



INVESTOR PITCH · AUGUST 2026

Video Production, Rebuilt

A framework-based production company operating from August 2026, with a model that compounds with every project.

100+

PIECES CREATED

\$1.5M

POST-MONEY

\$200K

SEED ROUND

The Problem

Video is the format every brand needs and the one most cannot afford at the volume they need it.

Conventional production runs \$10K–\$100K+ per project on 4–12 week timelines. That maths works for a flagship campaign once a year. It does not work for brands that need dozens of pieces, in several languages, across several markets, refreshed continuously. The result is that most mid-market brands under-produce: they publish less than their strategy requires, and what they do publish is compromised.

THE SOLUTION

The Solution

CEMI MediaMax — our own augmented human–AI production framework.

Not off-the-shelf software and not a generic AI model. MediaMax is an integrated ecosystem we built, trained and keep refining: codified workflows, 50+ purpose-trained agents across production disciplines, our own methodologies and techniques, purpose-built applications, and an accumulated knowledge base that compounds with every production — all authored, judged and approved by experienced human directors.

What the new company would own.

The MediaMax Framework

- A five-phase production methodology, from brief to delivery
- A 219-file, 4.2 MB knowledge library across 8 domains
- 13 codified operating rules and 22 workflow skills

Trained Agent Definitions

- System prompts and role definitions per production discipline
- Training corpora built from real productions
- The orchestration logic that makes them work together

Media Productions Platform

- Client review portal with versioning and approval workflow
- Threaded commenting, rating and access control
- Purpose-built software, not a configured off-the-shelf tool

CONTINUED

What the new company would own — continued.

Original Creative Library

- An original music catalogue owned outright and royalty-free
- Visual keys, overlays and scene libraries built per client brand
- Production-ready assets that carry from one engagement to the next

Digital Casting Framework

- A method for building digital personas end to end — personality, traits, gestures, voice and signature exclamations
- Visual style, wardrobe and background history that hold consistent across every production a character appears in

Digital Casting Roster

- 31 fully designed characters in production use, spanning children, teens, youth, parents, grandparents and artists
- Castable individually or as groups, with defined relationships between them

Market

We serve mid-market brands with \$10M–\$500M in revenue: enough content volume and multi-market complexity to need us, not enough budget to absorb conventional agency pricing.

Our output is natively multilingual — every production ships parallel language versions out of one process, not as dubbing bolted on afterwards. That makes the market we can serve global rather than local: what limits reach is marketing and positioning, not production capacity.

Business Model

Three revenue lines, all built on the same framework.

Retainers

- Monthly content programmes at a contracted rate
- The base of our current billing — predictable and compounding

Project Production

- Campaigns and one-off productions, \$5K–\$50K
- 40–60% margins on framework-produced work

Adjacent Services

- Live AI events, interactive experiences, training
- Higher-margin work that pulls through core production

Projections

Holding the current rate through Q3 2026, then growing 10–20% per quarter.

YEAR	REVENUE	NET PROFIT	MARGIN
2027		\$750K	\$180K24%
2028		\$1.30M	\$364K28%
2029		\$2.00M	\$620K31%
2030		\$2.80M	\$924K33%
2031		\$3.60M	\$1.26M35%

Where the Growth Comes From

Growth in the model comes from new accounts and expansion. This is where those accounts come from: seasonal windows now, six adjacent lines next.

Seasonal Capture — H2 2026

- Back to School in market now; Black Friday, Thanksgiving and Christmas follow
- Short-cycle work at project pricing on existing capacity — proven at holiday scale: 35 cinematic spots in 35 days for Juguetón

Six Adjacent Lines

- Digital influencers · AI podcast production · documentary & institutional
- Real estate & construction · ad production through agencies · outsourced social campaigns

Why It Holds Up

- Most lines extend work already shipped and published — adjacent demand, not new bets
- Each line brings its own accounts, cutting client concentration — the first job of this round

How We Compete

ALTERNATIVE	WHAT THEY OFFER	WHERE WE WIN
Conventional production agencies	Craft and accountability, at \$10K–\$100K+ and 4–12 weeks	Comparable output at roughly half the cost and a third of the time
Generic AI video tools	Speed and low cost, with no production discipline or authorship	A trained framework and human direction, not prompt-by-prompt output
In-house brand teams	Control and brand knowledge, limited capacity and craft depth	Capacity and cinematographic craft without headcount

Intellectual Property & Defensibility

The advantage here is accumulated, codified know-how and a public body of delivered work — not a certificate. We state the position plainly rather than dressing it up, because it survives diligence better that way.

LAYER	STATUS TODAY
Copyright	Arises automatically on creation under the Berne Convention. Covers the codebase, knowledge library, production books, characters and music. No registration filed.
Trade secret	The framework's core protection. Rests on access control and contractual confidentiality rather than any filing — and is strengthened, not weakened, by never publishing the internals.
Trademark	Unregistered. Common-law rights from use in commerce only. Filing for the core marks is a post-closing action funded by this round.
Patents	Not pursued. Workflow and methodology patents are expensive, slow and weak; the capital is better spent on the moat that actually compounds.

Transaction Structure

CEMI Media currently operates as a division of **CEMI.ai**, the group's registered company. This round forms a **new company**: CEMI.ai contributes the MediaMax framework, the platform and the associated creative libraries into it at closing, so the new entity owns the intellectual property outright from day one. Investor capital goes into that entity. Formal registration of the core marks is a post-closing action, budgeted within the round.

Roadmap

Now — Aug to Dec 2026

- Hold and deepen the accounts already in production
- Convert the public work into comparable campaign wins
- Capture the seasonal calendar — Back to School through Christmas

2027

- Add channel partners: agencies and media networks
- Scale Live AI Events as a distinct, higher-margin line

2028

- Regional expansion beyond the current market
- Framework capability licensed or productised where it fits

Use of Funds

We are raising a \$200K round at a \$1.5M post-money valuation, sized to an 18-month hiring plan rather than to a round number. Fixed costs are covered by current billing — this buys speed, not survival.



SEED ROUND

Let's Talk

We welcome conversations with investors who share our view of where creative production is going.

invest@cemi.ai