

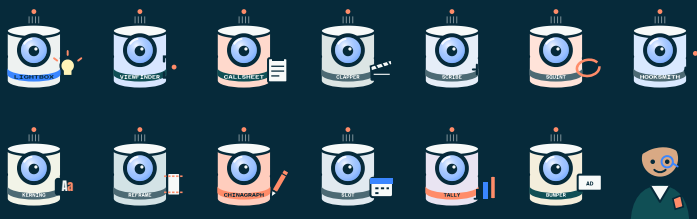


Long talks in. Short clips out.

A 12-month business plan for a clips studio that turns the webinars, podcasts and talks small UK businesses already record into short captioned clips. Twelve AI bots (thirteen with the optional ad-sales bot) do the cutting. A person checks every clip.

NEW BUSINESS · PLAN DATED 24 OCT 2026

Loupe is new. It has no clients, no clips delivered and no sales yet. Every number in this plan is a labelled estimate. The bots are set up and ready to switch on.



The talk is already recorded. **Nobody** has time to clip it.

Loupe turns the long talks a small business already records (webinars, podcasts, workshops, YouTube explainers) into short captioned vertical clips with a hook, post copy and a posting plan. AI bots find and cut the moments; a person checks every clip before you see it; you tap Approve.

£129

a month, Glance: 8 clips from 1 recording

£229

a month, Close Look: 16 clips from 2 recordings, posting plan

£399

a month, Full Sheet: 32 clips from 4 recordings, trailer

£59

set-up. 30-day rolling, no minimum term

Who buys

UK small businesses and solo experts who already record long-form (accountants, agents, clinics, trainers, coaches, suppliers, local podcasts) and small creators with one show.

What you need

- About 6 hours a week **EST.**: the human check, onboarding calls, approvals
- A laptop with a good screen, headphones, a business email
- About £354 in month one (running costs and yearly fees)

Year one, base case **ESTIMATE**

£41,082 revenue, **£34,783** profit before tax, about **28** clients and **£6,442** a month of recurring income by month 12.

WHY THIS WORKS

A gap between a £15 app and a £299 agency.

\$15-\$29

a month for a DIY AI clipping app.
You still pick, check, fix and post

£25+

a clip at UK clip agencies (£299 for
12 a month and up)

£12.50-£16

a clip at Loupe, checked by a
person, nothing for you to do but
approve

9:16

vertical video on TikTok, Reels,
Shorts and LinkedIn, all pushed
hard

Accountants run tax webinars. Agents film market updates. Physios answer questions on camera. Each recording takes an hour to make and gets watched once. The best two minutes in it would work every day for a month as short clips, but the owner has no time to find them, and the DIY apps still need someone to sit and drive them.

The honest catch

AI clipping apps are cheap and getting better. So Loupe does not sell "AI clips". It sells **a finished job**: moments chosen with a reason, captions that are right, hooks that come from what was really said, a rights check, and a person who watched every second.

Sources: opus.pro/pricing; reelforgemedia.com; 11gmedia.com; joycast.co; primeeditstld.com (all read Oct 2026). Full list in RESEARCH.md.

THE COMPETITION

Where Loupe fits.

WHO	PRICE	WHAT YOU GET
DIY AI app (OpusClip Starter / Pro)	\$15–\$29/mo	AI cuts and captions; you pick, check and post
Upwork entry level	~\$25/episode	5 to 7 clips from timestamps you choose
UK freelancers and studios	£10–£65/clip	Per-clip editing, basic to advanced
UK clip agencies	£299–£949/mo	12 to 50 clips a month, captions and hooks
Full podcast production	£1,500+/mo	Filming, edit, clips and posting
Loupe	£129–£399/mo	8 to 32 checked clips, hooks, post copy, plan. 30-day rolling

Prices read from public pages in Oct 2026. Check before quoting to a client.

We win on three things

1. **A person watches every clip.** Nothing reaches a client that the owner has not seen in full.
2. **Rights first.** Clapper refuses anything the client does not own or license, and asks for every guest’s release.
3. **Words actually said.** Hooks and captions are checked against the transcript. No made-up numbers, no changed meaning.

Three sizes of contact sheet.

PLAN	A MONTH
Glance	£129
One recording a month, and you'd rather post the clips yourself.	£16.12 a clip
• 8 clips a month from 1 recording • Captions in your style, hook and post copy • Every clip checked by a person • SRT caption files and a cut list • You post them (or we hand them to your scheduler)	
Close Look OUR PICK	£229
A weekly or fortnightly show or webinar you want working every day.	£14.31 a clip
• 16 clips a month from up to 2 recordings • Everything in Glance • A posting plan for 2 platforms, you approve each post • Monthly 'what worked' note • Unused clips roll over one month	
Full Sheet	£399
Several recordings a month, three platforms, one trailer.	£12.47 a clip
• 32 clips a month from up to 4 recordings • Everything in Close Look • Plan for 3 platforms • Fortnightly 'what worked' note • One 60-second trailer a month	

30-day rolling. No minimum term. £59 set-up. Prices exclude VAT (not VAT-registered at launch).

One webinar, start to finish.

CLAPPER · INTAKE · EXAMPLE

52-minute tax webinar from a made-up accountant. Own content: ticked.
3 attendees on screen: faces to be cropped out.

SQUINT · CONTACT SHEET

11 moments, 15 to 58 seconds. Top pick at 14:02: "The one receipt most sole traders throw away." Reason: a clear question, a clear answer, stands alone.

KERNING · CAPTION FRAME

KEEP THIS RECEIPT.

CHINAGRAPH · CHECK

7 Pass, 1 Fix: a caption said £2,000 where the speaker said £200. Fixed and re-checked.

THE OWNER · HUMAN CHECK

8 clips watched in full and signed off. 1 hook rewritten.

CLIENT · APPROVALS

Approve or Change on each clip, then on each post in the plan. Nothing posts without a tap.

All examples. The accountant and every figure are made up.

Extras

Set-up (caption style, brand colours, word list, rights pack)	£59
Extra clips, each	£10
Back-catalogue pack: 10 clips from one older recording	£99
24-hour rush on one recording	£25
Free Contact Sheet: 5 circled moments with hooks and 1 finished clip, from one recording you own	Free

Only your own talk. Only what was said.

Own or licensed content only.

The client confirms they made the recording or hold a licence that covers short social clips. No TV, no other people's shows, no streams, no reaction clips.

Guests sign a release.

A guest's spoken words and performance are theirs under UK copyright law (CDPA 1988), so Clapper holds any recording with a guest until a signed release arrives. Template to be checked by a solicitor.

Attendees stay out.

Webinar faces, names and questions are personal data (UK GDPR). Default: crop to the speaker and drop attendee questions unless they agreed.

No baked-in music.

Clips go out with no music. If a client wants it, they add it inside TikTok's Commercial Music Library or Meta's Sound Collection when posting, or use a track they have licensed.

Posting by the rules.

Only official platform APIs or the client's own scheduler, after each approval. TikTok clips go to the client's drafts until the app passes TikTok's audit. Paid partnerships carry the platform label and #ad (CAP Code).

Selling Loupe.

Cold email only to limited companies, with an opt-out, drafted by bots and sent by the owner (PECR). Sole traders and partnerships: no cold email.

From a public recording to a signed client.

- 1 Find**
Viewfinder reads public webinar, podcast and YouTube pages for small UK firms that already record, and checks Companies House for legal form.
- 2 Draft**
Callsheet writes a short email offering a free Contact Sheet from one of their own public recordings. Limited companies only.
- 3 Check and send**
Chinagraph checks the opt-out, the legal form and that it says plainly Loupe is new. The owner reads it and sends it, or bins it.
- 4 Contact Sheet**
5 circled moments with hooks and 1 finished clip, made only after they confirm they own the recording.
- 5 Call**
15 minutes with the owner: the rights gate, caption style, what to avoid.
- 6 Sign**
30-day rolling, £59 set-up. The first recording goes in that week.

The website's free Hook Finder and the Contact Sheet form bring in requests too. Those are counted separately in the cases as inbound sheets.

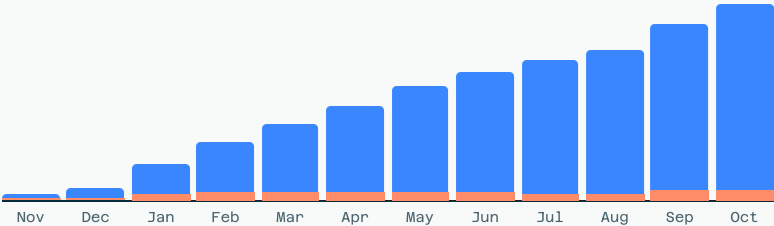
Cautious, base and strong.

There are no public UK figures for how small firms answer this kind of offer, so the cases are deliberately modest. The first 50 supervised emails and 10 free Contact Sheets will show which case is real.

INPUTS	CAUTIOUS	BASE	STRONG
Emails a month	60	120	160
Reply rate	5%	7%	8%
Replies taking a Contact Sheet	50%	60%	70%
Inbound sheets a month (start)	3	5	8
Sheets that sign	20%	28%	35%
Clients leaving a month	8%	6%	4%
YEAR ONE			
Revenue	£12,408	£41,082	£98,673
Profit*	£9,595	£34,783	£85,529
Clients signed	11	36	84
Clients at month 12	8	28	71
Clips in the year	896	2,917	6,949
Monthly income, month 12	£1,855	£6,442	£16,522
In profit from	Jan 27	Dec 26	Nov 26

All cases: plan mix 35% Glance, 50% Close Look, 15% Full Sheet, so about £220 a month per client; £59 set-up; about £1.60 a clip for AI, rendering and 3 minutes of paid human checking at £18 an hour; £3.50 per free Contact Sheet. *Profit is before tax and leaves out the owner's other time. Ad income is not included (see the optional section).

The base case.

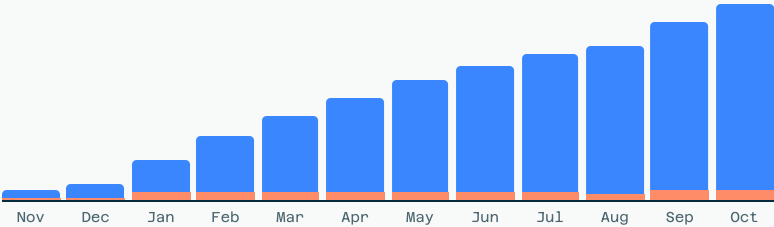


Blue: monthly plans and extras. Coral: set-up fees.

MONTH	EMAILS	SHEETS	WINS	CLIENTS	CLIPS	REVENUE	PROFIT	TOTAL
Nov 26	0	2.5	0.7	0.7	14	£214	-£140	-£140
Dec 26	36	3.1	0.9	1.5	29	£419	£284	£144
Jan 27	115	10.3	2.9	4.3	83	£1,216	£969	£1,113
Feb 27	132	12.3	3.4	7.5	138	£1,992	£1,650	£2,763
Mar 27	120	11.6	3.2	10.3	185	£2,625	£2,211	£4,974
Apr 27	120	12.1	3.4	13.1	231	£3,273	£2,782	£7,756
May 27	120	12.5	3.5	15.8	278	£3,915	£3,348	£11,105
Jun 27	108	11.8	3.3	18.1	316	£4,442	£3,816	£14,921
Jul 27	96	10.9	3.1	20.1	349	£4,879	£4,205	£19,126
Aug 27	84	10.0	2.8	21.7	374	£5,226	£4,514	£23,640
Sep 27	132	16.4	4.6	25.0	436	£6,118	£5,285	£28,925
Oct 27	120	15.6	4.4	27.8	483	£6,763	£5,858	£34,783
Year	1183	129	36	28	2,917	£41,082	£34,783	

Sheets, wins and clients are averages, so they can be fractions. Month 1 (Nov 26) is set-up: sending domain warm-up and the first free Contact Sheets. December and January are quieter.

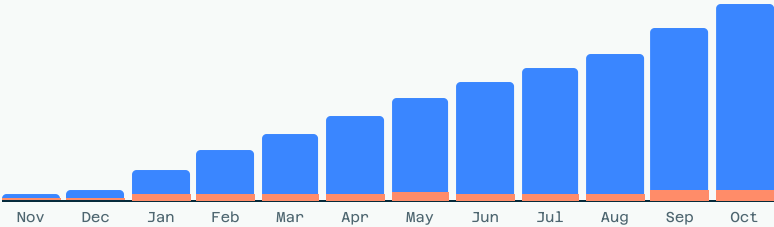
If small firms are slow to reply.



MONTH	EMAILS	SHEETS	WINS	CLIENTS	CLIPS	REVENUE	PROFIT	TOTAL
Nov 26	0	1.5	0.3	0.3	7	£92	-£246	-£246
Dec 26	18	1.4	0.3	0.6	11	£149	£49	-£197
Jan 27	58	4.6	0.9	1.4	29	£401	£260	£63
Feb 27	66	5.5	1.1	2.4	46	£640	£469	£532
Mar 27	60	5.1	1.0	3.3	60	£829	£637	£1,169
Apr 27	60	5.3	1.1	4.1	73	£1,018	£804	£1,973
May 27	60	5.5	1.1	4.8	87	£1,201	£965	£2,938
Jun 27	54	5.1	1.0	5.5	97	£1,344	£1,093	£4,031
Jul 27	48	4.7	0.9	6.0	105	£1,457	£1,194	£5,224
Aug 27	42	4.3	0.9	6.4	111	£1,539	£1,268	£6,492
Sep 27	66	7.0	1.4	7.3	129	£1,786	£1,477	£7,969
Oct 27	60	6.6	1.3	8.0	141	£1,953	£1,626	£9,595
Year	592	57	11	8	896	£12,408	£9,595	

It covers its costs but pays little for the time. If the first tests land here, lean on the free Hook Finder and studio and coworking partners, and offer Glance as an add-on to kits 01 and 02.

If the Contact Sheet sells itself.



MONTH	EMAILS	SHEETS	WINS	CLIENTS	CLIPS	REVENUE	PROFIT	TOTAL
Nov 26	0	4.0	1.4	1.4	28	£427	£47	£47
Dec 26	48	5.3	1.9	3.2	59	£881	£689	£737
Jan 27	154	17.9	6.3	9.4	175	£2,628	£2,207	£2,944
Feb 27	176	21.6	7.5	16.5	299	£4,383	£3,751	£6,695
Mar 27	160	20.7	7.2	23.1	409	£5,882	£5,078	£11,773
Apr 27	160	21.8	7.6	29.8	523	£7,468	£6,477	£18,250
May 27	160	23.1	8.1	36.7	640	£9,100	£7,917	£26,167
Jun 27	144	22.1	7.7	43.0	744	£10,523	£9,177	£35,344
Jul 27	128	20.9	7.3	48.6	837	£11,786	£10,296	£45,640
Aug 27	112	19.5	6.8	53.5	918	£12,878	£11,264	£56,904
Sep 27	176	32.7	11.4	62.8	1087	£15,372	£13,441	£70,345
Oct 27	160	31.8	11.1	71.4	1231	£17,343	£15,185	£85,529
Year	1578	241	84	71	6,949	£98,673	£85,529	

At this pace the human check is the limit: about 1,231 clips a month by month 12, roughly 62 hours of watching a month. Paid freelance checkers take most of it past about 30 clients (already in the per-clip cost).

Cheap to run, by design.

Every month

Rendering server and storage	£28
Scheduler tool	£15
Workspace and email	£10
Site hosting	£5
AI and API base fees	£20
Total a month	£78

Every year

ICO data protection fee	£52
Professional indemnity insurance (small)	£180
Domain	£12
Total a year	£244

Every clip

Transcription, AI drafting and rendering	£0.70
About 3 minutes of human checking at £18 an hour	£0.90
About, per clip	£1.60

Not included: The owner’s other time, accountancy and tax on profit. Not VAT-registered at launch. Check every figure before launch.

The free Contact Sheet is the advert.

- 1 Free Contact Sheet**
5 circled moments and 1 finished clip from a recording the prospect owns. It shows the work instead of describing it.
- 2 Short emails**
To limited companies only, under 120 words, one public fact (the recording's title), a one-line opt-out. The owner sends.
- 3 The website**
A loupe slides over a transcript and circles the moment. A free Hook Finder: paste a paragraph, get three hooks from your own words. Prices on the page.
- 4 Partners**
Podcast rooms and coworking studios that already host recordings, with a simple referral thank-you.
- 5 The owner's own posts**
Clips of the owner explaining the rights rules, cut by Loupe itself.
- 6 Referrals**
Ask happy clients to pass the name on. Results shared only with their permission.

No paid ads in year one. Revisit at month 6 if the cautious case is happening.

The first 90 days.

WHEN	WHAT HAPPENS
Weeks 1–2	Name and trade mark search, ICO fee, domain, sending domain warm-up. Guest release and client terms checked by a solicitor.
Weeks 3–4	Cut 3 test clips from the owner’s own recording. Make 10 free Contact Sheets from recordings their owners send in. Send none of them unasked.
Month 2	First 50 supervised emails to limited companies in one sector (say, accountants). Every draft read by the owner.
Month 3	First clients onboarded on 15-minute calls. Every clip watched in full. First monthly “what worked” note.
The go / no-go	Keep going if at least 2 of the first 10 Contact Sheets turn into a paid plan. If not, change the offer before sending more.

Growth after that

- **Months 4–6:** a second sector (agents, clinics). Clients move Slot’s posting plan to a standing OK.
- **Month 6:** base case about 13 clients and 231 clips a month. Ask for a TikTok API audit so posting can be direct.
- **Past 30 clients:** a paid freelance checker for the second check window.
- **Month 9+:** back-catalogue packs to every client; a Welsh-language caption option if clients ask.

Kit makers pay to reach people who record.

An extra you can switch on or leave off. Every figure in this section is separate: none of it is in the cases, tables or totals on the other pages.

Who would pay

Small UK business owners and solo creators who make long-form content: Loupe clients, people who used the free Hook Finder, and people who ticked a box to get Lightbox, Loupe’s free fortnightly email about short-video platform rule changes, caption tips and what’s working.

- Microphone, camera and lighting shops
- Podcast hosting platforms
- Recording studios and podcast rooms to hire
- Coworking spaces with recording booths
- Licensed music and sound libraries
- Webinar and video meeting platforms

Rate card

STARTING PRICES TO TEST

SLOT	FROM
Lightbox headline sponsor One sponsor per issue, one category at a time	£40/issue
Lightbox classified line Up to three per issue	£10/issue
Hook Finder sponsor card One sponsor a month	£35/month
Kit Shelf card One supplier at a time	£30/month
Bundle: two headlines, Hook Finder card and Kit Shelf for a month One bundle a month	£135/month

Small, and kept apart.

YEAR ONE, ADS ONLY	CAUTIOUS	BASE	STRONG
First sponsor month	Apr 27	Mar 27	Feb 27
Headline slots sold a month (of 2)	0.5	1.0	1.6
Classified lines an issue	1	2	3
Lightbox readers, month 12	150	400	900
Ad revenue	£350	£883	£2,010
Newsletter tool	−£90	−£90	−£90
Net, year one	£264	£793	£1,916

SPONSORED

Example slot · Lightbox issue 9

A made-up microphone shop: "Two lapel mics, one case. 10% off for Lightbox readers." Same place every issue, advertiser named, one per issue.

The rules

- Every ad is marked 'Sponsored' with the advertiser's name, in the same place every time.
- Never inside a client's clips, captions, hooks, post copy, approvals, reports, invoices or any service message. Loupe never adds a sponsor to a client's content.
- Relevant only: kit, tools and services for people who record and post. No gambling, crypto, payday loans, 'grow your followers', engagement pods or anything that breaks platform rules.
- Lightbox goes only to people who ticked an unticked box to get it; one-click unsubscribe in every issue (PECR, UK GDPR). Advertisers never get the list.
- Ads follow the UK CAP Code: legal, decent, honest and truthful; claims must be backed up; no fake reviews or made-up results (DMCC Act 2024).
- Chinagraph checks every ad against these rules; the owner approves every advertiser before anything runs; clients can hide the Kit Shelf card.

Bumper, the Ad Sales bot, drafts sponsor offers; Chinagraph checks every ad; the owner approves every advertiser and price. Off until you switch it on. About an hour a month of your time.

RISKS

What could go wrong, and the plan.

RISK	WHAT WE DO
A clip changes what someone meant	Squint writes a reason for each cut; Chinagraph checks the lines before and after; the owner watches every clip in full.
A client sends content they do not own	The rights gate: no tick, no cut. Guests need a release. Trade show and conference recordings need the organiser's licence.
Music claims or muted clips	No music in our files. Music only from each app's commercial library, added at posting.
DIY apps get good enough	Sell the finished, checked job and the plan, not the cut. Glance stays near freelancer prices.
Platform API rules change	Fallback: clips handed over for the client to post. Rules re-read every quarter.
The human check becomes the bottleneck	Freelance checker past about 30 clients, already costed per clip.
Name clash	"Loupe" is a common word. UKIPO search before spending; fallbacks: Contact Sheet, Clipboard Studio.

Test first, for free

- Cut 3 clips from your own recording and judge them yourself
- Then 10 Contact Sheets and 50 supervised emails in one sector

IF YOU TAKE THIS ON

What you get in the kit.

- ☐ A phone-first website with prices, a free Hook Finder, a Contact Sheet form, a privacy notice draft and an Advertise page
- ☐ The Light Table: the working app on example transcripts, with a 2-minute tour
- ☐ The Edit Suite: an HQ showing every bot, its day, reporting lines and growth
- ☐ Thirteen bot prompts and job cards, set up and ready to switch on
- ☐ This plan, the bot plan, share images and a demo script

Before the first sale

- Name and trade mark search; company details; ICO fee
- Guest release and client terms checked by a solicitor
- Sending domain with SPF, DKIM, DMARC and a warm-up
- Platform developer access (YouTube, Meta; TikTok audit later)

LONG TALKS IN. SHORT CLIPS OUT. A PERSON CHECKS EVERY ONE.