

45 MINUTES

STUDENT FOUNDERS

Build a brand. Then build from it.

Startup Brand Studio

A hands-on introduction to directing AI with a clear brand brief, so a startup's pitch and launch materials tell the same story.



1842 Paper Theatre / concept artwork

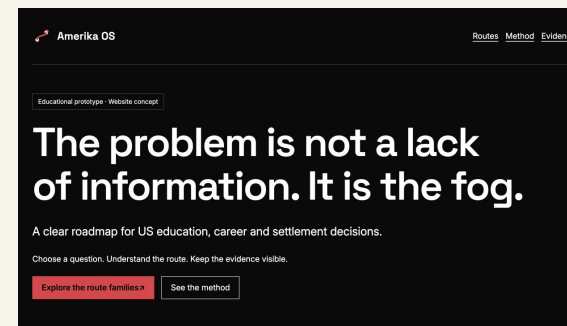
Founders set the direction.
AI helps apply it. People check the result.

ONE BRAND BRIEF

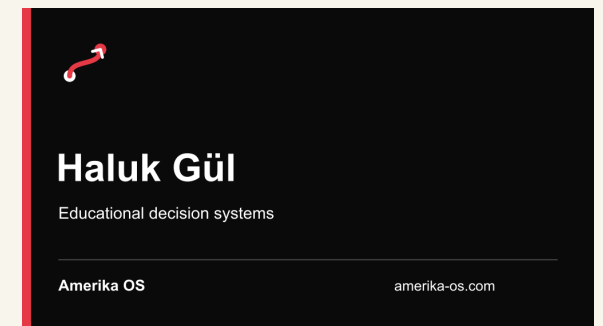
Message
Type + palette
Voice + evidence



01 Pitch deck



02 Website



03 Business card

Actual AmerikaOS class examples. One direction adapted to different formats.

45 minutes. Six useful moves.

A short demonstration becomes a founder’s own brief, a small copy exercise and a visible revision.



MINUTES		WHAT HAPPENS	VISIBLE OUTPUT
00-05	5m	Frame the goal	Choose one customer and one next action.
05-12	7m	Write the brand brief	Capture the promise, evidence and visual direction.
12-20	8m	Watch the live demo	See a shared change, inconsistency and repair.
20-32	12m	Apply it to your startup	Sketch a pitch opening and matching website headline.
32-40	8m	Compare, check, refine	Peer-test the message; repair one confusing choice.
40-45	5m	Export and share	Save the practice source, brief and next-step plan.

The target is a useful starting system: one brief, two coordinated copy sketches and one observed improvement.

Watch one change travel.

The current Brand Lab makes the shared decisions visible. No live AI call is needed for this exercise.

01 Change the source

Choose an accent and edit the shared brand line.

02 Compare three formats

Open the deck, website and card. Notice what carries across.

03 Plant an inconsistency

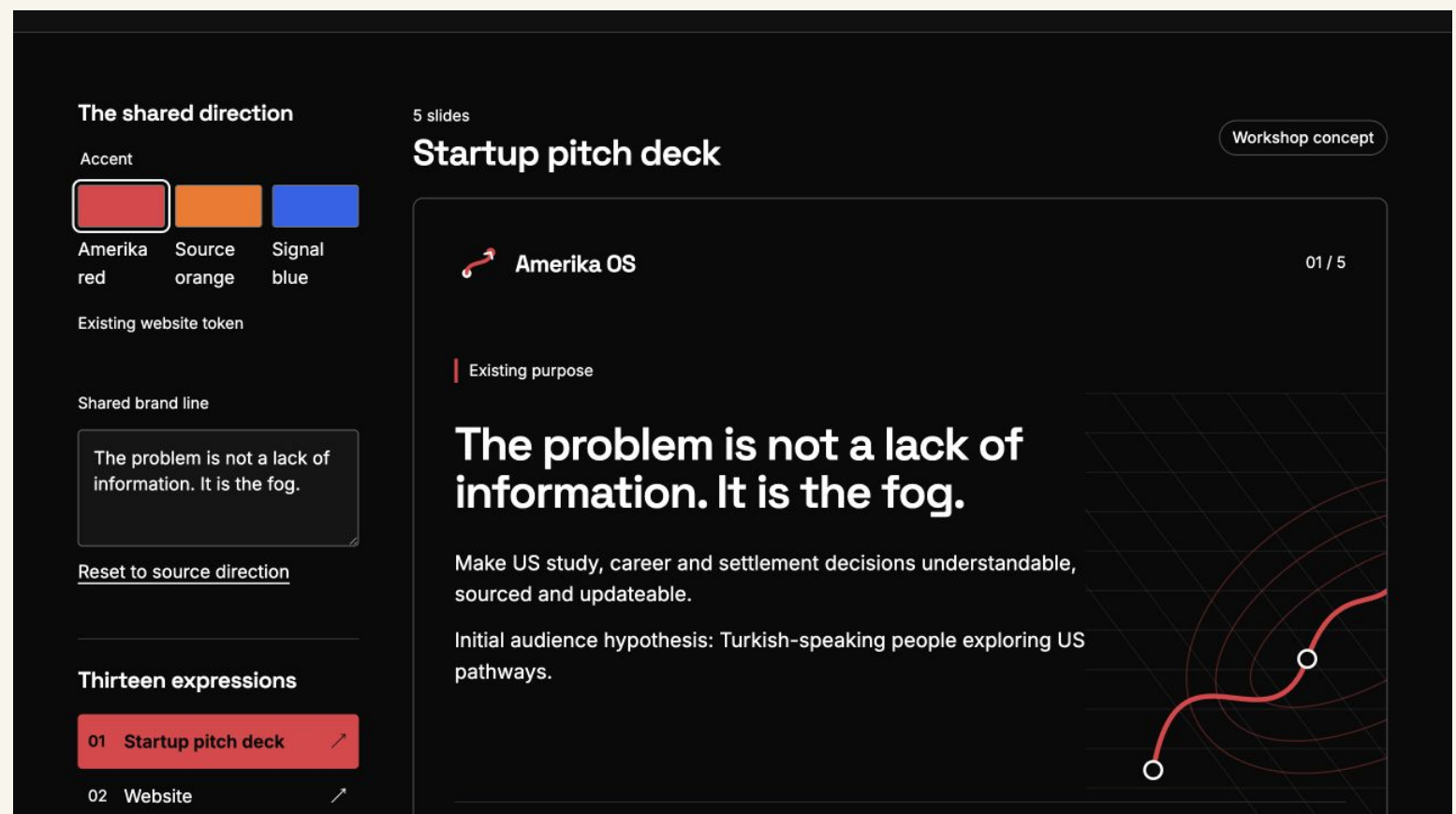
Use "Break one card" to expose a mismatch.

04 Repair the family

Restore the brand. Check palette, type and message.

05 Keep the editable source

Save JSON and the current HTML composition.



ACTUAL LIVE LAB / CURRENT FIVE-SLIDE EXAMPLE

[Open the interactive demo](#)

Live controls change JSON and HTML exports. Prebuilt PDF, ZIP and format files keep the default brand.

Your startup. Your decisions.

Practise the mechanism on AmerikaOS. Use your own brief to write a pitch opening and a matching website headline.

YOUR ONE-PAGE BRAND BRIEF

WHO + WHY

Who is the customer? Which problem matters?

VALUE + EVIDENCE

What do you offer? What is known or still assumed?

NEXT ACTION

What should this person do after seeing the material?

VISUAL DIRECTION

Choose references, palette, type and voice; say why.

ONE CLEAR SENTENCE

We help [customer] get [benefit] through [approach].

APPLY THE SAME PROMISE

One selected brand brief

Human direction + supported facts

Pitch opening

Who it serves.
Why it matters.

Website headline

The same value.
A clear next action.

THE 20-SECOND PEER CHECK

Show the two sketches without explaining them.
Ask: Who is this for? What is the value? What happens next?

Record the confusion. Make one revision.

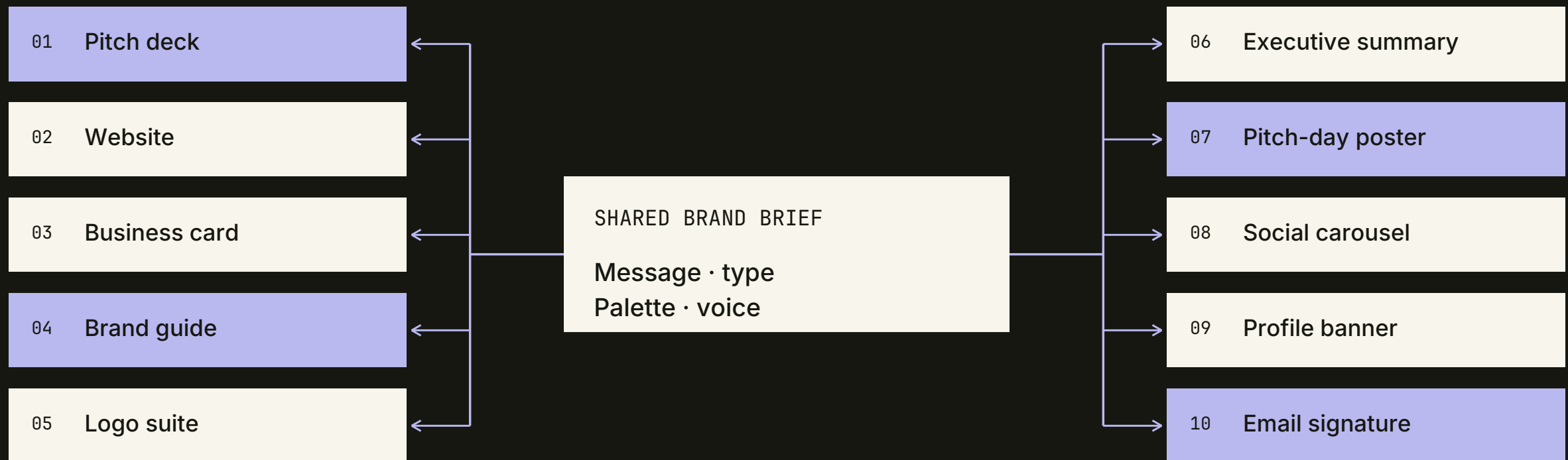
Readability, consistency and factual support matter as much as the visual style.

Take the editable examples home to develop the full deck, website and supporting materials.

10×

One approved decision. Ten coordinated uses.

Agree the direction once. Carry it across formats, then adapt and review each one.



The advantage: less repeated setup and fewer conflicting revisions. The founder can spend more attention on the idea, evidence and audience.

"10×" describes reuse across ten outputs, not measured speed or business results. The lab offers 13 families; ten are shown here. Each format still needs editing and human review.

A small session. A useful starting point.

HALUK GÜL / FACILITATOR

Haluk guides the demonstration, explains the brand decisions and leads the peer critique. Founders own the venture idea, claims and final choices.

BRING A STARTUP IDEA

Arrive with a customer, problem, proposed value and two references. A supplied example supports anyone still exploring an idea.

KEEP THE ROOM SIMPLE

45 minutes, a projector, Wi-Fi and a browser-enabled laptop per person or pair. No coding experience is needed. Confirm links on the venue network in advance.

Discuss a pilot: halukgul09@gmail.com

Proposed educational session. Host, date and cohort to agree.

WHAT THE CENTER CAN OBSERVE

- A concise, founder-owned brand brief
- Two starter copy sketches that agree
- A completed compare / break / repair loop
- One peer observation and a revision
- Saved practice source and a next action

EXPLORE BEFORE WE MEET

Live Brand Lab

1842collective.com/demo/amerikaos

[Editable examples](#)

[Participant guide](#)

[Full kit ZIP](#)

Core pilot: browser + notes; no account or paid AI tool required. Optional AI-assisted production can continue afterward.