GotIt .video

CAPABILITY STATEMENT

Videos and websites that make people get it.

A founder-led creative studio making animated explainer videos, AI-assisted videos, websites and ongoing creative work for businesses, startups and agencies.



Company snapshot

LEGAL ENTITY	**HAPPY HEALTHY & WEALTHY OOD**
BRAND	**GotIt.video**
ADDRESS	**Vitosha Blvd 25, Floor 2, Sofia 1000, Bulgaria (registered)**
EXPERIENCE	**Video since 2007 (founder's previous studio: Doodle-Video)**
SERVING	**Clients worldwide, focused on the US and UK**
LANGUAGE	**English**
CONTACT	**Konstantinos Kaloulis, Founder info@gotit.video**
WEBSITE	**gotit.video/capabilities**

Why GotIt.video

- 19 years of video and sales experience
- Founder-led: one accountable contact from kickoff to delivery
- Story first: scripts written to sell, approved before production
- Custom characters and styles, not templates
- Clear, fixed pricing on one-time projects
- Unlimited revisions on explainer videos

Past clients (Doodle-Video)

BCIMC · Vodafone · Royal Canin · leading online marketers including Jon Benson, Brett Fogle and John Assaraf.

Core services

One-time projects

- Custom animated explainer videos (3 styles)
- AI-assisted video: ads, commercials, sales videos (VSLs), social videos
- Website design and development
- Website redesigns, copywriting and conversion improvements

Monthly programs

- Recurring video production, editing and motion design
- Landing pages and website updates
- Sales decks and PDF design
- Social media videos, images, banners and profile copy

Production process (video)

STEP 1
Questionnaire
Business, customers and goal.

STEP 2
Script
Written to sell, approved by you.

STEP 3
Storyboard
Every scene approved before animation.

STEP 4
Animation
Voice, music and sound added.

STEP 5
Launch
Final files in the sizes you need.

Production process (web)

STEP 1
Discovery
Questionnaire and call.

STEP 2
Message
Copy written and approved first.

STEP 3
Design
Reviewed before build.

STEP 4
Build and launch
Search basics and redirects set up.

Delivery and collaboration

- Founder owns every project and signs off on delivery
- Written approval gates at script, storyboard and design
- Specialists brought in and managed for project-specific needs
- Remote: email, video calls and shared folders

Technology

- AI image and animation tools, directed by people
- Consistent custom characters across scenes
- Custom-coded, mobile-first websites on fast modern hosting
- Crawlable pages, metadata, sitemap and schema built in

Pricing guide

EXPLAINER VIDEO	**$5,000, everything included**
CUSTOM WEBSITE	**From $5,000**
PAYMENT	**50% to start, 50% on delivery**

ADS, VSLS, SOCIAL	**Custom quote**
REDESIGNS, LARGER SITES	**Custom quote**
MONTHLY PROGRAMS	**$5K, $10K, or from $35K per month**

Documents

Insurance, certifications, references, tax or company documents: ask us and we'll tell you plainly what we can provide for your requirements.

Send us your RFP

Email **info@gotit.video** with the RFP link, budget range and deadline, or book a call at **gotit.video/contact**.