NEXTGROW WITH AI

TECHNOLOGY FILM · CATALOG

# Same technology. Different audience. Different film.

We first diagnose how investors and reviewers will judge you — then design every scene around those criteria. Every technology film comes with an investment & review diagnostic report.



**Explain**
Buyers · visitors

**Raise**
Investors · analysts

**Win the review**
Grants · competitions

Background: our sample technology film · fictional technology based on public research

01 WHERE WE START

# A film that explains technology is not a film that gets judged.

Most technology videos start from the tech sheet and stop at “make it easy to understand.” But investors and reviewers don’t watch — they judge. Working with our consulting division, which diagnoses companies, we start from the criteria your audience will use.

| | Typical tech video production | NEXTGROW WITH AI |
|---|---|---|
| **First question** | “What would you like to show?” | **“Who is watching, and what will they decide?”** |
| **Starting material** | Tech specs and product photos | **Business plan, pitch deck — and the call for proposals** |
| **Numbers** | Shown as received | **Source and test owner checked, then shown on screen** |
| **Weak spots** | Quietly left out | **Flagged first in the report, handled honestly in the film** |
| **You receive** | A video | **Purpose-built films + a diagnostic report** |

## The team

In a survey of 885 institutional venture capitalists, the factor named most often as most important to success was not the business model or the product — it was **the management team**. That’s why every investor film we make includes a team scene.

Gompers et al. (2020), “How do venture capitalists make decisions?”, Journal of Financial Economics

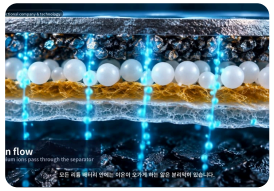
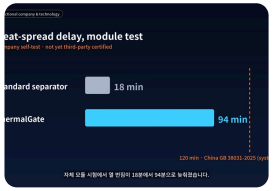
## 4 axes

Grant reviewers care less about returns than “will this be developed and commercialized as planned?” We order scenes by need, solution (technical merit), growth (commercialization) and team (capability).

NEXTGROW WITH AI diagnostic criteria (sample report, section 4-5)

# 02 CHOOSE A PURPOSE

## Choose a purpose, and the film changes like this.

| | PURPOSE 1<br>**Explain** | PURPOSE 2<br>**Raise** | PURPOSE 3<br>**Win the review** |
|---|---|---|---|
| **Sample** |    |    |    |
| **Who watches** | Buyers · trade-show visitors · website visitors | Investors · investment analysts | Grant and competition reviewers |
| **Their first question** | **"What is it, and why does it matter?"** | **"How many times will this money come back?"** | **"Will it be built and commercialized as planned?"** |
| **How they judge** | Understood at first watch? Remembered? | Size of the problem · does the solution work · proof customers will pay · team · exit potential | Need · solution (technical merit) · growth (commercialization) · team (capability) |
| **Scene order** | Problem → principle → in action → impact | Problem → why now → market → solution & proof → next steps → team → use of funds | In review-form order: need → solution & proof → growth → team → expected impact |
| **Numbers we feature** | One impact figure, big (18 → 94 min) | Market size (range + source), performance, use of funds | Development targets, test plan, commercialization timeline |
| **What we leave out** | Jargon, lists of numbers | Unbacked big numbers, inflated partnership claims | Anything not on the review form; unbacked hockey-stick revenue |
| **Sample specs** | 35 s · English narration · Korean captions | 69 s · English narration · Korean captions | 48 s · Korean narration · English captions |

Sample: ThermalGate thermal-shutdown separator by Quencha Materials — a fictional company and a fictional technology based on public research. Criteria from our diagnostic report (tables 1-2, 4-1, section 4-5).

03 HOW WE MAKE IT

# The diagnosis comes before the film.

Read the materials first and you only see what the company chose to highlight — and miss the gaps reviewers actually ask about. So we set the criteria first, read your materials against them, and only then design the scenes.

1

### Send materials

Business plan, pitch deck, product brief — plus the call for proposals if you're applying for one.

**You get: a checklist of what we need**

2

### Diagnose

Confirm the goal → set criteria → check materials → verdict. Each item is marked supported, can't judge, or caution — with whether effort can change it.

**You get: the diagnostic report**

3

### Criteria into scenes

We decide which scene and which number answers each criterion — and how the film handles the weak spots the diagnosis found.

**You get: script & scene board**

4

### Produce

Expensive technical scenes are made once and shared across purpose-built films. Charts and figures are built from your data, not drawn by hand.

**You get: the finished film**

5

### Review & deliver

A separate review step checks it, every on-screen number is checked against your data, and our CEO approves it before delivery.

**You get: final files**

### Basic gets the diagnosis too

Even for a single film, step 2 is the same. The diagnosis also tells you which purpose to tackle first.

### Three sign-offs, one per stage

Script (technical brief) → storyboard preview → final film. Each stage moves on only after your approval, so the direction is locked before the costly production begins.

### Applying for a grant or competition?

If you share the call for proposals or related materials, we will reflect the evaluation criteria in the video. We design the script, scenes and the report around exactly what reviewers will score. Your materials are never published or reused without permission.

# 04 SEE IT IN THE SAMPLE

# What the report flagged changed the scenes in the film.

When one number is wrong, investors start doubting all the others. Here is how the film handled the four issues the sample report raised.

**REPORT FLAG · EVIDENCE**

**Performance is backed only by in-house tests**

→

**IN THE FILM**

**The chart is labeled "company self-test · not yet third-party certified"**

Nothing is hidden. The next scene shows the certified-test plan and the 120-minute goal — answering the question before it's asked.




**REPORT FLAG · CREDIBILITY**

**Market figures conflict and have no source**

→

**IN THE FILM**

**A range with sources, not a single number**

Different research firms give different figures, so the film shows the range — with sources and base year on screen.




**REPORT FLAG · CREDIBILITY**

**"Partnering with 3 global cell makers" overstates reality**

→

**IN THE FILM**

**"Paid joint evaluation with a cell maker" — exactly as it is**

An exaggeration found in due diligence sinks trust in the whole company. Stating the facts precisely is the stronger move.




**REPORT FLAG · CAPABILITY**

**No head of production or quality**

→

**IN THE FILM**

**The review film's team scene adds "production & quality lead to be hired"**

Reviewers will ask about the gap — so the film shows the plan first.



# 05 BREAKDOWN · INVESTOR FILM, 69 S

# In 69 seconds, it answers eight investor questions in order.



0:00–0:04

### Problem

An EV fire in an underground garage

**Is the problem big?**




0:04–0:17

### Why now

Fire → Korean certification → China's new standard

**Is the market opening?**

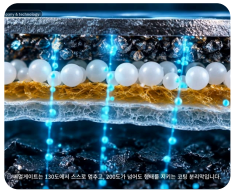



0:17–0:25

### Market

2031 market size as a range, with sources

**Big enough to matter?**

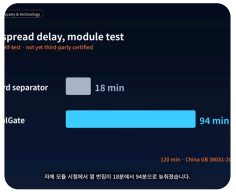


0:25–0:34

### Solution

Shuts the ion path on its own at 130°C

**Does it actually work?**




0:34–0:43

### Proof

18 → 94 min, labeled "self-test"

**Can we trust the numbers?**




0:43–0:47

### Next steps

Now → certified test → 120-min goal

**Do they know the risks?**

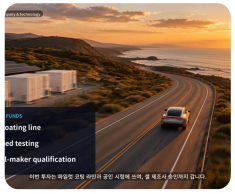


0:47–0:56

### Team & customer

Paid joint evaluation, 2 patents, 11 years of R&D

**Can this team deliver?**



0:56–1:05

### Use of funds

Pilot line · certified testing · cell-maker qualification

**Where does the money go?**

**1:05–1:09** · End card

## One film, two languages

English narration with Korean captions, so overseas and Korean investors see the same film. On-screen text is kept minimal; only narration and captions change per language.

## A source under every number

Market size, the regulatory timeline and performance figures all carry a small source or test owner — for the analyst who pauses the film to check.

## What it replaces

The first minute of your pitch. Problem, market and proof land before you speak, and the Q&A starts from there.

# 06 BREAKDOWN · REVIEW FILM, 48 S

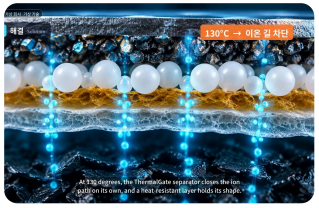
## The number in the top-left corner is the review-form item number.




01 · 0:00–0:09

### Need

Korea’s EV battery certification, Feb 2025




02 · 0:09–0:18

### Solution — merit

Ion path shut at 130°C; 2 registered patents




02 · 0:18–0:24

### Solution — proof

94-min self-test → certified lab within the project




03 · 0:24–0:33

### Growth

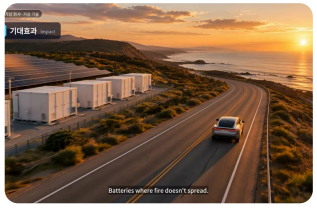
Joint evaluation → approval → first order




04 · 0:33–0:39

### Team

11 years of R&D, 9 researchers, production lead to be hired




05 · 0:39–0:45

### Expected impact

Batteries where fire doesn’t spread

**0:45–0:48** · End card

> Reviewers watch with the evaluation form beside them. When the film follows the form’s order and numbering, they never have to hunt for “where’s the evidence for this item?” This sample uses Korean narration with English captions because it was built for a Korean government review — for your call, we follow its criteria and language.

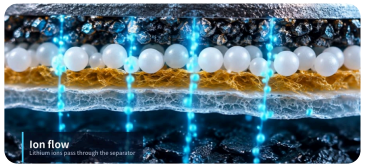
## EXPLAINER, 35 S

No jargon — one impact number, nothing else. Built to stop people walking past a trade-show booth or scrolling a homepage.



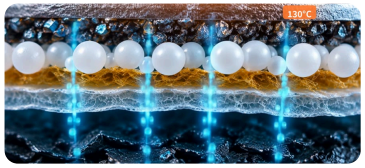
**0:00–0:06 · Problem**

One cell fails, then the next




**0:06–0:15 · Principle**

Ions flowing through the separator




**0:15–0:26 · In action**

Shuts at 130°C; a heat-resistant layer holds its shape




**0:26–0:30 · Impact**

Heat spread delayed 18 → 94 min

**0:30–0:35** · End card

07 INCLUDED IN EVERY PACKAGE

# Every technology film comes with an investment & review diagnostic report.



**Sample report — one-page summary**

Sample · Fictional company · Fictional technology

NEXTGROW IR Diagnostic Report | Quencha Materials (fictional) One-page summary

## One-page summary

Overall readiness
**C**
Fix before investor meetings

1. **Investors will grasp the problem and the technology fast.** EV fires and new Korean and Chinese rules demand batteries that don't spread fire — and this technology answers exactly that.
2. **But start fundraising with today's materials, and cash runs out first.** About 5.6 months of runway is left — roughly the length of a typical investment process.
3. **Fix the evidence and wording first.** Performance backed only by in-house tests, conflicting market figures and an overstated partnership claim erode trust before anything else.

| 5.6 mo | 94 min | 140 × |
|---|---|---|
| Runway at current cash (end of Sep 2026, company data) | Heat-spread delay, in-house test — China's new standard: 120 min | Target valuation (₩45B) ÷ 2025 revenue (₩0.32B) |

**Readiness by area** A Ready · B Enough with fixes · C Must fix before meetings · D Needs redesign

| Area | Grade | One-line verdict |
|---|---|---|
| Problem & market | **A** | Fires and tighter rules make the need obvious — the biggest strength |
| Technical differentiation | **B** | Convincing principle, but no third-party test results |
| Customer validation | **C** | One joint evaluation with a cell maker; no orders or LOIs |
| Team & execution | **B** | Strong R&D; no head of production or quality yet |
| Funding | **D** | Runway is shorter than the investment process |
| Valuation & terms | **C** | No basis for a 3× step-up from the last round |
| Business plan credibility | **C** | Conflicting market figures, overstated partnership |

**Fix first**

1. Secure 6+ months of runway (before fundraising)
2. Unify market figures; correct the "3 partners" claim (2 weeks)
3. Lock a certified test plan; label results "in-house" until then (1 month)

**Lead with**

1. The size of the problem — fires and regulation, in the first minute
2. A founder with 11 years in separators, and 2 registered patents
3. Government R&D track record and a joint evaluation with a cell maker

Sample · Fictional company & technology | © 2026 NEXTGROW WITH AI 3

Before we make the film, we find what reviewers will flag first. The findings shape the film — and you use the report to fix your pitch deck and business plan.

OVERALL READINESS

### One letter grade

A ready · B enough with fixes · C must fix before meetings · D needs redesign. Not a score — it tells you what to do before the meeting.

BY AREA

### 7 areas, 3 verdicts per item

Problem & market, technical differentiation, customer validation, team, funding, valuation, plan credibility — each item marked supported, can't judge, or caution.

WHAT GETS FLAGGED

### The questions you'll face

Which questions today's materials can answer, which they can't — and what to prepare for the ones they can't.

FIX ORDER

### What, and by when

Quick fixes (2 weeks), things that take time or money, and hires — plus the strengths to lead with.

**At the investment committee, the first questions are not about technology — they are about money and evidence.**

**All three can be handled if the company knows them**

After meeting the company, the deal lead has to defend it in front of the investment committee. The questions there are predictable. The three below either can't be answered with today's materials, or hurt the company when answered.

**① Runway is shorter than the investment process** Risk

Status — ₩0.9B cash, ₩0.16B monthly burn → about 5.6 months. A decision takes ~83 days on average, then 1–2 months to close.

The diagnostic report is an advisory opinion based on the materials you provide. It does not guarantee investment or selection outcomes.

# 08 PRICING

# Choose the depth you need. Every tier includes the diagnostic report.

BASIC

## Basic

from **$330**

**One 30-second film for one purpose**

| | |
|---|---|
| Films | 1 — explainer, investor or evaluation |
| Length | 30 s |
| **Report** | **Diagnostic report included** |
| Revisions | Script: pick 1 of 2 · Storyboard 2 · Final 1 |
| Delivery | 48 hours after approval (excluding weekends and public holidays) |

**3 purpose-built films**

STANDARD

## Standard

from **$500**

**All three: explainer, investor and evaluation**

| | |
|---|---|
| Films | 3 — each designed for its purpose |
| Length | 30 s each |
| **Report** | **Diagnostic report included** |
| Revisions | Script: pick 1 of 2 · Storyboard 2 · Final 1 |
| Delivery | 3 business days |

PREMIUM

## Premium

from **$1,165**

**Three films + 3D product scenes + 4K**

| | |
|---|---|
| Films | 3 — each designed for its purpose |
| 3D | 3D product turntable & exploded-view scenes |
| Format | 4K |
| **Report** | **Diagnostic report included** |
| Revisions | Script: pick 1 of 2 · Storyboard 2 · Final 1 |
| Delivery | 5 business days |

Listed prices are for the standard package and may change based on your requests. Prices are in USD, paid via PayPal: orders up to $500 are paid in full upfront; above $500, 50% upfront and 50% before final delivery.

Technology films are for companies holding a granted, in-force patent. If your patent is still pending, we'll suggest our ad film instead.

Delivery is counted in business days from each approval; your review time is excluded. The samples in this catalog are extended-length versions. Anything beyond the standard package is itemized in your quote. If you need a faster turnaround, let us know and we'll discuss it with you.

### Product materials

The quality of your film depends on the materials you send us. Please send at least three photos: front, back, and side.

With a single photo, the sides and back cannot be reproduced accurately; in that case, we will confirm those parts with you at the storyboard stage.

If you would like to show the internal structure (cross-section), we will need a 3D design file (e.g., STEP) or an internal structure drawing. We review your registered patent drawings ourselves, using your patent number.

09 QUALITY & TERMS

# Approved at every stage — and checked before it reaches you.

Review is a separate step from production and follows a stricter standard. We confirm direction at the low-cost stages first, so you never pay twice and need fewer revisions.

CHECK 1

### Purpose & criteria

Does a reviewer or investor get the evidence they need to decide?

CHECK 2

### Numbers & facts

Every on-screen number is checked against your data. Claims stay within the scope of your granted patent claims.

CHECK 3

### Craft & “AI look”

Awkward motion, jitter or anything that looks auto-generated is rejected on sight.

CHECK 4

### Rights & claims

“Patented” appears only with an in-force patent number, and efficacy claims only with certified test results.

### Sign-off at each stage, revisions set upfront

Script (technical brief) → storyboard preview → final film. Each stage moves forward once your designated approver confirms by email.

Script: pick 1 of 2. We’ll refine your chosen script generously. Storyboards include two free revision rounds; the finished video, one. Applies to Basic, Standard, and Premium.

All notes on one film, sent together, count as one round.

### If replies are delayed

Silence is never treated as approval. We follow up on business day 2 and pause work and the delivery date on business day 5.

Reply at any time and we pick up right away with a new date by email. Delivery moves by the same amount of time as the delay.

### Payment · rights · storage

Paid via PayPal: up to $500 in full upfront; above $500, 50% upfront and 50% before final files. Before final payment, you receive a review copy with a small preview mark.

On full payment, we transfer all rights we hold in the final film. Under current U.S. law, elements created solely by AI may not be eligible for copyright registration.

Your materials are kept for 90 days after delivery; final files for 1 year.

### Finished-video revisions

For the finished video, we include one round of free revisions for refining the completed edit — captions and text, scene length and order, background music, color, and similar adjustments. Scenes that don’t match your approved storyboard, or that look unnatural, are fixed at no cost and don’t count toward your revisions. If, after approving the storyboard, you’d like to add new scenes or change content from what was approved, the video needs to be produced again, so we’ll let you know the additional cost first and proceed once you agree.

### Cancellation & refunds

Before script work begins, we refund in full (minus payment fees). During the script stage, we refund 50%. From the storyboard stage onward, payments are non-refundable — unless we ultimately cannot correct our own error or cannot deliver the work.

We use third-party AI tools in production. Every film is reviewed and approved by our CEO before delivery. This catalog is for reference; your quote and order terms take priority.

10 BEFORE YOU START

# Six common questions — and your next step

### Do we need a patent?

Technology films are for companies holding a granted, in-force patent. Claims in the film stay within your patent claims. If your patent is pending or you have none, we'll suggest our ad film instead.

### Will our materials stay confidential?

Your business plan, call for proposals and test data are used only for your order and never published or reused without permission. Every company in this catalog is fictional.

### What if some numbers don't look good?

We don't hide them — we show them honestly, alongside your next-step plan. Hidden numbers surface in due diligence, and then the whole company's credibility takes the hit.

### Every call has different criteria.

If you share the call for proposals or related materials, we will reflect the evaluation criteria in the video.

### Our technology is really complex.

We learn the principle first, then build mechanisms and figures as precise diagrams and motion graphics; Premium adds 3D turntable and exploded-view scenes. Cross-sections need a 3D design file or an internal structure drawing. Anything unclear we ask at the script stage.

### How long does it take?

Basic: 48 hours after approval (excluding weekends and public holidays). Standard: 3 business days. Premium: 5 business days. Counted from each approval, excluding your review time.

## One document is all it takes to start.

1. **Send us a document**
   A business plan, pitch deck, the call you're applying to, or your patent number
2. **Get a purpose and a quote**
   We'll tell you which film you need first and send an itemized quote
3. **Approve, and we begin**
   Script (technical brief) → storyboard → final film, approved stage by stage

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