Every Mood Studio

One idea becomes a long mood music video for YouTube

Calm, original videos for the hours people need them most

Pitch deck, November 2026



Yana Yart, founder
everymoodstudio.com · Cascais, Portugal

THE PROBLEM

People play music and ambience for hours. Making those videos is slow, repetitive work

8–12 h

how long the top sleep videos run. An evening by the fire is about 3 hours, a study block about 2

4–8 weeks

how early last season's seasonal hits went up, so creators produce in batches, months ahead

1 hour

the longest video in the AI tools we compared, unless one clip loops for hours

A long video means licensed music, scenes, animated loops, hours of timeline, a thumbnail and a title. Stock music repeats across channels and can draw copyright claims.

WHY ME

A photographer who builds her own software with AI

I studied architecture, then photographed weddings and editorial stories in 55 countries and trained in creative direction at Vogue College of Fashion. Mood and visuals are my craft.

With AI I build alone, from the first idea to payments. Every Mood Studio is one of two products of mine with paying customers. The other is CIPLE Ready, exam prep for Portuguese citizenship.



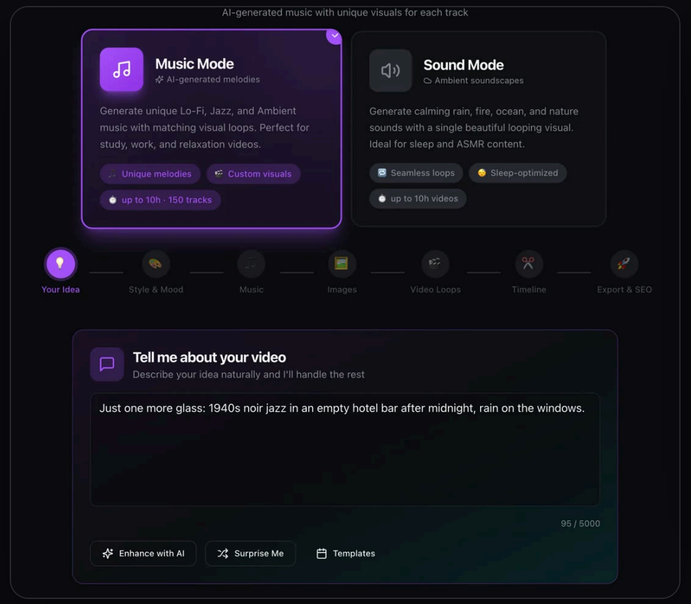
55
countries photographed

2
products with paying customers

1
founder, building with AI

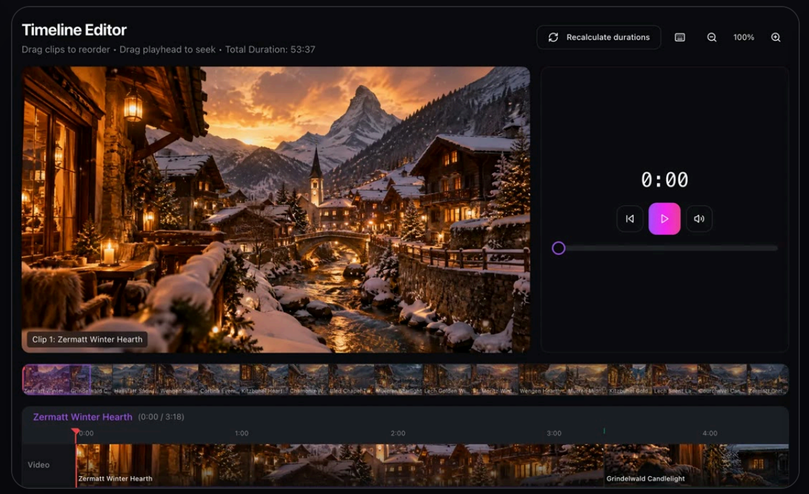
THE PRODUCT

From one sentence to a finished video, with the YouTube work done



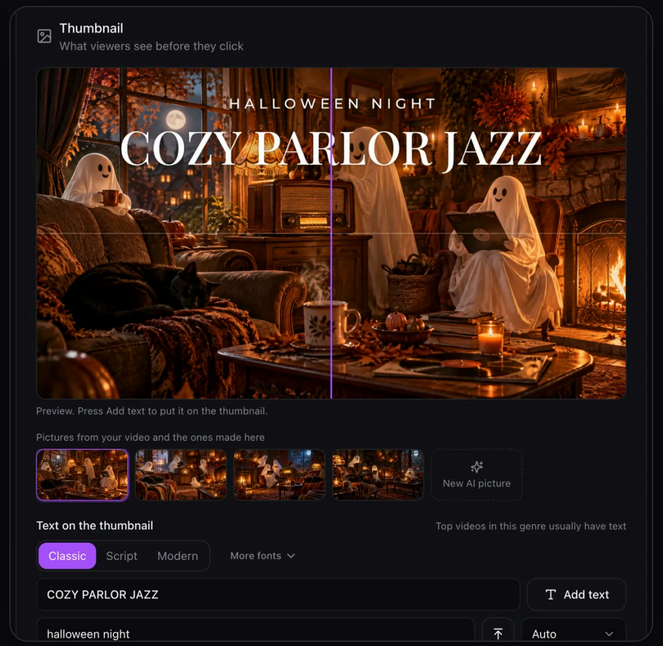
IDEA

Music or ambient sound, and the idea in one sentence



TIMELINE

Original AI tracks, a scene for each one, animated loops and chapters, up to 10 hours



FOR YOUTUBE

Thumbnail with designed text, titles and descriptions in 12 languages, Shorts

WHAT'S INSIDE

Everything a music or ambience channel needs in one place

10 h
the longest video, up to 150 original tracks

3
modes: Music with a scene per track, Lite with one scene, Sound for rain, fire or ocean

1
new scene for every track, animated into a seamless loop

12
languages for the title and description

3
free YouTube Shorts from every video

0
tabs to keep open: videos render on our servers and an email says when they're ready

20
ready ideas from our research, with the length each niche needs

3
interface languages: English, Russian and Spanish

What brings creators in: a research report on about 2,300 YouTube music and ambience videos, a lo-fi channel calculator, an academy and a blog in three languages. **Free plan:** 5 credits to make a first video with a watermark.

TRACTION

Live since January 2026, with no outside money

Growth is organic, with no paid ads, and the new $19 plan is turning pack buyers into subscribers

680
creators signed up

154
made something in the last 30 days

369
long videos finished

203 h
of finished video in total

$2,400
in sales since February

12
new paying customers in the first two weeks of the $19 plan

Long videos finished per month



* November up to the 24th. Payments from Stripe, everything else from the studio's database, 24 November 2026. My own, test and internal accounts are left out.

BUSINESS MODEL

Credits, sold by subscription or in packs

Monthly plans

Free, with a watermark	5 credits
New Niche	$19 · 15
Starter	$59 · 50
Creator	$149 · 150
Studio	$299 · 350

Credit packs

Paid once, never expire: from 10 credits for $15 to 500 for $450. Most of our revenue so far comes from packs, and the $19 plan now turns pack buyers into subscribers.

What a credit buys

In Music mode, one original track with its own scene, about 3 to 4 minutes. Lite and Sound make an hour for 8 and 5 credits. A credit sells for $0.90 to $1.50, and AI and rendering cost us about $0.40 to $0.60 per credit (our estimate, September 2026).

MARKET

Ambience channels are a huge, quiet corner of YouTube

4.8B

lifetime views of one ambience channel, Soothing Relaxation, in YouTube's own data

1.4M

views in five weeks for a channel with 4,000 subscribers and one well-chosen scene

3–5M

views for the top Christmas and winter videos last season, the biggest wave of the year

In December 2025 YouTube celebrated ambience creators with its own logo, a Yoodle. Small channels can break out with one specific scene, which is exactly what the studio makes.

Sources: YouTube Culture & Trends, 5 December 2025 (first stat). Every Mood Studio research on about 2,300 music and ambience videos, September 2026 (second and third).

NEXT 6 MONTHS

From first subscribers to recurring revenue

1 **Recurring revenue:** from $76 to $1,000 a month with the $19 plan and upgrades to bigger plans

2 **Publishing:** send videos to YouTube straight from the studio, on a schedule

3 **Sign-ups:** from about 240 to 600 a month through search, showcase videos and creator communities

4 **Retention:** reminders and ready drafts from the content plan, so creators come back every week

5 **Music:** more AI music models through their official APIs

WHAT'S NEXT

What I’m looking for

Growth mentors

People who have marketed creator tools or SaaS and know which channels work

Pricing and retention

Help turning pack buyers into subscribers who stay

Investor readiness

Metrics, pitch and the right moment for a first round

Lisbon’s founders

A community of people building with AI, to learn from and work with

Mission. Help small creators with taste make calm, original long videos for the hours people spend falling asleep, studying or working.

Yana Yart, founder · everymoodstudio.com
yanayart.com/founder