/// Moorfold

Project brief

Moorfold: an automated, multi-channel YouTube story studio

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What it is

Moorfold takes a YouTube channel from research to finished, scheduled videos. It finds topics with proven audience demand, gives each channel its own identity (name, voice, colors, character, cover style), and produces narrated, documentary-style story films and Shorts. One server runs the whole pipeline; one person operates it from a phone dashboard.

Status

Pre-launch, on purpose. The pipeline runs end to end, but we are holding back the first public channels until the films consistently meet our written quality bar. Each channel then launches with five weeks of scheduled content: three long videos and three Shorts a week.

How a video is made

1. **Research:** niche and topic research from YouTube data and permitted sources.
2. **Script:** free model tiers first, escalating only when needed; code checks for the hook, the promise and unsupported claims; at most one automated repair round.
3. **Narration:** Cartesia Sonic as the primary engine (Cartesia Startups Grant), with a pronunciation dictionary and a read-back check that transcribes the take and compares it with the script.
4. **Visuals:** one AI frame per shot, a reference sheet per channel for a consistent character, and a relevance check so each scene shows what the narration is about.
5. **Edit:** paced cuts, emphasis text instead of full burned-in captions, Shorts cut from the long video.
6. **Review and publish:** deterministic gates, local measurements, then a model review of the whole film; a channel's first video goes to a person; uploads are scheduled within YouTube's API quota.

Quality approach

Four living standards (thumbnail, video, voice, on-screen text). Every approved rule is measured at the stage that produces it; a film that breaks one does not reach review. Every process in the system has a recorded measurement, threshold and scenario tests.

Cost discipline

Free tiers and grants first; paid services only as fallback, under a fixed monthly cap. We ask for support because the capacity goal needs more compute, better image and video models and storage than free tiers provide.

Capacity goal

At least 50 long videos and 50 Shorts a day across channels, in English first, with Turkish, Spanish and Hindi versions.

What we ask partners for, and what they get

- **Ask:** twelve months of credits or a sponsored plan. Ad revenue on new channels takes months to arrive; a shorter period ends before the project can pay its own way.
- **In return:** a quarterly report with measured numbers (see the template), a credit line in video descriptions where it fits, product feedback and reproducible bug reports, and a public case study after launch.

Who runs it

An independent developer in Istanbul, building and operating Moorfold alongside a full-time job. Contact: info@moorfold.com.
