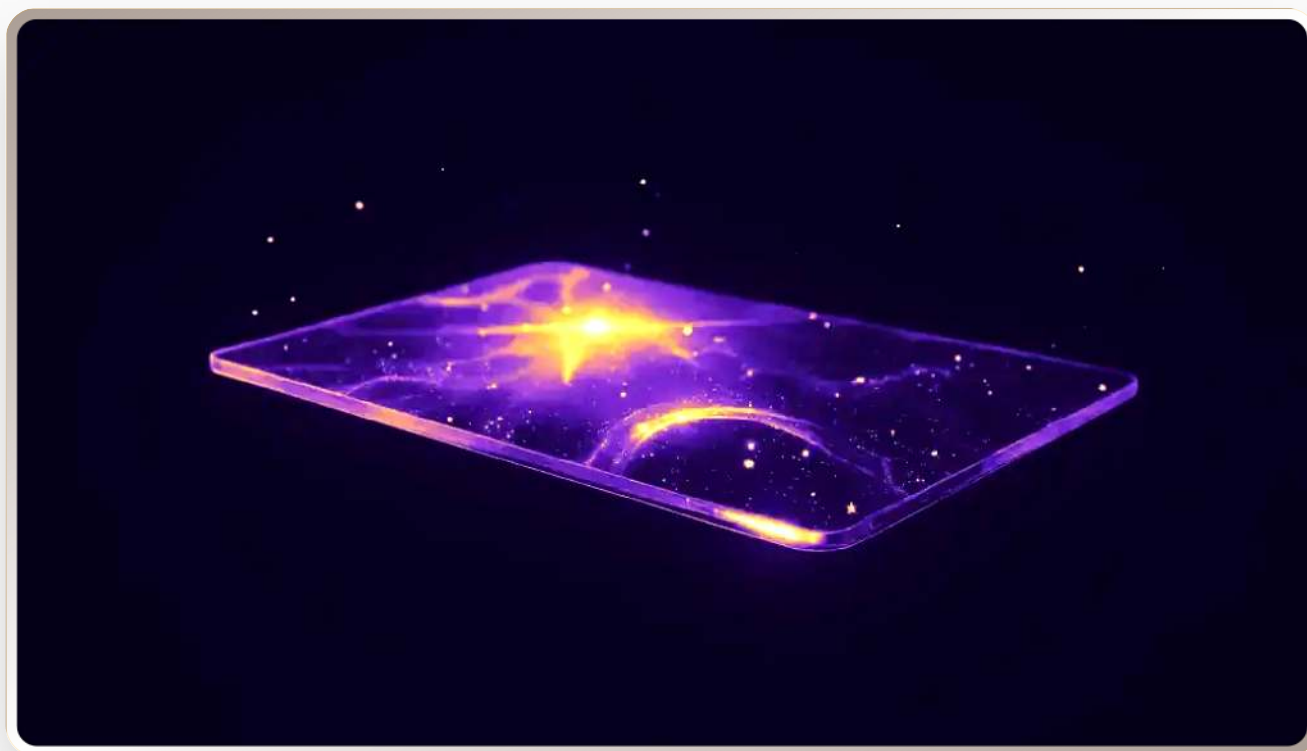


[Meet Elwen AI Studio](#)

Welcome to Elwen AI Studio.

Not a chatbot. A studio you staff. Hire an AI employee, give them a responsibility — “own the weekly blog”, “keep the site healthy”, “watch my competitors” — and they work on a schedule. What they produce lands in your inbox for approval. Behind them sits the studio itself: chat, image, video, music, voice, brand, decks, docs, web apps and research, all on one canvas. One subscription. One bill.



WHAT'S INSIDE THIS BROCHURE

01

Employees you hire

Responsibilities, schedules, and an inbox you approve from.

02

The three modes

Pro builds it. Consensus consults. Research writes it up.

03

Twelve disciplines

Brand, web, mobile, video, music, voice and more.

04

How to use it

Picking a mode and the workflows that chain them.

8 MIN READ

LIVE · ELWEN.AI

2026 · PRODUCT BROCHURE

START ANYWHERE — EVERY SECTION STANDS ALONE.

Don't hire a tool. Hire an employee.

The rest of this brochure is about what the studio can make when you ask it to. This page is about the work you should never have to ask for twice. An employee owns a responsibility, fires on its own schedule, and puts the result in front of you for approval.



STEP 01

Hire

Pick a role — blog & SEO writer, social media manager, webmaster, researcher, watcher — and give them a name. It takes about a minute.



STEP 02

Give them a responsibility

A standing assignment in your words: “own the weekly blog”, “keep the site healthy”, “watch what my competitors ship”.



STEP 03

They work on a schedule

Every Monday, every morning, every fifteen minutes — whatever the job needs. They run whether or not the tab is open.



STEP 04

You approve

Finished work arrives in your inbox as a card: read it, approve it, ask for changes, or skip it. Nothing moves until you say so.

WHAT AN EMPLOYEE ACTUALLY DOES

- ✓ Writes the week's blog post and publishes it to your own site
- ✓ Prepares a week of social posts and the graphics to go with them
- ✓ Watches a topic, a rival or a feed and tells you when it moves
- ✓ Keeps a site you built here healthy and up to date

Employees **prepare and schedule** work. They do not post it. Elwen has no connection to Instagram, LinkedIn, X or any other social platform, so a social media manager hands you a finished pack and you publish it. One job can go out on its own: a blog post to a site you built here and own. That is the only responsibility that skips the inbox, you switch it on when you hire the writer, and it can never reach anywhere but your own site.

🔗 What is an AI Studio?

Not a chatbot. A workspace for getting things done.

A chatbot answers. An AI Studio ships. Elwen runs every creative tool you need behind a single conversation, chains them into real workflows, and is learning to reshape its own interface around the job in front of you.

PILLAR 01

Every discipline, one canvas

Web apps, mobile apps, brand kits, images, video, music, voice, messaging, long-form PDFs, decks, architecture — and Consensus, the mode that answers the hard questions. Twelve disciplines in one conversation, no tab-juggling between half a dozen subscriptions.

PILLAR 02

Workflows, not single prompts

Ask for a launch and Elwen chains research → naming → logo → brand kit → landing page → demo video → music bed → deck. One prompt. A shipped artifact.

PILLAR 03

A UI that builds itself

Coming next: Elwen generates the view you need on the fly. A table of leads. A folder tree. A chart of yesterday's runs. The studio reshapes around your work.

WHAT ONE PROMPT SHIPS

“Launch the brand and the site for my new product.”

- ✓ Brand kit — logo, palette, type, guidelines PDF
- ✓ Hero image and product key art on brand
- ✓ Launch deck and a one-page brief
- ✓ Landing page deployed to a live URL with SSL
- ✓ Demo video scored, narrated, captioned
- ✓ Cold-outreach sequence ready to send

THE CATEGORY

The studio is a new category. Not a chat. Not a tool. A studio.

Today's "AI" means flipping between ten tabs, copying outputs between models, and stitching the results in your head. The studio does the stitching — so you stay in the work.

WHAT THIS IS NOT

- ✗ Not a chatbot you have to babysit between every step.
- ✗ Not a marketplace of separate AI tools you wire together.
- ✗ Not a Frankenstein UI of tabs, sidebars, and disconnected modes.
- ✗ Not a fixed dashboard that looks the same for every user.

WHAT THIS IS

- ✓ One conversation that runs every creative discipline you need.
- ✓ Workflows that chain models — research, design, build, ship.
- ✓ A studio that ships the artifact, not a transcript of options.
- ✓ An interface that reshapes itself around what you're doing.

WHAT THE CHAIN LOOKS LIKE IN CHAT

One prompt · one timeline

The studio doesn't answer. It stitches.

	STEP 01 Research
	STEP 02 Naming
	STEP 03 Logo
	STEP 04 Brand kit
	STEP 05 Landing page
	STEP 06 Demo video
	STEP 07 Launch deck

A chatbot stops at “here's some text.” The studio keeps going — brand kit feeds the website, the website feeds the deck, the deck feeds the launch video. One conversation, one timeline, every artifact deployed and downloadable.

The three modes

Three ways to talk to the studio. **One for every job.**

Most chat apps give you a text box and one model behind it. Elwen gives you three lanes. **Pro** builds the thing and is where everything lands by default. **Consensus** asks several frontier models at once and reconciles them into one answer. **Research** goes away for a quarter of an hour and comes back with a sourced PDF. That is the whole dial — there is no hidden tier above it.



PRO MODE  THE DEFAULT

Ship real things — apps, videos, brands.

Pro is where the studio produces the finished artifact, and it is what every message runs through unless you pick another lane. Ask for a logo and get directions on a white background. Ask for a website and get the codebase built and deployed to a live URL with HTTPS. Ask for a video and get the music-scored clip rendered. Pro is what makes the studio different from every other chat.

- ✓ Best for: logos, brand kits, web apps, decks, documents, images, videos, music
- ✓ Strength: produces the actual deliverable — deployed, downloadable, ready to send
- ✓ One frontier model driving the studio's whole toolbox, not a text reply



CONSENSUS MODE  SIGNATURE MODE

Several frontier AIs at once. One consolidated answer.

Consensus asks your question of several frontier models at the same time — Claude, GPT, Gemini and Grok among them — and runs a live web pass alongside them. A final model reads every response and writes one consolidated answer. You are not reading four tabs and guessing which one to believe; you are reading the reconciled result. It normally takes thirty to sixty seconds, because it genuinely waits for all of them.

- ✓ Best for: questions where one model's confident guess is not good enough
- ✓ Strength: parallel fan-out across rival vendors plus a live web check
- ✓ It reconciles into a single answer — it does not print a model-by-model scoreboard



RESEARCH MODE  LONG FORM

Long-form research, properly sourced.

Research is the long-form report mode you already know from ChatGPT, Claude and Gemini — ten to twenty minutes of multi-source crawling and synthesis, ending in a polished PDF you can hand to a board, a client or an investor. Type the question, walk away, come back to a finished document with its sources listed.

- ✓ Best for: due diligence, market reports, competitive briefs, anything you'd cite
- ✓ Strength: a deep web crawl plus multi-source synthesis, with the sources kept
- ✓ Delivers a PDF, not a chat transcript — expect to wait ten to twenty minutes

ONE HONEST NOTE ABOUT THE CHIP STRIP

Open the studio and the chip strip above the composer shows four: Pro, Consensus, Research and Ultimate. That is three engines, not four — Ultimate is the same Pro builder described above, badged for the most demanding work. Two older labels, Auto and Quick, used to sit there too; they had stopped being separate engines and were running

the Pro builder like everything else, so we took them off the strip rather than keep charging a different name for the same thing. Nothing in this brochure describes a mode you cannot use right now.

🚀 For best results

Pick the mode. **Don't leave it to chance.**

Use Pro mode when you want a thing. Logos, websites, mobile apps, brand kits, decks, documents, videos, songs — anything you would actually ship. Pro dispatches a studio agent, runs the pipeline end-to-end, and hands you the finished artifact.

Use Consensus when you want to know. Due diligence, competitive analysis, "is this actually true" questions. Consensus puts your prompt to several frontier models at once, runs a live web pass beside them, and hands back one reconciled answer instead of four opinions. Give it thirty to sixty seconds — it waits for all of them.

Use Research when you want it written up. The long-form report mode you know from ChatGPT, Claude and Gemini — ten to twenty minutes of crawl and synthesis, ending in a polished PDF with its sources listed.

🚀 **Pro is the default — you do not have to choose.** Type and it builds. Reach for Consensus or Research only when the job is a question rather than a thing, and hire an employee when the job is something you would otherwise have to remember every week.



THREE MODES, THREE OUTPUTS

PRO

A deployed app, a brand kit, a finished video.

CONSENSUS

One answer, several frontier models reconciled.

RESEARCH

A ten-to-twenty-minute crawl ending in a sourced PDF.

THE HONEST RULE OF THUMB

If you want a **thing**, stay in Pro. If you want an **answer**, switch to Consensus. If you want it **written up**, Research.

THE CHEAT SHEET — WHICH MODE FOR WHICH JOB

Pro runs if you don't choose



Ship a thing

→ Pro mode



Cross-check an answer

→ Consensus



Written up, long-form

→ Research



It happens every week

→ Hire an employee for it



A draft or a one-liner

→ Pro — just type



Not sure

→ Start in Pro and switch

PRO TIP

“Pro is the lane that makes things. Consensus and Research are the lanes that find things out. And anything you would have to remember every week belongs to an employee, not to you.”

THE SINGLE RULE THAT GETS YOU THE MOST OUT OF ELWEN

One dial

THREE POSITIONS

One click

FROM THE SIDEBAR

Zero ceremony

SAME CHAT BOX

Right answer

RIGHT LANE

 What Pro mode can hand you

Twelve creative disciplines, **shipped from one chat.**

Each of these is a separate product in the market. Elwen bundles them behind a single conversation, and they cross-reference each other — the brand kit feeds the website, the website feeds the deck, the deck feeds the launch video.

🌟 EXCLUSIVE TO ELWEN

DISCIPLINE 01 OF 12



Consensus mode

Several frontier AIs at once. One consolidated answer. The only AI studio that fans your prompt out to every frontier model and consolidates the answer for you.



Web apps

Deployed to a live URL with SSL.



Mobile apps

A working phone app on a live URL. Not a store build yet.



Brand kits

Logo, palette, type, full guidelines.



Image generation

Photography, art, vector logos.



Video

Image-to-video, scored, narrated.



Music

Original songs with vocals.



Voice

Custom narration for any script.



Email & messaging

Sequences written and ready to send. You press send.



Long-form PDFs

Investor decks, briefs, proposals, reports.



Architecture & construction

Renders, moodboards and real-estate visuals.



Marketing campaigns

Multi-channel content packs, ready to launch.



And the studio keeps learning.

These are today's twelve. New disciplines ship monthly — every project you start gets them for free.

12

CREATIVE DISCIPLINES

1

CONVERSATION, END-TO-END

0

TABS TO JUGGLE

Live

DEPLOYED, NOT PREVIEWED

EXCLUSIVE TO ELWEN

DISCIPLINE 01 OF 12



CONSENSUS MODE

Several AIs. One consolidated answer.

Consensus puts your question to several frontier models in parallel — Claude, GPT, Gemini and Grok among them — and runs a live web search beside them. A final model then reads every response and writes one consolidated reply. It is the difference between one vendor's confident guess and an answer that had to survive contact with its rivals, and it saves you opening four tabs to cross-check the same prompt yourself. Expect thirty to sixty seconds: it waits for every model before it writes.

WHY THIS MATTERS

ChatGPT gives you one model. Claude gives you one model. Gemini gives you one model. Consensus gives you **several at once**, cross-checked against the live web and reconciled into a single answer. No single-vendor chat app can do that, because no single vendor is going to call its rivals for you.

- ✓ Parallel fan-out across rival frontier vendors, not one house model
- ✓ A live web check running alongside the model responses
- ✓ One reconciled reply rather than four answers to referee
- ✓ Typically thirty to sixty seconds — it waits for the slowest arm
- ✓ Not the ten-to-twenty-minute wait of long-form Research

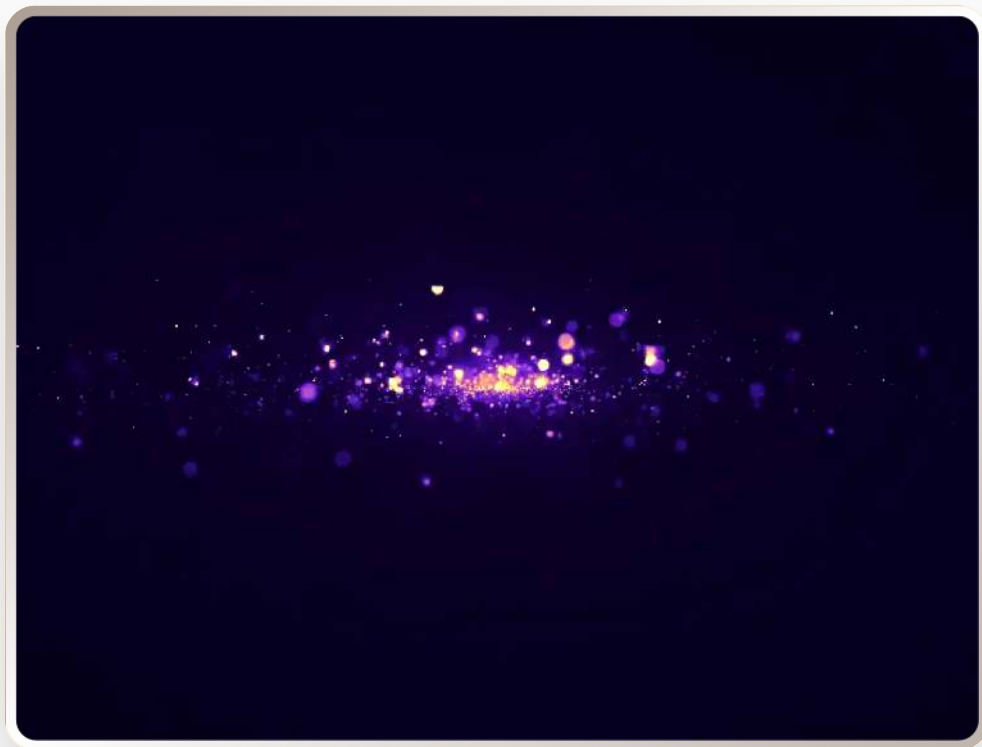




From a sentence to a live URL.

Describe what you want — landing page, dashboard, marketplace, booking system, internal tool — and Elwen writes the full codebase, runs the build, and deploys it to a real domain with SSL. You never touch a terminal, never copy-paste from a sandbox, never wire up your own database. Iterate by chatting and the same site updates in place: change the copy, add a page, swap the colour palette, plug in auth. What ships is a real production app, not a preview link that disappears tomorrow.

- ✓ Full-stack: frontend, API, and database wired together
- ✓ Auto-deployed to a live URL with HTTPS on the first build
- ✓ Auth, forms, payments, and email hooked up on request
- ✓ Iterate by chatting — no rebuild ceremony, no Git knowledge needed
- ✓ Custom domain + handover-ready source code whenever you want it

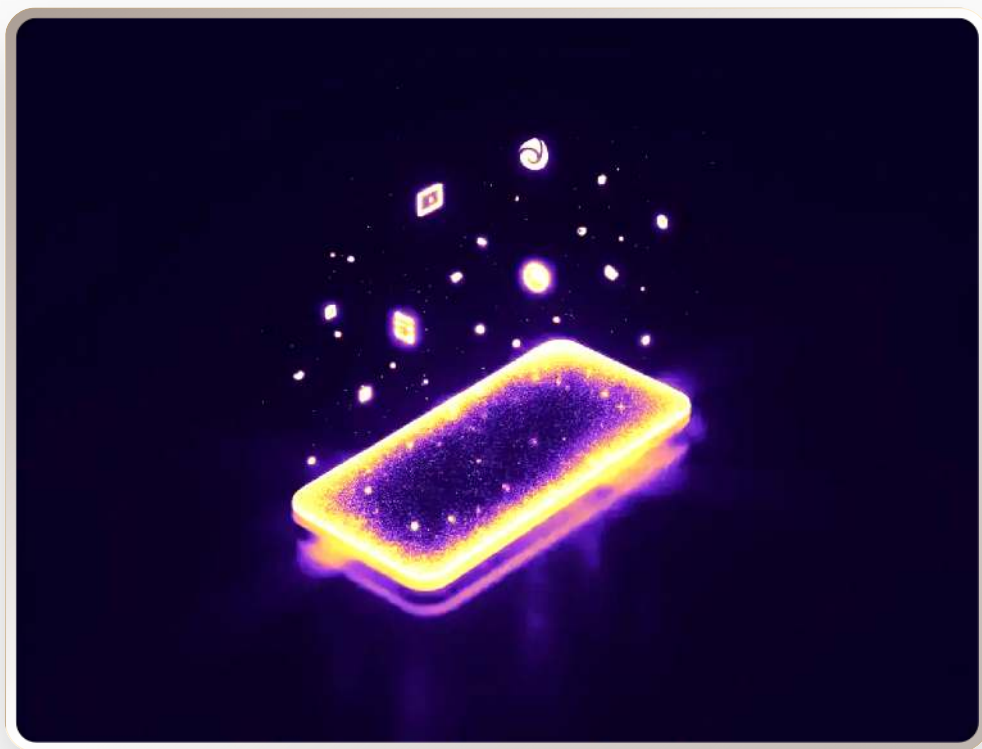




A phone app you can tap through, in one prompt.

Describe the screens, the flows and the behaviour, and Elwen builds a mobile-first app — bottom tab bar, in-app navigation, real seed content — and publishes it to a live URL you can open on any phone. The studio renders it inside a handset frame while you iterate, so you are looking at the real thing at real size rather than a desktop page squeezed down. Be clear about the boundary: this is a web app built for a phone, and Elwen does not yet compile native binaries or submit to the App Store and Play Console. That is on the roadmap, not in the product.

- ✓ Mobile-first build: bottom tab bar, tap navigation, 44px touch targets
- ✓ Published to a live URL and previewed inside a real handset frame
- ✓ Iterate by chatting — new screens and flows land in the same app
- ✓ Installable from the browser; no store review to wait on
- ✓ Not yet: signed native binaries, TestFlight or Play Console submission

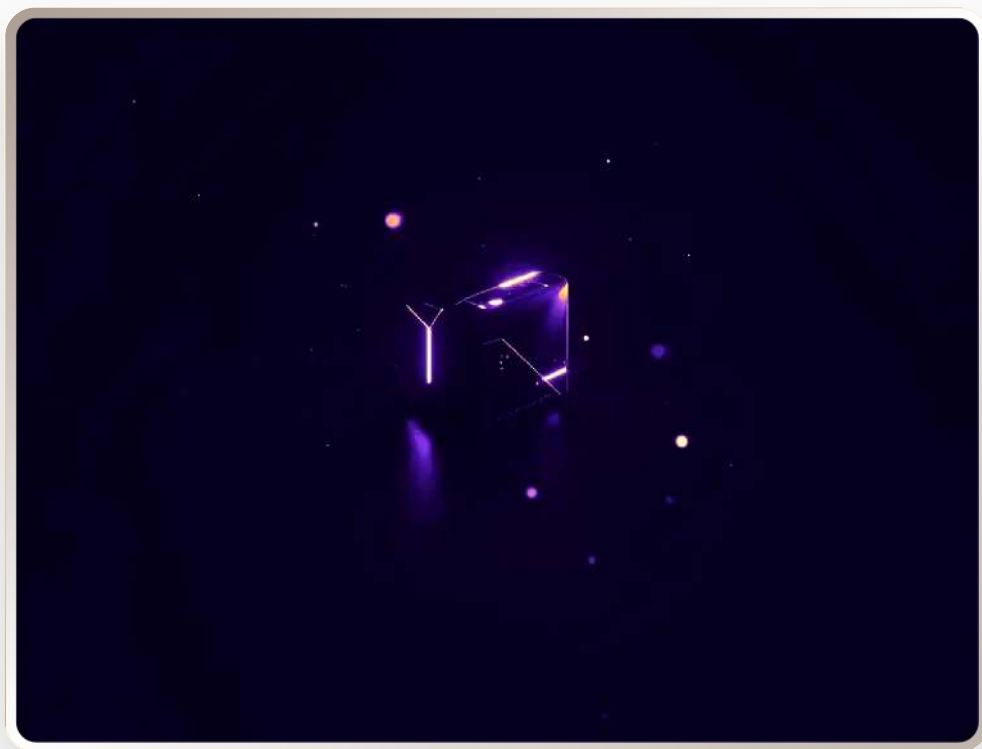




A complete brand system, not just a logo.

Brand mode delivers the full system, not just a logo on a Dribbble background. You get multiple logo directions, a primary and supporting colour palette with hex values, typography pairings ready to install, tone-of-voice rules with do/don't examples, and a guidelines PDF you can hand to a contractor or a freelancer. Elwen presents the directions, takes your feedback, and iterates with you before locking the system in — so the brand you ship feels like a decision you made, not a draw you accepted.

- ✓ Multiple logo directions in vector format, light and dark variants
- ✓ Full colour palette with primary, supporting, and neutral ramps
- ✓ Typography pairings, scales, and ready-to-install font links
- ✓ Voice & tone rules with do/don't examples per channel
- ✓ Polished guidelines PDF + brand asset bundle, ready to share

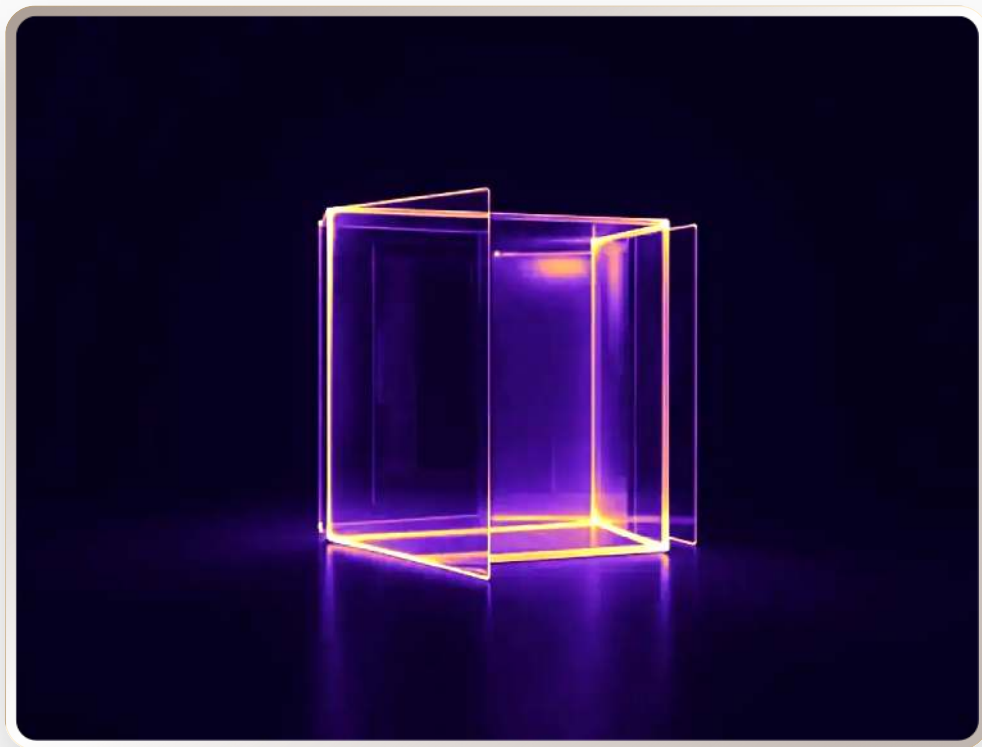




Studio-grade visuals on demand.

Photoreal product shots, painterly art, editorial portraits, vector logos, marketing key art — Elwen picks the right engine behind the scenes and renders it without making you babysit the prompt. Bring your reference photo, your brand colours, your characters, your moodboard, or a previous output you want to refine. Iterate by chatting: "warmer lighting," "crop tighter," "same model, different outfit" — each pass keeps the look consistent so you build a body of work, not a stack of one-offs.

- ✓ Photoreal, illustrative, painterly, and vector styles in one place
- ✓ Character and reference consistency across a whole shoot
- ✓ Brand-locked palette and typography on poster/social variants
- ✓ Background removal, upscale, and aspect-ratio recuts in chat
- ✓ Iterate by chatting — no prompt engineering, no model-switching

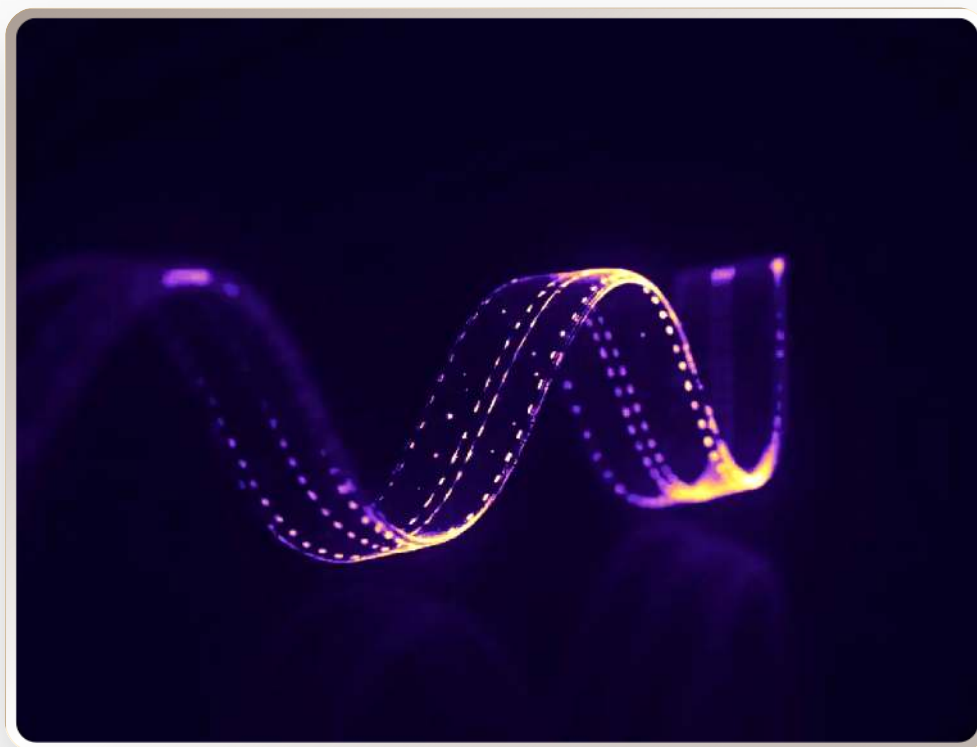




Video that's already cut, scored, and narrated.

Ask for a launch teaser, a product walkthrough, a music video, or a thirty-second ad cut. Elwen storyboards the shots, generates the clips, scores the audio, lays in narration, and renders the final file. You get a polished mp4 ready to upload — not raw stock and a project bin waiting for you to assemble it. Drop in your product photo to start from a real reveal frame, hand over your brand kit so the typography lockup matches, and re-cut any scene by typing.

- ✓ Storyboard, clips, score, narration, and final cut end-to-end
- ✓ Image-to-video reveals starting from your product or brand asset
- ✓ Multiple aspect ratios shipped together (16:9, 9:16, 1:1)
- ✓ Subtitles, captions, and channel-safe pacing per platform
- ✓ Edit by chatting — re-cut a scene, swap the music, change the voice





Original music, written and sung on demand.

Describe a vibe, a genre, a lyrical brief, or a story you want told in three minutes — Elwen writes the lyrics, picks the vocal, arranges the instrumentation, mixes it, and delivers a finished song. Use it for launch teasers, in-store loops, brand anthems, montages, ads, social cuts, or just for the joy of having a session band on tap. Iterate the same way you would with a co-writer: tighten the chorus, lift the second verse, change the genre, swap the singer.

- ✓ Lyrics, vocals, arrangement, and a polished mix end-to-end
- ✓ Pop, hip-hop, rock, electronic, cinematic, jazz, lo-fi — anything
- ✓ Multiple vocal personas: gender, register, accent, vibe
- ✓ Stems exported for serious work + ready-to-post master
- ✓ Iterate by chatting — tighten the chorus, swap the bridge, lift the key

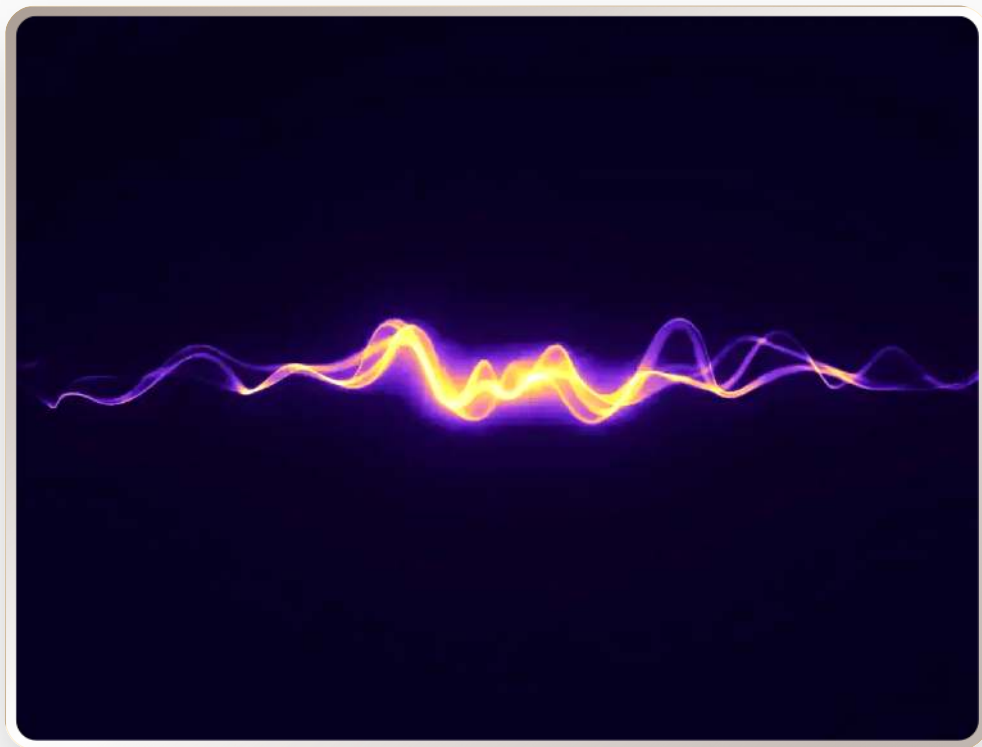




Studio-quality narration in any voice you need.

From a friendly explainer to a cinematic trailer read, from a quick promo to a thirty-minute audiobook, Elwen produces narration that sounds like a human in a treated booth. Paste a script, pick or describe a voice, set the energy, and get a clean WAV or MP3 you can drop straight into a video timeline. Need a different read of one line? Re-roll just that take. Need it in another language? Same voice, same delivery, new language — no re-casting.

- ✓ Wide range of voices, accents, ages, and reading styles
- ✓ Per-line pronunciation, pacing, and emphasis control
- ✓ Multi-language same-voice for international releases
- ✓ Clean, mixable audio out — WAV, MP3, or video-track ready
- ✓ Re-roll a single line without re-recording the whole script

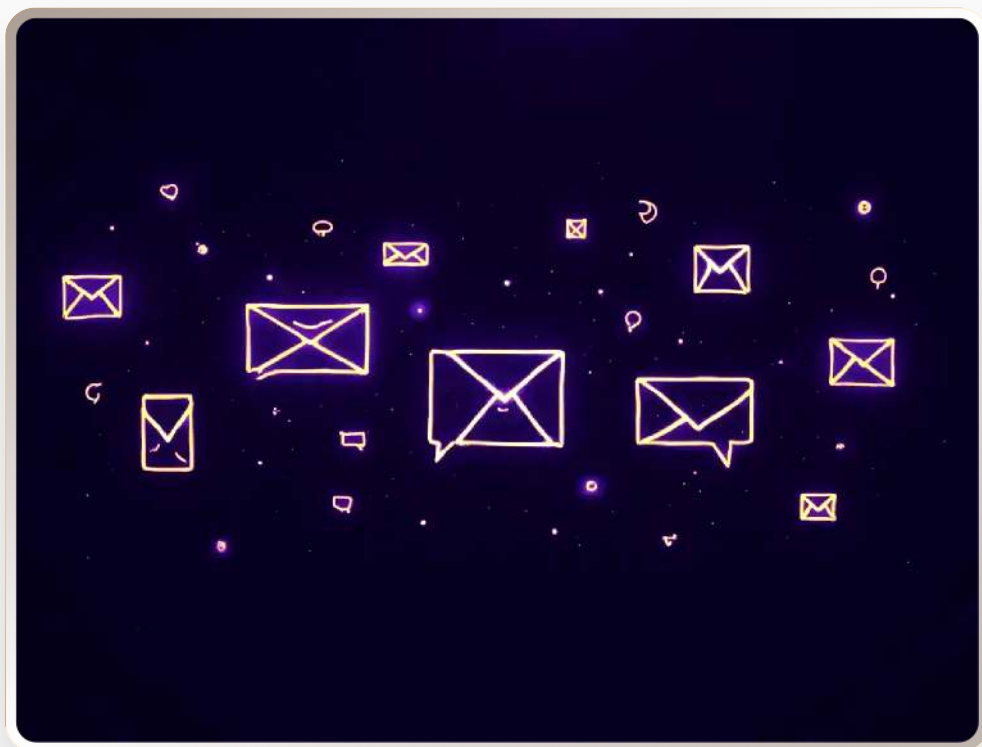




The whole sequence written, ready for you to send.

Cold outreach, customer follow-ups, weekly digests, launch announcements — Elwen writes the whole sequence, tunes each message for its channel, and gives you two openings to A/B test. It reads the inbox you connect, so a follow-up can answer what someone actually wrote back. What it does not do is press send: Elwen has no outbound email, WhatsApp or SMS integration today, so what you get is a finished, personalised sequence you paste into whatever you already send from. Wiring the send is on the roadmap, and it will still ask you first.

- ✓ Full sequences written — cold outreach, follow-ups, digests, launches
- ✓ Tone, length and CTA tuned per channel and per recipient segment
- ✓ Two variants of any subject line or opening, side by side
- ✓ Reads a connected inbox so replies can be answered in context
- ✓ Not yet: sending on your behalf. You copy it into your own sender.





Investor decks, briefs, and reports that read like a person wrote them.

Investor decks, pitch decks, board updates, white papers, proposals, briefs, contracts, sales reports, annual reviews — Elwen writes the long-form narrative, structures the argument, lays out the supporting visuals (charts, callouts, mockups, pull quotes), and exports to PDF, DOCX, Keynote, or PowerPoint. The polish that doesn't scream "AI wrote this." Drop in your numbers, your brand kit, and your audience and watch the same deck shift register for board, customer, or partner. Edit any slide by typing — no template fiddling, no master-slide gymnastics.

- ✓ Investor decks, briefs, proposals, white papers — one chat
- ✓ Charts and tables built from your numbers, not stock screenshots
- ✓ Pull quotes, callouts, and section dividers auto-laid
- ✓ Brand-locked — your colours, your type, your logo on every page
- ✓ PDF, DOCX, Keynote, and PowerPoint exports of the same file

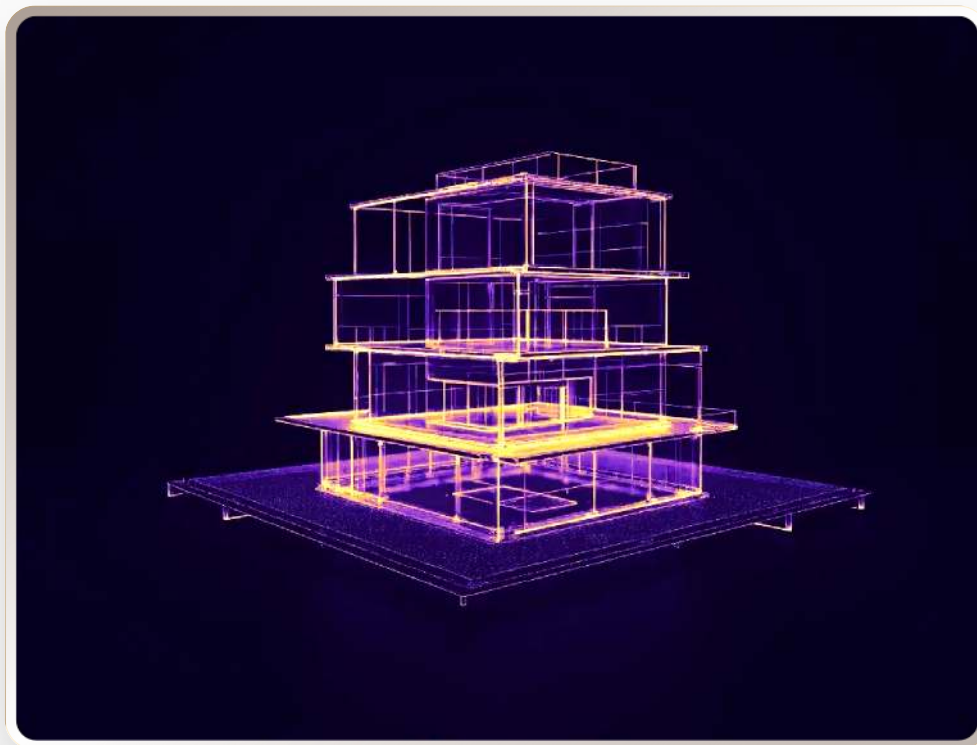




From a sketch to a render the client can sign off on.

Elwen produces architectural renders, interior moodboards, real-estate listing visuals and concept boards for construction and design projects. Describe the brief, upload a sketch or a plan as a reference, name the style, and get a board you can put in front of a client the same hour. Day and night light variants, exterior and interior pairs, before/after staging for empty units — all on the same project so the look stays consistent across the pitch. These are renders, not drawings: Elwen does not yet produce measured floor plans or anything a builder could work from.

- ✓ Exterior and interior renders, day + night variants
- ✓ Concept boards worked up from a sketch or a plan you upload
- ✓ Real-estate listing imagery — staged interiors, twilight exteriors
- ✓ Style-locked across the whole project (Scandi, brutalist, etc.)
- ✓ Not yet: measured floor plans or drawings a builder could use

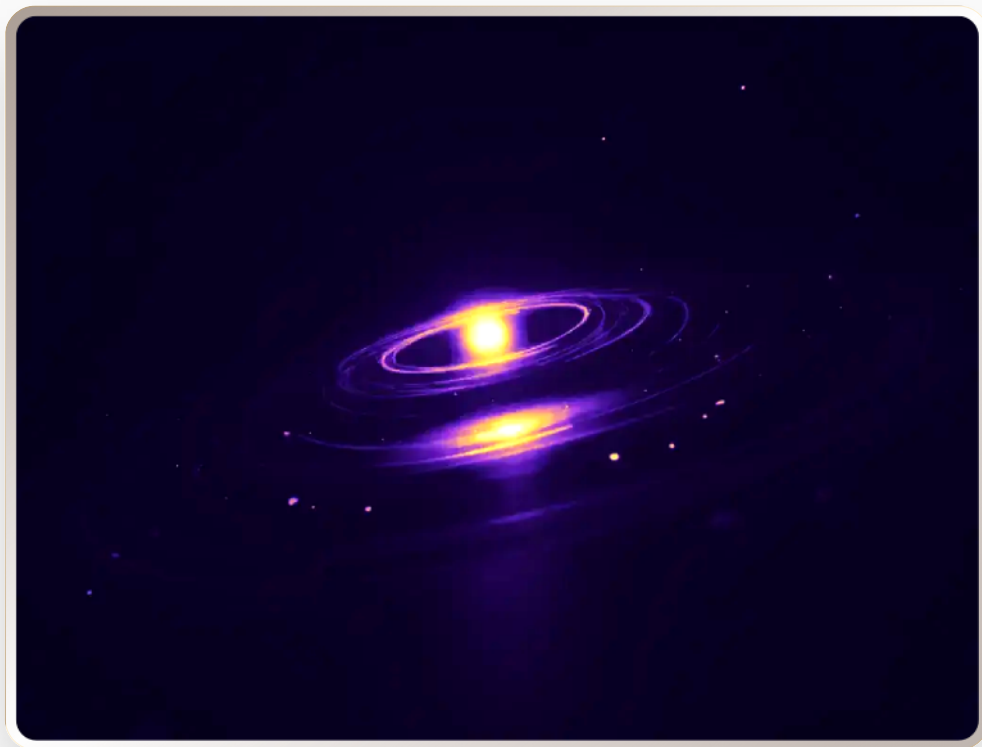




Whole campaigns — copy, visuals, video — in one pass.

Pick a product, a launch date, an audience, and a channel mix. Elwen writes the campaign narrative, generates the social and ad creative in every aspect ratio, cuts the launch video, drafts the email sequence, and hands you a content pack you can schedule on a Monday. The brand kit, the website, the deck, the press copy, and the campaign all reference each other because they were built in the same chat — no asset drift, no "who has the latest logo" thread. Edit any piece by typing and the rest of the pack updates with it.

- ✓ Copy, image, and video assets generated in one pass
- ✓ Channel-aware sizing — social, display, email, in-store
- ✓ Email sequence + ad cadence drafted alongside the creative
- ✓ Locked to your brand kit so every piece feels like one campaign
- ✓ Schedule-ready bundle — drop straight into your scheduler of choice



 Coming next · Dynamic UI

Your studio will build its own interface for you.

Tomorrow, the studio doesn't just answer — it renders the right view for the job. Tables, charts, folders, kanbans, dashboards, side-panels — generated on demand and remembered for next time. Every user sees a UI tailored to their work, not a one-size-fits-all dashboard.

YOU ASK

"Show me yesterday's leads as a table with hot tags."

STUDIO RENDERS

A live table appears with rows, columns, filter chips.

YOU ASK

"Plot my campaign spend by channel for the last 14 days."

STUDIO RENDERS

A chart panel slides in — stacked bars, hover values, legend.

YOU ASK

"Open a folder view of my last three brand kits."

STUDIO RENDERS

A tree appears in the side panel. Click any file to preview.

YOU ASK

"Show me a kanban of the open tasks from this thread."

STUDIO RENDERS

Columns render with cards you can drag between states.

YOU ASK

"Pin a live render preview of the landing page on the right."

STUDIO RENDERS

A pinned panel with the deployed site, refreshing on each edit.

YOU ASK

“Build me a dashboard of this week's revenue, signups, churn.”

STUDIO RENDERS

Three KPI tiles + a trend chart, sourced from your connected data.

YOU ASK

“Lay out my brand kit as side-by-side logo, palette and type cards.”

STUDIO RENDERS

A three-pane gallery renders — pick a tile to enter edit mode.

YOU ASK

“Map my customer interviews to themes I can drag around.”

STUDIO RENDERS

An affinity board appears with sticky-note clusters you arrange.

YOU ASK

“Show me a calendar of the launch — meetings, drops, posts.”

STUDIO RENDERS

A month grid renders, color-coded by track, draggable per item.

WHY THIS MATTERS

The dashboard is dead. Long live the view that fits the work.

Every other tool ships a fixed dashboard and asks you to bend your work around it. The studio bends the interface around the work — and remembers what worked, so the next conversation starts in the right view.

On demand

GENERATED PER REQUEST

Remembered

PINNED FOR NEXT TIME

Per-user

NOT ONE-SIZE-FITS-ALL

Editable

DRAW, PIN, DISMISS

Your studio keeps working **while you sleep.**

Shipping the first version is the start. Give an employee a standing responsibility and it keeps running after you close the tab — on a schedule you set, with the work waiting for your approval when you get back. Nothing happens on its own that you did not hire someone to do.



STEP 01

You hand the job to an employee.

A standing responsibility in your own words — watch this site, write that post, keep an eye on this competitor — and the cadence you want it on.



STEP 02

It fires on its own schedule.

Server-side, on a cron, whether or not you have the tab open. Each run is a real turn through the same studio you use by hand, so it has the same tools you do.



STEP 03

You wake up to something waiting on you.

The result is staged, not shipped: an inbox card with what they produced. Approve it, ask for changes, or skip it. The one job that publishes itself is your own blog, and only if you turned that on.

HOW YOU FIND OUT

Three channels. You pick which ones wake you, and when.

Quiet hours are honoured. Important changes land in every channel. Routine polish stays in the inbox so it's there when you check, never noisy.



Studio Inbox

Every deliverable lands inside your studio as a card you can read in full before you decide anything.



Daily digest

A morning summary of what your employees did, plus a per-employee report on Mondays. Silent on days when nothing ran.



Push pings

Opt-in browser and mobile notifications the moment something needs you. Tap to jump straight to the card.

Some of the most valuable creative work happens between the moment you press send and the moment you next check in. Elwen is built to use that window.

 **12**
disciplines

 **1**
studio

 **Elwen**
All your AI tools, combined into one.

[elwen.ai](#)

Product brochure · prepared 2026

 **3**
modes

 **Live**
elwen.ai