



# Beyond AI Wrappers: Empowering Creative Communities

## THE PROBLEM: SHALLOW HYPE

AI wrappers are everywhere, flooding the market with flashy demos that shine in controlled environments—but crumble when reality hits.

We're seeing quick launches of products with no further development, while too many tools prioritize appearance over substance, leaving us with:

- **Basic Wrappers:** No real value beyond what OpenAI and similar providers already offer. Just another layer of gift wrapping on someone else's innovation.
- **One-Size-Fits-None Solutions:** Inflexible for unique community needs. No personality, no brand identity, no thoughtful design.
- **Unreliable Services:** They fail when consistency matters most.

The result? Creative communities and creators are forced to settle for tools that limit their potential—missing out on real transformation.

## THE SOLUTION: AGENTIC UTILITY

While others chase demos and quick wins, CraftEngine delivers what matters: a fully integrated, production-ready, AI-first platform that works in the real world, not just in screenshots—delivering real value for both communities and individual creators.

Our system architecture is designed to **thrive on AI advancement**—when models from OpenAI, Anthropic, and Google improve, our products don't become obsolete; they become even more powerful. As Sam Altman puts it\*, there are two types of AI companies: those that will be steamrolled by improving AI models, and those that get stronger with every advancement. We're firmly in the latter category.

Where they wrap APIs, we build engines. Where they offer rigid templates, we craft flexible solutions. Where they promise features, we prove performance.

We are AI engineers and designers with decades of experience, obsessing over every pixel and every line of code. No empty jargon, just fast building, intent listening, and relentless iteration.

Our obsession with customer feedback drives us to refine, scrap, and rebuild until we get it right.

\* Source: [shorturl.at/28kaW](https://shorturl.at/28kaW)  
Which Companies Will Be Steamrolled by OpenAI? | ET140 20VC with Harry Stebbings

## BUILDING BLOCKS

### VALUE DELIVERED TO

B2B CUSTOMERS  
**CREATIVE COMMUNITIES**

B2C CUSTOMERS  
**INDIVIDUAL CREATORS**

INVESTORS  
**TOKEN HOLDERS**

### CUSTOMER FACING PRODUCTS

TELEGRAM, DISCORD, X, ...  
**AI AGENTS**

WEB FIRST, NATIVE LATER  
**PLATFORM & STUDIO APP**

CUSTOM INTEGRATIONS  
**API ACCESS**

### ENGINE ARCHITECTURE

**ImageEngine**

**CharacterEngine**

**GameEngine**

**WebEngine**

**ToolEngine**

## \$CRAFT

Token creates a powerful flywheel effect. Integrating customers, products, and engines into a healthy ecosystem that increases token value over time.

## ENRICHING COMMUNITIES WITH CUSTOM AI

Empower your community with the latest AI technologies and industry-grade creative tools, customized to match your unique vibe and voice. More engagement, more creativity.

Our AI-powered agents and dynamic characters automate tedious tasks, moderate discussions, and answer questions—all while staying in character. They also provide you with coaching and analytics on managing your community, helping foster richer interactions and sustainable growth.

• **Proven & Operational:** Running in stealth for just 8 weeks, we've already secured 6 communities (8+ in pipeline) and generated \$5,000+ in revenue—all through word-of-mouth. Zero marketing.

• **Premium Quality at Competitive Prices:** Raising the bar and forcing competitors to rethink their overpriced, low-effort approach.

• **Real Clients, Real Impact:** Trusted by brands like Loafcat, Evan, and Magaverse, we refine our products daily through real-world usage.

## UGC PLATFORM THAT CAPTURES ATTENTION

CraftEngine provides a user-generated content (UGC) platform tailored for AI-driven creators, designed to maximize engagement and visibility. By combining state-of-the-art AI tools with intuitive workflows, we make it easy to create content that stands out in an oversaturated digital space.

Our platform doesn't just help you make content—it ensures that content gets seen. With built-in distribution tools, seamless integration with social platforms, and AI-powered audience insights, creators can amplify their reach and build a loyal following effortlessly.

Discover **Craft Engine Studio**, our cutting-edge web app where creators produce high-quality content, while communities can self-serve and manage their AI agents and custom tools.

Available now at [studio.craftengine.app](https://studio.craftengine.app), this isn't a fragile beta—it's the crafting foundation of our ecosystem, constantly evolving with new updates and enhancements.

With \$CRAFT, creators become true stakeholders in a platform that values and rewards their contributions:

• **Staking Rewards:** Creators can stake \$CRAFT to gain increased visibility and unlock exclusive platform features.

• **Marketplace Integration:** Use \$CRAFT to access premium AI tools, commission custom content, and trade unique assets.

• **Competitions & Challenges:** Regularly held competitions incentivize high-quality content creation with token rewards.

• **Support from Fans & Peers:** Members can stake their \$CRAFT tokens towards their favorite creators, boosting their visibility and earnings.

## ENGINE ARCHITECTURE

Our modular AI engines focus on specific asset types while maintaining seamless interconnectivity:



### ImageEngine & MemeEngine

Image generators today come in two flavors: either they give you a simple text box and hope for the best, or they overwhelm you with technical settings – that need a 50-page manual to understand. Neither works.

Our engine takes a different approach: specialized agents work together to handle all that complexity behind the scenes, letting you focus on what matters – your image.

Each generation isn't a shot in the dark – it's a coordinated effort to transform your ideas into pixel-perfect visuals, whether you're creating product mockups, marketing materials, or creative assets.

• **Function Calling Agent** that interprets style and intent, activating specialized tools like background removal

• **Image Prompter** Agent specialized in crafting detailed, high-quality image prompts

• **Revision Agent** that checks quality and requirements in a continuous improvement loop

• **Change Request** Agent enabling precise image adjustments

• **Advanced modification** tools including object insertion through masking



### CharacterEngine

Most AI chatbots are just glorified FAQ systems with a friendly face. They're static, predictable, and painfully obvious that you're talking to a machine.

Our engine brings your community mascots to life as digital community managers that are genuinely present – understanding context, building meaningful relationships, and actively contributing to community growth.

They remember your history, know your roadmap, handle day-to-day tasks, and collect valuable insights while living like a natural part of your community.

• **Native group chat** integration with natural conversation flow, no activation words needed

• **Dynamic data-fetching** system pulling from X, Bluesky, blogs, and custom sources

• **Proactive conversation starters** based on real-time community and project data

• Semantic-based **community insights** and engagement analysis towards **goal** goals

• **Memory system** for past and future events



### GameEngine

While others offer complex game development environments, our Game Engine transforms plain language into branded gaming experiences.

It's not just about making games – it's about creating perfect extensions of your brand's universe.

Start with battle-tested templates like brand comes alive or space shooters, then watch as your brand comes alive: your mascot becomes the main character, your community memes transform into collectibles, your generated artwork shapes the game world, and your character agents drive the narrative as NPCs.

• **Thinking Model** that transforms user input into structured concepts

• **Code generation system** producing optimized code, combined with an **evaluation model** for completeness

• Seamless change request system with **one-click deployment** on the web, your community and socials

• Future support for multi-file projects, level systems, and 3D animations



### WebEngine

Most web builders trap you between cookie-cutter templates and overwhelming complexity.

Our engine takes a smarter approach: it understands your project and builds a dynamic hub that evolves with your needs.

Your brand's memes flow seamlessly into your design, your character agent handles support, and every block – from documentation to social feeds – updates in real-time.

This isn't another website builder – it's your project's digital headquarters, powered by AI.

• Smart **project hub creation** that adapts to your needs

• Connect your customized MemeEngine for **creative image generation**

• CharacterEngine integration for **support and chat** functionality

• Add **docs, LinkTrees, socials** and more

• **Multi-language** support with AI translation



### ToolEngine

Most teams waste hours wrestling with off-the-shelf tools that don't fit their needs, or wait months for custom development.

Our engine flips the script: simply describe what you need, and watch as multiple specialized agents collaborate to build your perfect tool.

Need a database? User authentication? Multi-user workflows? Just ask.

Each tool is crafted to integrate seamlessly into your existing processes, turning tedious tasks into automated workflows and impossible features into daily capabilities.

• **Natural language tool creation** with multi-agent validation and testing

• Automated **database/API setup** and integration with your custom data

• Seamless **integration with existing workflows** and third-party systems

• Automatic versioning and **rollback capabilities**

Also on our roadmap: **AgentEngine** (tasks solved autonomously), **VideoEngine** (images brought to life), **SpeechEngine** (give your characters a voice).

## TEAM & ADVISORS

We don't build AI for the sake of it—we use it daily, multiplying our creative and productive output **20x** over the past two years. We've seen firsthand how AI can revolutionize individual productivity and group dynamics.

Our vision aligns with Sam Altman's prediction\* that "every person will have a personal AI team, full of virtual experts in different areas, working together to create almost anything we can imagine."

We're building toward this future by creating an autonomous company that can scale massively while being led by just a few people. Our AI systems don't just support our work—they're integral team members that multiply our capabilities.

Backed by a dedicated group of advisors in strategy, business, and marketing, we build on Base, the modern Layer 2 platform by Coinbase.

Let's build something remarkable together.

\* Source: [shorturl.at/oVFJl](https://shorturl.at/oVFJl)  
Business Insider: These are Sam Altman's predictions on how the world might change with AI



Ruby Marty Benny  
(one of us might be an AI)