

Trust the finding before you create the task.

Server errors are re-requested before they count. Temporary failures stay out of your task list.

crawl log · northstar.studio 2 verification passes

GET	/docs/integrations/	503	🔄 200	transient · not reported
GET	/pricing/legacy/	404	🔄 404	confirmed
GET	/de/preise/	200		✓
GET	/blog/customer-research/	301	🔄 200	redirect · source kept
GET	/academy/crawl-data/	404	🔄 404	confirmed
GET	/careers/	503	🔄 200	transient · not reported

128 findings. *Four honest states.*

never one blended number

47

Confirmed issues

51

Recommendations

18

Manual review

12

Crawler
limitations

FIELD GUIDE / 2026 EDITION

Wallets. Agents. APIs. One Clear Flow. Explained Without the Hype.

The video set a fintech, crypto or AI platform needs to be understood and trusted: which films explain the flow, how to show a product that has no physical form, and the claims that cost a launch its credibility.

START HERE

A platform is trusted before it is used

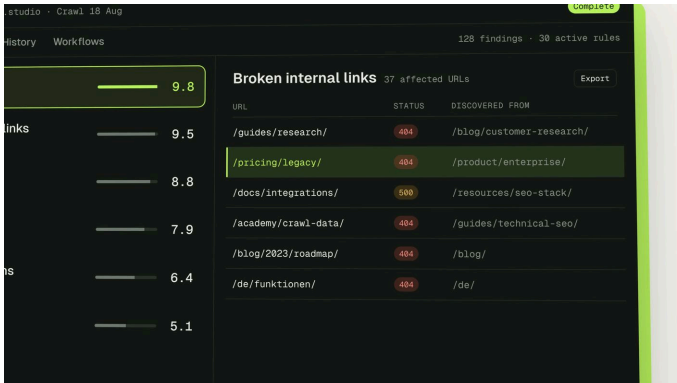
Fintech, crypto and AI platforms rarely struggle to make a video. They struggle to make one that a cautious buyer believes. The product is a flow of data, money or decisions that nobody can see, and every film is tempted to fill the gap with glowing networks and big promises.

So the viewer remembers the effects, not the product, and the compliance team or the first serious prospect asks what is actually being claimed. A film built from the real flow, step by step, with the interface on screen and every claim checked, does the opposite: it makes the product concrete and gives sales something to stand behind.

A PLATFORM EXPLAINED WITH EFFECTS		A PLATFORM EXPLAINED STEP BY STEP
01	Glowing networks and stock coins	The real screens, one step at a time
02	Promises of speed and security	The checks the product actually runs
03	One film for every audience	A version for buyers and one for developers
04	Roadmap features shown as live	Only what ships today
05	A new film for every new market	Scenes reused, text and voice localised

Show the flow, then the benefit.

Decide what the viewer must understand, in order: what goes in, what the platform does, what comes out and why it is safe. The scenes follow from that order, not from a library of effects.



Maverick Frame production render.

THE SHOT LIST

The platform explainer set, video by video

A typical set for a fintech, crypto or AI platform, not one client's order. It assumes one product with a business audience and a technical audience. Lengths are a guide: the story decides them.

VIDEO	LENGTH	WHERE IT RUNS
Platform explainer	60 to 90 seconds	Homepage, investor and partner meetings
How-it-works film	1 to 2 minutes	Product page, sales calls
Developer or API walkthrough	1 to 3 minutes	Docs, developer portal
Security and trust explainer	45 to 90 seconds	Sales, procurement, compliance
Feature and release videos	20 to 45 seconds	Release notes, community
Launch and ad cuts	6 to 30 seconds	Social media, paid ads

Two audiences, one set of scenes.

Buyers and developers need different films, but not different productions. The same interface and flow scenes are cut into a short business story and a longer technical walkthrough.

VIDEO	WHAT IT MUST DO	WHO WATCHES
Platform explainer	Say what the product does and why it matters	Buyers, partners, investors
How-it-works film	Show the flow, step by step	Users, sales
API walkthrough	Show how to build on it	Developers
Trust explainer	Show what keeps money and data safe	Procurement, compliance

MISTAKES FROM YOUR SIDE OF THE TABLE

Six lines that cost a platform its credibility

These come from platform briefs we receive. Each one is understandable, and each one either weakens trust or doubles the work.

WHAT THE BRIEF SAYS	WHAT TO SEND INSTEAD
01 Make it look futuristic	Show the real screens and the real flow. Trust comes from clarity, not from effects.
02 Say it is the most secure	Name the checks the product actually runs. A specific claim is believed; a superlative is questioned.
03 Show the AI thinking	Show the input, the steps and the result. Viewers trust what they can follow.
04 The token launches next month	Show what works today and leave dates out of the film. Dates change; the film should not have to.
05 One video for everyone	Plan a business version and a technical version from the same scenes.
06 Same as the last video	Attach the last project and say what changed: a screen, a flow or a market. The scenes on file cover the rest.

Check every claim on paper.

Ask for every claim in the script to be checked against your documentation, and for the project to stay on file. When the product, the rules or the market change, the update starts from editing, not from a blank file.



Maverick Frame production render.

THE ONE PAGE

What platform teams actually send us

Platform teams do not send specifications. For an explainer they send something close to this, usually in the body of an email, and it is enough to quote from.

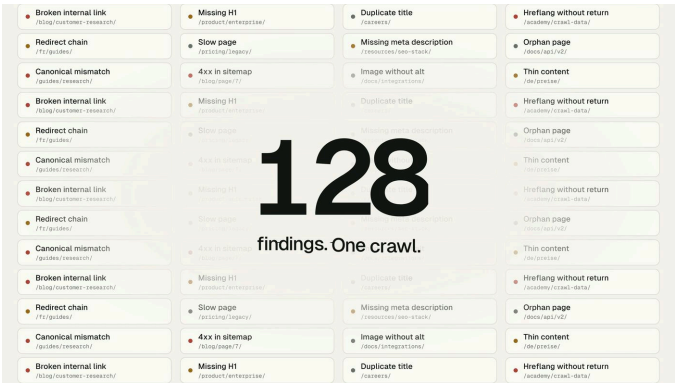
01	The product	A demo account or a recorded walkthrough of the main flow.
02	The flow	What goes in, what the platform does and what comes out, in a few lines.
03	The audience	Buyers, users, developers, investors or regulators, and which one comes first.
04	The claims	What the product does today, and what must not be said yet.
05	The brand	Logo, colours, fonts and any UI or motion guidelines.
06	The look	Two films you admire, and what you do not want.
07	The channel	Homepage, sales, developer portal or ads.
08	The date	The launch, the listing, the conference or the round.
09	The budget	For the first film or for the set. Either is enough to scope.

Start with the main flow

Approve the script and the style on the platform explainer first. The technical and trust videos follow that template.

Check the claims early

Send the script to compliance or legal before animation. A line changed on paper costs minutes; a line changed in a finished film costs a new render.



Maverick Frame production render.

WHAT THINGS COST

Market rates and our terms, so you can check any quote

Ranges seen across the market in 2026, freelancer to studio. Use them to sanity-check any quote, including ours.

DELIVERABLE	FREELANCER	STUDIO
Single exterior still	\$100 - 300	\$250 - 600
Single interior still	\$120 - 350	\$300 - 700
Package of 5 - 8 views	\$600 - 1,500	\$1,500 - 4,000
Animation, per minute	\$1,000 - 3,000	\$3,000 - 8,000

Our standard timelines and revision terms. They are what we quote unless a project needs something else, and we say so before work starts.

STAGE OR DELIVERABLE	MAVERICK FRAME STANDARD
First draft of a still	3 to 5 working days from a complete brief
Finished stills, package of 5 - 8	2 to 3 weeks, drafts included
Animation, up to one minute	4 to 6 weeks, storyboard and preview first
Revision rounds included	Two at draft stage, one on the final image
What counts as a round	One consolidated list of comments, sent at once
Rush delivery	Half the time for about 40% more, when the schedule allows

Line up a studio before the deadline is on fire

The most expensive projects we see are not the badly briefed ones. They are the ones briefed in a panic, after the first supplier failed and the launch date did not move. Vet one or two studios while nothing is urgent.

A note on in-house: one artist needs around ten software subscriptions, a workstation and a stack of adjacent skills - modelling, lighting, post-production and client communication. It pays off only when that person is busy every day. Below that, the arithmetic favours outsourcing on its own.

NEXT

Send us the demo and the flow

A demo account or a recorded walkthrough, the main flow in a few lines, the claims you can make and whatever brief you have. We will reply with a scope, a price and the questions that decide it - as a reply, not a sales call.

The contact form	maverickframe.com/contacts/
Explainer video work	maverickframe.com/services/explainer-video-production/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is a co-founder of Maverick Frame Studio. The figures in this guide come from our own inbox and our own rate card, not from an industry survey.