

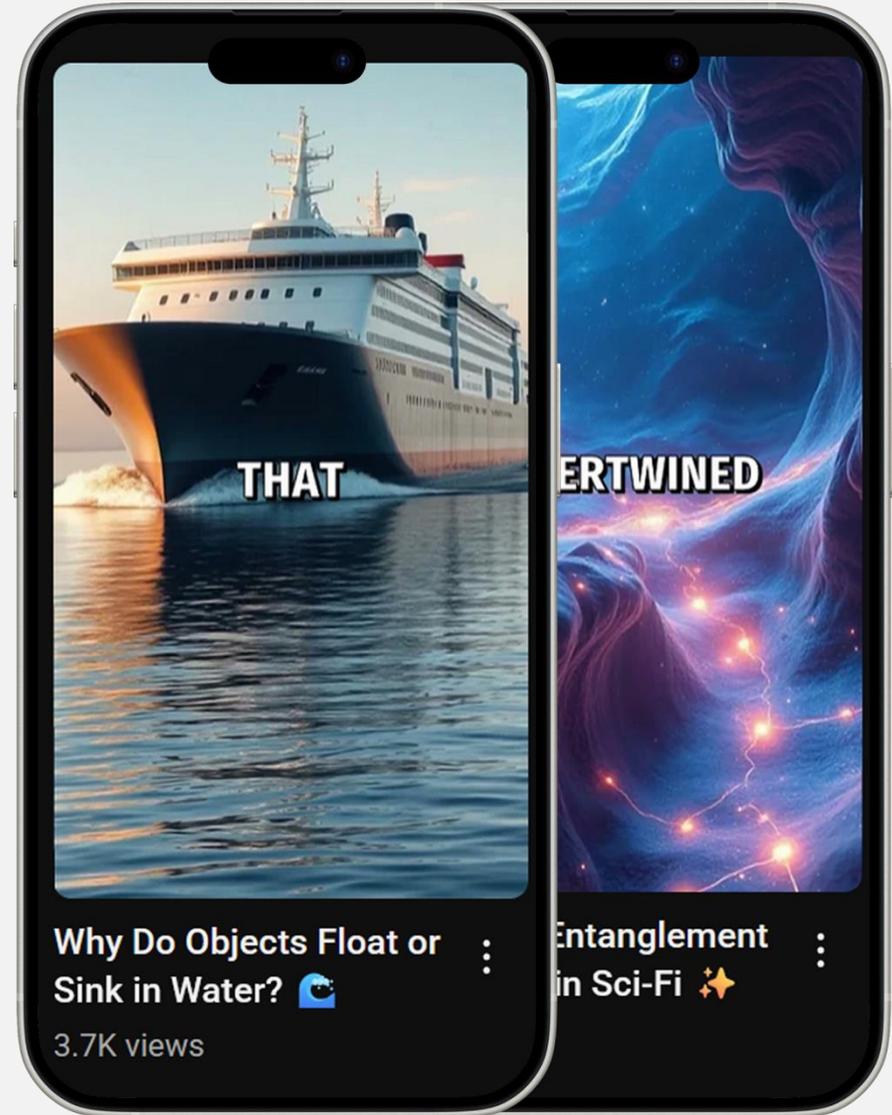
Shortsbot.App

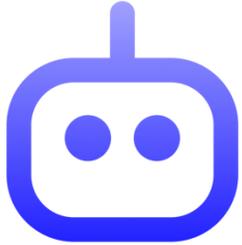
Content System that Plans, Creates & Publishes Video Shorts

Automate your video marketing with Shortsbot.App.
Generate, Optimize, and auto-post unique videos.



www.shortcutsbot.app





Shortsbot.App

AI That Creates & Publishes Video Shorts on Autopilot

Context & Challenge

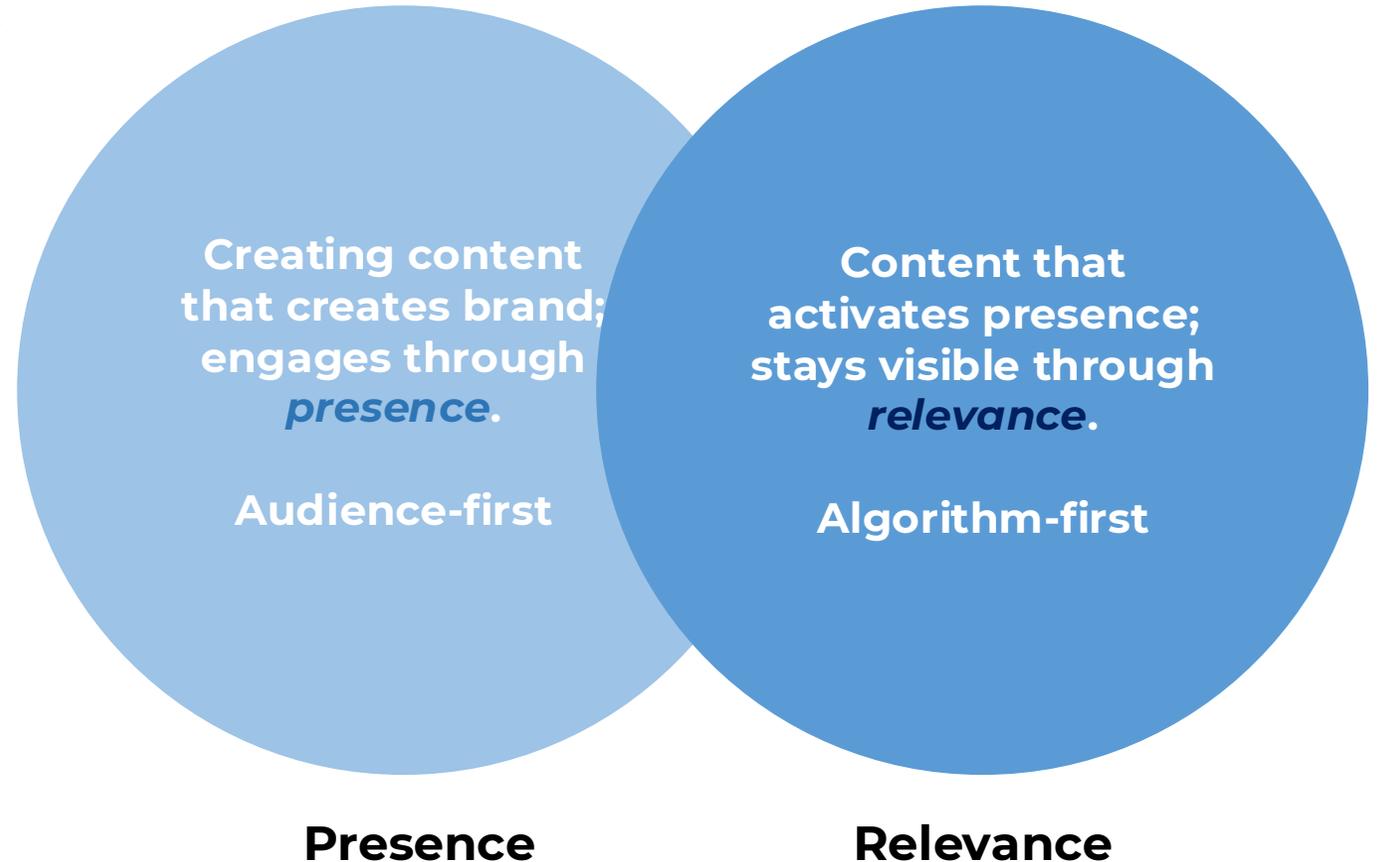
Small businesses don't want:

- ✗ To go viral
- ✗ To build online communities
- ✗ To "chase audiences"

They want:

- ✓ To look **active**
- ✓ To look **visible**
- ✓ To look **reliable**

To not think about social media daily



Problem We Found

Your Marketing
doesn't fail on
creativity.

It fails on the
calendar.



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Leren Leren
LEARNING TO LEARN



MENU

Planner

Series

SETTINGS

Linked Accounts

Billing

Help & FAQ

Content Planner





Single Video
One-time upload

+ Create



New Series
Auto-post weekly

+ Create

Usage Super Enterprise

Videos 0 / 500

500 left • 2 series Resets Jan 31

Your Series View all

- ▶
Paranormal and Supernatural Stories Series
•
- ▶
Storytelling for kids Series
•

All Content (4) Search... All Series ▾ Newest ▾

Content	Status	Platform	Date	Series	Actions
 The Curious Rabbit Finds Magic... 9 scenes	● Published	Youtube	Jan 18, 2026 1:53 AM	Storytelling for kids Seri...	
 چنگلی راستے کا طلسفاتی تجربہ 7 scenes	● Published	Youtube	Jan 18, 2026 1:42 AM	Paranormal and Super...	

That's why we built Shortsbot.app

A content calendar that doesn't just organize work. It does the **work**.



Step 1:

Create a Thematic Series

Choose a topic for your video series.

AI will craft your first unique video immediately.

Create Series

Schedule faceless videos to post automatically

Step 1

Content Type

Select a niche for your content

Reddit Story Shorts

Step 2

Narration Voice

Select a narration voice for your videos

Onyx

Step 3

Language

Select narration language for your videos

English

Final Step

Destination

Select where your video will be posted

The sports history X

Create Series



Step 2:

Preview and Customize

Review your AI-generated video.

Regenerate script, title, or music if needed.

UPCOMING VIDEO



Title 100 Characters Max
The Curious Rabbit Finds Magical Glasses 🧐👓

Description 600 Characters Max
A whimsical tale of a curious rabbit exploring a magical forest and learning the valuable lesson of seeing things from others' perspectives. #KidsStorytime #LifeLessonsForKids

Script

#1 Deep in the heart of the Enchanted Forest, there lived a curious rabbit named Ruby.	
#2 One sunny morning, Ruby stumbled upon a shiny pair of glasses hidden under a glowing mushroom.	
#3 "Oh, what could these be?" she wondered.	
#4 She put them on, and suddenly, Ruby could see the world through other animals' eyes!	

Note: Always verify AI generated scripts for accuracy

NEXT UPLOAD
Sunday at 01:50 (Asia/Karachi)

REMIND ME BEFORE UPLOAD
Get notified 2 hours before

NARRATION VOICE
Matilda

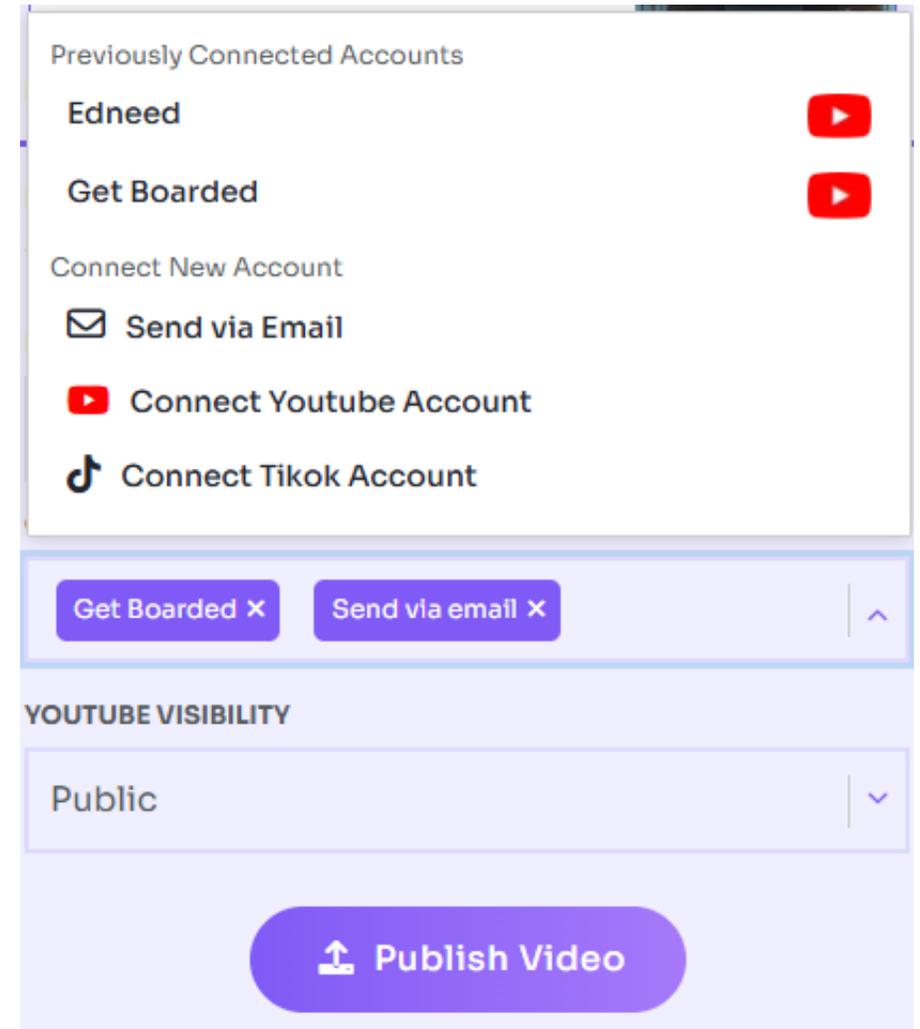
CONNECTED ACCOUNT

Product

Step 3:

Automate and Manage

Set a posting schedule,
Connect your Social channels,
and let Shortsbot handle the rest.



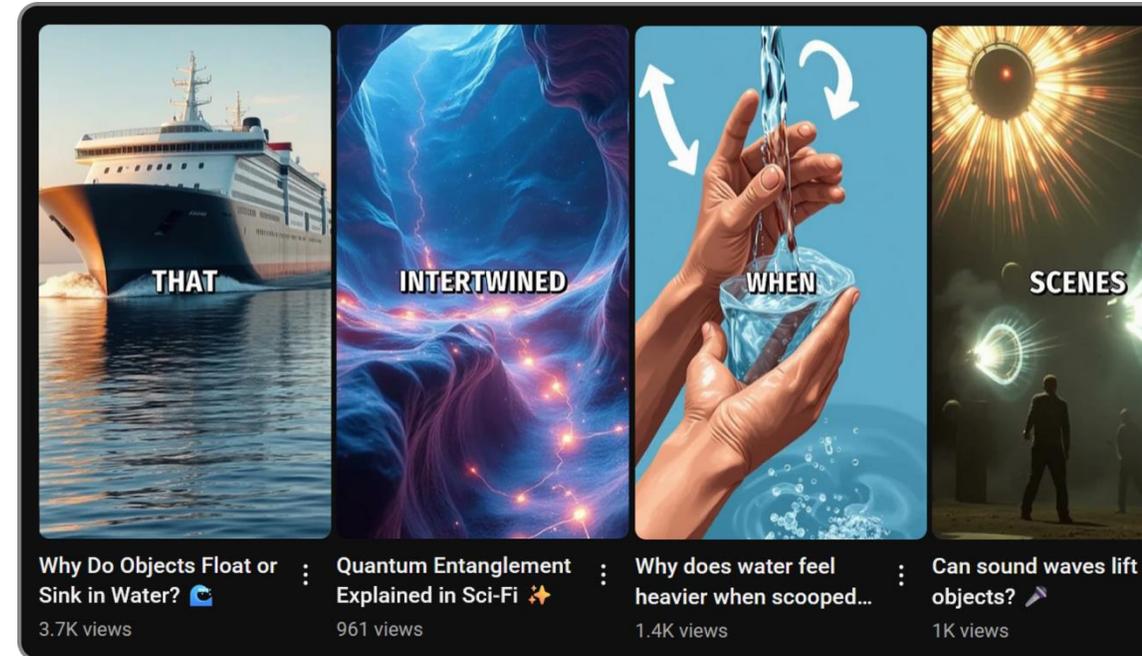
Hypotheses and PoC Experiment

We want to test,

Creating thematic AI videos on automation, with reinforced-learning and optimization for **SHORT** video marketing.

Metrics:

- Production Time
- Edit Count
- View Rate & Engagement**



Participants:

Individual creators or small teams, covering **products, themes, or lifestyle.**

A Hybrid Strategy, To Beat the Algorithm Trap;

*“Let algorithm fight algorithm
while you do the human work.”*

- ❑ 10% of **Cost** with 90% Automation – **Hybrid**
- ❑ 100% **Quality** with no **time** pressure - **Manual**
- ❑ 100 % **Consistency** with 70% **quality** content – **AI**



Content that
activates presence;
stays visible through
relevance.

Algorithm-first

Relevance



Setting right expectations

👍 What Shortsbot WILL do

The problem is NOT creativity

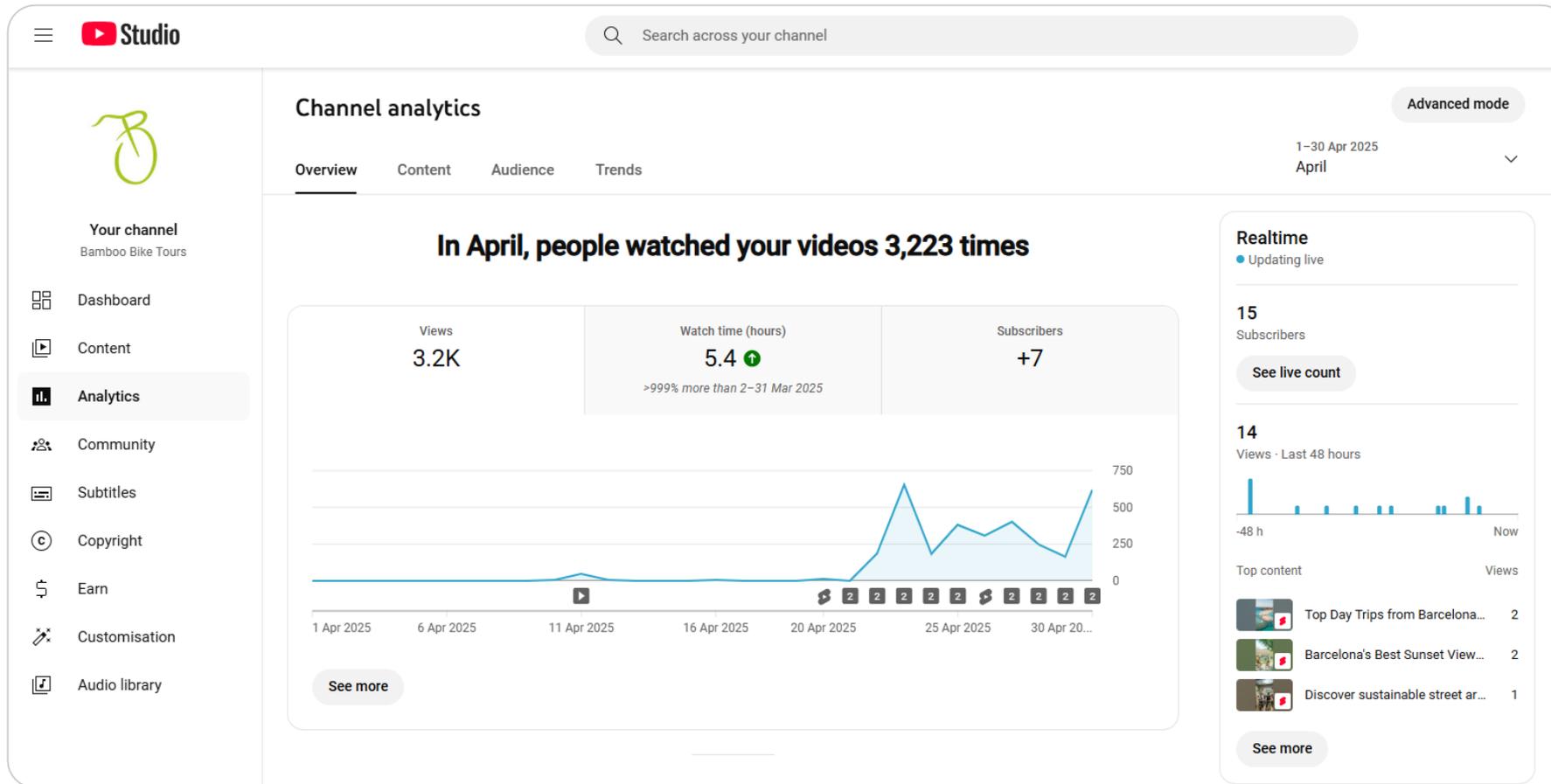
- ✅ Create thematic short videos on **autopilot**
- ✅ Maintain **predictable** posting cadence
- ✅ Reduce thinking + **decision** fatigue
- ✅ Save hours of **editing** time
- ✅ Keep your **audience** warm

👎 What Shortsbot WILL NOT do

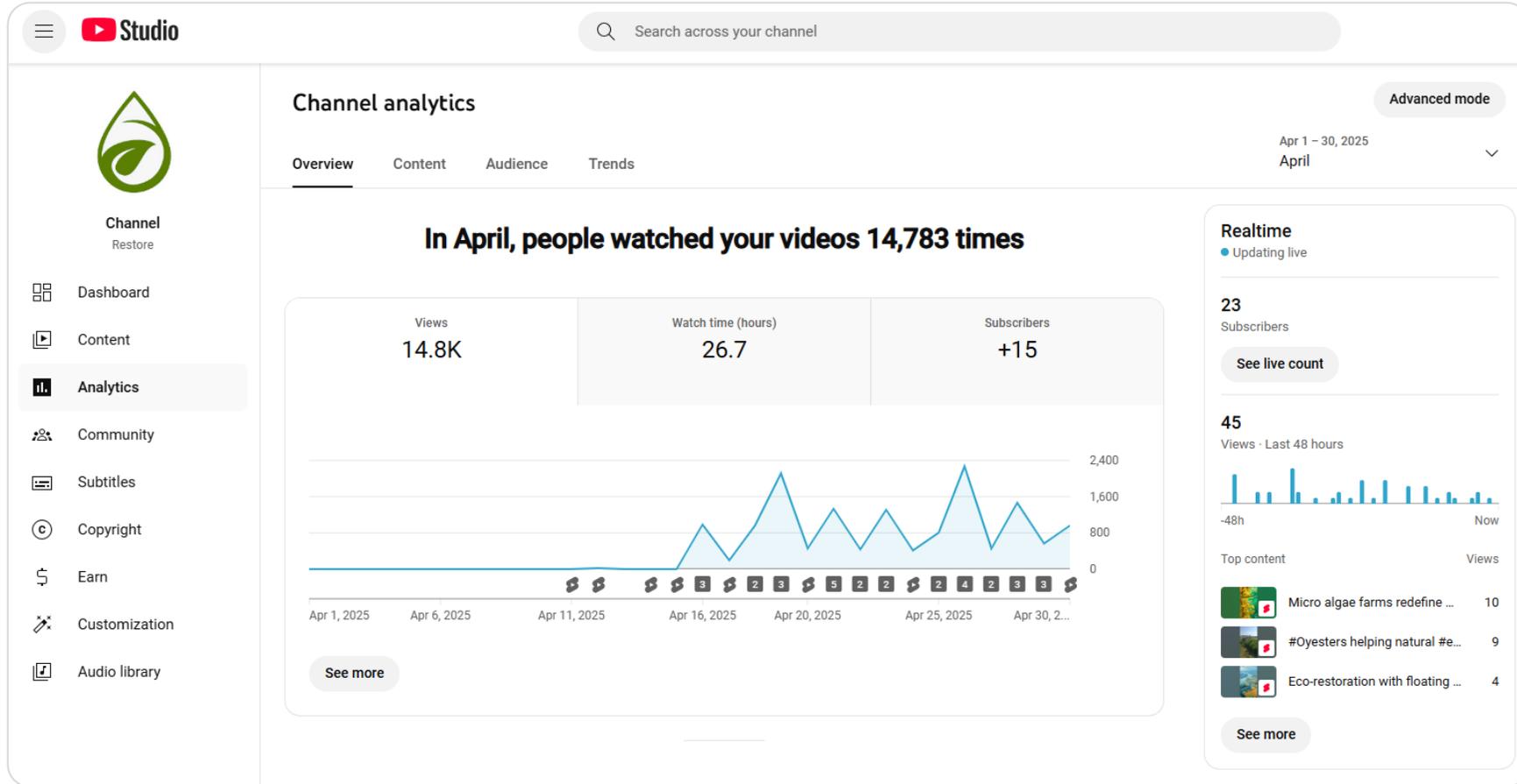
- ❌ Replace your **creativity**, ✅ but assist you maintaining it
- ❌ Guarantee **virality**, ✅ but works to fight the algorithm
- ❌ Be entire content **strategy**, ✅ but gives tools to plan it
- ❌ Compete on “**best AI models**”, ✅ but gives you options to try them all in one interface
- ❌ Make cinematic **perfection**, ✅ but give you simple script ideas you can re-purpose



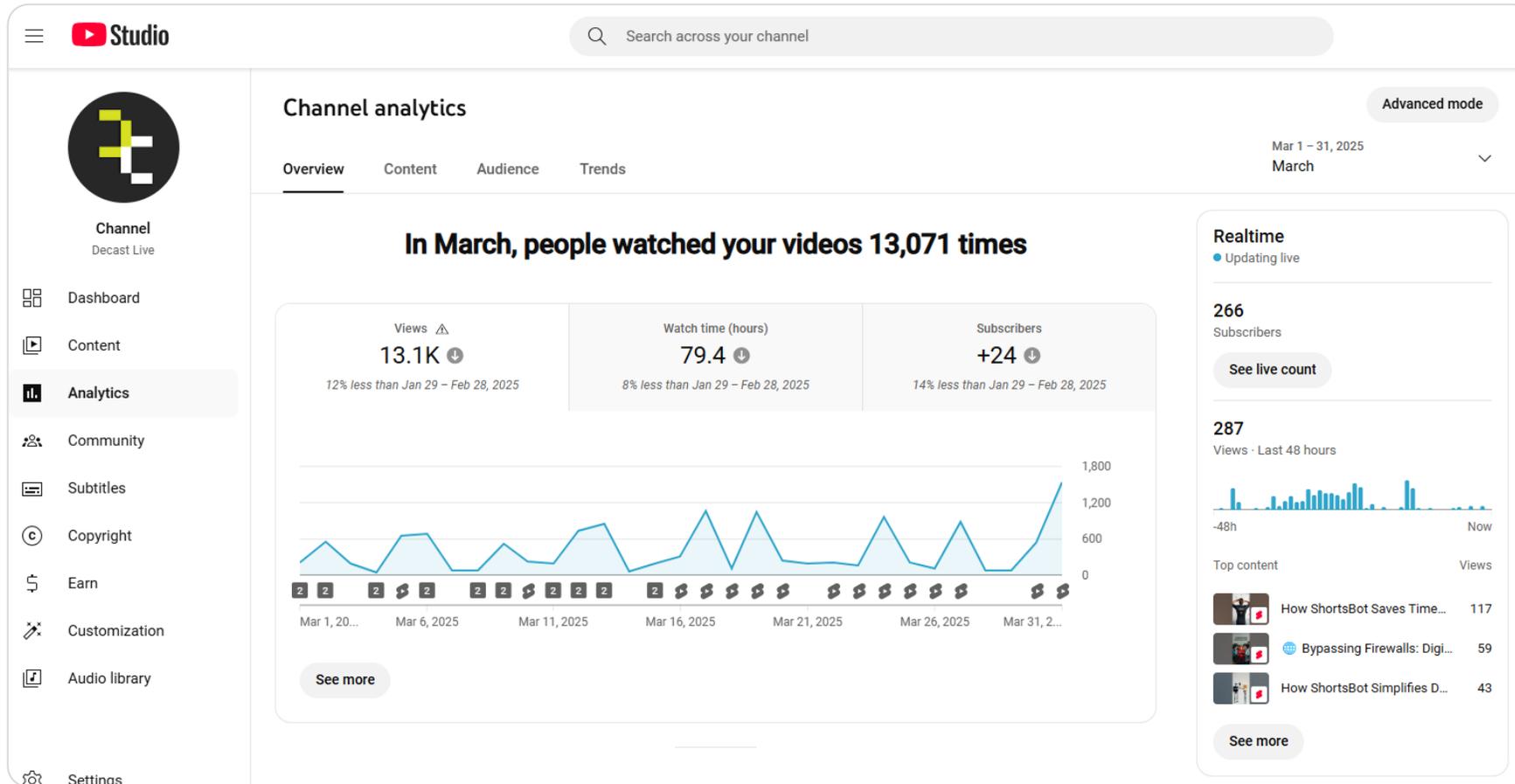
Results in 1 Week? Example Case: Bamboo Bike Tours



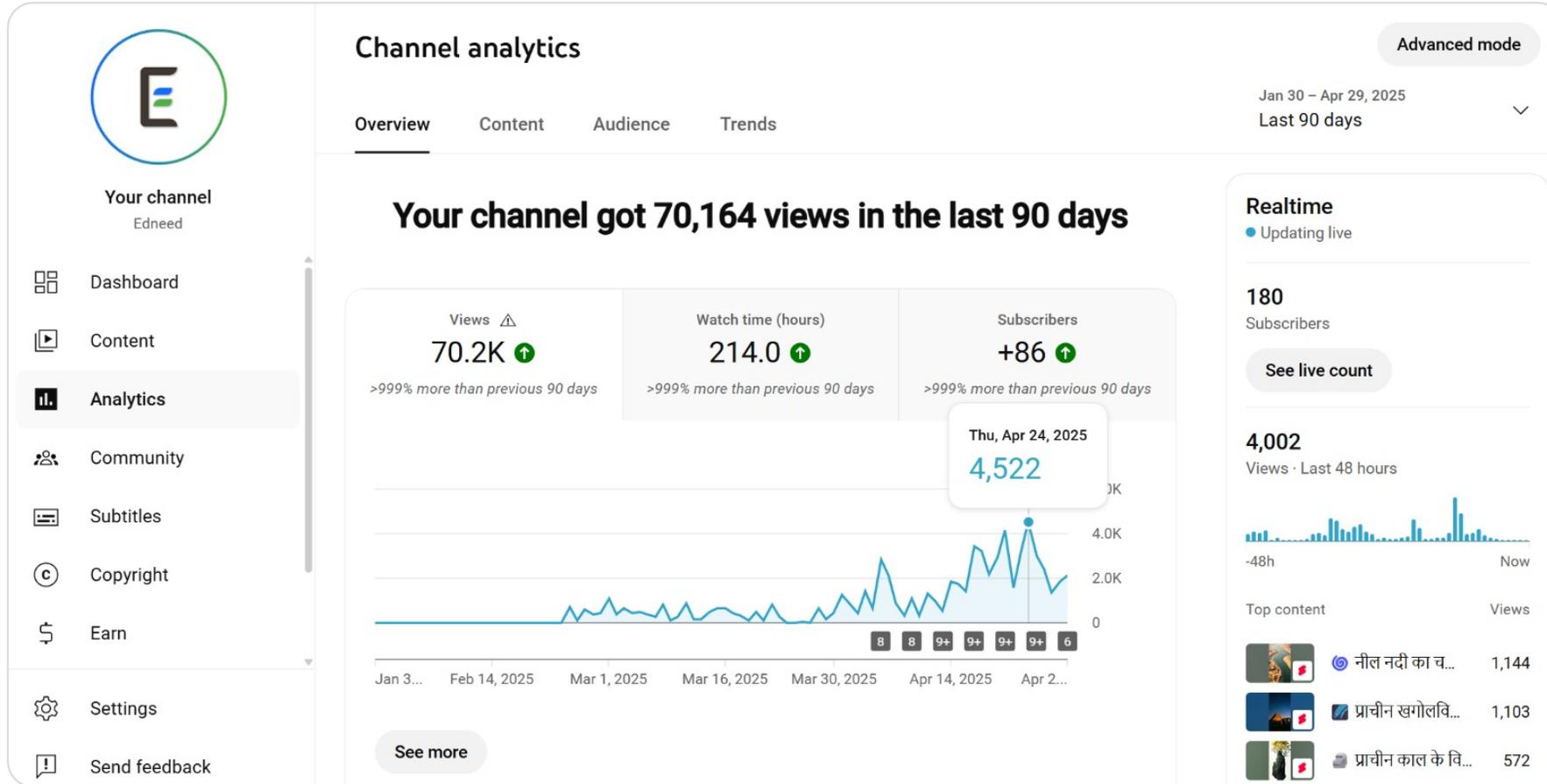
Results in 2 Weeks? Example Case: Restore



Results in 1 Month? Example Case: Decast.live



Results in 90 Days? Example Case: Edneed



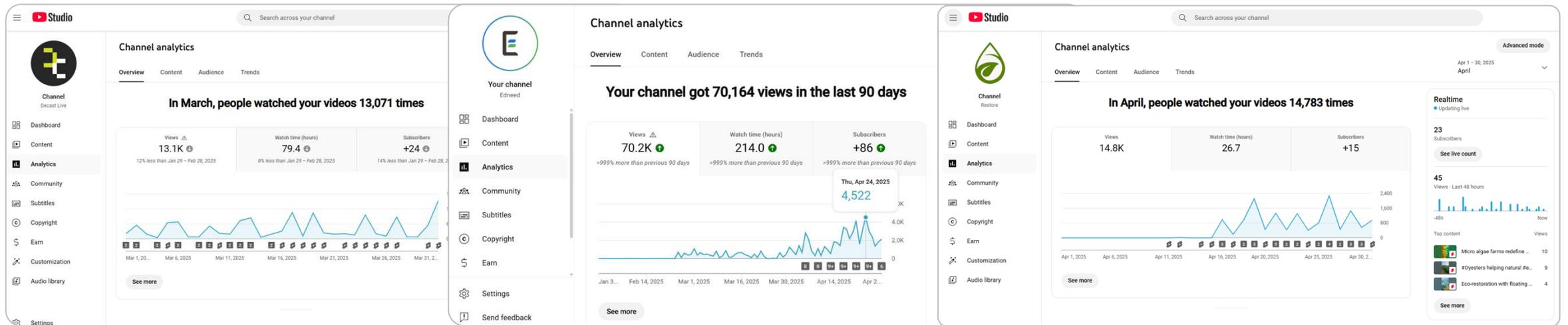
Expected Results?

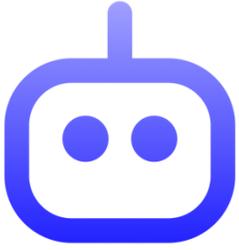
❑ **≥80%** Reduction in Production Time

❑ Increase by **≥5 videos**/week per creator

❑ **≥20%** lift in views and subscribers on channels

❑ **≥50%** view rate of “video shorts”





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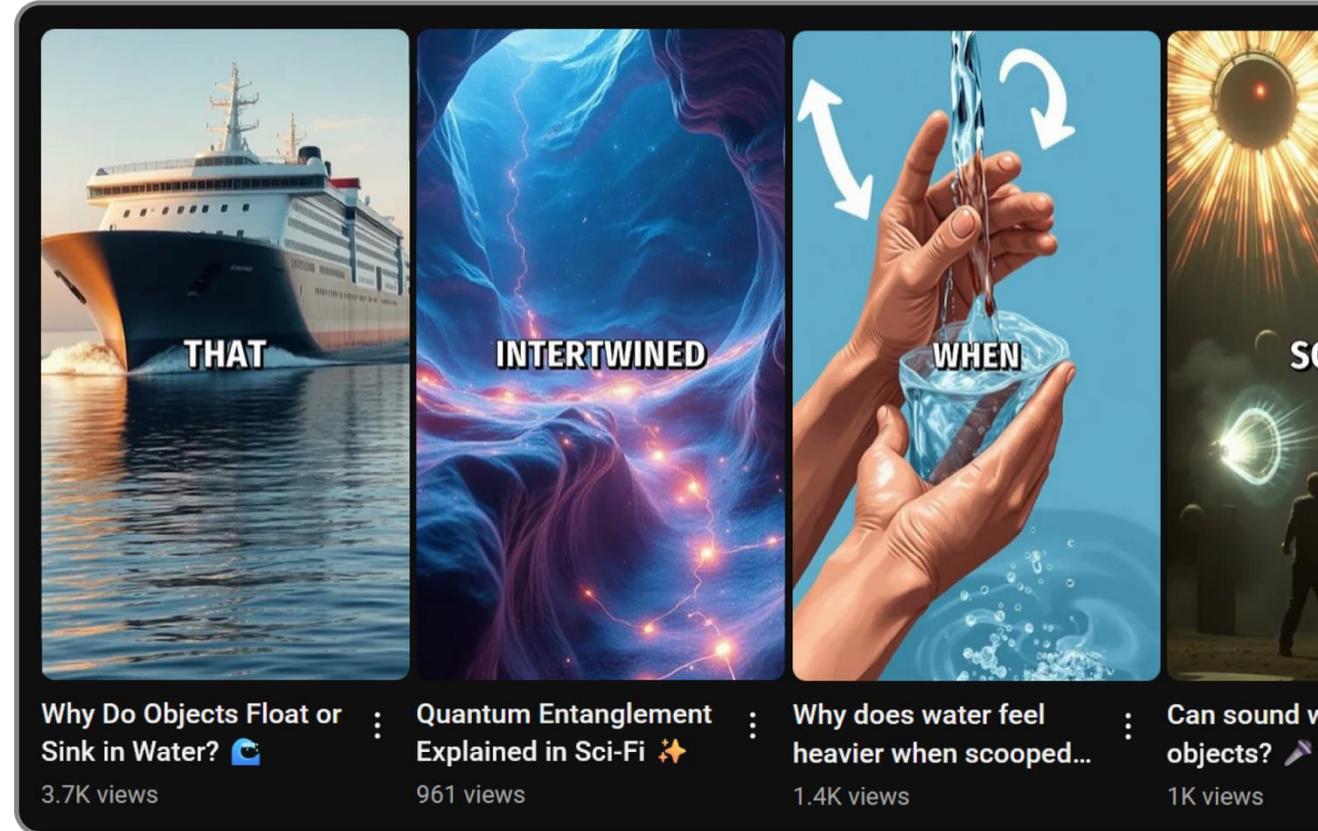
[Book a setup call](#)

learn@lerenlabs.com / +351 912159105

Leren Leren Unipessoal

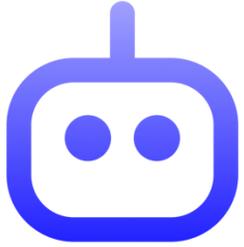
Company VAT/NIPC: 517383861

Address: PCI - Creative Science Park, Rua Do Conhecimento, Aveiro
Region, 3830-352 Ílhavo, Portugal



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Appendix



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Social Presence Needs



Consistency

Regular posting schedule maintained automatically

✗ The problem is NOT experience



Authenticity

Customers feel reassured by active, reliable presence

✗ The problem is NOT growth

✗ The problem is NOT creativity



Value

Professional tone and relevant content every time

✓ The problem is **intent and inconsistency**

*"Making sales, responding to customers is always higher priority.
Businesses lack a **low-effort way to safely exist online**"*



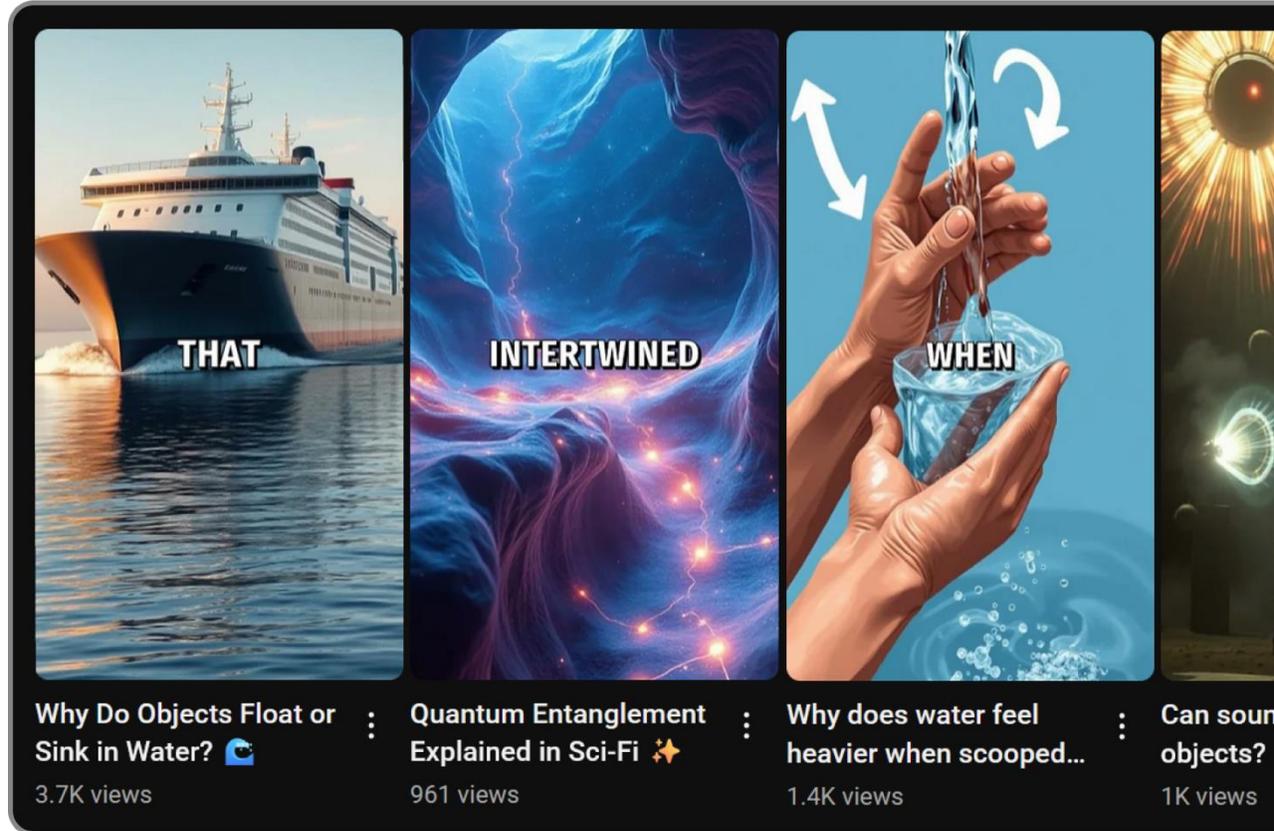
Hypotheses and PoC Experiment

We researched that,

The Brand Trust Equation

After studying 1,000+ Video brands, we discovered:

$$\text{Brand Trust} = \frac{(\text{Consistency} \times \text{Authenticity} \times \text{Value})}{\text{Self-Promotion}}$$



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Evolution of Short Form Media

YouTube PT

Search

Home Shorts Subscriptions

You > History Playlists Your videos Watch later Liked videos

Subscriptions

- Traviile
- Get Boarded
- Restore
- Decast Live
- Mei Leaf
- Token Finder Bot
- Bamboo Bike Tours
- Show more

Explore

<https://www.youtube.com>

All Science fiction Music Gaming Top Gun Thrillers Dramedy Jet

Tom Cruise was Monica Barbaro's Top Instructor
The Late Late Show with James Corden
10M views · 3 years ago

No one Tourisr
Switzerl
104M vi

Shorts

CAPTURING

TechDroider
Apple cooked with this AD

Google

Video Marketing

All Videos Images Short videos Places News Forums More

I think the Rise of Short Form Video Content How it's ...
YouTube · Exposure Ninja

GINYARD COMPANY
Contact us!
Free and customizable marketing video templates
Carva

Agência de Vídeo Marketing (@wm.videomkt) · Instagram ...
Instagram · wm.videomkt

before creating a video marketing strategy.
The Power of Video Marketing
YouTube · Debutify

VIDEO
Daniel Marvel | Sabe a diferença entre videos tradi-...
Instagram · eudanielmarvel

TRY THIS VIDEO MARKETING STRATEGY
Tired of guessing what "works" in video marketing? Steal my ...
Facebook · Alex Caltoni & Th...



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Unique Differentiators

- ❑ **Variation Engine** ensures every video is distinct in script phrasing and visual mix.
- ❑ **No-Code** requires no advanced skills. Browser-based workflow with zero installs .
- ❑ **Scalable SaaS Model** with tiered subscription plans that grow with user output and channel count.

Primary Audience

Creators & Small Teams:

Benefit from massive time savings, consistent posting, and accelerated audience growth.

Marketers & Advertisers:

Onboard users/enterprises, run tutorials, and capture feedback for continuous improvements.

Investors & Strategic Partners:

Provide growth capital, channel introductions, and co-marketing opportunities.



Context & Challenge

Small businesses don't need more ideas; they need **a low-effort way to exist online safely** without the constant pressure of content creation.

What's Actually Missing

- ▾ **No Time to Post**

Daily operations always take priority over social media updates

- ▾ **No Clarity on Content**

What should you even post? The uncertainty leads to paralysis

- ▾ **Fear of Mistakes**

Posting the wrong thing feels risky, so posting nothing feels safer

- ▾ **No Internal Owner**

Marketing responsibilities fall through the cracks in small teams

📄 This is about **being present**; not about becoming famous.
We help you establish reliable online presence, not build a media empire.



**The Brand Trust Equation,
After studying 1,000+ YouTube brands, we discovered:**

Brand Trust = (**Consistency** x **Authenticity** x Value) * Self-Promotion

Most campaigns maximize self-promotion while neglecting the numerator.



Context & Challenge

The Creator's Content Trilemma;

You can only master two of the three at a time.

Time + Quality

→ You burn cash or not able to explore new ideas.

Consistency (Time)



Speed of content production.

Authenticity (Quality)



Polished, high-production

Creativity (Cost)



Originality, experimentation, Uniqueness.



Context & Challenge

The Creator's Content Trilemma

You can only master two of the three at a time.

Quality + Cost

→ You post once a month (if that).

Consistency (Time)



Speed of content production.

Authenticity (Quality)



Polished, high-production

Creativity (Cost)



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Context & Challenge

The Creator's Content Trilemma

You can only master two of the three at a time.

Cost + Time

→ The content stream is effective but raw.

Consistency (Time)



Speed of content production.

Authenticity (Quality)



Polished, high-production

Creativity (Cost)



Originality, experimentation, Uniqueness.



Context & Challenge

Meet **Shortsbot**,
An AI Agent that solves the trilemma of
productivity for your team.

The Creator's Content Trilemma

You can only master two of the three at a time.

Time + Quality

→ You burn cash or not able to explore new ideas.

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Cost + Time

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