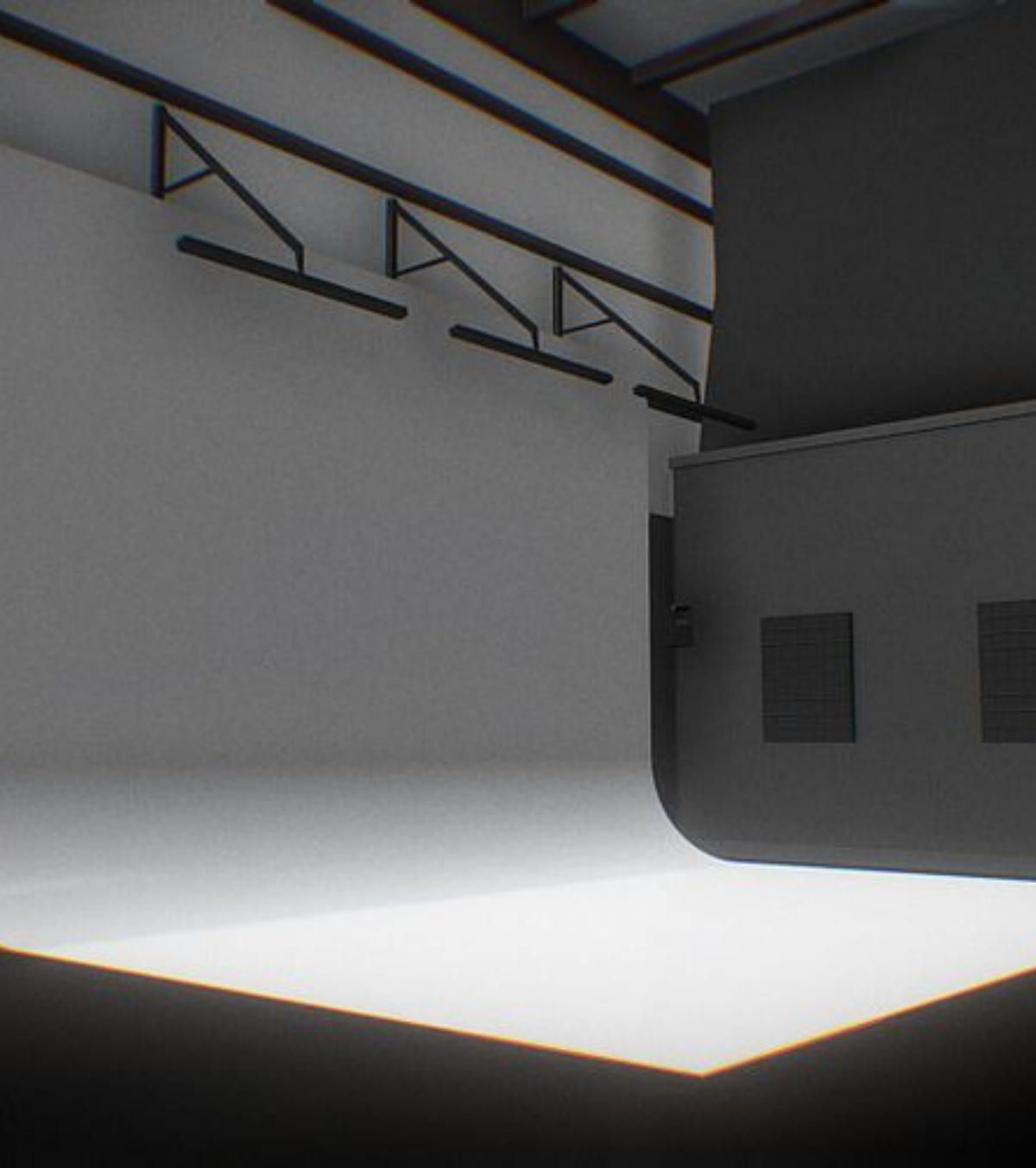




Made In The Dark

Creative multidisciplinary agency, film studio and software company based in Chesapeake, Virginia.

What We Do

Full-Service Production

Branding, web development, film, VFX, 3D, AI, consulting and digital marketing all under one roof.

Proprietary AI Workflows

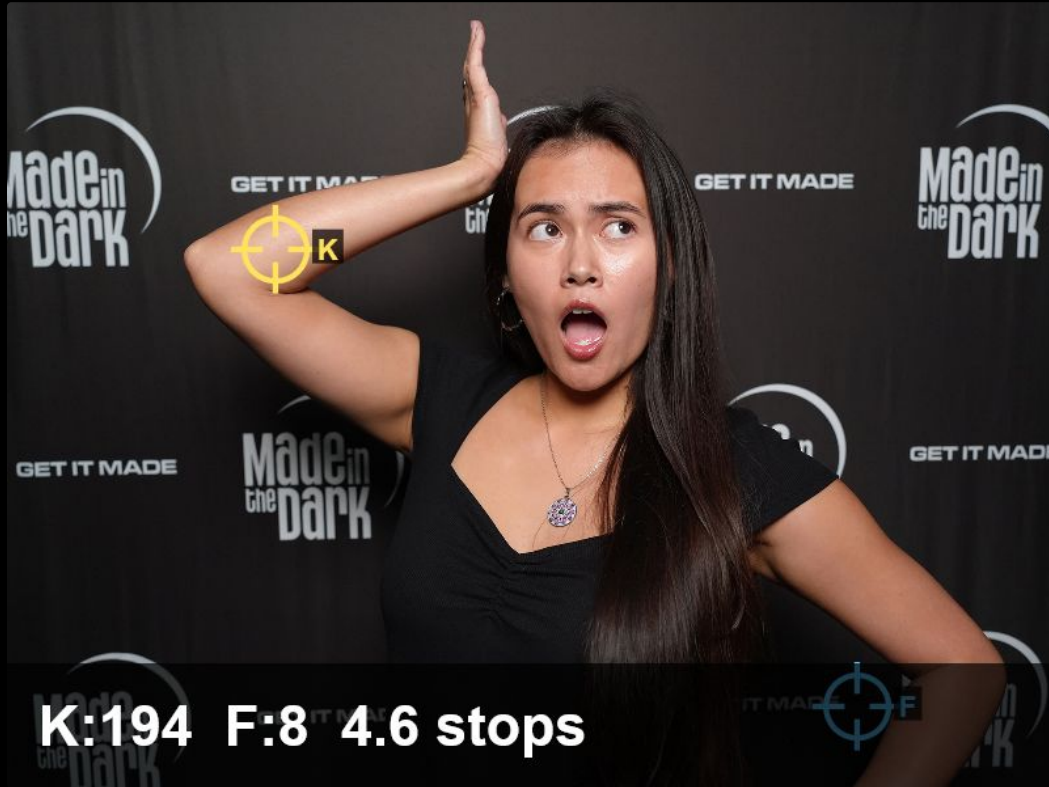
AI-assisted production pipelines and systems turned into useful commercial software products that scale.

Single Partner

One studio instead of coordinating multiple vendors for a simpler, faster, service and access to a wider array of creative solutions.



The Model



Agency Revenue

The agency generates revenue now, funding operations while the software business scales.

Automated Production

Proprietary workflows automate repetitive production tasks, saving time, expanding margins.

Scalable Revenue

Software is recurring, scalable revenue not tied to billable hours, making for a fundamentally different growth curve.

Traction

Bootstrapped to Profitability

Studio renovated with no external contractors.
Company built lean, with potential for high growth.

Purpose-Built Studio

A dedicated film studio, renovated in-house to provide clients with a controlled production environment.

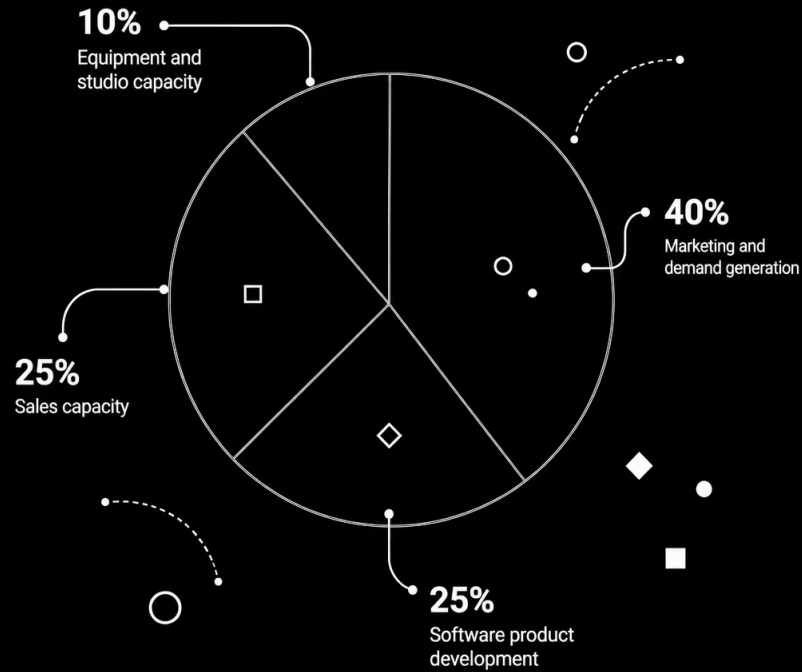
Active Client Base

Serving clients across several industries needing various services. Recurring work and monthly retainers.

Software in Market

Free-to-use and commercial software products already released, with more in active development.

The Raise: \$100,000



Use of Funds

~40% marketing

~25% sales capacity

~25% product development

~10% targeted equipment

Every dollar is mapped to a specific growth lever
demand, conversion, product.

Why Now

1

Proven & Profitable

Business is already operational. Lean, disciplined, and has demonstrated cash-flow potential.

2

Capital as Accelerant

Funding accelerates marketing capabilities, hiring and new software product development.

3

More With Less

A founder-operated company that has shown it can do more with less. Studio built. Equipment purchased.





FOUNDER

AJ

20+ years experience across design, filmmaking, web development, software, visual effects, marketing, and technology.

Built from the ground up on disciplined, self-funded growth. Every service, system, workflow, and product shaped by hands-on experience across the full production stack.



Company Overview

Founded

January 2026

Location

Chesapeake, Virginia
(Hampton Roads)

Industries Served

Multiple verticals

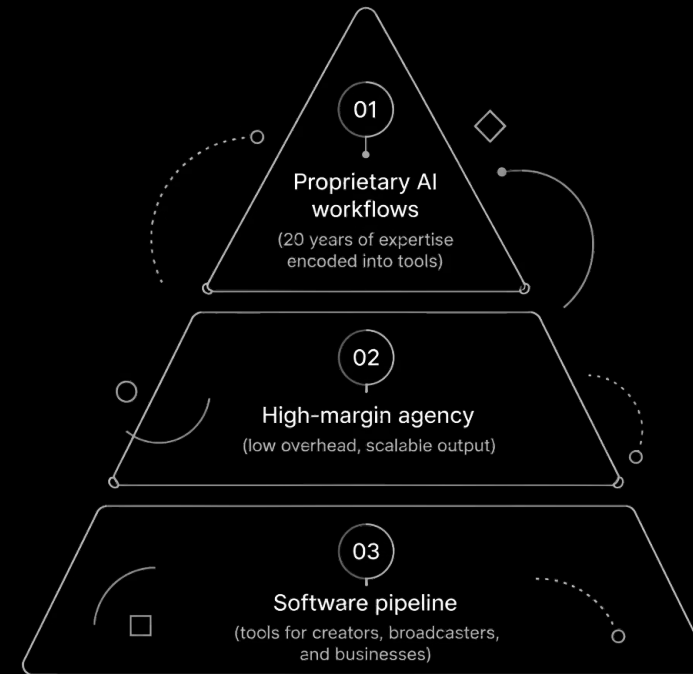
The Opportunity

Two Decades, Distilled

Twenty years of production experience distilled into proprietary, AI-assisted workflows and industry-specific pipelines that no competitor can replicate overnight.

A Growing Pipeline

A pipeline of tools for creators, broadcasters, and businesses with each product extending the reach of the studio beyond billable hours and geographic constraints.



Next Steps

Learn More

madeinthedark.com/invest

Get In Touch

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