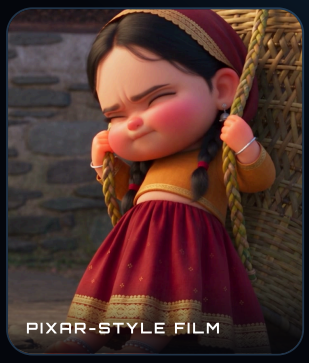
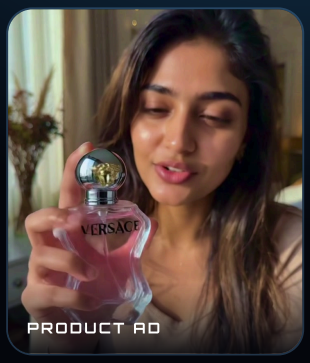
ZIGSMOTION









WHITEPAPER & INVESTMENT PROPOSAL

The AI film studio. From an idea to a finished film.

ZigsMotion turns an idea, a script or a product photo into finished animation, ads, VFX, voices and long-form video, in any language, inside one studio.

PROGRAMME	TRACK	DATE	WEB
Startup Qatar Investment Program	START · up to US$1.1M	October 2026	zigsmotion.com

01 · EXECUTIVE SUMMARY

One studio for everything a video needs.

Every brand, creator and broadcaster now needs more video than ever, in more formats and more languages. Making it still takes a crew, a studio, weeks of work and a stack of separate tools. ZigsMotion replaces that with one AI studio that goes from an idea to a finished film.

The product

Eleven AI modules in one pipeline: **Idea → Pixar-style film**, **Product → Ad** (UGC, showcase, luxury), **VFX**, **3D model designer**, **set designer**, **motion graphics**, a **natural voice generator**, **explainer videos**, a **music video studio with lip-sync**, a **viral script generator** and an **orchestration maker** that runs them all from one brief. Consistent characters across every shot; output in any language.

The proof

Our tools already power real channels: **Lucky & Nikki World** (Pixar-style family series, **40M+ views**, reels at 10M+ and 8M+), **IceHill Music** on YouTube, and **Blacklight Motion**'s client ads. Full-length AI films, such as an 8½-minute music video, show the long-form edge.

40M+
views on one ZigsMotion-made series

11
AI modules in a single studio

5–10 min
long-form episodes, not 5-second clips

US$1.1M
START track request, in milestone tranches

The ask & the plan in Qatar

We are applying to the **START track for up to US$1.1M**, released against agreed milestones, to incorporate ZigsMotion in Qatar, take the studio from MVP to a commercial platform, and launch **Arabic-first** creation tools for GCC brands, creators and media. Qatar's investment in media and AI, including Media City Qatar, makes Doha the right base to serve the region's fastest-growing ad market.

02 · THE PROBLEM

Demand for video exploded. Making it didn't get easier.

Brands post every day, on every platform, in every language their customers speak. Production hasn't kept up.

01

Too slow, too expensive

A single animated or VFX ad means scripting, casting, sets, shooting or animation, voice, edit and grade: weeks of work and a crew. Most small brands and creators simply can't afford it.

02

Ten tools for one video

Today's AI tools each do one step: an image model here, a video model there, a separate voice tool, a separate editor. Characters drift between shots, and stitching it together is still manual work.

03

Stuck at five seconds

Most AI video stops at short clips. Audiences, YouTube and broadcasters want stories: 5 to 10 minute episodes with the same characters, narration and chapters.

04

The language gap

Leading tools are English-first. Arabic, Hindi and regional-language audiences, hundreds of millions of viewers, are underserved, though they are where growth is.

Who feels it most

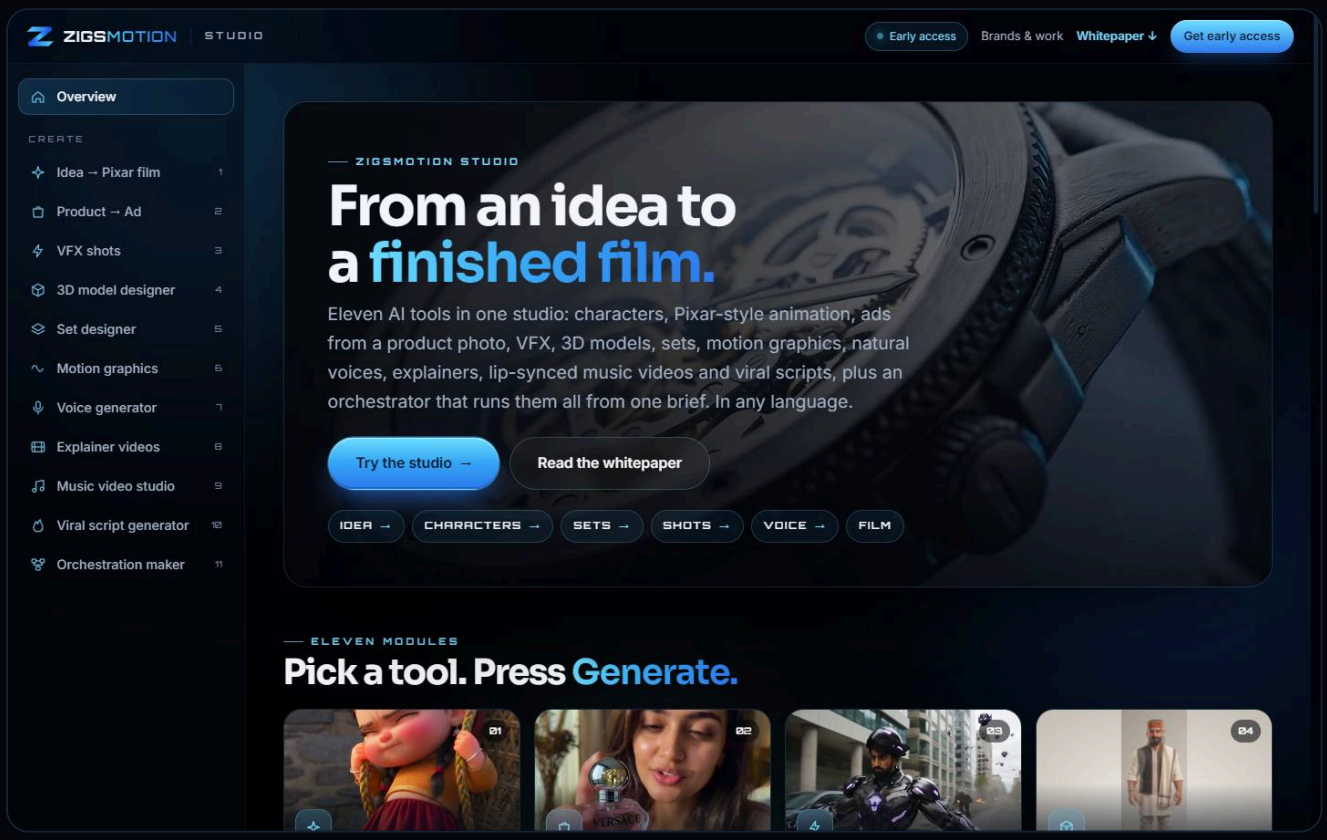
- **Brands & D2C sellers** who need ads every week.
- **Creators & channels** who need consistent characters and series.
- **Agencies & studios** under pressure on cost and turnaround.
- **Media & education** needing long-form explainers in local languages.



03 · THE SOLUTION

ZigsMotion Studio: eleven tools, one pipeline.

One workspace takes a project from the first idea to a finished, delivered film. Every module shares the same characters, sets and voices, so the output stays consistent from shot to shot and episode to episode.



IDEA → CHARACTERS → SETS → SHOTS → VOICE → FINISHED FILM

Consistent characters

Design a cast once; it stays on-model in every shot, reel and episode.

Any language

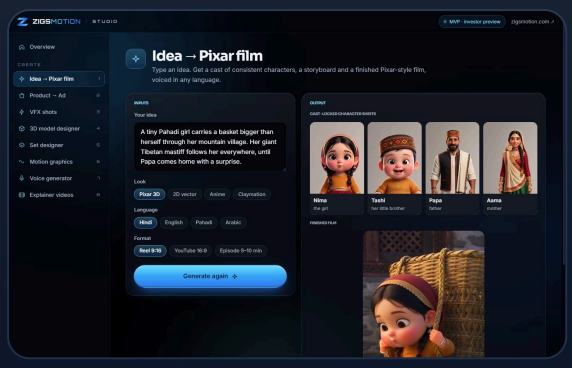
Scripts, voices and captions in Arabic, Hindi, English and regional languages.

Every format

Reels 9:16, YouTube 16:9, square feed, plus long-form episodes with chapters.

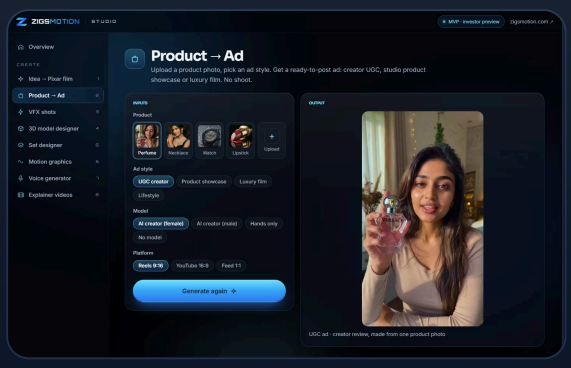
04 · PRODUCT

What the studio makes.



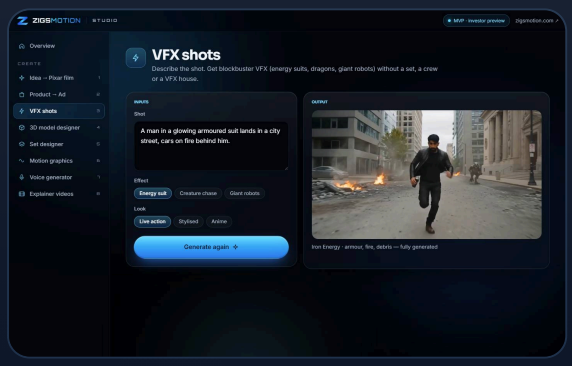
01 Idea → Pixar-style film

Type an idea; get a cast of characters, a storyboard and a finished Pixar-style 3D film with voices and music. Powers Lucky & Nikki World (40M+ views).



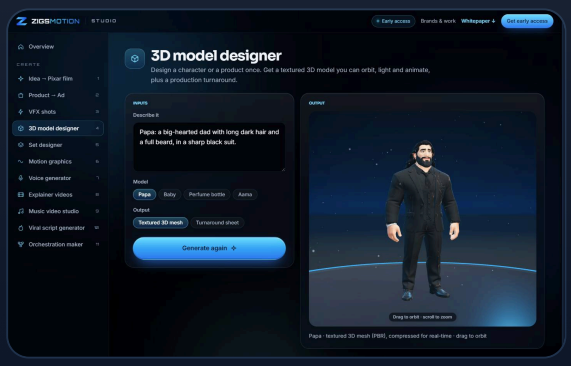
02 Product → Ad

Upload one product photo; choose UGC creator, product showcase, luxury film or lifestyle. Get a ready-to-post ad with AI model, set, light and captions. No shoot.



03 VFX shots

Describe the shot; get blockbuster effects (armoured suits, creatures, giant robots, destruction) with matched light and grain, without a VFX house.

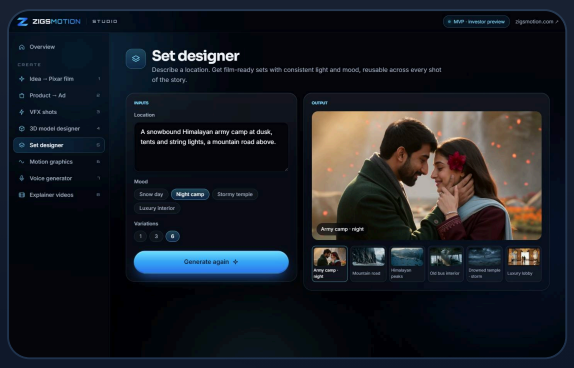


04 3D model designer

Design a character or product once; get a textured 3D mesh you can orbit, light and animate in the browser, plus a production turnaround (front, ¾, side, back).

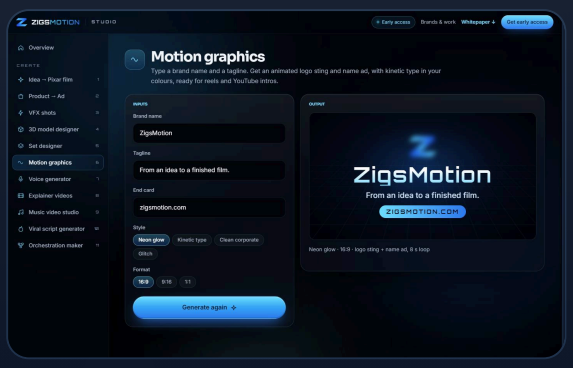
04 · PRODUCT

From sets to long-form.



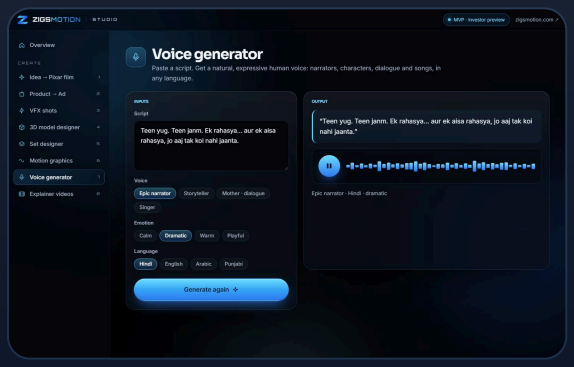
05 Set designer

Describe a location; get film-ready sets with consistent light and mood, reusable across every shot: snowbound camps, temples, luxury interiors.



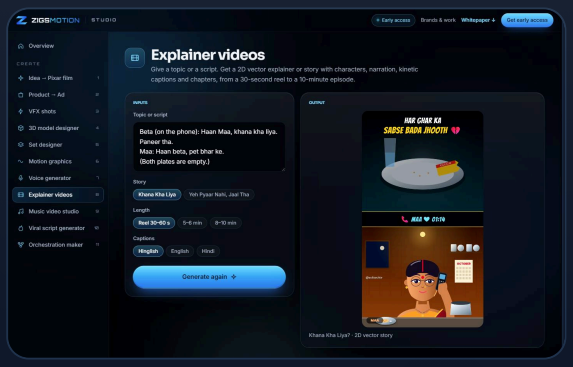
06 Motion graphics

Type a brand name and tagline; get an animated logo sting and name ad with kinetic type in the brand's colours (neon, kinetic, corporate or glitch) for reels and YouTube intros.



07 Natural voice generator

Paste a script; choose a voice and an emotion. Get natural, expressive narration, character dialogue or singing, in any language.

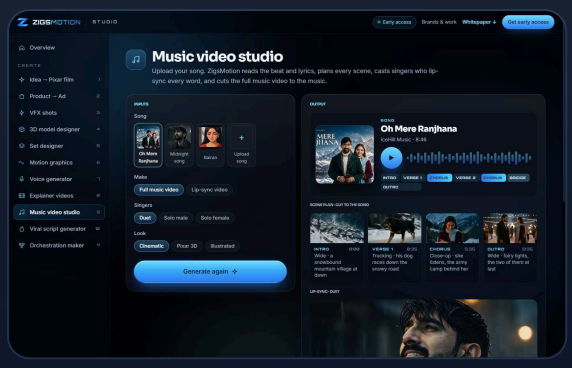


08 Explainer videos

Give a topic or script; get a 2D vector explainer or story with characters, narration and kinetic captions, from a 30-second reel to a 10-minute episode with chapters.

04 · PRODUCT

Music, scripts and one-brief production.



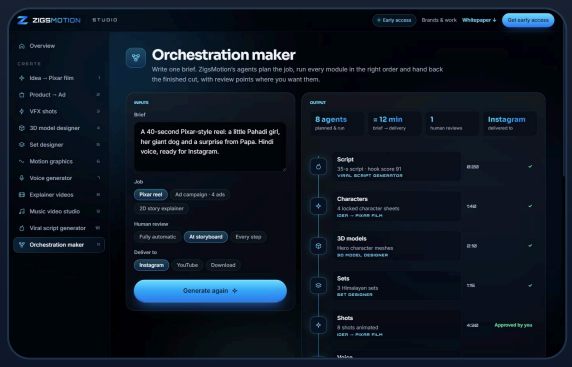
09 Music video studio

Upload a song; the studio maps beat, structure and lyrics, plans scenes verse by verse, casts singers who lip-sync every line, and cuts the full music video to the track.



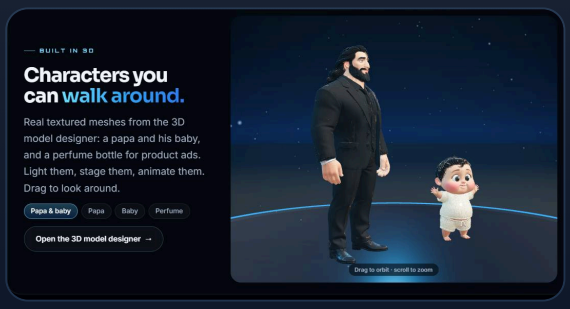
10 Viral script generator

Give a topic; get hooks ranked by predicted retention, a beat-by-beat script, captions, hashtags and the best time to post, written in the style behind our 10M-view reels.



11 Orchestration maker

Write one brief; agents plan the job, run every module in order and in parallel, and deliver the finished cut, with human review only where the client wants it.



3D Built in real 3D

Characters and products from the 3D model designer render live on a lit stage in the browser: textured meshes, compressed to load in seconds on a phone.

05 · TECHNOLOGY

An orchestration layer over the best models.

Foundation models get better every quarter. Our value is the layer above them: turning an idea into a plan, keeping characters and sets consistent, routing every step to the right model, and assembling a finished film.

LAYER	WHAT IT DOES
Story & planning	Breaks an idea or script into scenes, shots, characters, sets and dialogue; produces the shot list the rest of the pipeline follows.
Character Lock	Turns character sheets and reference images into a locked cast, so faces, outfits and proportions stay consistent across shots and episodes.
Model router	Sends each task to the best engine for it (today ByteDance Seedance 2.5 / 2.0 for video, Seedream 5 for images and ElevenLabs-grade voices) and swaps engines as better ones ship.
Stories engine	Our in-house 2D vector (SVG) animation and motion-graphics renderer for long-form episodes and reels: scenes, captions, chapter cards, mixing.
Cost engine	Prices every render from the provider's real cost with a guaranteed gross margin, and shows the price before anything is generated.
Media pipeline	Stores every output permanently, streams long films (HLS), and delivers platform-ready masters, thumbnails and captions.

Model-agnostic

No lock-in to one AI vendor; quality rises as the models do, while our workflow, data and characters stay ours.

Safe by design

Spend locks on paid renders, permanent storage of outputs, and consent rules for real people's likenesses.

Built, not slideware

Studio, credits, billing, storage, the Stories engine and the live website are already built and running.

06 · TRACTION & PROOF

Already in front of tens of millions.

Lucky & Nikki World · Instagram

A Pixar-style 3D family series made with ZigsMotion. **40M+ total views**, individual episodes at **10M+**, **8M+**, **5.6M** and **3M** views; a new episode every week.






IceHill Music

17 original songs & music videos on YouTube.

Blacklight Motion

AI ads & films for brands, incl. client EaseMyPrint.

Long-form, end to end

Oh Mere Ranjhana: an 8½-minute music video made entirely with AI. **Khana Kha Liya?**: a 2D vector story reel, from script to captions, in one pass.

Live today

zigsmotion.com is live with the portfolio and early-access sign-ups; the eleven-module studio MVP is the homepage, and the brand portfolio is at **zigsmotion.com/earlyaccess**.

07 · MARKET

Two fast-growing markets meet in one product.

ZigsMotion sits where generative AI video meets the world's fastest-growing digital advertising region, and where hundreds of millions of viewers are still underserved in their own language.

US$8.2B
MENA digital ad spend in 2025, up 17.8% year on year: the fastest-growing digital ad region in the world. [1][2]

+23.6%
growth in MENA social video advertising in 2025; connected TV grew 31%. The market is buying video. [2]

46.1%
of MENA digital ad spend is in Saudi Arabia (+18.9% in 2025); the UAE grew 17.7%. [3]

US$8.1B
generative AI in media and entertainment by 2030, up from US$2.5B in 2025 (26.4% a year). [7]

20–33%
annual growth forecast for AI video generators to 2030 and beyond, across independent analysts. [4][5][6]

420M+
Arabic speakers, yet Arabic is only around 5% of internet content: a clear gap for Arabic-first video. [9]

Who we sell to

SEGMENT	NEED	ZIGSMOTION OFFER
Creators & channels	Weekly episodes with consistent characters	Self-serve studio, pay per render
Brands & D2C	Ads every week, every platform	Product → Ad, UGC & showcase templates
Agencies & studios	Faster, cheaper production	Team plans, VFX, sets, 3D models, orchestration
Media, music & education	Long-form and music video in local languages	Explainers, music video studio, Arabic voices, enterprise

Figures are third-party estimates; full references on the last page. Analyst forecasts for AI video vary widely because each defines the market differently, so we quote the range.

08 · MARKET SIZING

A large market, a focused entry.

TAM · US$8.1B

Global generative AI in media and entertainment by 2030.[7]

SAM · ~US$0.8B

Creative production behind MENA's US$8.2B digital ad spend, assuming about 10% of media budgets go on making the ads.[1] *ZigsMotion assumption.*

SOM · ~US$8M

About 1% of SAM by year 3, from GCC and Indian creators, brands and agencies. Matches the plan below.

What one minute costs today

Studios typically charge **US$3,000–8,000 per minute** for 2D motion graphics and **US$10,000–30,000+ per minute** for high-fidelity 3D animation.[8]

What it costs in ZigsMotion

A Pixar-style reel renders at about **US$3.17 per 15 seconds** to the customer, so roughly **US$13 a minute** in credits, at a 40% gross margin to us. Minutes, not weeks.

PLAN TARGETS	YEAR 1 (2027)	YEAR 2 (2028)	YEAR 3 (2029)
Paying self-serve customers (average)	600	3,000	9,000
Revenue per customer / month	US$45	US$55	US$60
Agency & enterprise contracts	2 × US$40K	5 × US$60K	15 × US$80K
Studio services (done for you)	US$0.1M	US$0.4M	US$0.6M
Total revenue	**US$0.5M**	**US$2.7M**	**US$8.3M**
Blended gross margin	45%	50%	55%

Plan targets built bottom-up from the assumptions shown; they are goals for the milestone plan, not guaranteed results. Margin rises as enterprise and services grow and provider prices fall; every render keeps the 40% floor.

Go to market

- **Creators first:** the playbook behind Lucky & Nikki World (40M+ views), offered as templates and a weekly-series workflow.
- **Brands through agencies:** pilots with Doha, Riyadh and Dubai agencies using Product → Ad and the orchestration maker.
- **Seasonal Arabic campaigns:** Ramadan, Eid, National Day and retail seasons, ready-made in Arabic.

09 · WHY QATAR

Doha as our base for the GCC.

Qatar is investing deliberately in media, AI and startups. ZigsMotion fits that agenda and needs exactly what Qatar offers: a credible regional base, a media ecosystem, capital and access to the GCC.

Media City Qatar

100% foreign ownership, zero income tax and no customs duties; qualifying companies get a 20-year tax holiday.[14][15] More than 500 companies were licensed by May 2026.[14]

Startup Qatar & QDB

The Startup Qatar Investment Program, run by Qatar Development Bank since February 2024, funds startups launching in Qatar with up to US$1.1M (START) in milestone tranches.[10][11]

Capital & AI agenda

QIA's US$1B venture fund of funds (2024) was later expanded by US$2B, with AI among its focus sectors.[12][13] The National Digital Agenda 2030 makes AI and the digital economy national priorities.[16]

Gateway to the GCC

From Doha we serve Saudi Arabia, 46.1% of MENA digital ad spend and growing 18.9% a year, and the UAE, growing 17.7%.[3] Arabic is the language across all of it.

Our Qatar plan

- Incorporate ZigsMotion in Qatar (Media City Qatar) and base the founding team and product development in Doha.
- Launch Arabic voices, Arabic captions and GCC-ready ad templates (Ramadan, Eid, National Day, retail seasons).
- Partner with Qatari media, agencies, musicians and education providers for pilots and long-form Arabic content.
- Hire locally for product, AI engineering and partnerships as the platform scales.

10 · BUSINESS MODEL

Pay per render, with margin built in.

Customers buy credits and spend them on any module. Every render is priced from the AI provider's real cost plus a fixed margin, so revenue scales with usage and every render is profitable.

REVENUE STREAM	WHO	HOW IT'S PRICED
Credit packs	Creators, small brands	One-off packs from US$29 (600 credits) to US$199 (5,400 credits); no subscription, credits don't expire
Team & agency plans	Agencies, studios	Monthly seats plus pooled credits to confirm
Enterprise & API	Media, education, platforms	Annual contracts, volume pricing, Arabic/long-form pipelines to confirm
Studio services	Brands wanting done-for-you	Per-project production via our studio team (as Blacklight Motion does today)

40%
minimum gross margin on every generated render, enforced by the cost engine

$0.037
per credit on the largest pack: the floor the margin is calculated on

0
renders sold below cost: prices update when provider rates change

Example: a 15-second Pixar-style reel

Provider cost on Seedance 2.0 at 720p ≈ US$2.25 → customer price 86 credits ≈ US$3.17. The same reel from a traditional animation studio typically costs hundreds to thousands of dollars and takes days.

11 · COMPETITIVE LANDSCAPE

Point tools vs a full studio.

The market is full of excellent single-purpose tools. ZigsMotion's advantage is the finished film: one pipeline, consistent characters and long-form output in local languages.

CATEGORY	EXAMPLES	WHAT THEY DO WELL	WHERE ZIGSMOTION DIFFERS
AI video models	Sora, Veo, Runway, Kling, Pika	Short, high-quality clips	We orchestrate these models into a finished story; not a single clip
Avatar & explainer	Synthesia, HeyGen	Talking-head presenters	Characters, worlds and narrative, not a presenter at a desk
Voice	ElevenLabs	Natural speech	Voice is one step inside a full production pipeline
Creative suites	Adobe, Canva	Editing & design	Generates the footage itself, from an idea
Agencies & studios	Traditional production	Craft & control	Hours not weeks; a fraction of the cost

Our moats

- End-to-end pipeline and in-house Stories engine
- Character Lock across shots and episodes
- Proven audience results (40M+ views)
- Regional language focus: Arabic, Hindi, regional

Why now

- Video models crossed the quality bar in 2025–26
- Costs per second are falling fast
- MENA is the fastest-growing digital ad region
- No dominant end-to-end, Arabic-first studio yet

12 · MILESTONES & USE OF FUNDS

US$1.1M in tranches, tied to milestones.

TRANCHE	TIMING	MILESTONES	TARGET KPIS
T1 · Set up	Months 0–3	Incorporate in Qatar; core team in Doha; all 11 modules generating live in the studio; Arabic voice & captions in beta	Private beta with 50 creators & brands target
T2 · Launch	Months 3–6	Public launch; credit packs with regional payment providers; GCC ad templates; first Qatari partnerships	1,000 users · first paying agencies target
T3 · Scale	Months 6–12	Team & agency plans; enterprise/API; long-form Arabic explainers; 3D mesh export	Recurring revenue & 3 enterprise pilots target

Proposed use of funds

Product & AI engineering	40% · $440K
Compute & model credits	20% · $220K
Go-to-market (GCC)	20% · $220K
Qatar operations & team	10% · $110K
Legal, IP & compliance	5% · $55K
Contingency	5% · $55K

Allocation



Proposed split; final allocation and KPIs to be agreed with Startup Qatar as tranche milestones.

13 · TEAM

Builders who already ship.

Jagjeet Jena · Founder

Builds the ZigsMotion platform and its AI pipeline; creator behind Lucky & Nikki World, IceHill Music and Blacklight Motion; lyricist on *Oh Mere Ranjhana*.

full bio to confirm

Hiring in Doha

AI/ML engineer · full-stack engineer · Arabic content & voice lead · GCC partnerships & sales.

co-founders & advisors to confirm

14 · RISKS & MITIGATIONS

RISK	MITIGATION
Dependence on AI vendors	Model-agnostic router; multiple providers per task; in-house Stories engine for long-form
Model prices change	Cost engine re-prices automatically; 40% margin floor on every render
Content & likeness misuse	Consent rules for real people, content policy, moderation, audit trail of every render
Fast-moving competition	Focus on the finished film, characters and long-form; regional languages; proven audience results

CONTACT

Let's make Qatar the home of AI filmmaking.

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Website · **zigsmotion.com** · Studio MVP · **zigsmotion.com**

15 · REFERENCES

Sources.

Every market figure in this paper comes from the sources below, accessed October 2026. Third-party forecasts are estimates and differ between analysts.

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ZigsMotion figures (views, catalogue, pricing, margins) come from our own channels and platform. Plan targets are goals, not forecasts of guaranteed results.