

White Tree video: storyboard v4

A complete rebuild around the new site. White Tree is a database, the thing it stores is the decision, TRACER is the record, Dúnedain is the harness, and the payoff is people and agents making the right decision. The frames are key frames in the final look, not sketches.

2:12

running time

12

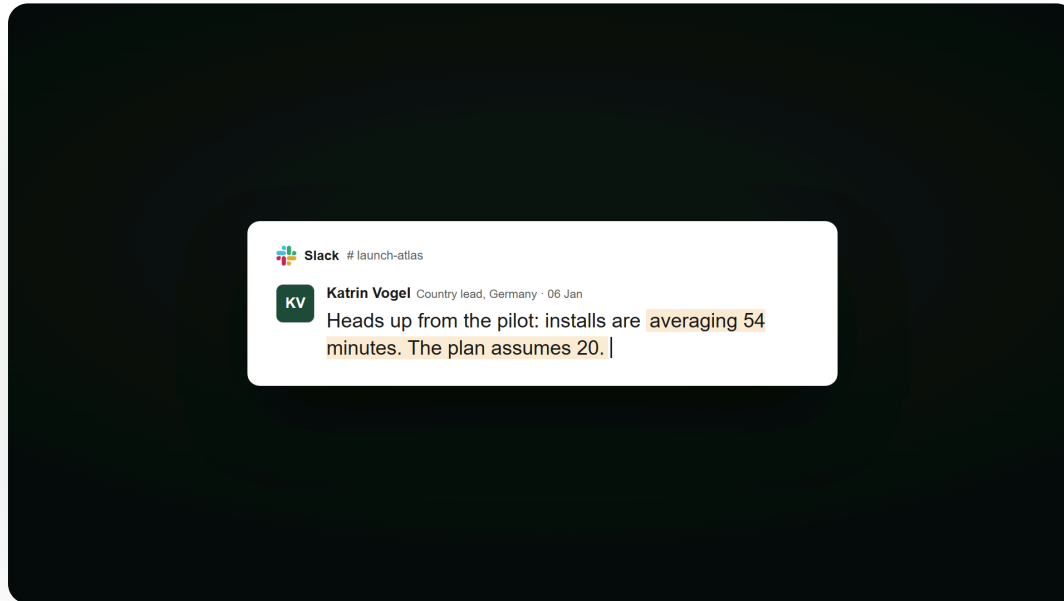
scenes

230

words of voiceover

1

cut, no variants



Cold open

Scene 1 · 0:00 to 0:07

“Somewhere in your company, someone already knows the next decision is wrong.”

Picture and motion

Black. A single Slack message types in word by word, with a soft key tick. A highlight sweeps across "averaging 54 minutes. The plan assumes 20." Hold on it.

New



Scattered

Scene 2 · 0:07 to 0:19

“The warning is in Slack. The options were argued in a meeting. The decision went into a spreadsheet. What happened next is in the warehouse. Nothing connects them.”

Picture and motion

The camera pulls back. The Slack card settles among nine other cards: a meeting transcript, the forecast sheet, Snowflake, Jira, Notion, email, Zendesk, SAP and GitHub. Each lights as the voiceover names it, then they drift apart. No lines join them.

New



“We hold the forecast.”

Steering group · 13 Jan

-28% Q1 sales against forecast · 30 Apr

The decision

Scene 3 · 0:19 to 0:27

“So the decision gets made anyway. Three months later, it misses.”

Picture and motion

The cards cut away. “We hold the forecast.” stamps in. The date types underneath. A beat, then minus 28% counts down from zero in red.

New

The swarm

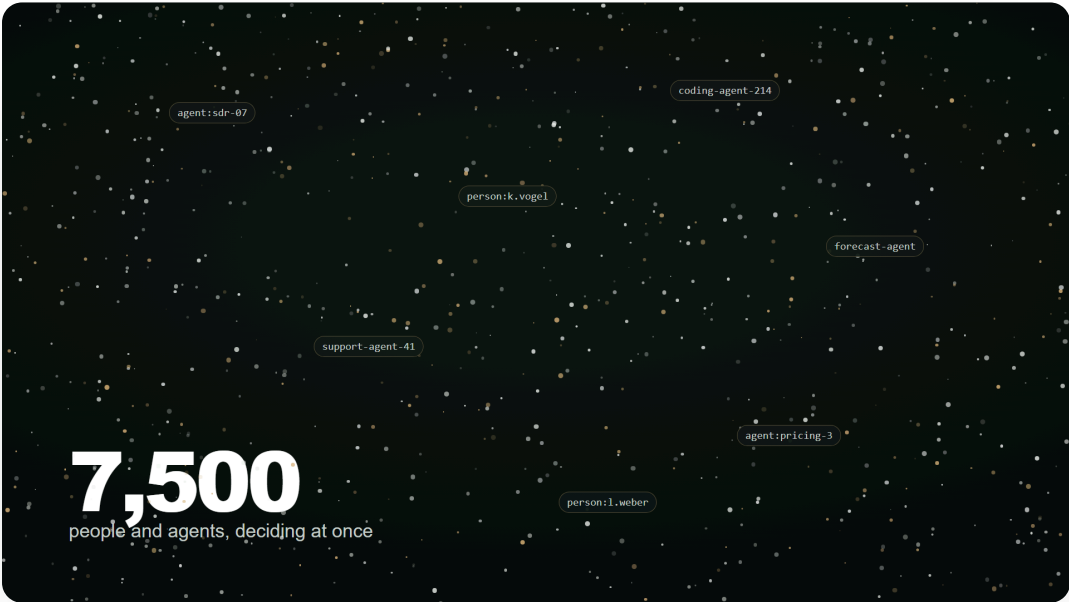
Scene 4 · 0:27 to 0:38

“Now add thousands of AI agents. Each one starts from scratch, makes decisions at machine speed, and has no idea what your company already learned.”

Picture and motion

The frame fills with points of light, people and agents. The counter climbs from 500 to 7,500. Individual agent labels flicker on and off. None of the points connect.

New, replaces the old swarm



7,500

people and agents, deciding at once

Every era got its database

Scene 5 · 0:38 to 0:51

“Every era of software got its database. Rows for transactions. Documents for apps. Vectors for search. But nothing was built to store a decision.”

Picture and motion

Hard cut to light. Rows, Documents, Vectors and Graphs build left to right, one per beat. The fifth slot, a dashed outline with a question mark, pulses on "a decision".

New

White Tree

Scene 6 · 0:51 to 0:58

“Until now. White Tree is a database for decisions, made by people and AI.”

Picture and motion

The question mark drops out of the fifth slot. Cut to dark. The White Tree emblem draws in, roots first, then the wordmark rises and the line beneath types in.

New



White Tree

One database for decisions made by people and AI

T R A C E R

T

Target

Reach €9.0m in year one

R

Research

Installs take 54 min; the plan assumes 20

A

Alternatives

Delay, cut the price, or hold

C

Commitment

Hold the forecast; 18,000 units ordered

E

Effect

Q1 sales 28% under forecast

R

Revision

Certify installers before committing stock

TRACER

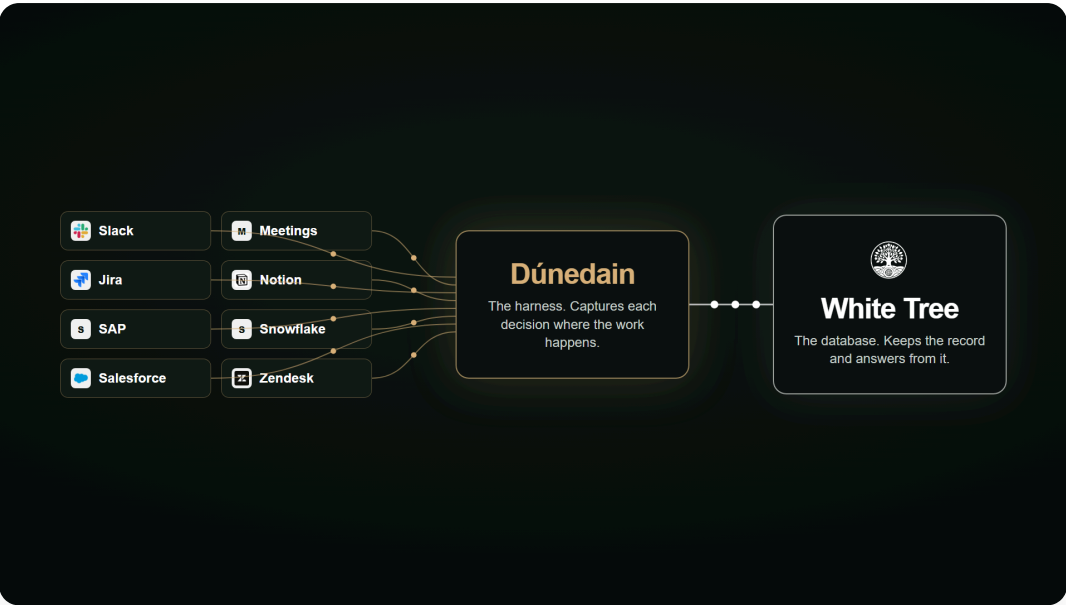
Scene 7 · 0:58 to 1:18

“Every decision becomes one record. The target. The research. The alternatives. The commitment. The effect. And the revision: what changes next time. Together, they spell TRACER.”

Picture and motion

Light. Each letter rises as the voiceover names it, with the real Atlas line fading in beneath. On "TRACER" the spaced word appears above, and a bronze line loops from Revision back to Target.

New, matches the site



Dúnedain

Scene 8 · 1:18 to 1:30

“Its harness, Dúnedain, connects to the tools where work already happens, and captures each decision as it is made. Nobody fills in a form.”

Picture and motion

Dark. Lines draw from each tool into Dúnedain one by one, with pulses running along them. Then the line from Dúnedain to White Tree lights and pulses flow into the database.

Rebuilt from the live demo



The answer

Scene 9 · 1:30 to 1:46

“So before the next decision, people and agents ask first. And White Tree answers with what happened every time before.”

Picture and motion

The pattern card: twelve squares fill one by one and eight turn red, then the sentence appears. The agent panel types its question about Cairn, and the warning and suggestion appear line by line.

From the live demo

Your servers.

You run it, the way you run Postgres. We never host your records.

Every answer sourced.

Linked to the messages, tickets and records it came from.

Every read receipted.

Permissions checked, and a signed receipt, every time.

Trust

Scene 10 · 1:46 to 1:55

“It runs on your own servers. Every answer is sourced. Every read is checked, and receipted.”

Picture and motion

Light. Three statements stack in, one per beat, each with its line of proof beside it.

New

The thesis

Scene 11 · 1:55 to 2:05

“Soon, every company will run on the same AI models. The difference will be what each one learns from its own decisions.”

Picture and motion

The glowing White Tree image fills the frame with a slow push in. The headline words rise, then the second line fades up.

Image from the site

End card

Scene 12 · 2:05 to 2:12

“White Tree. Make the right decision, every time.”

Picture and motion

Emblem, wordmark, line, whitetree.dev. Hold for four seconds as the music resolves.

Rebuilt

Production notes

- Voiceover in the same ElevenLabs voice as the current video, generated per scene so timings lock to the words.
- Light frames (5, 7, 10) are the site’s light style; everything else is the dark product surface. Helvetica throughout, forest green and bronze accents.
- Scenes 8 and 9 are rebuilt from the live demo at whitetree-v3.pages.dev, so the video and the site show the same product.
- Dropped from the old cut: the “give your business a brain” framing, company-to-company networking, and the claim that costs fall as the company learns.
- Once approved: voiceover, then scene-by-scene build and render in Remotion, review, full render, then it replaces the video on the site and the investor pages.