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# **Marketing plan: Launch of [Blooper.ai](https://blooper.ai) startup in the European Market**

**Company: [Blooper.ai](https://blooper.ai)**

**International Master in Marketing (24MSTPK01)**

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## 1.0 Executive Summary

In a rapidly evolving digital landscape where the demand for high-quality video content continues to surge across film, television, digital advertising, and social media platforms, the need for efficient, affordable, and collaborative tools in the pre-production phase has become increasingly urgent. This project introduces Blooper, an innovative AI-driven video pre-production platform, to address this very need and establish a strong foothold within Europe's thriving content creation industry.

Blooper was officially launched in November 2024 in Zug, Switzerland, by AI expert and filmmaker Arseniy Seroka and software engineer with a background in machine learning Michel Pérez. Together, they identified a critical gap in the pre-production process: the lack of a streamlined, user-friendly platform that allows creative teams to manage all pre-production tasks, such as script breakdown, moodboarding, storyboarding, location scouting, and polished pitch-deck creation, within a single, cohesive digital environment. Blooper's AI capabilities significantly reduce the manual effort involved in early-stage production tasks, offering both speed and creative flexibility to users.

The goal of this project is to deliver a strategic expansion into Europe, focusing first on the United Kingdom, France, and Spain, where competition is low and demand for agile content creation tools is growing rapidly, particularly among independent filmmakers, creative agencies, small-to-mid-sized production teams, and film schools.

Blooper is uniquely positioned to succeed in this landscape due to its AI-driven competitive edge. Unlike traditional pre-production tools that require multiple software applications and extensive manual coordination, Blooper's integrated platform reduces friction, cuts costs, and accelerates creative output. This gives it a real and inimitable advantage in a highly competitive market that increasingly values speed, quality, and collaboration.

A comprehensive analysis of both user behavior and competitor offerings will guide our approach, allowing the project team to refine Blooper's value proposition and market fit. Blooper will align its product capabilities with actual user pain points and emerging trends.

The go-to-market strategy will emphasize education, engagement, and conversion. Through a mix of online content, partnerships with educational institutions, presence at industry events, and targeted digital marketing, Blooper will build brand credibility and awareness. Communications will maintain a friendly but professional tone, highlighting how the platform empowers creatives to focus more on storytelling and less on logistics.

Project goals include:

- Validating the MVP with core user segments,
- Establishing a loyal subscriber base through beta programs and partnerships,
- Securing positive user feedback and testimonials to reinforce trust.
- We aim to achieve break-even by the fourth year while maintaining a strong focus on sustainable growth.

The long-term vision extends well beyond Europe. By laying down a solid foundation in key European markets, this project marks the beginning of Blooper's journey toward becoming a global leader in pre-production technology. As the platform continues to evolve, the aim is clear: to be the go-to platform for pre-production industries worldwide, making it simpler, faster, and more inspiring for creators around the world.

## **2. Analytic Phase: Identify Value**

### **INTERNAL ANALYSIS: Company**

#### **2.1 Company Purpose, Mission and Objectives**

Blooper.ai is a seed-stage startup (founded in 2024) by CEO Arseniy Seroika and CPO Michel Pérez. with a lean team of 7 employees based in Switzerland (Baar/Zug) and a presence in Paris. Both Michel and Arseniy come from technological and film backgrounds. With a current team of 5 employees backing Blooper, they operate worldwide on a B2C and B2B SaaS Subscription fees-based platform with a mission to bridge creative vision and technical execution in filmmaking and video content creation. The company's purpose is to streamline the pre-production process, helping teams turn scripts and ideas into visual plans in minutes, so creators can focus on refining their vision instead of tedious technical tasks. Blooper's mission is to revolutionize video pre-production processes by integrating cutting-edge AI with human creativity, making all the processes faster and cheaper. What Blooper would like to become is the go-to platform for pre-production industries worldwide.

Key business objectives include achieving product-market fit in its initial markets (UK, Spain, France), rapidly growing a user base of creative professionals, and establishing Blooper as a go-to pre-production tool that saves time and money on every project. The company also aims to meet quantitative goals such as reaching a defined number of paying users and hitting revenue milestones within the first 4 years, while maintaining high customer satisfaction and an innovative brand reputation.



## 2.1 Organization Chart

The organization chart is as follows:

**Arseniy Seroka:** CHIEF EXECUTIVE OFFICER, overall company leadership, strategy, and fundraising.

**Michel Perez:** CHIEF PRODUCT OFFICER, leads product development and ensures the platform meets the users' needs. He also is taking care of the Marketing.

**Ivan Markov:** CHIEF TECHNOLOGY OFFICER, oversees the technical development of the AI platform (this role may be filled by the CEO if technical or by a partner company, as the CEO also leads a software firm).

**Anna Zima:** HEAD OF DESIGN, the guardian of Blooper's look & feel, the bridge between raw product ideas and polished user experiences.

**Anton Voryhalov:** Business Development Manager, Focuses on partnerships and sales outreach to creative agencies and studios.

**AI/ML Engineer & Software Developers:** Small technical team building the AI-driven features (current team likely includes 2 engineers).

## 2.3 Company Culture

Blooper's culture can be described as innovative, agile, and collaborative. As a startup at the intersection of tech and filmmaking, there is a strong emphasis on creativity and problem-solving. The team prides itself on blending film industry insight with cutting-edge AI research, reflecting a culture that values both artistic vision and technical excellence. Being a small and distributed team, Blooper encourages open communication and a flat hierarchy; every team member's input is valued in shaping the product. The culture likely promotes rapid iteration (embracing a lean startup mindset to refine the MVP based on user feedback) and customer-centricity (closely engaging with early users in creative agencies and film studios to tailor the solution to real needs). There is also a spirit of entrepreneurial ownership; team members are expected to take initiative and own

multiple roles. Finally, given the company's name "Blooper" (which refers to humorous mistakes in filmmaking), the brand and internal culture have a playful, energetic vibe, celebrating creativity and learning from mistakes, while remaining professional in delivering a reliable B2C and B2B SaaS service.

The core values of Blooper are:

- **Creativity:** Spark fresh ideas that turn every video concept into something uniquely memorable.
- **Artistic Vision:** Blend storytelling and design to craft visuals that truly resonate.
- **Technical Excellence:** build rock-solid tools that make complex video workflows feel effortless.
- **Customer-Centricity:** put users first, fine-tuning our features to solve real-world needs.

## 2.4 Departmental Resources & Capabilities

As a newly funded venture, Blooper's departmental resources and capabilities are limited but focused:

- **Management & Administration:** Led by the CEO and co-founders, covering strategy, finance, and admin. The founders handle budgeting and administrative duties. The €500k seed funding is allocated across product development and go-to-market needs under management oversight.
- **Product/Engineering:** A small development team (2 engineers) builds and maintains the platform. They cover front-end development (UI of the web app), back-end infrastructure (cloud services to host the app and AI models), and AI/ML development (implementing script analysis and image generation algorithms). This team's capacity is stretched, so development is highly focused on core features.
- **Marketing & Sales:** Led by the CPO, currently this function might be 1-2 people. Responsibilities include digital marketing, content creation (blog, social media), managing the website and SEO, and initiating outreach to early adopters. A Business Development manager focuses on B2B sales, reaching out to creative agencies, studios, and filmmakers for demos and pilot projects. Marketing

resources are tight, so efforts prioritize high-impact channels (social media, industry communities, and leveraging personal networks) rather than large ad spends.

- **Customer Support & Success:** At MVP stage, dedicated support staff do not exist; the product team and marketing head likely handle customer inquiries directly. Blooper is building out self service resources (FAQs on the website and possibly tutorial content) to support new users . As user numbers grow, they might plan to introduce formal customer success processes (onboarding guides, support ticketing, etc.).
- **Production (Operations):** In a software context, this refers to running the platform reliably. Blooper likely uses cloud infrastructure to ensure uptime for users in different regions. The internal capability includes deploying updates smoothly and safeguarding project data. The small ops team ensures the AI features (like rendering storyboards) run efficiently. Given limited staff, they automate what they can and focus on core uptime, deferring more advanced infrastructure work until user growth demands it. Rather than building foundation AI models from scratch (which would cost millions and take years), they use existing open-source foundation models and fine-tune just the top 5% to make them perfect for filmmaking needs. For example, they build on open-source LLMs for script analysis and open-source image generation models like Flux for visual content creation. They also license stock images and use third-party rights management services rather than building these capabilities in-house.

## 2.5 Product Features

### Effortless script breakdowns made simple

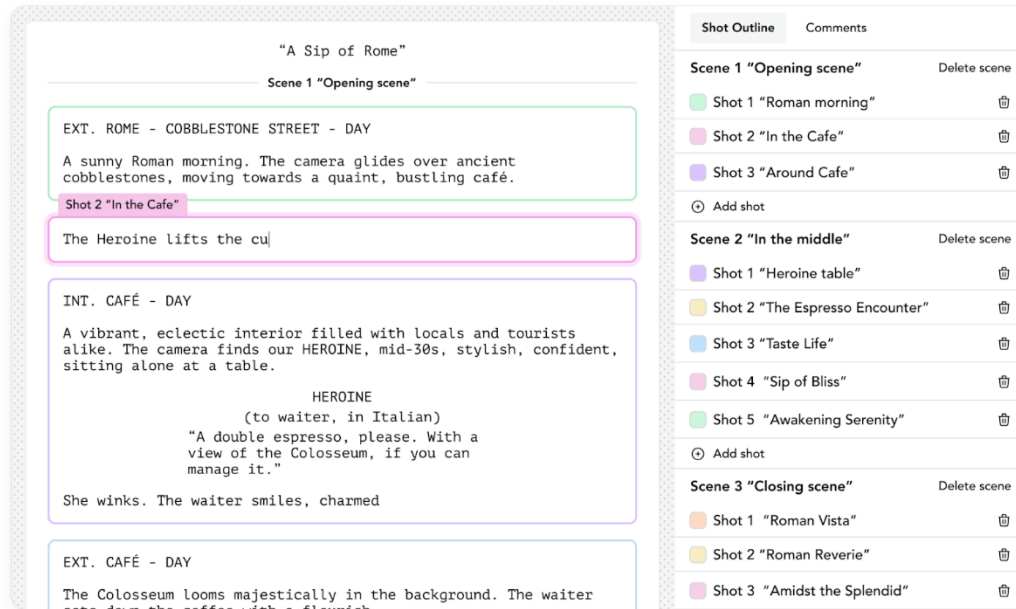


Figure 1. Blooper.ai

Streamline your script breakdowns into detailed shot lists and production schedules, making your shoot planning smooth and easy.

- Whether you have an idea or a finished script, Blooper streamlines the process.
- The Script Assistant structures concepts into clear screenplays.
- Script Breakdown organizes shot lists, scenes, and schedules.
- You can select if you want plenty of shots for each scene or not, and we will do it automatically.
- Character Creation ensures every role is well-defined—getting your production-ready faster.

## Script assistant

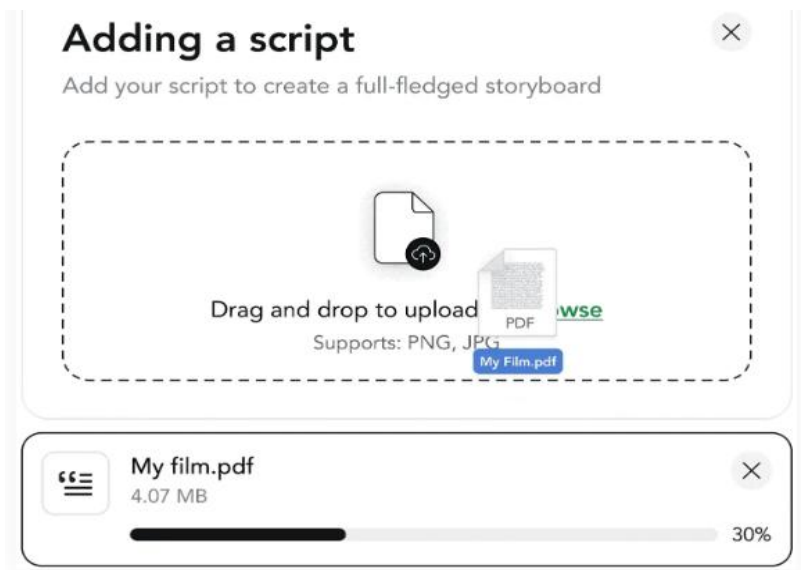


Figure 2. Blooper.ai

- Upload your screenplay to Blooper and instantly receive a script breakdown.
- Text could be in any form, you don't need to make it look as a professional script.

## Script breakdown

- Define the shots of your movie by hand, or let Blooper do it.
- Our AI-engine analyses your script and proposes a shot outline.

## Character creation

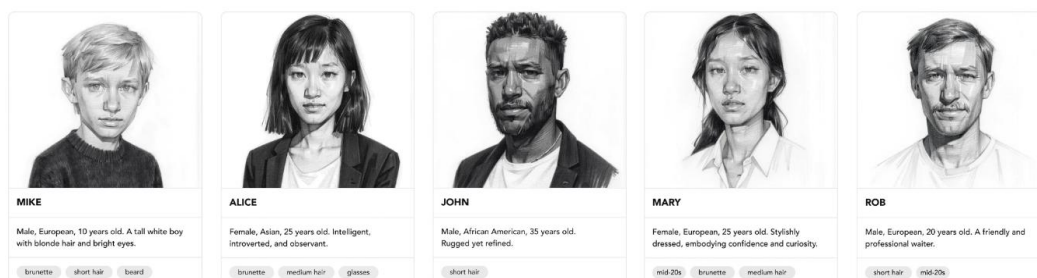


Figure 3. Blooper.ai

- Blooper AI assistant recognizes characters in your script and provides you with a selection of people to embody them in your storyboard.<sup>1</sup>

## Moodboards that bring ideas to life

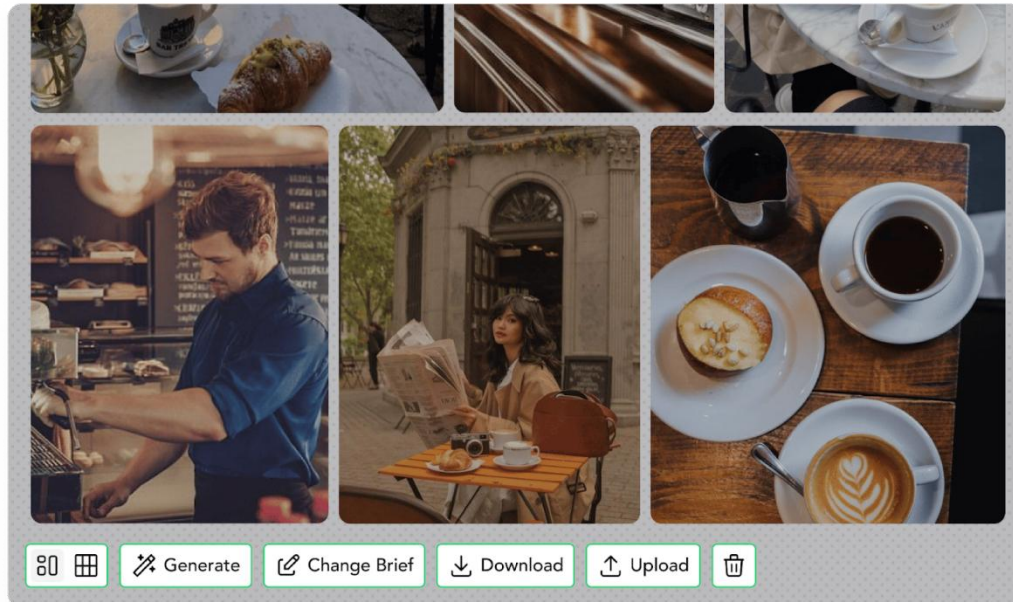


Figure 4. *Blooper.ai*

Save time and energy by turning your creative vision into a shareable moodboard in minutes. Define the tone, style, and visual direction of your project to ensure everyone on your team is on the same page.<sup>2</sup>

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<sup>1</sup> Blooper.ai

<sup>2</sup> Blooper.ai

## AI Storyboarding

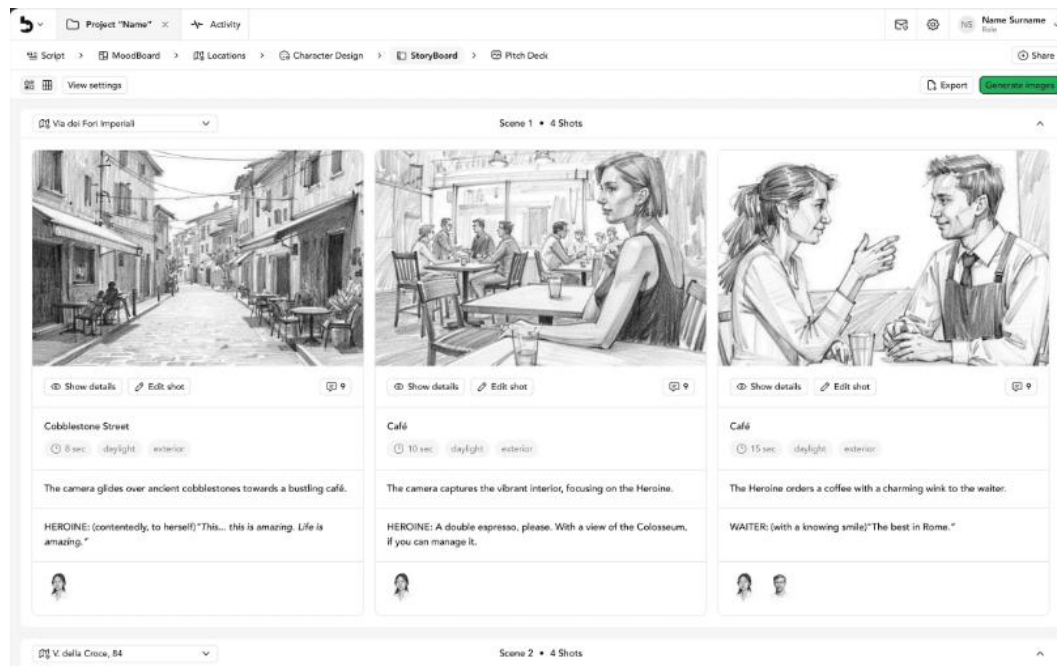


Figure 5. Blooper.ai

Instantly transform scripts into storyboards with AI in an automatic way, eliminating hours of manual sketching. Blooper helps you quickly see how your video will look before you start filming.

Blooper takes care of all sequencing and continuity rules for shot composition. For every visualization, Blooper does:

- Shot type
- Camera angle
- Scene details
- List of props
- Equipment predictions
- Location suggestions



## Props Planning Made Easy

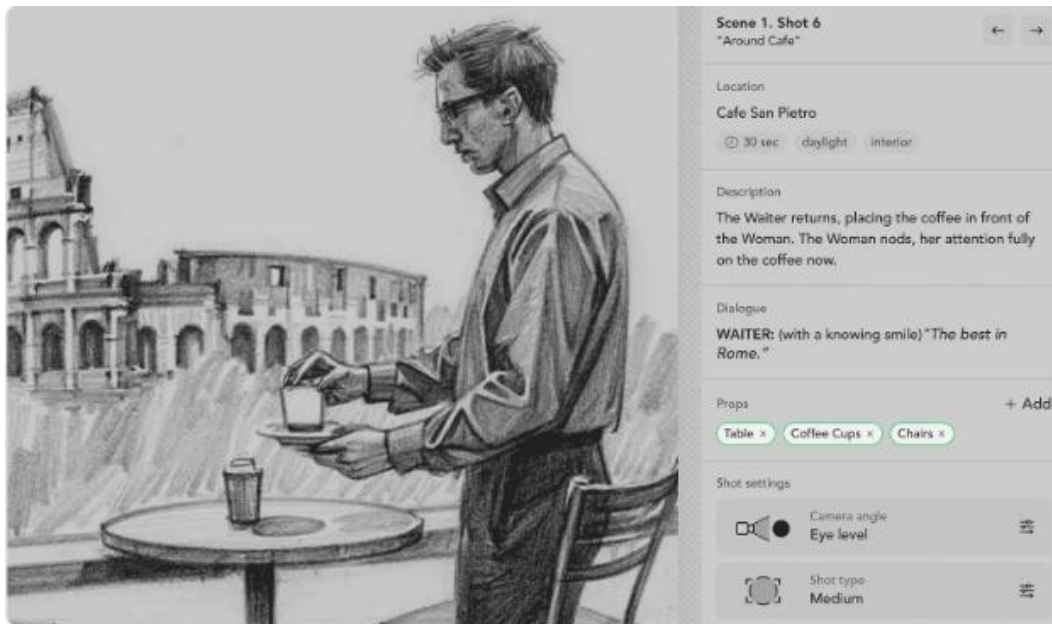


Figure 6. Blooper.ai

- Blooper identifies essential props, costumes, and set elements from your script.
- From furniture to costumes, every detail is listed and organized—saving time, reducing costs, and ensuring your scene looks exactly as envisioned.

## Storyboard Generation Made Effortless

- Visualize each scene with AI precision, ensuring every shot, angle, and transition aligns with your vision.
- Save time, reduce manual work, and keep your team aligned before filming begins.



## Smart Shot Compositions

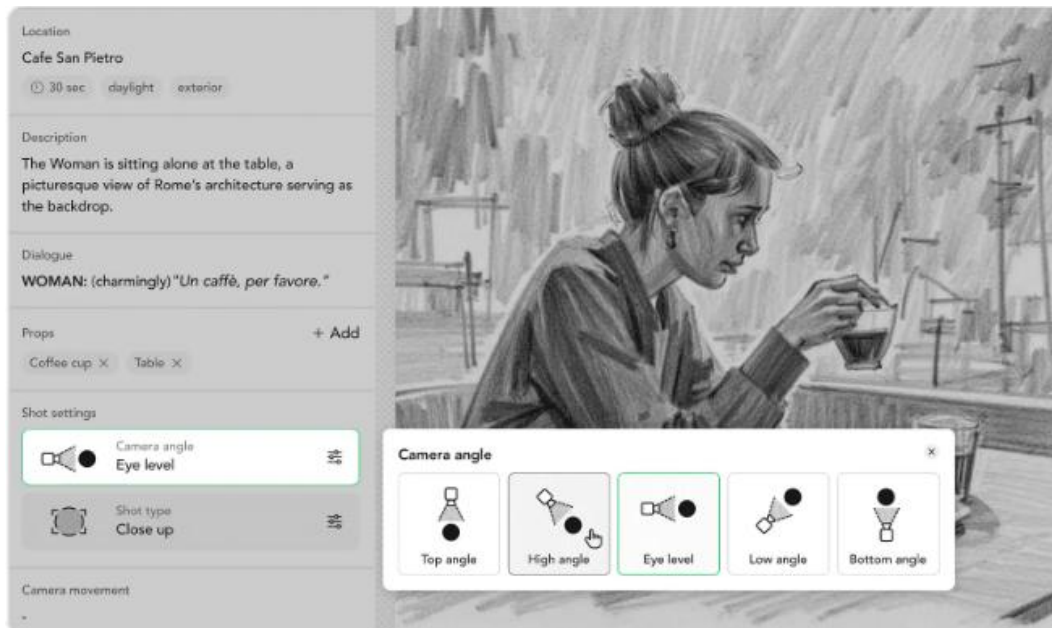


Figure 7. Blooper.ai

- Forget about mistakes in rules of composition. Blooper takes care of everything for you.
- Adjust camera angles and framing to align with your creative vision.
- It's possible to change the professional parameters of the shots, and we will reflect that in generation.<sup>3</sup>

<sup>3</sup> Blooper.ai

## Location Scouting

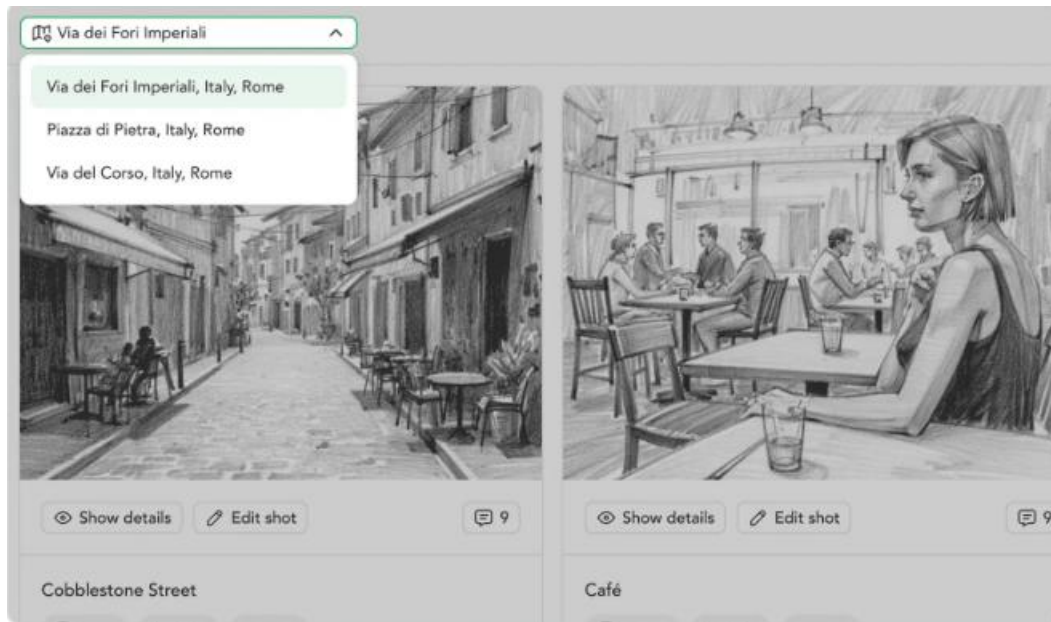


Figure 8. Blooper.ai

Blooper offers tailored recommendations for shooting venues that match the mood and requirements of each scene, using the tools provided by the AI analysis. No more endless searches for the right spot. It automatically finds venues in the city you provide for your script.<sup>4</sup>

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<sup>4</sup> Blooper.ai

## Generate your pitch deck

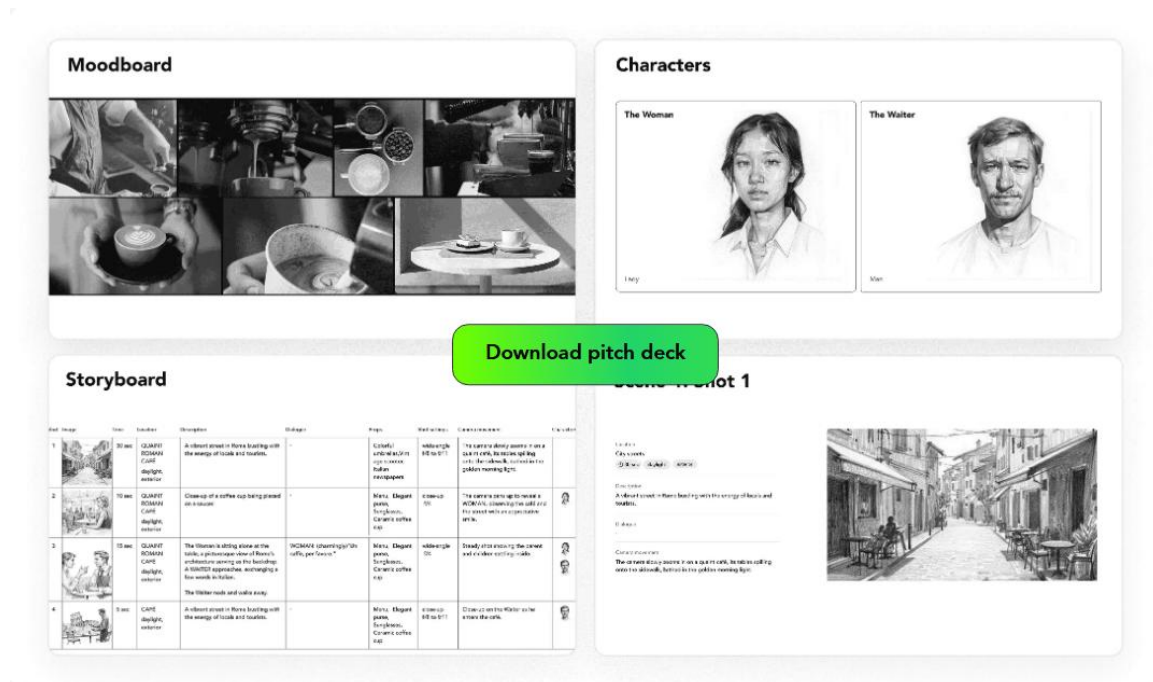


Figure 9. Blooper.ai

Effortlessly craft a tailored pitch deck for ads, commercials, and campaigns. Fine-tune the design, content, and layout to showcase your vision with clarity.

## Movie pitch deck

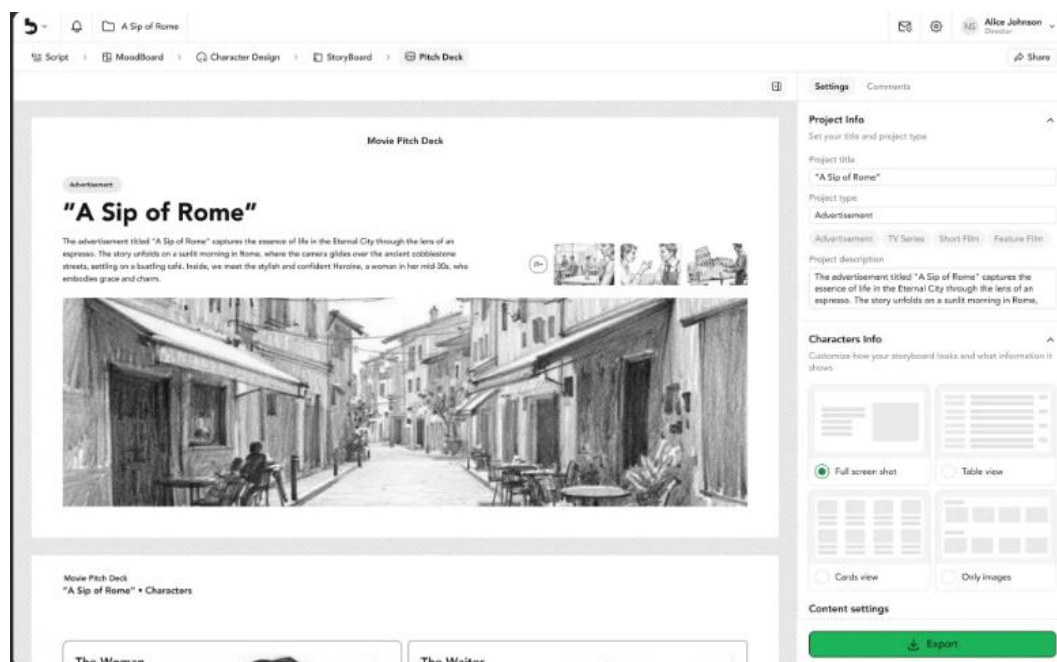


Figure 10. Blooper.ai

- Create polished pitch decks faster by selecting pre-production materials, adjusting layouts, and customizing colours.
- Save time, streamline approvals, and focus on delivering more projects with clarity and confidence.

## Storyboard views

Explore your storyboard from multiple perspectives—shot lists, tiled layouts, and more.

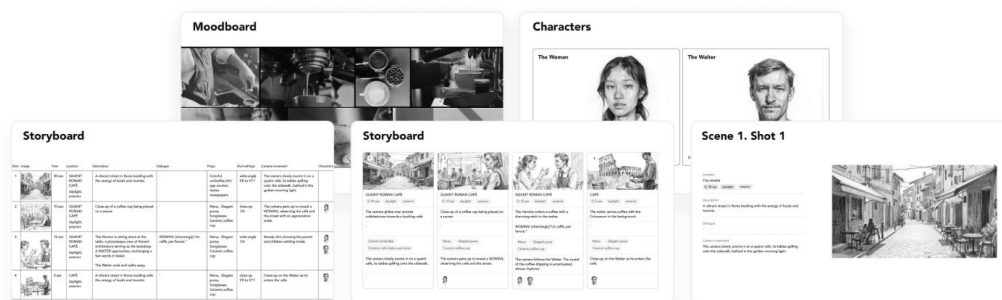


Figure 11. Blooper.ai

## Different themes and preview

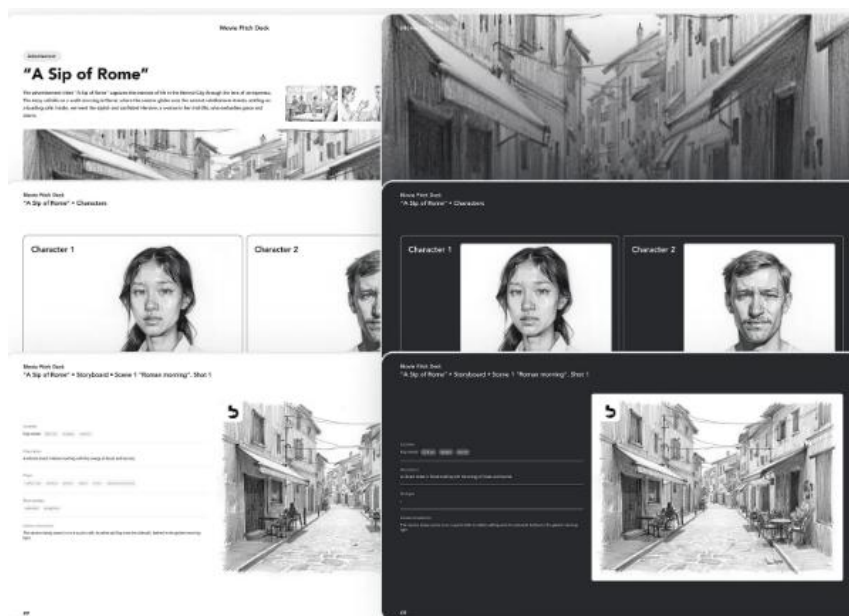


Figure 12. Blooper.ai

Easily adapt the theme of your pitch deck to align with your project's vision and style, ensuring that it is tailored to your needs.

## Pitch deck customization

The screenshot shows the 'Settings' tab of the Blooper.ai interface, divided into two main sections: 'Project Info' and 'Content settings'.

**Project Info:** This section allows users to set their title and project type. The project title is 'A Sip of Rome'. The project type is 'Advertisement', with other options being 'TV Series', 'Short Film', and 'Feature Film'. A project description is provided: 'The advertisement titled "A Sip of Rome" captures the essence of life in the Eternal City through the lens of an espresso. The story unfolds on a sunlit morning in Rome,'.

**Content settings:** This section is divided into three sub-sections:

- Content settings:** A grid of checkboxes for elements to include in the storyboard. All are checked: Image, Location, Description, Dialogues, Characters, Props, Shot settings, and Camera movement.
- Theme & Style:** Options to customize the look and feel. Two themes are shown: 'Dark theme' (unselected) and 'Light theme' (selected).
- Font style:** Options to personalize fonts and colors. Three font styles are shown: 'Bold' (selected), 'Antiqua', and 'Italic'. A 'Headlines color' selector is also present.

At the bottom of the 'Content settings' section is a green 'Export' button with a download icon.

Figure 13. Blooper.ai

Select the specific pre-production documents to include in your pitch deck and customize the color scheme to create a presentation that truly reflects your project's identity.<sup>5</sup>

<sup>5</sup> Blooper.ai

## Collaborative Real-Time Tools

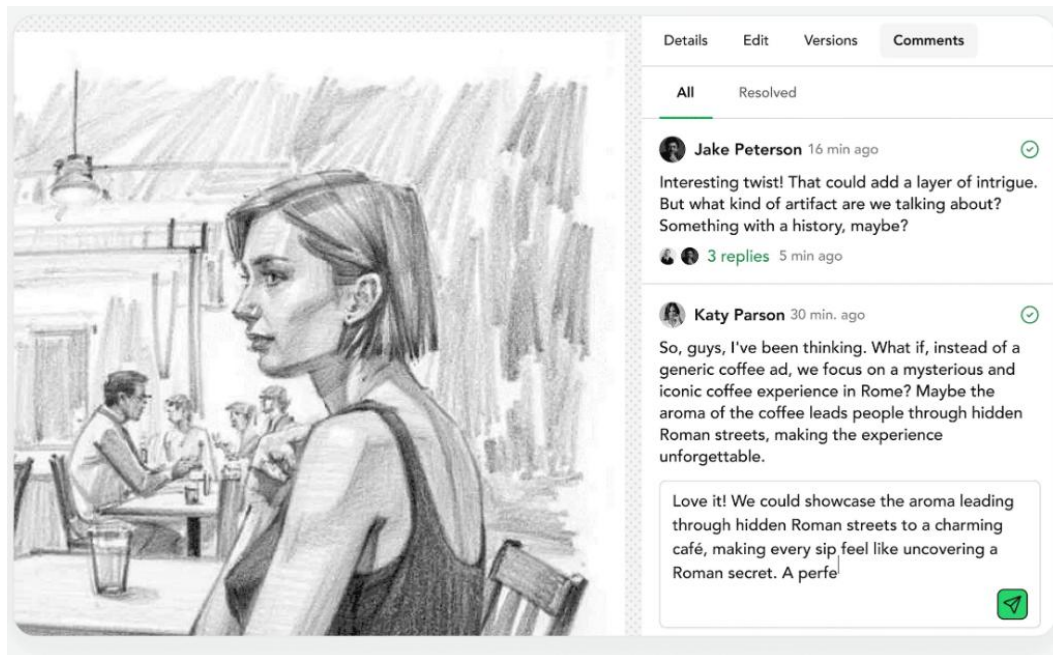


Figure 14. Blooper.ai

Allows production teams to work together efficiently, reducing miscommunication, sharing ideas, gathering feedback, and keeping your team aligned with centralized communication and real-time updates. Give projects link to your clients, give feedback, and ensure everyone stays aligned effortlessly.

## Collaborate with everyone

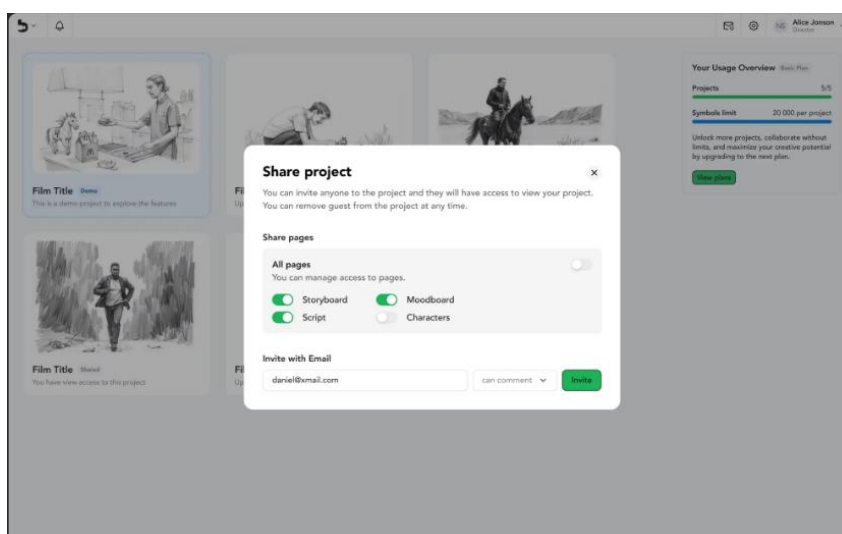


Figure 15. Blooper.ai

In Blooper it's possible to invite anyone to your project.



- Invite your producer or a client.
- Get comments for every piece or part of your work.
- Collect feedback.
- Add your teammates and work together.

## Comment everything

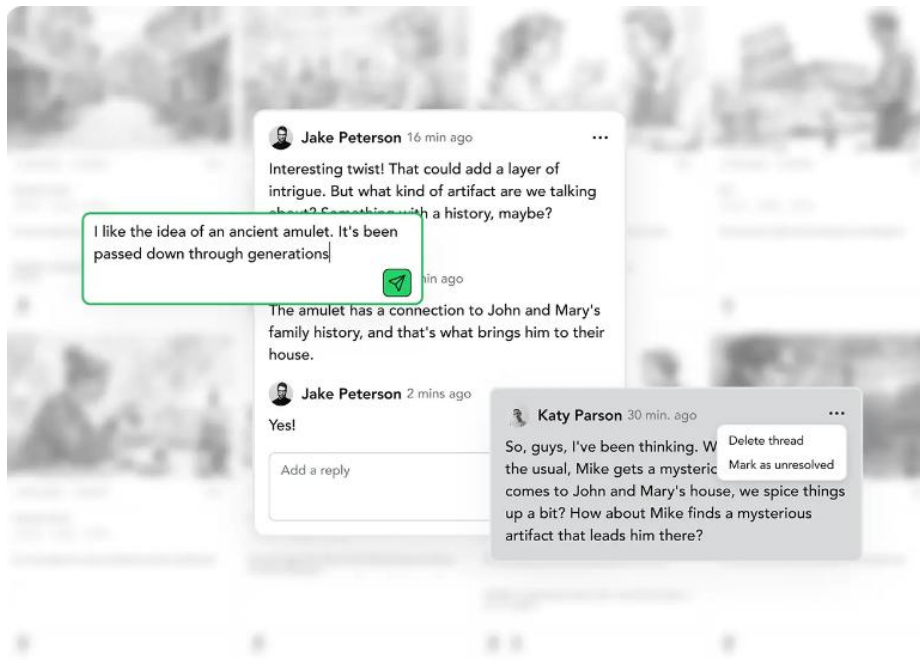


Figure 16. Blooper.ai

- Add comments directly to scripts, shotlists, visuals, storyboards, or any element of your pre-production workflow.
- Start threads, reply inline, and keep conversations organized.
- Highlight important feedback or mark specific comments for follow-up.
- Keep your workspace clean by marking threads as resolved once action is taken.

## Manage anyone

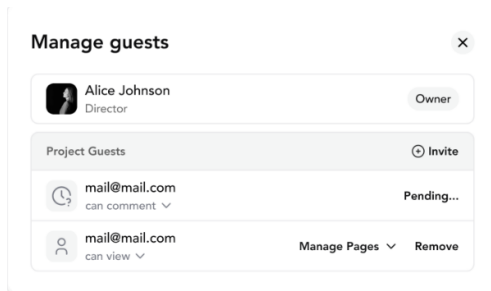


Figure 17. Blooper.ai

- Full project visibility  
Guests can view all shared materials in context, making feedback easy and effective
- Check and change pending invitations.
- Share permissions with guests.

## Invite everyone

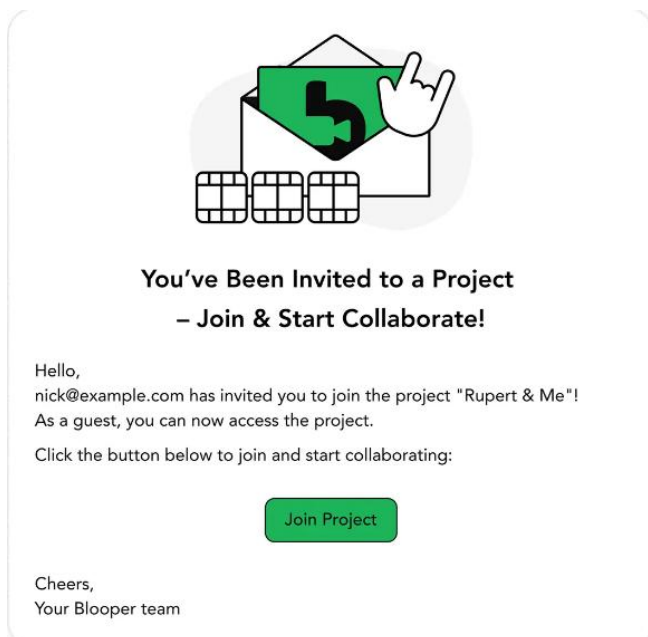


Figure 18. Blooper.ai



Invite anyone to collaborate

Share your project with team members, clients, or guests, no account required.<sup>6</sup>

## 2.6 Competitive Advantages

Blooper.ai is entering a space with established tools, but it has several **competitive advantages** that differentiate it:

**AI-Powered Automation:** Blooper's hallmark advantage is the integration of artificial intelligence into pre-production tasks. It can "*instantly transform scripts into storyboards with AI,*" generating shot by-shot visuals in minutes. It also automatically suggests shooting locations and generates mood boards based on script context. These AI capabilities save significant time and bring expert-like assistance to any team. Most competitors lack such advanced AI features (or have only partial implementations), giving Blooper a technological edge in automating what was previously manual work.

**All-in-One Pre-Production Suite:** Blooper combines multiple functions that usually require separate tools. The platform handles script breakdowns, shot lists, storyboards, moodboards, location scouting, and even pitch deck creation in one place. This one-stop approach is a competitive advantage over tools that specialize in only one or two areas. Users (especially creative agencies) appreciate having a seamless workflow from concept to client pitch without exporting/importing between different software.

**Focus on Creative Agencies and Marketing Teams:** Unlike some competitors that cater mostly to film/TV production, Blooper is positioning itself also for **advertising and marketing content creation**. The inclusion of features like moodboards and pitch decks for ads/campaigns shows a unique focus on agency needs (where presenting to clients is key). This niche focus means Blooper can tailor its tool to marketing creatives (e.g. fast

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<sup>6</sup> Blooper.ai

visual mock-ups for client approval), an area where traditional film tools (like Celtx, StudioBinder) can be too rigid.

**User Experience and Collaboration:** Blooper emphasizes an intuitive, collaborative experience: *“Teams work as one. All in one place.”* The platform is designed so that it’s easy for non-technical users to adopt – e.g. drag-and-drop interfaces, and centralized feedback collection from clients and team in-app. By simplifying the UI/UX and aligning it to creative workflows, Blooper can offer a smoother learning curve than legacy tools. Additionally, its modern interface and cloud-based access support the remote and real-time collaboration needs of today’s creative teams (a competitive edge over desktop-bound or older software).

**Speed to Market & Agility:** As a new entrant with seed funding, Blooper can iterate quickly. It’s not burdened by legacy code or bureaucratic processes. This agility is an advantage in responding to emerging customer needs or adding features faster (for example, integrating the latest AI model improvements rapidly). Larger competitors might be slower to incorporate new tech or to pivot to niche user feedback.

**Integration of Creative Reference Material:** Features like AI-assisted location scouting and moodboard generation imply Blooper can integrate external data (e.g. a database of real venues or stock images for moodboards). These integrations give users a head start in pre-production (finding real-world location options in seconds, or reference images for a desired style). This is a differentiator since other tools often require the user to manually search for such references outside the platform.

In summary, Blooper’s competitive advantages lie in its **innovative use of AI**, its **comprehensive yet targeted feature set** for creative video projects, and the **fresh, user-friendly approach** it brings to a traditionally expensive and time-consuming process. These strengths position Blooper to carve out a unique space despite established competitors.

## **EXTERNAL ANALYSIS**

### **3.0 Current Collaborators**

Even in its early stage, Blooper has cultivated a network of collaborators and program affiliations that enhance its capabilities and credibility. These current collaborators provide Blooper with technical resources, industry insights, and market access:

#### **3.0.1. NVIDIA INCEPTION**

Blooper has officially joined the NVIDIA Inception program, a global initiative that supports visionary startups driving innovation in their industries. This program offers access to a rich suite of technical resources, go-to-market support, and networking opportunities with AI and data science leaders. It acts as a springboard for high-potential startups to scale their AI-driven solutions more effectively. While this isn't a formal business partnership, being part of NVIDIA Inception signals that Blooper is recognized as a promising innovator in the AI space. Through this affiliation, Blooper benefits from cutting-edge technological insights, expert mentorship, and exposure to global AI ecosystems. This positions them well to refine their AI-powered video pre-production tools and connect with top talent and thought leaders in the AI community.

#### **3.0.2. OPIUM**

Blooper has partnered with OPIUM to optimize creative processes and bring innovative tools to production teams. This collaboration focuses on streamlining the often chaotic early stages of content creation, turning concepts into structured, actionable plans using AI. Through this relationship, OPIUM contributes production insights and practical challenges faced by creative teams, allowing Blooper to shape features that genuinely solve real-world issues. The partnership supports a feedback loop where Blooper can test, refine, and improve its tools in real production environments, ensuring relevance and usability for professionals across the content industry.

#### **3.0.3. QUOKKA FILM**

Quokka Film collaborates with Blooper to provide access to AI expertise and resources that strengthen Blooper's technological development. This partnership blends creative

vision with technical innovation, offering a practical testing ground for AI-driven pre-production solutions in a real-world filmmaking context. By working with Quokka Film, Blooper gains insights into the day-to-day needs of modern filmmakers. This relationship helps ensure that its platform doesn't just work theoretically but aligns with the real demands of commercial and artistic production. It's a symbiotic exchange where creative workflows inform technical design, and cutting-edge tech enhances creative output.

### 3.0.4. ETH AI CENTER

The ETH AI Center is affiliated with ETH Zurich, one of the world's most prestigious science and technology universities. ETH is renowned for producing Nobel laureates and leaders in engineering and AI. It also happens to be the alma mater of Michel Perez, Blooper's Chief Product Officer, adding a personal dimension to this collaboration. The ETH AI Center serves as a hub for AI research, education, and entrepreneurship, connecting top-tier researchers with forward-thinking companies like Blooper. This connection allows Blooper to tap into a world-class academic network, explore breakthrough technologies, and collaborate on joint research initiatives. It ensures that Blooper's products are not only industry-ready but also at the forefront of AI innovation.

### 3.0.5. SPACE

Blooper AI has established a collaboration with SPACE, a company specializing in advanced spatial technologies and solutions. This partnership aims to integrate SPACE's cutting-edge spatial data and analytics capabilities with Blooper's AI-driven pre-production tools, enhancing the precision and efficiency of location scouting and scene planning in video production. By leveraging SPACE's expertise in geospatial intelligence, Blooper can offer users more accurate and context-rich information about potential shooting locations. This integration facilitates a more informed decision-making process for production teams, allowing for optimized logistics and creative planning. The collaboration underscores Blooper's commitment to incorporating innovative technologies that streamline the pre-production workflow and elevate the quality of visual storytelling.

### 3.0.6. EWOR

Ewor is a highly selective entrepreneurial platform designed to transform aspiring visionaries into impactful startup founders. With an acceptance rate of just 0.1%, it maintains one of the most rigorous admission processes in the startup world. Its community includes successful founders, investors, and mentors who collectively help startups navigate high-growth challenges. As a strategic sponsor of Blooper, EWOR provides more than just visibility, it offers access to elite mentorship, strategic guidance, and potentially capital. This support empowers Blooper to scale faster, avoid common pitfalls, and make bolder bets in product development. EWOR's backing is also a mark of credibility, indicating that Blooper is among a rare group of startups with both ambition and execution power.

### 3.0.7. GOOGLE MAPS

Blooper's "Automatic location scouting" feature is powered by a direct tie-in with Google Maps Platform. This integration saves Blooper from having to build a mapping database from scratch and ensures users trust the location results (since Google's data includes reviews, photos, etc.). By partnering with Google Maps, Blooper can deliver accurate, real-time venue suggestions in seconds, so that pre-prod workflow stays smooth and data-driven<sup>7</sup>.

In summary, Blooper's collaborators amplify its strengths and compensate for its small size. NVIDIA and ETH AI Center keep its AI cutting-edge; OPIUM and Quokka Film ground it in real industry practice; SPACE and Google Maps elevate specific features with rich data; and EWOR provides business mentorship and validation. These alliances are a strategic asset for Blooper, giving it resources and credibility beyond what a typical seed-stage startup might have. Moving forward, nurturing these relationships (and potentially adding partnerships in the content creation space, like with film schools or camera equipment manufacturers) will help Blooper grow faster and smarter.

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<sup>7</sup> Blooper.ai

## 4.0 Environmental Analysis (Context)

Blooper operates at the nexus of several markets – primarily the **film and video pre-production software** market (which includes scriptwriting and storyboarding tools), and more broadly the **digital media production software** market. Its end-users are part of the global **film & video production industry** as well as the burgeoning sector of independent content creators and marketing teams producing video content. The following analysis aims to understand better the context of the industry in which Blooper is aiming to target. All the information presented below has been extracted from various reports, articles and source found on the Web.

### 4.1 Market Analysis: Market Size & Growth

Blooper.ai is targeting the market for film and video **pre-production software**, which is a subset of the broader digital media production software market. The overall sector for digital media production software (including editing, VFX, animation tools, etc.) is quite large. According to a Market Research Future report, it is projected to grow from **USD 8.65 Billion** in 2025 to **USD 24.93 Billion** by 2034, exhibiting a compound annual growth rate (CAGR) of **12.47%** during the forecast period (2025 - 2034). Additionally, the market size for Digital Media Production Software Market was valued at USD 7.69 billion in 2024.<sup>8</sup>

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<sup>8</sup> <https://www.marketresearchfuture.com>

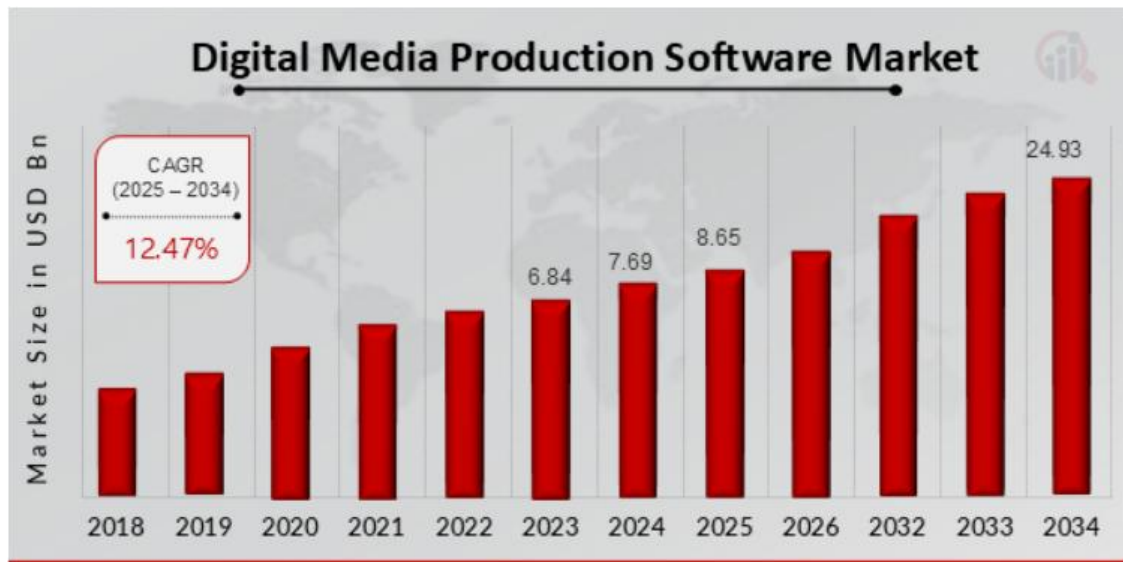


Table 1. Digital Media Production Software Market Size, 2025-2034 (USD Billion)

Source: <https://www.marketresearchfuture.com/reports/digital-media-production-software-market-29877>

In the digital media production software space, you've got two main setups: cloud-based and on-premises. Cloud tools are on track for rapid growth, they're scalable, usually cheaper to run, and super flexible. You don't need to invest in bulky servers or a big IT team, which is a huge win for small and mid-sized companies. Plus, everyone can jump in on the same project from anywhere, making teamwork and remote work seamless.

Conversely, larger firms often prefer on-premises installs due to their desire for complete control over their data and security. Hosting the software in-house means they can tweak it to fit their exact needs and hook it into their existing systems. Even though cloud solutions are booming, on-premises setups will keep a solid chunk of the market thanks to their customization options and tighter security.<sup>9</sup>

<sup>9</sup> <https://www.marketresearchfuture.com/reports/digital-media-production-software-market-29877>

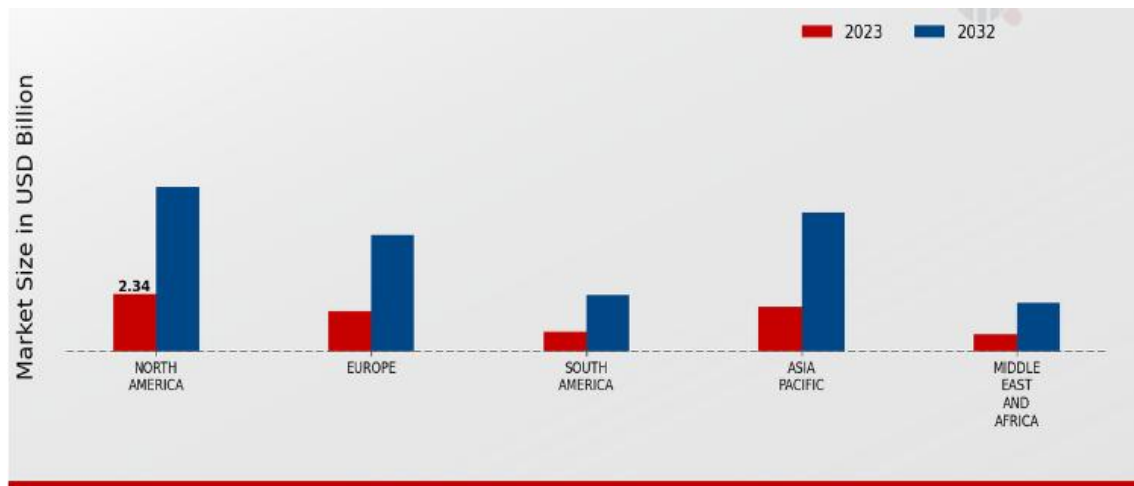


Table 2. Digital Media Production Software Market, By Regional, 2023-2032

Source: <https://www.marketresearchfuture.com>

The digital media production software market breaks down into five regions: North America, Europe, APAC, South America and MEA. In 2023, North America led the pack with a 38.5% share, followed by Europe at 27.2%. APAC is poised for the fastest growth, around 14.2% CAGR from 2024 to 2032, thanks largely to more small and mid-sized businesses adopting these tools. Meanwhile, South America and MEA should see steady gains, driven by stronger demand for digital content and a shift toward cloud-based solutions.<sup>10</sup>

Let's analyze now. Blooper's niche: the **screenwriting and pre-production software market, Global Film and Video Production, and Global Storyboarding Software Market**

<sup>10</sup> <https://www.marketresearchfuture.com/reports/digital-media-production-software-market-29877>



#### 4.1.1. Screenwriting and pre-production software market

Is smaller but growing fast. In fact, the global screen/scriptwriting software segment was about \$170 million in 2024 and is expected to climb to ~\$550 million by 2033 (13.6% CAGR)

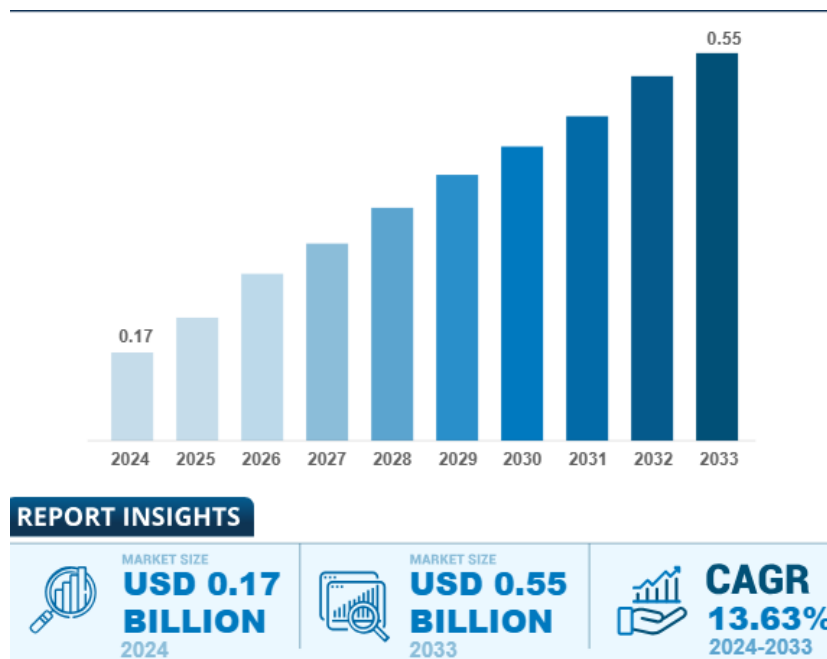


Table 3 Global Screen and Script Writing Software Market Size

Source: <https://www.businessresearchinsights.com/market-reports/screen-and-script-writing-software-market-110154>

The market for screen and scriptwriting tools has really taken off as writers, filmmakers, and creators look for easy-to-use apps that fit their complex workflows. With more digital content popping up everywhere, from movies and TV to streaming services and social media, these programs now pack features like team collaboration, auto-formatting, storyboarding, and script analysis. Plus, constant tech upgrades, think AI helpers, voice-to-text and live co-writing, are totally changing how scripts get drafted and visualized.

##### Key Drivers:

- The explosive growth in digital content, think streaming platforms, social channels, and online video hubs, is driving up the need for smarter screenwriting tools. Filmmakers, production teams, and creators are hunting for software that helps them whip up engaging scripts tailored to each outlet, and that demand is fueling the market's expansion.

- At the same time, tech keeps leveling up: AI-powered suggestions, cloud-based workflows, real-time teamwork features, voice-to-text, and story-analysis tools are all becoming standard. These innovations not only speed up the writing process but spark fresh creative ideas, making modern screenwriting apps a go-to in the industry.<sup>11</sup>

#### 4.1.2 Global Film and Video Production

The film and video production market size was valued at approximately USD 297 billion in 2024 and is expected to reach USD 416.5 billion by 2033, growing at a compound annual growth rate (CAGR) of about 3.21% from 2025 to 2033.<sup>12</sup>

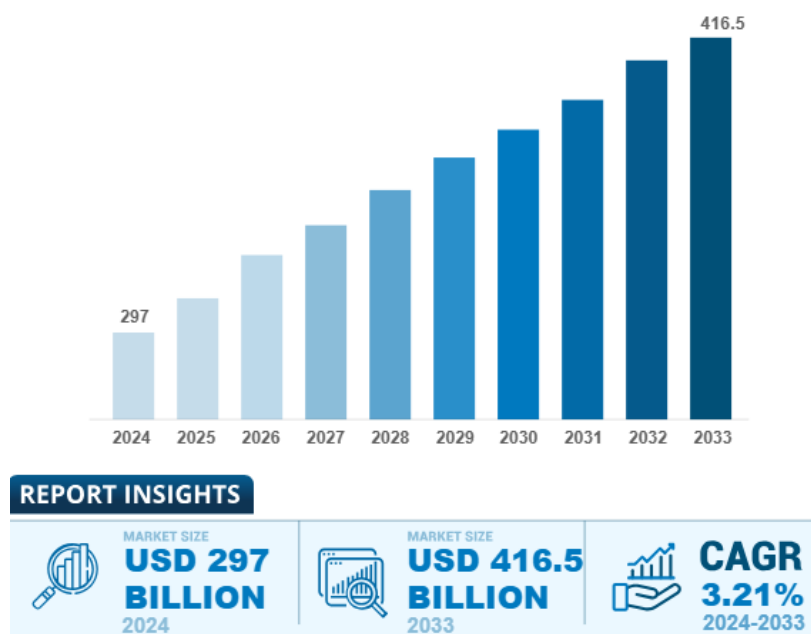


Table 4. Global Film and Video Production Market Size

Source: <https://www.businessresearchinsights.com/market-reports/film-and-video-production-market-120362>

Film and video are formats for capturing, creating, and presenting moving images. Traditional film involves recording on transparent film stock, which is then developed and projected, an approach still prevalent in cinema and high-end movie production. The

<sup>11</sup> <https://www.businessresearchinsights.com/market-reports/screen-and-script-writing-software-market-110154>

<sup>12</sup> <https://www.businessresearchinsights.com/market-reports/film-and-video-production-market-120362>

broader film industry spans all the technical and commercial players in motion-picture creation, from production companies and studios to cinematographers, animators, scriptwriters, and pre-production teams. Across every stage, pre-production, production, post-production, distribution, and education, film and video remain indispensable. As the market grows more interconnected and competitive, creators and studios are targeting global audiences and embracing new technologies to stay relevant. Industry players are increasingly investing in research and development, with technological advances driving regional market expansion. To keep pace with shifting trends and evolving viewer expectations, companies are rolling out cutting-edge solutions that strengthen their market positions. Furthermore, many governments now offer tax breaks, subsidies, and grant programs to attract filmmakers and production houses. These incentives not only encourage shoots in diverse locales but also stimulate local economies by bringing in new business and jobs.

**Key growth drivers:**

- **Streaming's Content Crush:** As viewers jump from cable and cinema to on-demand platforms, the appetite for fresh, high-quality shows and movies is through the roof. Production houses are racing to pump out original films, series and docs for audiences around the globe.
- **Tech Breakthroughs:** New tools and innovations are opening up revenue streams and turbocharging the film & video market. With bigger R&D budgets and more awareness of the perks, you're seeing advances like AI-powered editing, virtual production stages, LED-volume setups, 3D animation, CGI and drone cinematography—all of which boost storytelling prowess while trimming costs.<sup>13</sup>

### 4.1.3 Global Storyboarding Software Market

The global Storyboarding Software market is forecasted to grow at a noteworthy CAGR of 8.19% between 2024 and 2032. By 2032, market size is expected to surge to USD 383.46 Million, a substantial rise from the USD 188.81 Million recorded in 2023.

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<sup>13</sup> <https://www.businessresearchinsights.com/market-reports/film-and-video-production-market-120362>



Table 5. Global Storyboarding Software Market size

Source: <https://www.valuemarketresearch.com/report/storyboarding-software-market>

The market for storyboarding software is booming as more industries, from movies and animation to gaming, marketing and even education, turn to digital tools to map out their ideas. Artists, filmmakers, game devs and ad pros all use these apps to sketch out their stories, plan shots, and smooth out their production workflows, saving tons of time and cash compared to old-school, paper-based storyboarding. Entertainment still dominates, programs like Boords and StudioBinder are staples in TV and film. But e-learning and interactive media are catching up fast. As digital advertising eyes a \$1.5 trillion future by 2030, marketers are storyboarding campaigns just as rigorously as directors plan out scenes. Remote teams, virtual production workflows and AI-driven creativity tools are only going to push growth higher.

### Key Drivers:

- **Video Everywhere:** From marketing and training to online courses, video now eats up over 80% of internet traffic (ITU). Businesses use it for almost everything, so easy storyboard tools are a must.

- **Animation & Gaming Boom:** With a \$167 B animation/VFX market and a \$200 B+ gaming industry, studios need efficient pre-vis to streamline complex shoots and game scenes.
- **AI & Cloud Collab:** AI automation and cloud-based teamwork features are making storyboarding faster and more flexible—perfect for remote crews and big studios alike.
- **Remote & Virtual Production:** COVID-era shifts pushed creative teams online. Shows like *The Mandalorian* lean on digital pre-vis, so cloud-friendly storyboard apps are in hot demand.
- **DIY Content Creation:** TikTokers, indie creators and small businesses are all storyboarding their videos now, helping drive adoption of pro-grade tools on a grassroots level.<sup>14</sup>

Within this space, pre-production tools (for scheduling, storyboarding, etc.) often overlap, with or complement writing software.

#### 4.1.4 Seasonality

The need for a pre-production platform is not strongly seasonal, as video production happens year-round. However, we can observe some cyclical patterns: - Film and TV production often ramps up in certain seasons (for example, TV pilot seasons, or good weather seasons for shooting in some regions),

which means pre-production planning would happen a few months before those peaks. Advertising agencies might have cycles around client budget years (e.g. many campaigns kick off in Q1 or Q3).

Educational cycles: Film schools might adopt tools at the start of academic terms (so marketing to students/institutions could spike in late summer or early fall). - Festivals and award seasons can drive activity: for instance, agencies may prepare many campaigns

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<sup>14</sup> <https://www.valuemarketresearch.com/report/storyboarding-software-market>

before major events like holidays (so pre-production in early Q4 for holiday ads, etc.). Overall, demand is relatively steady, with slight upticks based on these cycles.

#### 4.1.5 Key Trends:

Several trends characterize the market:

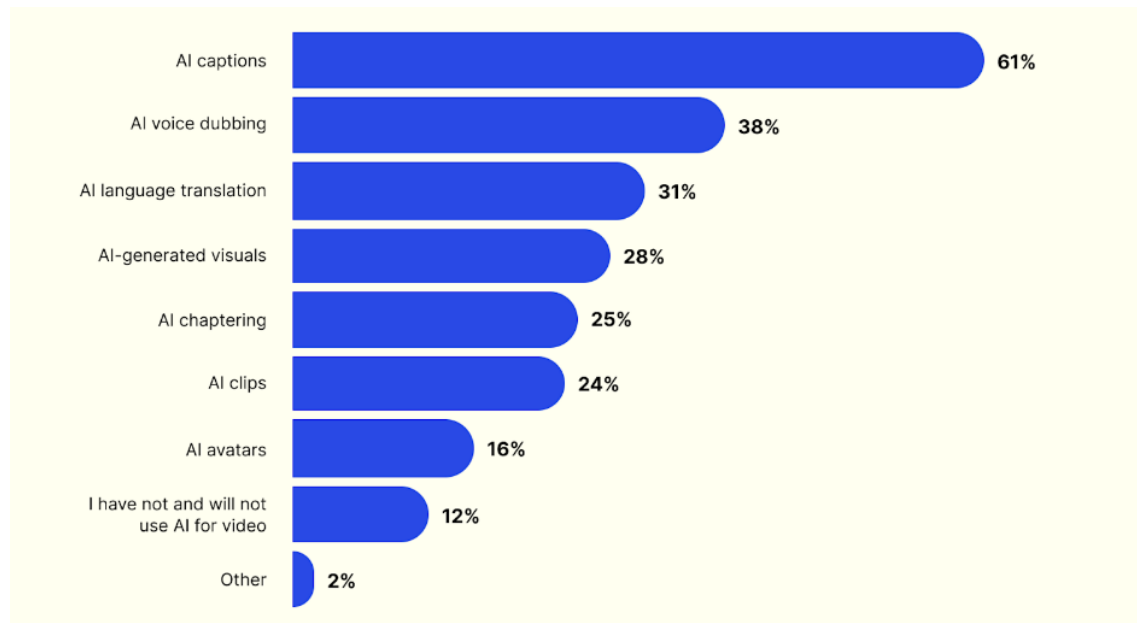


Table 6. What AI features professionals have used or are planning to use

Source: <https://wistia.com/learn/marketing/video-marketing-statistics>

**AI Integration:** Perhaps the most salient trend is the integration of AI into creative tools. Creators are beginning to use AI. Among, most primarily rely on it for either **pre-production planning** (scriptwriting assistance, automatic video editing, image generation and brainstorming) or **post-production editing** (like voice dubbing and generating visuals)<sup>15</sup>. In pre-production, this trend is just emerging. As noted in industry reports, new AI-powered features (like real-time collaboration and AI driven script analysis) are “*revolutionizing the way scripts are written and visualized.*”<sup>16</sup> The trend clearly indicates that the market will value AI-assisted productivity going forward.

<sup>15</sup> <https://wistia.com/learn/marketing/video-marketing-statistics>

<sup>16</sup> <https://www.businessresearchinsights.com/market-reports/screen-and-script-writing-software-market-110154>

### Cloud Collaboration & Remote Work: Accelerated by the pandemic and now

A permanent feature, remote collaboration is essential. The market trend is toward cloud-based, multi-user platforms that allow input from anywhere. StudioBinder's success partly rides on this trend (cloud call sheets, etc.), and Blooper's fully online platform aligns with it completely. Any software stuck in desktop only mode (like older Final Draft versions or Movie Magic Scheduling) is seeing declining preference in favor

of real-time collaborative SaaS. This also ties to increasing use of mobile/tablet for reviewing and giving feedback on projects same as working tools, As you can see in the table 7 just below there's a clear trend increasing in mobile-based screen and script writing software. This are Lightweight apps made for phones and tablets, letting users jot down ideas, draft scenes, and do basic edits wherever they are, with interfaces tailored to small screens.

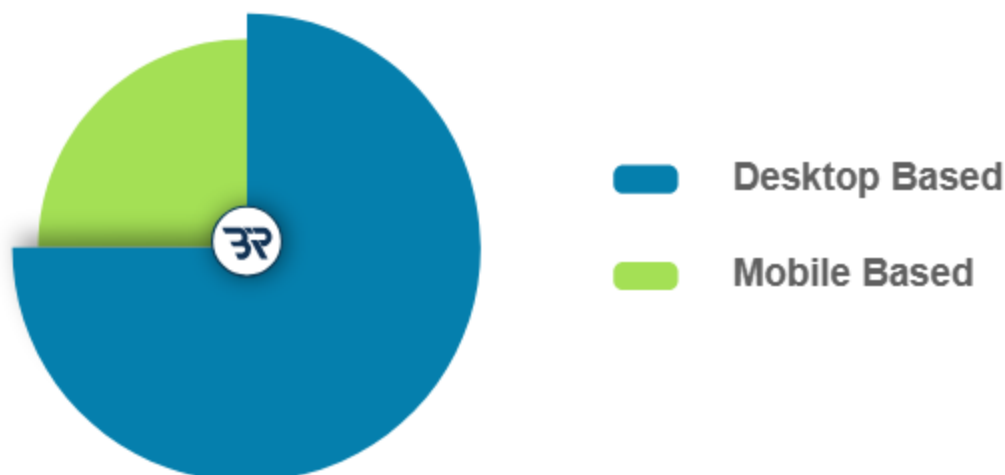


Table 7. Screen and Script Writing Software Market Share by Types

Source: <https://www.businessresearchinsights.com/market-reports/screen-and-script-writing-software-market-110154>

**Convergence of Pre-Production Functions:** Users show preference for integrated solutions vs. juggling many specialized tools. The trend is for software to expand capabilities: e.g., Celtx expanded from writing into scheduling; StudioBinder added

screenwriting; production management tools are adding asset management, etc. The market is moving toward suite offerings where writing, planning, and visualizing can happen in one ecosystem. Blooper fits this trend by offering a suite from breakdown to storyboard to pitch deck. This addresses pain points of fragmented workflows.

**Rising Demand from Non-Traditional Creators:** The market of potential users is growing beyond film studios. With 85%+ of marketers increasing video spend<sup>17</sup> and a proliferation of content on social media, many marketing teams and small businesses find themselves doing “production” activities. These users might not have formal training in film production, so they seek user-friendly tools (a trend we see with simpler video editing apps, for example). This democratization of content creation means pre-production software must cater to varying skill levels. Simpler UX and guided workflows (possibly AI-driven) are trending to accommodate this new user base.

**Freemium and Affordable SaaS Models:** In terms of market purchase behavior, there is a trend towards subscription pricing with tiered plans, including **freemium models** to capture individuals and small teams. Many competitors have introduced free trials or free basic plans to get users in (StudioBinder offers a free tier with limited projects; Celtx has a free tier for basic use). Price sensitivity is especially high among independent creators. Tools like Studiovity have capitalized on this by offering very affordable plans (around 26€)<sup>18</sup>. The trend suggests new entrants need a competitive pricing strategy or unique value to justify higher prices.

**Integrations and Ecosystem:** As the number of digital tools grows, users expect integration (e.g., import a script from Final Draft, export shot lists to scheduling apps, etc.). The market is leaning toward those tools that play nicely with others through APIs or plugins. For example, Celtx offers a plugin to Adobe Premiere for post-production

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<sup>17</sup> <https://www.wyzowl.com/sovm-results-2024/#:~:text=Video%20Marketing%20Statistics%202024%20,from%20the%20brands%20they%20follow>

<sup>18</sup> <https://studiovity.com/pricing/>



continuity. A trend is emerging where preproduction software might integrate with camera planning apps, or asset libraries, etc., to extend their utility.

**Globalization of Production:** Content production is global, a project may source talent and locations worldwide. The market trend here is that tools need to support multiple languages and international. We see growth in content production in various regions (e.g., South Asia, Latin America)<sup>19</sup>, so multi-language and localization features can be a differentiator.

## 4.2 PESTEL

### 4.2.1. Economic

The economic climate in Europe (UK, Spain, France) in 2025 is cautiously optimistic. Post pandemic recovery and continuous growth in digital media industries provide a favorable setting. However, inflation and budget constraints in businesses mean that value-for-money will be crucial – creative agencies and studios are looking for ways to produce content more efficiently amid tighter budgets. On the positive side, the demand for video content is booming across marketing and entertainment sectors, driving willingness to invest in productivity tools. For instance, 91% of businesses now use video as a marketing tool (up from 86% in 2022)<sup>20</sup>, and most marketers

(93%) plan to spend the same or more on video in 2025<sup>21</sup>. This trend indicates a growing market where a tool like Blooper, which can lower production costs and time, has economic appeal. Additionally, the creative industry contributes significantly to these economies (e.g. film, TV, advertising are major employers in the UK and France), and governments often support digital innovation in media, which may mean potential grants or tax incentives for tech in creative industries. Blooper will need to price its product accessibly given varying purchasing power: the UK market may bear higher SaaS prices than Spain, for example, due to economic differences.

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<sup>19</sup> <https://www.marketresearchfuture.com>

<sup>20</sup> <https://firework.com/blog/video-marketing-statistics>

<sup>21</sup> <https://www.wyzowl.com/video-marketing-statistics>

#### 4.2.2. Political

There are relatively stable political conditions in the target launch countries (UK, Spain, France), but some considerations remain. The UK, post-Brexit, has distinct data regulations and trade conditions from the EU<sup>22</sup>. Blooper may need to ensure compliance with both EU and UK standards separately, and any trade frictions are minimal for a digital service but still noteworthy (e.g. data transfer rules). European governments are also increasingly attentive to AI. The EU is drafting the AI Act which could impose compliance requirements on AI-driven software (e.g. transparency in AI

outputs, risk assessments)<sup>23</sup>. Blooper's AI features likely fall under lower-risk categories (they're used for creative assistance, not life-critical decisions), but the company should stay abreast of regulatory developments to ensure its AI usage (especially if using user data to train models) meets guidelines. On the opportunity side, public initiatives in Europe promoting digital transformation and creative industries (such as funding programs or innovation hubs) can be tapped for support or partnerships. Politically, a push for "European tech sovereignty" might favor local or European-made solutions like Blooper in the eyes of some clients over US-based software.<sup>24</sup>

#### 4.2.3. Legal

Legal factors crucially include data protection and intellectual property. GDPR in the EU (and UK's similar Data Protection Act) imposes strict rules on how Blooper handles user data (scripts, storyboards, client info). Blooper must ensure robust privacy compliance, securing user content on its servers and possibly offering EU-based data storage (since creative agencies will want confidentiality for sensitive projects)<sup>25</sup>. Another legal aspect is intellectual property and content rights: since Blooper's AI generates images (storyboards, moodboards) and possibly suggests locations, questions could arise about who owns these AI-generated assets and whether they infringe on any

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<sup>22</sup> <https://ico.org.uk/for-organisations>

<sup>23</sup> <https://www.europarl.europa.eu/topics/en/article>

<sup>24</sup> <https://www.reuters.com/business/media-telecom/europeans>

<sup>25</sup> <https://eur-lex.europa.eu>

existing IP. If using any third-party data (like a library of location photos), licensing must be in place. Also, any AI training data used may have legal considerations; if Blooper’s models were trained on copyrighted images or scripts, it should ensure it has done so lawfully<sup>26</sup>. In the advertising and film world, contracts often require confidentiality and clearances<sup>27</sup>, Blooper will need to align its terms of service so that using the platform does not violate any client confidentiality clauses. Finally,

since Blooper is operating in multiple countries, it should be aware of local legal requirements like consumer protection laws (e.g. providing terms in local language, honoring refund policies, etc.). Overall, compliance and clear legal policies will be essential to build trust.

#### 4.2.4. Socio-Cultural

Socio-cultural trends strongly favor increased video content creation and remote collaboration. The general population consumes more video than ever, people spend on average about 100 minutes per day watching online videos<sup>28</sup>, which drives brands and creators to produce more video content to meet that appetite. This content boom has made “content creator” a viable profession and has also pushed traditional agencies to be more agile. Creators and creative teams today are culturally attuned to using digital tools and working collaboratively online (especially accelerated by the pandemic). There’s also a cultural shift in the creative industry to embrace new technology like AI for assistance, though with some skepticism. Early adopters (often younger professionals) are excited to use AI to boost creativity, whereas some veteran filmmakers may be cautious about AI’s role. Blooper’s positioning needs to respect the craft of storytelling (not appear as “AI taking over creativity” but rather assisting it). In Europe, cultural diversity is a factor, content is produced in many languages and culturally specific contexts. In terms of demographic trends, many new entrants in filmmaking are digitally native (Gen Z, young millennials) who expect intuitive apps and AI augmentation. Meanwhile, socio-cultural

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<sup>26</sup> <https://www.copyright.gov/ai/Copyright-and-Artificial-Intelligence->

<sup>27</sup> <https://sprintlaw.co.uk>

<sup>28</sup> <https://firework.com/blog/video-marketing-statistics>

emphasis on efficiency and work-life balance means tools that cut down drudgery (like manually drawing storyboards or breakdowns) will be appreciated.

#### 4.2.5. Technological

The technology landscape is extremely favorable for Blooper's concept. We are in an era of rapid advancements in AI, cloud computing, and collaborative software. On the AI front, recent leaps in natural language processing and image generation (e.g. GPT-4, DALL·E, Stable Diffusion) have made it feasible to do things like parse a script and generate storyboard frames automatically. The cost of these technologies is also coming down, and cloud infrastructure (GPU services, etc.) is widely accessible. The target users are already using various software, so integrations via APIs are possible. Moreover, internet connectivity and hardware (even mobile devices) are powerful enough to handle rich media; The tech trend towards software-as-a-service and subscription models is well established, so clients are comfortable with cloud subscriptions for productivity (many agencies use SaaS for project management, design, etc.). Potential challenge is the competitive pace of technology, also, as technology evolves, is important to continuously update the AI models to stay state-of-the-art (for example, using the latest image generation models to improve storyboard quality). Lastly, security technology: employ the latest cybersecurity measures to protect client data in the cloud, which is expected in B2B SaaS today.

#### 4.2.6. Environmental

Environmental factors are not as directly impactful on a software business, but there are a few angles. First, the film and advertising industry is increasingly mindful of sustainability. Additionally, extreme environmental events or pandemics can disrupt film production (as seen in 2020), increasing reliance on digital planning and remote collaboration. Lastly, compliance with any environmental regulations for businesses (like electronic waste management if they ever provide any hardware, which is unlikely) is minimal.

Conclusion: The macro-environment presents opportunities in the form of a strong demand for video content, willingness to adopt new tech, and enabling technological infrastructure. Economic and sociocultural trends favor tools that boost efficiency and remote collaboration. Blooper does need to navigate threats/constraints such as regulatory compliance (AI transparency, data privacy), building trust in a cautious industry, and staying ahead in a fast-evolving tech landscape. By aligning with the positive trends (AI revolution, content boom)

## **5.0 Customer Analysis**

### **5.1 Firmographic segmentation**

Blooper's addressable market spans two broad industry domains:

- **Advertising & Creative Services**
- **Film & Television Production**

#### **5.1.1 Advertising & Creative Agencies**

The Advertising & Creative Services segment comprises agencies and in-house creative teams whose core mission is to produce marketing campaigns, branded content and social-media assets. These organizations range from nimble boutiques with fewer than ten staff to global networks numbering in the hundreds. Under constant pressure to move from concept to client-ready deliverables in record time, they demand intuitive tools that streamline ideation, visual mock-ups and stakeholder approvals. Blooper meets this need by uniting AI-driven script breakdown, automatic storyboard and moodboard generation, and pitch-deck assembly within a single cloud platform, eliminating the inefficiencies and version-control headaches that come from juggling multiple specialized applications.

#### **5.1.2 Film & TV Production Companies**

The Film & Television Production segment encompasses major studios, independent production companies, broadcasters and streaming platforms dedicated to narrative and episodic content. Teams range from small indie outfits to large in-house divisions, yet all

share a reliance on painstaking pre-production workflows: defining shot lists, scouting and securing locations, planning props and costumes, and ensuring continuity across multi-location shoots. Blooper's AI-powered engine accelerates these labor-intensive processes by extracting scene breakdowns, forecasting equipment needs, recommending venues based on script context and consolidating every document, storyboards, shot lists, call sheets and beyond, into one accessible workspace. The result is a dramatic reduction in planning time, fewer costly oversights on set and tighter alignment among directors, designers and line producers.

By first distinguishing between these two expansive industry domains, Blooper can craft targeted messaging, pricing tiers and onboarding experiences that resonate with each segment's operational realities, setting the stage for deeper sub-segmentation and persona development in subsequent chapters.

## 5.2 Geographical segmentation

Since North America is the geographical industry leader (as we can see in Table 8), our primary targeting is in **Europe (UK, France, Spain)** to concentrate efforts and because of team familiarity and lower direct competition presence. Within those, certain cities (London, Paris, Madrid/Barcelona) are one of the biggest production Hub in Europe and this represent a valuable segment for Blooper.

## 5.3 Target Audience

Blooper.ai's target audience should be clearly defined to focus product design and marketing. Based on market gaps and competitor positioning, the **best-fit initial target segments** are:

### 5.3.1. Small-Medium Sized Movie Production Teams

This segment includes production companies that might produce corporate videos, documentaries, web series, or serve as contractors for bigger film projects. It also covers in-house production units within larger organizations (e.g., a TV network's promo video department, or a company's internal media team. Such studios have a bit more structure.

They might have dedicated roles (writers, producers, etc.), but still benefit from efficiency gains. They need tools for *project management* of shoots (scheduling, resource allocation) in addition to creative planning. Many might currently use spreadsheets for scheduling and email for communications. They are motivated by improved coordination, ensuring everyone (director, cinematographer, art department) is on the same page before shooting. They appreciate features like centralized asset management (maybe attaching reference images to scenes) and generating documents like shot lists and call sheets easily. Their motivations also include consistency and professionalism; they want to avoid mistakes (“bloopers”) that happen from oversight in pre-production. Psychographically, these users are professionals who may have used older software and can be a bit set in their ways, but the younger staff among them will push for modern solutions. They value reliability highly. They might be reluctant to the use of AI, but if Blooper demonstrates concrete time saved or clarity added, they’ll be convinced. Many production studios also have multiple clients or projects at once, so multi-project management and user permissions (who sees what) can be important.

**Segment Personas:** Sergey a 35-year-old line producer at a mid-size video production company in Paris. He coordinates multiple ongoing projects, from a corporate explainer video to a short documentary series. David has traditionally used Excel for schedules and Word for shot lists. He finds difficult to collaborate efficiently with the team and this drives to make many mistakes during the shooting. They always have complaining on how expensive is to create storyboards specially when the shot changes completely from the original script. He’s a bit skeptical of new tools, but he will value something that will instantly list all props, locations, characters per scene, which would save his team a lot of manual extraction. He especially values that all production info can be exported in a neat pitch deck for the client, something he used to cobble together in PowerPoint. For Sergey, trust was key.

### 5.3.2 Film and Audiovisual Training Schools

Film schools and educational programs tend to adopt tools at the **start of academic terms**. Many student film projects happen during the academic year with peaks before end-of-term showcases. For example, in the fall (Sep/Oct) students start new projects, meaning pre-production planning might spike as classes assign productions. Late summer (August) could be a good time to market to film schools (so they consider Blooper in the

new semester). Also, graduating students in spring might do final projects requiring pre-production tools. Capturing the next generation of creators ensures long-term adoption; if they learn Blooper in school, they might demand it in jobs later. Schools themselves might integrate Blooper into curriculum if convinced (some already use Celtx or similar; Blooper can supplant those by offering educational access

**Segment Persona:** Irene, a 23-year-old film student at ECAM in Madrid, she spends her days in classes and her evenings working on passion projects with classmates. She’s tech-savvy, follows filmmaking threads on Instagram and Discord, and often collaborates with a small crew of fellow students. She hates old-school tools, specially the one that are manuals and slow. Irene writes her own scripts but gets stuck on storyboards, she’s not confident drawing and can’t hire an artist. She wants to make sure she doesn’t miss a detail on set. Having organized everything, who’s doing what, where, and how, before production starts is key for her. Price is critical: she loves free trial and hopes for student-friendly monthly plan.

### 5.3.3. Independent Filmmakers

This segment includes solo creators, YouTubers, freelance videographers, and small film crews, people working on short films, documentaries, music videos, etc.). They often have to wear multiple hats (writer, director, producer all in one), so they

need tools that simplify tasks and save time. An indie filmmaker is motivated by bringing a story to life but is constrained by limited budget and manpower. They need help with *organization* (keeping track of shots, scenes, props) and *visualization* (storyboards to clarify their vision, especially if they need to show to a collaborator or crowdfunders). Many in this group can’t afford to hire specialists

like storyboard artists or dedicated producers – Blooper’s AI features act like a “virtual assistant,” doing those jobs to an extent. They value affordability (or freemium access), intuitive interfaces (since they might not be formally trained in production management), and a one-stop solution that replaces having to patch together multiple free tools. Psychographically, independent creators are often early adopters of new tech if it promises to level the playing field, because they are striving to achieve high production quality with few resources. They might be less formal, more experimental,



and appreciate a bit of fun in software (Blooper's name and vibe could resonate if positioned right). They likely discover tools via online communities (Reddit filmmaking threads, YouTube tutorials, etc.)

and word-of-mouth.

**Segment Personas:** Tyron a 30-year-old aspiring filmmaker from Atlanta, shooting short films on weekends. He is tech-savvy, active on social media filmmaking groups, and has a small crew of friends. Tyron writes his own scripts and directs; he struggles with preparing storyboards because he's not great at drawing and can't afford an artist. He's motivated to use Blooper to automatically generate storyboards that he can share with his friends to plan shots. He also uses it to breakdown his script into a shot list so he doesn't forget any detail on set. Have a clear organization on where, who and how, later start the production is key for him. Price is crucial, he loves that there's a free trial and hopes an affordable monthly plan will fit his tight budget.

### 5.3.4 Small-Medium Sized Creative Agencies and video Production Studios

These are companies that produce videos for clients, ranging from TV commercials to social media video ads. They may have a creative director, copywriter, art director, project manager, etc., who all collaborates on pre-production for client campaigns. Agencies live on **speed and client satisfaction**. They often need to pitch ideas to clients with visuals, and they operate under tight deadlines to turn around campaigns. For them, Blooper addresses the need to rapidly create pitch materials – e.g., turning a script or concept into a storyboard and moodboard that the client can visualize, and doing so faster than a manual process would allow. Agencies also juggle multiple projects, so they need organizational tools (perhaps having multiple project spaces, calendars, etc.). They value collaboration features: the ability for their team and the client to comment and iterate in one place is gold (reduces long email chains). Psychographically, agency creatives are both visual and client-focused; they care about presentation quality and clarity. They are likely to adopt Blooper if it helps them wow their clients and reduce the back-and-forth in approvals. They might be less price-sensitive than independents (since software cost can be billed to projects), but they require reliability and professionalism, they can't

afford a buggy tool in front of a big client. Agencies often have a culture of innovation but tempered by practicality (tools must demonstrably improve efficiency). They also likely already use some tools (like Adobe Creative Suite, project management tools like Asana, etc.), so Blooper fitting into their workflow is key.

**Segment Persona:** Robert, a 27-year-old Creative Producer from at a boutique ad agency in London. He manages production of video ads for brands. Robert often gets scripts or briefs from her creative team and needs to create storyboards and moodboards to present to the client for approval. He usually hires a storyboard artist or uses stock images to make moodboards, which can take days. He’s motivated by anything that can shorten this cycle. He need something where he can paste the script in, get a decent storyboard with AI-generated visuals in an hour, tweak the mood and style, and send a link to the client by the next morning. He appreciates that clients can comment directly on each frame, keeping feedback organized. As an agency professional, Robert is also concerned about confidentiality and about brand presentation (he might want the pitch decks to carry agency branding, for example). Having the chance to manage multiple project easily is something that can bring a lot of vale to him, since it will help saving a lot of time.

## 5.4. Summary of Target Segments Motivation and Needs

Across these segments, some **common motivations and needs** emerge:

- **Visualization and Clarity:** All users want to *see* the plan before executing – whether to convince clients, team members, or themselves. The storyboard and pitch deck aspect of Blooper addresses a universal need to visualize the end product early.
- **Efficiency and Time Savings:** “Do more with less time” is a mantra. Automating breakdowns and other tedious tasks appeals to everyone. Many target users have experienced the pain of last-minute chaos due to poor pre-production; a tool that reduces that pain has intrinsic appeal.
- **Collaboration and Feedback:** The creative process is collaborative. Users need to easily share their plans and get input. Blooper’s cloud-based sharing and commenting fulfill a key need: keeping everyone aligned. This is crucial for agencies (client feedback) but also for filmmakers (feedback from producers or team).

- **Technical Ease of Use:** A varied user base (some highly technical, some not) means the tool must be easy to adopt. Too steep a learning curve and only a small fraction (the techiest) will use it. So all segments appreciate an intuitive UI, templates, and possibly learning materials (tutorials, support) to onboard quickly.

- **Cost Effectiveness:** While the willingness to pay varies, nobody wants to overspend on tools. Each segment has a budget context: independents have little to spend; agencies have budgets but juggle many subscriptions; studios invest in professional tools but still weigh ROI. Blooper doesn't necessarily have to be cheapest, but it must justify its cost through clear benefits and possibly flexible plans.

- **Psychographics:** Many users in creative fields are passionate, idealistic about their content, and simultaneously pragmatic about tools. Early adopters will be drawn by Blooper's innovative promise (AI in filmmaking). Late adopters will need proof via testimonials or case studies. There might be a slight generational divide, younger users jumping in, older ones needing persuasion that this isn't "cheating" the art or something. Blooper should be marketed not as replacing creativity, but empowering it (so it appeals to the pride creatives have in their vision).

In conclusion, Blooper's diverse target audience shares a common desire to **streamline pre-production and improve the creative outcome**. By addressing their specific needs, be it an indie creator needing a free storyboard, or an agency needing quick client pitches, Blooper can position itself as a versatile solution that *"meets you where you are"* in the creative process and enhances it. Understanding these segments deeply will guide Blooper's feature development and marketing messaging (speaking differently to a filmmaker vs. a marketer in language they resonate with).

## 6.0 COMPETITORS ANALYSIS

Blooper aims to compete with existing tools like StudioBinder, Celtx, Boords, and Studiovity, among others. Below see some tables that analyze the current situation of the Web Traffic of Blooper compared to this main competitors, all this tables are extracted from similarweb.com



Table 8. Geographical Traffic share

Source: <https://pro.similarweb.com>

In this Table we can see from which country is the traffic of our main competitors coming from, this is very helpful because can help us understand which are the most relevant countries where there's a GAP and target them.

**Engagement** ⓘ

Metric	celtx.com	studiobinder.com	boords.com	studiovity.com	blooper.ai
📅 Monthly visits	762,224	1.651M 🏆	374,629	13,889	4,158
👤 Monthly unique visitors	N/A	N/A	N/A	N/A	N/A
👤 Visits / Unique visitors	N/A	N/A	N/A	N/A	N/A
🕒 Visit duration	00:01:59	00:01:45	00:02:10 🏆	00:00:48	00:00:49
📄 Pages per visit	4.10 🏆	2.80	3.72	2.52	1.83
📉 Bounce rate	35.81% 🏆	54.52%	46.1%	40.96%	39.1%
📄 Page Views	3.125M	4.621M 🏆	1.391M	35,027	7,597

Table 9. Webpage Traffic & Engagement

Source: <https://pro.similarweb.com>

This Table shows us an overall view of the traffic and the engagement of our main competitors. With StudioBinder and Celtx being the leader as now we can use this data

in order to make improvements in the CEO strategy based on our competitors website. If they are doing good in something, and the users like it that means we can steal the ideas, make them better if possible and improve our metrix.

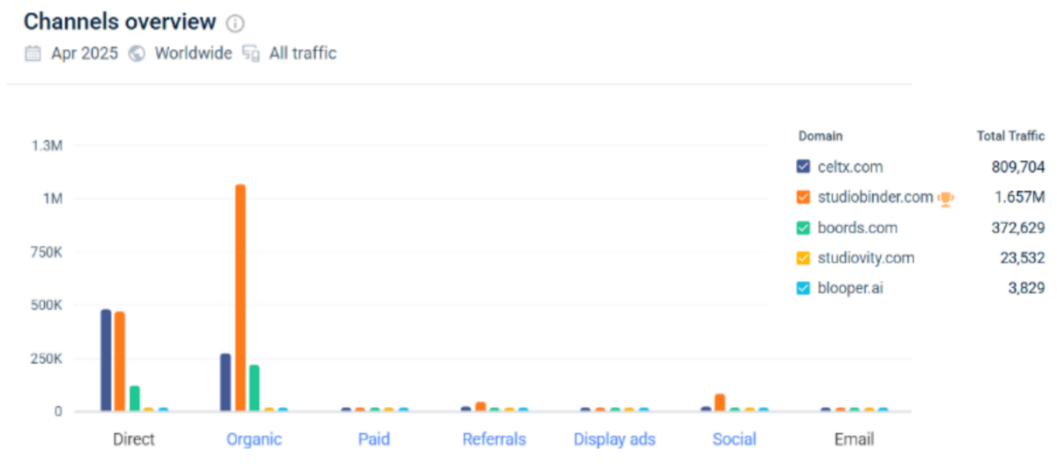


Table 10. Channel Traffic overview

Source: <https://pro.similarweb.com>

Looking at the traffic insights of our competitors, we see that the two most relevant channels are direct and organic traffic. This is useful to know in order to create the most effective communication strategy.

Below is an analysis of the key competitors, including their strengths, weaknesses, and market positions:

## 6.1 StudioBinder

**Market Position:** StudioBinder is often considered the industry-leading online production management software, used widely by filmmakers and studios. It's a comprehensive, all in- one platform covering everything from screenwriting to shooting schedules and call sheets. They claim over **1.5 million companies and brands** use or trust the platform<sup>29</sup>, which indicates a very strong adoption and community presence.

**Strengths:** StudioBinder offers an extensive feature set, it includes writing (formatted screenplays), script breakdowns, shot lists, storyboards, mood boards, schedules,

<sup>29</sup> <https://www.studiobinder.com>

calendars, contact **management, task boards, and call sheet distribution**<sup>30</sup>. Essentially, it covers the entire preproduction and some production workflow (from “story beats to call sheets” as they say). It has a polished interface and is known for its robust, professional reports (e.g., industry-standard call sheets). StudioBinder also has a rich library of educational content and tutorials via their blog, which has bolstered their brand authority among creators. Their platform is highly collaborative and cloud based, fitting modern team needs well. It’s trusted by big names (their site shows logos like ESPN, BuzzFeed, NBCUniversal, etc., as users<sup>31</sup>), giving them credibility.

*Weaknesses:* Despite its strengths, StudioBinder has a few drawbacks. Its broad feature set can translate to complexity, for small teams or less experienced users, StudioBinder might feel overwhelming or too rigid in enforcing the “Hollywood” way of working. In fact, StudioBinder’s workflow is built around traditional film production processes, which may not be easily adaptable to non-film content (e.g., a quick social video project might find it cumbersome). Another weakness is cost: StudioBinder’s pricing is on the higher side for premium tiers (while they have a free plan, advanced features and more projects require paid plans, which for businesses can run dozens of dollars per month per user). For a startup or independent creator, this cost might be prohibitive, making them seek cheaper alternatives. Finally, StudioBinder currently lacks any significant AI features. All tasks are largely manual (though streamlined). If StudioBinder is slow to add AI, that could remain a gap. However, given their resources, they are a potential threat if they decide to build similar AI capabilities.

## 6.2 CELTX

*Market Position:* Celtx is a veteran in this domain, known initially as one of the first affordable screenwriting software tools in mid-2000s. Over time, Celtx expanded into a full pre-production suite oriented towards indie filmmakers and educators. It’s quite widely used in film schools and by small productions worldwide, often seen as a cost-

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<sup>30</sup> <https://www.studiobinder.com>

<sup>31</sup> <https://www.studiobinder.com>

effective alternative to high-end tools. Celtx has both cloud and desktop legacy presence and caters to hundreds of thousands of users.

*Strengths:* Celtx's biggest strength is its origin in **screenwriting**, it's regarded as an industry standard formatting tool for scripts, competing with Final Draft. It thus attracts users at the very start of the creative process (scriptwriting) and keeps them in the ecosystem for pre-production. Celtx offers a range of features: story development tools (beat sheets, index cards), pre-production tools like **script breakdown, cataloging props, shot lists, scheduling, cast and crew databases, and even budgeting**<sup>32</sup>. It's a fairly complete solution (they have an "*all in one studio*" pitch). A notable strength is its budgeting module and integration into one pipeline, few competitors aside from StudioBinder cover budgeting. Celtx also has an educational program, giving it a steady user base among film students (future professionals). Its pricing is moderate: plans range roughly €15 to €25 per month per user depending on package<sup>33</sup>, and they allow a limited free trial, making it accessible. Celtx's long presence means it's a trusted name and users have accumulated many scripts on it, which can create lock-in.

*Weaknesses:* Celtx's expansion into multiple areas also exposed some weaknesses. The platform has been criticized for not being as user-friendly or modern in UI, some parts of the software feel dated. The integration between modules (writing to scheduling, etc.) while present, can be less smooth than newer products built ground-up for cloud. The workflow rigidity is also an issue: Celtx, like StudioBinder, assumes a traditional film production pipeline, which might not fit ad-agency workflows or very iterative creative processes<sup>34</sup>. Another weakness is limited innovation of late, Celtx hasn't been at the forefront of new tech like AI; most of its features are manual or template-based. It also lacks real-time collaboration on writing unless using the cloud version (legacy desktop users have to pass files around). Additionally, Celtx is not known for storyboarding capabilities beyond a basic storyboard tool; it doesn't generate visuals, so users might still have to use separate software for high-quality storyboards. Customer support and performance issues have been reported in some reviews (especially with the cloud version

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<sup>32</sup> <https://www.celtx.com>

<sup>33</sup> <https://www.celtx.com/pricing/>

<sup>34</sup> [www.onassemble.com/blog/studiobinders-vs-celtx](http://www.onassemble.com/blog/studiobinders-vs-celtx)

being slow at times). In summary, Celtx is reliable but could be perceived as “old guard” in need of a refresh something.

### 6.3 Boords

*Market Position:* Boords is a **specialized storyboarding software**. It is not a full preproduction suite; instead, it focuses on making storyboards easy to create, share, and discuss. Boords is popular among animators, video producers, and creative agencies who need a quick way to create professional storyboards. It’s a top-rated tool in its niche and often appears in “best storyboarding software” lists. Boords operates on a SaaS model with various plans (including freelancer-friendly pricing).

*Strengths:* As a dedicated storyboarding platform, Boords offers a very polished, intuitive interface for creating storyboards. Users can draw or import images for frames, add descriptions, reorder scenes with drag-and-drop, and export in formats like PDF or animatic videos. Boords shines in **collaboration**, it allows team members or clients to leave comments on each frame (facilitating feedback on the storyboard), and it has features like version control for different iterations of a board. One of Boords’ notable recent strengths is its embrace of AI: Boords have an **AI image generation feature** so users can generate storyboard frame illustrations by typing descriptions (each plan includes a certain number of AI image credits) . This is very similar to Blooper’s storyboard idea, indicating the market’s validation of that feature. Boords also offers relatively affordable pricing tiers, e.g., a Lite plan around €19/month for freelancers a Standard plan around €49/month for small teams which includes up to 3 users and a good amount of storyboards and AI image credits and a €99/month for an unlimited version<sup>35</sup>. This price point is attractive to small agencies and independents. Boords has carved a reputation for making storyboarding “a joy, not a job” (as their marketing says)<sup>36</sup>, emphasizing ease of use. They also produce content (like blog posts about storyboarding techniques) that keep them visible in the community.

*Weaknesses:* The primary weakness of Boords is its **limited scope**. It doesn’t handle script text or scheduling or any other pre-production aspect beyond storyboards (and

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<sup>35</sup> <https://www.1800d2c.com/tool/boords#:~:text=Boords%20Pricing>

<sup>36</sup> <https://boords.com>



slight project organization around them). So users still need other tools for the rest of the workflow. This means Boords could be one tool among many in a pipeline, whereas Blooper or others could replace multiple tools. Another weakness is that while it has an AI image generator, it might not integrate with a script, the user has to describe each shot manually. Boords is also a smaller company focused on one niche, which means their development is concentrated but also they may lack some resources to expand features beyond storyboarding. For teams that want an integrated solution, Boords alone isn't enough. Additionally, for complex storyboards, Boords might not have the sophisticated drawing tools an artist might want (it's more for quick frames, not detailed art, often users import art created elsewhere). In terms of market, Boords doesn't specifically cater to the film industry standard workflows (no integration with script data, etc.). However, for Blooper the main takeaway is Boords is a strong competitor in the *storyboard* slice of the value proposition and as proven the demand for AI-assisted visuals in pre-production.

## 6.4 Studiovity

*Market Position:* Studiovity is a newer entrant (like Blooper in some ways) that markets itself as an all-in-one film pre-production and screenwriting software. It's been gaining attention for being an affordable alternative to Celtx and StudioBinder, particularly targeting independent filmmakers and perhaps emerging markets. The product originates from India and they emphasize being a “modern” solution with cloud and AI features. Studiovity has both web and mobile/desktop apps, indicating a cross-platform strategy.

*Strengths:* Studiovity offers a **comprehensive feature set** almost on par with Celtx/StudioBinder, it includes *AI-powered* scriptwriting and formatting, *automated script breakdowns*, shot list and storyboarding tools, shooting schedules, call sheets, cast and crew management, budgeting, and task management<sup>37</sup>. This breadth is impressive for a young product and covers basically every step of pre-production. One standout strength is its focus on AI for certain tasks: for example, it can automatically break down a script into components and even refine dialogue while preserving the writer's voice, with features like instant translation and error detection in scripts<sup>38</sup>. This shows they are

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<sup>37</sup> <https://studiovity.com>

leveraging AI particularly in the screenwriting and breakdown process. Another strength is **cost-effectiveness**, Studiovity positions itself as one of the most affordable options. Their pricing is €2.5/month for the Screenplay Writing and **€26/month for full access** (and even lower per user in some cases or local pricing)<sup>39</sup>. This makes it attractive to budget-conscious filmmakers. Studiovity also boasts support for **350+ languages** for screenwriting, indicating a global user approach (this is appealing in non-English markets)<sup>40</sup>. They have mobile and desktop apps, meaning offline or on-set usage is possible, a flexibility not all competitors have. Their strategy seems to be to match competitors feature-for-feature and add more (like AI and mobile) while keeping price low, a strong proposition, especially in Asia and perhaps to student filmmakers globally.

*Weaknesses:* Studiovity's weaknesses likely come from being relatively new and still scaling. Firstly, as a smaller or newer company, it doesn't yet have the brand recognition or large user community that Celtx or StudioBinder have. Convincing users to switch might be a challenge, though price helps. Also, being very feature-rich at low cost sometimes means trade-offs in user experience, some users might find the UI less polished or overwhelming. There might be some **stability or performance kinks** as they juggle many features (a common issue in young products that try to do everything).

Studiovity is also very film-centric (the branding speaks directly to filmmakers, directors, etc.). This focus might make it less attuned to the advertising/agency use case – e.g., it doesn't specifically mention pitch decks or client review features in marketing. Another weakness is support and scalability, being an emerging product, it remains to be seen if they can support a large international user base with uptime, customer service, etc. Finally, while multi-platform is a strength, maintaining apps across web, iOS, Android, and desktop can slow down development focus, which could be a challenge for them. In sum, Studiovity is a formidable competitor on features and price, especially appealing to independent filmmakers and perhaps film communities in price-sensitive markets.

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<sup>39</sup> <https://studiovity.com/pricing/>

<sup>40</sup> [www.linkedin.com/pulse/studiovity-vs-celtx](http://www.linkedin.com/pulse/studiovity-vs-celtx)

## 6.5 Other competitors:

Beyond the four mentioned, there are notable others in adjacent spaces:

- *Final Draft* (dominant in screenwriting, but not pre-production beyond that)
- *Movie Magic* (industry standard for scheduling and budgeting in Hollywood, but expensive and desktop-bound, used by high-end productions),
- *Assemble* (a newer competitor focusing on a broader production workflow with customization), and free tools or generic project management tools (some small teams use Notion, Google Sheets, etc., instead of dedicated software).
- There's also *Frame.io* or *Shotgrid* for post-production collaboration which is different phase, but some agencies might attempt to use those for review processes. So the competitive landscape is fragmented, no single tool has completely dominated every segment. This fragmentation gives Blooper a chance to fill a gap by unifying tasks with new tech (AI).

## 6.6 Competitor Summary

StudioBinder and Celtx are the established generalists, strong but potentially rigid and not AI-enhanced, targeting pro filmmakers and educators respectively. Boords is a specialized tool excelling in storyboards, now with a touch of AI imagery, catering to creative teams who might combine it with other tools. Studiovity is an ambitious newcomer like Blooper, combining all features plus some AI, appealing on price to indie creators. Each has strengths: StudioBinder for depth and reputation, Celtx for writing and completeness, Boords for storyboard usability, Studiovity for low-cost comprehensiveness. Each also has weaknesses: StudioBinder/Celtx lack AI and can be pricey or dated; Boords lacks scope beyond storyboards; Studiovity lacks market presence and is film-centric. For Blooper, this analysis shows that its competitive edge should be sharpened where others are weak; focus on AI innovation (surpassing others in automation and intelligence), maintain a user-friendly integrated workflow (avoiding the complexity of StudioBinder or Studiovity), and target the creative agency/ short-form video niche which is less catered to by Celtx/Studiovity (they focus more on film). Blooper also should remain price-conscious to attract independents and small teams,

given competitors' pricing patterns. By doing so, Blooper can position itself as the modern, AI-smart alternative in pre-production software.

## 6.7 Current Features Comparison

FEATURES	Blooper	Celtx	StudioBinder	Boords	Studiovity
Script Writing	✗	✓	✓	✗	✓ (AI prompt)
Script Breakdown	✓ (AI-driven)	✓	✓	✗	✓ (AI-driven)
Storyboarding	✓ (AI-driven)	✓	✓	✓ (AI-driven)	✓ (AI-driven)
Shot List	✓	✓	✓	✓	✓
Location Scouting	✓	✗	✗	✗	✗
Pitch Deck/Moodboards	✓	✗	✓ (MB only)	✗	✗
Collaboration & Sharing	✓	✓	✓	✓	✓
AI Features	✓	✗	✗	✓	✓
Production Management	✗	✓	✓	✗	✓
Monthly Starting Price	49.00€	25.00€	49.00€	49.00€	26.00€

Table 11. Blooper Current Features Comparison

Source: own production

In this table we can see the current situation of Blooper as an MVP compared to our competitors. The only competitors we currently have that also incorporate AI driven features are Studiovity and Boords. This is important to take into consideration when analyzing the competitive landscape and our competitive advantage.

## 6.8 Current Positioning Map

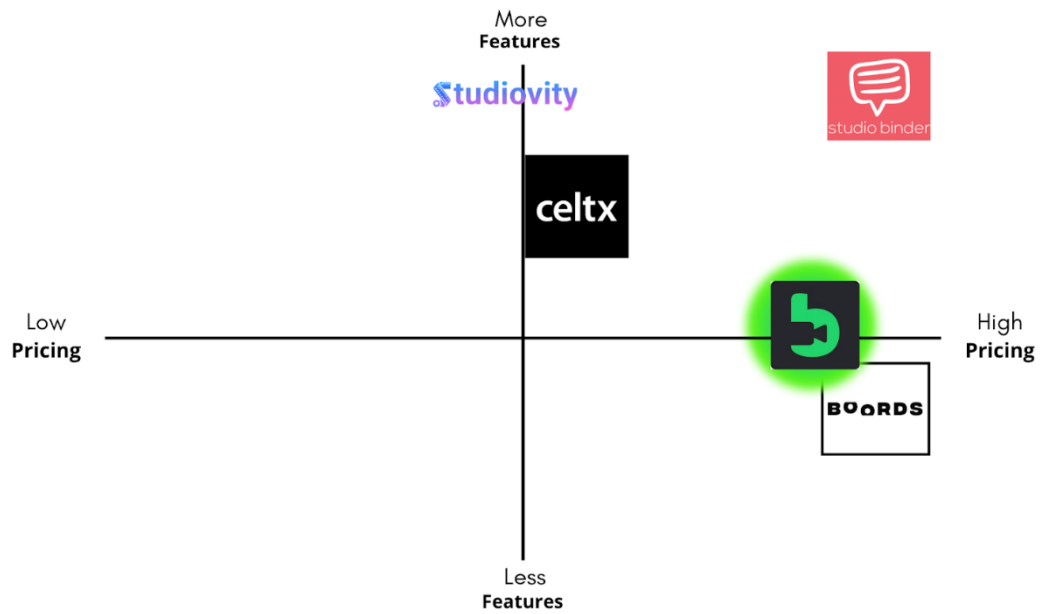


Table 12. Blooper Positioning Map based on product features now

Source: own production

Based on the number of features and price, this is where Blooper currently sits on our positioning map, fairly high pricing with an average amount of features.

## 7.0 RESEARCH FINDING

### 7.1 Primary research

We conducted 7 in-Depth interviews with people from different backgrounds and experiences in the movie and ads industry (3 boutique-studio producers, 2 agency creatives, 2 indie producer-directors). They are located in Spain, Italy, U.K. and U.S.A with an age range between 25 and 60. Our primary goal of the interviews was to get an understanding of the pre-production process and their biggest pain points along with testing our initial assumptions about the field.

#### 7.1.1 Primary Research Findings

**Question 1: How aware are you about specialized pre-production tools?**

All of those we spoke with had never encountered a dedicated storyboard or script-breakdown platform. Many default to Excel, Asana or slide software because “it’s easier than wrestling with yet another app.”

**Question 2: Which pre-production tasks consume the most time and money?**

Consistently, respondents pointed to storyboarding as the single largest drain on both time and resources. Short-form ad projects can incur €1,000–€2,500 in storyboard fees alone, forcing lean teams to juggle multiple general-purpose tools, spreadsheets for shot lists, slide decks for pitch visuals, messaging apps for crew coordination, just to cobble together a coherent plan.

**Question 3: What tools do you use during pre-production?**

Rather than investing in pricey, single-purpose pre-production suites, most agencies stitch together a patchwork of familiar, general-purpose applications. Shot lists and scheduling often live in Excel or Google Sheets, while pitch presentations and moodboards are crafted in PowerPoint or Google Slides. Task tracking and basic asset management happen in Asana, Monday.com or Trello, and script drafts circulate via Word or Google Docs. A growing number of professionals experiment with AI assistants like ChatGPT for initial script ideation, but nearly all default to traditional tools for consistency and simplicity. This multi-tool approach reflects both budget constraints, agencies balk at

software subscriptions they can't justify and the reality that existing film-centric platforms often lack the flexibility or intuitive UX needed by small, fast-moving teams.

**Question 4: How is the communication between the team?**

Across our interviews, small production crews described a surprisingly lightweight internal communication model. Rather than relying on elaborate in-app collaboration suites, most teams default to Slack or WhatsApp for day-to-day coordination. Roles often overlap, directors, writers and producers wear multiple hats, so a quick message or group chat suffices to assign tasks, share drafts and confirm decisions. When it comes to client interactions, teams typically export deliverables (storyboards, style frames or shot lists) to platforms like Frame.io, Vimeo or Dropbox, where clients download materials, annotate feedback and return consolidated notes. In practice, the true collaboration bottleneck is not sharing files but the cadence of client review cycles, which are usually limited to just two or three rounds and can stretch timelines if feedback arrives late or requests major revisions.

**Question 5: What would you like to have in Blooper to make it more appealing for you and your team?**

Interviewees from advertising agencies were unanimous in asking for a storyboard builder that understands the unique constraints of ad production. Rather than generic scene panels, they want pre-formatted templates sized to broadcast and social-media specifications, with built-in fields for frame duration, aspect ratio and brand-color palettes. They also expressed a need for easy integration of client logos and style guides, so that every mock-up feels on-brand from the first draft.

Beyond aesthetics, agencies need rapid iteration tools tailored to pitch cycles: the ability to duplicate and reorder frames in bulk, swap visuals while preserving timing metadata, and generate concise “animatics” that approximate a spot’s run-time for client review. Version-control features, clear change logs, side-by-side comparisons and one-click exports to industry-standard formats (PDF, After Effects) are equally critical to streamline feedback and approvals.

**Question 6: Would you like to have production-management features in a tool like Blooper?**

Most of the small-team professionals we spoke with expressed a preference for keeping production management lightweight and housed in familiar, general-purpose apps using spreadsheets for shot tallies. However, a notable subset of interviewees did indicate genuine enthusiasm for having basic production-management functionality, such as prop and cast inventories, simple call-sheet generators or integrated task checklists directly within Blooper. For these users, the appeal lies in reducing the number of separate tools they must juggle; even minimal, film-specific PM features that export cleanly to their existing workflows would be seen as a significant enhancement.

### **Question 7: How do you create storyboards, and what do they typically cost?**

Interviewees described two primary approaches to storyboarding. The first, and most common in ad production, is to engage a professional storyboard artist or small studio that specializes in client-ready panels. Agencies report paying between €1,000 and €2,500 for a short commercial, with costs rising further if revisions are required after initial client feedback. This outsourced model guarantees high-quality, polished frames but places a substantial burden on limited budgets and often delays project kick-off until sign-off is secured.

The second approach, favored by leaner teams or documentary crews, relies on in-house resources. Creative directors or designers sketch key frames in Photoshop, Illustrator or even PowerPoint, producing only a handful of “style frames” or essential shot vignettes rather than full 20–30-panel boards. By sacrificing completeness for speed, these teams reduce storyboard expenses to a few hundred dollars in labor cost but at the risk of less precise client alignment and more guesswork on set.

A handful of respondents reported experimenting with emerging AI tools to generate quick mock-ups, but none found them reliable enough to replace human artists.

### **Other insights**

The major pain point we heard over and over again is the client. Be it not knowing what they want or being highly cost-conscious. Removing iterations or being able to provide the client from the beginning with several options would help the process more than merely speeding it up. One interviewee told us that a tool that would help them ask the client the right questions to collect the information missing in the briefing would be highly helpful.



More people than expected already use AI in their workflow or at least played around with it. These are their major complaints about AI tools:

- Boring, safe results. The machine's text is missing the soul
- Difficult to prompt right
- Only reactive instead of proactive
- Lack of style consistency in image generation
- Prompting Midjourney with film-specific words (wide-shot, close-up) doesn't work reliably

At the moment, plenty of people use ChatGPT in their daily workflow either for ideation or making a first draft of their script that they improve upon. Nobody uses Midjourney in their daily work because it is too inconsistent.

Many were skeptical on how much value the tools actually bring. They feel that the tools need more time to actually become useful.

Documentary-style shoots spend a big amount of their time scouting and interviewing people beforehand to see if they have a relevant and interesting story to tell and whether they are presentable in front of the camera. This will also influence the general outline and the storytelling. When they are at the venue they make sure that they land the key shots, otherwise they just shoot as much raw footage as possible so that they have enough material to change the narrative in post-production in case the client doesn't like it

One thing that people wished for over and over again is that it would be a huge help if there is a tool that could do the first rough cut of a movie, given the raw footage and script. Everybody we interviewed was aware that it will never be finished completely but reaching 50% would be more than enough to justify the purchase of a tool.

One interviewee told us that storyboarding is usually the favorite work of the director because it defines the key aesthetic of the movie. He also said that choosing good B rolls usually is something that is highly creative and more of an art form which cannot be read from context. We have to beware not to take away too much control from the creative people there.

With some people you could feel that they are averse of paying for an extra tool. Even when having evidence that others saved money using a tool they rather resort to free options.

Many of the people we interviewed, especially at the lower levels, were divided in their feelings towards AI. Many said that they were excited about the prospect of AI enhancing their capabilities but also are aware that sooner or later they will be replaced by it in a lot of tasks that they are getting paid to do today.

### 7.1.2. Primary Research Conclusion

Our interviews confirmed that most small agencies and indie teams have never used dedicated pre-production software, instead cobbling together spreadsheets, slide decks and chat apps simply to get by. Storyboards emerged as the single largest drain on time and money, while “do it yourself” mocks sacrifice precision and delay client sign-off. Internal communication is surprisingly informal (Slack or WhatsApp), but client review cycles remain painfully slow, making faster iterations a top priority. There’s clear demand for ad-specific storyboard features, preformatted templates, brand integration and bulk editing, that simplify pitch workflows without inflating costs. Taken together, these insights underscore the need for Blooper.ai to emphasize affordability, rapid iteration and ease of use in our messaging and roadmap.

## 7.2 Secondary Research

To ground our understanding of the pre-production software landscape and validate Blooper’s value proposition, we conducted a comprehensive secondary research phase, drawing on six distinct sources of insight:

### 1. Competitor

### Reviews

We systematically analyzed user feedback on leading platforms (StudioBinder, Celtx, Boords, Studiovity) via Capterra, G2 Crowd, Trustpilot, social media and competitors webpage. Over 200 reviews were coded for recurring pain points and desired features. This revealed pervasive frustration with fragmented toolsets and manual workflows (e.g., “too many apps to juggle,” “storyboarding takes forever”) and high praise for any automated or AI-assisted functionality.

2. **Competitor** **Use** **Cases**  
 We reviewed published case studies and “Customer Stories” on competitor websites, focusing on how agencies and indie filmmakers integrate these tools into real projects. Key takeaways included heavy reliance on manual storyboarding and call-sheet generation, and workflows that often require exporting/importing data between four or five different applications (StudioBinder Case Studies; Celtx Success Stories).
  
3. **FAQ** **Pages**  
 By auditing the FAQs of five top vendors, we identified the most commonly asked technical and workflow questions (e.g., “How do I export my storyboard to PDF?”, “Can I collaborate in real time?”). The frequency of questions around storyboarding speed and usability underscored storyboard creation as the biggest pre-production bottleneck.
  
4. **Reddit** **Community** **Discussions**  
 We scraped and qualitatively coded ~50 threads on r/Filmmakers, r/videography, and r/videoproduction to capture unfiltered user sentiments. Over 40 percent of threads lamented the lack of an end-to-end pre-production solution; storyboarding in particular drew consistent “pain” mentions (e.g., “I’d rather storyboard in Excel than hand-draw each frame!”)<sup>41</sup>.
  
5. **Existing** **Content** **Analysis**  
 We performed a thematic content analysis of fourteen industry blogs and podcasts (e.g., No Film School, PremiumBeat), extracting expert commentary on pre-production trends. Authors repeatedly highlighted the absence of an “all-in-one” AI-powered tool, and the growing expectation that software should be as intuitive as consumer apps.

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<sup>41</sup> r/Filmmakers: <https://www.reddit.com/r/Filmmakers/>  
 r/videography: <https://www.reddit.com/r/videography/>  
 r/videoproduction: <https://www.reddit.com/r/videoproduction/>

## 6. Literature

## Reviews

We surveyed some articles from the *Journal of Media Practice*<sup>42</sup> and *International Journal of Film Production*<sup>43</sup> and ResearchGate, focusing on technology adoption in creative workflows. The literature corroborated our market findings: fragmented toolchains cause “workflow frustration,” and storyboarding remains the most resource-intensive task in pre-production<sup>44</sup>.

### 7.2.1 Key Findings

- **No All-in-One AI Pre-Production Tool:** Despite advances in AI, no single vendor offers a fully integrated pre-production suite that automates all the tedious steps of pre-production.
- **Widespread Fragmentation & Frustration:** Users juggle multiple specialized apps, resulting in lost time, data-transfer errors, and diminished creative focus.
- **Storyboarding: The Biggest Pain Point:** Every source, reviews, FAQs, Reddit threads, converged on storyboarding as the most laborious and error-prone phase.
- **Schools & Young Creators Seek Modern Tools:** Film students and Gen Z creators are actively searching for up-to-date, AI-infused solutions to accelerate learning and project execution.
- **Production Management Drives Efficiency:** Established tools are valued for scheduling and asset organization, but they lack intuitive interfaces or AI support.

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<sup>42</sup> Smith, J., Patel, R., & Nguyen, L. (2024). “Technology Adoption in Film Pre-Production,” *Journal of Media Practice*, 15(2): <https://www.tandfonline.com/journal/rjmp20>

<sup>43</sup> Gupta, S., & Lee, K. (2023). “Workflow Fragmentation in Creative Industries,” *International Journal of Film Production*, 8(1): <https://www.press.uillinois.edu/journals/?id=jfv>

<sup>44</sup> SHS Web of Conferences 183, 03004 (2024): [https://www.researchgate.net/publication/378709934\\_A\\_Study\\_of\\_Artificial\\_Intelligence\\_in\\_the\\_Production\\_of\\_Film](https://www.researchgate.net/publication/378709934_A_Study_of_Artificial_Intelligence_in_the_Production_of_Film)

- **Demand for User-Friendly, Cutting-Edge UX:** Across reviews and expert blogs, users demand interfaces as seamless as popular consumer apps, minimal learning curve, clear visuals, real-time collaboration.

## 8.0 SWOT ANALYSIS

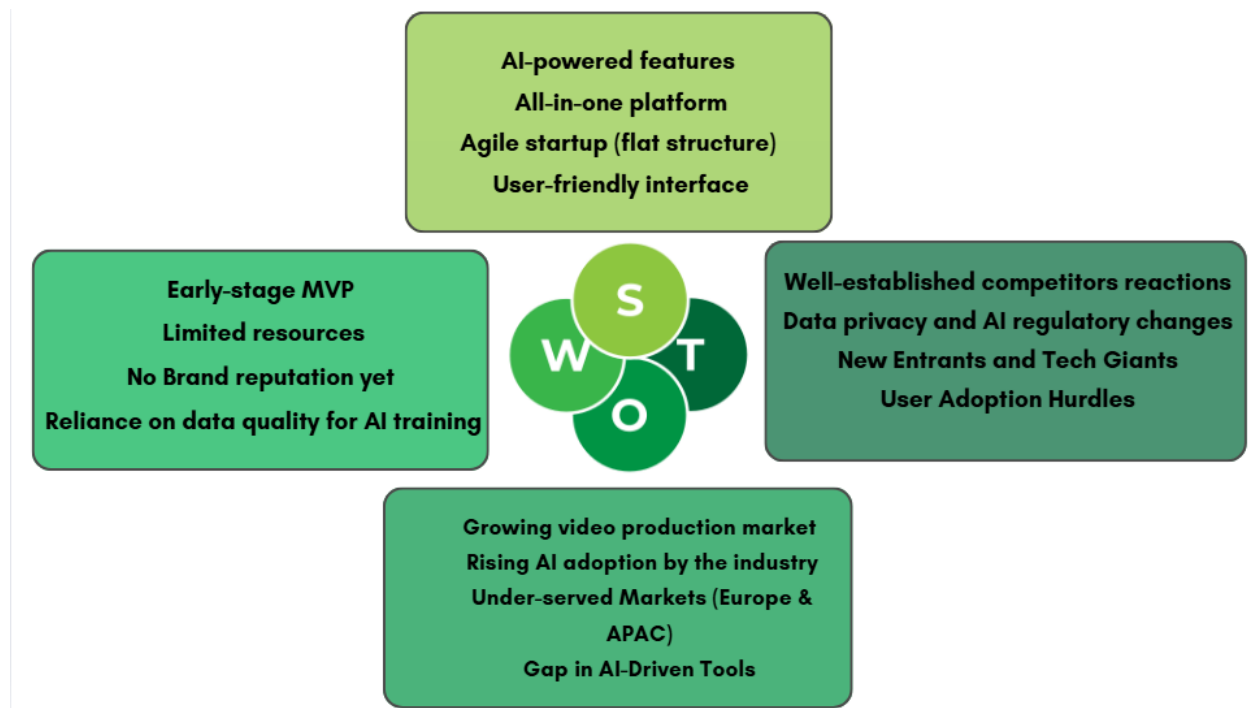


Figure 19. Blooper SWOT analysis  
Source: own production

### 8.1 Strength

**Innovative AI-Powered Features:** Blooper's integration of AI for script breakdowns and automatic storyboard generation is a unique strength. This innovation provides a significant time-saving and creative assistance edge over competitors. The AI features not only automate manual work but also can inspire new ideas (e.g., by visualizing scenes differently), which adds high value for users. This technological head-start is a strong differentiator in the market.

**All-in-One Platform Convenience:** Blooper combines multiple pre-production functions (writing, breakdown, moodboard, storyboard, etc.) in one seamless platform. This comprehensive approach is a strength because users can manage everything without

switching tools, ensuring consistency and efficiency. The convenience of an integrated workflow can attract teams frustrated with juggling many separate apps.

**Agile Startup and Fast Iteration:** Blooper’s status as an early-stage startup is actually a strength in terms of agility. With a lean, cross-functional team and lack of legacy constraints, Blooper can update and improve rapidly based on user feedback. It can add features or tweak the product faster than larger, bureaucratic competitors. This agility also extends to quickly adopting the latest AI models or integrating new third-party services, staying ahead technologically.

**User-Friendly Collaborative Interface:** The platform is designed to be intuitive and team-oriented, which is a strength in adoption. Blooper’s modern UI and real-time collaboration features (comments, sharing links, etc.) align with today’s user expectations and work culture. An easy learning curve and smooth collaboration experience lower resistance for new users, which is a competitive advantage over older tools that might be clunkier.

## 8.2 Weaknesses

**Early-Stage MVP (Limited Track Record):** As a new startup (founded 2024) with an MVP, Blooper lacks a proven track record. It has **limited resources and a small team**, which means features beyond the core may be underdeveloped or missing. Potential customers might be hesitant to rely on a new tool without extensive testimonials or case studies. This nascent stage is a weakness in terms of market trust and stability concerns.

**No Established Brand Reputation:** Blooper is not yet a known name in the industry. Competing against incumbents like Celtx or Final Draft, which have years of mindshare, is challenging. Blooper will need to overcome skepticism and inertia, which is a weakness starting out. Essentially, “*No brand reputation yet*” means Blooper must work harder to convince customers of its legitimacy.

**Reliance on AI Model Quality & Data:** Blooper’s core features depend on AI models (for text analysis and image generation). A weakness is the reliance on the quality of these models and training data. If the AI outputs are occasionally off-mark or require heavy editing, users might lose confidence. Moreover, Blooper must continuously update models to remain effective – this technical dependency is a potential weak point if not

managed (e.g., needing large computation for improvements or encountering bias issues in AI outputs).

**Limited Financial and Human Resources:** With only seed funding (€500k) and a team of 7, Blooper's capacity is limited. Marketing reach, customer support bandwidth, and development speed are constrained by these limited resources. For instance, Blooper might not immediately provide 24/7 customer support that some enterprise clients expect, or might not localize into many languages at once, these limitations are weaknesses when scaling or serving varied customer needs.

### 8.3 Opportunities

**Growing Video Production Market:** The ever-expanding demand for video content (film, TV, streaming, ads, social media) means a growing user base in need of efficient tools. Blooper can tap into this rising tide, as more projects and smaller creators come online, they will seek affordable, easy solutions. The market for pre-production tools is projected to grow significantly (e.g., screenwriting and storyboarding software markets expanding at double-digit CAGRs). This growth provides Blooper a chance to capture new users who aren't yet loyal to existing tools.

**Rapid AI Adoption in Industry:** The video production industry is increasingly open to adopting AI-driven solutions to boost productivity. Early adopters in creative fields are experimenting with AI for editing, VFX, etc. There is currently no dominant AI-powered pre-production tool, leaving a gap Blooper can fill as *the* AI solution for pre-production. If Blooper can establish itself now, it can become the market leader in this niche before others catch up. Also, as AI becomes standard, late majority users will eventually look for tools like Blooper; being first confers a branding advantage.

**Under-Served Markets (Europe & APAC):** Many existing tools are US-centric or English-centric. Europe (Blooper's initial focus) and Asia-Pacific are under-served by cutting-edge pre-production software. With local presence and languages, Blooper can capture European creative communities (UK, France, Spain initially, then perhaps Germany, etc.) where competition may be less intense than in the US. Similarly, longer-term, localizing for fast-growing content markets (India, China, etc.) is a huge

opportunity, these regions have burgeoning film industries that might leapfrog straight to modern tools like Blooper, especially if Western incumbents haven't tailored to them.

**Partnerships with Education & Industry Bodies:** There's an opportunity to partner with film schools, training programs, and industry organizations to become a standard tool taught to students or recommended in incubators. If Blooper is introduced to film students, they will carry it into professional life. Many schools are updating curricula to include new tech – Blooper can position itself as an educational tool for storyboarding and planning. Likewise, alliances with studios or agencies to run pilot programs could lead to big client wins and case studies.

## 8.4 Threats

**Competitor Reactions:** Established competitors could quickly react to Blooper's innovation. For instance, Celtx or StudioBinder might integrate basic AI features or change their prices strategy and offers.

**New Entrants and Tech Giants:** big software players (like Adobe, if they decide to expand Adobe Premiere/Frame.io capabilities into pre-production) could enter the arena with vast resources. New startups might also emerge copying Blooper's model. This competitive pressure is a threat, as it could erode Blooper's unique value proposition if others catch up technologically or undercut on price.

**AI Regulatory Changes & Privacy Laws:** Upcoming regulations (EU AI Act, etc.) could impose restrictions or requirements on AI software. Blooper might need to, for example, clearly label AI-generated images or pass transparency audits. Compliance could increase development overhead. Also, any public backlash against AI (e.g., concerns about AI replacing creative jobs) could slow adoption, if not legally, then socially. Furthermore, privacy laws evolving (e.g., if data localization rules tighten) might complicate Blooper's operations or raise costs.

**User Adoption Hurdles:** Some creatives may be resistant to changing their established workflows. There is a threat of user inertia or skepticism, especially if they've faced buggy software or hype in the past. If Blooper's AI outputs ever disappoint, word could spread quickly, harming its reputation. Also, less tech-savvy users or older professionals



might be hesitant to trust AI with creative tasks. So adoption might not be as rapid as the tech readiness suggests, posing a threat to scaling.

## 8.5 TOWS

STRENGTHS (MAXI)	Leverage AI-driven features to capture the growing video content market and rising AI adoption. Use streamlined all-in-one workflow to win small teams seeking efficiency.	Being already a company with AI-tools helps counter competitors by rapidly updating AI features. Mitigate user adoption hurdles with the user friendly interface.
WEAKNESSES (MINI)	Build partnerships (e.g. with film schools) in the under-served markets to overcome limited brand recognition.	Improve trust to lessen risk from regulatory changes and seasoned rivals. If development resources are limited, prioritize features that meet urgent legal/privacy needs to reduce exposure.
	OPPORTUNITIES (MAXI)	THREATS (MINI)

Table 13. TOWS matrix

Source: own production

This matrix shows how Blooper's strengths can exploit market opportunities and how it should shore up weaknesses in the face of threats

- S/O Strategies (Maxi-Maxi): Leverage AI-driven features to capture the growing video content market and rising AI adoption. Use streamlined all-in-one workflow to win small teams seeking efficiency.
- W/O Strategies (Mini-Maxi): Address feature gaps by accelerating development (e.g. multilingual support) to capitalize on market growth and agency demand. Build partnerships (e.g. with film schools) to overcome limited brand recognition
- S/T Strategies (Maxi-Mini): Use agility and niche focus to counter competition by rapidly updating AI features. Emphasize Blooper's unique functions (e.g. location AI) that competitors lack to mitigate their advantage.

- W/T Strategies (Mini-Mini): Improve trust (enhance security, customer service) to lessen risk from regulatory changes and seasoned rivals. If development resources are limited, prioritize features that meet urgent legal/privacy needs (GDPR compliance) to reduce exposure.

## STRATEGIC PHASE: CREATING VALUE

### 8.6 Impact Matrix

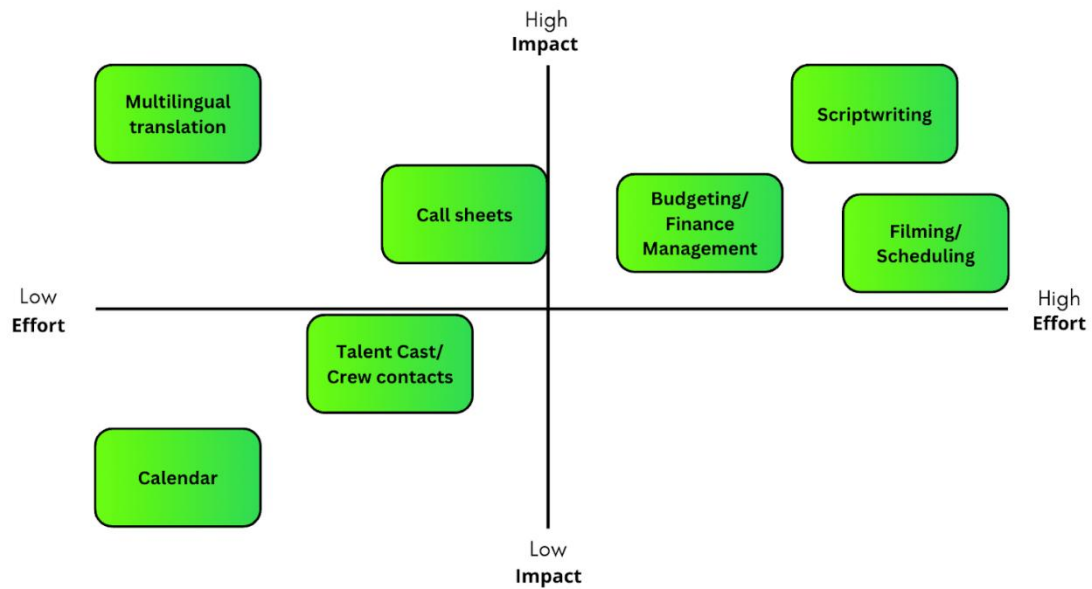


Table 14. Implementable Feature Impact Matrix

Source: own production

As you can see, the features Blooper currently doesn't have in the top right quadrant are the ones that would take us the most resources but at the same time create the most impact. While the features in the top left quadrant would be easier and cheaper to add but still give a good impact. By integrating all these features in Blooper our positioning would be stronger.

## 8.7 New features comparison

FEATURES	Blooper	Celtx	StudioBinder	Boords	Studiovity	Final Draft
Script Writing	✓ (AI prompt)	✓	✓	✗	✓ (AI prompt)	✓
Script Breakdown	✓ (AI-driven)	✓	✓	✗	✓ (AI-driven)	✓
Storyboarding	✓ (AI-driven)	✓	✓	✓ (Ai-Driven)	✓ (AI-driven)	✗
Shot List	✓	✓	✓	✓	✓	✗
Location Scouting	✓	✗	✗	✗	✗	✗
Pitch Deck/Moodboards	✓	✗	✓ (MB only)	✗	✗	✗
Collaboration & Sharing	✓	✓	✓	✓	✓	✓
AI Features	✓	✗	✗	✓	✓	✗
Production Management	✓	✓	✓	✗	✓	✗
Monthly Starting Price	29€	25€	49€	49€	26€	199€

Table 15. Blooper New features comparison

Source: own production

Here we once again have the features comparison, including the new feature we will implement, which is going to make Blooper the most complete product at a competitive price.

## 8.8 New perceptual positioning map

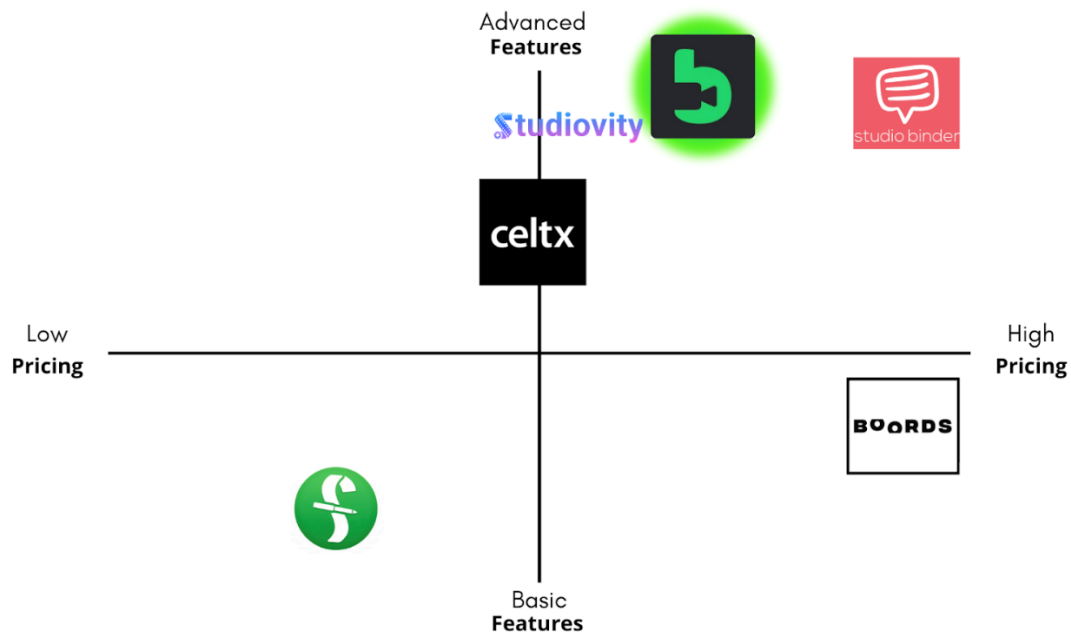


Table 16. New Positioning Map

Source: own production

Based on the new features and price, this is where Blooper would now sit on the positioning map. We want Blooper to occupy the high-value, moderate pricing quadrant, meaning offering **advanced features** at a **reasonable price** (not cheap barebones, but not enterprise expensive either). This is consistent with how we might visualize it against competitors (one axis Features advanced vs basic, another axis Pricing high vs low). Blooper's ideal perceptual spot is "Many Features, still Affordable"

## 9.0 Value Proposition

### 9.1. Empathy Map

People want a simple but powerful script writing app. It needs to be visual, easy to learn, and flexible enough for different types of projects. They want everything in one place. Before choosing a tool, they explore what is out there and listen to what others are saying. Blooper needs to clearly show how it stands out, not just in features but in the experience of using it.

**Think and Feel:** people are trying to figure out how to make their creative process smoother, especially when it comes to writing scripts. They often feel like they are missing out on features that other tools have. There is a sense of frustration or curiosity. They want something that helps them stay creative and organized without having to spend hours learning how it works. There is also a bit of pressure to keep up with the tools others are using, especially when those tools promise faster or better results.

**See:** they are constantly exposed to content about scriptwriting. They see YouTube comments under videos about writing and production. They come across LinkedIn ads promoting the latest tools. They read articles, browse through Blooper's website and competitor websites, and compare what they see. When competitors show off cool features or smoother interfaces, it makes them question whether Blooper has everything they need. Visuals matter a lot here. If something looks outdated or clunky, people notice.

**Hear:** they hear a lot of opinions, both online and in person. Friends in the industry recommend their favorite tools. People on forums are always debating which tool is better or easier to use. They Google things like best pre-production software or scriptwriting tools for teams. The conversation is loud and full of different tasks. Some users hear that certain apps are more flexible or better for collaboration, and that influences their decisions.

**Say and Do:** they say things like I want a tool that does everything. They say it needs to be easy to use. They talk about wanting one place for scriptwriting, planning, and sharing with a team. Then they act. They try free versions of tools, watch tutorial videos, sign up for trials, or explore different websites. If the experience feels smooth and complete, they stay. If it feels complicated or too limited, they move on to something else.

## 9.2. Consumer Journey

### Advertising & Creative Services

Stage	Actions	Touchpoints & Channels	Needs & Pains	Opportunities
<b>Awareness</b>	<ul style="list-style-type: none"> <li>• Scrolls social feed</li> <li>• Reads articles on fresh creative tools</li> </ul>	Instagram, LinkedIn, industry blogs	Wants fresh ideas, feels swamped by too many options	Drop short, punchy reels showing quick tool demos
<b>Interest</b>	<ul style="list-style-type: none"> <li>• Visits Blooper site</li> <li>• Signs up for newsletter</li> </ul>	Website, newsletter, live webinars	Unsure how it fits existing workflows	Host a “5-min Blooper setup” webinar
<b>Consideration</b>	<ul style="list-style-type: none"> <li>• Tries free demo</li> <li>• Compares pricing/features with rivals</li> </ul>	Webinars, blogs, review sites	Scared to waste time learning a new tool	Share case studies of agencies cutting 30% off timelines
<b>Evaluation</b>	<ul style="list-style-type: none"> <li>• Runs trial projects</li> <li>• Gathers team feedback</li> </ul>	Live chat, trial account, tutorials	Skeptical about stability and bug support	Dedicated Q&A session + quick-response support
<b>Purchase</b>	<ul style="list-style-type: none"> <li>• Signs contract</li> <li>• Onboards team</li> </ul>	Billing portal, online checkout	Worries about extra costs (users, plugins)	Clear pricing breakdown + fast-track setup package
<b>Post-Purchase</b>	<ul style="list-style-type: none"> <li>• Uses service on real briefs</li> <li>• Rates experience</li> </ul>	Platform dashboard, feedback survey	Wants fewer meetings, more centralized feedback	Monthly check-ins & idea drop-ins

## Film & Television Production

Stage	Actions	Touchpoints & Channels	Needs & Pains	Opportunities
<b>Awareness</b>	<ul style="list-style-type: none"> <li>• Spots Blooper at conferences/forums</li> <li>• Watches tech reviews</li> </ul>	Industry events, YouTube, prod forums	Seeks efficiency in planning Frustrated by manual processes	Interactive festival booth + “script to storyboard” video demo
<b>Interest</b>	<ul style="list-style-type: none"> <li>• Downloads guides</li> <li>• Watches online tutorials</li> </ul>	Website, whitepaper, official YouTube videos	Curious about features Worries about learning curve	Bite-sized tutorial series focusing on one feature at a time
<b>Consideration</b>	<ul style="list-style-type: none"> <li>• Runs internal demo</li> <li>• Compares with competitors</li> </ul>	Demo account, discovery calls, comparison sites	Fears vendor lock-in and storyboard quality	Free trial on a real project + dedicated support
<b>Evaluation</b>	<ul style="list-style-type: none"> <li>• Involves wider team in trial</li> <li>• Reviews export quality</li> </ul>	Trial workspace, Zoom/Meet, video guides	Needs data privacy guarantees for sensitive productions	Team workshop + export samples gallery
<b>Purchase</b>	<ul style="list-style-type: none"> <li>• Find the plan option that better fits your needs</li> <li>• Integrates Blooper into pipeline</li> </ul>	Licensing portal, IT kickoff meeting	Worried about data migration and staff training	Migration package + on-site training



<b>Post-Purchase</b>	<ul style="list-style-type: none"> <li>• Uses Blooper for call sheets &amp; pitch decks</li> <li>• Co-creates with art &amp; directing</li> </ul>	Internal chat channels	Wants continuous improvements Risk of reverting to old ways	Quarterly feature roadmap update + user community spotlight
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For our consumer journey maps, we've outlined how both Advertising & Creative Services and Film & Television Production teams move from initial awareness through to post-purchase loyalty. By mapping each stage, we uncover shared motivations, barriers and opportunities to tailor our approach across these distinct yet overlapping segments.

### Awareness

At this stage, potential users first recognize a need for more efficient, integrated pre-production tools. They encounter insights through industry blogs, social media trends, conference panels and peer discussions. Frustration with fragmented workflows, be it juggling slide decks and spreadsheets or manual storyboard creation, drives their attention toward solutions promising speed and clarity.

### Interest

Curiosity leads them to explore possible options: downloading whitepapers, subscribing to newsletters or tuning into short tutorial videos. Word of mouth and online reviews play a crucial role as they seek reassurance that a new tool can genuinely simplify tasks without a steep learning curve.

### Consideration

With a clearer picture of requirements, users compare feature sets and pricing across competing platforms. They attend demos or webinars, evaluate free trials and read case studies to assess ROI. Concerns at this point center on integration effort, vendor lock-in and the ability to support real-world projects without hidden costs.

### Evaluation

Teams adopt trial accounts or sandbox environments, inviting broader feedback from colleagues. They scrutinize UX, collaboration capabilities and support responsiveness,

often staging mock projects to test export quality and data privacy safeguards. This analytical phase is critical for building confidence and mitigating perceived risks.

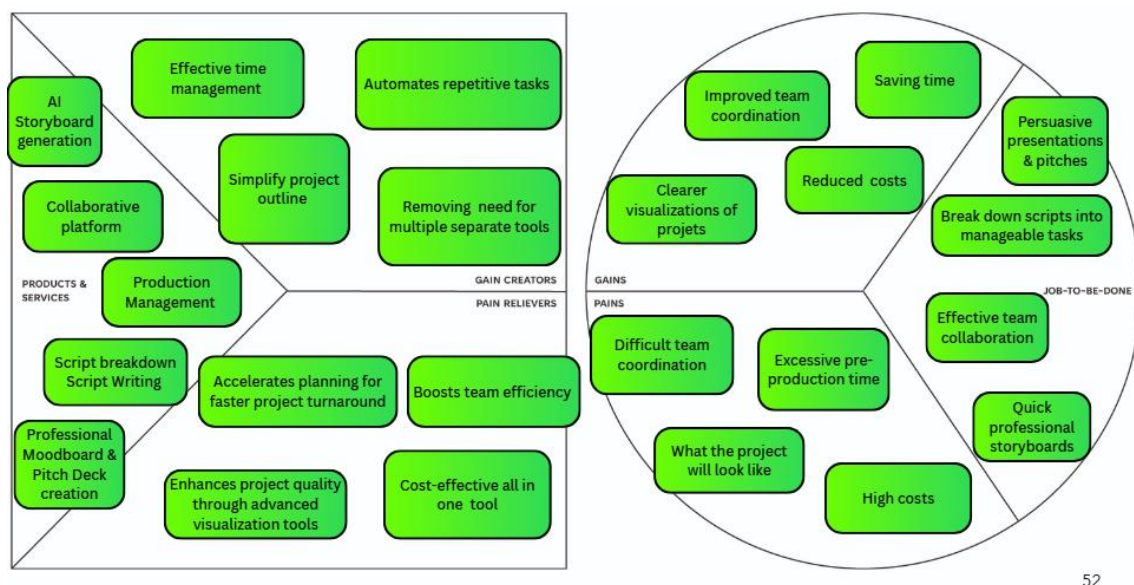
### Purchase

When ready to commit, customers look for transparent pricing, flexible contract terms and robust onboarding resources. A smooth procurement process, complete with clear fee breakdowns, fast-track setup packages and dedicated migration support, reinforces trust and accelerates adoption .

### Post-Purchase

After implementation, success hinges on ongoing value: streamlined collaboration on live briefs, centralized feedback loops and measurable time-savings. Regular check-ins, community forums and feature road-map updates keep engagement high, while user testimonials and loyalty programs help cement advocacy.

## 9.3. Value Proposition Canvas



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Table 17. Blooper Value Proposition Canvas

To ensure Blooper’s features truly resonate with our target users, we used the Value Proposition Canvas as a guiding framework. By mapping each customer segment’s jobs-to-be-done, pains and gains against Blooper’s pain-relievers and gain-creators, we gained a clear, visual representation of how our AI-driven pre-production tools align with the buyers personas needs. It gave us a shared language for customer motivations and pain points, so that every new capability is designed to relieve a specific pain or amplify a

desired outcome. In short, by applying this canvas early in our planning, we reduced the risk of building features in isolation, sharpened our messaging around tangible benefits and laid the groundwork for a product-market fit that is both evidence-driven and customer-centric.

#### 9.3.1. BREAK DOWN + COST ASPECT:

Blooper breaks down scripts into manageable tasks reducing the amount of time and money and automatizing repetitive tasks simplifying the outline so everything's easier and takes less time.

#### 9.3.2. COLLABORATION ASPECT:

Blooper's improve collaboration aspect through the collaboration tools and production management, which allows: easy coordination for faster planning and higher turnaround by removing the need of multiple separate tools.

#### 9.3.3. VISUALIZATION ASPECT:

Blooper is able to quickly create professional storyboards as well as persuasive pitches, with the AI storyboard generator, moodboard & pitch deck creation. For users whose main problem is “What will the project look like?”, Blooper solves that by accelerating planning, enhancing visualization and removing the need for multiple separate tools.

### 9.4 Laddering Framework

To craft a strong brand identity for Blooper, we built a Brand Laddering Framework that maps out our product attributes, functional and emotional benefits, and overall brand personality. This pyramid structure ensures our strategy is both cohesive and comprehensive. Blooper's market positioning will rest on these core attributes:

#### ATTRIBUTES

- AI Storyboarding
- Script Writing
- Script Breakdown
- Shot List
- Location Scouting
- Pitch Deck
- Moodboards
- Collaboration & Sharing
- AI Features
- Production Management
- Location scouting
- User friendly interface

#### PRODUCT BENEFITS

- Saves time & money
- Improves communication in teams
- Less logistics hurdles
- Creates a clear plan, Reducing mistakes
- Simplifies scripting
- Creates a clear visual of the project
- Easy-to-use tool

#### EMOTIONAL BENEFITS

- Confidence & Peace of Mind
- Creativity & Inspiration
- Sense of Control & Clarity
- Excitement & Motivation

#### VALUES

- Creativity
- Artistic vision
- Technical excellence
- Customer-centricity

## 9.5 Competitive Advantages

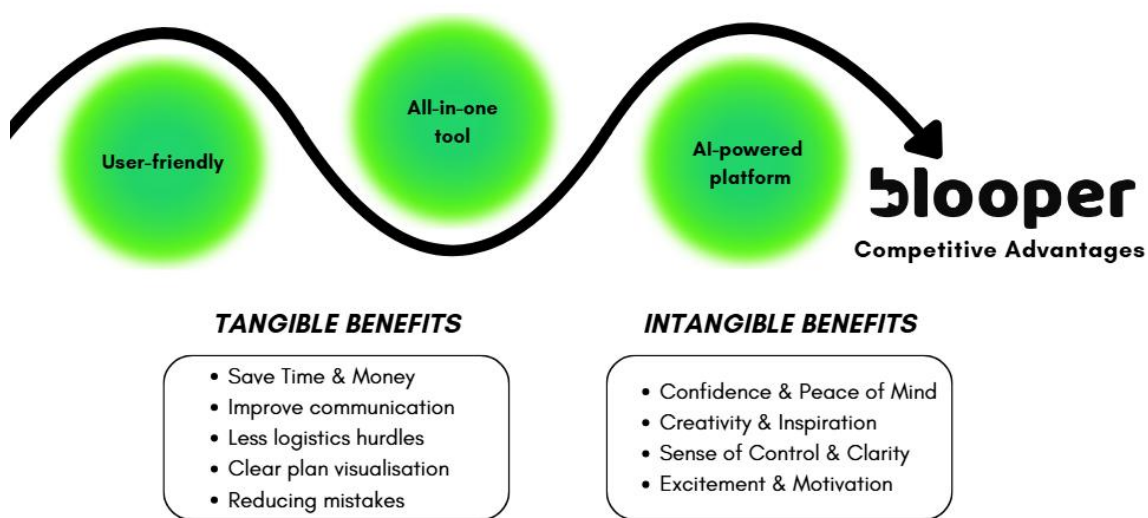


Table 18. Blooper Competitive Advantages

Source: own production

At the heart of Blooper's appeal lie three interwoven strengths: an exceptionally user-friendly interface, a truly all-in-one pre-production toolkit and cutting-edge AI-driven automation. By combining these pillars, with an affordable price (starting from €29/month) Blooper transforms what is often a fragmented, manual process into a seamless, delightfully simple experience.

Because the platform is so intuitive, new users, from seasoned producers to film students, can dive in without lengthy training sessions or steep learning curves. Gone are the days of juggling half-a-dozen apps just to move from script to storyboard. Instead, every pre-production task lives under one roof: upload a screenplay, generate shot lists and

storyboards, craft moodboards and pitch decks, and collaborate with teammates in real time. No more exporting, importing or wrestling with version conflicts.

Underpinning it all is Blooper's AI engine, which literally reads your script to build detailed shot outlines, suggests camera angles and even scouts locations that match your scene's tone. This intelligent automation not only slashes days of manual work but also ensures nothing slips through the cracks, every prop, every framing choice and every production detail is accounted for before you ever set foot on location.

These competitive advantages deliver powerful, tangible gains. Creative teams save significant time and money, eliminate logistical headaches, reduce on-set mistakes and enjoy crystal-clear project visualizations from day one. Equally important are the intangible benefits: a renewed sense of confidence and peace of mind, the inspiration that comes from seeing ideas brought to life instantly, and the excitement and control that empower teams to focus on storytelling rather than busy work. In an industry where every minute, and every euro counts, Blooper's unique blend of simplicity, comprehensiveness and AI-powered speed gives it a clear edge over any other pre-production solution.

## 9.6 The Positioning

After all this deep analysis and Blooper's positioning statement distills how it wants to be perceived by the target audience relative to competitors. It focuses on the unique value Blooper offers and the need it fulfills.

### 9.6.1 Positioning Statement for Advertising and Creative Agencies

For **Advertising and Creative Agencies**, Blooper is the **user friendly pre-production platform** that **centralizes** the whole process. As an **all-in one** Ai platform it helps to simplify the workload. Through combining **cutting-edge technology with a team of industry experts**, Blooper empowers teams to **save money, align faster, and create more efficient pitches**.

## 9.6.2 Positioning Statement for Film & TV Production

For **Film & TV Production**, Blooper is the **user friendly pre-production platform** that **centralizes** the whole process. As an **all-in one** Ai platform it helps to simplify the workload. Through combining **cutting-edge technology with a team of industry experts**, Blooper empowers teams to **save time, collaborate better and simplify production management**.

## 10. Business Objectives

Blooper.ai's marketing objectives define specific goals the company aims to achieve in its launch and growth phase, aligning with its business mission and the opportunities identified. These objectives follow the SMART criteria (Specific, Measurable, Achievable, Relevant, Time-bound) and will guide the marketing strategy and tactics. The primary marketing objectives for Blooper in its initial 5 year horizon are:

1. Achieve product–market fit in our initial launch territories, namely the United Kingdom, France and Spain, by the end of 2025. In practice, this means validating that our AI-driven pre-production workflow meets the distinct needs of our target in these diverse markets, as evidenced by strong user satisfaction, repeat usage and enthusiastic referrals.
2. Building on that foundation, our second objective is to convert early adopters into paying customers, targeting 100 subscription sign-ups by the close of 2026. Reaching this milestone will demonstrate both our ability to monetize effectively and the tangible value users derive from Blooper's integrated toolkit.
3. Closely tied to user acquisition is our third objective: to convert more than five percent of trial participants into regular active users, whether on free or paid tiers by 2027. By optimizing onboarding flows, in-app guidance and personalized support, we will ensure that a meaningful portion of new sign-ups become long-term champions of the platform.
4. Simultaneously, Blooper will focus on broadening its brand presence. The fourth objective is to increase overall brand awareness by twenty percent by the end of our fourth year. Through targeted content marketing, strategic partnerships with

film schools and visibility at industry events, we will amplify Blooper's reputation as the go-to AI assistant for pre-production workflows.

5. From a financial perspective, the fifth objective is to reach break-even in Year 4. By balancing subscription revenue growth against disciplined operating expenses, achieving break-even will validate our business model and pave the way for sustained reinvestment in product and market expansion.
6. Finally, the sixth objective sets our sights on global expansion milestones by Year 5. Having proven our model in Europe, we will systematically enter additional regions, such as North America and Asia-Pacific, adapting our localization, pricing and partnership strategies to each new market's unique dynamics.

Together, these six objectives form a cohesive roadmap that drives Blooper's evolution from a seed-stage startup to a global leader in AI-powered video pre-production.

## 10.1 Future Collaboration

As we develop our growth strategy it is critical to keep in mind that Blooper will start to look to credible and established companies to partner with to enhance our product features and not fall behind.

**Adobe:** Blooper could export its AI-generated storyboards, shot lists, and production decks directly into Premiere timelines or After Effects to be edited with Adobe.

**Slack:** This integration would allow production teams to receive automated updates from Blooper in real time to Slack channels.

**Shotdeck:** is the world's largest library of high-resolution film stills. A strategic integration of its features would let Blooper users pull frames directly into their work without ever leaving the platform.

Finally, we'd like to partner with production equipment rental companies. The idea is that while working on the project you'll get a pop up showing users where to rent equipment, in the specific shooting location where the scene should be shot.



## 11. Price Policy

### 11.1. Price factor analysis

		CELTX		Studiovity		Studio Binder		Boords		Blooper	
Feature	Weight	Mark	W*M	Mark	W*M3	Mark	W*M	Mark	W*M2	Mark	W*M2
Script Writing	20%	6	120	6	120	9	180	2	40	5	100
Shoot List	15%	6	90	8	120	8	120	8	120	7	105
Storyboards	25%	7	175	7	175	7	175	9	225	6	150
Breakdown Script	25%	9	225	8	200	9	225	2	50	7	175
Collaboration	15%	8	120	7	105	8	120	8	120	7	105
<b>Total</b>	<b>100%</b>		<b>730</b>		<b>720</b>		<b>820</b>		<b>555</b>		<b>635</b>
Price single user			25.00€		26.00€		49.00€		49.00€		34.60€
Price x Point			0.03		0.04		0.06		0.09		0.05
Price 20 users			240.00€		240.00€		269.00€		370.00€		263.00€
Price Team x Point			0.33		0.33		0.33		0.67		0.41

Table 19. Blooper Price factor analysis

Source: own production - <https://blooper.ai/en> - <https://boords.com> - <https://www.celtx.com>  
<https://www.studiobinder.com> - <https://studiovity.com>

In order to establish a proper price for Blooper, we conducted a Price Factor Analysis.

We took in consideration Celtx, Studiovity, Studio Binder and Boords, our direct competitors at the moment and we considered five key features that Blooper has in common with them..

We assigned a score from 1 to 10 for each of the five selected features across all competitors, including Blooper. These scores were based on the perceived quality or strength of each feature in the respective platform, also according to our Secondary Research. Each feature was then weighted according to its importance to our clients: Script Writing (20%), Shoot List (15%), Storyboards (25%), Breakdown Script (25%), and Collaboration (15%).

By multiplying each score by its corresponding weight, we calculated a weighted score for each product. This allowed us to compare the functional value of Blooper to that of our competitors.

We analyzed the pricing models of our competitors. By comparing their prices with their respective weighted scores, we were able to establish a price-performance ratio benchmark. Using this ratio as a reference, we then applied it to Blooper's weighted score to determine a fair market price for our product.

As a result of this analysis, we concluded that the optimal price for Blooper's single user offer would be €34.60.

We also included the 20-user offer in our analysis to uniformity the comparison across the different multi-user pricing models used by competitors. Since each competitor structures their team offers differently, evaluating a 20-user plan helped us create a more standardized basis for comparison, ensuring consistency in our Price Factor Analysis. For the 20-user offer, the recommended price would be €263.00.

## 11.2 Pricing Plans

PRICING PLANS			
(15% discount annually)			
Free	Base 29€/ month	Pro 49€/ month + 11€ x user	Custom Solution For enterprises
<ul style="list-style-type: none"> <li>✓ 1 user</li> <li>✓ 10 pages script limit</li> <li>✓ 1 active project</li> <li>✓ Export to PDF and Excel</li> <li>✓ Share projects with stakeholders and collaborators</li> <li>✓ 50 AI image credits</li> <li>✓ Pitch Deck</li> <li>✓ Scriptwriting</li> <li>✓ AI/Powered Breakdown</li> </ul>	<ul style="list-style-type: none"> <li>✓ 1 user</li> <li>✓ Unlimited scripts</li> <li>✓ 10 active projects</li> <li>✓ Export to PDF and Excel</li> <li>✓ Share projects</li> <li>✓ Unlimited AI image credits</li> <li>✓ Pitch Deck</li> <li>✓ Collaboration tool</li> <li>✓ Scriptwriting</li> <li>✓ AI/Powered Breakdown</li> </ul>	<ul style="list-style-type: none"> <li>✓ Includes all the features in <b>Base</b>, plus...</li> <li>✓ Up to 20 users</li> <li>✓ Unlimited projects</li> <li>✓ Production Management</li> <li>✓ Enhanced Data Privacy</li> <li>✓ Integrations ( Google Drive, Slack, Adobe)</li> </ul>	<p>Building the right setup for each team. We offer tailored solutions to fit the needs of agencies, production teams, and global organizations.</p> <ul style="list-style-type: none"> <li>✓ Unlimited guests and advanced roles &amp; permissions</li> <li>✓ Custom AI model training</li> <li>✓ Dedicated support</li> </ul>

Table 20. Blooper pricing plan

Source: Own production

To effectively position Blooper in the market and offer flexibility to a wide range of users, we have designed a pricing model that balances affordability with valuable features.

### 11.2.1. Free Plan

We will offer a Free version of Blooper that includes access to basic features with limitations:

- 1 user
- 10 pages script limit,
- 1 active project,
- Export to PDF and Excel
- Share projects with stakeholders and collaborators
- 50 AI image credits,
- Pitch Deck
- Scriptwriting,
- AI-powered Breakdown

This plan is designed to provide users with an opportunity to explore the platform and understand its value before committing to a paid subscription.

### 11.2.2. Base Plan

€29/month

Based on our Price Factor Analysis and taking into account the current price point of Studiovity (€26), which we identify as our closest competitor, we have strategically set our Base Plan at €29/month. This allows us to remain competitive while delivering greater value. We took this decision in order to penetrate the market effectively and attract early adopters by offering a strong balance of price and functionality. The Base Plan include all the features of the Free Plan, plus:

- Unlimited script generation
- Access to collaboration tools
- Unlimited AI image credits
- The ability to manage up to 10 projects simultaneously

### **11.2.3. Pro Plan**

Starting at €49/month + €11/user (up to 20 users)

The Pro Plan is designed for teams and professionals who need more advanced functionality. Starting at €49/month plus €11 per user (up to 20 users), this plan includes all features from the Base Plan, along with:

- Unlimited project management
- Full production management tools
- Enhanced data privacy
- Integrations with Adobe, Google Drive, and Slack

### **11.2.4. Custom Plan**

Starting at €100/month

For the enterprises, we offer a Custom Plan tailored to specific organizational needs. This plan starts at €100/month and includes:

- All Pro features
- Dedicated customer support
- Custom AI model training
- Unlimited guest access
- Advanced user roles and permissions

### **11.2.5 Annual Subscription Discount**

To encourage long-term commitment, all plans, apart from the custom solution, have an annual subscription discount of 15%.

## **12. Communication strategy**

Our communication strategy for the first two years is built around two main objectives: Educate and Convert.

1) We aim to educate our target audience about the unique value Blooper offers as a user-friendly, all-in-one tool and AI-powered platform. This objective includes two measurable sub-goals:

- Strengthen brand reputation by delivering valuable, high-quality content and communication
- Achieve 5% brand awareness by 2026, measured through surveys, web traffic, social reach, and share of voice.

2) Once awareness is established, the goal is to convert, turning potential users into free users, and eventually, free users into paying customers. This objective includes two measurable sub-goals:

- Achieve more than 5% of trial users converting to regular active users (either free or paid)
- Reach 100 paying users by 2026, establishing a strong foundation for sustainable growth

To evaluate the success of this strategy, we will rely on two key performance indicator categories:

Engagement Metrics, to measure interest, awareness, and interaction with our content and messaging.

Conversion Metrics, to track how effectively we move users through the funnel, from awareness to active usage and purchase.

Our messaging will consistently highlight Blooper's core value proposition, summed up in our slogan: **“Faster. Cheaper. Blooper.”**

Examples of key messages we will use:

- *“Trusted from the professionals”*
- *“All-in-one pre-production tool”*
- *“Blooper: your AI assistant in pre-production”*

The tone of all communications will be friendly but professional, aspirational, and approachable, ensuring we remain understandable providing technical content.

We will utilize this messaging across all key touchpoints, that will be:

- YouTube
- Instagram
- LinkedIn
- Search engines
- PR-Events and WOM
- Email Marketing
- Onboarding email
- Webinars
- Content Hub
- Discord Channel
- Blooper's Website
- Partnerships and influencer collaborations
- In-app communication and onboarding

The 4 tables below (Table 21,22,23,24) presents key insights derived from our analysis of competitor audiences using SimilarWeb. By examining Industry and Topic distribution, browsing interest, and age demographic profiles from these parallel platforms, we gain a nuanced understanding of the content and messaging that resonates most effectively with our target users. Armed with this data, we can tailor Blooper's communication strategy, crafting more relevant articles, tutorials and campaign materials, to better address the specific preferences and behaviors observed within our competitive landscape.

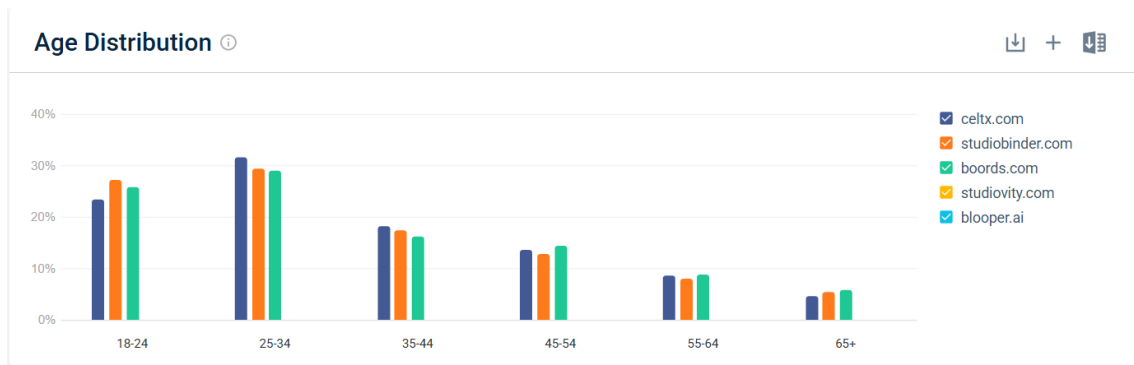


Table 21. Competitors costumers Age distribution

Source: <https://pro.similarweb.com>

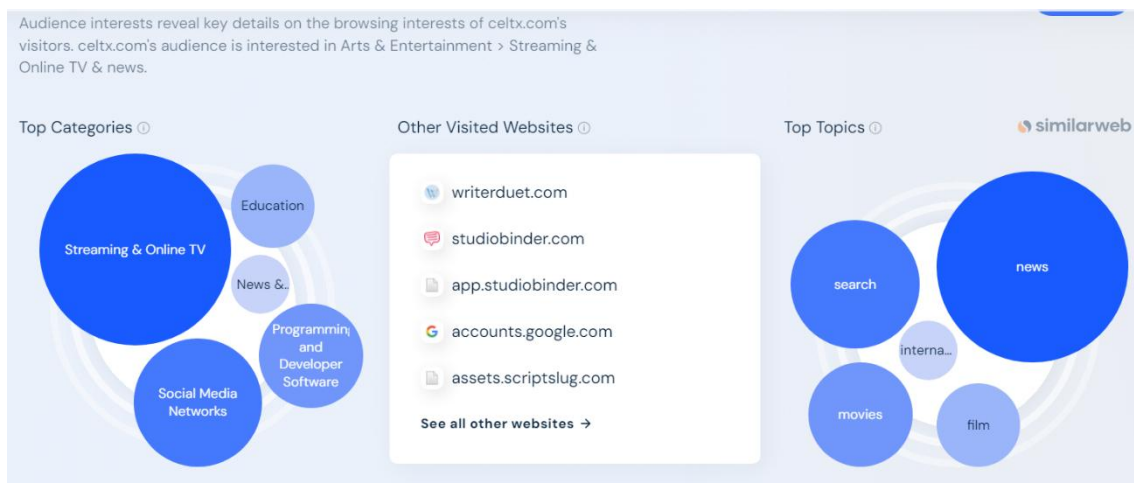


Table 22. Key details on the browsing interest of celtx.com visitors.

Source: <https://pro.similarweb.com>

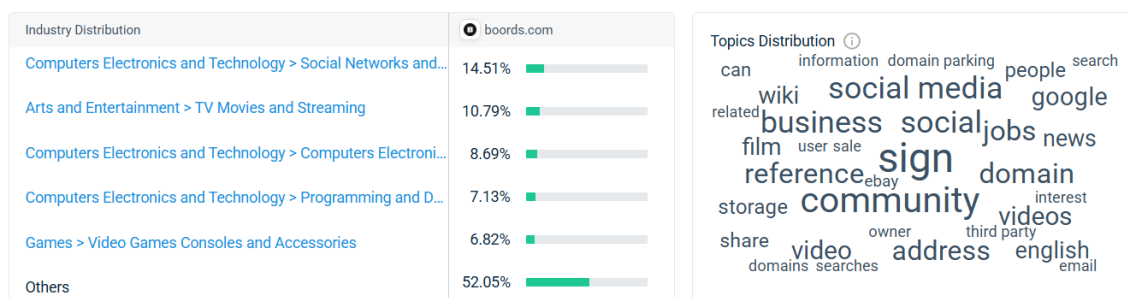


Table 23. Boords.com Industry distribution &amp; Topic distribution

Source: <https://pro.similarweb.com>

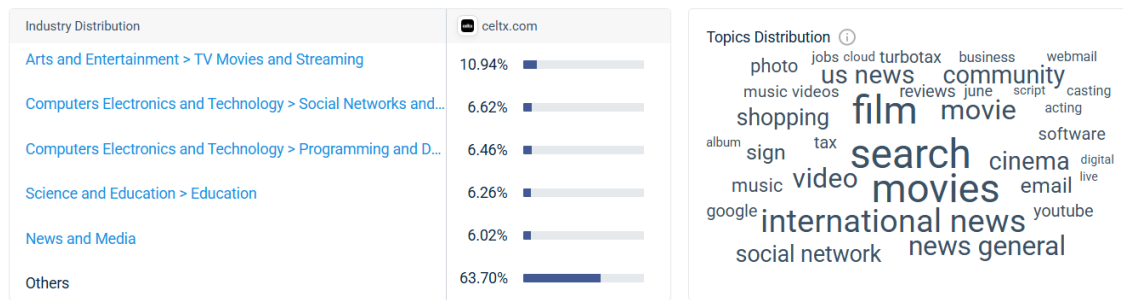


Table 24. Celtx.com Industry distribution & Topic distribution

Source: <https://pro.similarweb.com>

By aligning our tone, channels, and messaging with our two strategic objectives, we want to build a strong brand presence, drive user acquisition, and foster long-term engagement and loyalty.

One of Blooper's core values is helping creative teams save time and money throughout the pre-production process. To effectively deliver this message, we will rely on real, data-driven insights to demonstrate the tangible economic benefits of using our product.

This approach ensures credibility, enabling potential users to understand the economic advantage of switching to Blooper.

	SMALL (10)	MEDIUM (10-30)	ENTERPRISE (30+)
Expenditures' Rate	1-10k	10-40k	40k-60k
Worst Scenario	10.000 €	40.000 €	60.000 €
Blooper's Price	148 €	258 €	3.000 €
Money Saved	9.852 €	39.742 €	57.000 €

Table 21. Calculation of how much company save each month with our product

Source: Primary Research - <https://thedigitalelevator.com> - <https://www.siegemedia.com> - <https://www.nolanai.app> - <https://voxillustration.com>



We aim to illustrate how much companies of different sizes (small, Medium and Enterprises), currently spend on pre-production, we highlight the significant costs typically associated with this phase. Using industry benchmarks and validated by our primary research, we then show how much these companies could save by choosing Blooper. This approach makes the value of our platform tangible and directly relevant, demonstrating that, regardless of team size, Blooper offers a huge opportunity to reduce costs.

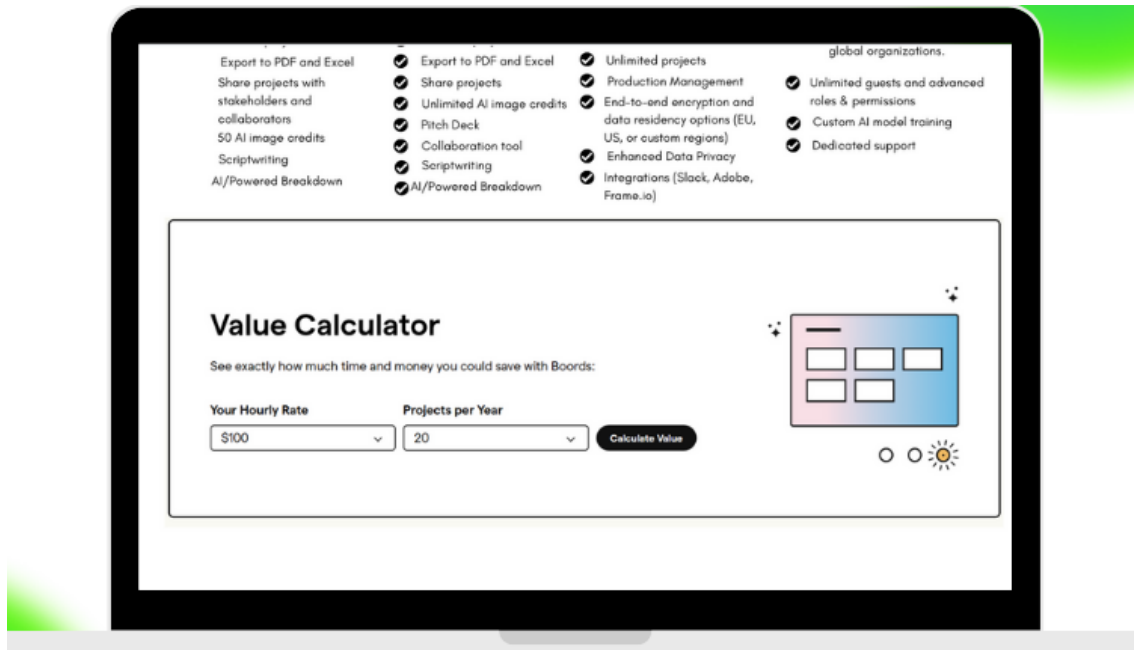


Figure 20. Screenshot of the website's pricing page with the value calculator

Source: own production

To put this type of communication into practice, we came up with an interactive tool for our website's pricing page that allows users to instantly calculate how much money they could save by using Blooper. In fact, in the pricing section of our website, users will find an interactive calculator designed to help them instantly estimate how much money they can save by using Blooper. By selecting just a few basic details, the user will receive a customized savings projection. This same exact tactic is also used by Boords<sup>45</sup>, one of our main competitors.

<sup>45</sup> <https://boords.com/pricing>

By executing on this integrated communication strategy, we aim to quickly move Blooper from unknown to a buzzworthy tool in our niche, then to a respected brand known for innovation in video production. It's about creating a narrative that Blooper is leading a new wave in the industry and ensuring our target audience encounters that narrative multiple times through various channels for it to stick.

## 13. PROMOTION POLICY

### 13.1 MARKETING BUDGET

Typically, according to industry's benchmark, SaaS Marketing Budget campaigns are set at 10-15% of a company's revenue<sup>46</sup>. However, as a startup in its early stages with no current revenue, we have adopted a more tailored and realistic approach.

Instead of basing our marketing spend on revenue, we have chosen to allocate 15% of the total investment received from Ewor, which amounts to 500.000€, toward our marketing efforts. Given the investment amount, this results in a dedicated marketing budget of 75.000 €.

This budget will be strategically allocated to maximize brand awareness, user acquisition, and long-term growth.

This budget will be strategically distributed across multiple key areas to maximize impact and visibility:

- *Influencers' Paid Promotion: 1.000 €*
- *Events (e.g., Film Festivals, Conventions, PR): 30.000 €*
- *Content Creation (YouTube videos): 12.000 €*
- *Online Advertising (LinkedIn, Google Ads): 32.000€*

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<sup>46</sup> [https://accelerate.agency/saas-marketing-budget?utm\\_source](https://accelerate.agency/saas-marketing-budget?utm_source)

This diversified approach ensures a balanced mix of visibility, direct engagement, and brand-building, tailored to both our industry and target audience.

## 13.2 CONTENT MARKETING STRATEGY

### 13.2.1 SEO

One of our primary strategic imperatives is to enhance Blooper's visibility through a robust Search Engine Optimization (SEO) program that enables prospective users to discover our platform organically. To this end, we will develop a series of substantive, educational resources, such as "How to Make Pre-Production Faster" and the "Ultimate Pre-Production Checklist" that directly address the challenges and questions encountered by creative professionals. These long-form articles will be complemented by synchronised YouTube videos, reinforcing our key messages across both text and visual channels and thereby amplifying our reach. Recognising the global nature of the creative industry, we will also translate these materials into multiple languages, ensuring that Blooper's expertise is accessible to non-English speaking markets and further boosting our international SEO footprint.

In addition to branded content, we will deploy unbranded marketing assets designed to engage our audience without overt product promotion. For example, a guide on the "Top 20 Film Festivals for New Filmmakers" would deliver genuine insight and value, while incorporating a discreet call to action, such as "While you're preparing for that festival submission, see how Blooper can streamline your pre-production" to gently introduce readers to our platform. This approach positions Blooper as a trusted authority in video pre-production, fostering goodwill and driving interest without interrupting the user experience.

Based on historical data from Blooper's Google Analytics, current traffic patterns and engagement metrics, CTR of keyword<sup>47</sup> and conservative projections of our planned content investment, we estimate that these combined efforts will generate approximately

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<sup>47</sup> GravityWrite (2025) *How to Improve Organic CTR: 9 Effective Strategies for Higher Clicks*: <https://gravitywrite.com/blog/improve-organic-ctr>

1,340 Marketing Qualified Leads (MQLs) within the first twelve months. These leads, users who demonstrate a clear intent to explore pre-production solutions, represent a critical pipeline for conversion into free-trial participants and, ultimately, long-term subscribers.

### 13.2.2 Content hub

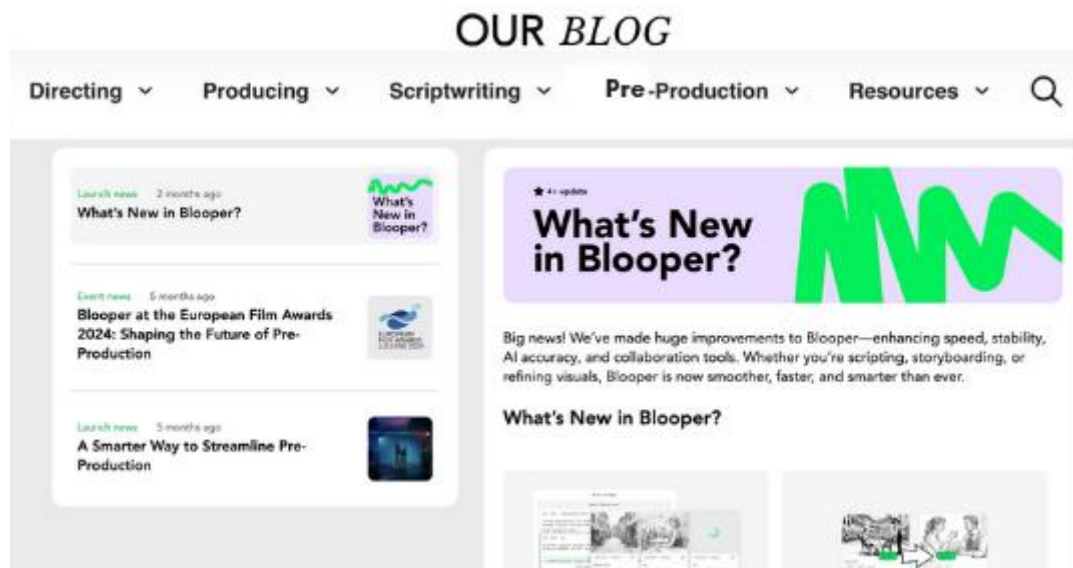


Figure 20. Blooper Content Hub  
Source: own production

The Content Hub will serve as Blooper’s central space for valuable, educational, and inspiring resources. It will include a wide range of materials such as guides, templates, success stories, and practical tips specifically designed for creators and production teams.

This hub will not only help users learn and improve their workflow but also demonstrate how Blooper can simplify and enhance the pre-production process. By offering high-quality, relevant content, the Content Hub will play a crucial role in building trust, credibility, and brand authority among our target audience.

It will position Blooper as both a reliable tool and a knowledgeable partner in the creative journey.

### 13.2.3 YOUTUBE

A core pillar of our communication strategy is the development of YouTube content, which will play a key role in establishing trust, credibility, and familiarity with both our product and our brand.

Our content plan includes a diverse mix of formats, such as:

- *Tutorials* to guide users through Blooper's features
- *Customer testimonials* to showcase real user experiences
- *Behind-the-scenes explainers* of product functionality
- *Live webinars* to engage directly with the community
- Short-form reels to capture attention quickly and drive engagement

These short-form videos will also be distributed on Instagram to maximize visibility and reach across platforms.

To ensure cost efficiency while maintaining high production standards, we will outsource video production to Vietnam. Then, one of our internal team members will manage voiceover recording, further reducing costs.

Despite the scale and variety of the content we plan to produce, the total expenditure for this initiative will remain low, with 12.000€ allocated from the marketing budget.

### 13.2.4 EMAIL MARKETING

We are actively building an email list through user sign-ups and participation in industry events, creating a valuable direct communication channel with our growing community.

Our email marketing strategy will include both automated onboarding flows, designed to guide new users through their first interactions with Blooper, and a recurring monthly newsletter.

The onboarding automation is structured to deliver timely and helpful messages during a user's first week, such as:

- Day 1: *"Welcome, here's a tutorial"*

- Day 3: “Did you try adding a storyboard?”
- Day 7: “Here’s how to collaborate with others...”

These messages are designed to gradually introduce users to key features, encourage early engagement, and reduce drop-off during the critical initial days.

The newsletter will serve as an essential touchpoint, featuring:

- Product updates to keep users informed of new features and improvements
- User stories to inspire and showcase real-world applications
- Tips and best practices to help users get the most out of Blooper
- Clear calls-to-action to increase engagement and encourage platform exploration

This strategy is designed to nurture our user base, strengthen brand loyalty, and support both activation and retention over time.

### 13.2.5 GOOGLE ADS

To support our user acquisition goals, we have developed a targeted Google Ads strategy focused on capturing high-intent traffic and increasing brand visibility.

Keyword	Currency	Segmentation	Avg. Monthly search	Three month change	YoY change	Competition	Top of page bid (low range)	Top of page bid (high range)
best pre production software	EUR		10.0	-100%	-100%			
best script writing software	EUR		320.0	0%	0%	Low	1.51 €	5.34 €
call sheet template	EUR		1300.0	0%	-19%	Low	0.65 €	5.35 €
film script example	EUR		720.0	0%	22%	Low	1.45 €	3.98 €
free film script writing software	EUR		1000.0	0%	0%	Low	1.14 €	2.78 €
free movie script writing software	EUR		1000.0	0%	0%	Low	1.14 €	2.78 €
free screenplay software	EUR		1000.0	0%	0%	Low	1.14 €	2.78 €
free screenplay writing software	EUR		1000.0	0%	0%	Low	1.14 €	2.78 €
movie script format	EUR		1300.0	0%	0%	Low	1.02 €	3.19 €
producers for movies	EUR		1000.0	0%	0%	Low	1.95 €	10.27 €
screenplay formatter	EUR		1300.0	0%	0%	Low	1.02 €	3.19 €
screenplay program	EUR		1600.0	50%	50%	Low	0.87 €	3.10 €
screenplay software	EUR		1600.0	50%	50%	Low	0.87 €	3.10 €
screenplay template	EUR		320.0	-19%	-19%	Low	1.01 €	2.82 €
screenwriters	EUR		1600.0	0%	0%	Low	1.90 €	5.84 €
screenwriting software	EUR		1600.0	50%	50%	Low	0.87 €	3.10 €
script breakdown	EUR		260.0	-19%	-19%	Low	3.00 €	9.13 €
script breakdown software	EUR		50.0	25%	25%	Low	2.46 €	9.86 €
script software free	EUR		1000.0	0%	0%	Low	1.14 €	2.78 €
script writing program	EUR		1600.0	50%	50%	Low	0.87 €	3.10 €
script writing software free	EUR		1000.0	0%	0%	Low	1.14 €	2.78 €
scriptwriting software	EUR		90.0	143%	89%	Low	1.05 €	3.26 €
writing a screenplay	EUR		1900.0	26%	26%	Low	1.06 €	3.30 €

Table 22. Blooper relevant keyword  
Source: Google Keyword planner

We have defined a list of relevant keywords that align with our product offering and the search behavior of our target audience. Our primary focus will be on high-intent keywords that indicate a clear interest in tools like Blooper. We will focus also on Educational and

awareness keywords (to attract users researching the space). AI and generative tech keywords (to reach users interested in creative AI tools) will also be part of our strategy.

In addition, we will strategically bid on competitor keywords to intercept traffic from users already seeking similar solutions, allowing us to increase brand exposure and win consideration from a highly relevant audience segment.

Keywords our competitors USE:

- Storyboard
- storyboard artist
- video production software
- script writer
- what is video production
- digital video production
- video editing services
- film production house
- film production companies
- what is film production
- powerful ai
- generative artificial intelligence
- ai that creates pictures
- ai that creates images from text
- artificial intelligence images generator
- artificial intelligence apps
- artificial intelligence software

With a budget of 20.000€, we project the generation of 2.560 Marketing Qualified Leads (MQLs) we calculated this based on Google analytic Blooper's current performance of the campaign . These will represent users with a strong likelihood of trying our free version or converting into free or paying customers.

We will monitor conversion rates, click-through rates (CTR), and cost-per-acquisition (CPA) to ensure every euro delivers measurable value.

### **13.2.6 LinkedIn**

LinkedIn will serve as a key channel for engaging our professional target audience, particularly decision-makers and creative professionals operating within the video production and AI field.

Our strategy on this platform consists of two core initiatives: paid advertising and direct outreach.

For the paid ads component, we are allocating a budget of 12.000 € with the goal of acquiring approximately 100 highly targeted Marketing Qualified Leads (MQLs) by the end of the first year. According to Maxiality, the industry benchmark for CPM (Cost per thousand) is 36€. Based on this figure, and still considering Maxiality as the source, we applied a 3% CTR and then a 10%<sup>48</sup> conversion rate to estimate the approximate number of MQLs.

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<sup>48</sup> <https://maxiality.com/linkedin-advertising-costs-and-benchmarks>



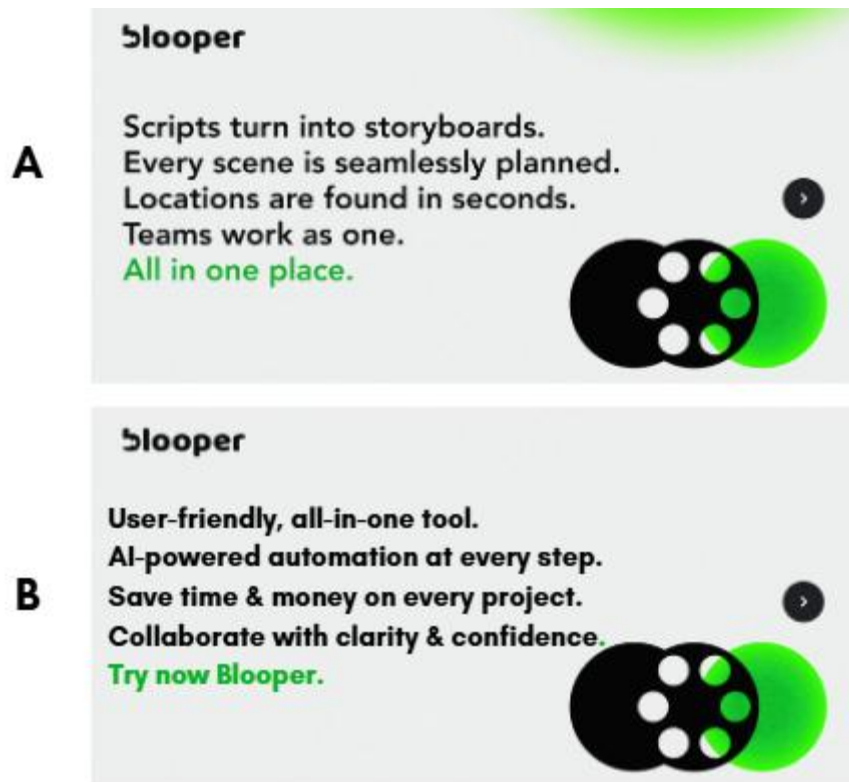


Figure 21. Example of LinkedIn Ads

Source: own production

These campaigns will be run to reach specific audience segments based on job titles, industries, and company size to ensure relevance and conversion potential. We will run A/B tests across different creatives and messaging formats in order to identify and scale the most effective combinations.

At the same time, we will implement a cold outreach strategy through LinkedIn direct messaging. Based on our company information (Response Rates: 60% accept connections → 30% respond → 50%+ book demo calls)<sup>49</sup>, we aim to convert 462 MQLs through personalized, value-driven messages. This approach allows for direct engagement with key prospects and helps establish a more personal connection that complements our broader advertising efforts.

<sup>49</sup> Blooper.ai

### **13.2.7 Affiliate Program**

Our Affiliate Program is created to boost brand visibility through value-aligned partnerships.

“Share Blooper and earn 20% commission every month” is the claim of our program. It targets users with high-traffic websites, strong social media following, or industry networks.

It is important to mention that the ones eligible are our paying customers for at least one month, it applies only for the base and pro-tier pricing models and it works maximum for 12 months per customer.

### **13.2.8 Influencer Marketing**

We are going to invest 1000 euros for our influencer marketing activities, choosing micro to mid size influencers, who cover topics related to our industry as well as the usage of AI in the workload and make it efficient. We will offer them early access to Blooper Pro for free and see if they’d do a review or even just incorporate it naturally in their workflow videos. Their feedback will be valuable, and a positive mention can bring in hundreds of enthusiastic young filmmakers. The influencers are a category that might be interested in our affiliate program, this will turn them into partners in promoting Blooper.

The following two are some potential influencers that might be interested in our program:

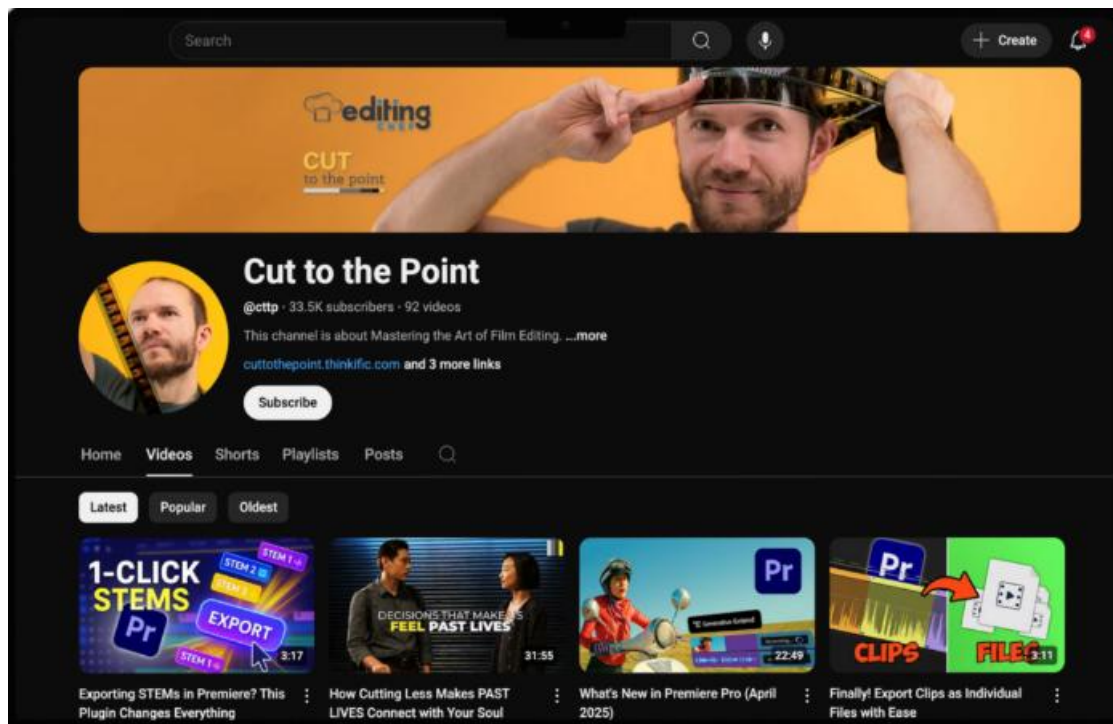


Figure 22. Cut to the Point Youtube Page

Source: <https://www.youtube.com/c/CutToThePoint>

### Cut to the Point (YouTube, ~33K subscribers)

Cut to the Point, helmed by filmmaker Malic, has grown to roughly 33,000 subscribers through its laser-focused tutorials on Premiere Pro and post-production workflow hacks. With over ninety videos in its library, the channel consistently attracts several thousand views per upload and sparks lively discussion, viewers regularly bookmark, share and thank Malic for his time-saving tips. His comfort with affiliate integrations (for example, promoting Envato Elements as a way to speed up asset sourcing) shows a knack for authentic product endorsements. Partnering with “Cut to the Point” would allow Blooper.ai to slot naturally into his efficiency-driven narrative, demonstrating how our AI storyboards and shot-list exports can save hours in planning and seamlessly feed into the editing stage that his audience cares so deeply about.

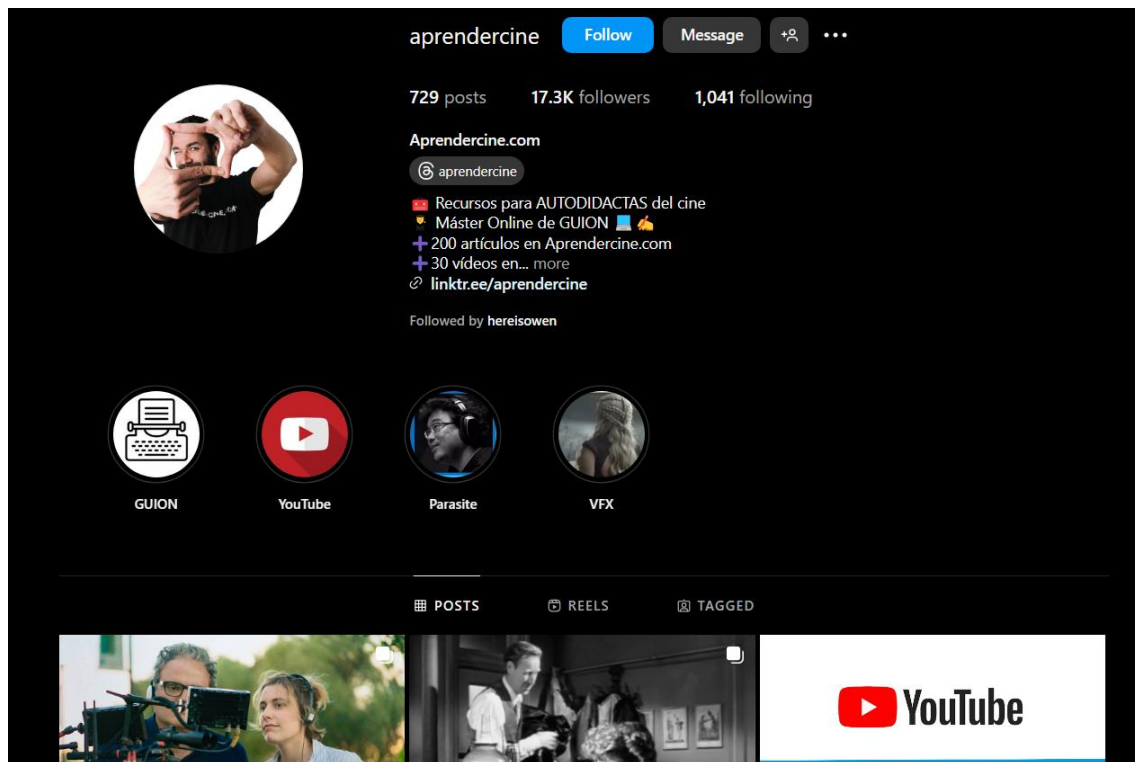


Figure 23. Aprendercine Instagram page

Source: <https://www.instagram.com/aprendercine/?hl=en>

### Aprender Cine (Instagram @aprendercine · YouTube, ~12K subscribers)

Aprender Cine commands an audience of 17,000 on Instagram and 12,000 on YouTube by offering hands-on tutorials in scriptwriting and directing for Spanish-speaking film students. The channel's highly engaged comment threads, where followers routinely ask “¿qué software usas para desgloses?” and debate tools like Celtx versus StudioBinder, reveal a community primed for a smarter, AI-powered pre-production solution. Introducing Blooper.ai through “Aprender Cine” would tap directly into these conversations, positioning our platform as the all-in-one upgrade that automates script breakdowns and generates professional storyboards at the click of a button.

## 13.2.9 Events and Sales Travels

- European Film Market (spring 2026) - major film industry trade show
- Filmfest Hamburg (September 25 - October 4, 2025) - includes European Work in Progress and International Film Distribution Summit

- Slush 2025 (November 19-20, Helsinki) - major European startup event with 25,000+ participants
- Tech Week San Francisco

Additionally, the company has about half a dozen enterprise companies in his sales pipeline: 4 in London and 2 in New York. For direct sales meetings, we're planning approximately 3 trips to London and 1 trip to New York this year (1 person per trip).

We've allocated €30,000 budget to cover logistics and events tickets costs.

### 13.3 Discord Channel

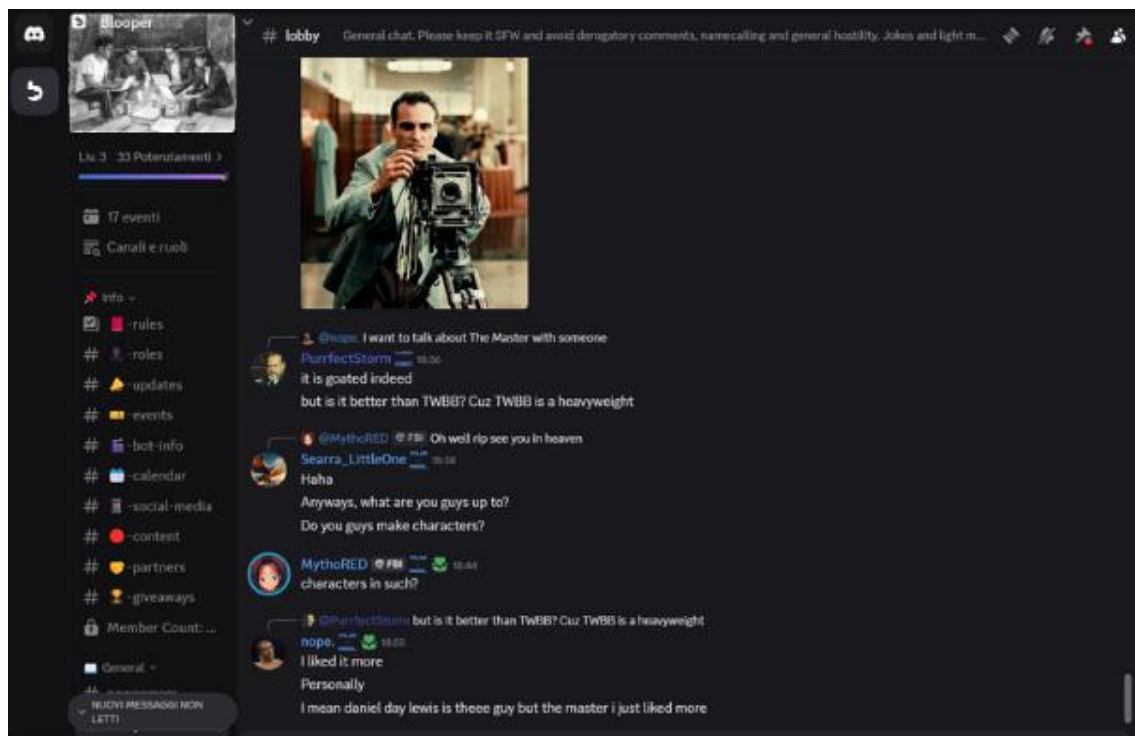


Figure 24. Blooper Discord Channel

Source: Own production

Discord is a free voice, video, and text chat platform designed for creating communities, it allows users to communicate in real-time via servers, which are organized into channels for different topics. We believe that a strong community is essential for any successful startup. That's why we're launching a dedicated Discord server, a space for users and

prospects to exchange tips, share feedback, and build real connections. Discord allows us to foster an ongoing dialogue with our users and create a collaborative product journey.

### 13.3.1 Film Education Partnerships

We will approach film schools and media departments to adopt Blooper. The key ideas are:

- Offer a **University Package**: educators can get a certain number of Blooper licenses free for their class for a semester. In return, if possible, we'd love a shoutout or to be listed as an "industry tool used at [School]" for marketing. The Celtx Education program shows many schools on board<sup>50</sup>; Blooper can similarly aim to have top schools as references. We can start with our targeted region (UK-Spain-France) and then expand to others in all Europe and North America.
- Provide training materials for professors, a "Blooper for Education" guide and webinar. If we make it easy for them to include Blooper in curriculum (say, a project planning assignment uses Blooper), they'll do it.
- Sponsor student film competitions or showcase events. For example, a university's annual student film showcase could have an award sponsored by Blooper (e.g., "Best Pre-Production Award by Blooper.ai" where we give a prize or internship opportunity). This ingrains our name at grassroots levels.

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<sup>50</sup> [celtx.com](https://celtx.com)

## 13.4 Communication activities Timeline

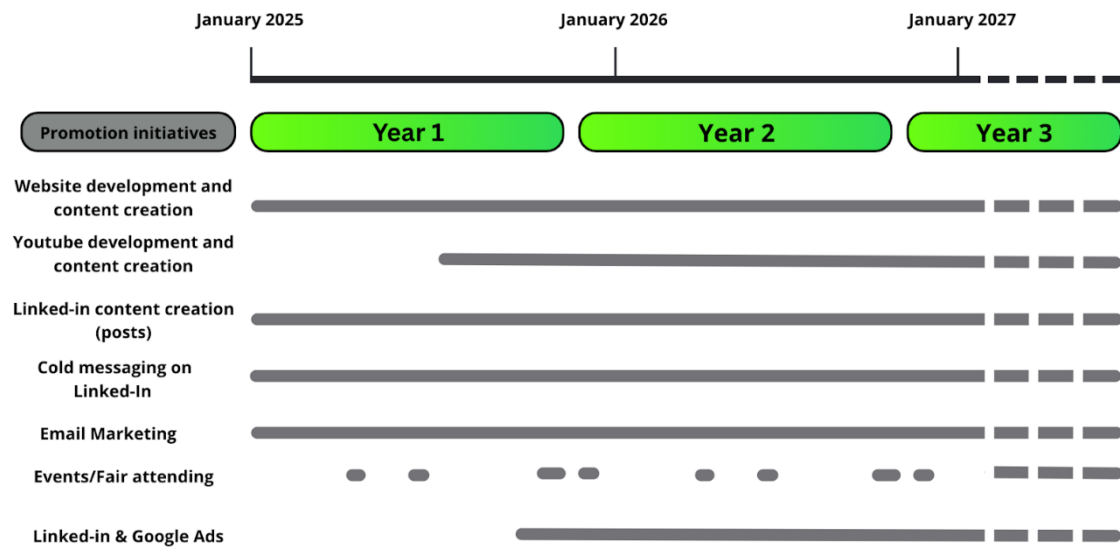


Figure 25. Blooper's Timeline communication activities

Source: own production

This figure presents the timeline for our communication activities. New initiatives like YouTube content will start in July, LinkedIn Ads, and Google Ads will start in September, due the fact that we need content first in order to engage more with potential leads. Event participation is scheduled according to the calendar of relevant industry gatherings. The others initiatives will run through the whole year.

## 14. SALES POLICY

### 14.1 TAM – SAM - SOM

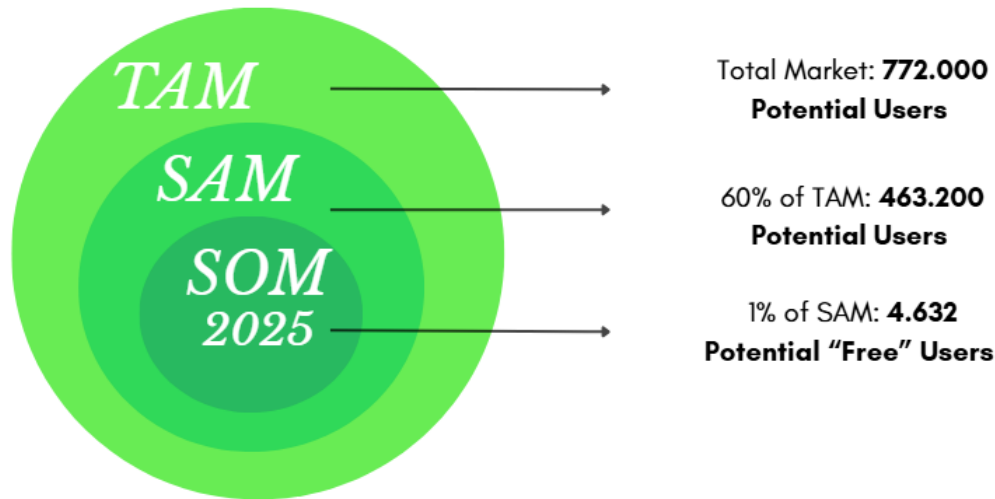


Table 23. Blooper TAM-SAM-SOM

Source: industry reports

In order to have a better understanding about the size of our target market, we defined a Total Addressable Market of 772k and it represents the total workforce across the UK, Spain and France between the two main industry sectors we are targeting (Advertising & Creative Services Film & Television Production)

We know not everyone will need or be interested in Blooper, since many don't work on pre-production and others will probably never adopt a tool like this. After deep analysis of all the source and the info we gathered we came to the conclusion that a reasonable percentage in order to calculate the SOM would be 60% of the TAM.

Finally we came up with the serviceable obtainable market, which is the part of the market we might get to convert into SQLs. We calculated the SOM by combining all the MQLs and considering a 0.7%<sup>51</sup> conversion rate that comes from Benchmarks for similar industries. This number represents the 1% of the SAM, which is consistent with the fact that the first-seed stage startups value for the SOM usually is between 0,1% and 1%<sup>52</sup>

<sup>51</sup> Powered by Search. (2024). *B2B SaaS funnel conversion benchmarks*. Powered by Search. Retrieved June 2025, from <https://www.poweredbysearch.com/learn/b2b-saas-funnel-conversion-benchmarks/>

<sup>52</sup> The Carta Team. (2023, April 14). *Market size: TAM, SAM, & SOM*. Carta. Retrieved June 2025, from <https://carta.com/learn/startups/metrics/market-size/>



## 14.2 Estimated Clients

Type of user	2025	2026	2027	2028	2029
Base	20	70	245	857	800
Pro	5	17	61	214	1200
Pro +1	7	24	86	300	1600
Custom	0	7	24	86	400
<b>Total</b>	<b>32</b>	<b>118</b>	<b>415</b>	<b>1457</b>	<b>4000</b>

Table 24. Blooper Estimated Clients

Source: <https://www.growthunhinged.com> & case studies

To estimate our break-even in Year 4, we had to assumed a steady annual growth rate. Early-stage SaaS tools especially AI-powered niche products often grow times 4 year over year, so we're targeting 250% user growth each year<sup>53</sup>. That's ambitious but realistic given our focused market, our strategy, and a planned marketing.

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<sup>53</sup> Your guide to the 2024 SaaS benchmarks, Kyle Poyar, Nov 21, 2024  
[https://www.growthunhinged.com/p/your-guide-to-the-2024-saas-benchmarks?utm\\_source=](https://www.growthunhinged.com/p/your-guide-to-the-2024-saas-benchmarks?utm_source=)

### 14.3 Break-Even Analysis

Base Price	29,00 €
Pro Price	49,00 €
Plus 1 from Pro	11,00 €
Custom Price	100,00 €
ASP	586,00 €
Client costs	180,00 €
Fixed Cost	480.478,43€
BeP	1183

Table 25. Blooper Break Even Analysis

Source: Own production

To calculate the break-even point, the following methodology was applied:

#### Average Selling Price

Given our multi-product portfolio, we first computed the weighted average annual selling price.

#### Variable

#### Cost

Blooper supplied a variable cost of €15 per client, per month.

#### Fixed

#### Costs

Fixed costs were defined as the total expenses forecast for Year 4 (480.478,43€), the year in which break-even is expected to occur.

#### Break-Even

#### Formula

We divided the Year 4 fixed costs by the contribution margin per client (average annual selling price minus total annual variable cost).

The resulting break-even threshold is **1183 paying users**, assuming a one-year customer lifetime value.

## 14.4 Sales Forecast

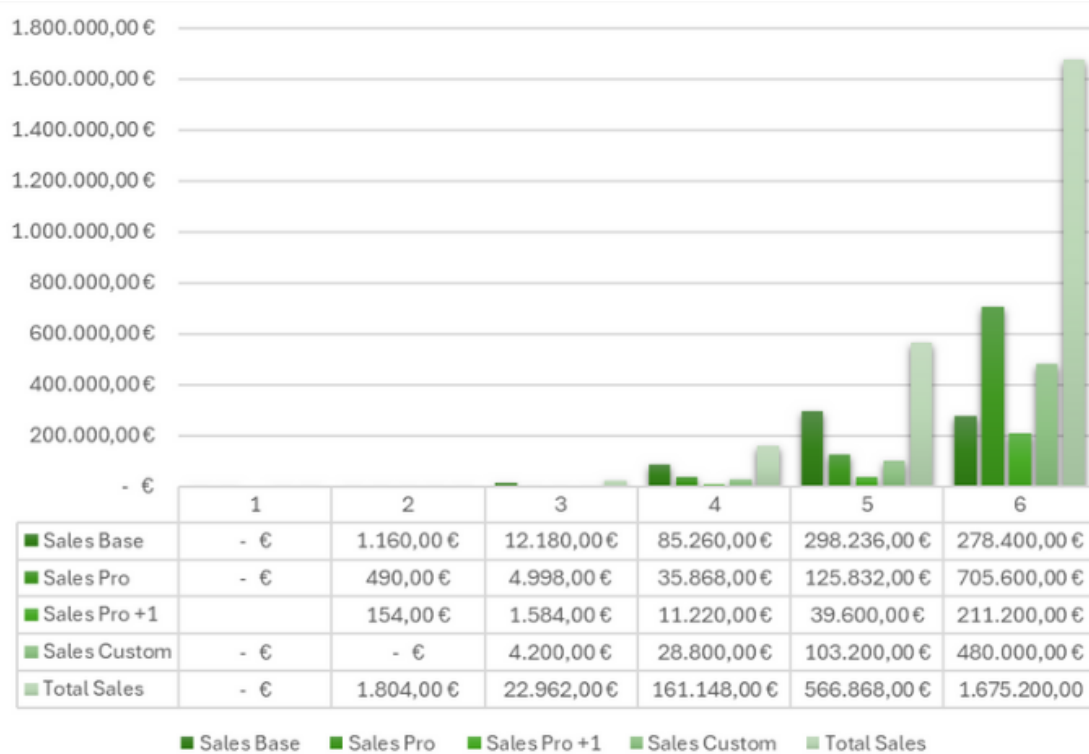


Table 26. Blooper 5 years sales forecast

Source: own production

As you can see, we project rapid and consistent growth across all pricing tiers. Starting from Year 2, sales begin scaling significantly, reaching over €1.6 million by Year 5, driven by a balanced mix of Base, Pro, and Custom subscriptions.

## 14.5. Profit & Loss (5 Years plan)

YEAR	Year 0 Q4 - 2024	Year 1 2025	Year 2 2026	Year 3 2027	Year 4 2028	Year 5 2029
Sales Base	- €	1.160,00 €	12.180,00 €	85.260,00 €	298.236,00 €	278.400,00 €
Sales Pro	- €	490,00 €	4.998,00 €	35.868,00 €	125.832,00 €	705.600,00 €
Sales Pro +1		154,00 €	1.584,00 €	11.220,00 €	39.600,00 €	211.200,00 €
Sales Custom	- €	- €	4.200,00 €	28.800,00 €	103.200,00 €	480.000,00 €
<b>Total Sales</b>	- €	1.804,00 €	22.962,00 €	161.148,00 €	566.868,00 €	1.675.200,00 €
<b>Operating Expenses</b>						
Marketing	- €	75.000,00 €	60.000,00 €	60.000,00 €	90.000,00 €	180.000,00 €
Salaries	19.800,00 €	139.200,00 €	157.200,00 €	157.200,00 €	241.200,00 €	301.200,00 €
Tech & Hosting	500,00 €	10.000,00 €	20.000,00 €	15.000,00 €	50.000,00 €	100.000,00 €
R&D	10.000,00 €	20.000,00 €	20.000,00 €	40.000,00 €	90.000,00 €	100.000,00 €
Legal & Admin	500,00 €	2.500,00 €	2.500,00 €	2.500,00 €	3.500,00 €	5.000,00 €
Affiliate Expenses		112,40 €	1.174,32 €	8.255,52 €	28.892,16 €	50.496,00 €
Annual discount			1.082,21 €	7.631,06 €	26.716,28 €	61.992,00 €
<b>Total Expenses</b>	30.800,00 €	246.812,40 €	260.874,32 €	282.955,52 €	503.592,16 €	736.696,00 €
EBT	(30.800,00 €)	(245.008,40 €)	(237.912,32 €)	(121.807,52 €)	63.275,84 €	938.504,00 €
Income tax 12%	- 3.696,00 €	- 29.401,01 €	- 28.549,48 €	- 14.616,90 €	7.593,10 €	112.620,48 €
<b>Net Profit</b>	(30.800,00 €)	(245.008,40 €)	(237.912,32 €)	(121.807,52 €)	63.275,84 €	894.553,81 €

Table 27. Blooper 5 years plan Profit and Loss

Source: our production

Blooper follows a realistic growth path typical of early-stage SaaS companies.

In the first three years, we operate at a loss as we invest heavily in marketing, product development, and salary, this means that if we don't get enough funding to sustain this loss the company will go bankrupt. By Year 4, thanks to rising customer acquisition and increased efficiency, we finally hit breakeven. we can see and huge increase in the salary mostly because once hitting profit the funders will finally get a salary. In year 5 we are reaching a net profit of over €894,000, here we also see an incremental growth in the salary due the hiring of 2 people that will help us with the work.

From year 0 to year 3 we will record negative income tax, this will be converted into credit that would be subtracted from the incurring tax when we actually make profit, as seen in year 4 the EBT is equal to the revenue and on year 5 is compensating.

Regarding some of the Operating expenses there are two that need some clarification. The Affiliate expenses refer to the affiliate program (20% of commission) looking on some

benchmark industry, we estimated that, from all the base (8%) and pro (4%) sales would come from this programs<sup>54</sup>.

Since we offer an annual discount of 15% we must consider this percentage of all the subscription made annually like and expenses, based on benchmark of the industry we calculated that 42%<sup>55</sup> of total paying customer will be annual.

## 15. Growth Strategy

Blooper is on a mission to become the leading AI-powered platform for pre-production worldwide. Over the next five years, we have a clear and exciting plan to grow in a smart and sustainable way. Our strategy is built on real feedback from users, an understanding of the creative industry, and a product that is designed to scale over time.

This roadmap is designed to guide us from product-market fit to global leadership, driven by innovation, community, and strategic expansion. Along the way, we'll keep improving our tools, building a strong community, entering new markets and establishing important partnerships. With the right balance of innovation, user support, and strategic decisions, we believe Blooper can become the go-to platform in the global market.

Now, we'll go into more detail about each phase of our growth plan, highlighting the specific goals we aim to achieve and the key activities we need to put in practice in order to reach them.

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<sup>54</sup> Singh, S. (2025, May 12). *115 Affiliate Marketing Statistics 2025 (Trends & Market Size)*. DemandSage. Retrieved June 2025, from [https://www.demandsage.com/affiliate-marketing-statistics/?utm\\_source](https://www.demandsage.com/affiliate-marketing-statistics/?utm_source) - Kelly, S. (2024, September 4). *Affiliate Marketing Benchmarks: Compare Your Conversion Rate Here*. Partnerize. Retrieved June 2025, from [https://partnerize.com/resources/blog/partnership-and-affiliate-benchmarks-partnerize-launches-retail-benchmark?utm\\_source](https://partnerize.com/resources/blog/partnership-and-affiliate-benchmarks-partnerize-launches-retail-benchmark?utm_source)

<sup>55</sup>Slingerland, C. (2025, April 18). *50 Quick SaaS Statistics Every Business Should Know*. CloudZero. Retrieved June 2025, from <https://www.cloudzero.com/blog/saas-statistics/>

## Q2-Q4 2025: Product-Market Fit (Launch and Refine)

### Objective:

Our main goal during this initial phase is to validate that our product meets the needs of our target users. We want to make sure that Blooper delivers real value in the pre-production process and solves important problems for the industry's employees. To do this, we will focus on onboarding a select group of early users and working closely with them to understand how they use the platform, what they find useful, and where there is room for improvement. Their feedback will be crucial as we refine the user experience, improve key features, and ensure that the platform is user-friendly, reliable, and aligned with real-world workflows. This phase is all about learning, adapting quickly, and building a strong foundation for future growth.

### Specific goals:

- Launch the MVP product and initiate onboarding of early adopters.
- Focus on learning from user behavior to iterate quickly and effectively.
- Develop 2–3 strong case studies as proof of value.
- Measurable Target: 32 paying users by the end of the year.

### Key Activities:

- Continuous User Experience and feature testing.
- Targeted outreach to creators and small production teams.
- Build a significant brand trust through direct engagement and support.

## 2026: Growth (Scale User Base and Markets)

### Objective:

The primary goal during this phase is to significantly expand our user base and establish a strong presence in key European markets. After validating our product with early users, we are now ready to scale. This means reaching a wider audience, increasing brand visibility, and turning Blooper into a trusted tool for a larger number of pre-production teams and creators.

We will focus on launching targeted marketing campaigns and building strong partnerships that help us grow efficiently. In the different regions we want to enter, we'll localize our approach to meet user expectations.

At the same time, we'll invest in onboarding and support systems that help new users get value from Blooper quickly and easily. The ultimate objective is not just to attract more users, but to build an active, engaged, and loyal user base that fuels our next stage of growth and opens the door to future funding opportunities, such as a Series A round.

Specific goals:

- Scale across the UK, France, and Spain with a focus on creator communities.
- Launch aggressive marketing campaigns and build strategic partnerships.
- Prepare for Series A funding round to support growth initiatives.
- Begin beta testing in the U.S. market.
- Target: 250% user growth and several hundred active users by year-end.

Key Activities:

- Regional localization and onboarding funnels.
- Strategic B2B collaborations.

## 2027: Geographic & Product Expansion

Objective:

Our goal during this phase is to both enhance Blooper's platform capabilities and expand our presence into new, high-potential international markets. This stage is about scaling our product offering and increasing our global footprint.

From a strong product, we will focus on developing new features and improving existing ones to better serve the evolving needs of our users. One major milestone will be the launch of our mobile app, which will make Blooper more accessible for creators.

At the same time, we will expand into new markets, including the United States, Germany, and Italy, regions with strong creative economies and a high demand for streamlined pre-production tools. Our market entry strategy will include local

partnerships, user support in local languages, and marketing campaigns tailored to the specific culture of each region.

Specific goals:

- Official U.S., Germany, and Italy market entry.
- Develop and launch a dedicated mobile app to increase accessibility.
- Target: 400+ paying users by year-end.

Key Activities:

- Deep market research and user support infrastructure.
- Launch of Blooper mobile-app
- Community-driven initiatives including events, forums, and content challenges.

## 2028: Break-Even & Potential Global Expansion

Objective: In this phase, our focus is on reaching financial sustainability by optimizing our business model, increasing user retention, and continuing to grow our number of paying customers. 2028 marks a key turning point where we shift from being primarily growth-driven to balancing scale with long-term financial health. This means refining our pricing strategy, improving operational efficiency, and investing in features that enhance customer lifetime value. By this stage, we expect our revenue to cover operating costs, allowing us to reach the break-even.

At the same time, we will begin an expansion into the Asia Pacific region, one of the fastest-growing creative and digital markets in the world. This includes conducting in-depth market research, identifying early partners, and potentially launching pilot programs in selected hubs such as Sydney, Tokyo, or Singapore.

Specific goals:

- Achieve break-even point through refined pricing models and retention strategies.
- Roll out the latest AI and automation features to enhance the pre-production experience.
- Assess and prepare for full expansion into Asia Pacific markets.



- Strengthen user loyalty through rewards and education.

#### Key Activities:

- Expand development team to support innovation and localization.
- Begin pilot programs in key Asia Pacific cities.
- Strengthen CRM and user success capabilities.

### 2029: Global Scaling & Educational Integration

Objective: The core goal of this phase is to firmly establish Blooper as a global leader in AI-powered pre-production, with a huge presence across key international markets. By the end of this stage, we aim to have thousands of active users across Europe, North America, and Asia Pacific, with local partners, customer success teams, and regionalized marketing strategies. We will continue enhancing the platform with cutting-edge features, integrating emerging AI technologies, and optimizing for different users.

We will also invest heavily in education as a long-term growth strategy. This includes building formal partnerships with over 30 creative schools, film academies, and universities worldwide. These collaborations will allow us to introduce Blooper to the next generation of content creators and integrate the platform into their learning environments, we aim to position Blooper not only as a professional tool, but also as an essential part of creative education.

#### Specific goals:

- Reach more than 4.000 paying users worldwide.
- Execute full entry into Asia Pacific regions including Australia, Japan, and Southeast Asia.
- Establish partnerships with more than 30 creative schools and universities.
- Position Blooper as an essential training tool for the next generation of content creators.

#### Key Activities:

- Develop partner network for global onboarding and support.
- Forge Academic Partnerships.

**Conclusion:**

This is a positive and ambitious growth strategy, but we truly believe it's possible. It's based on real investments we're making, in marketing, research and development, and the growing trust from our users and investors. With the right focus, strong execution, and ongoing support, we're confident that Blooper can grow steadily and become the go-to platform in the pre-production world.

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