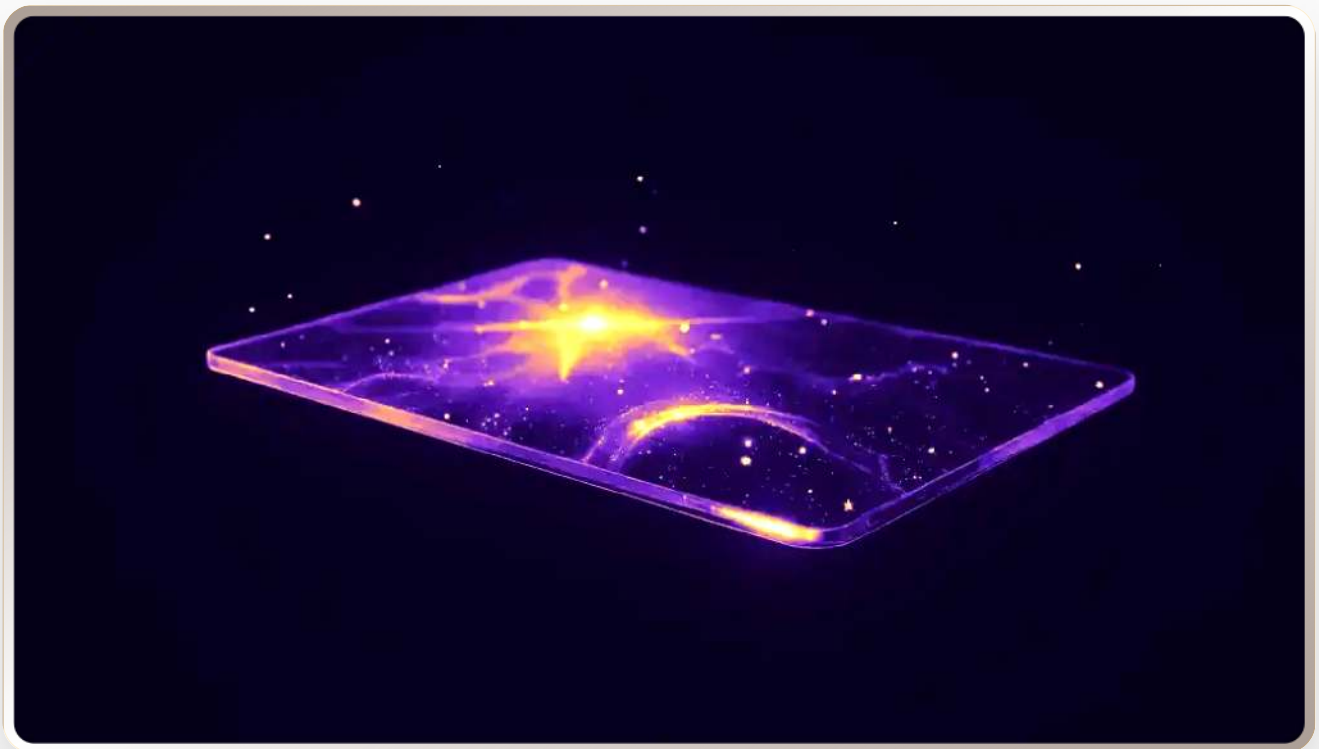


 The category nobody is shipping yet

One chat. **A live product** on the other side.

Elwen is the AI studio you staff. Every other product hands you a draft. Elwen hands you the finished artifact — a deployed web app, a music-scored video, a branded deck, a sourced research dossier — and then lets you hire an employee to own that job on a schedule, with every deliverable routed through your approval.



WHAT'S INSIDE THIS BRIEF

01

The studio thesis

Why an AI studio is the next category.

02

Employees

Hired roles that own a job on a schedule.

03

The three modes

Pro builds. Consensus consults. Research writes it up.

04

How we win

Twelve disciplines combined. One bill. One chat.

 What is an AI Studio?

Not a chatbot. A studio 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. One subscription. One bill. One studio.

PILLAR 02

Workflows, not single prompts

Ask for a launch and the studio 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: the studio generates the view you need on the fly. A table of leads. A folder tree. A chart of yesterday's runs. The interface reshapes around your work.

WHAT ONE PROMPT SHIPS

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

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

THE CATEGORY

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.

THE CATEGORY, IN ONE LINE

Every other AI sells you a smart text box. Elwen sells you a studio — one conversation that runs the whole creative stack and hands you finished work, not options.

12

DISCIPLINES

1

CONVERSATION

0

HANDOFFS

TODAY

You juggle ten tools

Tabs for chat, image, video, music, deck, copy. Outputs that don't know about each other.

TOMORROW

One studio runs all of it

One chat. Brand, site, deck, video — all aware of each other, all shipped to live URLs.

THE WEDGE

You staff it, then you approve it

Hired employees own a job on a schedule. Their output lands in an approval inbox, not straight into the world.

Don't hire a tool. Hire an employee.

A prompt is a transaction. An employee is a relationship. The studio now lets a customer hire a role, hand it a standing responsibility, and let it work on a schedule — which turns a session-based tool into something with a reason to still be there on Monday.



STEP 01

Hire

Pick a role from the roster — blog & SEO writer, social media manager, webmaster, researcher, watcher — and name them.



STEP 02

Give them a responsibility

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



STEP 03

They run on a schedule

Every Monday, every morning, every fifteen minutes. Server-side cron, not a browser tab that has to stay open.



STEP 04

You approve

Work lands in an inbox as a card: approve, request changes, or skip. The only thing that skips it is a blog post to the customer's own site.

WHY IT MATTERS COMMERCIALLY

Every chat app on the market is bought per session and churns the week a customer gets busy. An employee with a responsibility produces something every Monday whether or not anyone opened the app — and the approval inbox is a reason to come back that a chat transcript never gives you.

THE BOUNDARY, STATED PLAINLY

Employees prepare and schedule work; they do not post it. There is no integration with Instagram, LinkedIn, X or any other social platform today, so a social media manager hands over a finished pack for a human to publish. One responsibility skips the inbox — a blog post to a site the customer built here and owns

— and it is switched on at hire time and can reach nowhere else.

 The three modes

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

Other apps give you a text box and one model. Elwen gives you three lanes. Pro ships the artifact and is the default. Consensus — our signature — puts the question to several frontier vendors at once and reconciles them into one answer. Research writes the long-form, sourced dossier. We cut the lanes that were only different in name; what is left is what actually runs.



PRO  THE DEFAULT

Ship real things — apps, videos, brands.

Produces the finished artifact — deployed, downloadable, ready to send. This is where every message lands unless you choose otherwise.



CONSENSUS  SIGNATURE MODE

Several frontier AIs at once. One consolidated answer.

Fans your question across Claude, GPT, Gemini and Grok in parallel with a live web pass, then has a final model write one reconciled reply. Thirty to sixty seconds — it waits for all of them.



RESEARCH

Long-form research, properly sourced.

The ten-to-twenty-minute crawl and synthesis you know from ChatGPT, Claude and Gemini — delivered as a polished PDF with its sources listed.

HOW USERS PICK A MODE



Pro

by default — and whenever the answer is an artifact to ship.



Consensus

when one vendor's confident guess is not good enough.



Research

when you want the long-form, sourced PDF dossier.

THE DIAL IN ONE SENTENCE

Every other consumer AI sells you one model and one mode. Elwen sells you three lanes in one chat — and a payroll of employees who use them for you while you are not looking.

DEFAULT

Pro runs

No setting to learn before you start.

OVERRIDE

One tap

Consensus or Research when the job is a question.

🔥 EXCLUSIVE TO ELWEN

SIGNATURE MODE



CONSENSUS MODE

Several AIs. One consolidated answer.

Consensus is the mode a single-vendor chat app structurally cannot ship: it puts your question to Claude, GPT, Gemini and Grok at the same time, runs a live web pass beside them, and has a final model read every response and write one reconciled reply. You get the answer that survived contact with the competition instead of one house model's confident guess.

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 incumbent can copy it without calling its own rivals on your behalf. That is the moat.

- ✓ Parallel fan-out across rival frontier vendors, not one house model
- ✓ A live web check running alongside the model responses
- ✓ A final synthesis pass that reconciles them into one reply
- ✓ Typically thirty to sixty seconds — it waits for the slowest arm
- ✓ Not the ten-to-twenty-minute wait of long-form Research



 The bottom line

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

Every other product asks you to pick a lane: text, code, images, video, music, decks. Elwen makes them one workflow. Ask for a brand kit and a website and a launch video — get all three, shipped, in one chat.



One context, every discipline

Brand decisions made in chat one carry into the video, the deck, and the website automatically.



One subscription, every model

Frontier text, image, video, music and voice models live under one bill, one workspace, one chat history.



One chat, real shipped outputs

Not drafts and ideas — live URLs, downloadable decks, playable videos, a phone app on a live URL.

REPLACES IN ONE SUBSCRIPTION

Frontier chatbots

Image generators

Video models

Music engines

Voice synths

Brand & logo tools

Design suites

Deck builders

Doc & report writers

Web app builders

Mobile app builders

Research assistants

+ the next ten

ONE PROMPT

"Launch the brand and the site for my new product."

ONE CHAT SHIPS

Brand kit · landing page on a live URL · key art · scored video · launch deck · outreach sequence.

12

DISCIPLINES

3

MODES

1

STUDIO

WHAT IT REPLACES, IN PLAIN ENGLISH

The ChatGPT subscription. The Midjourney subscription. The Runway subscription. The Suno subscription. The Canva subscription. The Framer subscription. **One bill replaces all of them.**

AVG USER TODAY

7+ AI tools

Different logins, different bills, broken handoffs.

AVG USER ON ELWEN

1 chat

One login, one bill, every artifact in context.

THE WEDGE — WHAT ONE CHAT REPLACES



Instead of ten tabs

One conversation that runs research, design, build and ship without the copy-paste.



Instead of ten bills

One subscription covering frontier text, image, video, music and voice models.



Instead of drafts

Real shipped outputs — live URLs, downloadable decks, playable videos, a phone app on a live URL.

What the studio ships out of the box **vs the rest of the chat.**

Default UI, paying-tier user. No third-party plugins, no clicking through to another product. Checked against current public documentation, 2026.

EXCLUSIVE TO ELWEN				
<div> <div> </div> Consensus mode — several rival frontier AIs in parallel, reconciled into one answer </div> <div>Our signature selling point — a single-vendor chat cannot ship it.</div>	ELWEN	CHATGPT	CLAUDE	GEMINI
				GROK
<div> <div> </div> Research — long-form, sourced, PDF report </div> <div>ELWEN</div>	CHATGPT	CLAUDE	GEMINI	GROK
<div> <div> </div> Pro mode — multi-file web app codebase </div> <div>ELWEN</div>	CHATGPT	CLAUDE	GEMINI	GROK
<div> <div> </div> Deploy to live URL + domain + SSL </div> <div>ELWEN</div>	CHATGPT	CLAUDE	GEMINI	GROK
<div> <div> </div> Mobile-first app built and published to a live URL </div> <div>A phone app on a URL. Signed store binaries are roadmap, not shipped.</div>	ELWEN	CHATGPT	CLAUDE	GEMINI
				GROK

 EXCLUSIVE TO ELWEN



Hired employees that own a job on a schedule, with an approval inbox
Work that repeats belongs to someone, and it routes through an approval inbox.

ELWEN

×

CHATGPT

×

CLAUDE

×

GEMINI

×

GROK



Image generation

ELWEN

✓

CHATGPT

×

CLAUDE

✓

GEMINI

✓

GROK



Video generation

ELWEN

×

CHATGPT

×

CLAUDE

✓

GEMINI

✓

GROK



Music & scoring

ELWEN

×

CHATGPT

×

CLAUDE

✓

GEMINI

×

GROK



Custom-voice narration

ELWEN

×

CHATGPT

×

CLAUDE

×

GEMINI

×

GROK



Polished PDFs: investor decks, briefs, proposals

ELWEN

—

CHATGPT

×

CLAUDE

—

GEMINI

×

GROK



Full brand kit (logo · palette · type)

ELWEN

<div><div>×</div><div>CHATGPT</div></div>	<div><div>×</div><div>CLAUDE</div></div>	<div><div>×</div><div>GEMINI</div></div>	<div><div>×</div><div>GROK</div></div>
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Outbound send on your behalf — email · WhatsApp · SMS

ELWEN

SOON

<div><div>×</div><div>CHATGPT</div></div>	<div><div>×</div><div>CLAUDE</div></div>	<div><div>×</div><div>GEMINI</div></div>	<div><div>×</div><div>GROK</div></div>
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Architectural / floor plans on demand

ELWEN

SOON

<div><div>×</div><div>CHATGPT</div></div>	<div><div>×</div><div>CLAUDE</div></div>	<div><div>×</div><div>GEMINI</div></div>	<div><div>×</div><div>GROK</div></div>
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✓

Built-in

—

Limited

×

No

SOON

Roadmap

 Where we go from here

One studio. One subscription. One twelve-month sprint.

Elwen is live today at elwen.ai with three modes, twelve disciplines and a roster you can hire from. The next year is about making the studio the obvious default for anyone who used to keep ten AI tabs open — and the obvious place to put the work that repeats.



What we're raising for

Inference compute, design hires, and the publishing rails that let an employee's work reach the world.



How we win the wedge

Consensus is the only consumer chat that queries rival frontier vendors in parallel and hands back one reconciled answer.



What ships in the next twelve weeks

Real publishing rails for employees, a native mobile builder, and the brand-kit-to-website autochain.

THE TWELVE-WEEK SHIP PLAN

WEEKS 1-4

Brand-kit-to-website autochain

Pro mode lands real launches end-to-end — brand kit, logo, landing page, hero art, deck, all from one prompt.

WEEKS 5-8

Native mobile builder

Pro emits deployable iOS and Android artifacts — same conversation flow as web builds. Today it publishes a phone-shaped web app, not a store binary.

WEEKS 9-12

Publishing rails, public launch

Employees get real channels to publish into, so an approved pack goes out with one tap instead of a copy-paste. Approval stays the gate.

 **12**
disciplines

 **3**
modes

 **1**
studio

 **Live**
elwen.ai

TRY IT BEFORE YOU FINISH READING

Open one chat. Watch a brand, a site, a deck and a video ship from a single prompt.

Live today at elwen.ai — Pro ships it, Consensus cross-checks it, Research writes it up, and an employee can own it from next week on. No card needed to look around.

 **elwen.ai**
Open the studio

 **elwen.ai/app**
The feedback button reaches the team directly

 **Elwen**
The AI studio you staff, and approve.

elwen.ai

Partnership Prospectus · prepared 2026