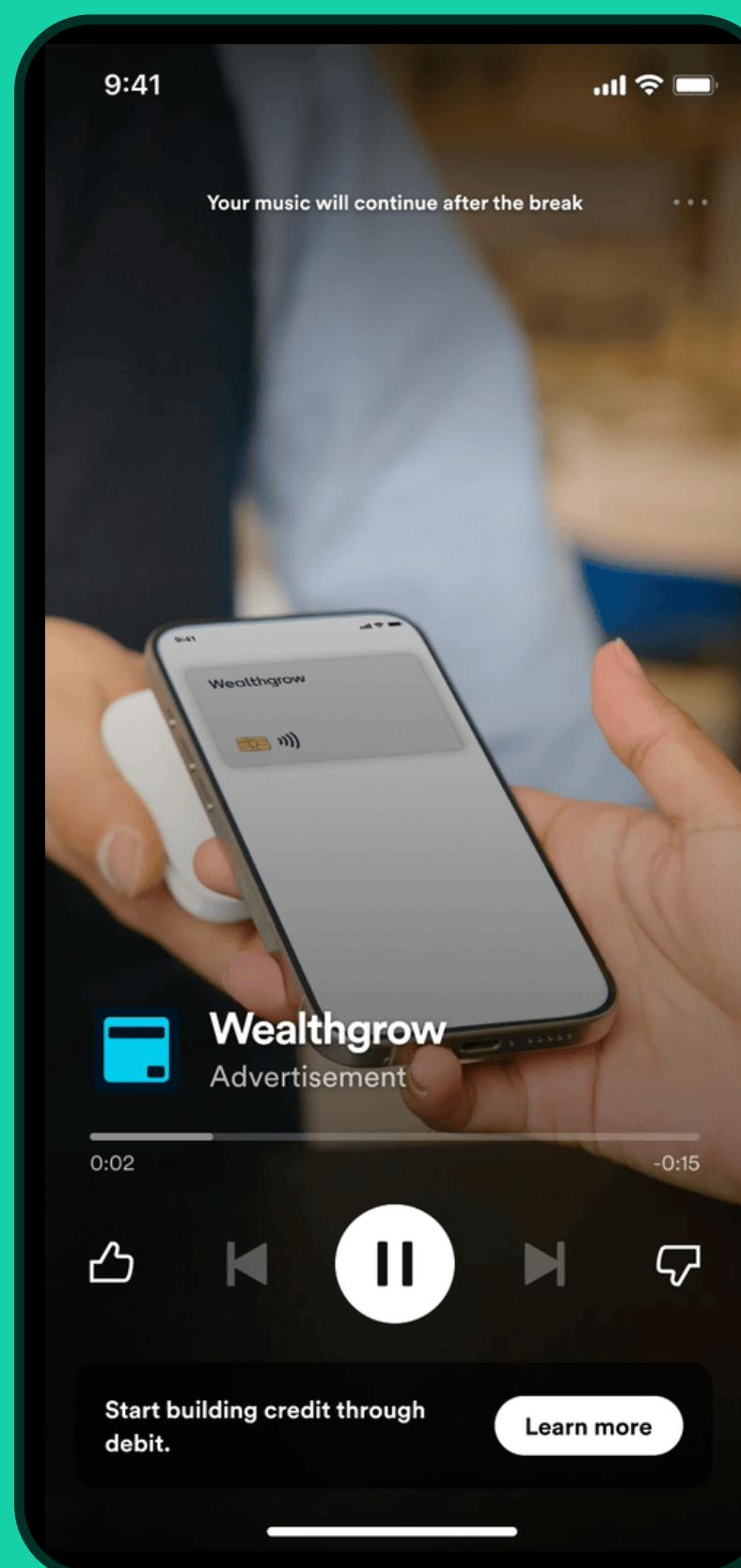


Aleph Creative Audio 2025

🔊 Audio Ads

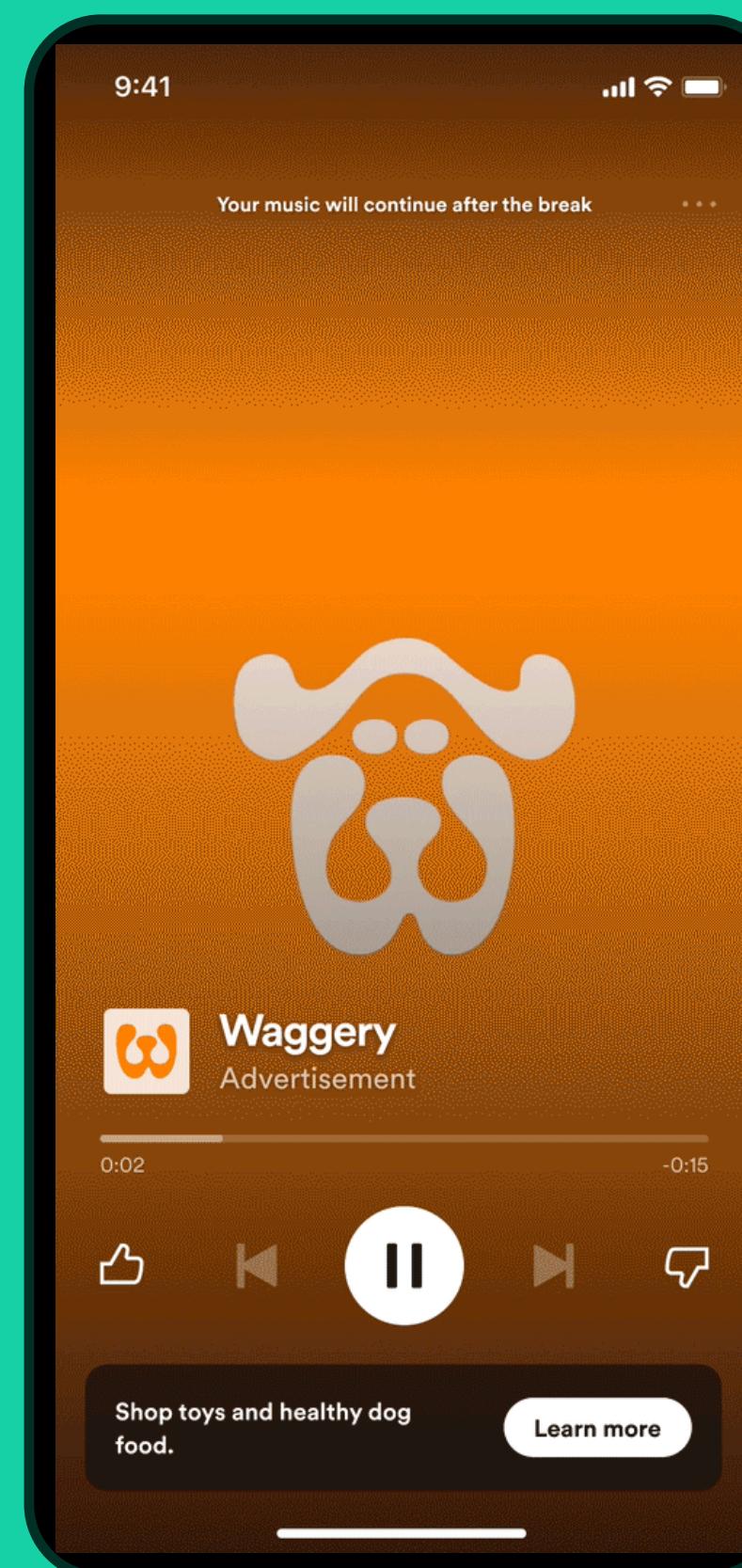


▢ Canvas Companion Asset

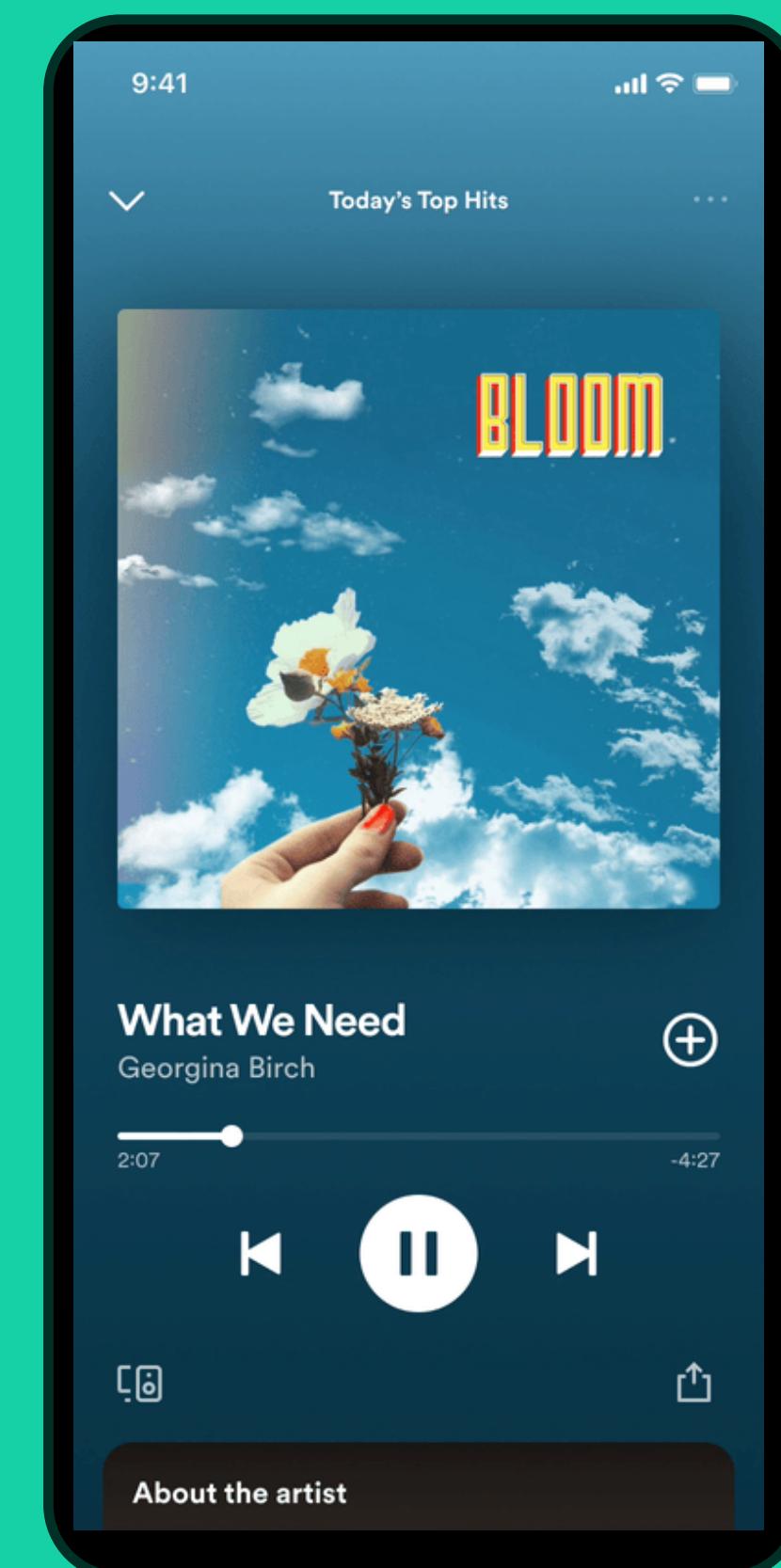


Aleph Creative Video 2026

▢ Video Takeover Ads



▢ Opt Video In – Ads



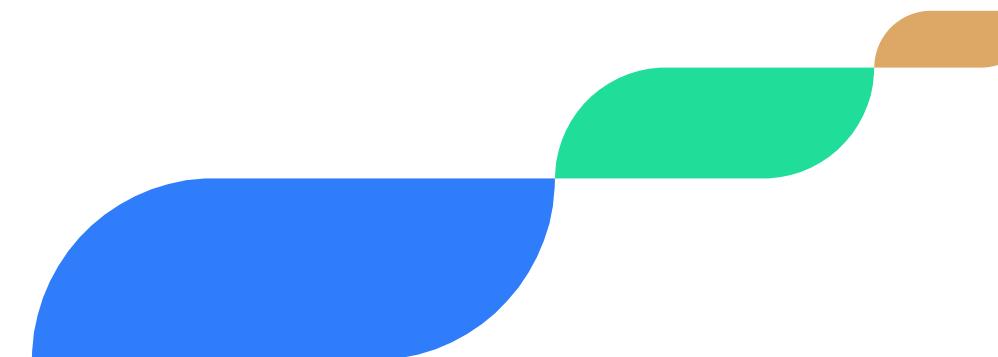
Exclusive to Ads Manager

Exclusive to Ads Manager



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.
- **Voice cloning** experimentation.
- Add **IP-detection** features.



Veo3-Like Generative Video Ads



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

Immersive product placement
for enterprise clients.

Partner: Bytedance, but also test Google Veo 3 and Runway.



Synthesia-Powered Generative Video Ads

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

Dialogue and personality-focused ad reads.

Partner: synthesia.io





Q1

- Relationships + API access-
Brand asset management
system
- Prompt engineering by vertical
- 30+ test videos validating
product placement quality

Q2

- Video Provider integration
- Voice-video-music
orchestration
- 10 internal test campaigns
(dogfooding)
- Quality tiers

Q3

- Client beta (3-5 enterprise
clients: auto, luxury, FMCG)
- 15+ production campaigns
- Vertical-specific templates +
cost optimization (caching)

Q4

- Template library (product
launch, events, seasonal)
- Multi-scene composition (2-4
scenes per video)
- Scale to 15-20 clients, 30+
campaigns

GENV

AVATAR

PLATFORM





Team



80% effort

Matej

Product design

UX, UI

Technical development

Devops



25% effort

Mariana

Research

Content Production

QA, Support





Multi Modal Creative Automation For Full Service

Strategic Positioning

Differentiation: Full video generation with brand integration (not just avatars)

Enterprise focus: Product placement for premium clients

Lean team: 2 people leveraging existing architecture

Compliance first: Legal from Q1, not afterthought

Expected Outcomes

Q1: Legal + brand system + 30 test videos

Q2: Working pipeline + 10 internal campaigns

Q3: Enterprise beta + Synthesia live + 15 campaigns

Q4: 20+ clients, 50+ campaigns, positive ROI

Competitive Advantage

Hybrid audio-video platform (not just audio like WellSaid or AudioStack, not just avatars like Synthesia)

Enterprise quality + compliance + brand integration

Lean operations + provider abstractions = fast iteration