



Promptogram

Shoot it, prompt it, post it.

A 10-second selfie clip becomes a share-ready AI Story or Reel — same face, same motion, same voice — in three taps on iPhone.

● **Public TestFlight** testflight.apple.com/join/Z3tCs3R3

Pre-launch · Pre-revenue

Batumi, Georgia → Global

Roman Romanov · Founder · Investor deck · September 2026

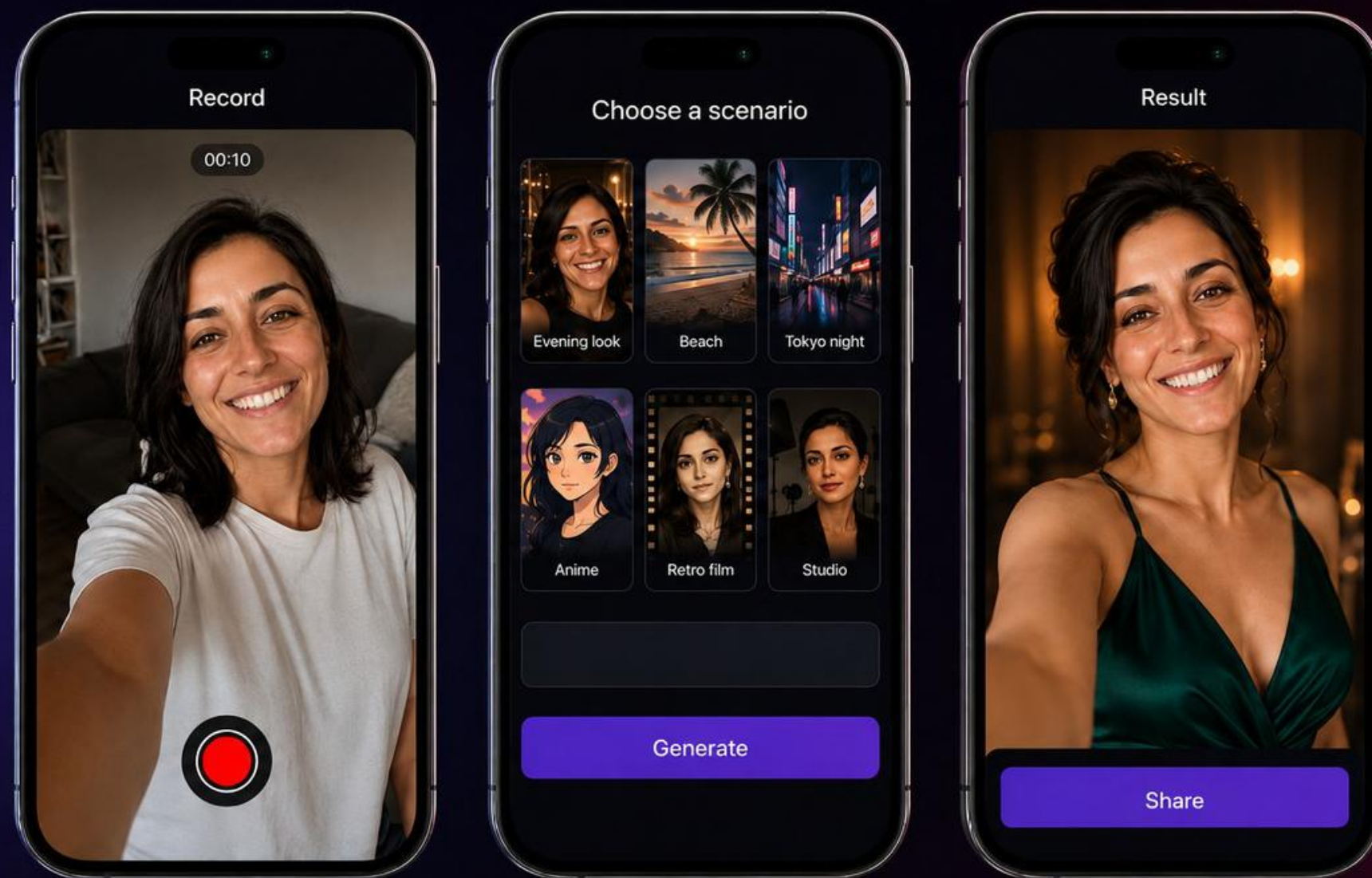


BEFORE

Record → choose a scenario → post. No editor, no prompt engineering.

AFTER

From your video to a new story — without losing you



● **THREE TAPS ON IPHONE**

1 · RECORD

Shoot or upload a 10-second vertical clip. Face and frame checks run before anything is sent.

2 · CHOOSE A SCENARIO

Pick a reusable scenario, add one line of natural language. No editor, no prompt engineering.

3 · GET YOUR STORY

The same face, motion and voice — in a new outfit, scene or style. Vertical 9:16, published in one tap.

STATUS TODAY

Functional MVP in public TestFlight · free trial = one 3-second generation · App Store not yet published · no payments yet.

Short-form video is expensive to make consistently

Creators and small businesses have to publish several times a week. Three barriers stand between an idea and a post.



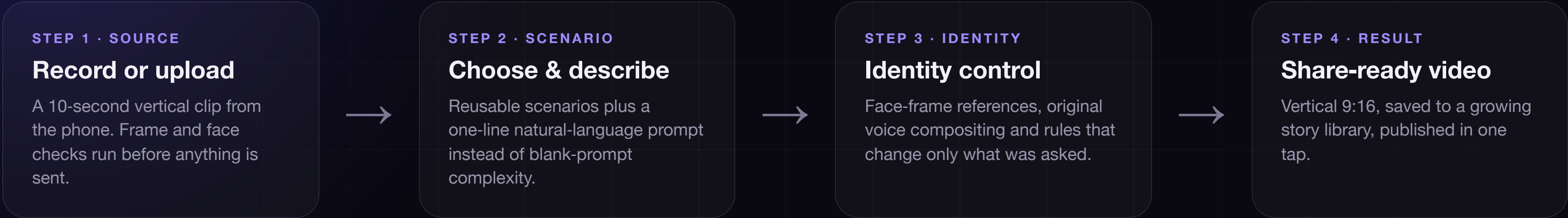
01 Time & skill
Editing demands expertise and hours they do not have. A single polished Reel is an evening of work.

02 Tool complexity
Powerful AI video tools are built around models: prompts, parameters, desktop workflows, trial and error.

03 Identity loss
Generic generation replaces the person instead of amplifying them. The face, the voice, the motion — gone.

The result: less content, inconsistent quality and a slow path from idea to post.

One guided product replaces a complex AI workflow



WHAT PROMPTOGRAM OWNS

Guided workflow
A mobile-first path from source video to a usable result.

Scenario library
Reusable creative starting points that improve with use.

Identity controls
Product logic that keeps the creator recognizable.

Generation data
Successful and failed generations inform every iteration.

TECHNOLOGY / MODEL ACCESS
Model layer: **Kling AI** — identity-preserving video-to-video. Inference today runs through fal (US). Direct Kling AI enterprise API in commercial discussion.



Identity-preserving AI video just crossed the usability threshold

01 · ECONOMICS CHANGED

Identity-preserving video-to-video is available to Promptogram at **\$0.126 / second** → **\$1.26 per 10-second video**, making a consumer workflow economically testable in 2026.

02 · CREATION FREQUENCY IS ALREADY HERE

Creators and small businesses need fresh short-form content continuously, not once. Promptogram targets a weekly recurring need, not a one-time viral novelty.

03 · THE WINDOW IS OPEN

A 12–18 month window to establish the workflow and the creator habit before a major incumbent ships a comparable experience. Founder assumption / strategic target.



REAL CLIP → SAME PERSON, NEW STORY

WHAT MAKES IT POSSIBLE TODAY

Identity-preserving video-to-video — face, motion and the original voice survive the transformation — is available through an API at a consumer-viable cost.

Minutes, not hours. A 10-second vertical clip comes back fast enough for a shoot-today, post-today mobile workflow.

A product layer on top. Scenarios, identity controls and spend caps turn a model into a weekly habit — that layer is what Promptogram builds and owns.

Model layer today: Kling AI · inference via fal · direct enterprise API in discussion



Start with people who already need to publish every week

Bottom-up wedge, not a top-down share of a category number.



WORKING ASSUMPTIONS (TO BE VALIDATED BY LIVE COHORTS)

- ~50M people worldwide identify as creators; 100M+ small businesses keep an active social presence.
- Serviceable slice: those publishing vertical video 3+ times a week on iPhone — assumed ~10%, ≈15M.
- At a planned ARPU of ~\$25 / month, 1% paid penetration ≈ \$45M ARR; 5% ≈ \$225M ARR. Scenarios, not forecasts.

CATEGORY CONTEXT · AI VIDEO MARKET

\$4.6B → \$42B

2025 → 2033 forecast

Category context only — not presented as Promptogram demand or obtainable market.
Source: Grand View Research.

More than videos. More possibilities.

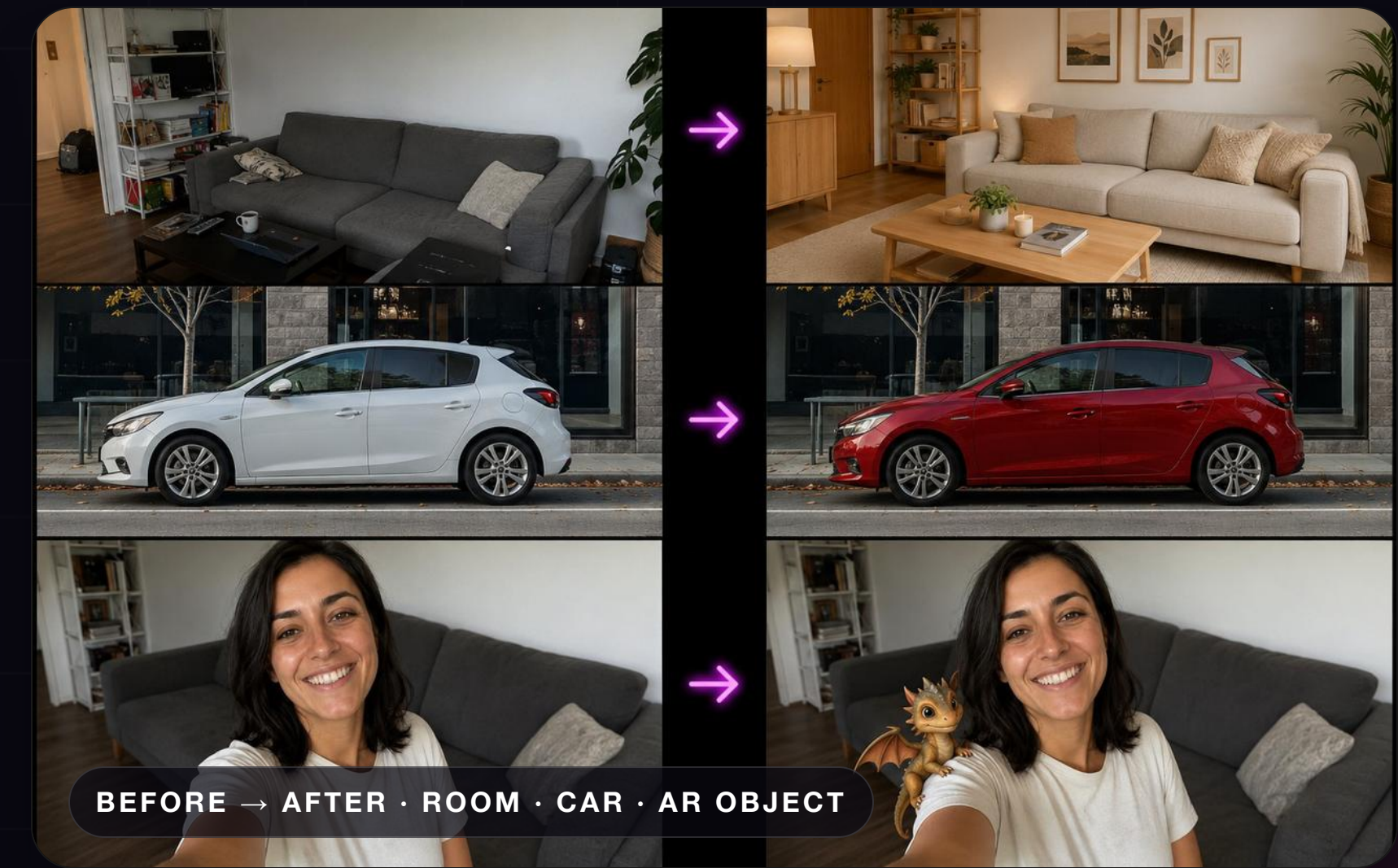
One source clip. Many stories. Your face stays you — and the same engine restyles rooms, cars and scenes.



AR OBJECTS
A character or an object in the scene — with you still in it.

OUTFIT CHANGE
A new look for a launch, a season or a brand campaign.

ROOMS & CARS
Redesign a room, recolour a car — before/after in one clip.



ENVIRONMENT
Move the same clip to a beach, a city or a studio.

STYLES
Cinema, anime, retro, editorial — 30+ styles in the library.

YOUR SCENARIOS
Save what works, reuse it weekly. Brand presets later.

Live pricing with measurable unit economics

PLAN	PRICE / MO	10-SEC VIDEOS	INFERENCE COST	MARGIN · APPLE 15%	MARGIN · APPLE 30%
Trial+	\$5.99	1	\$1.26	64%	49%
Lite	\$19.99	5	\$6.30	53%	38%
Pro	\$34.99	10	\$12.60	49%	34%
Max	\$69.99	22	\$27.72	45%	30%

Prices as configured in App Store Connect (StoreKit, 03.09.2026); Trial+ is a one-off pack, Lite/Pro/Max are monthly. Inference at \$0.126 / second, 10-second videos. Free trial generation: 3 seconds = \$0.378. Margins at full included usage, before other operating costs.

BREAK-EVEN

A free trial pays back at **2.1%** install-to-paid conversion.

BIGGEST LEVER

Apple Small Business Program (15% instead of 30%) adds ~15 points of margin on every tier — application filed.



WEB CHANGES THE CASH CYCLE

~66% margin

Target margin on web checkout vs ~36–51% on iOS. Web acquiring pays out in **2–7 days**; Apple pays out in **30–45 days**. Inference is paid at generation time — a web + iOS launch shortens the gap between paying the model and getting paid by the user.

Prices are live in the TestFlight build; margins are modeled, not historical results.

Built for repeat creation — with bounded downside

RETENTION THESIS

Promptogram is designed around a weekly need — create → publish → need content again — not a one-time AI novelty. Small-business owners and frequent creators are the target because their need recurs.

CONSERVATIVE MODEL

55–70%

modeled monthly churn for a new consumer app

Not measured yet. Retention and conversion are the core validation questions of the next 90 days.

2.1%

install-to-paid conversion at which a free trial pays back

OUR STANCE ON LTV

We do not claim an LTV. Inference exposure is mechanically capped, so burn scales only with measured conversion — not with hope.

Unit economics are based on assumptions until measured.



SPEND GUARDRAILS — ALREADY IMPLEMENTED

- Server-side daily cap on free generations, tied to available cash.
- Per-user quota plus a global ceiling; paid generations are never cut, free ones are cut first.
- Live funnel telemetry: installs → free → paid → failures → inference cost.

Pre-launch — but the product and the measurement layer are live

PUBLIC MVP

TestFlight

Functional iOS MVP
available through a public
link since August 2026

BUILT IN-HOUSE

~50–70

successful internal
generations by the team

LIVE

Telemetry

Server-side funnel: installs
→ free → paid → failures
→ inference cost

WHAT THIS IS NOT

- ✗ Not users
- ✗ Not retention
- ✗ Not revenue

SEPTEMBER EXTERNAL CREATOR COHORT
— 8 CREATORS, RESULTS TO BE
REPORTED AS MEASURED

SELECTED · AltaLab Fall 2026 (AltaIR Capital) · cohort starts 7 Sep 2026

Activation

first generation completed
— pending

Repeat generations

second use within 72 h —
pending

Willingness to pay

package chosen at
planned prices — pending

Published outputs

live posts with permission
to quote — pending

NEXT MEASUREMENT MILESTONE

1,000 installs → measured paid
conversion

Every number on this slide is reported as measured. Willingness
to pay is not revenue; intent to publish is not a published post; an
internal tester is not an external user.



PUBLIC TESTFLIGHT · Z3TCS3R3

Measure the loop first. Scale distribution second.

01 · VALIDATE

External creator cohort

Measure activation, repeat creation, willingness to pay and publishing behaviour with 8 real creators.

02 · LAUNCH

iOS + Web

App Store release and web checkout with card payments: a faster cash cycle and a second distribution surface. Android — next, after iOS + web.

03 · BUILD THE LOOP

Creation → publishing → attribution

Watermarked outputs and reusable scenarios turn every published story into an acquisition channel.

04 · BUY GROWTH

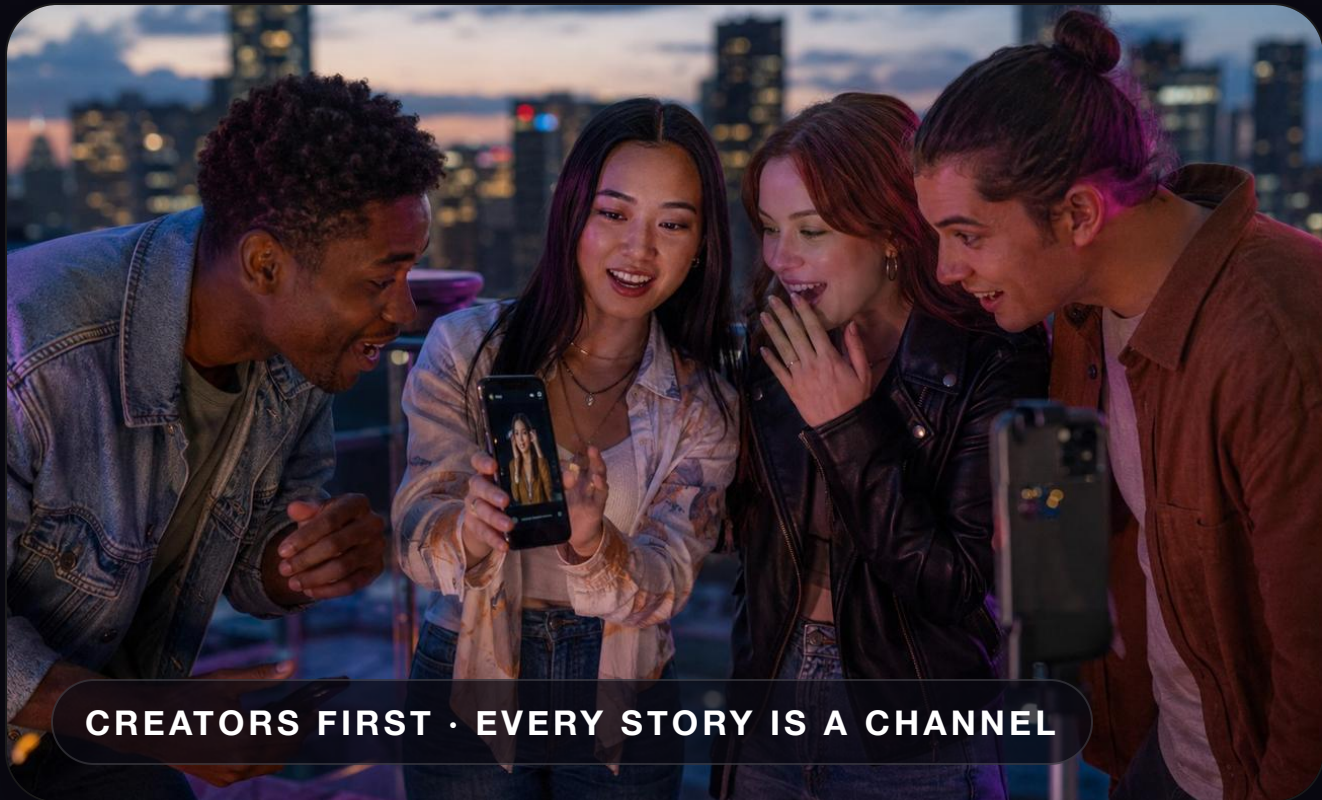
Only after CAC is known

Paid acquisition starts once conversion and retention are measured, channel by channel.

LATER · B2B2C

Agencies & brands

Creator agencies, marketing teams and brand-funded scenario presets after consumer retention is proven.



CHANNELS, IN ORDER OF PROOF

Creator cohorts

Hand-picked nano- and micro-creators; quotes and published posts with permission.

Built-in loop

Watermarked outputs and “make yours” prompts on every published story.

Communities & ASO

Creator communities, Telegram channel, App Store and web search.

Paid — after CAC

Georgia first, then GCC and English-speaking markets, channel by channel.

Template makers give you a layout. We give you a new story — as you.



TEMPLATE STORY / REEL MAKERS

Instories · Mojo · Unfold · Storybeat — fast and popular, but a template over your footage: the content itself does not change.

AI TALKING-HEAD EDITORS

Mirage (formerly Captions) — captions, cuts and AI twins for talking-head videos, built around speaking to camera, not around transforming the scene.

PROMPTOGRAM

Own video → preserve identity → transform → publish → repeat. Three taps on iPhone. Your face, your voice, your motion — a new scene, outfit or style every week.

OUR WEDGE

The shortest dependable path from a real clip to a publishable Story, reusable scenarios that compound with usage data, and a mobile loop tuned for frequent creators.

FUTURE COMPETITION

Incumbents may add own-video AI transformation as a feature inside products people already use. Our answer: own the recurring creator loop first, and iterate faster.

Led by a founder with 20 years of shipped products



Roman Romanov

Founder · 100% owner · technical product lead

- **Honey Hunters Digital** — founder since 2013: mobile apps, web systems, digital growth for clients.
- **Cinery Org** — founder, 2006–2011: web development and digital products.
- Led the team that built Promptogram's MVP and the whole AI video pipeline in ~5 months (from March 2026): iOS, backend, AI pipeline, design.

DISTRIBUTION, NOT ADS

0 → ~150,000

players in about five months for a social-network game his team built: every recipient of a “surprise” could send one back — use became distribution. The same loop logic is designed into Promptogram's watermarked outputs.



BUILT IN BATUMI · MARCH → AUGUST 2026

Bootstrapped · \$0 external investment

Individual entrepreneur in Georgia · no legal entity yet

Core team: founder + contractors · full-time hires after the round

Prove conversion, retention and a repeatable acquisition loop

NEXT 90 DAYS

1,000 installs → measured paid conversion · 8-creator external cohort · web checkout with real payments · App Store release.

6 MONTHS

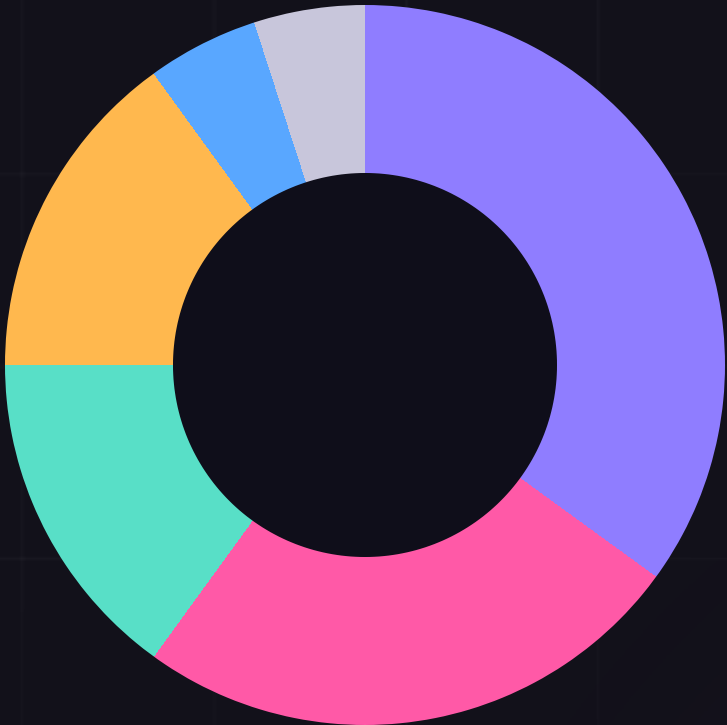
App Store + web live · first revenue · measured retention and unit economics.

12 MONTHS

A repeatable acquisition channel — scale only after CAC, conversion and retention support it.



USE OF FUNDS



- 35% Acquisition & measurement
- 25% Product & platform (web + iOS, paywall, analytics)
- 15% Inference & working capital
- 15% First hires
- 5% Legal & tax
- 5% Contingency