

# DemoForge

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DemoForge transforms a three-sentence product brief into a complete, deployable demo—brand identity, landing page, video, PDF, and gated site—in minutes.

## BUYER & PAIN

**Solutions engineers, pre-sales teams, and solo operators who ship productized demos at volume** — Shipping polished, brandable demos takes days of manual design, copywriting, and asset assembly—time that scales poorly when you need dozens of variants for different prospects or use cases.

## PROBLEM

Creating a professional demo requires coordinating design tools (Figma, Canva), copywriting, screen recording, landing-page code, and deployment—each step a bottleneck. Solutions engineers spend hours per demo on manual tasks that don't scale, forcing teams to choose between speed and polish.

### BEFORE

Writing briefs in Google Docs, hiring contractors for logos, hand-coding landing pages, recording demos in Loom, manually stitching together PDFs, and deploying each piece separately—taking 2–5 days per demo.

### AFTER

Run `demo-lab new my-product``, review the generated brand doc, landing page, video, and PDF, then deploy to Cloudflare Pages with one confirmation—all in under 15 minutes.

## HOW IT WORKS

1. **Write a 3-sentence product brief and run `demo-lab new <slug>` in your terminal** — The CLI reads your brief and initializes a resumable pipeline with cost caps and manifest tracking.
2. **DemoForge generates brand identity—name, logo, palette, voice—via structured LLM calls** — Anthropic and OpenAI models produce a complete brand doc with positioning, color system, and typography.
3. **Landing-page copy is written to fill every field of a typed Astro content collection** — Tagline, hero copy, pain/solution narrative, proof claims, and CTAs are generated with schema validation.
4. **Hero images, social cards, and diagrams render via fal.ai FLUX and d2** — Visual assets are generated, optimized, and placed into your Astro public directory automatically.
5. **Playwright captures a scrolling demo video; MP4 and GIF derivatives are encoded** — The pipeline records your demo page, produces video files, and stages them for embedding.
6. **Deploy to Cloudflare Pages after passing brand-safety, link-check, and accessibility gates** — One confirmation publishes your gated demo with a clean URL, ready to share with prospects.

## INTEGRATION SURFACE

DemoForge integrates via CLI and API: ingest briefs from Slack threads or CRM notes, trigger builds from Zapier workflows, push completed demo URLs back to HubSpot deal records, and notify teams in Slack when a new demo deploys.

OpenAI

Anthropic

Zapier

Slack

## SKILLS PROVEN

- demo automation
- CLI pipeline design
- AI-powered content generation
- brand system scaffolding
- static site deployment
- solutions engineering
- DevOps tooling

## ROLES THIS MAPS TO

- solutions engineer
- pre-sales engineer
- developer advocate
- product marketer
- technical founder
- demo engineer
- sales engineer

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