

A useful product.

A story people get.

Product education, interactive explainers and disclosed creator collaborations for AI, SaaS and technology teams.

— FIELD NOTES

CARDBOARD / YC W26 / AGENTIC VIDEO EDITING

Cardboard AI video editor

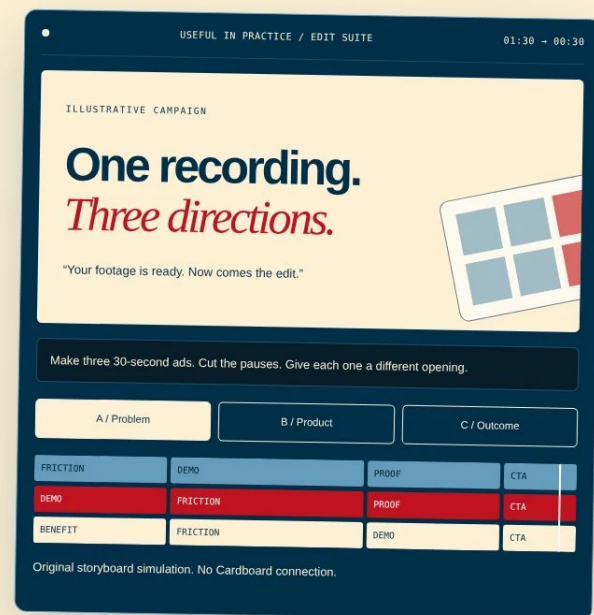
Your footage.
Your direction.
An AI first cut.

Cardboard wants to edit your videos before you touch the timeline. Can it take over the repetitive work while leaving the creative decisions with you?

[Direct an edit ↴](#)

[Explore Cardboard ↗](#)

By Stephen Stilwell · October 14, 2026
Independent analysis of public product materials.



INDEPENDENT EDITORIAL EXAMPLE / CARDBOARD

Stephen Stilwell brings experience across systems engineering, software, product ownership and business development. Useful in Practice follows a practical question: what does the product help someone do, and what should they understand before choosing it?

Explore selected work

Start a scoped project

Product names identify coverage subjects, not commissioned clients.

One task. Clear deliverables.

01 **PRODUCT EDUCATION & TUTORIALS**

Help a customer take the first useful step.

A focused written walkthrough, original product captures and a practical result. A pilot can include one social excerpt and one consolidated revision.

Best for onboarding, feature education and unfamiliar workflows.

02 **INTERACTIVE PRODUCT SHOWCASES**

Make a complicated idea tangible.

A responsive explainer or guided demonstration with a defined sequence, supporting copy and an accessible handoff. Functional integrations are scoped separately.

Best for launch stories, category education and sales enablement.

03 **SPONSORED CONTENT & DISTRIBUTION**

Share a useful story with clear disclosure.

A relevant sponsored feature or creator post, with the creative, placement and reporting agreed in advance. Production and audience distribution are priced separately.

Best for a specific product story with evidence to show.

Each project receives a written scope and quote. Timing, product access, revisions and usage rights are agreed before production. No impressions, leads, sales or favorable verdicts are guaranteed.

Show the work.

SELECTED INDEPENDENT EXAMPLES

Cardboard / [view example](#)

An editorial product story with a campaign storyboard and creative directions.

Profound / [view example](#)

AI search explained through a useful question and an educational visibility lab.

Driffle / [view example](#)

A workflow analysis connecting product capabilities with an everyday work problem.

FROM BRIEF TO USEFUL ASSET

1. Define the task

Agree the customer, the use case, access and the result worth showing.

2. Test and document

Separate observed behavior from vendor claims. Show the limits.

3. Review and deliver

One agreed review process, a final asset and the reporting the data supports.

AUDIENCE AND DISTRIBUTION

Editorial focus: founders, creators, marketers and small technology teams. Channels: the public website, Stephen's LinkedIn presence and an existing opt-in email signup. This describes intended fit, not measured audience demographics.

Current follower counts, newsletter delivery and engagement are supplied as dated platform evidence in a proposal. No audited reach figures or guaranteed performance are represented in this kit.

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