

AI-NATIVE LAUNCHPAD · MARKETING & ADS

Faster approvals. Clearer results. More time for ideas.

An AI-native agency or marketing team turns briefs into first drafts fast, keeps approvals and rights on track and explains results in plain words. Creatives and clients still decide; AI does the versions, checks and reports.

01

Know where to start

Find the AI opportunities that matter most to your business.

02

See it work

Pick one idea and we build a working proof of concept with you.

03

Know what comes next

Get a step-by-step roadmap with timeline, budget and estimated return.

FIXED-FEE PACKAGES

Launch **$2,500**

Accelerate **$7,500**

Transform **$19,500**

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MARKETING & ADS · WHERE AI HELPS

From today's problems to AI-native work

THE PROBLEMS TODAY

01

Approvals that drag on

Creative goes back and forth by email, versions get mixed up and campaigns launch late or with the wrong file.

02

Reports nobody can act on

Teams spend days pulling numbers from different platforms into slides that say what happened but not what to do.

03

Retainers eaten by extra rounds

Extra revisions and small requests pile up unseen, so the work runs over before anyone talks to the client.

WHERE AI CAN HELP

01	**Brief to first draft**	Turn a brief into first copy, headlines and ad versions for each channel, ready for the team to shape.
02	**Approval and brand checks**	Check creative against brand rules and track each version and sign-off, so the right file goes live.
03	**Plain-words reporting**	Pull results from each platform into one short report that explains what worked and what to try next.
04	**Rights and usage watch**	Warn the team before talent, music or image rights run out on live ads.
05	**Lead follow-up**	Score and route leads from forms and events to sales while they are still warm.

FOR INSPIRATION

AI-native ideas to get you thinking

Examples only, to show what AI-native work can look like. They are not part of the package scope or a promise of what we will build; your POC is agreed with you.

One brief, many versions

TODAY

A copywriter rewrites the same idea by hand for every channel and size.

AI-NATIVE

A copywriter could start from ready drafts for each channel in the brand voice and spend the time on the big idea.

The Monday campaign summary

TODAY

An account manager spends hours copying numbers from platforms into slides.

AI-NATIVE

An account manager could open a one-page summary of last week's results, with clear suggestions to discuss with the client.

Catching a rights expiry in time

TODAY

Someone notices a music licence has lapsed only when the client asks.

AI-NATIVE

The team could get a warning weeks ahead listing which live ads use rights that are about to end.

MARKETING & ADS · THREE PACKAGES

Your Launchpad

FIXED FEE, AGREED SCOPE	Launch **$2,500** Small businesses 1–50 employees · 3–4 weeks	MOST POPULAR Accelerate **$7,500** Growing companies 51–500 employees · 5–6 weeks	Transform **$19,500** Larger organisations 501+ employees · 8–10 weeks
Teams we work with	1 team	3 teams	6 teams
AI opportunities assessed	Up to 5	Up to 10	Up to 20
Working proof of concept	1 simple POC	1 connected POC	1 advanced POC
AI-native roadmap	6-month plan	12-month plan	18-month plan
Team training	1 session	2 sessions	4 sessions
Follow-up review	30 days after	30 days after	30 days after

EVERY PACKAGE INCLUDES

- AI-native consultancy and roadmap
- One proof of concept you choose
- One Burdenoff product free for 3 months
- Budget and return-on-investment model
- Executive readout

WHAT YOU RECEIVE: 8 DELIVERABLES

01 **AI readiness scorecard**
02 **Opportunity map**
03 **Ranked use cases**
04 **One working proof of concept**
05 **AI-native roadmap**
06 **Budget and ROI model**
07 **AI governance starter kit**
08 **Executive readout**

PROOF OF CONCEPT

You choose the proof of concept

Pick one of our suggested ideas for your industry, or bring your own business problem. We check that it fits the package, agree what success looks like in writing, then build it with you.

Good to know: A proof of concept shows an idea working on real or sample data. It is not a production system; we scope the production version with you as a next step.

LAUNCH · $2,500

Brand-voice drafting assistant

An assistant built on your brand guides and past work that drafts copy and ad versions for the team to edit and approve.

SUCCESS MEASURE
Time from brief to first approved draft

ACCELERATE · $7,500

Automated campaign report

Connected to one ad or analytics platform, it builds a short weekly report in plain words with suggested next steps.

SUCCESS MEASURE
Hours spent on weekly reporting per client

TRANSFORM · $19,500

Campaign command desk

One view across briefs, approvals, rights, spend and results that flags delays, overruns and lapsing rights, with suggested actions.

SUCCESS MEASURE
On-time launches, retainer overruns and hours saved per team

INCLUDED IN EVERY PACKAGE

Any one product, free for 3 months

Pick any live product from the Burdenoff portfolio and use it free for 90 days.

- One product per organisation
- 90 days in a row from activation
- Agreed seats and usage
- No automatic paid renewal
- Export your data at the end

GOOD FITS FOR MARKETING & ADS

HeadshotMarketing	Run campaigns, social posts, ads and client contacts in one place.
ArtistryBase	Work on briefs and creative together, with an AI assistant for first drafts.
BigConsole	See campaign and spend results on one dashboard, with AI pointing out what changed.

ALGOSHRED TECHNOLOGIES

MARKETING & ADS · THE ROAD AHEAD

Your road to AI-native

STEP ONE: THE LAUNCHPAD | NEXT STEPS WE CAN TAKE TOGETHER — Months count from the end of your Launchpad.

NOW · 3–10 WEEKS

Launchpad

Map where briefs, approvals and reporting slow down, prove one idea on real work and agree a costed roadmap.

NEXT · MONTHS 1–3

Roll out the first win

Take the proven idea into daily use across more clients and channels, with training and clear owners.

THEN · MONTHS 4–9

Connect the work

Link briefs, creative, approvals, spend and results so creative, media and account teams share one picture.

LATER · MONTHS 10–18

Run AI-native

AI helpers become part of daily campaign work, from brief to report, measured and improved each month.

> The Launchpad is step one: it shows the real value of going AI-native in your own business. Rolling out, scaling and running AI day to day are later steps. You decide if and when to take them, with us or anyone else.

THE FIRST 100 DAYS

Your package takes 3–10 weeks of this. The rest is your team trying the POC, deciding and preparing, with our 30-day follow-up.

DAYS 1–15
Discover
Talk to your people, measure today's costs and check AI readiness.

DAYS 16–30
Prioritise
Pick the highest-value ideas, review the risks and agree the POC.

DAYS 31–60
Prove
Build and test the proof of concept with your team.

DAYS 61–75
Plan
Finish the roadmap, budget, operating model and estimated return.

DAYS 76–100
Decide
Review results, train owners and choose what to invest in next.

HOW WE MEASURE SUCCESS

- **Time from brief to approved creative**
- **Hours spent on reporting each week**
- **Revision rounds per piece of work**
- **Speed of lead follow-up**

HANDLE WITH CARE

- Keep a person approving every piece of content before it is published or sent to a client.
- Respect consent for personal data, keep client data out of public AI tools and label AI-made content where required.
- Check AI-made images and copy for copyright, likeness and brand risks before use.

YOUR PROTECTIONS

- ✓ **Fixed fee for an agreed scope**
- ✓ **Written success criteria for the POC**
- ✓ **A named engagement lead**
- ✓ **Weekly progress updates**
- ✓ **Your data rights written into the contract**
- ✓ **Tool advice based on fit, not on what we sell**
- ✓ **No access to live systems without your approval**
- ✓ **Clear exit and data export at any point**

START HERE

Book a free AI consultation

A 30-minute call about your business. Serving businesses worldwide, with a presence in India, the USA and the UAE.

Email	contact@algoshred.com
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Fixed fees in US dollars. Taxes and third-party usage (for example AI model or cloud charges) are extra and always agreed in writing first. Return estimates are scenarios built from your own numbers with the assumptions written down. They are not guarantees.