



spearmint

SAAS / TECHNOLOGY / B2B PRODUCT COMPANIES



# Turn complex products into **clear video**.

Product demos. Explainers. Launch videos. Sales content. Onboarding.

Spearmint helps SaaS and technology companies create production-ready product video without the traditional production cycle.

PRODUCT-FOCUSED · AI-ASSISTED · BUILT FOR SCALE

01 COVER

01 / 21

# Your product is complex. Your audience doesn't have time to learn it.

SaaS teams repeatedly need to explain the same product from different angles.

THE QUESTIONS

What it is

Why it matters

How it works

What someone should do next

THE VIDEOS ONE PRODUCT MAY NEED

Homepage explanation

Feature education

Product launches

Sales follow-up

Customer onboarding

Help content

Your product keeps changing. Your content pipeline has to keep up.

PRIMARY AUDIENCE

Product Marketing, GTM and Marketing teams

SECONDARY USERS

Sales, Customer Success and Product Education

# Your product moves at software speed. Your video production shouldn't.

- 01 Product update
- 02 Storyboard
- 03 Script
- 04 Screen recording / production
- 05 Voiceover
- 06 Edit
- 07 Review
- 08 Revision
- 09 Publish

Outdated demos. Launch delays. Content gaps. Every product change can become another production project.

YOUR TEAM PROVIDES

You own product accuracy and messaging approval.

- Product truth
- Roadmap / release context
- Brand guidelines

- Messaging
- Product access
- Final approvals

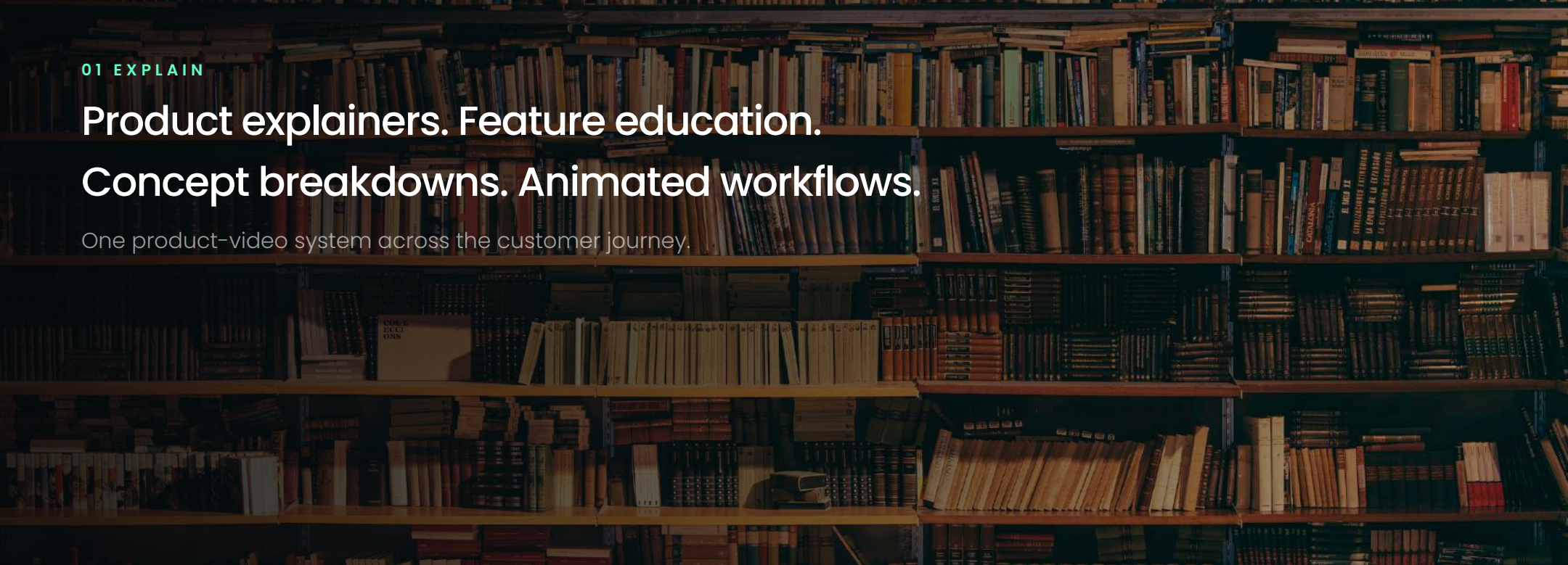
SPEARMINT PROVIDES

We turn that input into structured video.

- Content structure
- Storyboards
- Presenters / voiceovers
- Editing

- Scripts
- Product demonstrations
- Visual production
- Localization

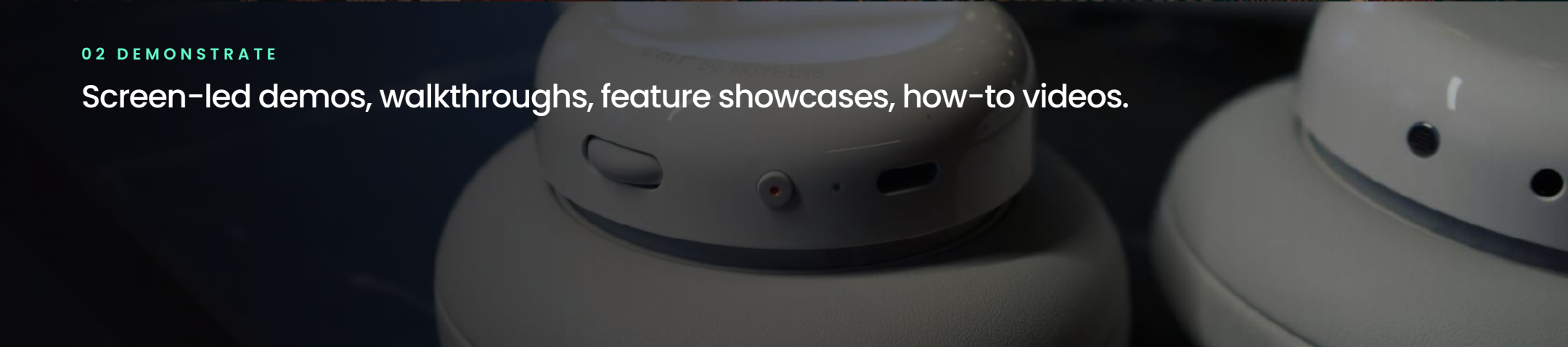
You own product accuracy and messaging approval.  
SpearMint turns that input into structured video content.



## 01 EXPLAIN

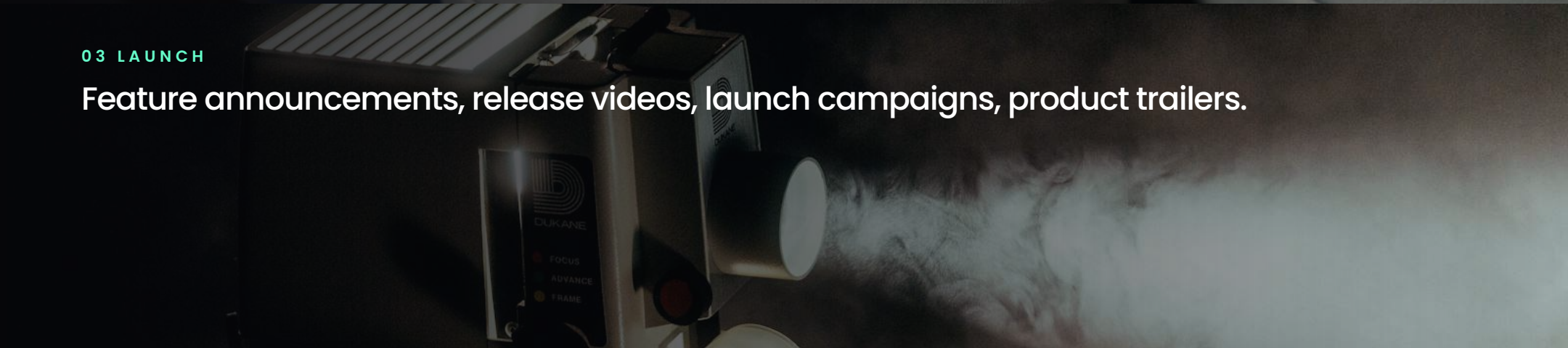
Product explainers. Feature education.  
Concept breakdowns. Animated workflows.

One product-video system across the customer journey.



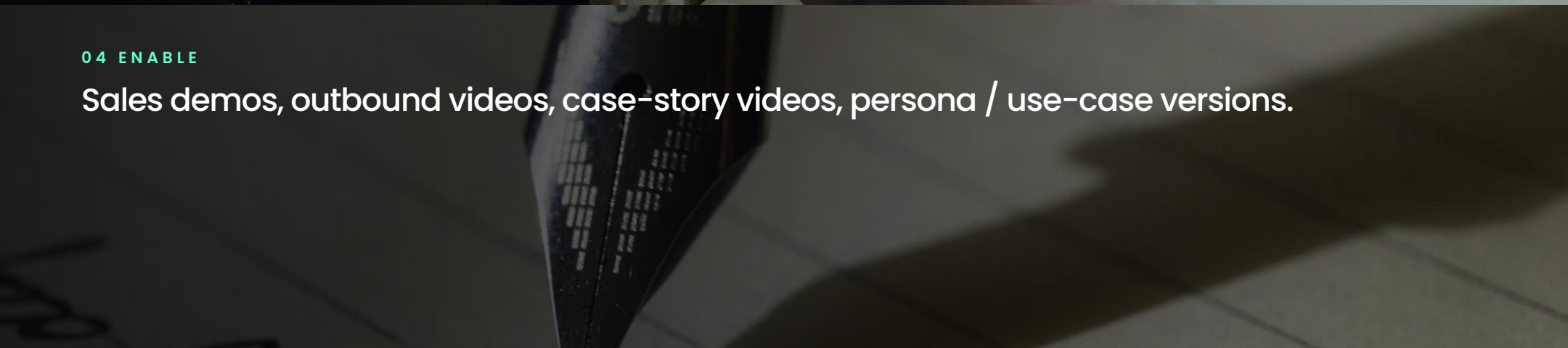
## 02 DEMONSTRATE

Screen-led demos, walkthroughs, feature showcases, how-to videos.



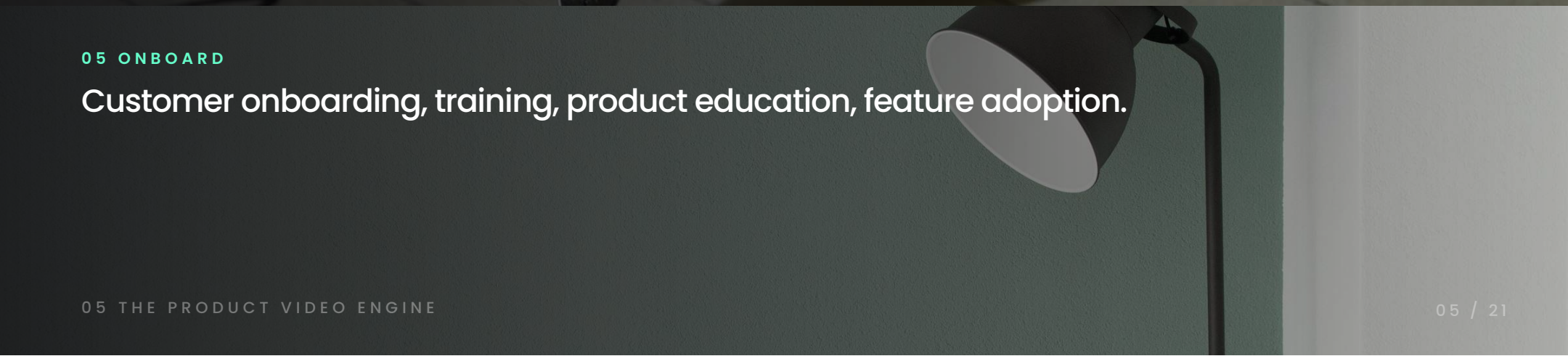
## 03 LAUNCH

Feature announcements, release videos, launch campaigns, product trailers.



## 04 ENABLE

Sales demos, outbound videos, case-story videos, persona / use-case versions.



## 05 ONBOARD

Customer onboarding, training, product education, feature adoption.

# One product feature can power an entire video library.

SAMPLE FEATURE

AI-powered workflow automation

|    |             |                             |                             |
|----|-------------|-----------------------------|-----------------------------|
| 01 | Explain     | 60-sec Feature Explainer    | Website / Product page      |
| 02 | Demonstrate | 90-sec Product Demo         | Website / Sales follow-up   |
| 03 | Launch      | 30-sec Feature Launch Video | Launch email / announcement |
| 04 | Enable      | Sales Enablement Video      | Sales deck / outbound       |
| 05 | Onboard     | Customer Onboarding Video   | Onboarding / Help Center    |
| 06 | Extend      | Social / Ad Cutdowns        | Paid + organic social       |

One feature → multiple moments in the customer journey

# From product knowledge to production-ready content.

01 INGEST

## Bring the source of truth in

Website, product documentation, specs, demo environment, release notes, brand guidelines.

02 STRUCTURE

## Decide the job of the video

Audience, use case, messaging, narrative, CTA.

03 PRODUCE

## Make the finished piece

Script, storyboard, screen capture, presenter, voiceover, visuals, editing.

04 LOCALIZE

## Adapt without starting over

Voiceovers, dubbing, captions, regional versions.

05 DISTRIBUTE

## Put it where the business needs it

Website, sales, launches, onboarding, Help Center, paid media, social.

One production pipeline. Multiple business functions.

FUNCTION 01

# Marketing & launch

Product launches. Feature announcements. Landing-page videos. Paid and social cuts.



FUNCTION 02

# Sales & enablement

Sales demos. Outbound clips. Persona / use-case versions. Proposal and case-story videos.



FUNCTION 03

# Onboarding & education

Customer onboarding. Training. Help content. Feature adoption videos.



Product teams provide source truth. Go-to-market teams deploy the content.

# One SaaS feature. Six business-ready videos.

## SAMPLE PRODUCT

Workflow automation platform for customer-support operations

|                          |                             |
|--------------------------|-----------------------------|
| 60-sec Feature Explainer | Website / Product page      |
| 90-sec Product Demo      | Sales follow-up             |
| 30-sec Launch Video      | Launch email / announcement |
| Sales Enablement Video   | Sales deck / outbound       |
| Onboarding Video         | Customer onboarding         |
| Social / Ad Cutdowns     | Paid + organic social       |

Input: new automation feature, screenshots, demo environment, documentation, persona, value proposition. Delivery: voiceover, captions, screen-led / presenter-led options, multiple aspect ratios, platform-ready exports.

# Choose the production capacity you need.

RECOMMENDED · RECURRING PRODUCT-CONTENT DEMAND

## Content Engine

# ₹1.25L / month

8-12 standard video units a month. Built for GTM teams that need product content to keep moving with the roadmap.

### Product Sprint

₹50K-₹75K

One launch, feature, or initial production test. 4-6 standard video units.

### Growth Production

₹2.50L / month

High-volume GTM. 15-30 mixed video units + derived assets / month.

### Dedicated Team

₹4L+ / month

Outsourced content operation. Custom production allocation.

Video unit = finished scoped production output. Derived asset = cutdown, alternate format, localized version, or other adaptation. Monthly output depends on length, screen complexity, product flows, presenter needs, languages and revisions.

# Stop rebuilding product videos every time the product changes.

TRADITIONAL MODEL

Product update



New brief



New recording



New production



Review



Revision



Delayed content

SPEARMINT MODEL

Product update



Updated product knowledge



Updated script / production



Updated content



Reuse across marketing



Sales, onboarding, education



Current content, less friction

THE RESULT

Faster launches · More current product content · Better sales enablement · Faster onboarding · Less production friction

Your product changes fast.  
Your video content should keep up.



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# Start with one product feature, launch, or onboarding flow.

GIVE US

The product   The audience   The use case   Existing product assets

An explainer

A product demo

A launch asset

Supporting sales / onboarding content

Then scale the system across your product.  
Explain better. Launch faster. Keep content current.



START A PRODUCT SPRINT

# How the work can look.

## Screen-led

Product demos, UI walkthroughs, feature tours, workflow demonstrations, how-to videos.

## Presenter-led

AI presenters, founder videos, product announcements, educational content, launch videos.

## Visual / explainer-led

Animated explainers, process diagrams, product visualization, concept breakdowns.

## Hybrid

Screen + presenter. Screen + voiceover. Product UI + animation. Presenter + product footage.

Format is chosen against the job of the video, not as a default look.

# A unit is a finished production. A derived asset is not.

One approved use case

One approved script

One production direction

One final video

One delivery format

Included revision allowance

**DERIVED ASSETS**

Cutdowns, alternate ratios, shortened sales versions, subtitled versions, localized versions. A derived asset is an adaptation of an approved production – not a new end-to-end video concept. This is why Growth Production can include mixed video units plus derived assets without counting every cut as a new production.

# Typical first sprint: 7–12 business days.

|                              |                |
|------------------------------|----------------|
| Product / brief review       | 1 business day |
| Messaging + concept          | 1–2 days       |
| Script                       | 1–2 days       |
| Storyboard / production plan | 1–2 days       |
| First production             | 3–5 days       |
| QA                           | 1 day          |
| Review / revisions           | 1–3 days       |
| Final delivery               | 1 day          |

Stage timings are indicative and may overlap. The clock starts after product access, a complete brief, approved assets, brand guidelines and references. It pauses for product access, legal review, client approval or consolidated feedback.

# Starting prices. Complexity decides the final fee.

|                           |                 |
|---------------------------|-----------------|
| Additional standard video | ₹7,500–₹15,000  |
| Premium product video     | ₹15,000–₹30,000 |
| Additional aspect ratio   | ₹1,500–₹3,000   |
| Additional language       | ₹2,000–₹5,000   |
| Dubbing / lip-sync        | ₹3,000–₹8,000   |
| Custom AI presenter       | ₹5,000–₹12,000  |
| Screen / UI animation     | ₹5,000–₹15,000  |
| Advanced motion graphics  | ₹5,000–₹15,000  |
| Platform-specific cutdown | ₹1,500–₹4,000   |
| Rush production           | +30% to +50%    |
| Extra revision round      | ₹5,000–₹10,000  |

GST extra. Source or editable project files are subject to the agreed production scope and handoff terms.

# Complete inputs → faster production.

PRODUCT

Website

Product access / demo account

Documentation

Feature list

Screenshots / recordings

Release notes / changelog

AUDIENCE

Target persona

Industry

Use case

Pain points

BRAND

Brand guidelines

Logo

Colors

Typography

Approved messaging

COMMERCIAL

Offer

CTA

Key proof points

Required claims

Legal copy

# How we start work.

## FIRST PROJECT

50% advance

50% before final delivery / approval

Production starts after advance payment + complete brief + required product access

## MONTHLY PRODUCTION

Paid monthly in advance

Recommended 3-month minimum

Unused capacity expires monthly unless otherwise agreed

Additional scope is billed separately

# The client approves:

Product claims

Feature representations

Pricing

Testimonials

Customer data

Brand assets

Final content

ESPECIALLY IMPORTANT FOR SAAS

Customer logos, case studies and testimonials must be approved for external use.

Internal product screens must be approved for external use.

Product claims must be legally substantiated.

Voice and likeness use must be authorized. Third-party content needs commercial rights.

Final product accuracy and approval remain with the client.

# The questions product marketers ask first.

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## Can you work directly from our product documentation?

Yes. Documentation can serve as a source for scripting, messaging and content planning.

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## Do we need to provide video footage?

Not necessarily. Screen recordings, product access, UI assets and documentation can support many production formats.

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## Can you create videos without a real presenter?

Yes. We can use screen-led, voiceover-led, animation-led or AI-presenter formats.

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## Can you use our real employees?

Yes, subject to appropriate footage and consent for any AI-based voice or likeness workflow.

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## Can product videos be updated when the product changes?

Yes. Updates can be handled as new production scope or through an ongoing content-production plan.

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## Can one video become several pieces of content?

Yes. A core demo or explainer can be adapted into sales, onboarding, social and educational assets.

# Then the operating ones.

## Can you create sales-specific versions?

Yes. Videos can be adapted by persona, industry, use case, feature or sales stage.

## Can you localize content?

Yes. Voiceover, dubbing, lip-sync, captions and multilingual versions can be scoped.

## Can you work on unreleased features?

Yes, where approved mockups, demo environments, product access and messaging are available.

## Can you work with our existing project-management tools?

Yes. The operating workflow can be adapted to the client's existing collaboration process.

## What happens after the first Product Sprint?

The natural next step is recurring content production through the Content Engine or Growth Production model.

Your product changes fast.  
Your video content should keep up.