

SPM CREATIVE COMPANY

May 2026

Content & Pre-Production Plan

Prepared for Provium Tech Inc.

FiberLyctic

"The Work Is Still His" — Institutional + 50 Editorial Pieces

Institutional Film / Content Strategy / Social Distribution

Confidential 1.0

What we're building

A complete content capture and production plan for FiberLytic's market positioning. **One week in Knoxville, three-person crew, one cinema camera.** All raw material needed to launch the institutional film, fuel a 12-week social campaign, and feed sales conversations for months.

"We didn't add AI to a SaaS. We built the operating system for fiber construction — and respected the people who do the work."

REFERENCE

Anthropic's *"Keep Thinking with Claude"* campaign. AI as cognitive partner, never as protagonist. Quiet cinematography, real people, real work, real time. The product appears in use, not in demonstration.

The vision

FiberLytic positions as **the operating system for fiber construction** — not "another SaaS with AI bolted on." The buyer is not a tech early-adopter. He's a small-business owner with 25 years in the trade who never had software that respected the way he works.

What we sell: **amplification.** His decisions, executed without friction. His expertise, going further per hour. His evenings, returned.

\$90B+

Fiber construction market

~0%

Of subs running purpose-built ops software

\$30K

Avg. monthly leakage per contractor

50K+

US fiber contractors in the addressable market

Real users say

Three subcontractors are already running FiberLytic in production.

Feedback collected April 2026:

SUBCONTRACTOR — FIBER OWNER

"It's cutting our work time. We've concentrated everyone in one place."

OFFICE LEAD

"We're not wasting time on stuff that doesn't matter anymore. We're using time on the things that get paid."

OPERATIONS MANAGER

"Verifying the headlines — the data that goes into payment — is finally where my hours go."

Quotes are anonymized by role + tenure. Same anonymization rule as the institutional film: archetype, not identified.

These quotes feed: institutional overlays at moments of breath, Content Master Plan stats block, dedicated LinkedIn carousels in weeks 1–3 of the editorial calendar.

Three legs. None dominates.

This piece is a hybrid. It works because three purposes hold each other up. Strip any one, the whole thing collapses into either pretty manifesto or another tech demo.

01

Positioning

Sell time back. Dignity of the trade. Twenty-five years amplified, not replaced. **Carried by:** institutional film + manifesto cuts + texture pieces.

02

Demonstration

Show the app doing real things. Each feature → one focused clip. **Carried by:** 25 App-in-use pieces (heaviest category in the library).

03

Conversion

More clients. Investor confidence. Social proof. **Carried by:** CTA in institutional + testimonial overlays + steady editorial cadence.

Content pillars

Four content pillars, each anchored to a real audience and a real outcome. The 12-week editorial calendar rotates these pillars — guarantees no audience goes more than 2 weeks without a piece speaking to them.

01 — MASTERY

The trade comes first

25 years of know-how, the dignity of the work, the people who built fiber when nobody knew what fiber was. Audience: **owners,**

02 — AMPLIFICATION

More work per hour

The decision stays his. The execution gets faster. The math gets right. The invoice gets paid. Audience: **owners ready to scale, CFOs, investors looking at unit economics.**

foremen, prospects who fear being replaced.

03 — FIELD

Where the signal lives

Linemen, splicers, underground crews — the work that nobody sees, finally captured the moment it happens. Audience: **foremen, splicing supervisors, crew leads.**

04 — TRUST

Proof at scale

Audit trails, compliance, multi-org visibility, security, real testimonials. Audience: **PRIME procurement, legal, investors, large enterprise buyers.**

Deliverables

What this 5-day shoot produces. Raw material captured in Knoxville May 4–8, edited remotely in Brazil over the following weeks.

FROM THE 5-DAY SHOOT

#	DELIVERABLE	FORMAT
01	"The Work Is Still His" — Institutional Film Cinematic flagship, 90s narrative	4K · 16:9
02	25 App-in-use clips Each feature/flow → 1 focused piece	15–30s · 9:16 + 1:1 + 16:9
03	10 Institutional cuts Re-edits of the 90s film: teaser, opening, closing, manifesto, etc.	15–30s · all aspects
04	10 Texture/atmosphere pieces Office, hands, paper, golden hour, drone — feed support	15–30s · all aspects
05	5 App-on-mobile generic clips Phone in neutral environments + screen recordings	15–30s · 9:16 priority
06	8–10 Manifesto pieces Black background, kinetic typography	15s · 9:16 + 1:1
07	B-Roll library	200+ clips raw

BUILT FROM THE RAW MATERIAL (POST-PRODUCTION)

#	DELIVERABLE	FORMAT
08	Institutional Deck Sales/investor deck embedding hero clips + stills	20–25 slides
09	Product One-Pager Front/back, embeds 4–6 stills	PDF
10	Investor Teaser Tight cut for cold-investor outreach	5–7 slides + 30s clip
11	LinkedIn calendar (12 weeks) 3–4 posts/week pulling from editorial library	~42 posts written
12	Instagram calendar (8 weeks) 3 posts/week, vertical-first	~24 posts
13	Email-burst kit 3 outbound sequences leveraging clips + manifesto cuts	3 sequences × 3 emails

LinkedIn calendar

12 weeks · ~42 posts · 4 pillars rotating

Three to four posts per week. Founders post from personal accounts (Lucas, Gabriel, Christian, Eugenio) for maximum reach — Provium company page reposts.

Each week anchors on one pillar but always includes at least one piece from a different pillar to avoid audience fatigue. Editorial library does the heavy lifting; founder commentary is short.

WEEK 1 — LAUNCH: "MEET THE WORK"

- Mon** Drop the institutional film. "We didn't add AI to a SaaS. We built the operating system for fiber construction." — pinned post.
-
- Tue** "5 things fiber subs still do on paper" — visual audit of the daily pain. Use texture pieces from Day 1 b-roll.
-
- Thu** "Why we built FiberLytic for the people who built fiber." Founder perspective post (Gabriel or Lucas).
-
- Fri** App-in-use #01 — "One tap. Crew on the way." Leverage Day 1 institutional cut.
-

WEEK 2 — FIELD

- Mon** Knoxville drone aerial. "Behind every signal, a crew. We built the OS for them."
-
- Tue** "Logged where it happens." — Owner moments + app-in-use composite. 8 frames.
-
- Thu** App-in-use #15 — Time clock punch-in. "Payroll starts when you do."
-
- Fri** "Real-time visibility isn't a feature. It's the baseline." Manifesto card + comments.
-

WEEK 3 — AMPLIFICATION (MONEY)

- Mon** "\$18-30K/month lost in billing errors. We built the tool that catches it." Insurance shot of invoice DECLINED.
-
- Tue** "From job to invoice in 3 minutes." Visual walkthrough — 6 panels.
-
- Thu** App-in-use #03 — "Generate invoices." → "Done. Sent." Three taps.
-
- Fri** "Subs billing \$200K/month who couldn't tell you their margin per job. Now they can."
-

WEEK 4 — TRUST + ENTERPRISE

- Mon** App-in-use #11 — Audit log. "Every action, written down. Forever."
-
- Tue** "8 roles. 1 platform." — from lineman to investor view.
-
- Thu** "PRIMEs need compliance, audit trails, OSHA. We built that from day one."
-
- Fri** Month recap — best clips. "I'm Lytic. I run fiber construction." Manifesto.
-

WEEK 5 — MASTERY (ORIGIN STORIES)

Mon Faded sign close-up. "Decades. One door. We built the OS for what's behind it."

Tue Texture montage — envelope, post-it, pen. "This is where it lived. Until now."

Thu "Twenty-five years on these keys." Founder writes about respect for the trade.

Fri App-in-use #04 — Dashboard overview. "Your operation, on one screen."

WEEK 6 — FIELD DEEP DIVE (SPLICING)

Mon App-in-use #05 — TML port log. "Every port. Every light level."

Tue "Eighteen ports. Each one a house." — splicing translated for the layperson.

Thu "Splicers used to write light levels on tape. Now the tape is in their pocket."

Fri App-in-use #20 — Splicing billing report. "Splicing. Billed straight."

WEEK 7 — FIELD DEEP DIVE (AERIAL + UNDERGROUND)

Mon App-on-mobile #49 — hand by a utility pole, phone tap. "Logged where it happens."

Tue "What lineman + splicer + boring crew see, in one place."

Thu App-in-use #21 — Hung/handhole capture. "Hung. Handhole. Logged."

Fri Manifesto: "Behind every signal, a crew."

WEEK 8 — TRUST DEEP DIVE (PRIME-FACING)

Mon App-in-use #09 — Prime portal. "PRIMEs see the work as it happens."

Tue "From sub to PRIME, one thread of truth." Multi-role workflow visualization.

Thu "Compliance is not a feature. It's a contract." Founder write-up on audit philosophy.

Fri App-in-use #10 — Closeout ZIP. "Closeout. One click. Done."

WEEK 9 — INVESTOR / GROWTH STORY

Mon "\$90B market. ~0% AI penetration. The opportunity isn't in the code — it's in the trade." Lucas writes.

Tue "3 subs, real results." — anonymized testimonial roundup.

Thu Institutional cut #34 — full short cut "manifesto edition."

Fri Drone Knoxville. "Built in Tennessee, by hand. For everyone who builds."

WEEK 10 — DEMO PUSH

Mon App-in-use #25 — Service order, full thread. "From job to invoice. One thread."

Tue "What 30 minutes with FiberLytic looks like." Visual product tour, app screenshots only.

Thu "Three subs in. Five conversations open. Want to see it run? — fiberlytic.com"

Fri App-in-use #08 — Redline editor. "Redlines, in real time."

WEEK 11 — TEXTURE / BRAND RESET

Mon Family photo on desk. "This is what the work is for."

Tue Institutional cut #30 — the breath shot. "Built on years of know-how."

Thu "You're not being replaced. You're being amplified." Founder personal note.

Fri Institutional cut #29 — closing. "The work is still his."

WEEK 12 — RECAP + ANTHEM

Mon "3 months in: what we've heard from owners." Real anonymous quotes.

Tue App-in-use #02 — lineman approval flow. "Field, verified."

Thu "What we learned in 12 weeks." Founder retrospective.

Fri Re-pin the institutional. "FiberLytic. The Operating System for Fiber Construction."

Instagram reels

Less thought leadership, more visual proof and energy. Raw power. Real field. Real AI. **3 reels per week × 8 weeks = 24 reels.** Drawn from the editorial library, shorter and punchier than LinkedIn.

5 REEL FORMULAS

#	FORMULA	HOW IT WORKS
01	The Hook	Bold text → pain point → FiberLytic solves → CTA. 15s. Use App-in-use clips.
02	Before / After	Split screen: chaos vs. FiberLytic. 15s. Paper invoice DECLINED → app one-tap.
03	Speed Run	"Job → invoice in 30 seconds." Timer on screen. Use institutional cut #32 base.
04	Field Moment	Raw. No music. Real audio. Real work. App on mobile pieces shine here.
05	Money Shot	Invoice numbers appearing. Satisfying. Use App-in-use #03.

CONTENT MIX (24 REELS DISTRIBUTED)

—	Field reels (Owner moments + atmosphere)	40% · ~10 reels
—	App demos (App-in-use)	25% · ~6 reels
—	Carousels translated to vertical	15% · ~4 reels
—	Behind the scenes (BTS shoot day)	10% · ~2 reels
—	Cinematic / brand (institutional cuts)	10% · ~2 reels

Distribution playbook

Every piece has a defined channel and cadence. The library is munition; this section is how it gets shot.

LINKEDIN (FOUNDERS)

Cadence: 3-4 posts/week per founder, rotating. **Best content:** Mastery + Amplification + Trust pillars. Long-form, carousels, 30s videos. Each founder anchors a different angle (Lucas — vision, Gabriel — product, Christian — ops, Eugenio — sales).

LINKEDIN (PROVIUM PAGE)

Cadence: reposts founder content + 1 original/week. **Best content:** institutional cuts, official announcements, customer testimonials.

INSTAGRAM (FIBERLYTIC)

Cadence: 3 reels/week + 1 carousel/week. **Best content:** Field + texture + app demos. Vertical-first. Less text, more visual.

WHATSAPP (WARM PROSPECTS)

Cadence: ad-hoc, 1:1. **Best content:** 15s teasers, App-in-use specific to prospect's role, manifesto cuts. Personal note + clip = high response.

EMAIL (COLD OUTBOUND)

Cadence: 3 sequences × 3 emails. **Best content:** 30s institutional cut as opener, App-in-use as second touch, manifesto + CTA as closer.

INVESTOR DECKS

Cadence: embedded in pitch deck + investor teaser. **Best content:** institutional film + 30s manifesto cut + Trust pillar pieces (audit, multi-org).

Conversion funnel

How the institutional + library push prospects from cold → warm → demo → close.

01 Cold prospect sees institutional cut on LinkedIn

15-30s teaser surfaces in feed. Hook: "He's been building fiber for twenty-five years..." Pattern interrupt — not a SaaS pitch.

Asset: Institutional cut #26 or #34 (manifesto edition).

02 Connects with founder personal account

Sees ongoing pillar content for 1-2 weeks. Builds trust. Recognizes own pain in the manifesto cards and Owner moments.

Asset: Mastery + Amplification + Field rotating posts.

03 Founder DMs with personalized clip

Prospect role identified (owner, foreman, splicer, PRIME). Founder sends 1 specific App-in-use clip + 2-line note.

Asset: Role-specific App-in-use clip + manifesto cut.

04 Demo call

Walkthrough on real account, deck embeds clips. Trust pillar pieces (audit, compliance, multi-org) shown if PRIME or enterprise prospect.

Asset: Institutional Deck + Investor Teaser if relevant.

05 Close

Trial agreement signed. New customer becomes future testimonial → fuels next quarter's editorial calendar.

Asset: Anonymized quote feeds back into editorial library.

Asset taxonomy

Joao tags every editorial piece during post so Gabriel finds it instantly when posting. Tag schema below.

FILENAME PATTERN

{NN}_{category}_{theme-slug}_{aspect}.mp4

Example: 03_app-in-use_invoice-flow_9-16.mp4 — piece #3, App-in-use category, invoice flow theme, vertical aspect.

CATEGORIES

app-in-use · institutional-cut · texture · app-on-mobile · manifesto

ASPECTS (EACH PIECE EXPORTED IN ALL RELEVANT)

16-9 (LinkedIn / YouTube / web) · 9-16 (Reels / Stories / TikTok) · 1-1 (feed)

FOLDER STRUCTURE HANDED TO GABRIEL

```
/Editorial-Library/  
├─ 01-Institutional/  
│   ├── institutional-master_4k.mp4  
│   ├── institutional-master_1080p.mp4  
│   └─ institutional-master_9-16.mp4  
├─ 02-App-in-use/  
│   ├── 01_app-in-use_crew-assign_16-9.mp4  
│   ├── 01_app-in-use_crew-assign_9-16.mp4  
│   ├── 01_app-in-use_crew-assign_1-1.mp4  
│   └─ ... (25 themes × 3 aspects = 75 files)  
├─ 03-Institutional-cuts/  
│   └─ ... (10 themes × 3 aspects)  
├─ 04-Texture/  
│   └─ ... (10 themes × 3 aspects)  
├─ 05-App-on-mobile/  
│   └─ ... (5 themes × 3 aspects)  
├─ 06-Manifesto/  
│   └─ ... (8-10 themes × 3 aspects)  
└─ 07-B-Roll/  
    └─ (raw clips, 200+ unedited, organized by day)
```

Lytic
voice lines

Internal product use only — not the brand voice anymore

Note: Lytic is not the face of the brand — she's the silent engine inside the product. These lines are recorded once via ElevenLabs, used inside the app for in-product feedback (push notifications, voice confirmations). They *don't* appear in the institutional film or editorial library — those are carried by an external narrator and text overlays.

Kept for product team reference only.

FIELD

"Got it, Mike. Pole 9 logged — 200ft. You're at 75%."

"Job complete. 12 poles, 2,400 feet. Generating report."

"Heads up — low on drop cable. Warehouse 3, 12 min."

SUPERVISOR

"Danny's crew: pole 8 of 12. Ahead by 2. No issues."

"Three crews active. Elm 67%. Oak 40%. Franklin started."

FINANCIAL

"4 invoices ready. \$47,200. Rate card adjustment applied. Send?"

"Payroll calculated. 12 members. \$28,600. Ready."

Timeline

Production runs **May 4–9, 2026** in Knoxville, TN. Post-production runs in Brazil over the following 3-4 weeks. First public assets ship Week 1 of June 2026.

PHASE	WINDOW	OUTPUT
Production (Knoxville)	May 4–8 (5 days)	400-520 raw clips + handoff notes
Post: Institutional rough cut	May 12–17	90s rough cut for Gabriel review
Post: Color + sound + narration	May 18–24	Locked institutional + library cuts in progress
Post: Library completion	May 25 – Jun 1	All 50 editorial pieces tagged + delivered
Launch (LinkedIn campaign Wk 1)	Jun 1+	Institutional drops, weekly cadence begins