Twitter Thread by Brett Lindenberg ◼◼

Brett Lindenberg ◼◼
@balindenberg

After months in the lab, I'm super excited to share my latest work on @ProductHunt today ◼◼

Mindstamp turns any video into an interactive experience by adding

◼ Notes (text, audio, video)

◼ Pop-up Questions

◼ CTAs

to any video in seconds

Video is blowing up but is still a one-way interaction: adding context, soliciting feedback, or prompting action still requires separate actions outside of viewing ◼◼
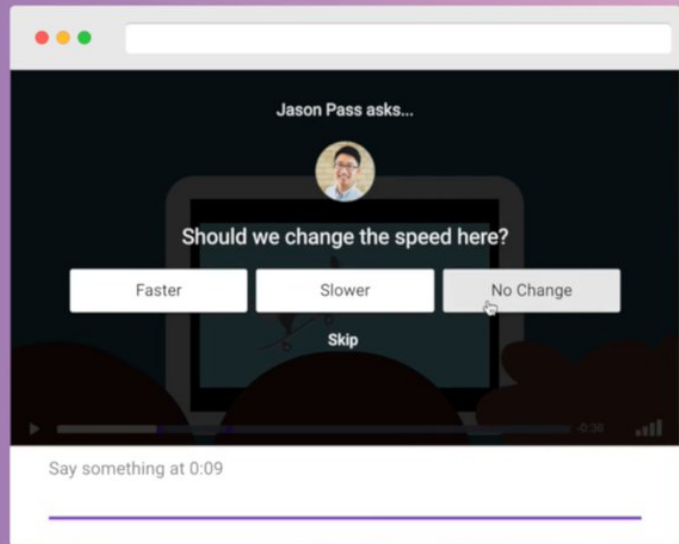
Mindstamp bridges that gap by doing these things right where the content lives: inside the video itself ◼

Items you add to the video stay there and pop up for future viewers at the time you made them: it's like you're right there watching with them ■■■■

You can add a text note mentioning something coming up, and then solicit their explicit feedback right afterwards with a question ■

Mindstamp can be used to capture + qualify new leads, onboard new customers, educate and support existing customers, share general knowledge, and so much more ■

Give it a shot and I'm sure you'll immediately know how it could make your life easier ■

https://t.co/xuwSjFy8JM

If you've been following me for a while, you know I built @AechDotCo to solve this problem when sharing videos amongst friends. I was bummed it didn't end up working out, but looking back I'm grateful to have had that opportunity to fail and now build a much better product ■■■■■

Like most things, it's better to show than tell, so I invite you to laugh at me while I awkwardly explain it to you + flex all the features in this short demo video: https://t.co/ag6BwZecR5 ■

Believe it or not, but I'm not grey like my avatar in real life!

Super excited to get this out the door today and to dig into the feedback and learnings that will come in the next few days as a result ■

If you have any questions, suggestions, or just want to say hi, my inbox is always open: brett@mindstamp.io ■

https://t.co/4KuNL54Zd3