

reelmix

**Your trend content factory,
on autopilot**

Trends in. Posts out.

www.reelmix.ai · USA

WHY NOW

Short-form decides growth. Trends decide reach. AI made both cheap.

38%

of new monetized channels are faceless, up from 12% in 2022

\$200M

Fanvue run-rate, doubled in 5 months; AI creators ≈ 15% of revenue

\$120B

TikTok Shop GMV in 2026; 800K US affiliate creators need product video daily

2026

AI video looks like real footage (Wan 3.0, Kling 2.6, Seedance 2.5) and is priced per second: a trend clip costs a few dollars, not a shoot

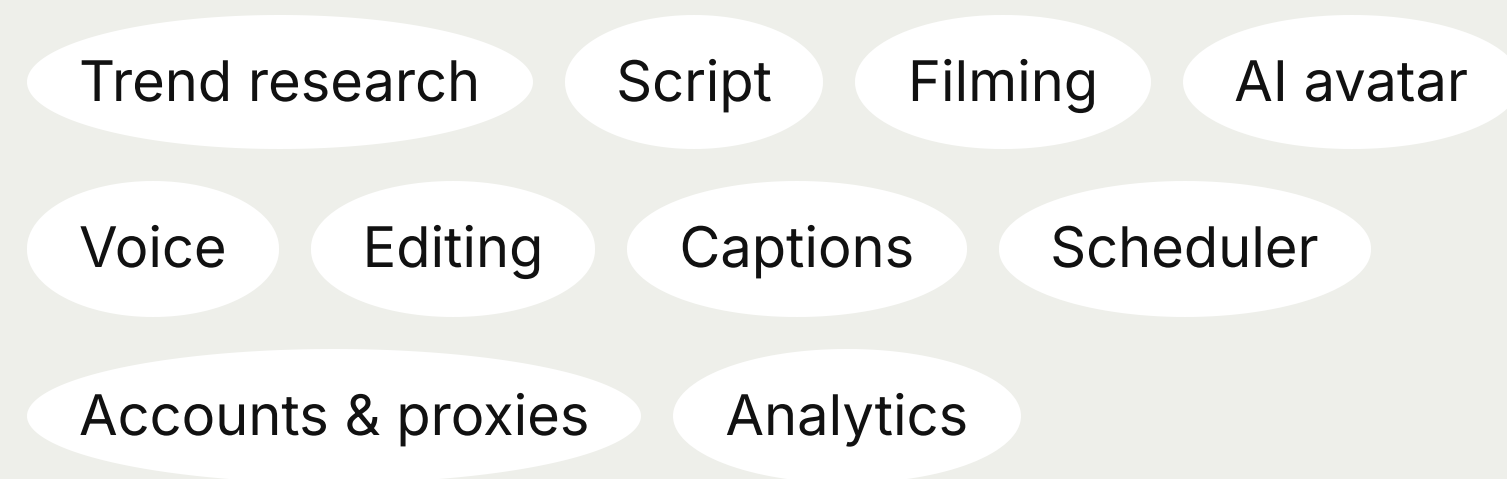
Pivot

Pure AI generators lose clients. Value moves to the result: trend → post → analytics

PROBLEM

Riding a trend today takes ten tools, a camera and a day of work

The stack a creator or seller juggles



By the time the video is ready, the trend is over.

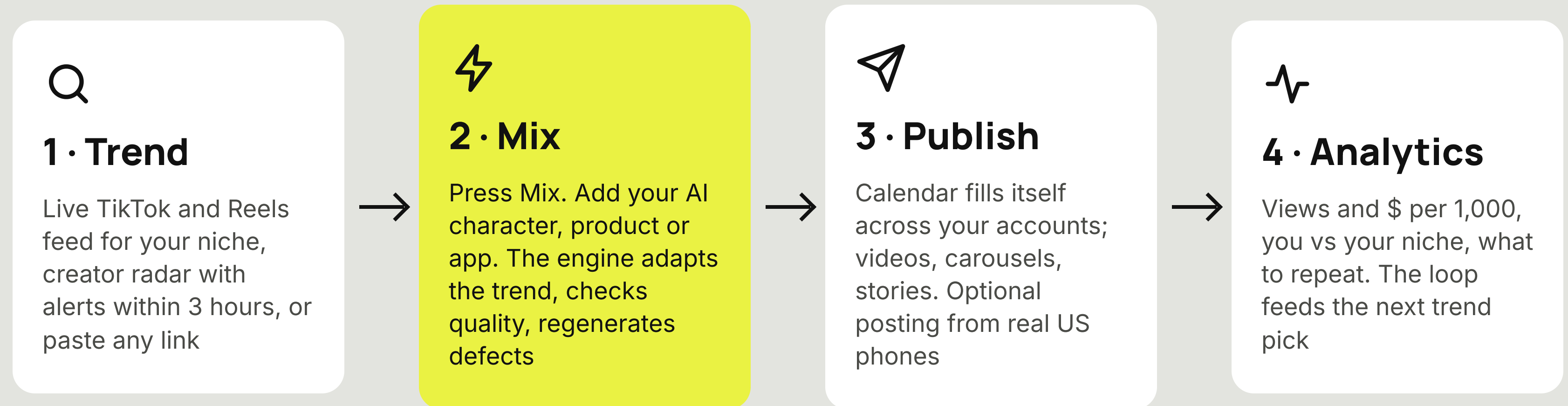
AI generators make a clip.

They don't find the trend. They don't post. They don't run accounts. They don't tell you what worked.

Result: a folder of videos and no views.

SOLUTION

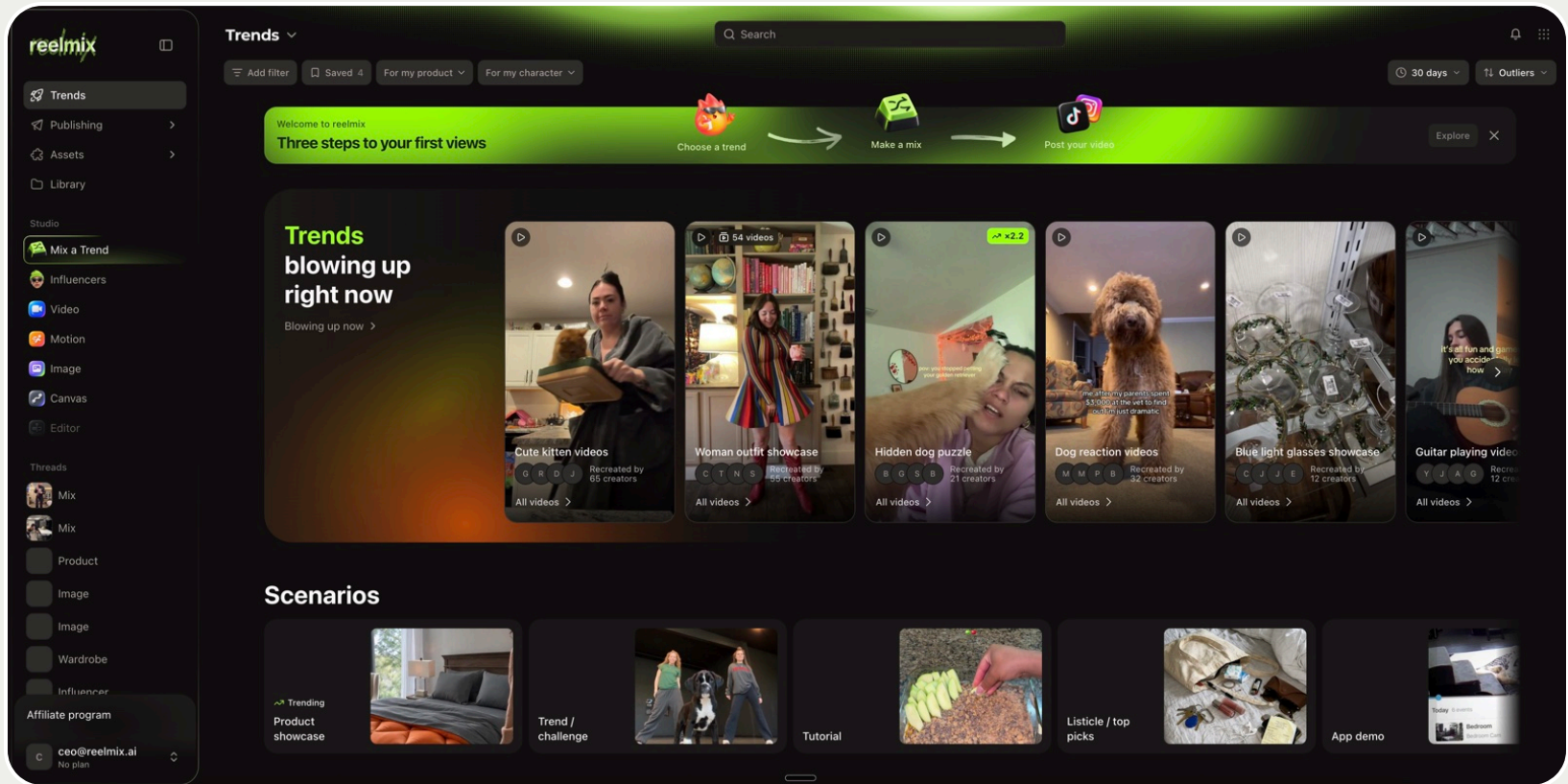
One loop. Trend → Mix → Publish → Analytics.



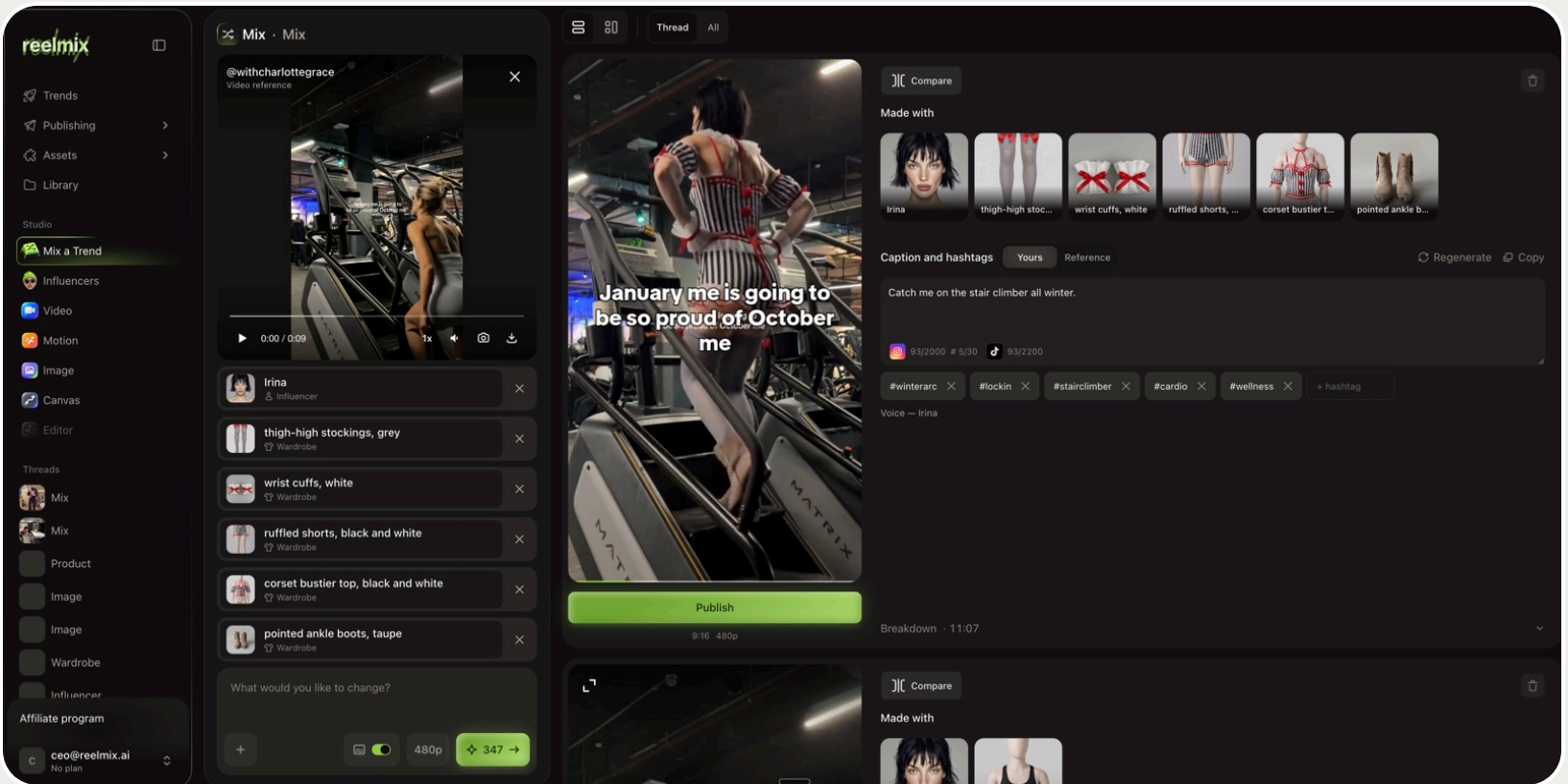
Two clicks, no sliders: pick a trend, pick your character or product. Videos, carousels and images come out ready to post.

PRODUCT

Any trend. Your character, product or app. Ready to post in minutes.



Trends: what is blowing up right now, filtered for your product or character, recreated by N creators

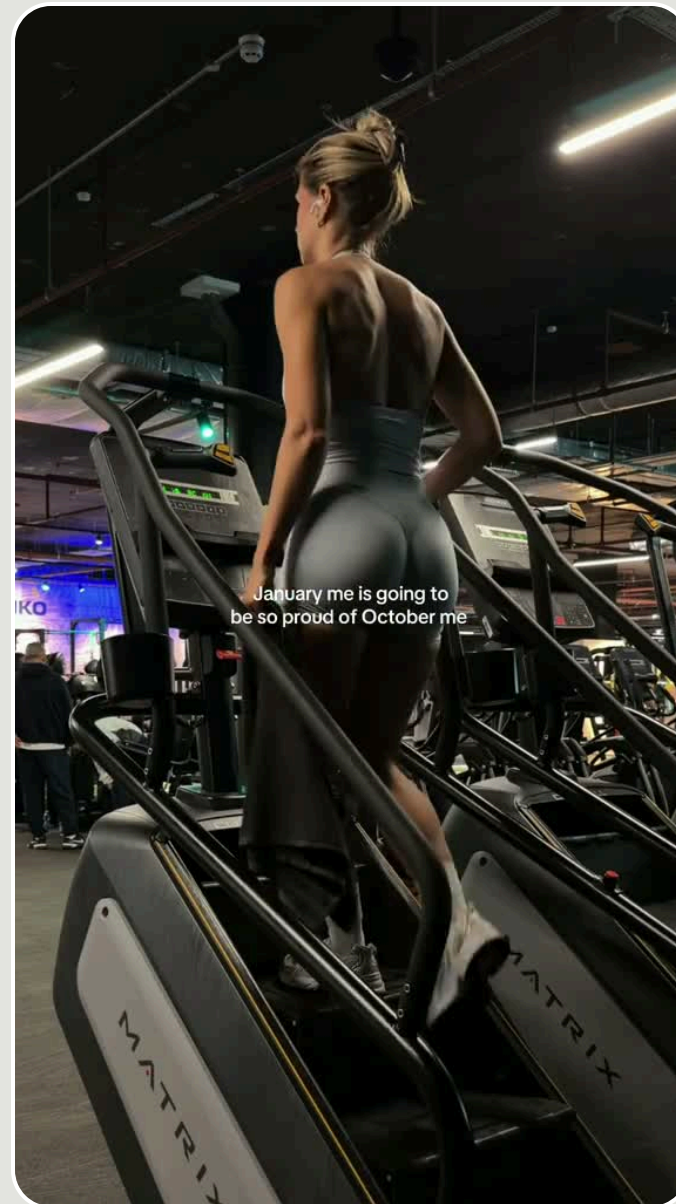


Mix: reference in, your character and wardrobe in frame, caption and hashtags written, one button to publish

Two clicks, no sliders. Pick a trend, pick your character or product. Every pipeline is tuned to realism: identity marks, consistency from clip to clip, "shot on an iPhone".

REFERENCE → MIX

Same trend. Your character, your wardrobe, your caption.



Reference: someone else's trend



Mix: your character, posted

Character

Your AI influencer replaces the person in the reference, same motion, same scene, her own face and voice

Wardrobe

Five items from your wardrobe dressed on the character in one step: corset top, shorts, stockings, cuffs, boots

Post package

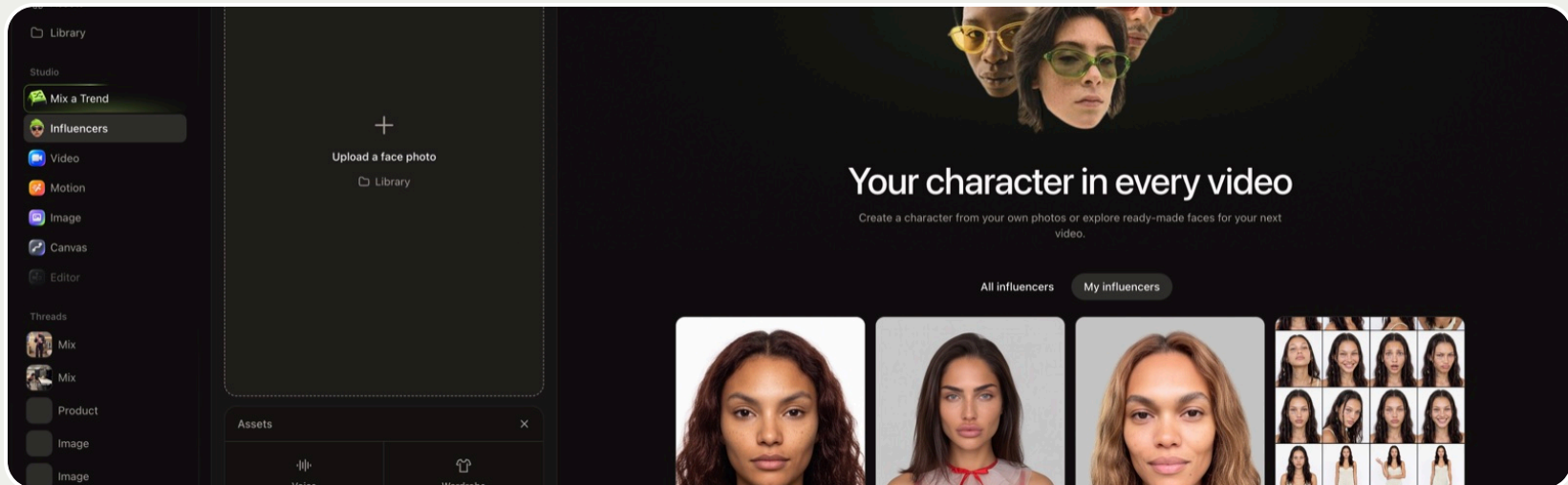
Caption and hashtags written for you, Instagram and TikTok limits checked, Publish in one click

Minutes, not a shoot

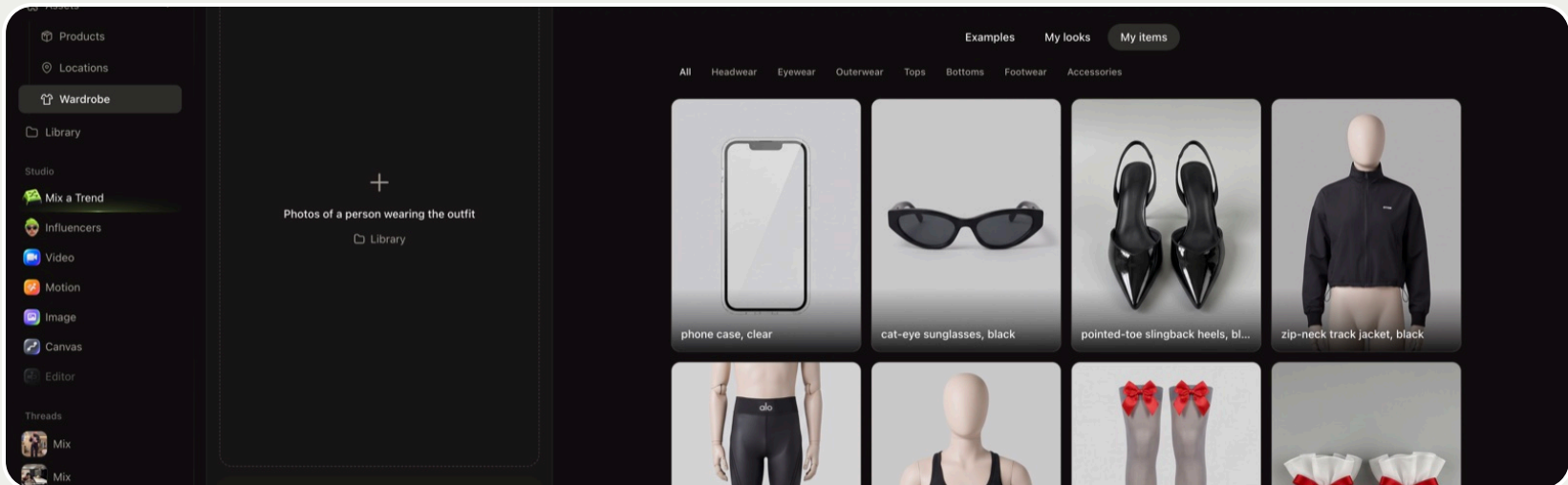
Nine seconds of video, ready to publish, from a link and two clicks

INSIDE THE PRODUCT

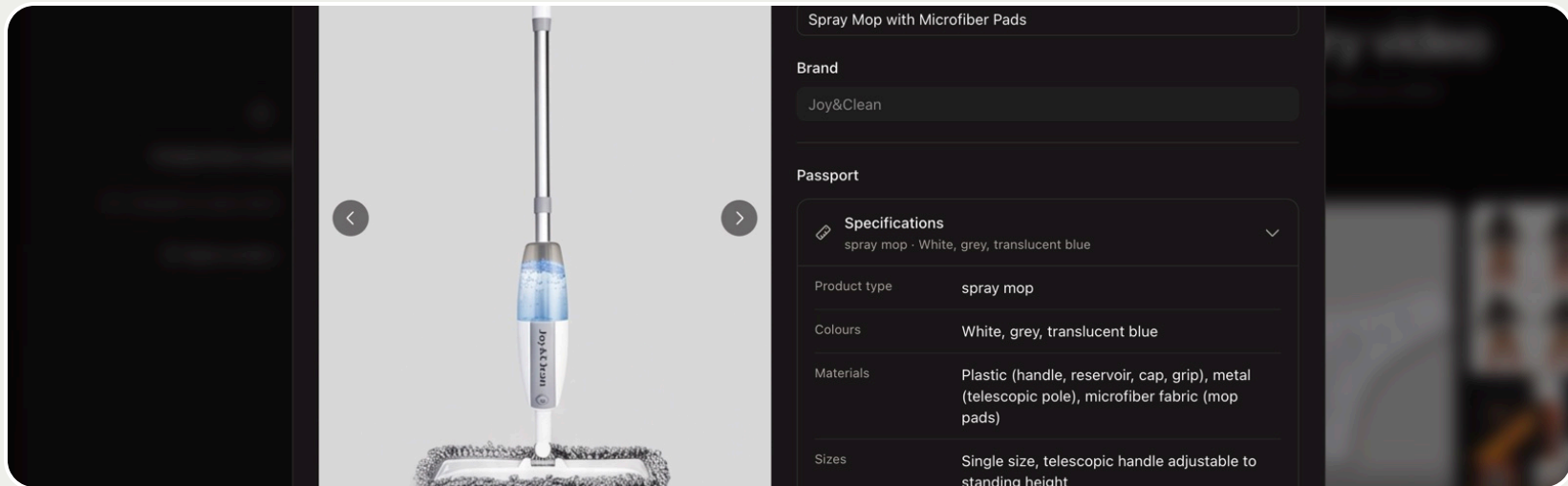
Your assets, built once and reused in every video



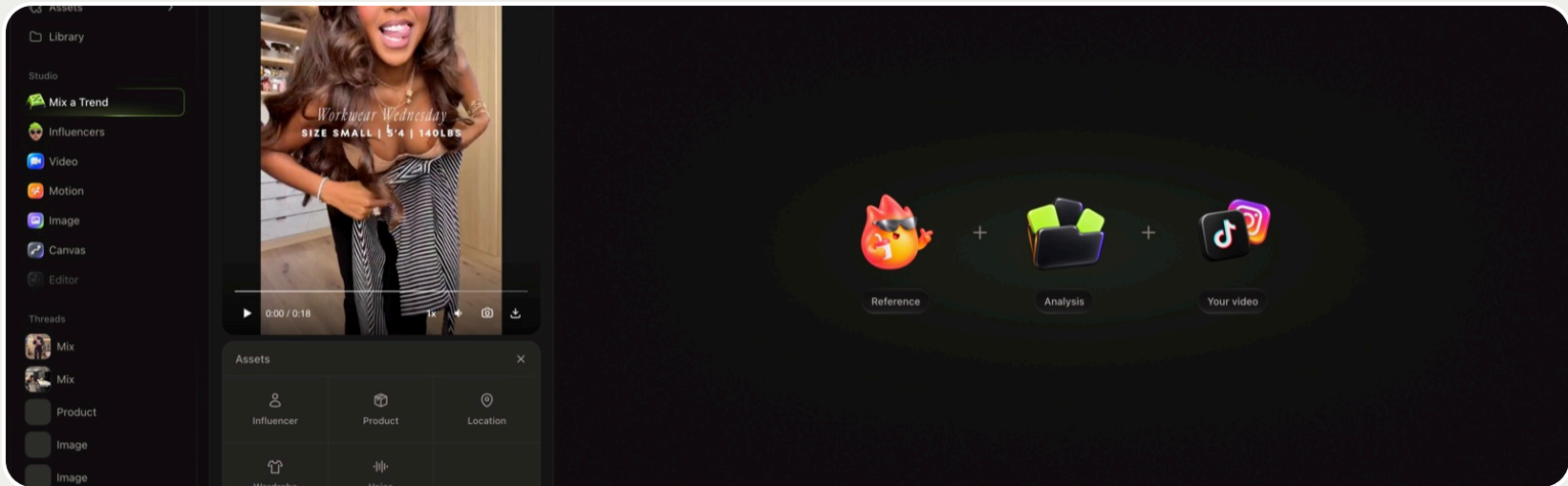
Influencers: your character from one photo, or a ready-made face, with voice and frame sheet



Wardrobe: items and looks, dress the character in one step



Product passport: specs, benefits and features extracted from a link or photos, written into the script



Mix composer: reference plus influencer, product, location, wardrobe, voice, and a prompt for what to change

WHY IT IS HARD TO COPY

We build the orchestrator. Models are rented, the loop is ours.

reelmix engine

Deconstructs the reference, plans the script, adapts it to your assets, checks quality, regenerates defects at our cost

Character Passport

A consistent AI character from 1–2 photos: 16 frames, 7 emotions, wardrobe, voice clone in a minute

Real US phones

Posting from real devices in US geo with warm-up and proxies, self-serve, transparent price. Nobody else sells it this way

Creator radar

Outlier score on every post, 14 filters, alerts within 3 hours when a watched creator takes off

Pricing engine

Cost counted per step, price never below cost. All features on every plan, you pay in credits

Under the hood: best models by API (Wan 3.0, Kling, Seedream, ElevenLabs) plus our own GPUs. The router picks the engine; the client never sees a model name.

WHO IT IS FOR

Four audiences. One factory.

AI CREATORS

A character that lives in trends

Consistent persona, wardrobe, locations, daily schedule, growth that feeds monetization on Fanvue and beyond

FACELESS CREATORS

Your face is optional

Niche channels, affiliates and TikTok Shop creators who post daily without filming or editing

SAAS & APPS

Paste your URL. Get a TikTok channel

Indie founders and vibe-coders: product screens inside the trend, features and benefits in the script

E-COMMERCE

Product from a link to a trend with it in frame

Amazon, Shopify, TikTok Shop, Etsy sellers: benefits from reviews written into the lines, try-on on the avatar

Wave 2 · Agencies

50 creatives for the price of one UGC video, a fleet of accounts per client, API and MCP for agents

MARKET

31M potential customers. \$5B reachable today. We need 0.3% of it.

Audience	TAM, customers	SAM, customers	SAM, \$/yr
E-commerce sellers	10M	750K	\$0.75B
AI creators	0.5M	100K	\$0.1B
SaaS & apps	1.6M	300K	\$0.3B
Agencies	200K	30K	\$0.08B
Affiliate & TikTok Shop creators	2M	800K	\$0.8B
Faceless creators (volume, low ARPU)	17M	3.2M	\$3.2B
Total	31M	5.2M	\$5.2B

\$31B

TAM: everyone making short-form content for a character, product or app, at \$1,000 a year

\$5.2B

SAM: English-speaking, monetizing on Instagram and TikTok, open to an AI character

0.3% → 1.4%

Share of SAM in our year-1 and year-3 plan. The market is not the constraint

BUSINESS MODEL

Credits, not feature gates. Every feature on every plan.

Starter

\$19

650 credits · 3+3
accounts

Creator · popular

\$49

2,000 credits · 10+10
accounts

Studio 6k

\$129

6,000 credits · 25+25
accounts

Studio 11k

\$219

11,000 credits · 50+50
accounts

Studio 20k

\$379

20,000 credits ·
100+100 accounts

\$83

blended revenue per
customer a month: plans +
credit packs + Real US
phones

55%

gross margin after payments,
refunds, generation cost and
partner payouts

1.5 months

payback on paid acquisition
at a \$80 CAC cap

6.5–8×

LTV to CAC; annual plans at
–10–15% bring cash forward
and zero in-year churn

Card payments worldwide with taxes handled · Real US phones from \$29 per account a month · credit packs on top of any plan · 14-day refund.

GO-TO-MARKET

The product makes its own ads. Paid traffic only amplifies what already works.

<p>WAVE 1 · ZERO CAC</p> <p>Farm, affiliates, creators</p> <p>Brand account farm run by our marketing agent, 5–6 remixes a day · affiliates at 25% lifetime · micro-influencers on revenue share · Product Hunt, Reddit, Discord</p>	<p>WAVE 2 · PAID SCALE</p> <p>Hits become ads</p> <p>TikTok and Meta ads only on farm videos that already went viral · Clip & Earn: creators paid per verified view · trigger: payback ≤ 60 days on tests and 5–10 proven creatives</p>	<p>WAVE 3 · COMPOUNDERS</p> <p>SEO and free tools</p> <p>Trend Analyzer, hook generator, 21 comparison pages, public trend showcase by niche · Google Ads on brand and category demand · trigger: two profitable months in a row</p>
<p>47–55%</p> <p>of new customers come with zero direct acquisition cost</p>	<p>≤ \$80</p> <p>cap on paid CAC; channels that miss it are switched off monthly</p>	<p>90 days</p> <p>Submagic reached \$1M ARR this way with \$0 ad spend; Arcads bootstrapped to \$10M</p>

COMPETITION

Generators make videos. Factories make results.

Product	Trend feed	Mix by link	Character as asset	Auto-posting	Real US phones	Analytics
reelmix	yes	yes	yes	yes	yes, self-serve	yes
Fastlane	no	partly	yes	yes	\$100/account	basic
Arcads · Creatify	no	no	actors	no	no	ads only
Higgsfield · Pollo	no	no	partly	no	no	no
Genviral · ReelFarm	no	no	no	yes	hosted	basic
Pippit (ByteDance)	partly	yes	no	yes	no	yes
Buffer · Later · Postiz	no	no	no	yes	no	yes

A different job. Arcads makes an ad. OpusClip cuts a long video. Schedulers post what you already have. reelmix is for anyone who needs maximum views and traffic, as fast and as cheaply as possible: it finds what works, makes it, posts it and measures it.

WHERE WE ARE

The whole product is ready. Sales open on 20 October 2026.

1,000+

Mixes produced on real trend references during acceptance runs

95%

of Mixes pass without manual edits; the quality loop keeps raising the bar

10

modules live: trends, Mix, studio, characters, products, library, editor, calendar, accounts, analytics

2

platforms wired end to end: Instagram and TikTok, from trend feed to auto-publishing and analytics

NOW

A focus group of curators runs the full loop daily; the technology is being tuned before the first paying customer

READY

US company, global card payments, partner program, Instagram and TikTok publishing, pricing engine, website

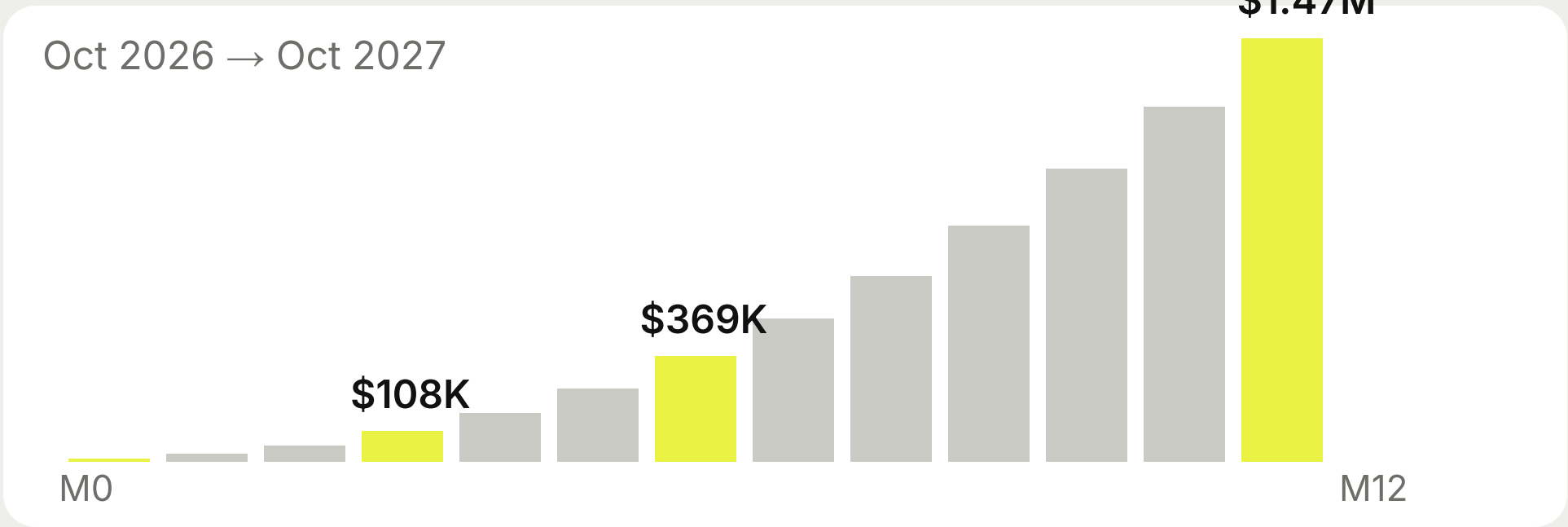
NEXT

20 October: open registration with free credits, affiliate launch, first influencer integrations

PLAN

Break-even in month 3. \$1M+ monthly GMV in month 12. Funded by the founder.

Monthly GMV, target scenario, \$K



No outside capital needed: the founder invests in reelmix himself and covers the months before break-even. Base scenario (conversion -20%, churn +1.5 pts, CAC +20%) hits the same milestones one to two months later and \$1.08M GMV in month 12.

M3

January 2027: break-even at ~1,500 paying customers

M6

April 2027: \$100K+ monthly EBITDA at ~4,700 paying

M12

October 2027: \$1.47M GMV a month, ~17,700 paying, \$17.6M ARR run-rate

Y2 · Y3

\$3M → \$7M GMV a month; \$36M → \$84M ARR exit run-rate

TEAM

A small team that built the product, and hires only on milestones

<p>FOUNDER</p> <p>Product owner · CEO</p> <p>Product, acceptance, money, hiring. Funds the company himself. Not a link in the content pipeline by design</p>	<p>PRODUCT · 4</p> <p>Tech lead · AI lead · Full-stack engineer · UX/UI designer</p> <p>Engines, queue, pricing engine, studio UI; agents and generation pipeline; trends, calendar, analytics; design in code</p>	<p>MARKETING · BEING FORMED</p> <p>Head of marketing · Head of performance · Partners manager · Reels maker</p> <p>Four roles we are hiring now, plus a marketing agent that runs the brand farm and a comments agent</p>
<p>5 → 21</p> <p>people from today to month 12; every hire after the launch team is tied to a milestone, not a date</p>	<p>12%</p> <p>phantom option pool for the core team, 3-year vesting, plus bonuses at each company milestone</p>	<p>Remote</p> <p>US company, distributed team, one engineering queue, weekly demo, documented canon for every module</p>

ROADMAP

Year 1: prove the loop. Year 2: our own AI. Year 3: the name the market uses.

YEAR 1

The English factory

- Launch 20 October, English first
- Real US phones, account farm
- Affiliates from day one, Clip & Earn by month 3
- Own GPUs for a share of generation
- Free tools, comparison pages, SEO
- Three milestones: break-even, \$100K EBITDA, \$1M GMV

YEAR 2

Our own AI technology

- In-house AI agents: find, make, post, learn
- Characters speak ES, PT, DE
- Agencies and enterprise: seats, white label, API and MCP
- Own GPUs $\geq$ 40% of generations
- Second product team
- Target \$3M GMV a month

YEAR 3

The benchmark of the market

- The name people use for trend content
- Most profitable way to grow an audience, in every segment
- Customers earn with us, and say so
- Deep integrations: Fanvue, Shopify, Amazon
- Full presence in two or three more languages
- Target \$7M GMV a month

Don't film. Remix.

Trends in. Posts out.

CREATORS & SELLERS

Start free

Free credits, no card. First Mix published in minutes. www.reelmix.ai

PARTNERS

25% lifetime

Recurring revenue share on every customer you bring, 30% at scale. partners.reelmix.ai

TALENT

Build the factory with us

Remote, options pool, milestone bonuses, a product that ships every week

One paying customer, month 3 and month 12

Per customer, per month	Month 3	Month 12
Blended revenue (plans, credit packs, services)	\$73	\$83
Payment fees and refunds (≈ 7.6%)	−\$5.5	−\$6.3
Generation and service cost	−\$22	−\$24
Contribution before partners	\$45	\$52
Partner revenue share (25% on partner cohorts, averaged over all customers)	−\$12	−\$6
Gross profit per customer (gross margin)	\$33 (45%)	\$46 (55%)
Paid-channel CAC · payback	\$70 · 1.6 mo	\$80 · 1.5 mo
Monthly churn · lifetime value	10% · \$452	8% · \$656
LTV / paid CAC	6.5×	8.2×

Why generation cost is low

A credit costs us ≈ 1¢ all-in and sells for 1.9–2.9¢ inside plans; customers use ≈ 65% of credits. Generation margin is 66–78%; packs, services, fees and partner share bring blended margin to 45–55%

Plan mix assumed

Starter 45% · Creator 35% · Studio 20%; 20% of new customers on annual plans

Early warning in month 1

Signup → paid below 6%, first-month churn above 15%, or test CAC above \$100 triggers a change of onboarding, offer or channel mix

How the 31M and 5.2M were counted

Audience	TAM: who and how counted	SAM: filter applied
E-commerce	Amazon 1.65M active sellers · Shopify 3–5M live stores · TikTok Shop 15M sellers, 475K US shops · Etsy 5.7M active; deduplicated and active ≈ 10M	English-speaking (≈ 5M) × running social video or willing to pay for content (≈ 15%) ≈ 750K
AI creators	Fanvue 250K creators (93% use AI tools; AI creators ≈ 15% of revenue) plus aspiring AI-character creators ≈ 0.5M	Already earning, English-speaking, needing a consistent character and daily posting ≈ 100K; grows with Fanvue (×2 in 5 months)
SaaS & apps	33–42K SaaS companies + ≈ 1.5M active app developers ≈ 1.6M	English-speaking indie and small products with a marketing budget and no video team ≈ 300K
Agencies	200K+ digital agencies worldwide, 100K in the US	English-speaking performance and social agencies with a UGC pipeline ≈ 30K; ARPU ≈ \$2,500 a year
Affiliate & TikTok Shop creators	Creators earning commissions on products they do not own ≈ 2M registered in affiliate programs	800K active US TikTok Shop affiliate creators
Faceless creators	50M professional and semi-pro creators × 38% faceless share of new monetized channels ≈ 17M after the affiliates above	English-speaking, short-form, monetizing, open to an AI persona ≈ 3.2M; largest pool, lowest willingness to pay

Priority by money, not by headcount: e-commerce, AI creators, SaaS and agencies pay the most and get the first product and marketing attention; faceless creators are volume with low ARPU. Money: customers × \$1,000 a year (agencies \$2,500). Counts are platform disclosures and tracker estimates, rounded.