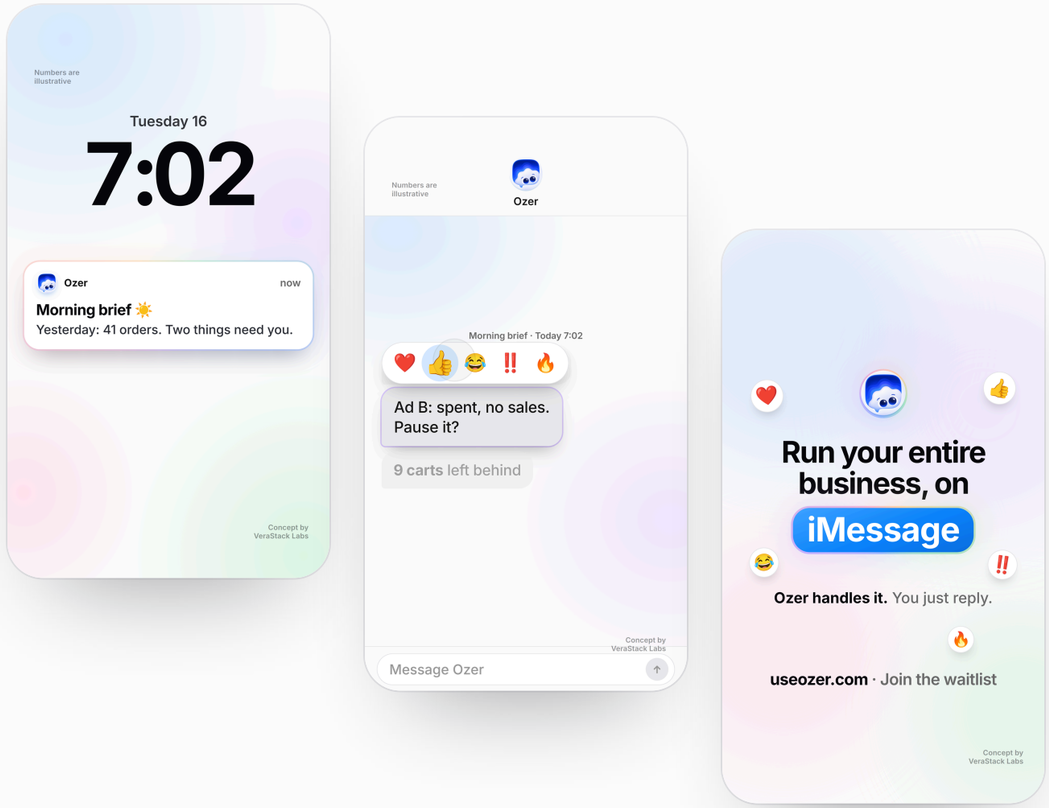
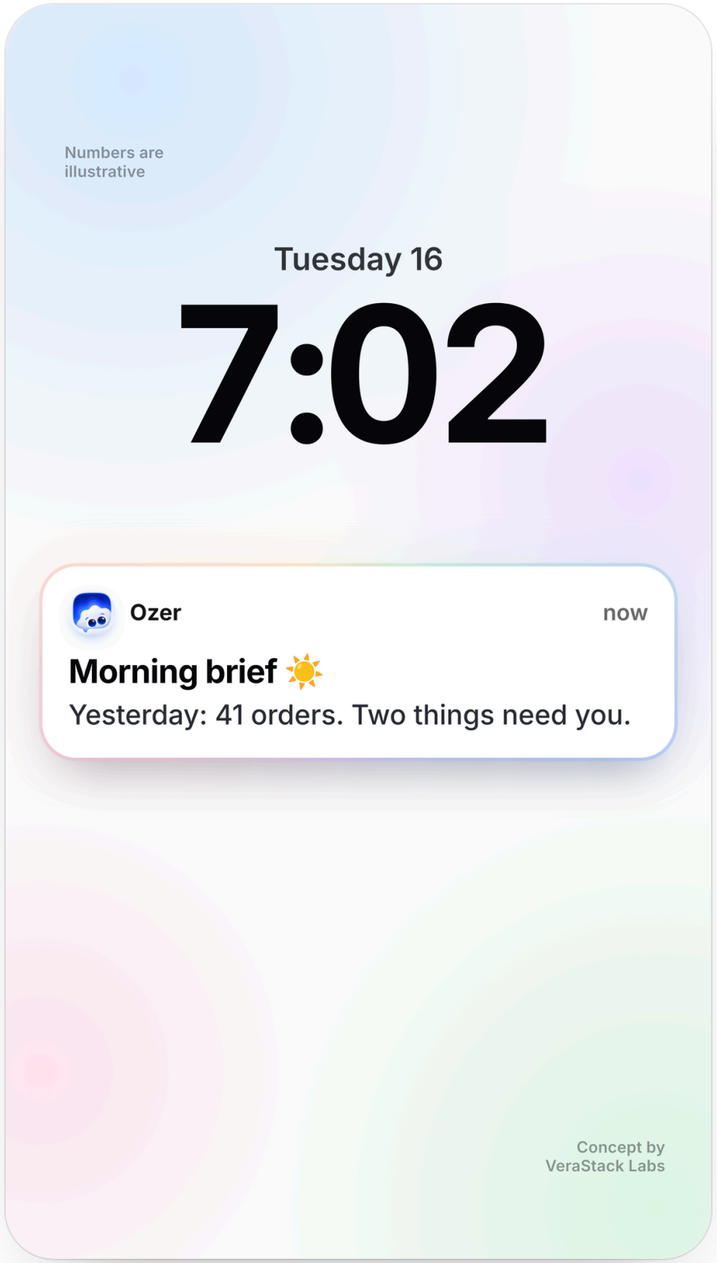
Ozer a storyboard for your first film

You just reply.

A 17-second film: the morning brief lands at 7:02, the founder answers with one tapback and two words, and by 11:40 three carts have come back.



Concept by VeraStack Labs for Ozer, October 2026. Not commissioned by or affiliated with Ozer Labs, Inc. Ozer and its marks belong to Ozer Labs, Inc.



FRAME 1 OF 7 0:00 to 0:01.5

The brief lands

ON SCREEN

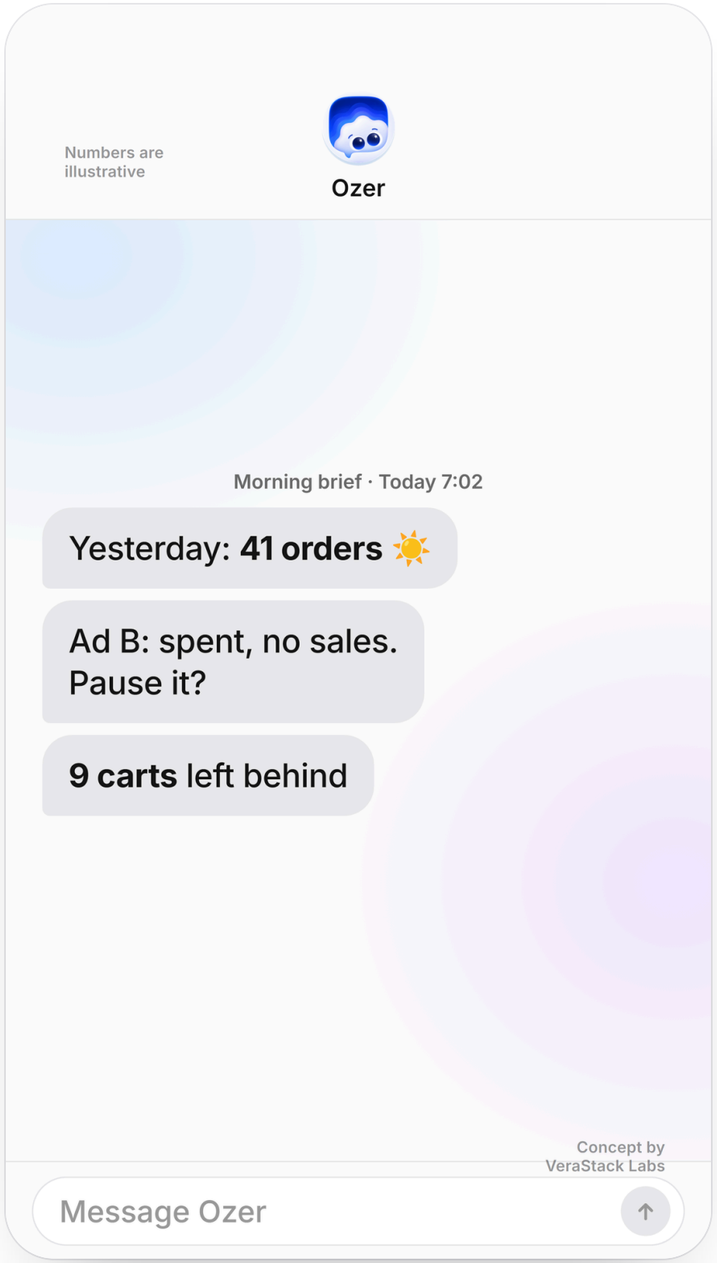
Lock screen, **Tuesday 16**, 7:02, a nod to your own film. Notification: **Morning brief. Yesterday: 41 orders. Two things need you.**

MOTION

The notification drops in with a little overshoot, then a tap opens the thread.

SOUND

Three rising mallet notes, our own chime, not a phone's.



FRAME 2 OF 7 0:01.5 to 0:04

Three bubbles

ON SCREEN

Yesterday: 41 orders / Ad B: spent, no sales. Pause it? / 9 carts left behind

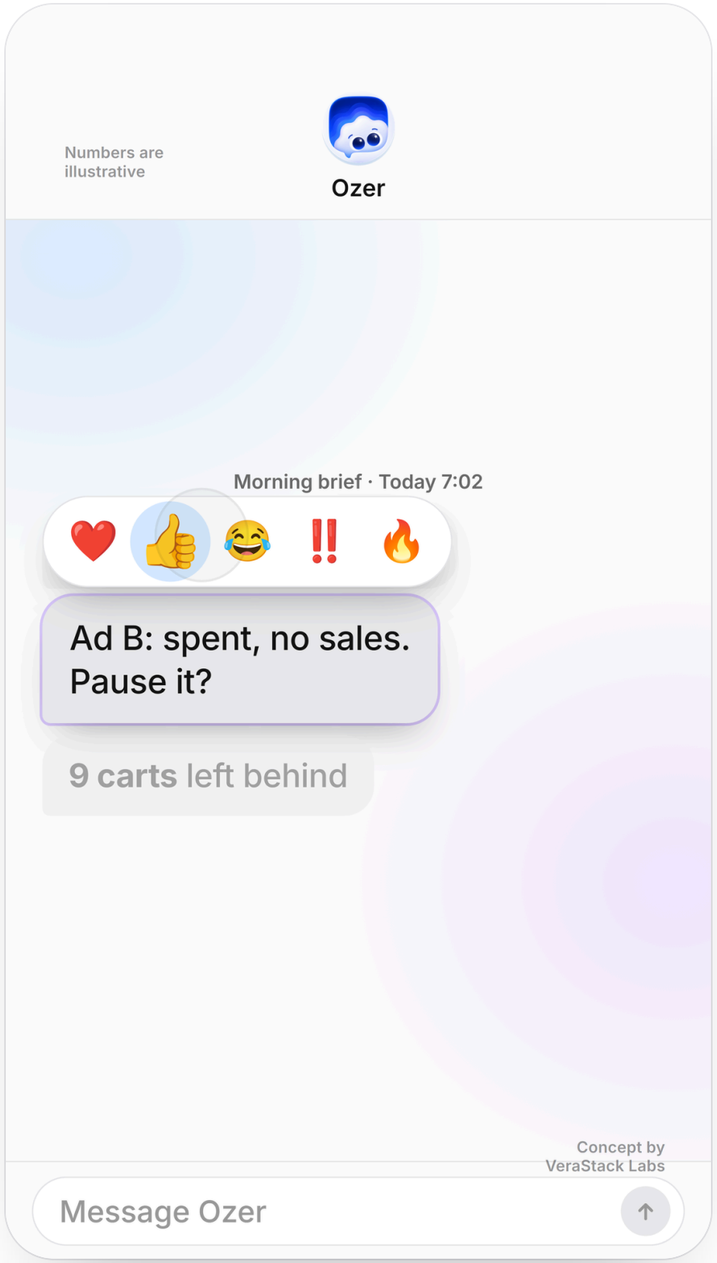
MOTION

Bubbles pop in one by one from their corner, about 0.6 s apart.

SOUND

A light pop and tick per bubble; the lo-fi bed fades in.

Numbers are illustrative.



FRAME 3 OF 7 0:04 to 0:06

One tapback

ON SCREEN

Long-press on **Pause it?**, the reactions pop up, the thumbs up is picked. Ozer: **Paused Ad B**

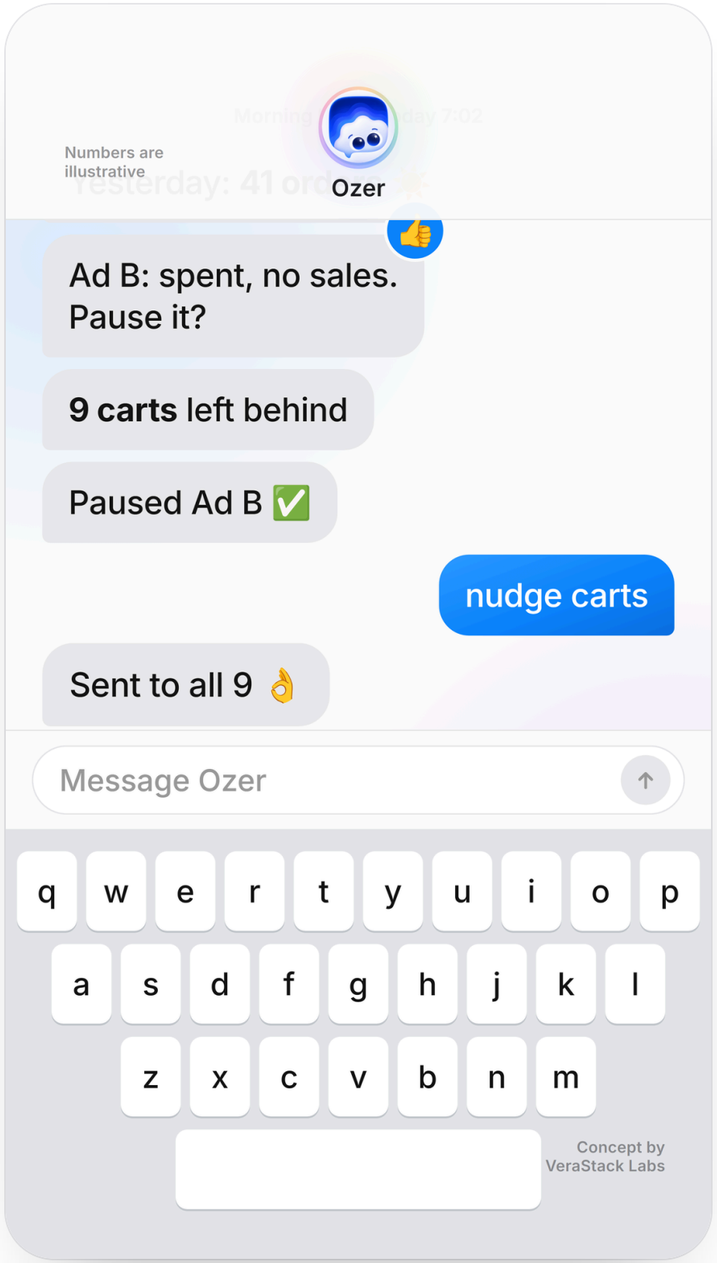
MOTION

The other bubbles dim, the picked bubble lifts, the badge lands on its corner.

SOUND

A soft spring as the reactions open, a pop as the badge lands.

Numbers are illustrative.



FRAME 4 OF 7 0:06 to 0:08

Two words

ON SCREEN

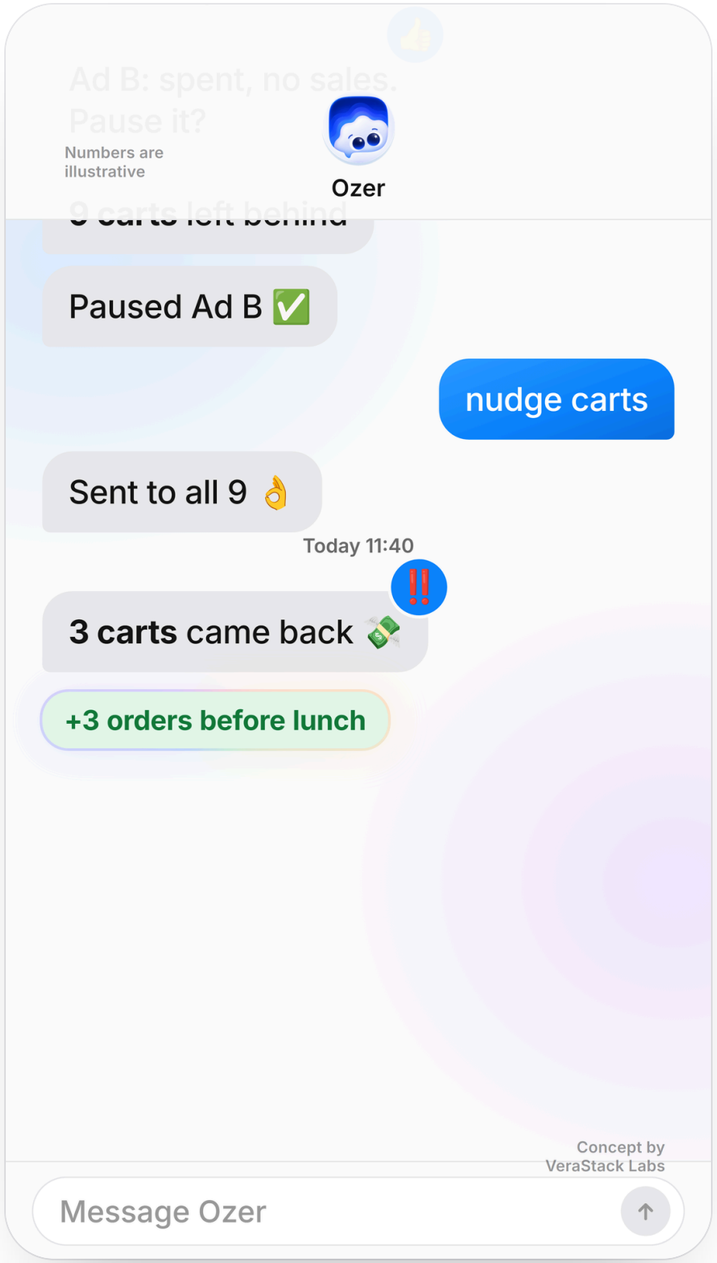
The founder types **nudge carts** and sends. Ozer: **Sent to all 9**

MOTION

Our own keyboard slides up, keys light as they are typed, the blue bubble flies up from the box.

SOUND

Real keystrokes, short; a small swish on send.



FRAME 5 OF 7 0:08 to 0:11

Before lunch

ON SCREEN

The clock rolls from 7:03 to 11:40. Ozer: **3 carts came back**. The founder reacts with a double exclamation. Chip: **+3 orders before lunch**

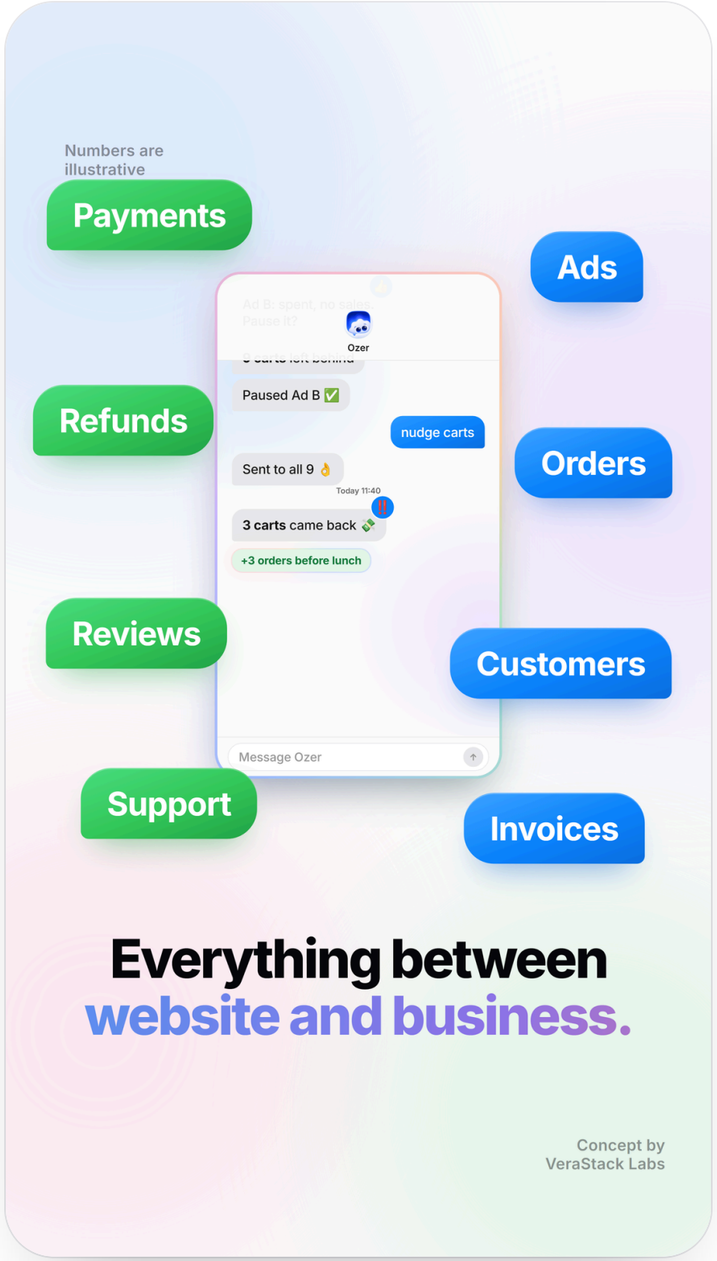
MOTION

A big time chip spins the minutes, the thread scrolls, the chip counts up +1, +2, +3.

SOUND

A whoosh on the time skip, ticks as the clock rolls, three rising cash ticks.

Numbers are illustrative.



FRAME 6 OF 7 0:11 to 0:13

Everything else

ON SCREEN

The thread shrinks into a card; Payments, Ads, Refunds, Orders, Reviews, Customers, Support and Invoices pop in around it. **Everything between website and business.**

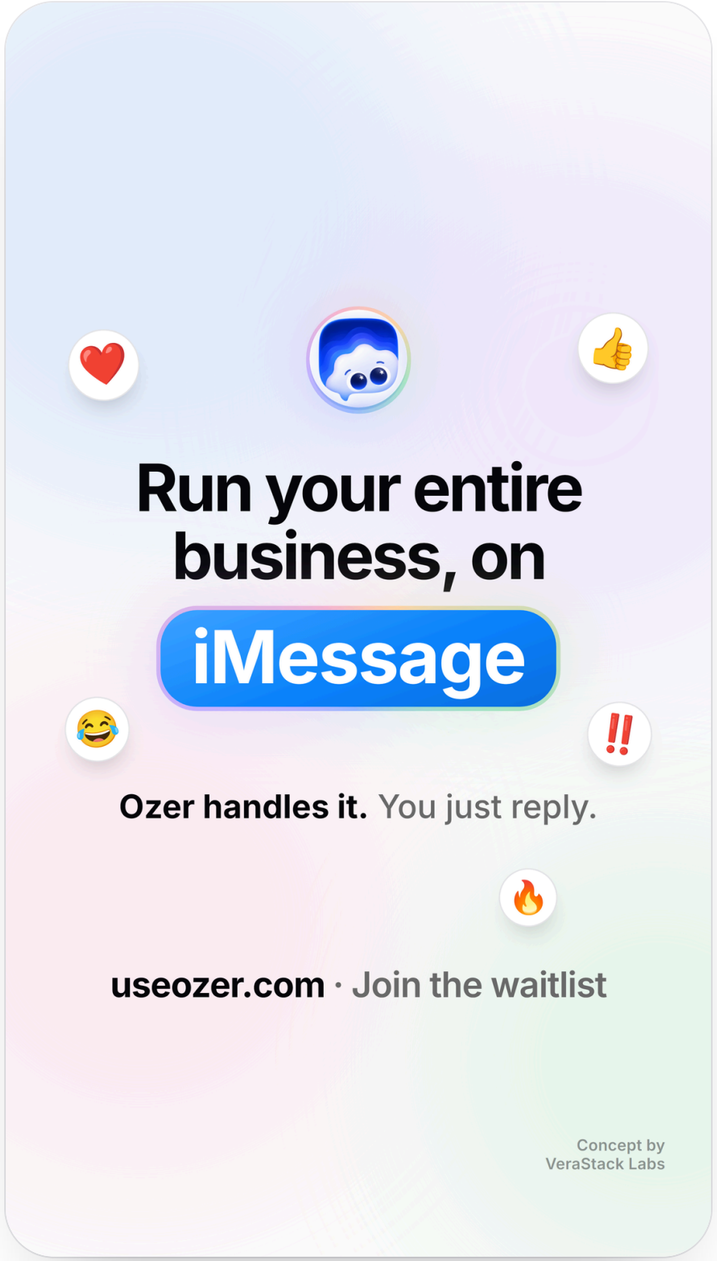
MOTION

One smooth pull back, the module bubbles land in a quick stagger and float.

SOUND

A riser into the move, a pop per bubble, the music lifts.

Numbers are illustrative.



FRAME 7 OF 7 0:13 to 0:17

Your line

ON SCREEN

Run your entire business, on iMessage. Ozer handles it. You just reply.
useozer.com · Join the waitlist

MOTION

The word bubble flicks through Slack, WhatsApp and Telegram, the way your site does, and settles back on iMessage.

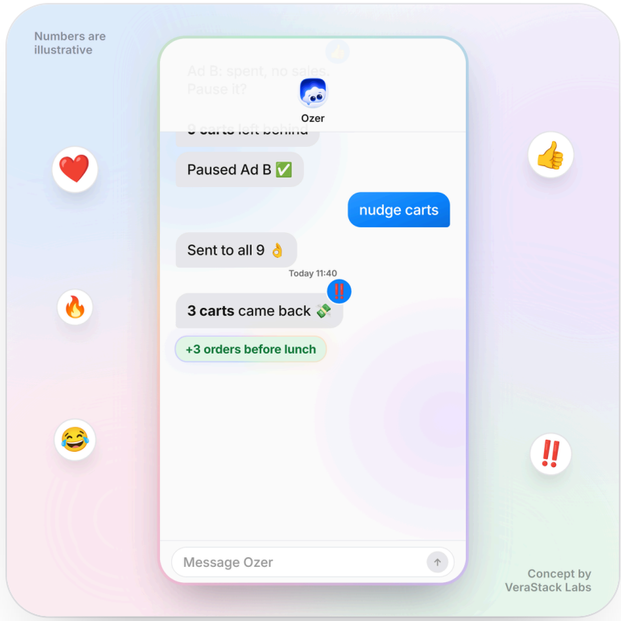
SOUND

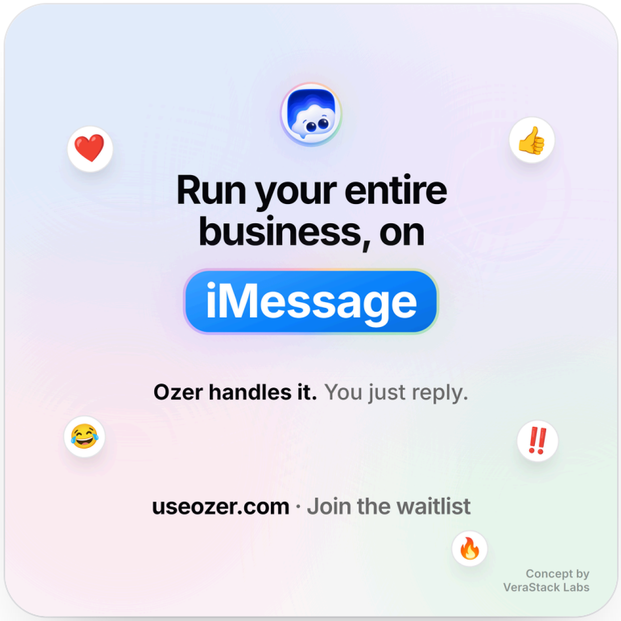
A tick per platform word, the chime again to close.

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The same film, square

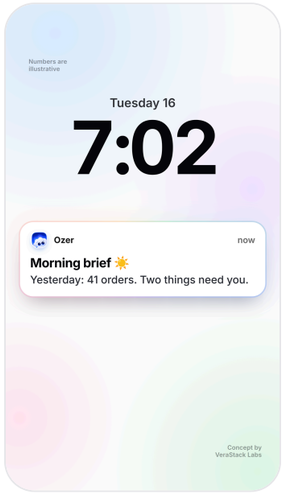
For the feed and Meta ads: the thread sits in a card with your tapbacks around it, and the end card is rebuilt for the square, not cropped.





Three ways in. We'd lead with A.

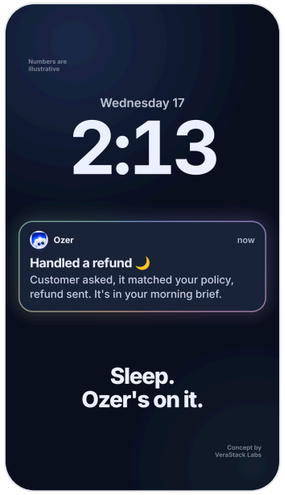
Same build, three different first moments.



A

The morning brief

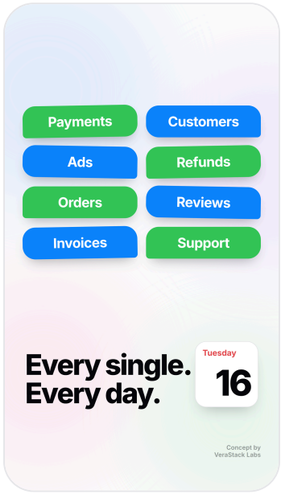
The brief lands, the founder runs the morning from one thread. Shows the most of the product.



B

2:13 AM

A refund handled while the founder sleeps. "Sleep. Ozer's on it." The most emotional.



C

Every single

Every module as a bubble, ending on your calendar tile. Closest to your own film.

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One question for you

Which moment should your first film lead with? A one-letter reply is plenty. The 17-second preview and every frame are at concepts.verastack.dev/ozer

A, B or C?

A

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