KLAVIANT

CASE STUDY 01

FLUYCO MEDIA × KLAVIANT

How a founder-led video agency found up to $29,400 a year in new revenue, without hiring

Short-form video · Real estate · ~50 videos a month

$12.6K–$29.4K

Extra annual revenue capacity

Same team. No new hires. New clients at the new pricing.

30 MIN
saved on every edit

~25 HRS
back to the COO every month

8–12H → 5–6H
per in-house content piece

50 → 85
videos a month of capacity, same team

~50% → ~20%
freelancer cost as a share of revenue per edit

2 WEEKS
from first interview to a costed roadmap

THE PROBLEM

Every new batch of work hit the same wall: the COO. Delegation stalled at 25%, freelancers took nearly half the revenue on every edit, and pricing lived in the founder's head.

WHAT WE DID

A 2-week Agency Capacity & Margin Expansion Audit. In-depth interviews with both founders, 12 problems traced to their root causes, a costed 90-day plan. Then we built the fixes.

WHAT CHANGED

Freelancers now work from written style guides, pricing moved to credit-based packages, and an AI content system cut production time. The founders have 10–20 hours a week back.

> **Before, we lacked structure. Now we have a structure and a roadmap to scale.**
>
> Rajneesh · Founder & CEO, Fluyco Media

01 · THE PROBLEM

Every video ran through one person.

Everything ran through one person

Vaishnavi, COO and Chief Editor, approves every deliverable. Before any edit was assigned, she hand-built its creative direction: about 30 minutes a video. On delivery days she edited for up to 12 hours herself.

Delegation stalled at 25%

Three freelance editors were on the bench, but with no written direction they couldn't match the house standard. Only low-paying edits went out. Deadlines lived in WhatsApp threads.

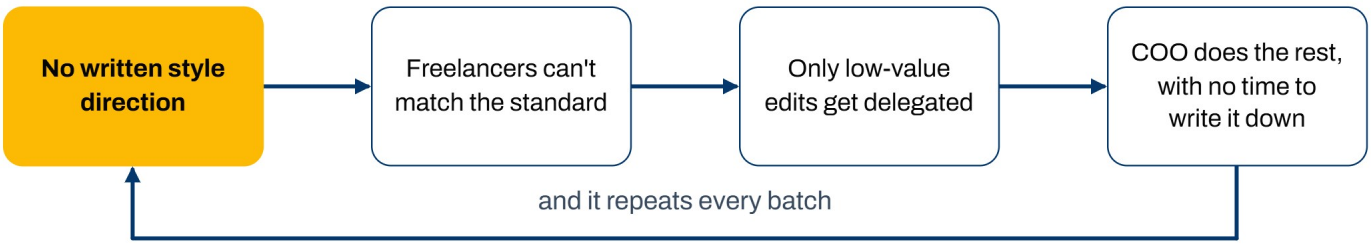
The founder was also the content team

Rajneesh, Founder & CEO, made all in-house content himself: the Fluyco Edits channel at 8–12 hours a piece, twice a week, plus four personal-brand posts a week. Roughly 26–47 hours a week not spent on sales.

Pricing had no structure

Quotes were guessed batch by batch at $30–100 a video, for work worth more. Revenue sat with a single buyer type, so losing one client would have cut income sharply.

The loop that kept the COO buried More volume only meant more hours at the bottleneck.



02 · HOW THE AUDIT WORKS

Two weeks, five steps.

01

Map the operation

In-depth interviews with both founders. Every workflow and time sink mapped.

02

Find the root causes

12 problems across 5 areas, cut down to the few gaps driving them.

03

Draw the ownership line

What we build, what only the founders decide, what stays human.

04

Rank and cost it

6 opportunities by impact, effort and risk, costed from real numbers.

05

Sequence it

A 30-60-90 day roadmap. AI tested on real work before rollout.

03 · FINDINGS

The ceiling was structural, not effort.

Capacity-gated at one person

More volume would only add load at the bottleneck. That left two open roads: price and delegation.

The taste lived in one head

No style kits, so every edit needed the COO. Three of the highest-priority problems traced back to this one gap.

Pricing made delegating uneconomic

At the old average a freelancer edit took nearly half the revenue. At the new rate it's about a fifth, with room to pay for better editors.

04 · OUTCOMES

What changed

Style kit system LIVE

30 minutes of hand-built direction per edit is now a quick scrub: ~25 hours a month back for the COO. Rajneesh calls it “by far the best thing” from the engagement.

Delegation TARGET SET

80% of edits delegated, up from 25%. The COO moves out of production into growth, team and operations.

Pricing & packaging LAUNCHED

Credit-based packages (1, 2 or 8 credits by edit complexity) price new work at more than 2x the old per-video average.

Project management ADOPTING

One shared dashboard for tasks, owners and deadlines, replacing coordination over WhatsApp.

IN-HOUSE CONTENT · LIVE

Fluyco Edits content system

8–12H → 5–6H

per content piece, from idea to ready-to-post. About 4–14 hours a week back for the founder, and still getting faster.

COMING NEXT

AI creative-direction system, now being validated on real videos. Personal brand content system.

BY THE NUMBERS · SAME TEAM, NO NEW HIRES

$12.6K–$29.4K	10–20 HRS	25% → 80%	2X+
new revenue a year from 15–35 more videos a month	a week back across both founders	delegation target	pricing on new client work

Is your agency hitting the same wall?

If every new client adds load to the same few people, the ceiling is structural. Our 2-week Agency Capacity & Margin Expansion Audit finds it.

Contact me on LinkedIn
Sardhik Banala · Klaviant