fluxoCut

Pre-seed · October 2026

Every word.
Every language.

AI captions and editing for creators and video editors. The most accurate captions for Indian languages, in their own script or in English letters.

Native script | English letters



Telugu
in English letters



Hindi
in English letters



Tamil
in English letters

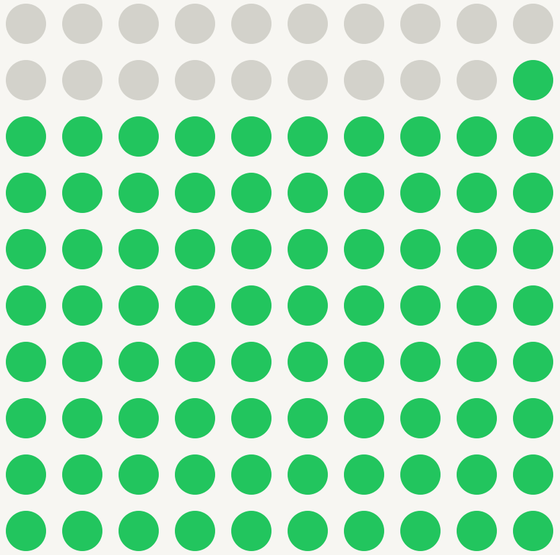
25,684
creators in 3 months

1,425
paying customers

4.5
average rating

₹0
spent on ads

Everyone is becoming a creator.
Most of them don’t speak English.



81 of every 100 people don’t speak English. Their captions still have to be right.

$480B

creator economy by 2027, up from $250B.

Goldman Sachs

57%

of Gen Z would become a creator if they got the chance.

Morning Consult

588M

people watch short video in India alone, our home market.

IAMAI–Kantar, 2025

2.5M

active creators in India today.

BCG, 2025

English speakers: ~1.5B of 8.1B people (Ethnologue).

We didn’t find this problem. We lived it.

Every reel meant hours of typing captions by hand, word by word, in Telugu and Hindi.

Every tool we tried got our language wrong.

So we built our own.

Harshith and Karnan, founders. Video editors and creators themselves.

Typing by hand

Built it for ourselves

Launched · July 2026

25,684 creators · October 2026

Making captions is broken.



Captions typed by hand, one word at a time

Hours of typing

30–60 min by hand for one reel. Hours for a long video.

English-first AI

Trained on English. Whisper gets **68%** of Telugu words wrong.

The wrong letters

Viewers read Hindi, Telugu, Tamil or Kannada in English letters. Most tools get **Hinglish** and little else right.

Mixed languages

Creators switch languages mid-sentence. Most tools break.

Priced in dollars

$12–29 a month, card only. Out of reach for most creators.

Outside the edit

Export, caption somewhere else, re-import into Premiere. Every time.

Whisper large-v3: 68.1% word error rate on Telugu, FLEURS (published by ElevenLabs). Prices: Submagic, VEED, OpusClip entry plans.

So we built the engine.

Our own caption pipeline.

The most accurate captions in the market.

Every Indian language. English letters too.

Step 1

Hear

The top-ranked speech model, with a backup that takes over on its own.

Step 2

Understand

Detects the language, even when two are mixed in one sentence.

Step 3

Write

Native script or English letters, spelled the way creators type.

Step 4

Sync

Word-perfect timing for 52 animated caption styles.



The output
spoken Hindi, captioned in English letters

4.5 / 5 from 1,721 creators · 38,847 caption jobs · on 15 Oct a speech provider failed for ~530 jobs and no caption failed for users.

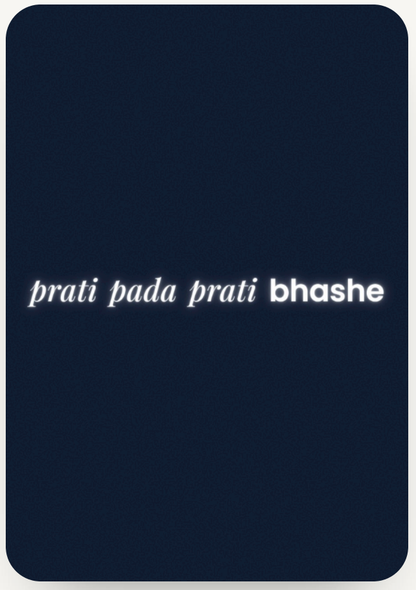
Everything a creator needs, in one place.



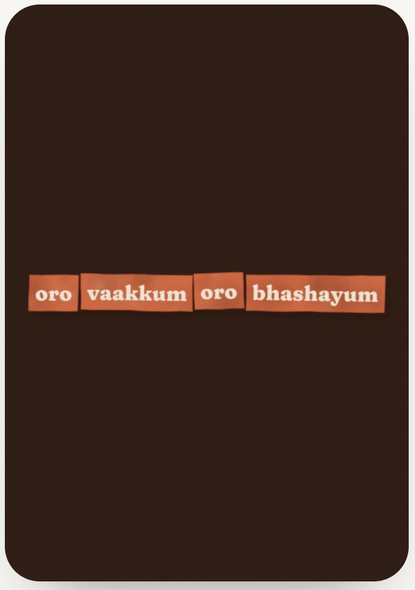
Hindi · Mint Pop



Telugu · Ekdam



Kannada · Italic Glow



Malayalam · Paper Tags



English · Script Lessons

52 caption styles

from what trends on Reels

Adobe plugin

inside Premiere and After Effects

Full phone editor

not a cut-down version

Auto Trim · 4K · SRT

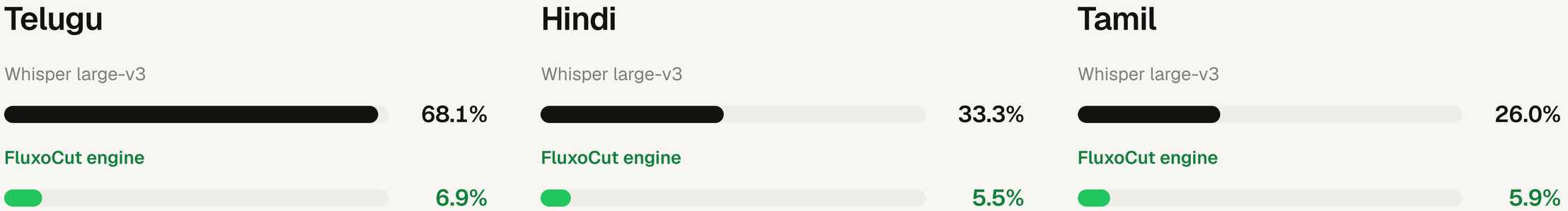
silences out, clean export

Always on

two engines, automatic switchover

Up to ten times fewer wrong words, across Indian languages.

Word error rate: how many of every 100 words come out wrong. Lower is better.



27
languages our users have already captioned

80+
languages supported by the engine

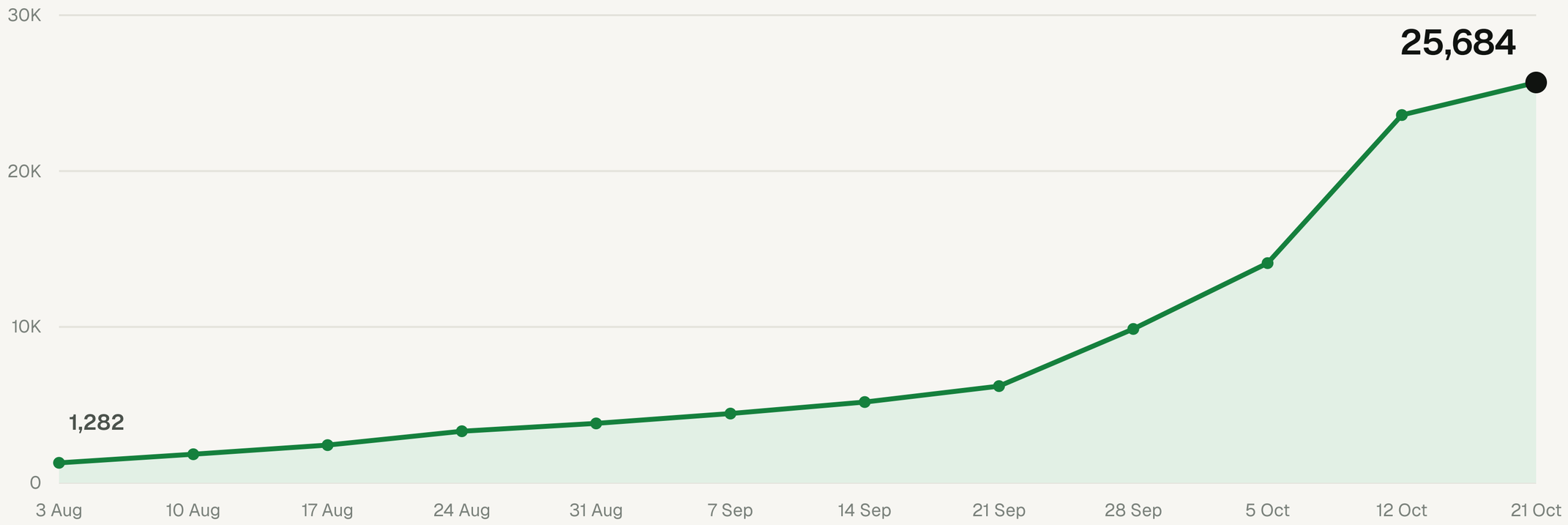
38,847
caption jobs run so far

FLEURS benchmark, published by ElevenLabs, whose Scribe model powers our engine. Many low-cost caption tools run on Whisper-class models.

25,684 creators in 3 months. ₹0 on ads.

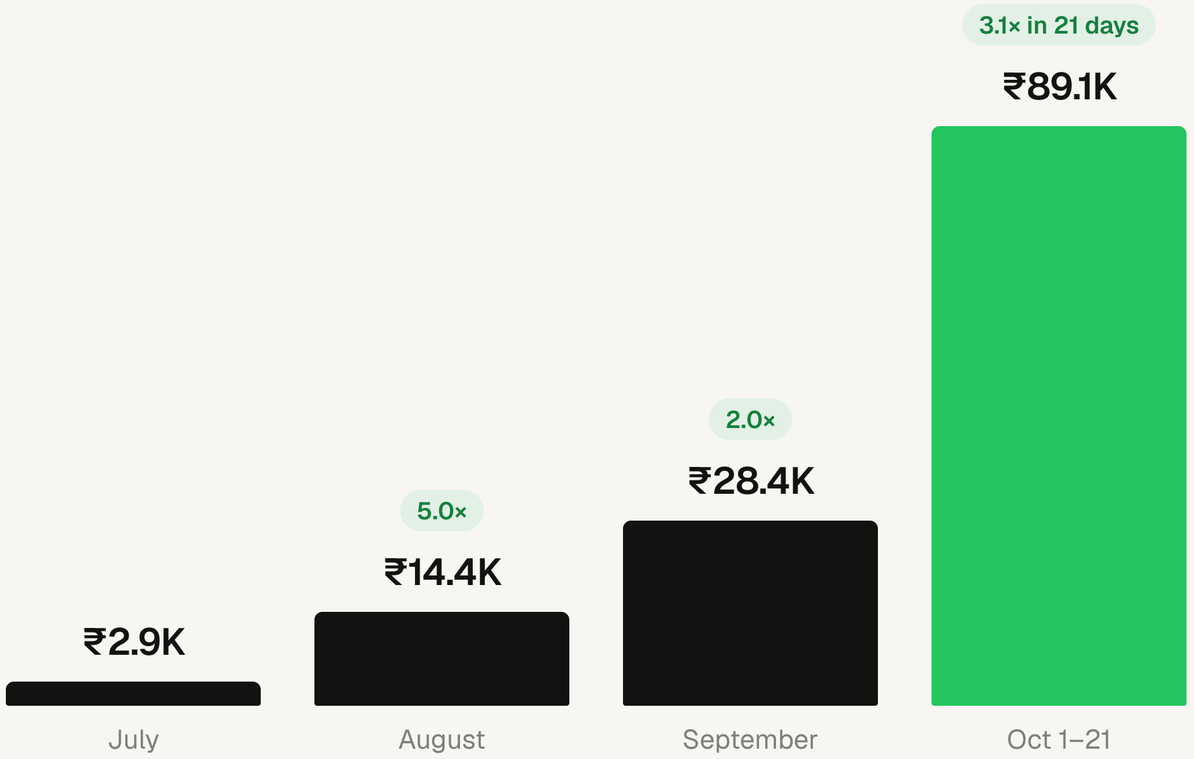
+9,500
new creators in the week of 12 Oct

76%
active in the last 30 days



Total creators signed up, week by week, from 3 Aug to 21 Oct 2026. All organic: our content, 250 affiliate partners and word of mouth.

Creators don’t just try it. They pay.



~2×

revenue growth every month since launch

₹98.6K

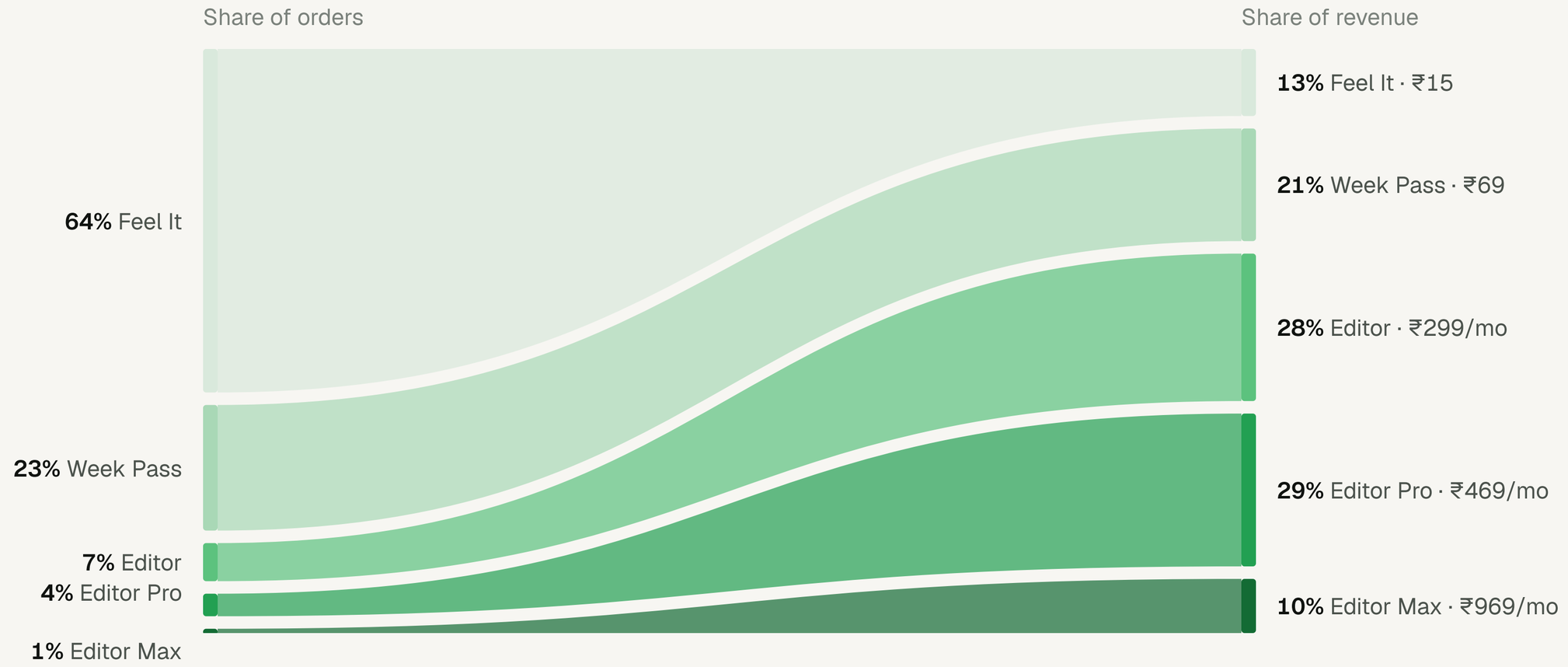
collected in the last 30 days

1,425

paying customers. 251 have bought again. 5.5% of signups pay.

Money received in INR via Razorpay; October is 1–21 Oct. International payments come in separately through Dodo.

A ₹15 first step becomes a ₹299 habit.



All 1,755 paid orders in India since launch. Editor, Pro and Max are monthly-level plans: 12% of orders, 66% of revenue. Next lever: UPI Autopay renewals.

Creators love it, and they say so.

4.5 ★ /5

from **1,721 creators** rating FluxoCut inside the app. **87%** gave 4 or 5 stars.



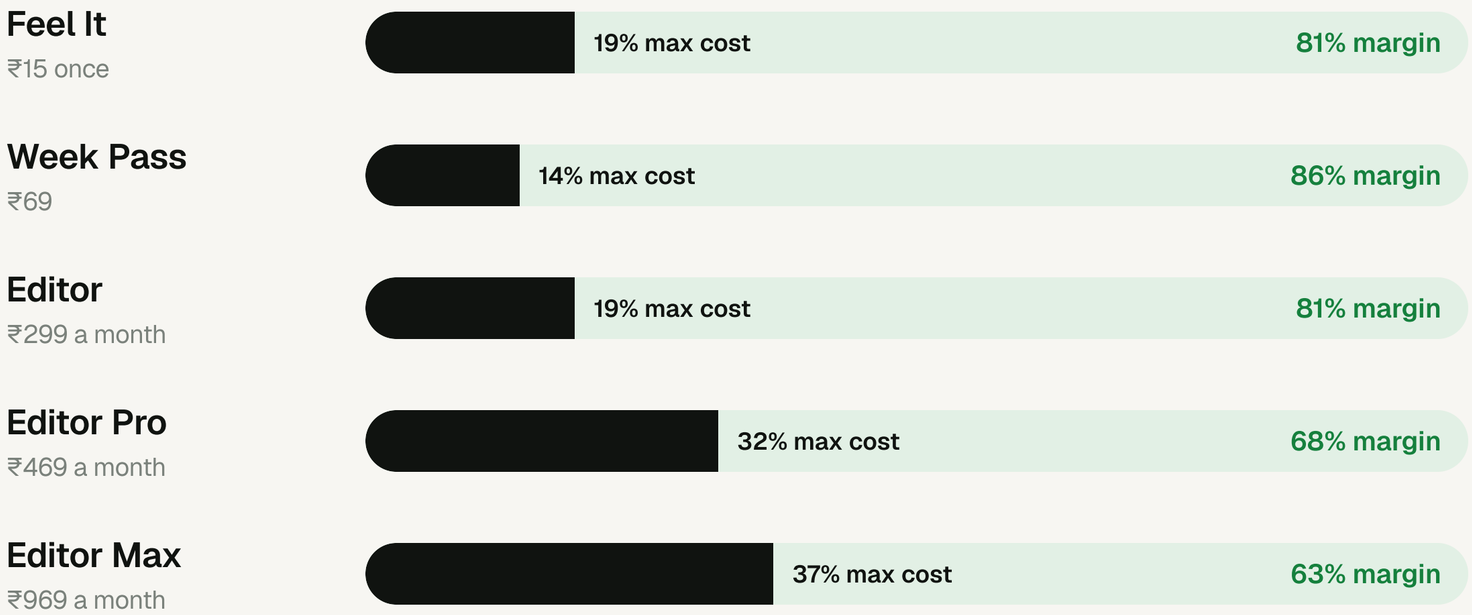
> “Simple ga undi website, ardham chesukodaniki chala bagundi. Chala websites vethikanu captions kosam, e app chala bagundi.”
>
> Telugu, in English letters · “It’s simple and easy to understand. I searched many websites for captions; this one is really good.”

> “It is very useful for editors, content creators. Everyone should easily use this tool.”
>
> In-app review, 5 stars

> “Amazing plugin for this caption.”
>
> Premiere Pro plugin user, 5 stars

Unedited in-app feedback, October 2026. Shown without names.

Every plan makes money, even at 100% use.



Buyers use about a third of what they pay for.

So the real margin is 91–94%.

We earn about 4× what it costs to run.

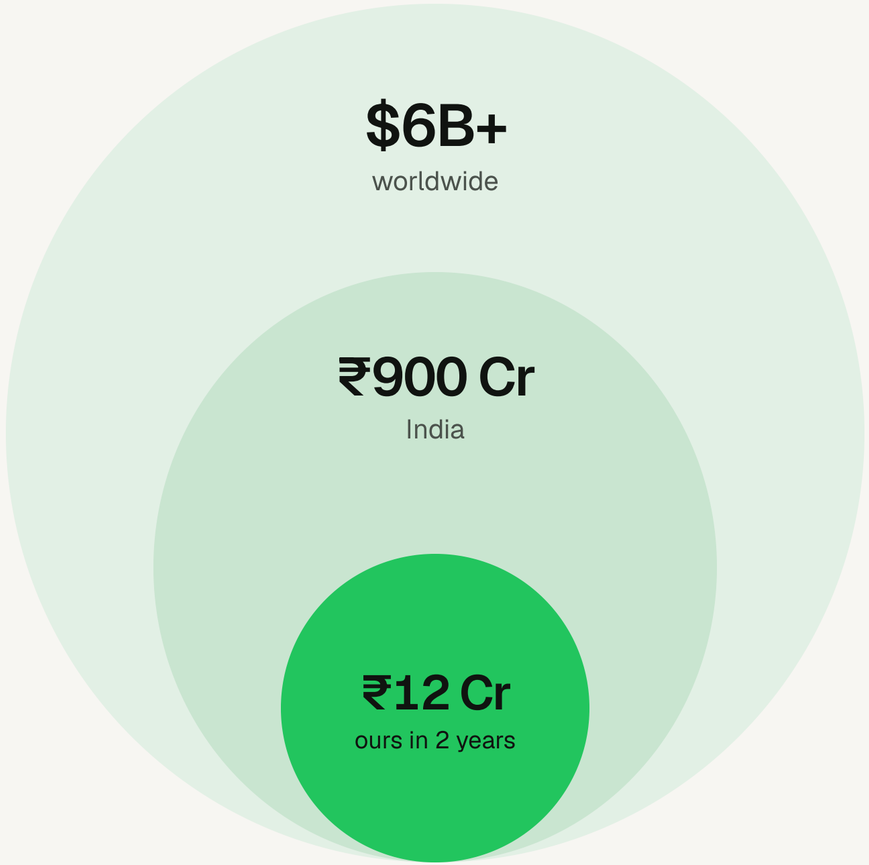
₹98.6K came in last month. Running costs were ₹20–24K.

No video servers to pay for.

Videos render on the creator's own phone or laptop.

Dark = our maximum cost if every caption and Auto Trim minute is used (speech AI at ₹21–25/hr + ~2.4% gateway fee). Green = margin. Usage from 270 finished plans.

A big market, and a clear way in.



Total market, worldwide

$6B+ a year

~50M creators × ~$120 a year on video tools. The creator economy heads to $480B by 2027.

Home market

₹900 Cr a year

India's 2–2.5M active creators plus editors, at ₹3,600 a year. Diaspora and similar markets on top.

Ours in 24 months

₹12 Cr a year

~30,000 paying customers, about 1.3% of the home market. That is ₹1 Cr a month.

Goldman Sachs · BCG 2025 · tool spend per creator is our assumption.

Built in India. Ready for the world.

The engine is not tied to one language. The same captions, styles and editor work anywhere creators speak.

80+ languages, supported today.

Native script or English letters, with the same 52 styles.

Higher international pricing.

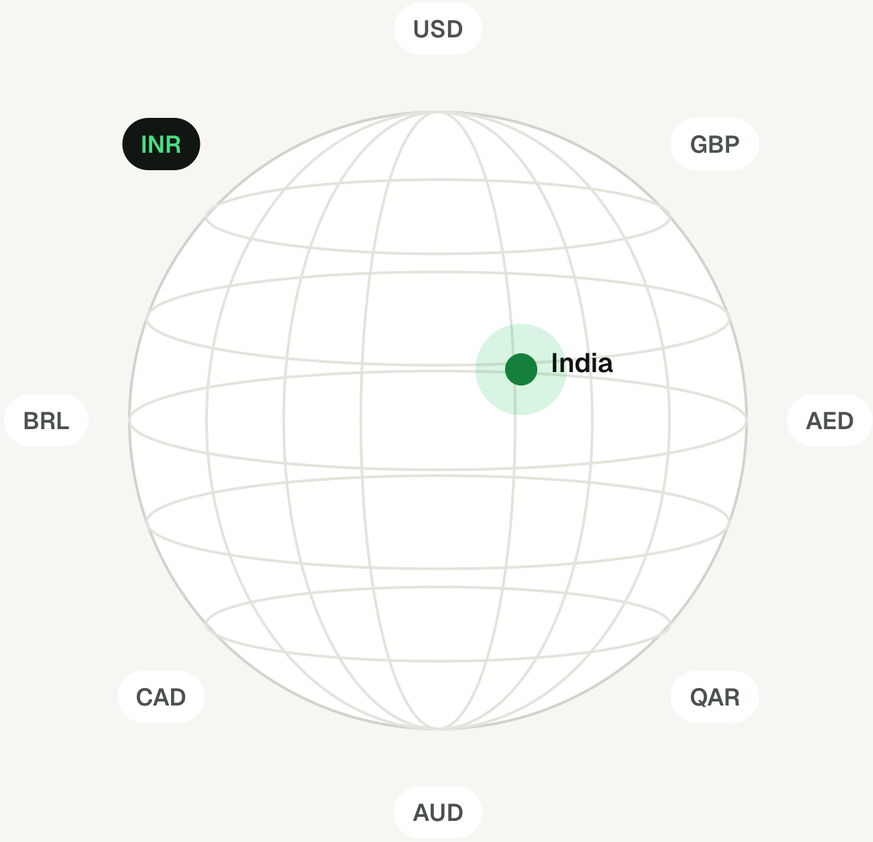
$5.99 to $17.99 a month abroad, against ₹299 to ₹969 in India.

Local checkout is already live.

Customers abroad have paid in USD, GBP, AED, QAR, AUD, CAD and BRL, with no marketing outside India yet.

The diaspora is our first market abroad.

They create in the languages we already caption best.



Currencies our customers have paid in

International orders through Dodo Payments since launch. Prices are our international list prices.

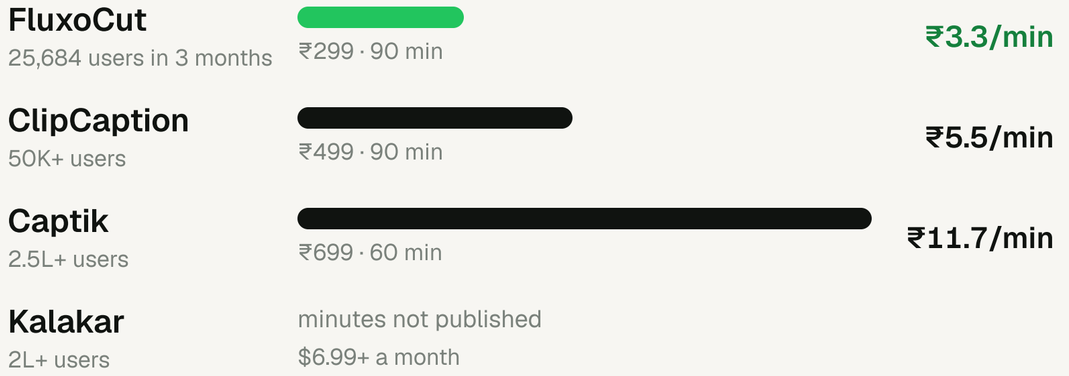
A crowded field that proves the demand.

Global editors are built for English. Indian caption tools cost more for fewer minutes.
We win on accuracy and price, and we are building the editor that replaces both.

Global video editors

CapCut	660M+ users	Banned in India since 2020
Kapwing	35M+ creators	$16 a month, English-first
OpusClip	16M+ creators	$15 a month, clipping only

Indian caption tools · price per caption minute



Accuracy

Top-ranked speech model plus our own layer for Indian speech, in every Indian language, in English letters too.

Price

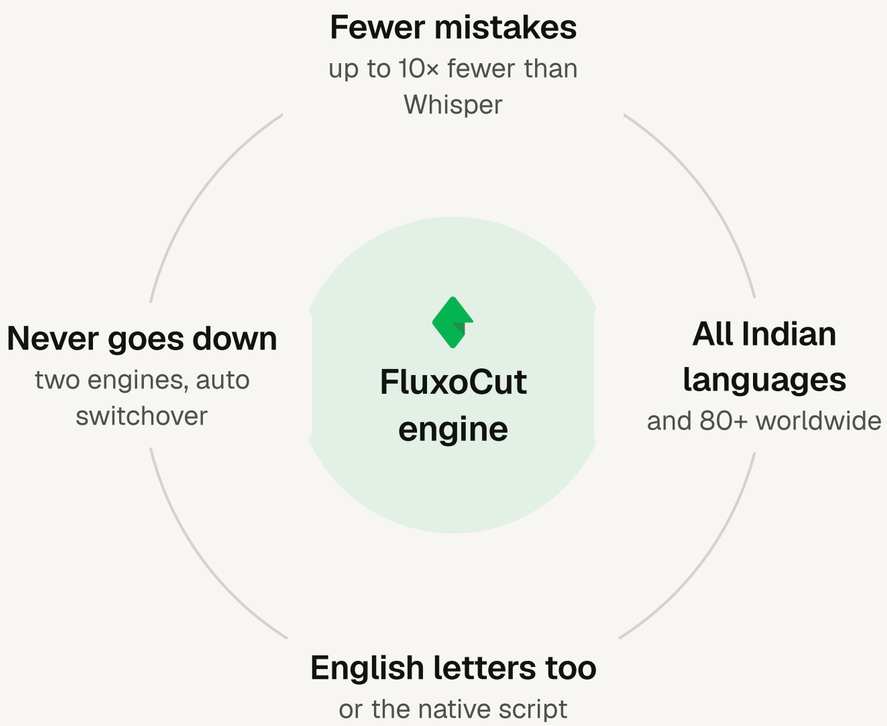
₹3.3 a caption minute, against ₹5.5 to ₹11.7 for local tools and $15+ a month for global ones.

Pace

The newest entrant: 25,684 creators and 1,425 paying in 3 months, with ₹0 spent on ads.

User counts are each company’s own claim (CapCut newsroom Sep 2026, Kapwing and OpusClip sites, Captik, Kalakar and ClipCaption homepages). Prices from public pricing pages, Oct 2026.

What makes us hard to copy.



Our costs stay low.

Videos render on the creator's device, not our servers. We stay profitable at ₹299, a price dollar-priced tools can't match.

Creators sell for us.

250 affiliate partners earn a share of every sale they bring. They brought 23% of all signups.

We live where editors work.

Our plugin runs inside Premiere Pro and After Effects: 1,842 downloads, 681 editors connected.

Go-to-market: eight ways we grow.

Two already brought every user we have. This round switches on the rest.

Running today

Affiliate partners

250 creators earn up to 20% on every sale they bring. Next: 1,500 partners, one per language and niche.

Running today

Content that shows the result

Daily before-and-after reels. Next: a channel per language and tutorial series.

With this round

Indian influencer marketing

Paid collaborations with editing and creator-education pages in every regional language.

With this round

International influencer marketing

Creators in the diaspora, South-East Asia, the Middle East and Latin America.

With this round

Meta, Google and YouTube ads

Performance ads, with a ₹15 first purchase that makes paid signups pay back fast.

With this round

Email and lifecycle

Onboarding, usage nudges and win-back emails to 25,000+ signed-up creators.

With this round

Colleges and editing institutes

Campus ambassadors and student plans where tomorrow’s editors learn.

With this round

Template drops and Adobe Exchange

Weekly trending styles creators share, and a listing where editors find plugins.

12-month targets: 1.5 lakh new signups a month · 6%+ of signups paying · half of revenue on automatic renewal.

Building the tools creators and editors never want to leave.

One app to replace CapCut, OpusClip and every caption tool. Every feature below is planned and ready to build.

Building now

AI video editor

Upload raw footage, get a finished edit: cuts, zooms, B-roll, sound and top-level motion graphics.

Planned

AI clipper

Long videos and podcasts turned into ready-to-post shorts, captioned in the creator's language.

Planned

Installable apps

iOS and Android for creators on phones, Windows and Mac for editors, on the same engine.

Planned

Talking-head mode

Auto cuts, zooms and captions for face-to-camera videos.

Planned

Content generator

Script to finished video for founders and indie hackers.

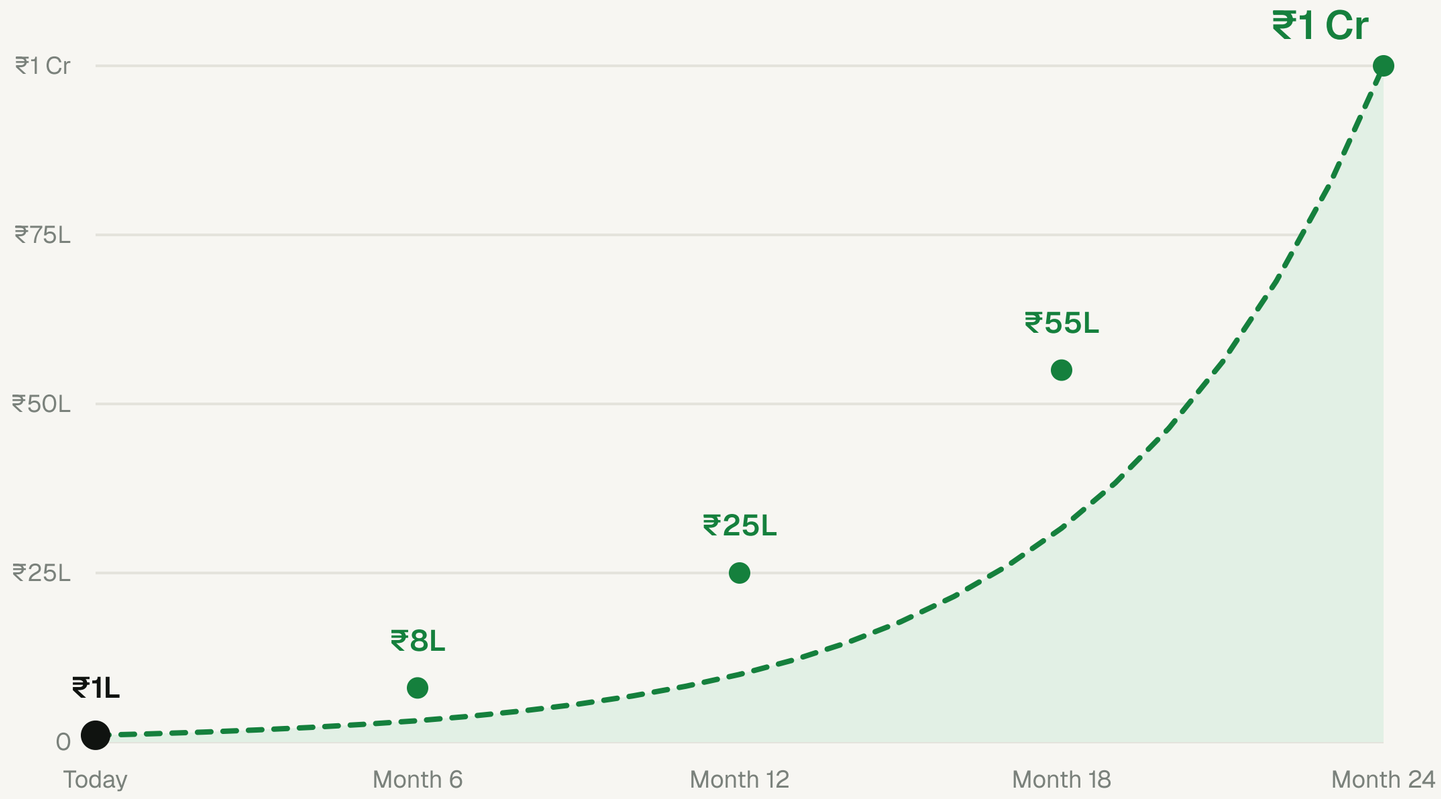
Planned

Template community

Styles, presets and editor jobs, made and shared by our creators.

Everything new reuses what already works: the caption engine, the style library and the on-device renderer.

₹1 Cr a month within 24 months.



~30,000 paying customers
at ~₹330 a month is ₹1 Cr.

~6 lakh active creators
at today's 5% paying rate.

~21% growth a month
is what it takes. Since launch we have doubled almost every month.

Half on auto-renewal
and a quarter from outside India.

Two people built all of this.

H

Sai Harshith Gangone

Founder · product and engineering

- **Built the whole platform** himself
- The caption engine and the web and phone editor
- The Premiere Pro and After Effects plugin
- Cloud rendering and payments
- B.Tech CSE (Data Science). Video editor and creator

K

Karnan Iyer

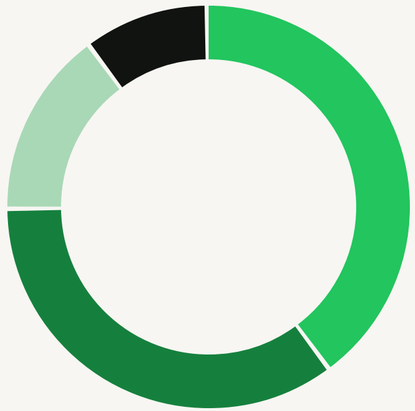
Co-founder · growth and content

- **Runs all of our marketing**
- Grew FluxoCut to 25,000+ creators in 3 months
- ₹0 spent on ads, all organic content
- Built the 250-strong affiliate network
- Video editor and creator

3 months · 25,684 users · 1,425 paying customers · ₹0 on ads. First hires with this round: two engineers, a motion designer, a growth lead and regional creators.

₹1.5 Cr for 10%.

Pre-seed, to turn a proven engine into a ₹1 Cr-a-month company.



- **40% · ₹60L** Growth: influencers, ads, affiliates
- **35% · ₹52.5L** Team and salaries
- **15% · ₹22.5L** Product: AI editor, clipper, apps
- **10% · ₹15L** Operations, legal, buffer

Growth

Go loud

Influencers in India and abroad, ads, and 1,500 affiliate partners.

Team

Hire the core

Two engineers, a motion designer, a growth lead and regional creators.

Product

Ship the AI editor

The AI video editor, the AI clipper and installable apps.

Operations

Run lean

Legal, support and a buffer. Speech AI and servers are paid from revenue.

This round buys: ₹25L a month in revenue, 3 lakh users, the AI editor and clipper live, and 18+ months of runway.

Every creator deserves to be understood.

We built FluxoCut for ourselves. 25,000 creators made it theirs. Let’s build the home for the next million, together.

Harshith & Karnan

support@fluxocut.com · fluxocut.com

