

C I N E F L Y

CINEFLY CREATORS · A NEW CLASS OF CREATOR

One creator. Thousands of storytellers.

Put your creative direction into the hands of the people closest to the story, wherever they are.

THE NORTH STAR

The world's most important stories are held by the people closest to them.

Athletes, travellers, employees, customers, and communities facing the hardest challenges have the most authentic perspective. What they haven't had is a professional filmmaker beside them.

Cinefly exists to put the creative power of great storytellers and filmmakers into the hands of the people with stories worth telling.

By creator, we mean anyone whose creative direction can scale: filmmakers, storytellers, experts, coaches, athletes, community leaders and studios.

THE MODEL TODAY

One brief. One post. One finite audience.

01

Brief

A brand writes a brief.

02

Produce

You make the video.

03

Post

It goes to your channel.

04

Measure

Impressions, clicks, done.

05

Repeat

Next month, start again.

Too often, you get paid once, publish once, and start again.

THE NEW CREATOR MODEL

The creator directs. People create. Cinefly carries the production.

Creative direction scales

Design a Storyboard once and guide hundreds or thousands of people through it, wherever they are.

Production accelerates

People capture their own stories.
Cinefly fully automates post-production, with streamlined editing when you want to refine.

Intelligence compounds

Cinefly surfaces what people are actually saying and recommends what to ask, explore or create next.

Every story makes the next story smarter. Not AI replacing creators: you stay the director.

A NEW CLASS OF CREATOR

Asymmetric reach, engagement and impact.

A traditional post reaches an audience. Cinefly turns that audience into participants, and participants into storytellers.

MODELLED DISTRIBUTION POTENTIAL

19×

Co-Creation · reach

48× interactions. Participants star in your story and share it to their own networks.

71×

Collaboration · reach

189× interactions. Each participant invites others to film the other shots.

705×

Ripple · reach

1,878× interactions. Collaborators call out their own collaborators, generation after generation.

Modelled upper bound against a traditional post by a 50,000-follower creator: 2% of followers take part, about 264 followers each, 8% peer engagement, 60% of invitations accepted, no audience overlap. Real results vary.

WHAT YOU BUILD ALONG THE WAY

Every story builds a trusted network.

**When people choose to take part in your story,
they're signalling a shared interest.**

Every workspace builds a trusted, opted-in network of the people taking part in its stories: an audience that can be re-engaged over time, not one you rent.

Built on consent

Publishing runs through curation, approval and brand-safety controls. Cinefly supports consent and release management, and First Nations knowledge is governed under ICIP protocols.

FIVE WAYS TO WORK WITH CINEFLY

Build a book of businesses. Then let your Storyboards earn beyond it.

Program bank

Cinefly places you on its own programs: tourism operators, sporting organisations and enterprise.

From October 2026 · by invitation

Businesses add you

Businesses find you and add you to their account as their creator.

From October 2026 · pilot

Bring your own clients

Use Cinefly with your own clients, invited on as creator seats.

From October 2026 · by invitation

Brand campaigns

Brands fund campaigns you direct across clubs, operators and their communities.

As the network grows

Creator Marketplace

License your Storyboards to businesses anywhere.

Target January 2027

HOW YOU EARN

One ladder. Five stages.

01	02	03	04	05
Get qualified	Build and represent	Add services	Own the IP	Brand campaigns
Selected creators are paid to activate a program's businesses, as in our Sports and Tourism programs.	Represent Cinefly across an approved book. Earn 30% of every A\$720 creator seat.	Sell your own premium work: edits, video, music, photography, advisory. Keep 70%.	Turn your method into Storyboards businesses anywhere can license. Keep 70%, from the Marketplace's target of January 2027.	Direct campaigns brands fund across the network, from A\$25,000 to A\$100,000+ each. Your share is set case by case.

Each stage opens the next, subject to certification, quality and standing. Experienced creators and studios may enter at an assessed stage.

THE WHOLE PICTURE

One illustrative book of 100 businesses, per year.



Illustrative, not guaranteed. Books start at 100 businesses and can grow. A creator seat is A\$75 a month (A\$720 a year on annual billing), funded by the business so a qualified creator can work in its account. Actual income depends on seats, services delivered, Storyboard demand and the Creator Marketplace Agreement.

YOUR STORYBOARDS

Creator IP scales where labour cannot.

A great Storyboard holds your questions, sequencing, judgement and narrative structure. When it produces strong stories across hundreds of participants, it becomes a proven creative asset: created once, deployed repeatedly, improved through insight, licensed globally.

A marketplace for proven creative direction, not freelance labour. You retain ownership of your original creator IP.

HOW IT WORKS

From your craft to a book of businesses.

01

Apply

Share your craft, expertise, audience or studio, and your work.

02

Get approved

Once approved, accept the Creator Marketplace Agreement.

03

Get qualified

Start on a program, or with your own clients.

04

Build your book

Bring businesses onto Cinefly and direct their stories.

05

Grow

Add services and turn your best Storyboards into IP.

For filmmakers and storytellers, experts and coaches, athletes and community leaders, and creative studios: creators who direct, not just deliver.

C I N E F L Y

JOIN THE NEW CLASS OF CREATOR

Direct the story. Build the book. Own the IP. One creator. Thousands of storytellers.

Invitation only from October 2026. The Creator Marketplace targets January 2027.

Apply at neo.cinefly.io/marketplace/creators · hello@cinefly.io

Figures are illustrative and not guaranteed. Creator participation, certification, revenue shares, payments and IP are governed by the Creator Marketplace Agreement.