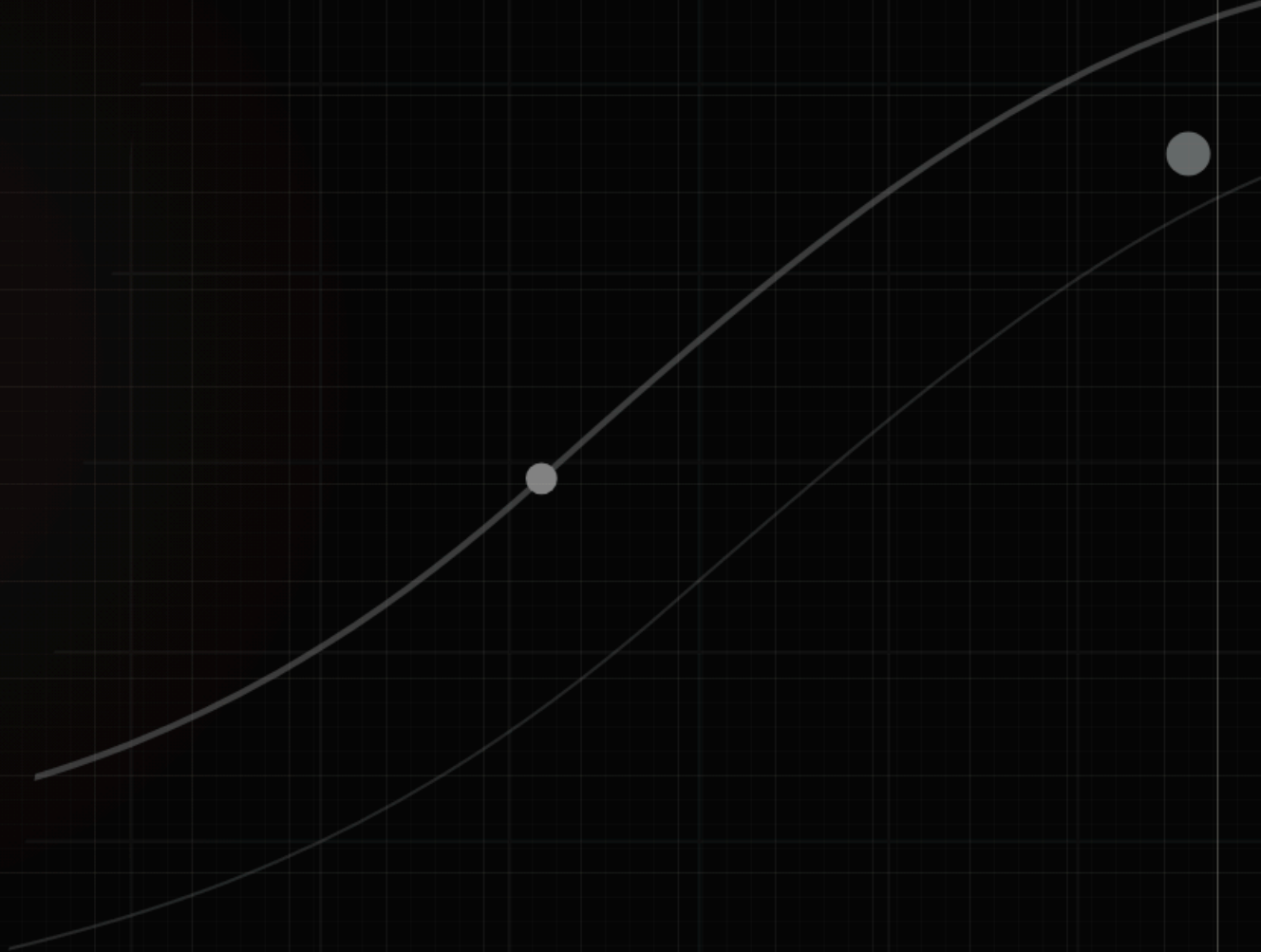




// AI CAPABILITY DECK · MAY 2026

# AI systems for content, reputation & multimedia intelligence.

A concise overview of Not Your Idea (NYI) systems across content creation, reputation intelligence and multimedia analysis.



// THE SHIFT

**AI is now part of  
how organisations  
create,  
operate and  
get discovered.**

NYI helps organisations integrate AI into real workflows – combining content strategy, digital perception management, human editorial supervision and custom automation.

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The goal is not “more AI tools.” The goal is usable operating systems that reduce effort, protect reputation and improve speed.

// CAPABILITIES

# Three ways NYI turns AI into business outcomes.

01

## Consulting

AI audits, implementation roadmaps, risk mapping and team enablement.

02

## Development

Custom AI tools, internal systems, product prototypes and workflow interfaces.

03

## Automation

Repeatable pipelines for time-consuming research, content, review and reporting tasks.

# AI

// WHERE WE CREATE VALUE

# From content teams to reputation- sensitive organisations.

FOR AGENCIES

## Faster content systems

Research, ideation,  
scripting,  
storyboarding and  
publishing workflows  
that keep teams in  
sync.

FOR ORGANISATIONS

## Safer AI visibility

Monitor how AI  
engines describe your  
organisation and flag  
risks before they  
become narratives.

// NYI AI STACK

# Three modules. One operating layer.

01

## Sequencd

Content planning and creation systems.

Safer AI  
Create

02

## VeriQ

AI reputation monitoring and risk reporting.

Protect

03

## Sanjaya

Multimedia analysis, summarisation and moment finding.

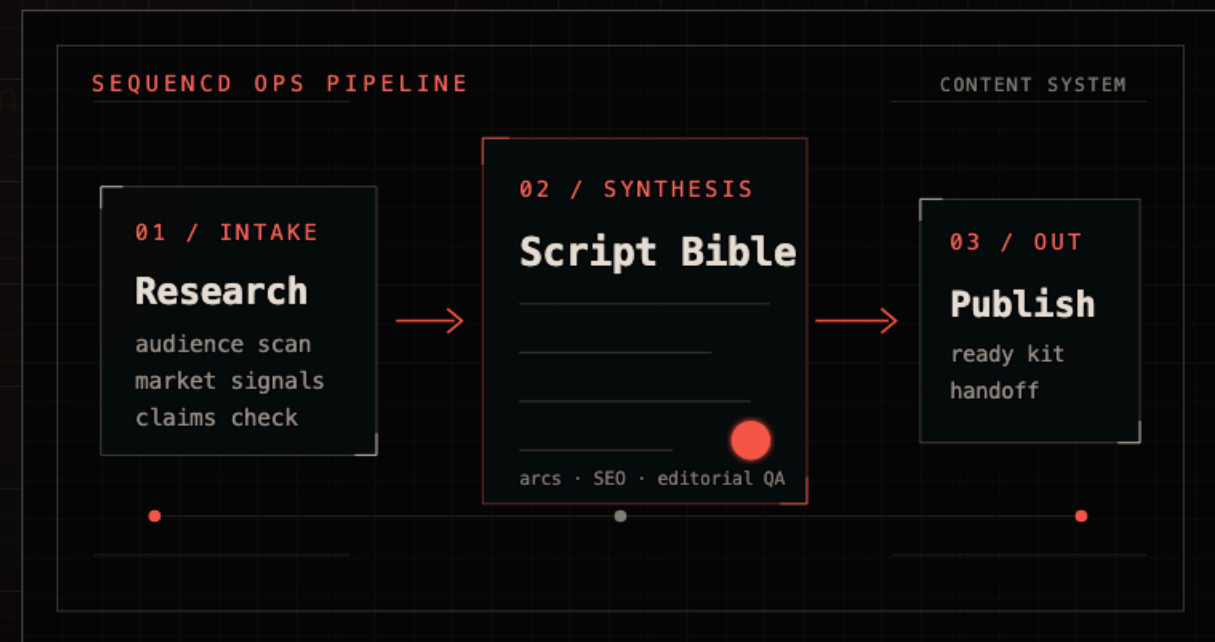
Understand

# Three modules. One operating layer.

// SEQUENC D

## From blank page to publishing-ready content package.

Sequencd turns research, strategy and human editorial direction into scripts, storyboards, long-form drafts and SEO-ready assets.



Sanjaya

Multimedia analysis, summarisation and moment finding for understanding

// SEQUENCED WORKFLOW

**Research → structure →  
script → visualise → publish.**

# 3x More content velocity without lowering the bar.

- Days of work compressed into hours.
- Weak claims and SEO gaps flagged before publishing.
- Writers focus on strategy instead of starting from blank pages.
- Strategists, editors and writers stay in one pipeline.

SAMPLE OUTPUT · FROM KITCHEN-TO-CLIMATE.JSON

## 10-episode Hinglish science documentary package

Includes concept bible, characters, season arc, episode structure, scripts and editorial direction.

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**PACKAGE\_TITLE** Ek chai ki ketli se Arabian Sea tak

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**FORMAT** 10 episodes × 3 min

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**HOST** Aniket Deshpande · ex-physics teacher

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**EPISODE\_ARC** E01 Zameen Garam · E02 Pressure Ka Khel · E03 Hawa Ka Rasta

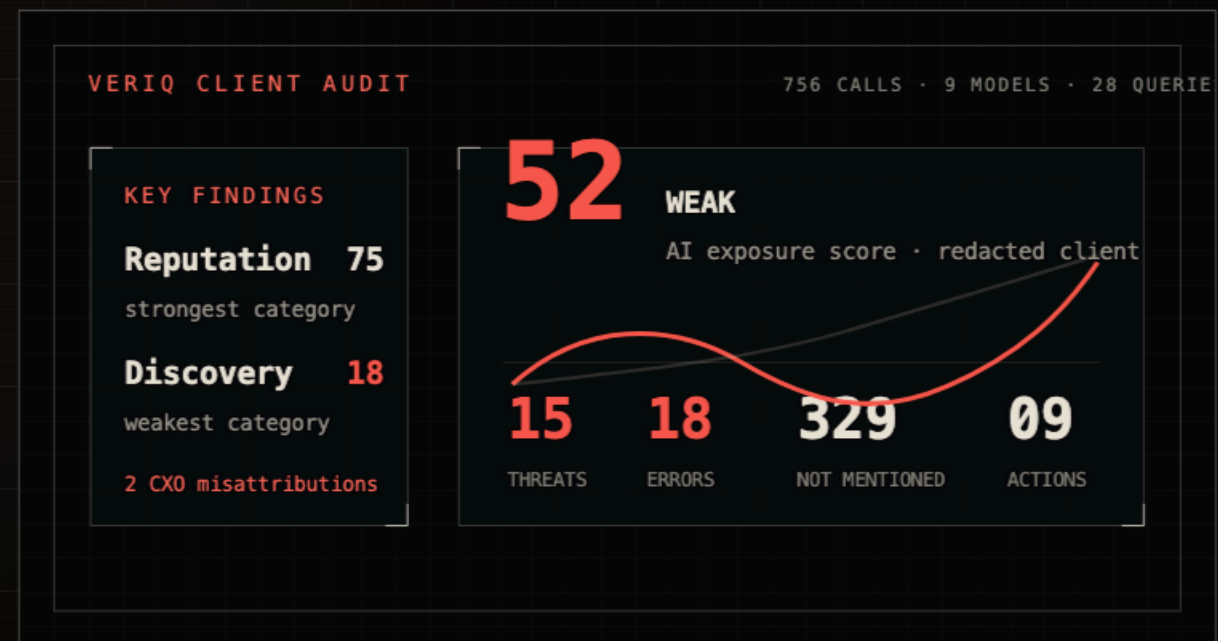
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// VERIQ

# See how AI systems describe your organisation.

VeriQ monitors AI engines like ChatGPT, Gemini, Claude and Perplexity, then flags reputation risks, factual gaps, competitor mentions and visibility issues.

Strategists, editors and writers stay  
in one pipeline.



// VERIQ REPORTING

# Turn AI answers into reputation intelligence.

Signal	What it detects	Why it matters	Output
Brand perception	Recurring descriptions across models	Shows the language AI repeats	Messaging actions
Factual accuracy	Wrong, stale or missing claims	Prevents misinformation spread	Correction plan
Discovery gaps	When your brand is not mentioned	Improves AI visibility	Prompt/category map
Competitor mentions	Who AI recommends instead	Identifies positioning weakness	Priority fixes

REDACTED CLIENT AUDIT

# 756

**AI calls across 9  
models and 28 queries.**

Report surfaced 15 threats, 18 factual errors, 329 non-mentions and 9 recommended actions.

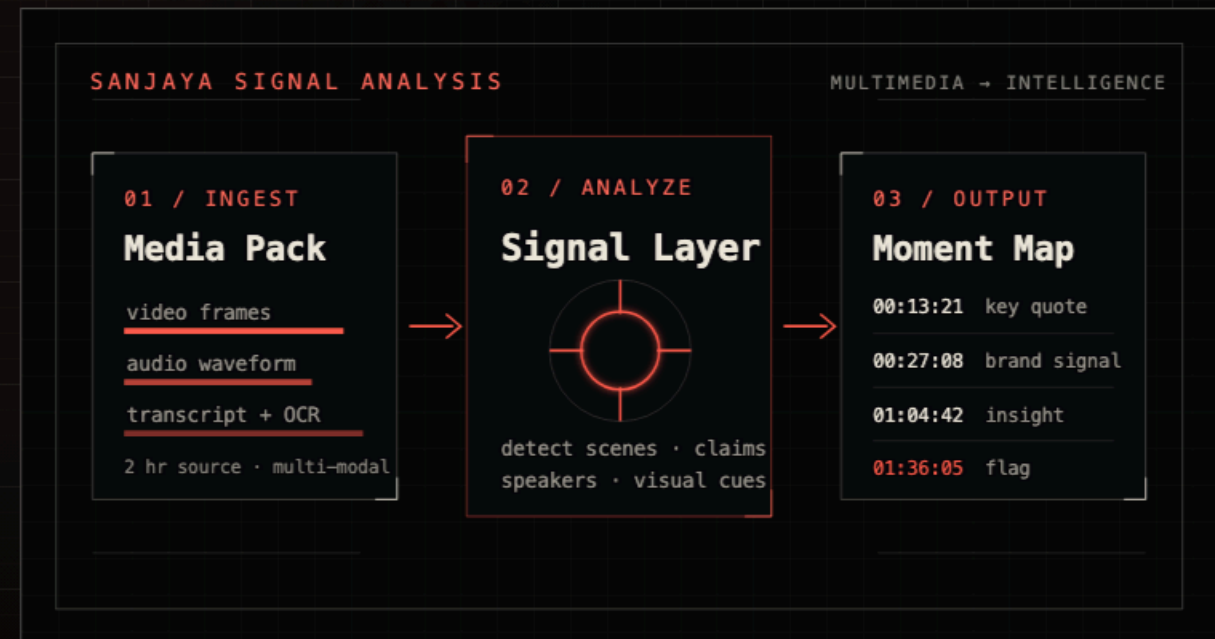
## Use real model evidence, not generic dashboards.

- Overall exposure score: 52 / Weak.
- Strongest category: Reputation 75; weakest category: Discovery 18.
- Detected 2 leadership misattributions and recurring inaccurate competitive references.

// SANJAYA

# Convert long-form media into strategy-ready intelligence.

Sanjaya analyzes multimedia content to produce summaries, timestamped highlights, moment maps and reusable insights.



// SANJAYA USE CASES

# A second layer of review for content-heavy teams.

## Summarise

Long videos, podcasts, webinars,  
lectures and event telecasts.

## Find moments

Highlights, quotes, product  
mentions, match progression and  
turning points.

## Check signals

Visual fact-checks, sponsor  
mentions, multi-speaker  
attribution and claim tracking.

// HOW NYI IMPLEMENTS

# A practical path from AI opportunity to deployed workflow.

**01**  
**Audit**

Current workflows and risk points.

**02**  
**Prioritise**

High-impact AI use cases.

**03**  
**Prototype**

Working model with real inputs.

**04**  
**Review**

Human-in-the-loop QA and controls.

**05**  
**Deploy**

Team-ready workflow or tool.

**06**  
**Improve**

Monitor, tune and train teams.

// ENGAGEMENT PROTOCOL

# Deploy AI systems through a controlled pilot.

Prioritise one workflow, define the data boundary, set human review checkpoints and move from prototype to operating layer.

AI SYSTEMS PARTNER

## NotYourIdea

AI systems design / workflow automation / content intelligence / reputation monitoring

AUDIT

PROTOTYPE

DEPLOY

### PRIMARY CONTACT

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### TECHNICAL COLLABORATION

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