NORVANE | on LastStop OS · a fictional brand

PILLAR · THE MEDIA

Growth Engine

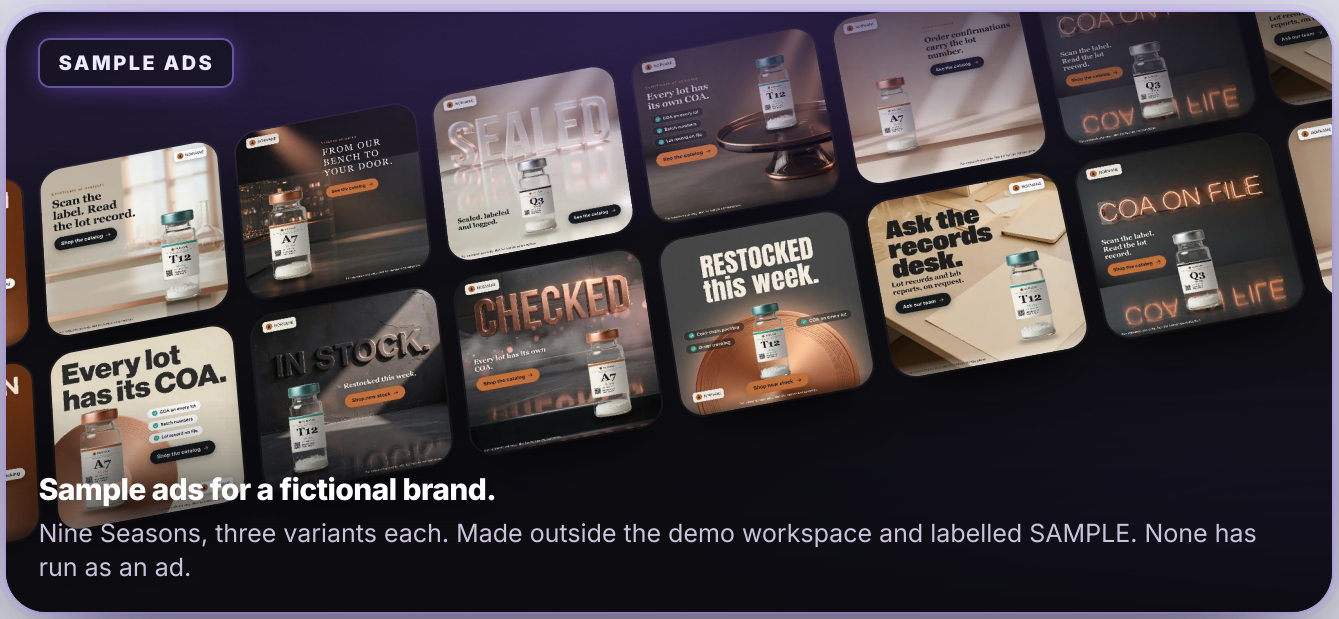
Brand kit in, finished research-use ads out, every line checked.

- Brand Absorber reads the store's site into a brand kit; Style Absorber borrows a look without the identity.
- Ad Studio builds finished ads for 31 research-use purposes in 7 formats, in the store's locked Seasons.
- Outreach bots draft cart recovery, back-in-stock, win-back and first-touch messages. Nothing sends without a person.
- The research-use rules run on every ad before a person sees it.

Brand kit in · Ads in 7 formats out · Research-use line on every ad

AD STUDIO AND BRAND ABSORBER LIVE · SEASONS IN A PREVIEW BUILD · AI · brand absorber · AI · image ad maker · Research-use check

12 Brand Absorber · 13 Style Absorber · 14 Ad Studio, research-use mode · 15 Seasons · 16 What the Seasons look like · 17 Asset Library



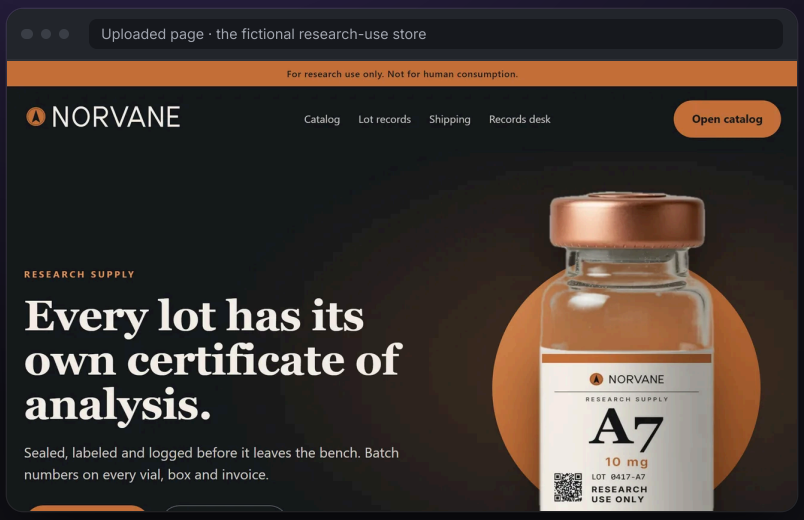
Sample ads for a fictional brand.

Nine Seasons, three variants each. Made outside the demo workspace and labelled SAMPLE. None has run as an ad.

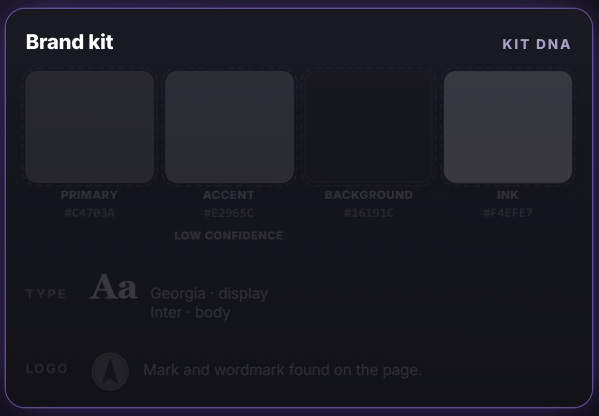
1 Read the page · 2 Keep the kit DNA · 3 Ads in that kit

Replay

THE PAGE IT READ



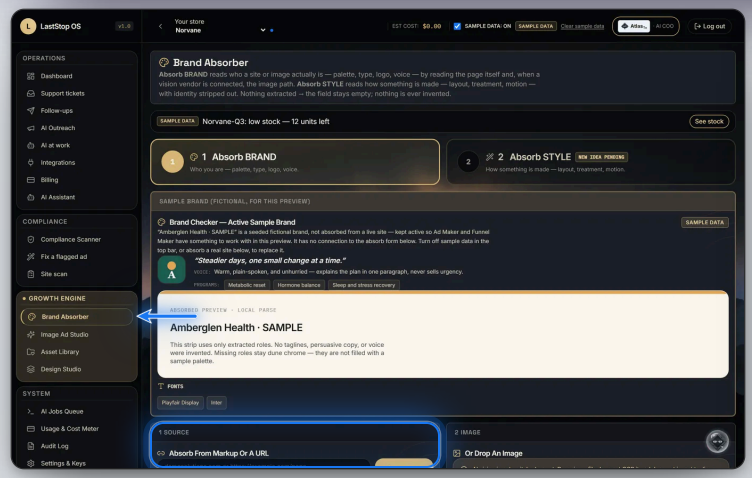
THE BRAND KIT

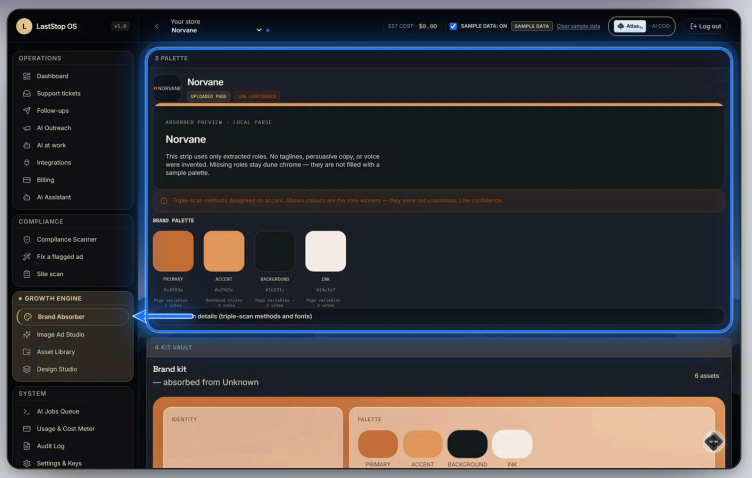


SAMPLE ADS IN THAT KIT

SAMPLE ADS

Built from the real run shown below: the store page Brand Absorber read, the colors it returned (it flagged the accent as low confidence), and Season samples for the same fictional brand. The sweep and the flying chips are this page's animation.





12 GROWTH ENGINE

Brand Absorber

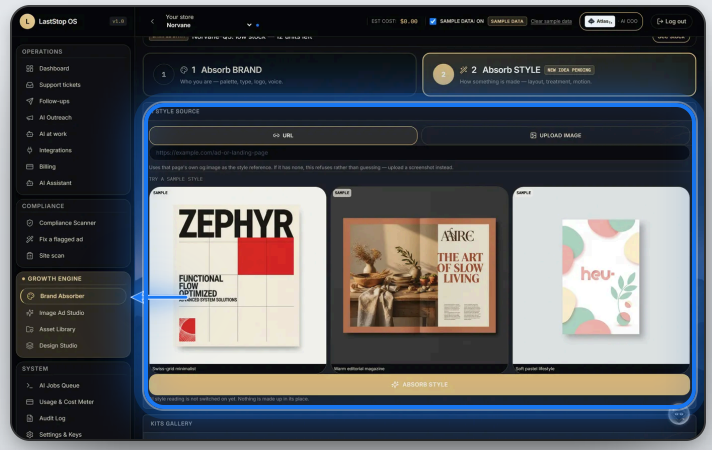
BRAND DESIGNER −0.5 FTE $2,600/mo

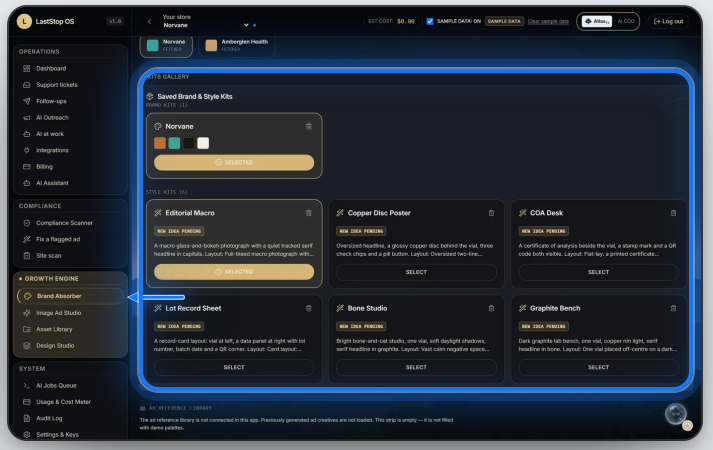
→ Reads the live site · Palette, fonts, logo · You approve the kit

LIVE IN PRODUCT · ✦ AI vision + page read

- Reads a site's palette, fonts and logo into the brand kit. An HTML upload works too.
- The kit also holds the store's product photos and its pre-approved messages.
- A person reviews and edits the kit before it is used.

Paste the store's address. Get the brand kit: colors, fonts, logo.





13 GROWTH ENGINE

Style Absorber

Screenshot or page in · **Style kit out** · **No logos, names or colors carried over**

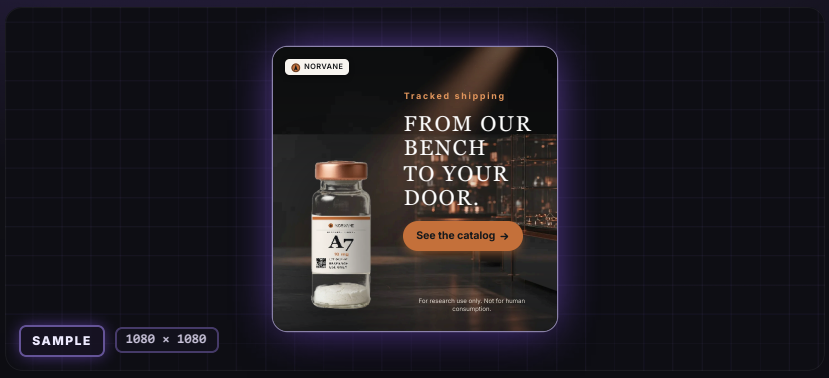
BUILT · LABELLED "NEW IDEA PENDING" IN THE PRODUCT

AI vision · style extraction

Identity-leak refusal

- Rebranded? New style? Want to test a look, or learn from one that's working for someone else?
- Upload a screenshot or give a page address. It extracts a style kit: layout, composition, type treatment, color treatment, photography, motion and copy approach.
- It never carries identity: no logos, company or product names, copy text or exact color values. A check refuses any kit that leaks a hex color code.
- If the page has no preview image, it fails honestly instead of guessing.

Borrow the look. Never the brand.



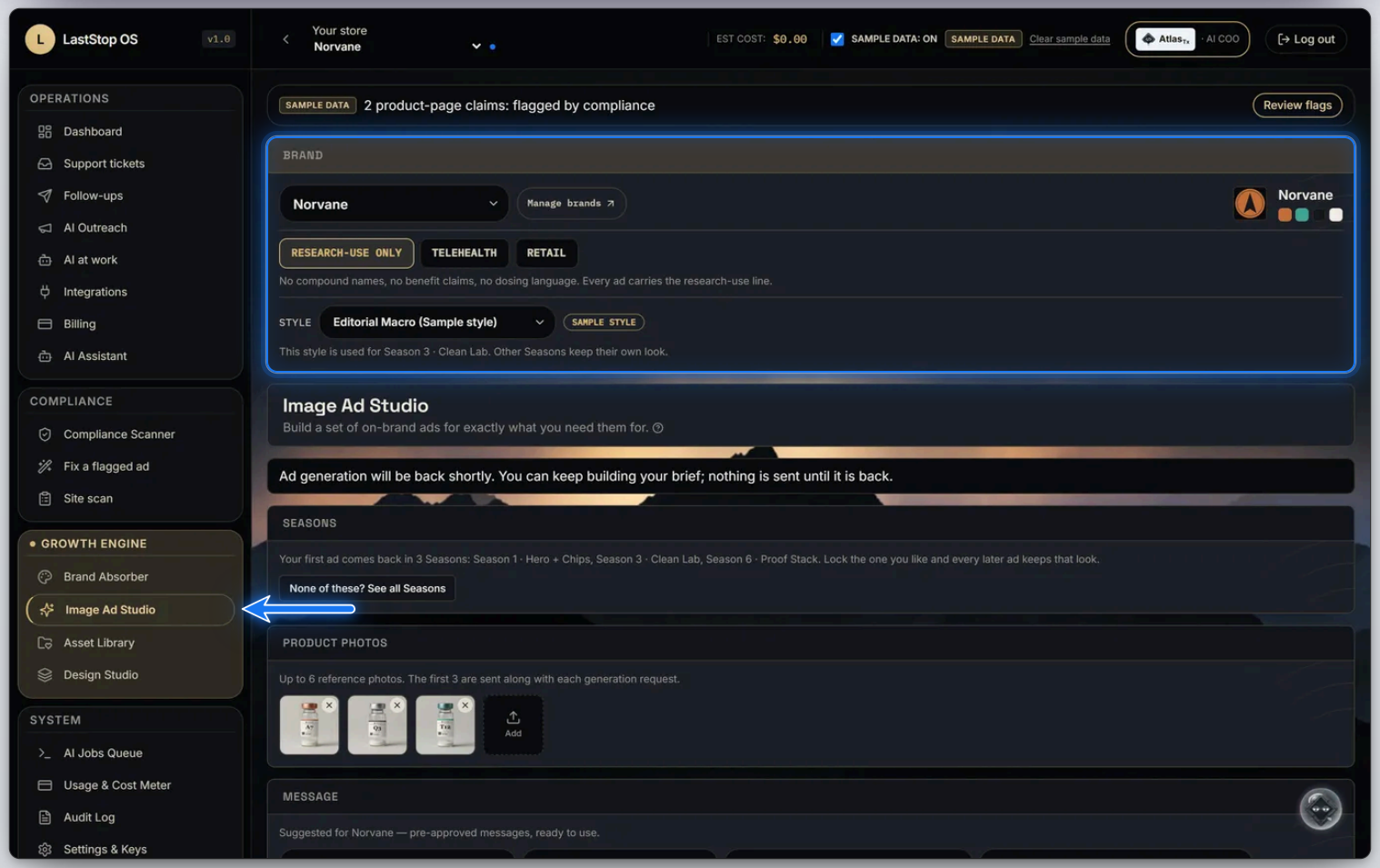
EVERY SIZE

One ad. Every size.

The same Season re-frames for each placement. The vial photo, the words, the button and the research-use line are placed by code, so they stay exact at every size.

Feed 1:1	1080 × 1080
Feed 4:5	1080 × 1350
Stories and Reels 9:16	1080 × 1920
Display 16:9	1920 × 1080

Sample. The scene is the real Season 4 plate and the vial is the kit photo; the layout is set live in this page. Four of the seven formats.



14 GROWTH ENGINE

Ad Studio, research-use mode

→ 31 purposes × 7 formats | Up to 6 product photos | Code sets the required lines

LIVE IN DEMO | AI · image ad maker | Research-use check

AD DESIGNER −0.5 FTE $2,600/mo

COPYWRITER −0.5 FTE $3,200/mo

- Formats: feed 1:1, feed 4:5, Stories and Reels 9:16, display 16:9, email header, web hero, product card.
- Copy comes from the store's pre-approved messages, for example "Every lot has its own certificate of analysis."
- Every ad carries "For research use only. Not for human consumption.", set by code.
- The rules block compound names and codes, benefit words, and dosing or human-use words on every ad.
- The image model never draws the logo, the call to action or the research-use line.

31 research-use purposes, 7 formats, and the research-use line on every ad.



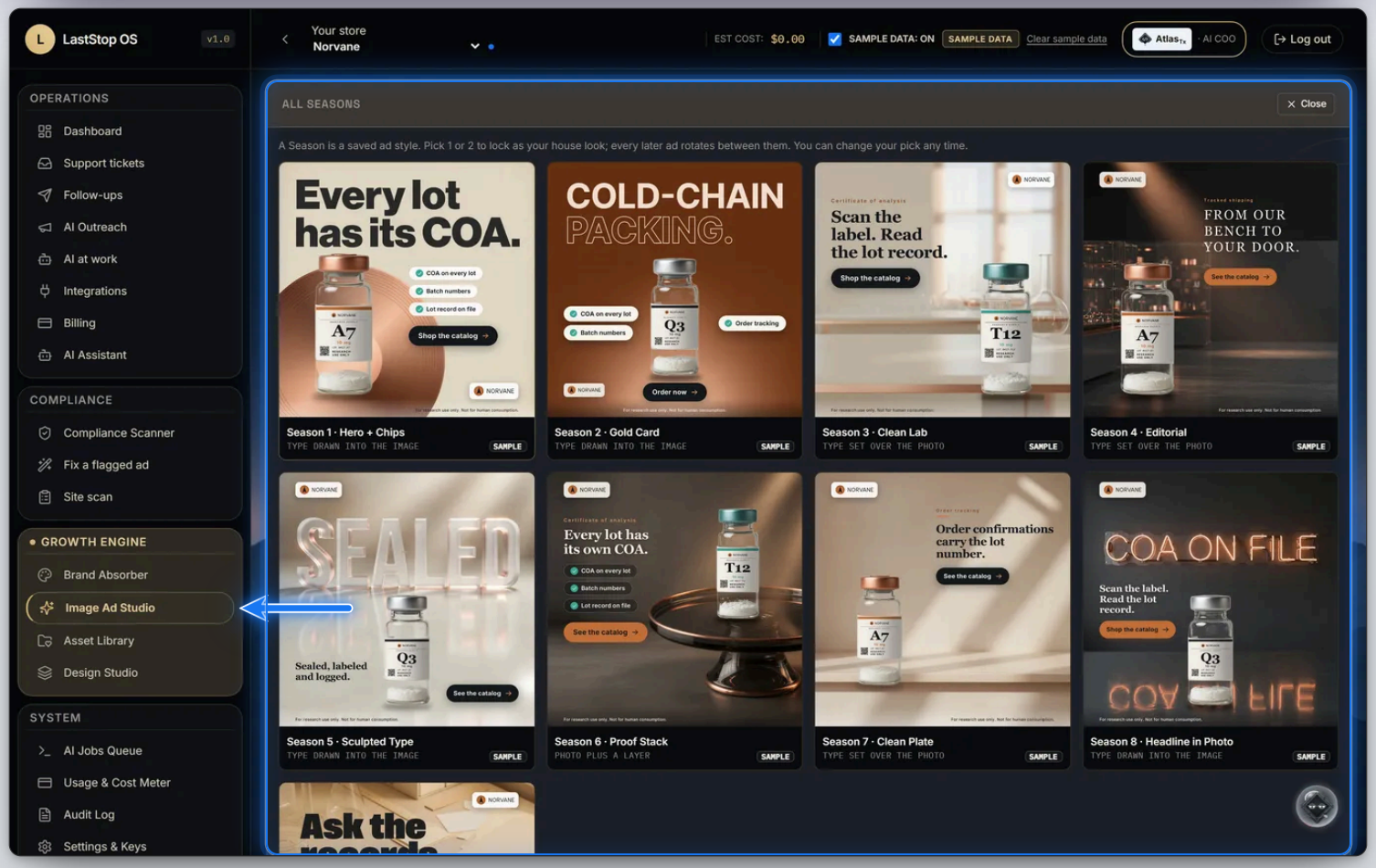
SEASONS

One brand. Nine Seasons.

A Season is a saved ad style. **Pick one or two Seasons; every later ad follows them.**

1	**Hero + Chips** Type drawn into the image	2	**Gold Card** Type drawn into the image
3	**Clean Lab** Type set over the photo	4	**Editorial** Type set over the photo
5	**Sculpted Type** Type drawn into the image	6	**Proof Stack** Photo plus a layer
7	**Clean Plate** Type set over the photo	8	**Headline in Photo** Type drawn into the image
9	**Compliant Redraw** Type drawn into the image		

Season 1 · Hero + Chips
One sample ad per Season, for the fictional brand. Labelled SAMPLE; none has run.



15 GROWTH ENGINE

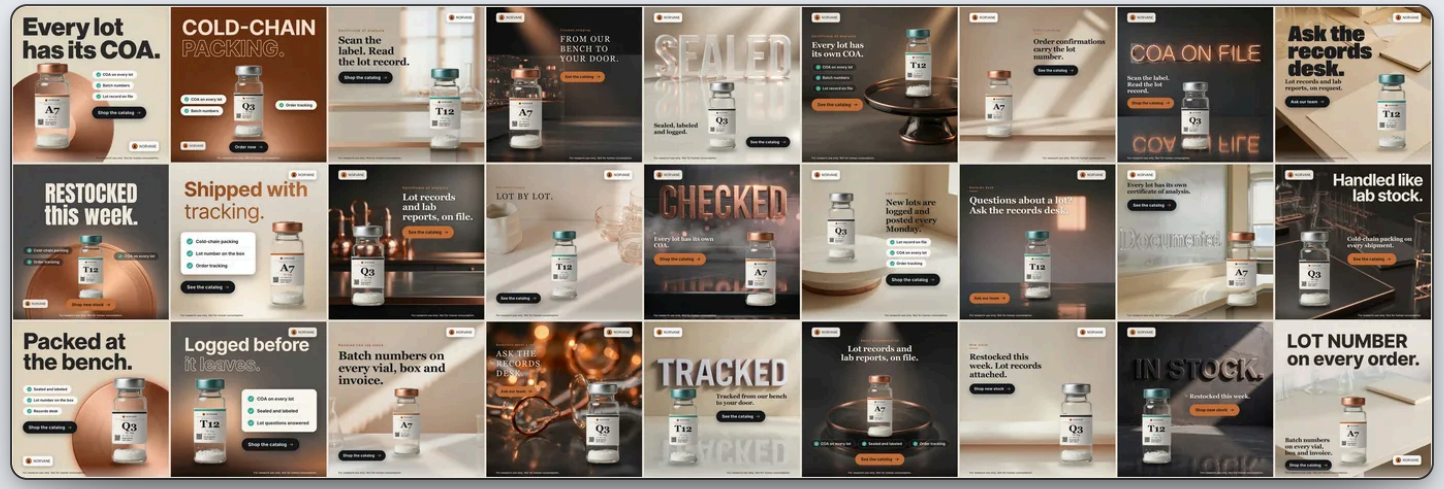
Seasons

Lock 1 or 2 Seasons · Every ad traceable to its recipe · Misspelled ads never ship

PREVIEW BUILD · AI image + code layout · Text read-back

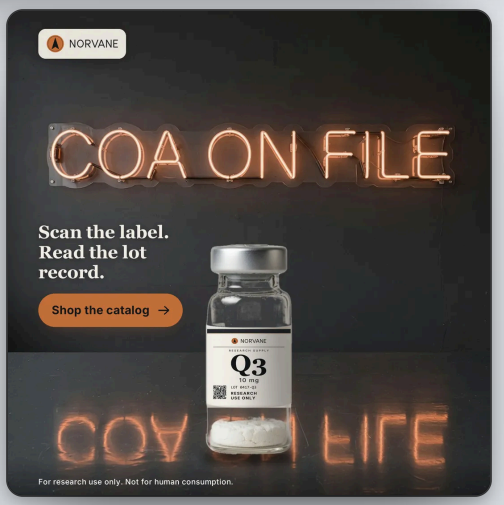
- A Season is a saved, versioned ad recipe. Nine are active in the gallery.
- The first ad arrives in three Seasons. "None of these?" opens the gallery of finished samples, each labelled SAMPLE.
- Lock one or two Seasons as the house look; later ads rotate between them.
- Every ad records the Season and version it came from, so a good ad can be traced and made again.
- When the image model draws a headline, a text reader checks it: one retry on a mismatch, then set type. A misspelled ad is never shown as finished.

Pick a house look once. Every ad after that stays on it.









16 GROWTH ENGINE

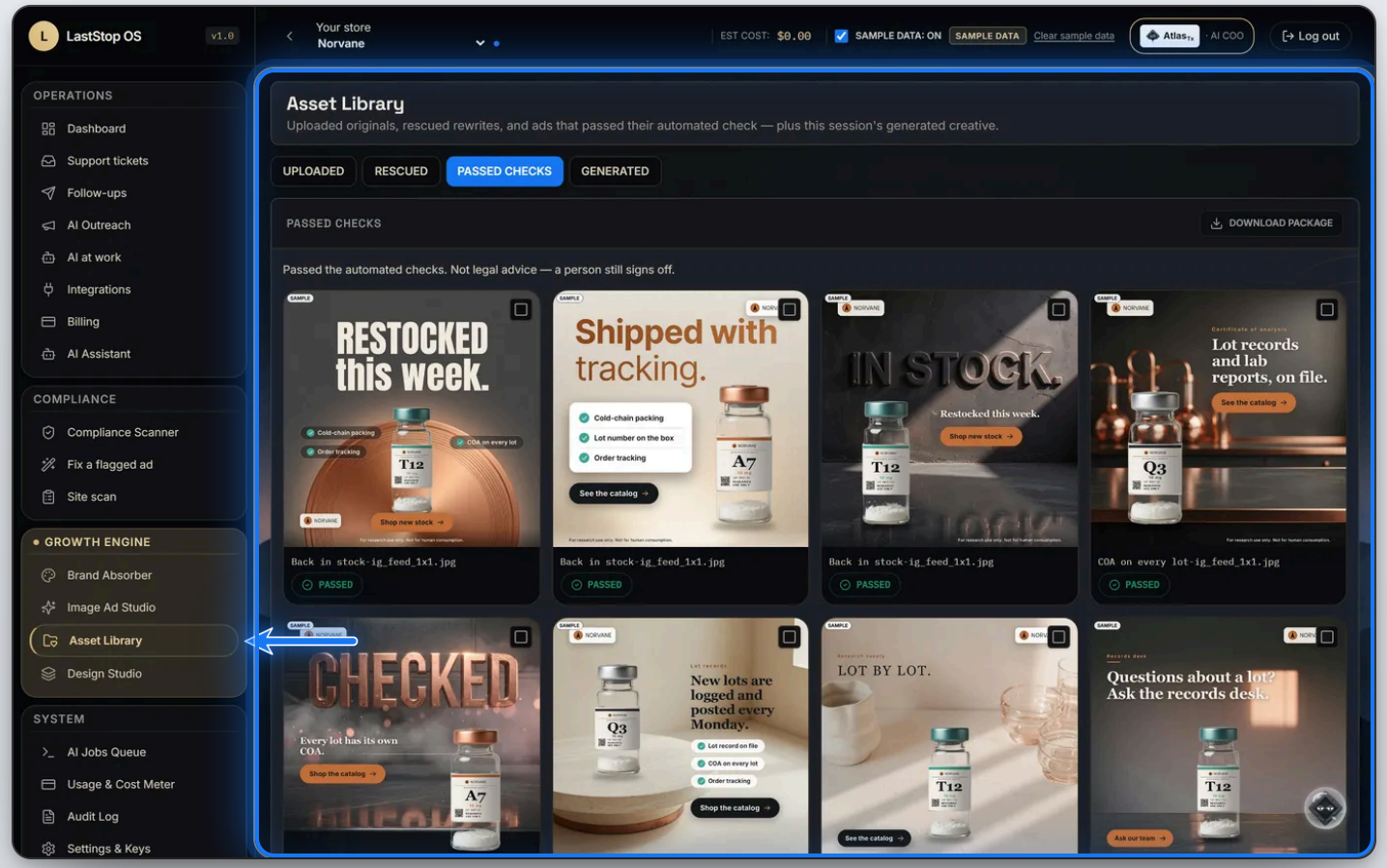
What the Seasons look like

→ Sample ads for a fictional brand | 9 Seasons × 3 variants | No claims, no purity figures

SAMPLE CREATIVE | ✦ AI image + code layout

- Sample ads made outside this demo workspace: pictures from an image model, words, labels and required lines set by code. Labelled SAMPLE in the app's Season gallery.
- Nine Seasons across, three variants down: a 3 × 9 grid.
- Tone, placement and product alternate by rule, not at random, so the grid reads as one pattern.
- Vials and their labels are placed by code. Every word the image model drew was read back letter by letter.
- No people, no syringes, no health, benefit, dosing or human-use words, no purity figures. The research-use line is on every tile.
- Sample creative for a fictional brand. Nothing here has run as a paid ad.

27 sample ads, 9 Seasons, one pattern you can see from across the room.



17 GROWTH ENGINE

Asset Library

→ Uploaded · rescued · passed

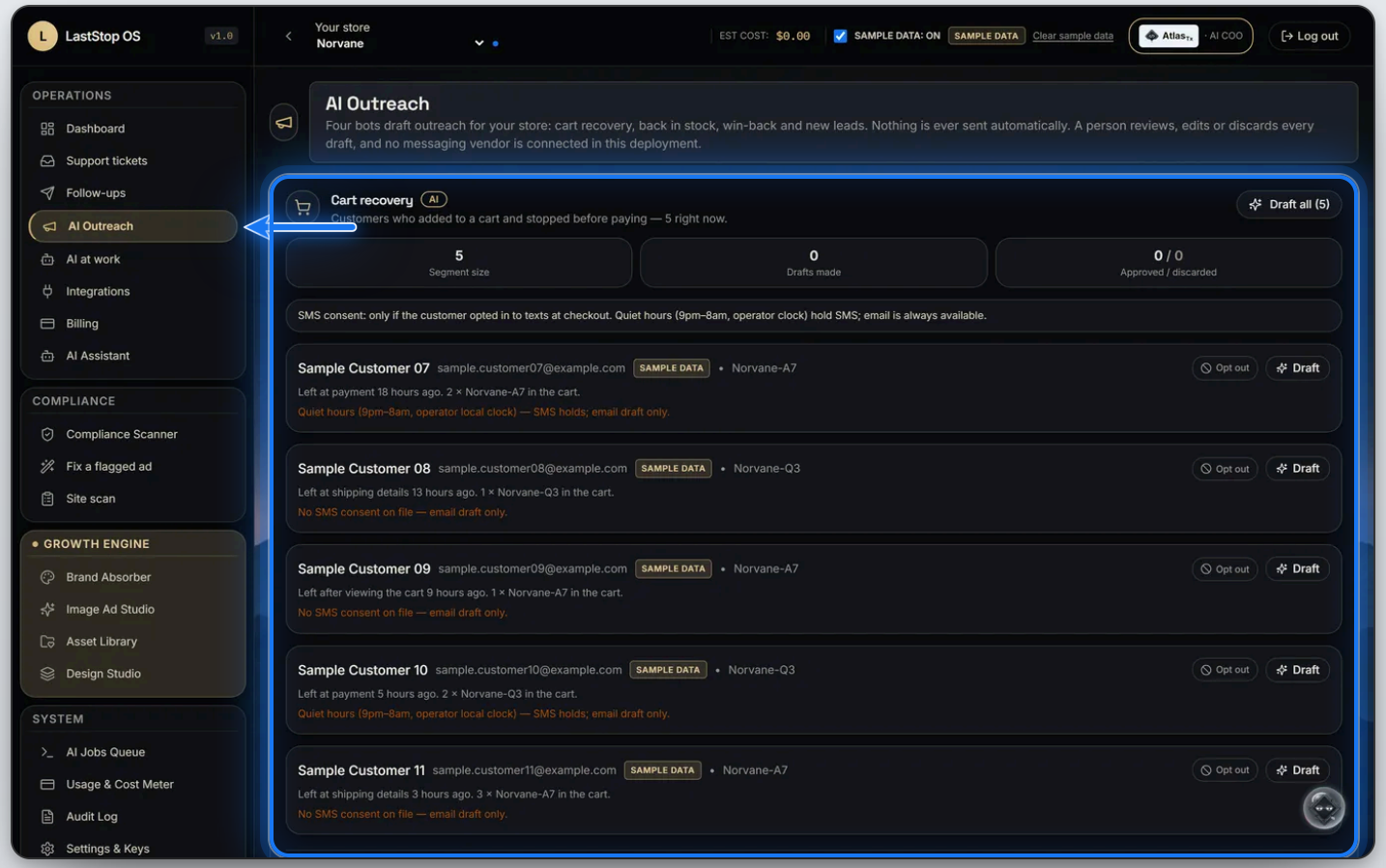
Download as one package

Status on every ad

LIVE IN DEMO · BROWSER SESSION ONLY

- Three shelves: uploads, ads rescued by a research-use rewrite, and ads that passed.
- Each ad keeps its status and its compliance verdict.
- Download a set as one package, ready for an agency or an ad account.
- Today the library lives in this browser session. A server-side library is not built yet.

Every ad that passed or was rescued, on one shelf, ready to download.



18 GROWTH ENGINE

Outreach bots 1 · Cart recovery and back-in-stock

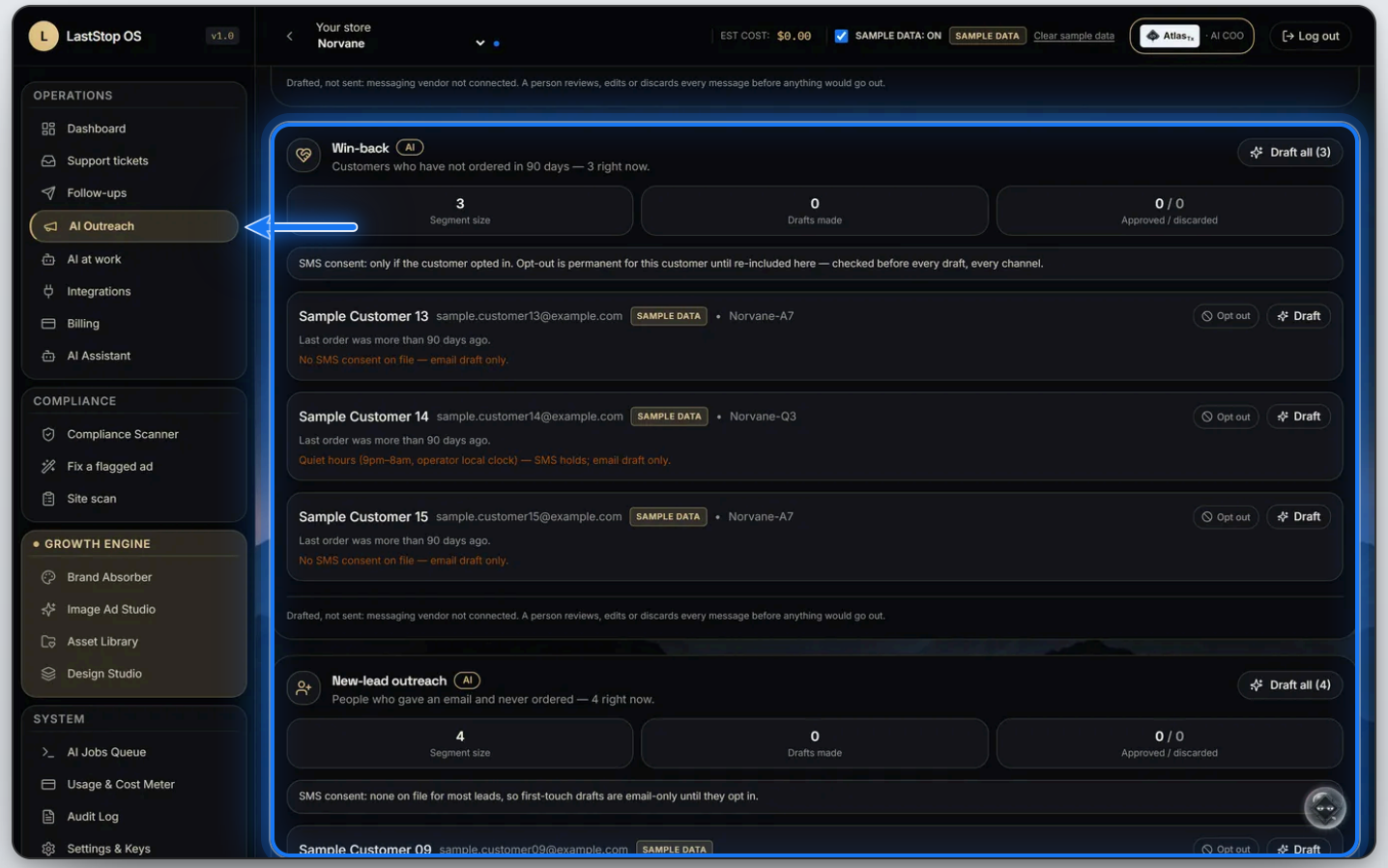
LIFECYCLE MKTG
−0.5 FTE
$3,300/mo

Cart recovery | Back-in-stock | Drafts only

SAMPLE DATA | PREVIEW BUILD · DRAFTS | AI · cart recovery bot | AI · back-in-stock bot

- The cart recovery bot drafts email and text for customers who left a cart, and respects consent and opt-out.
- The back-in-stock bot drafts notes for customers waiting on a sold-out product.
- No messaging provider is connected, so nothing is sent.

Left a cart, or waiting on a restock? A drafted note, within consent.



19 GROWTH ENGINE

Outreach bots 2 · Win-back and new leads

Win-back · New leads · A person sends

SAMPLE DATA · PREVIEW BUILD · DRAFTS · AI · win-back bot · AI · new-lead bot

- The win-back bot drafts notes for customers who haven't ordered in a while.
- The new-lead bot drafts a first touch for people who gave an email and never ordered.
- A person sets the offer and approves every send.

Customers who went quiet, and sign-ups who never ordered, each get a draft.

SAMPLE data: every screen runs on labelled sample records and made-up sample ads.

Research use only: products in this business are sold for research use, not for human consumption. Nothing here is a health, benefit or dosing claim, and no purity figures are shown.

The store connector is in the build plan. No orders, customers, revenue or certifications are claimed.

FTE figures are estimates at BLS May 2025 median wages.

Norvane is a fictional brand made for this deck: invented name, logo and vial labels. It is not any real company.