

B-Ville Launch Pad Suite™

Comprehensive Sales Sheet

Batesville Media LLC · Brooklyn, NY · bvillelaunchpad.com · October 2026 Launch

Five AI-powered products built exclusively for entertainment creators and industry professionals — the only platform covering creation, development, evaluation, and funding in one ecosystem.

PRODUCT OVERVIEW — ALL TIERS AT A GLANCE

PRODUCT	TIER	PRICE	TARGET USER	FORMAT GEN	PITCH DOCS	KEY DIFFERENTIATOR
B-Ville Essentials	Free	\$0/mo	New creators, students	—	—	Core courses & fundamentals — always free
	Basic	\$9/mo	Emerging creators	—	—	Full premium module library, self-paced
	Plus	\$19/mo	Creators wanting live mentorship	—	—	Modules + live webinars & masterclasses
	Pro	\$25/mo	Ready to use pro tools	—	—	Toolkit unlocks + à la carte courses
B-Ville Creator	Starter	\$25/mo	Individual writers, 1 project	2/mo	5/mo	3 build paths: Wizard, Ask Cooper™, Manual
	Standard	\$49/mo	Active writers, multi-format	4/mo	10/mo	Master Pipeline + Source DNA Lock™
	Pro	\$99/mo	Power users, full slate	8/mo	20/mo	14–20 formats: film, series, doc, micro-drama+
B-Ville Enhancer	Free Trial	\$0	First-time explorers	—	—	Pipeline preview + Ask Cooper™ intro
	Starter	\$25/mo	Emerging creators	—	—	Full 10-stage pipeline + Verdict Engine + Hit List
	Standard	\$59/mo	Active working writers	—	—	Fix Me Tab + Full Toolkit + Routes D/E/F
	Premium Pro	\$125/mo	Pro writers, full slates	—	—	Unlimited projects + priority AI processing
	Elite	\$1,997 one-time	Lifetime professionals	—	—	Lifetime all-access — pays off vs \$125/mo in 16 mo
Business Pro	Studio	\$299/mo 3 seats	Indie producers, small shops	3 seats	—	All 3 personas + Enhancer + Hit List included
	Pro	\$499/mo 5 seats	Mid-size production cos	5 seats	—	Advanced pipeline + cross-analytics
	Enterprise	\$999/mo 10 seats	Full studios, major publishers	10 seats	—	Enterprise dashboard + API + dedicated support

PRODUCT	TIER	PRICE	TARGET USER	FORMAT GEN	PITCH DOCS	KEY DIFFERENTIATOR
Funding Finder	Base	\$29/mo	Any creator seeking funding	—	—	Grants, festivals, competitions, loans, co-pro
	+ GrantReady Pro™	+\$20/mo	Creators actively applying	—	—	Application scaffolding + deadline tracking
	Bundle	\$49/mo	Full funding ecosystem	—	—	Discovery + application builder — best value

BUNDLE PACKAGES — Combine products and save

BUNDLE	PRODUCTS	STARTER	STANDARD	PRO	MAX SAVINGS	BEST FOR
Creator Pro Bundle	Creator + Enhancer	\$39/mo	\$79/mo	\$169/mo	Save \$55/mo	Writers who build AND pitch
The Full Launch Pad	Essentials + Creator + Enhancer + Funding	\$69/mo	\$129/mo	\$249/mo	Save \$123/mo	All-in creator ecosystem
The Writer-Producer	Business Pro + Creator	\$269/mo	\$449/mo	\$849/mo	Save \$249/mo	Industry pros + own dev work
Full Industry Power Pack	Business Pro + Creator + Funding Finder	\$299/mo	\$499/mo	\$899/mo	Save \$248/mo	Evaluate, develop & fund

* Phase 1 launches Q4 2026 (Enhancer + Business Pro). Creator Q2 2027. Essentials + Funding Finder Q3 2027. All timelines are targeted.
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FULL SALES DETAIL — Tier-by-Tier Breakdown

B-Ville Essentials · Hybrid: Subscription + À La Carte · Launch Q3 2027

TIER	PRICE	DESCRIPTION	WHAT'S INCLUDED	BEST FOR
Free	\$0/mo	The always-free on-ramp. Core courses and industry fundamentals — no credit card required. The foundation of the B-Ville ecosystem.	Core industry courses · Film/TV/publishing fundamentals · Industry glossary · Platform intro · Premium content preview	<i>First-time creators, students, career changers</i>
Basic	\$9/mo	Full premium module library — structured self-paced learning covering craft and the business of entertainment.	Everything in Free + Full premium module library · Craft guides · Business of entertainment modules · Industry deep-dives by format · Completion certificates	<i>Emerging creators actively learning craft and business</i>
Plus	\$19/mo	Everything in Basic plus live webinars, recorded masterclasses, and community — led by Lorisa Bates and industry veterans.	Everything in Basic + Live webinars · Recorded masterclass archive · Q&A; with industry professionals · Community access · Early access to new content	<i>Creators who want live mentorship alongside structured learning</i>
Pro	\$25/mo + à la carte	Full toolkit unlocks + ability to purchase individual premium courses permanently. The natural bridge into Creator and Enhancer.	Everything in Plus + Title Generator (proprietary) · Logline Generator (proprietary) · Additional toolkits at release · À la carte course purchases — pay once, own forever	<i>Active creators ready to use professional tools</i>

B-Ville Creator · Usage-Based Subscription · Launch Q2 2027

TIER	PRICE	DESCRIPTION	WHAT'S INCLUDED	BEST FOR
Starter	\$25/mo	Full pipeline access for one project at a time. 2 format generations + 5 pitch documents per month. Entry point for dedicated writers.	All 3 build paths (Wizard · Ask Cooper™ · Manual) · StoryBuilder · Master Pipeline · Voice Studio · Source DNA Lock™ · 2 format gen/mo · 5 pitch docs/mo · 14–20 format types · +\$10 add-on = 2 extra gens	<i>Individual writers building their first professional project</i>
Standard	\$49/mo	4 format generations and 10 pitch documents. Enough for a full development package from one Master Pipeline build. Active multi-format writers.	Everything in Starter + 4 format gen/mo · 10 pitch docs/mo · Priority processing · +\$10 add-on = 2 extra gens	<i>Active writers adapting work into multiple formats; pitch season prep</i>
Pro	\$99/mo	Full slate capacity. 8 format generations and 20 pitch documents — room to develop across multiple projects without counting every output.	Everything in Standard + 8 format gen/mo · 20 pitch docs/mo · Multi-project voice profiles · Priority support · Early access to new formats · +\$10 add-on = 2 extra gens	<i>Professional writers with full slates; writing teams; multi-format IP creators</i>

B-Ville Enhancer · Tiered Subscription + Lifetime · FLAGSHIP · Launch Q4 2026

TIER	PRICE	DESCRIPTION	WHAT'S INCLUDED	BEST FOR
Free Trial	\$0	Experience the platform before committing. Enough access to understand the Enhancer's power. Natural entry from live events and QR demos.	First stages of 10-stage pipeline · Project Assessment preview · Ask Cooper™ intro session · Platform onboarding · Try Me experience	<i>First-time users from events, QR scans, word-of-mouth</i>
Starter	\$25/mo	Full pipeline at the price of a streaming subscription. Takes a project from raw draft to pitch-ready with AI verdict and buyer matching.	Full 10-stage pipeline · Verdict Engine (DEVELOP/PASS + rationale) · 10-Metric Assessment · Beat Sheet Versioning · Ask Cooper™ · Source DNA Lock™ · Coverage generation · Basic Hit List	<i>Emerging creators; writers new to the industry</i>
Standard	\$59/mo	The complete development toolkit. Every analysis surface, full Hit List, Fix Me Tab. Everything needed to move from development to submission.	Everything in Starter + Fix Me Tab · Re-Analyze Engine · Full Toolkit Report Viewer (all 6 surfaces) · Complete Hit List · Routes D/E/F (Adaptation, Series, Micro-Drama) · Export and share	<i>Active working writers pitching; writers adapting existing work</i>
Premium Pro	\$125/mo	Unlimited projects, priority AI processing, and advanced Hit List. Built for professionals managing multiple active projects simultaneously.	Everything in Standard + Unlimited project slots · Priority Cooper™ processing · Advanced Hit List · Full version history · Priority support · Early access · Premium executive-style reports	<i>WGA/PGA members; professional writers with full slates</i>
Elite	\$1,997 one-time	Lifetime all-access. One-time investment that eliminates monthly cost forever. Pays off vs \$125/mo in under 16 months. Every future feature included automatically.	Everything in Premium Pro — forever · Lifetime access, no monthly fees · Every future feature automatically included · Founding member status · VIP event access · Direct product team channel	<i>Established professionals using Enhancer as permanent workflow tool</i>

B-Ville Business Pro · Seat-Based B2B Subscription · Launch Q4 2026

TIER	PRICE	DESCRIPTION	WHAT'S INCLUDED	BEST FOR
Studio \$299/mo 3 seats +\$49/seat	\$299/mo	Professional-grade evaluation for indie producers and small shops. Replaces coverage readers (\$500–2K/mo), tracking tools (\$100–300/mo), and dev pipelines (\$200–500/mo) — all for \$299/mo.	All 3 persona pipelines (Producer · Prod Co · Publishing) · Cooper™ Annotation Suite (5 tag categories) · Pipeline Context Chain · Verdict Engine · Director's Package export · Enhancer (full) · Hit List · Analytics Hub · 3 seats	<i>Indie producers; boutique production companies with 2–4 dev team members</i>
Pro \$499/mo 5 seats +\$39/seat	\$499/mo	Mid-size teams with active multi-project slates. 5 seats and advanced features — a complete development department evaluating simultaneously.	Everything in Studio + 5 seats · Advanced Pipeline Context Chain · Multi-project Slate management · Advanced Hit List · Cross-pipeline Analytics · Priority AI · +\$39/seat	<i>Mid-size production companies; producers with 3–5 active projects</i>
Enterprise \$999/mo 10 seats +\$29/seat	\$999/mo	Full studio, publisher, or network division scale. 10 seats, enterprise analytics, API access, and dedicated support for high-volume IP evaluation.	Everything in Pro + 10 seats · Enterprise Analytics Dashboard · Custom reporting · API access · Dedicated support · Custom onboarding · +\$29/seat · Volume discounts 20+ seats	<i>Major studios; network/streaming dev divisions; publishers evaluating 50+ projects/year</i>

Funding Finder · À La Carte · GrantReady Pro™ pending trademark · Launch Q3 2027

TIER	PRICE	DESCRIPTION	WHAT'S INCLUDED	BEST FOR
Base Access	\$29/mo	Self-serve funding discovery built exclusively for entertainment creators. No email lists, no nonprofit interfaces — just clean, creator-native discovery matched to your project.	Complete entertainment funding database · Grants & foundations · Competitions & fellowships · Film festivals · Loans & production financing · Co-production deals · AI Match Scoring · Eligibility filters · Auto-pull from Enhancer/Biz Pro projects	Any creator seeking funding; producers exploring financing options
+ GrantReady Pro™	+\$20/mo	The application layer. Takes discovery and turns it into structured, deadline-tracked application workflow — for creators serious about winning, not just finding.	Everything in Base + Deadline Tracker · Application Scaffolding (all funding types) · Eligibility Manager · Application Status Dashboard · GrantReady Score (AI strength assessment) · Document Library · Submission History	Creators applying to multiple grants/fellowships; producers building funding strategy
Bundle (Both)	\$49/mo	Complete funding ecosystem — discover and apply in one seamless workflow. The only platform covering grants, festivals, competitions, loans, and co-production in one place.	Everything in Base + Everything in GrantReady Pro™ · Fully integrated discovery + application workflow · vs GrantWatch (\$21/mo, grants only) · vs Instrumentl (\$299/mo, nonprofit-only) · vs FilmFreeway (per-sub, festivals only)	Creators who want to find AND win funding; anyone serious about the full pipeline

COMPETITIVE COMPARISON

Enhancer / Creator — Script Development & Production Tools

PLATFORM	PRICE	COVERAGE	SCRIPT DEV	LAUNCH DRAFT	HIT LIST	AI ANALYSIS	ENT-NATIVE
Final Draft	\$250 one-time	✗	✓	✓	✗	✗	~
Celtx	\$14.99/mo	✗	✓	~	✗	~	~
Coverfly	Free / \$99+	~	✗	✗	~	✗	~
The Black List	\$25/mo	✓	✗	✗	~	✗	~
StudioBinder	\$29/mo	✗	~	~	✗	✗	~
Save the Cat!	\$9.99/mo	✗	~	✗	✗	✗	~
B-Ville Enhancer™	\$25–\$125/mo	✓	✓	✓	✓	✓	✓ ONLY

Funding Finder — Grant & Funding Discovery Tools

PLATFORM	PRICE	GRANT DISCOVERY	FESTIVAL SUBS	APP BUILDER	ENT-NATIVE	LOANS/FINANCING
GrantWatch	\$21/mo	✓	✗	✗	✗	✗
Instrumentl	\$299/mo	✓	✗	~	✗	✗
FilmFreeway	Per sub	✗	✓	✗	~	✗
Submittable	Org-only	✗	~	✓	✗	✗
B-Ville Funding Finder™	\$29–49/mo	✓	✓	✓	✓ ONLY	✓

Legend: ✓ = Full capability ~ = Partial / limited ✗ = Not available ✓ ONLY = B-Ville is the only platform with this capability in this category

PRODUCT LAUNCH TIMELINE

PHASE	PRODUCTS	KEY EVENTS	USER TARGET
Phase 1 ■ LAUNCHING	B-Ville Enhancer B-Ville Business Pro	NYCC: Oct 8–11, 2026 Official Launch Day: Oct 13–14 NAB Show NY: Oct 21–22	1,000–5,000 users Q4 2026 target
Phase 2 ■ Coming Soon	B-Ville Creator	Q2 2027	5,000–15,000 cumulative users
Phase 3 ■ Coming Soon	Essentials + Funding Finder + All Bundle Packages	Q3 2027	25,000–50,000 cumulative users

SALES OBJECTION HANDLING GUIDE

#	OBJECTION	RESPONSE	SUPPORTING FACT
	I already use Final Draft / Celtx	Final Draft writes the script. B-Ville develops it, scores it, annotates it, and tells you who to send it to. They're not competing — they're complementary.	<i>Final Draft has no Verdict Engine, no Hit List, no AI analysis, no buyer matching.</i>
	Coverage is expensive — is this different?	Traditional coverage costs \$75–\$300 per read and gives a one-time opinion. The Enhancer gives continuous AI development feedback at \$25/mo — and it remembers your project.	<i>Traditional reader = single opinion, one-time. Enhancer = continuous development partner at 1/10th the cost.</i>
	I don't know if AI can understand my creative work	That's exactly what Source DNA Lock™ addresses. It captures your unique creative voice before anything is analyzed — every output stays true to who you are as a writer.	<i>Source DNA Lock™ is the only feature in any creative tool that preserves the writer's voice across all outputs.</i>
	\$299/mo is a lot for Business Pro	A coverage reader costs \$500–\$2,000/mo. Submission tracking costs \$100–\$300/mo. A dev pipeline tool costs \$200–\$500/mo. Business Pro replaces all three for \$299/mo — plus Enhancer and Hit List.	<i>Business Pro replaces \$800–\$2,800/mo in separate tools. Studio tier pays for itself with the first project evaluated.</i>
	Why pay for Funding Finder when GrantWatch is \$21/mo?	GrantWatch is a nonprofit-facing grant database. Funding Finder covers grants AND film festivals AND competitions AND loans AND co-production deals — built exclusively for entertainment creators.	<i>GrantWatch: grants only, no entertainment focus. Funding Finder: 6 funding categories, AI matching, GrantReady Pro™ application builder.</i>
	When does Creator launch — I need story development now	The Enhancer is both a creation AND a development tool. A writer can enter with just a concept and leave with a pitch-ready project. Creator launches Q2 2027 as a dedicated blank-page tool.	<i>Enhancer's 10-stage pipeline starts from concept — no prior draft required. Creator adds additional build paths in 2027.</i>
	Is B-Ville just another AI writing tool?	B-Ville is an entertainment development platform — not a writing assistant. It doesn't write for you. It develops, scores, annotates, packages, and places your work. The creative voice stays yours.	<i>30+ year entertainment industry veteran built this. Former VP BET Networks & Showtime. Built by a practitioner, not a technologist.</i>