

MAVERICK FRAME SITE HEALTH

One score.
Every check
behind it.

Overall score	28 checks
Weighted by severity	5 checks
Needs attention	3 checks
Excluded - never counted as passed	2 checks
Includes: Content, Design, UX, SEO and MCP	



FIELD GUIDE / 2026 EDITION

Five Stages. One Product Story. Built Once, Not Five.

Which videos to order from the first pitch to the launch, the sales cycle and the next release, what each film carries over to the next, and what to send at every stage.

START HERE

Five vendors, five looks, one product

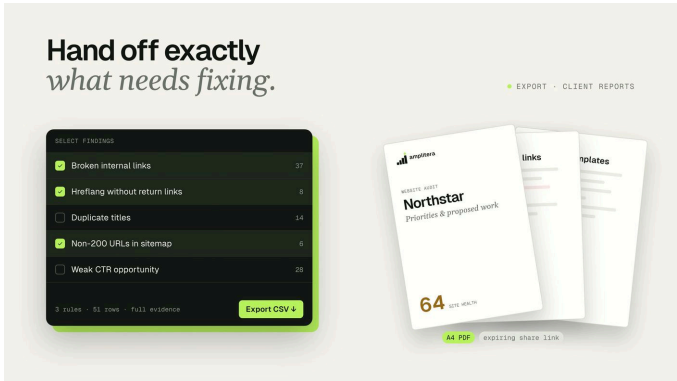
Most software companies buy video one stage at a time. A pitch animation from one freelancer, a launch film from an agency, demo videos recorded by the product team, onboarding clips from support and social ads from a performance agency.

Each of them explains the same product from zero, and each makes it look slightly different. Buyers see five products where you sell one, and you pay for the story five times.

BOUGHT STAGE BY STAGE		PLANNED AS ONE ROADMAP
01	The story is written again for every new video	The story and the scenes are built once and updated with the product
02	Every feature video starts from a blank file	Feature videos reuse the approved style and scenes
03	Pitch, launch film and ads look like three brands	One look across the deck, the website, the product and the ads

The story is the asset. The videos are the output.

An approved script, a style and a set of animated interface scenes are the largest part of the first film. If they stay with one studio, every later video is new scenes and edits rather than starting over.



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THE ROADMAP

What to order at each stage, and what it keeps

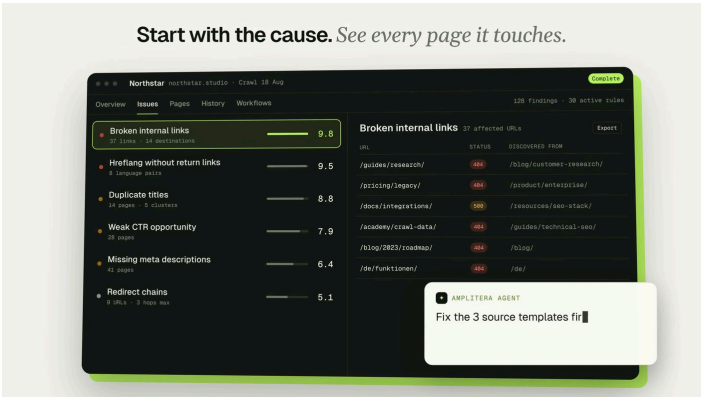
Five stages, in the order most software products meet them. Each row says what to order, who will watch it and what the next stage reuses.

STAGE	ORDER THESE VIDEOS	WHO USES THEM	CARRIES OVER
Pitch	A short concept film or animated product story for the deck	Investors, first customers	The script and the style
Launch	The hero explainer plus 15- and 6-second cuts	Website, launch posts, press	The scenes and the edit
Sales	Product demo and feature videos for calls and emails	Sales team, prospects	The interface scenes
Onboarding	How-it-works and setup videos for new users	Customers, support	The visual language
Growth	Vertical and square ad versions, release videos	Ads, social media, release notes	A project ready for the next release

Start where you are

If the launch is next month, order the launch film now, and ask for the project to be kept with its scenes and style on file. That is what lets the demo videos, the ads and the next feature reuse it rather than start again.

Not every product passes through all five stages. A product already on the market may start at Sales with a demo series; a startup may stop at Pitch until the round closes. The order still holds, and so does the rule: whatever stage comes first builds the scenes the others reuse.



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FILM BY FILM

One product, five stages, film by film

A typical set for one software product. The first film carries the setup: the script, the style frames and the interface scenes. Every later video starts from them, which is where the time and the budget are saved.

VIDEO	TYPICAL LENGTH	STARTS FROM
Pitch film for the deck	30 to 60 seconds	A new script and style frames
Hero explainer for the launch	60 to 90 seconds	The pitch script and style
Launch cuts for social media	6 to 15 seconds	Scenes from the hero film
Product demo videos	1 to 3 minutes each	The interface scenes
Feature and release videos	20 to 45 seconds each	The interface scenes and the edit
Onboarding and how-it-works videos	1 to 2 minutes each	The visual language and the scenes
Vertical and square ad versions	6 to 30 seconds	The master films

Plan the first film for reuse

Tell the studio up front which videos will follow, so the first film is built with scenes, layers and styles that the later ones can open and change.

Typical lengths are a guide, not a rule: the story decides the length. Our timelines and what counts as a revision round are on page 06.

THE ONE PAGE

What to send us at each stage

The short list of inputs that decides the price and the timeline at each stage. Send what you have; missing items become questions, not delays.

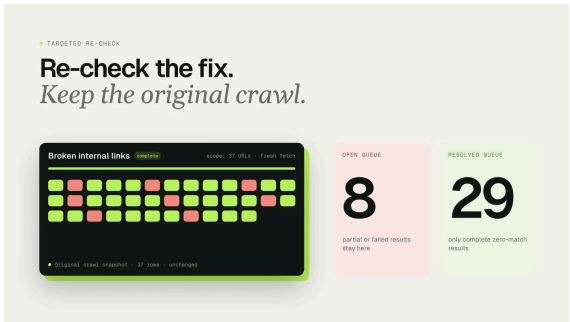
01	Pitch: the story	The problem, the product in one sentence, the audience and two films you admire.
02	Pitch: the deck	The current pitch deck or one-pager, so the film and the slides say the same thing.
03	Launch: the product	Access to the product or a demo account, and the screens that matter most.
04	Launch: the brand	Logo, colours, fonts and any motion or UI guidelines.
05	Sales: the questions	The questions prospects ask on every call, ranked by how often you hear them.
06	Onboarding: the steps	The setup flow and the three places where new users get stuck.
07	Growth: the channels	Ads, social media, the website: formats, lengths and dates.
08	Every stage: the date	The launch, the conference or the round. We plan backwards from it.

Change stage, keep the scenes

If we made a film for your product at an earlier stage, reopening the project takes one email: name the stage, the new videos and what changed in the product since. The scenes are on file, so the quote starts from new work, not setup.

Our terms are on the next page

Our timelines and what counts as a revision round are set out on page 06. The lengths on page 04 are typical, and every project gets a fixed quote for its exact scope.



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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 what you already have

Plans, a model, photographs or a draft brief, in whatever state they are in. 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.