

# SECRET LAB

## BUILDING THE BRIDGE BETWEEN TRADITIONAL FILMMAKING AND AI

HUMAN-LED. AI-ACCELERATED.

STORYTELLING FIRST. TECHNOLOGY SECOND.








# THE SHIFT IS ALREADY HAPPENING.

Artificial intelligence has moved beyond experimentation and entered real production workflows.






The companies that learn to harness it strategically will define the next generation of filmmaking.

## TRADITIONAL PRODUCTION

-  Weeks of development
-  Large creative teams
-  Expensive iteration cycles
-  High pre-production costs
-  Significant creative risk

VS

## HYBRID PRODUCTION

-  Days instead of weeks
-  Smaller teams
-  Faster iteration
-  Earlier visual clarity
-  Reduced production risk

“ THE QUESTION IS NO LONGER WHETHER AI BECOMES PART OF FILMMAKING. THE QUESTION IS HOW DO WE LEVERAGE IT OPTIMALLY. ”

# MOST PEOPLE HAVE ACCESS TO THE TOOLS. VERY FEW KNOW HOW TO USE THEM.



The value is no longer access to AI.  
The value is knowing how to turn AI into **production-ready results**.

AI tools are becoming **widely available**.  
**Production expertise** is not.

Most creators understand the software.

Few understand:

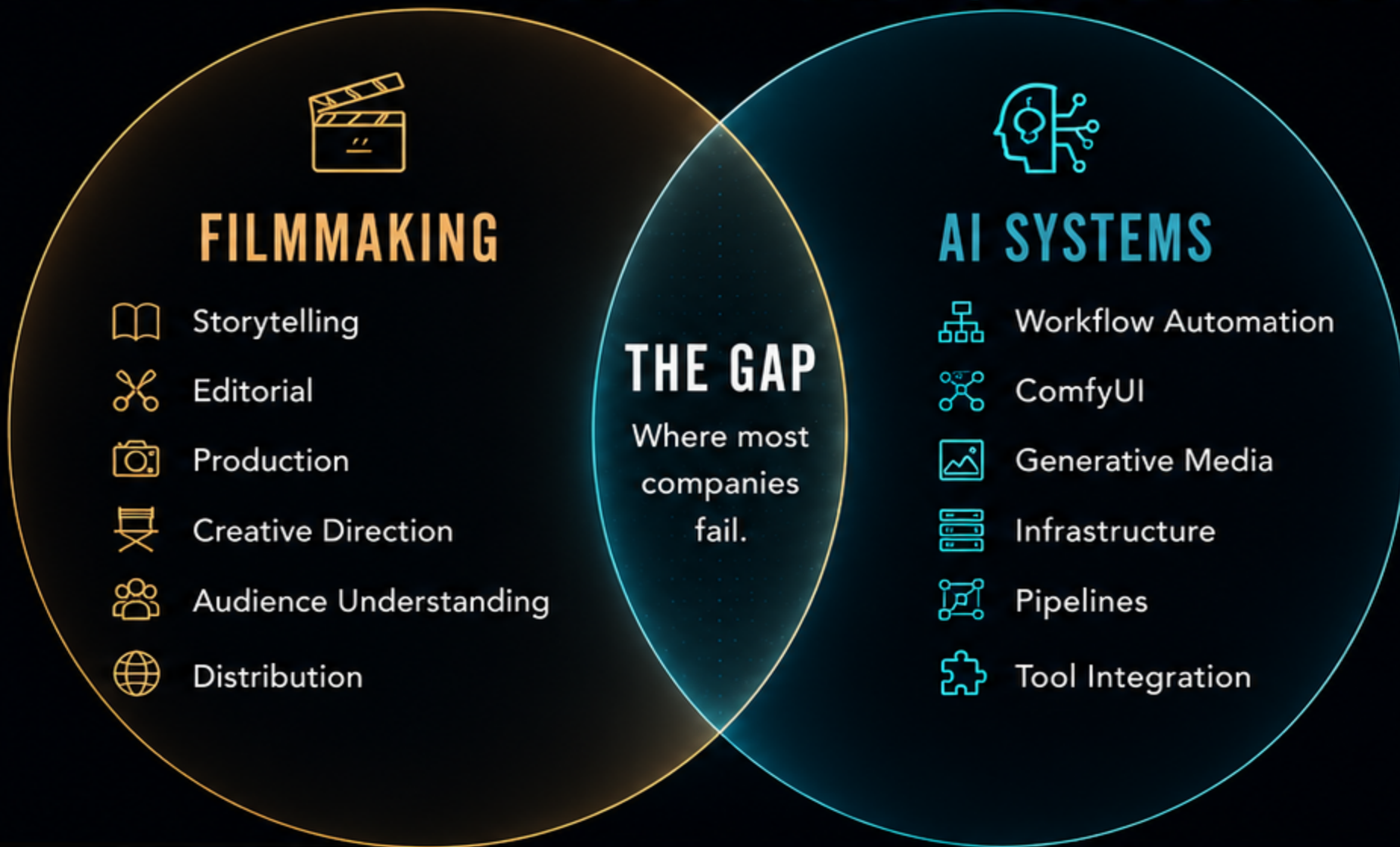
- Storytelling
- Editorial
- Production realities
- Client expectations
- Delivery standards
- End-to-end workflows

## THE BOTTLENECK HAS SHIFTED FROM TECHNOLOGY TO **EXPERIENCE**.

The studios, brands, and filmmakers that master AI-assisted production first will define the **next era of storytelling**.

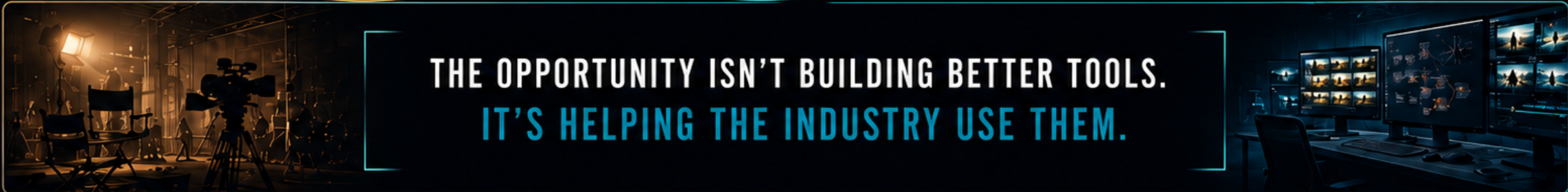


# MOST AI COMPANIES UNDERSTAND TECHNOLOGY. MOST PRODUCTION COMPANIES UNDERSTAND FILMMAKING. VERY FEW UNDERSTAND BOTH.



The challenge facing the entertainment industry isn't access to AI. **It's integration.**

- ! **Technology** companies often lack production experience.
- ! **Production** companies often lack technical expertise.
- ★ The future belongs to teams that understand **both**.



# FILMMAKING + POST PRODUCTION + AI SYSTEMS = SECRET LAB

01



## FILMMAKING



DIRECTOR

- Storytelling
- Directing
- Development
- Audience Understanding
- Creative Leadership

02



## POST PRODUCTION



- Editorial
- VFX Workflows
- Finishing
- Delivery
- Production Reality

03



## AI SYSTEMS



- ComfyUI
- Workflow Design
- Automation
- Pipeline Development
- Generative Media

DECADES OF COMBINED EXPERIENCE IN:



EDITORIAL



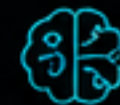
VFX



PRODUCTION



WORKFLOW DESIGN



AI SYSTEMS



VETERAN FILM AND TELEVISION PROFESSIONALS.  
 Motion Picture Editors Guild (IATSE Local 700).



### EDITORIAL PRECISION.

We understand story, pace, and performance.



### PRODUCTION REALITY.

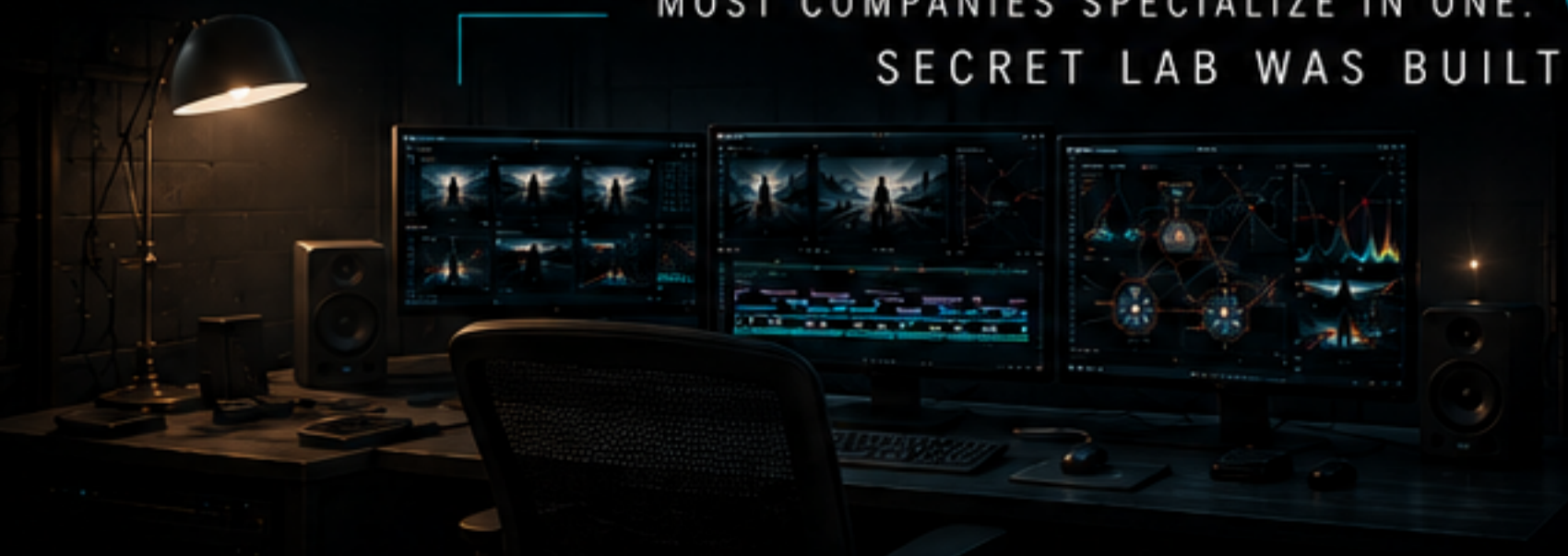
We know the constraints, deadlines, and deliverables.



### AI INTEGRATION.

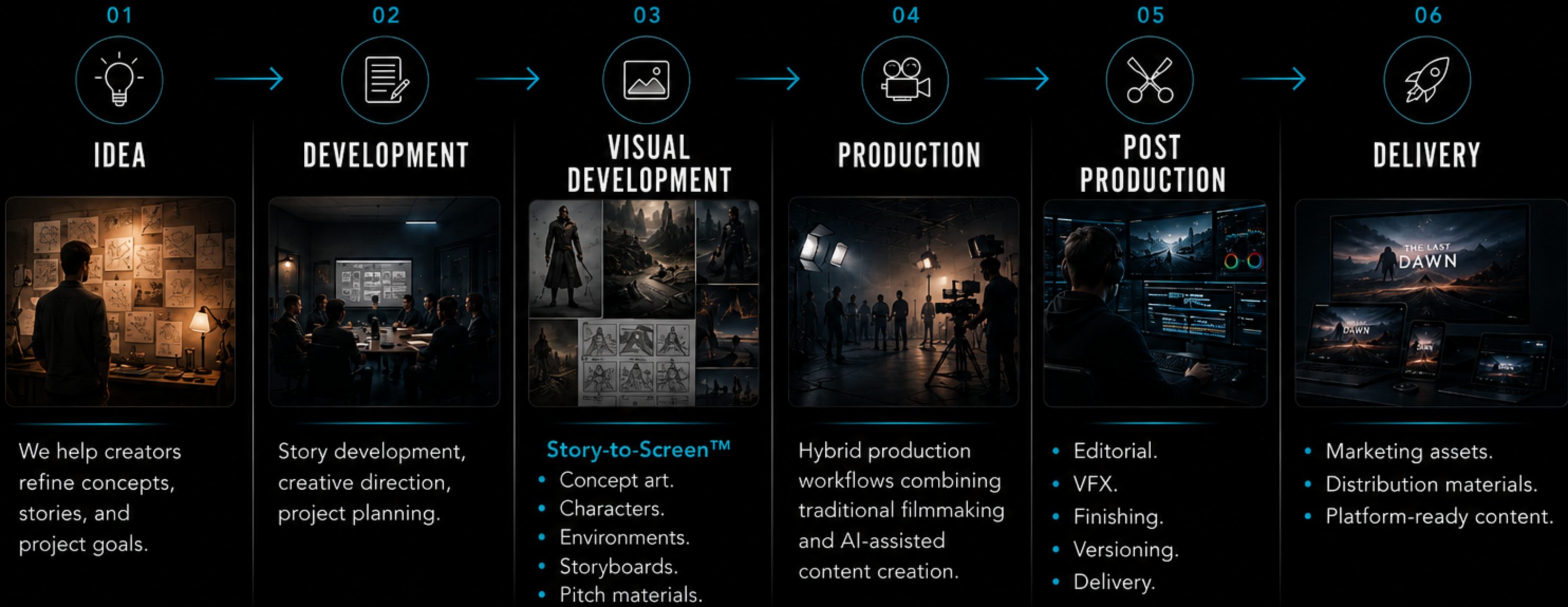
We build systems that enhance creativity, not replace it.

MOST COMPANIES SPECIALIZE IN ONE. VERY FEW OPERATE ACROSS ALL THREE.  
 SECRET LAB WAS BUILT AT THE INTERSECTION.



WE COME FROM THE CUTTING ROOM,  
 NOT THE LAB.

# FROM IDEA TO DELIVERY. WE HELP FILMMAKERS AT EVERY STAGE.



— ENGAGE US FOR ONE STAGE. —  
OR THE ENTIRE PIPELINE.



We plug in where you need us most—or partner across the entire journey to bring your vision to life.

# WE DON'T REPLACE FILMMAKERS. WE EMPOWER THEM.

The future of filmmaking isn't human or AI.  
It's **human creativity amplified** by AI-powered workflows.

## HUMAN CREATIVITY

- Storytelling
- Writing
- Directing
- Acting
- Editorial Judgment
- Taste
- Emotional Intelligence
- Creative Leadership

**SAME STORY.  
SAME PEOPLE.  
LESS FRICTION.**

When creativity and technology work together, the impossible becomes possible.

## AI ACCELERATION

- Visual Development
- Storyboards
- Asset Creation
- Iteration
- Workflow Automation
- Versioning
- Production Support
- Scale



### WHAT WE **DON'T** REPLACE



Writers



Directors



Editors



Actors



Artists



Designers



Creative Leadership



Concept Development



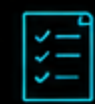
Storyboards



Visual Development



Iteration



Production Planning



Workflow Efficiency



Asset Creation

### WHAT WE **ACCELERATE**

THE BEST FILMMAKERS OF THE NEXT DECADE  
WILL BE THOSE WHO **MASTER BOTH.**

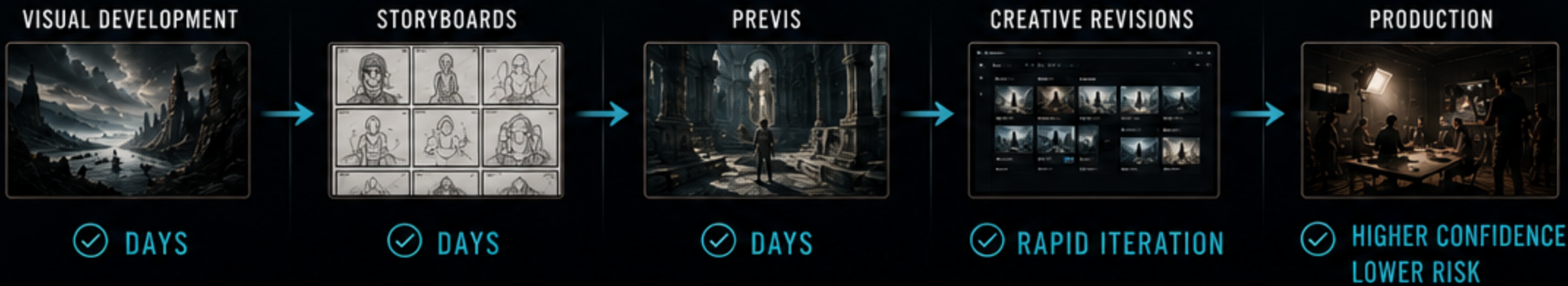
# REDUCE COSTS. INCREASE CLARITY. ITERATE FASTER.

Secret Lab doesn't cut corners. We eliminate waste.

## TRADITIONAL DEVELOPMENT PROCESS



## SECRET LAB HYBRID PROCESS



## WHAT CLIENTS GAIN

- FASTER DEVELOPMENT**  
Weeks become days.
- EARLIER VISUAL CLARITY**  
Stakeholders see the project sooner.
- BETTER DECISIONS**  
More iterations before production begins.
- LOWER RISK**  
Problems are discovered earlier.
- HIGHER PRODUCTION VALUE**  
Budgets stretch further.



**10X**  
FASTER  
VISUAL DEVELOPMENT



**50-80%**  
FEWER EARLY-STAGE  
DEVELOPMENT COSTS  
(PROJECT DEPENDENT)



**MORE ITERATION**  
BEFORE PRODUCTION



**LESS WASTE**  
DURING PRODUCTION



**THE BIGGEST SAVINGS DON'T COME FROM AI.  
THEY COME FROM BETTER DECISIONS MADE EARLIER.**

# FILMMAKERS WHO BUILD AI

Secret Lab was founded by veteran film and television professionals who understand both the **creative** and **technical** realities of modern production.



## MIKE BOORD

### PRODUCTION SYSTEMS

Builds scalable AI-powered production infrastructure, workflow automation, and technical pipelines that transform emerging technology into reliable creative tools.



## JON SAWA

### CREATIVE DIRECTION

Brings decades of editorial, VFX, and filmmaking experience to bridge traditional storytelling and AI-assisted production.



## RON RAUCH

### WORKFLOW ARCHITECTURE

Designs production systems, operational workflows, and automation strategies that help creative teams move faster without sacrificing quality.

### WHY THIS TEAM WORKS

Most AI teams understand technology.

Most production teams understand filmmaking.

Secret Lab **combines both.**



MOTION PICTURE EDITORS GUILD  
(IATSE LOCAL 700)

### DECADES OF COMBINED EXPERIENCE

- Film & Television
- Editorial & VFX
- Production Systems
- AI Workflow Development
- Pipeline Architecture
- Creative Technology

# WE DON'T COME FROM TECH. WE COME FROM PRODUCTION.

HUMAN-LED. | AI-ACCELERATED. | HYBRID BY DESIGN.

# WE DON'T JUST TALK ABOUT THE FUTURE OF FILMMAKING. WE'RE BUILDING IT.

Every Secret Lab project strengthens our **creative** capabilities, **production** systems, and proprietary **workflows**.

**PILLAR 01**  
**ORIGINAL IP**

## BLACK BLADE

An original action fantasy series inspired by honor, legacy, and the cost of power.



**DEMONSTRATES**

- ✔ Original Story Development
- ✔ World Building
- ✔ Character Design
- ✔ Visual Development
- ✔ Series Development
- ✔ Investor Pitch Materials

**WHY IT MATTERS**

Original intellectual property creates long-term value beyond services and demonstrates how AI can accelerate development while preserving storytelling.

**PILLAR 02**  
**RAPID PRODUCTION**

## AI FILM COMPETITION



**DEMONSTRATES**

- ✔ Small Team Execution
- ✔ Rapid Iteration
- ✔ Hybrid Production
- ✔ AI-Assisted Filmmaking
- ✔ Production Efficiency
- ✔ Creative Problem Solving

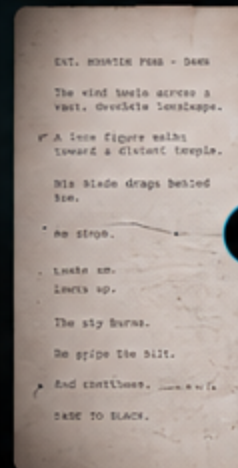
**WHY IT MATTERS**

Shows our ability to move from concept to finished visual storytelling under real-world constraints.

**PILLAR 03**  
**STORY-TO-SCREEN™**

## VISUAL DEVELOPMENT PIPELINE

SCRIPT



STORYBOARD



VISUAL



FINAL FRAME



**DEMONSTRATES**

- ✔ Investor Materials
- ✔ Client Communication
- ✔ Production Planning
- ✔ Risk Reduction
- ✔ Faster Approvals

**WHY IT MATTERS**

Allows stakeholders to see the project before expensive production begins.



**CREATIVE**

We can develop original stories.



**OPERATIONAL**

We can execute rapidly.



**COMMERCIAL**

We create client value.



**TECHNICAL**

We build scalable systems.



**STRATEGIC**

Every project strengthens the next.

# MORE THAN A STUDIO. A HYBRID FILMMAKING ECOSYSTEM.

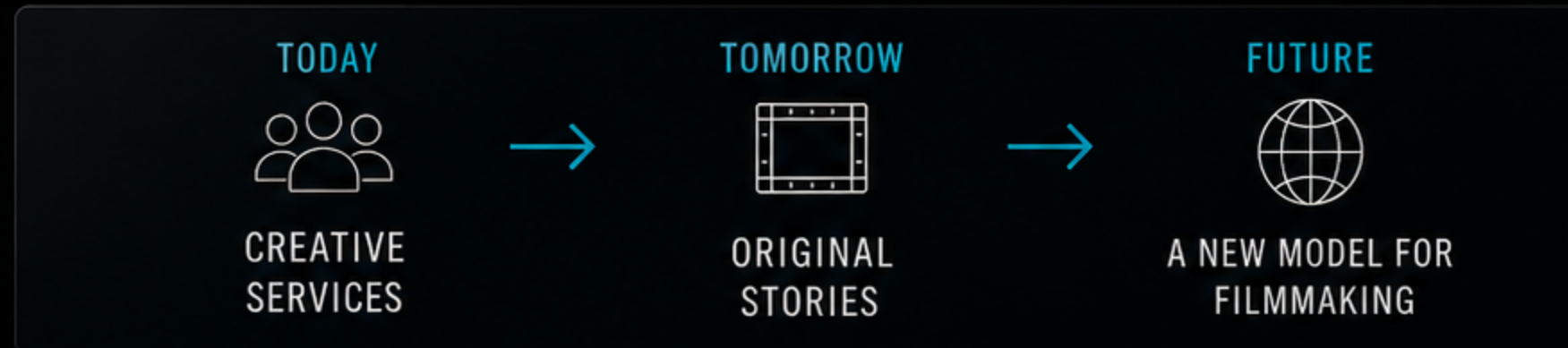
Our long-term strategy is to Transform Production Expertise Into Scalable Intell. Property, Technology, and Entertainment Assets.



## WHY THIS MODEL WORKS

- SERVICES**  
Generate revenue.
- PARTNERSHIPS**  
Create opportunity.
- IP**  
Creates ownership.
- TECHNOLOGY**  
Creates scale.
- TOGETHER**  
Creates enterprise value.

“ Every client project funds future intellectual property.  
Every intellectual property project strengthens the technology.  
Every technology improvement strengthens the next client project. ”



# WE'RE BUILDING THE FUTURE OF STORYTELLING.

# THE WINDOW IS OPEN NOW. IT WON'T STAY OPEN FOREVER.

Every major shift in media creates a small group of companies that define the next era. **AI is creating the next shift.**

<p><b>1990s</b> <b>DIGITAL EDITING</b> Avid Non-linear editing Digital post-production</p> 	<p><b>2000s</b> <b>DIGITAL CINEMATOGRAPHY</b> RED ARRI Digital production</p> 	<p><b>2010s</b> <b>STREAMING REVOLUTION</b> Netflix YouTube Direct-to-consumer distribution</p> 	<p><b>TODAY</b> <b>AI-ASSISTED FILMMAKING</b> Visual Development Hybrid Production Automated Workflows Story-to-Screen™</p> 	<p><b>TOMORROW</b> <b>???</b> The companies being built today will define this era.</p> 
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## WHAT WE SEE



**STUDIOS**  
Need lower-risk development.



**AGENCIES**  
Need faster content creation.



**BRANDS**  
Need more output without larger teams.



**FILMMAKERS**  
Need modern production tools.



**INVESTORS**  
Need exposure to the next generation of media infrastructure.

“ Technology is changing the tools.  
AI is changing the leverage.  
Storytelling is what changes the world. ”

EVERY MAJOR MEDIA TRANSFORMATION CREATED NEW MARKET LEADERS.  
**THE NEXT GENERATION IS BEING BUILT RIGHT NOW.**

**THE FUTURE BELONGS TO HYBRID TEAMS. HUMAN CREATIVITY. AI AMPLIFICATION.**

# STORIES WILL ALWAYS BE HUMAN. THE TOOLS WILL EVOLVE.

For over a century, every technological breakthrough in filmmaking has expanded what storytellers could create.



SOUND



COLOR



DIGITAL EDITING



COMPUTER GRAPHICS



STREAMING



ARTIFICIAL INTELLIGENCE

Artificial intelligence is the next chapter.

“ The future belongs to creators who embrace both **craft** and **innovation**. ”

## SECRET LAB



FILM • TECH • STORY



**Human-Led.**  
Story comes from us.



**AI-Accelerated.**  
Technology amplifies us.



**Hybrid By Design.**  
The best of both worlds.




















































We are building a bridge between **traditional filmmaking** and **artificial intelligence**.  
Not to replace storytellers.

# TO EMPOWER THEM.

# THE FUTURE OF FILMMAKING STARTS WITH STORY.

# WE DON'T SELL AI. WE ACCELERATE FILMMAKING.

Secret Lab integrates into the production pipeline wherever clients need us— from concept development through final delivery.

		1. IDEA	2. SCRIPT	3. VISUAL DEVELOPMENT	4. PREVIS	5. PRODUCTION	6. POST PRODUCTION	7. DELIVERY
								
		Concept Research Development	Writing Revisions Story Development	Characters Environments Mood Boards Concept Art <i>Story-to-Screen™</i>	Storyboards Animatics Shot Design Investor Materials Pitch Decks	Virtual Production Hybrid Production Asset Creation Production Support	Editorial VFX Color Sound Versioning	Marketing Assets Distribution Deliverables Client Approvals Platform Delivery
TRADITIONAL	TIME	 Weeks	 Weeks	 Weeks	 Weeks	 Weeks–Months	 Weeks–Months	 Weeks
	COST	 High	 High	 High	 High	 Very High  High	 High  High	 High
	RISK	 High	 High	 High	 High	 High	 High	 High
SECRET LAB	TIME	 Days	 Days	 Days	 Days	 Faster	 Faster	 Days
	COST	 Lower	 Lower	 Lower	 Lower	 Lower	 Lower	 Lower
	RISK	 Lower Risk	 Lower Risk	 Lower Risk	 Lower Risk	 Lower Risk	 Lower Risk	 Lower Risk



**MOST CLIENTS DON'T NEED THE ENTIRE PIPELINE. THEY NEED HELP AT ONE CRITICAL STAGE.**

Secret Lab can engage at any point in the process.



**BETTER VISIBILITY.**



**FASTER DECISIONS.**



**LOWER RISK.**



**STRONGER STORIES.**

# ACCELERATING THE NEXT ERA OF FILMMAKING

Secret Lab sits at the intersection of storytelling, producing, and artificial intelligence. Investment accelerates our ability to scale services, develop original IP, and build proprietary production technology.

## USE OF FUNDS



35%

### INFRASTRUCTURE

- High-performance workstations
- Compute resources
- Storage
- Rendering
- Pipeline infrastructure



25%

### TALENT

- Artists
- Engineers
- Production support
- Specialists
- Strategic collaborators



20%

### ORIGINAL IP

- Black Blade
- Film concepts
- Series development
- Pitch materials
- Proof-of-concepts



10%

### BUSINESS DEVELOPMENT

- Client acquisition
- Partnerships
- Industry outreach
- Marketing



10%

### R&D

- Workflow innovation
- Pipeline development
- Proprietary systems
- Technology exploration



MORE CLIENTS



MORE PROJECTS



STRONGER PIPELINES



ORIGINAL IP



SCALABLE TECHNOLOGY

## WHAT THIS UNLOCKS



### YEAR 1

- Expand consulting and production services.
- Build strategic partnerships.
- Develop flagship case studies.



### YEAR 2

- Launch original entertainment projects.
- Expand client portfolio.
- Grow proprietary workflows.



### YEAR 3

- Scale recurring revenue opportunities.
- Technology licensing.
- Original IP production.
- Industry partnerships.

## INVESTMENT THESIS

Secret Lab generates value through three interconnected engines:



### SERVICES

Generate revenue.



### IP

Creates ownership.



### TECHNOLOGY

Creates scale.

Together they create a hybrid entertainment company designed for the AI era.



### CLEAR FOCUS

Solving real production problems today.



### PROVEN TEAM

Experienced filmmakers, operators, and innovators.



### STRONG DEMAND

Studios, agencies, brands, and filmmakers need this.



### MASSIVE OPPORTUNITY

AI is transforming the industry. We're building the bridge.



### JOIN US.

Build the future of storytelling. Own a piece of what's next.