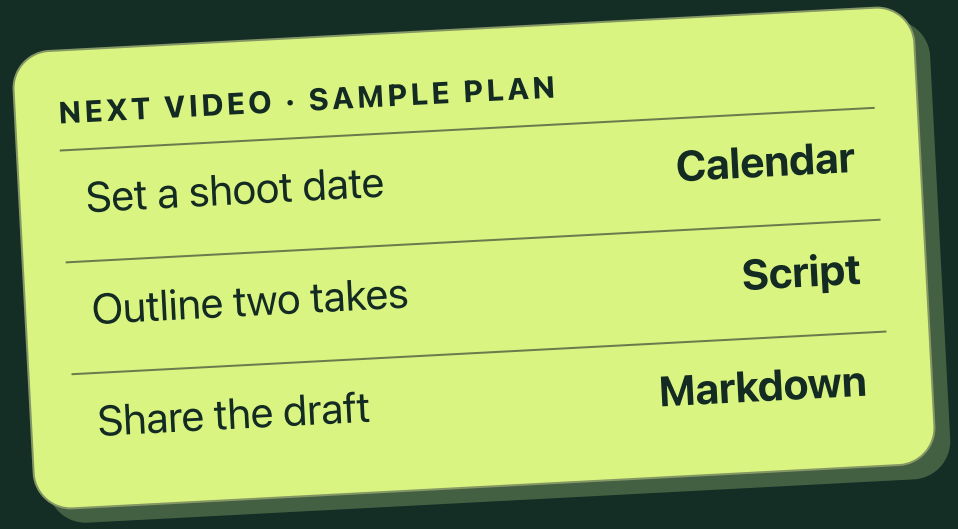
Give your next video a plan.

An AI-assisted planning desk for independent video creators.



The plan gets scattered before you hit record.

A shoot date, a rough hook and a handoff can end up in three different places.

Schedule

Which day can you actually shoot?

Script

Where did the version with the new opening go?

Handoff

What draft does your collaborator need?

From shoot date to shareable draft.

Calendar

Place the shoot

Put the recording date on the project calendar.

Outline editor

Build the beats

Map the hook, demo and closing shot in a script outline.

Markdown export

Carry it forward

Export the outline as Markdown for the next handoff.

FICTIONAL PLAN COMPARISON

Choose by team size and active projects.

Solo

$19 / month

1 seat · 10 active projects

Studio

$59 / month

4 seats · 60 active projects

Both are paid monthly and include a calendar, script outline editor and Markdown export.
Cancel before the next renewal. There are no extra seats, annual plans or free trials.

PROPOSED CAMPAIGN

One video plan. Three ways to see it.

Use the same sample project in every deliverable so viewers can follow it from shoot date to export.

45-second segment

Show the full planning workflow inside a creator video.

Vertical cut

Reframe the demo around the project’s three planning steps.

Plan-fit page

Let viewers check their seats and active projects against both plans.

PROPOSED MEASUREMENT

Track attention and fit.

Segment retention

In the creator’s platform dashboard, take audience retention at the segment end and divide it by retention at segment start.

Report the vertical cut’s completion rate separately where available.

Plan-page interest

In a future campaign, use distinct links for the master and vertical cut. Report aggregate plan-page visits by source.

The local demo collects no data.

Proposed reporting window: seven days after publication. No campaign has run and no results are available.

PRODUCT LIMITS

Planning ends at the handoff.

Production stays with you

LumaDesk has no video editing, rendering, social publishing, integration library or audience analytics.

Capacity has a ceiling

Neither plan fits a team above 4 seats or a slate above 60 active projects. No performance lift is guaranteed.

NEXT STEP

Pick one project for the demo.

Choose an upcoming shoot and confirm its calendar date, outline beats and Markdown handoff.

Creator

Choose the project and confirm the opening disclosure and shot list.

Production

Open the local plan-fit page and review the 45-second brief before recording.