



SALES & PARTNER PLAYBOOK

TheCulturePost

TheCulturePost gives museums, schools and faith organisations one governed home where every cultural claim traces back to a real source.

Citation-first editor

Heritage archive

Oral histories

Moderated dialogue

Grounded AI

PREPARED BY

Burdenoff Consultancy Services Pvt.
Ltd.

PRODUCT

theculturepost.com

BOOK A CALL

calendly.com/vignesh-burdenoff/1-
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00 How to use this playbook

Read the one-page cheat sheet before a meeting and this playbook before a serious conversation. The sections you will use most are the qualifying signals, the objections and the introduction templates — everything else is there so you can answer a follow-up without guessing. Where a capability is marked in progress or planned, say so; the honesty is what makes the rest of the document credible.

IN A HURRY

Read sections 01–03 and 18. That is enough to recognise an opportunity and open a conversation.

BEFORE A MEETING

Add 06–08, 10 and 16 — who buys, what they buy, what it costs, and what they will push back on.

HANDING OVER A LEAD

Sections 19–22 tell you exactly what to send, to whom, and what you earn for it.

CONTENTS

01 Product Overview

02 One-Line Pitch

03 30-Second Elevator Pitch

04 Problem We Solve

05 Value Proposition

06 Ideal Customer Profile

07 Buyer Personas

08 Top Use Cases

09 Product Capabilities

10 Pricing & Plans

11 Competitive Landscape

12 Why Us / Differentiators

13 Customer Proof & Credibility

14 Demo Information

15 Sales Talking Points

16 Objection Handling

17 Discovery / Qualification Questions

18 How to Identify a Good Opportunity

19 How to Introduce Us

20 Lead Handoff Process

21 Partner / Referral Commercials

22 Contact Information

23 Useful Links & Sales Assets

24 Product Mockups — Complete Visual Appendix

01 Product Overview

THECULTUREPOST.COM

TheCulturePost is a platform for writing, preserving and discussing culture, religion, values and history. Contributors draft in an editor where citations attach to the claims they support, and an editor runs a fact and sensitivity pass before anything publishes. A heritage archive holds manuscripts, photographs, recordings, objects, maps and oral testimony, each described with provenance, rights and a four-level access setting. Threaded discussions hang off the stories themselves, with moderation on every post, so a conversation across traditions has structure instead of a comments section.

CATEGORY

Cultural publishing and heritage preservation software, for museums, libraries, universities, schools, faith organisations, independent publications and diaspora communities.

WHERE IT STANDS TODAY

Generally available. The editorial, archive, community and governance surfaces are live, and a citation-grounded AI layer runs behind the API today with its own review ledger. The product launched recently, has no public reference customers and no published usage figures, and several named surfaces — the reader-facing AI layer, the AI review screen, store-listed mobile apps, the developer CLI and SDKs — are honestly still ahead of it.

HOW CUSTOMERS GET IT

Managed cloud, multi-tenant by default, with sign-up straight from the website. Institutions can add single sign-on, and dedicated-tenant, self-hosted and air-gapped deployments are quoted separately at the Enterprise tier. Data residency is India by default; other regions are a customer-specific engagement. Implementation, migration and training are available as priced services rather than bundled promises.

Web app

Marketing website

Documentation site

Public read API

IIIF image endpoint for public archive items

Model Context Protocol server for AI agents

In-product assistant

Mobile app (not yet store-listed)

02 One-Line Pitch

SAY EXACTLY THIS

"TheCulturePost gives museums, schools and faith organisations one governed home where every cultural claim traces back to a real source."

SHORTER, FOR A CHAT MESSAGE

Sourced cultural publishing, a citable heritage archive, and moderated dialogue.

THE CATEGORY SENTENCE

TheCulturePost is a cultural publishing and heritage-preservation platform for institutions, communities and contributors whose claims have to stand up to scrutiny.

03 30-Second Elevator Pitch

SPOKEN, ROUGHLY 30 SECONDS

"Most of what gets written about culture and faith is either unsourced or locked behind a paywall, and the communities being described rarely get a say. TheCulturePost fixes that at the data level. Contributors write in a citation-first editor, so every published claim carries a typed source and an editor's verification status. Alongside it sits a heritage archive — manuscripts, photographs, oral histories — each with provenance and a rights level, so sacred or restricted material stays sealed. Readers can follow any claim back to the evidence."

IF THEY ARE TECHNICAL

Three domains sit on one permission model: editorial (topics, stories, citations), archive (collections, items, oral histories) and community (discussions, replies). Every record belongs to a workspace, every field is permission-checked at the API edge before a resolver runs, and writes are matched on both the record and the workspace, so an identifier guessed from another tenant returns not-found. A public read API and a Level-0 IIIF image endpoint expose public-tier material to standard heritage viewers.

IF THEY ARE A BUSINESS BUYER

An institution gets its own governed place to publish sourced work, preserve fragile material and host dialogue about it — without buying three products and stitching them together. Pricing is flat-fee by what you publish and preserve rather than by editor seat, so adding contributors does not raise the bill inside a tier, and there are four permanent regional price bands rather than a single dollar list.

04 Problem We Solve

These are the binds that make an organisation start looking. If a prospect describes two or more of them in the same conversation, you are in the right room.

Nobody can show where the facts came from

Who feels it: Editors, communications leads and academics at publishing institutions

What it costs them: A single challenged claim costs days of retracing, and a correction in a sensitive area damages standing with the community described.

How TheCulturePost answers it: Citations are entities, not footnote text. Each one records a source type from a fixed set of eight, an author, publisher, link, excerpt and a chain-of-custody note, and an editor assigns it a verification status — unverified, corroborated, disputed or retracted — that then travels with the claim.

Fragile knowledge is sitting on a failing drive

Who feels it: Archivists, community custodians, diaspora organisers

What it costs them: Testimony from elders and one-of-a-kind documents are lost outright, or survive as files nobody can find, cite or prove the origin of.

How TheCulturePost answers it: Oral histories are first-class records with a named narrator, transcript, language, duration and access level, and archive items carry provenance and descriptive metadata across seven kinds. Both become sources a contributor can cite directly and a reader can open.

Sensitive material has no safe middle setting

Who feels it: Faith organisations, indigenous and diaspora communities, museums holding contested holdings

What it costs them: Custodians publish nothing rather than risk exposing something sacred, so the collection stays invisible and the community gets no benefit from it.

How TheCulturePost answers it: Four access levels — public, community, restricted, embargoed — sit on every archive item and oral history. The AI layer adds a hard floor beneath them: only public and community material is ever sent to a model, regardless of what the person asking is personally allowed to open.

Discussion about faith turns hostile within a day

Who feels it: Community organisers, interfaith conveners, editorial stewards

What it costs them: Teams give up on hosting conversation, move it to social platforms tuned for engagement, and lose both the exchange and any record of it.

How TheCulturePost answers it: Discussions are threaded and anchored to the story or question that prompted them, can be marked as an interfaith space, and carry pinned context. Every reply has one of four moderation states and can carry a perspective tag, and a thread can be locked when it needs to cool.

Three tools that do not know about each other

Who feels it: Small institutional teams and independent cultural publications

What it costs them: A blog, a collections system and a forum, each with its own logins and none able to cite the others, plus an integration bill that nobody budgeted.

How TheCulturePost answers it: Publishing, archive and dialogue share one data model and one permission set, so a story can cite an item from the institution's own archive and a discussion can hang off that story without an export or a connector.

AI is offered but nobody can check it

Who feels it: Managing editors and heads of collections evaluating AI tooling

What it costs them: A fluent, confident answer about a tradition's origin is indistinguishable from an invented one, so the tool either goes unused or quietly introduces errors.

How TheCulturePost answers it: Grounded generation refuses to run on a record with no attached sources, stores the exact list of citations and items it was handed before the model was called, records the model's own uncertainty rating, and holds every answer as pending until a named editor approves or rejects it.

The collections platform is somebody's side job to run

Who feels it: IT and operations staff at museums, libraries and historical societies

What it costs them: Self-hosted software drifts out of patch, user management is a spreadsheet, and the person who understood the install has left.

How TheCulturePost answers it: TheCulturePost is delivered as managed software with role-based permissions, single sign-on, audit trails and billing inherited from the Burdenoff platform, so there is no server for the institution to maintain.

05 Value Proposition

Five things a partner can promise without overreaching. Each one is visible in the product rather than inferred from a roadmap.

A claim you can defend line by line

Sourcing is enforced by the shape of the data rather than by editorial discipline. A published claim points at a citation record, that record names its source type and holds an excerpt, and the editor's confidence in it is stored beside it. When somebody challenges a piece, the answer is a link rather than an argument.

Evidence: Eight source types and four verification states, assigned during a required in-review gate in the story lifecycle.

Preservation that produces citable evidence

Most archive tools stop at storage. Here the point of describing an item well is that it becomes usable: a manuscript scan or a recorded testimony turns into something a writer can cite by reference and a reader can open and examine. Preservation and publishing feed each other instead of living in separate systems.

Evidence: Seven archive-item kinds plus oral histories, grouped into collections by tradition, each citable from the editor.

Rights handled as a setting, not a policy document

Cultural material often carries obligations that a generic permissions model cannot express. The four access levels are attached to the item itself, so a community-only testimony behaves differently from a public photograph everywhere in the product, and the restriction survives being cited, searched or reasoned over.

Evidence: Public, community, restricted and embargoed levels on every item and oral history, with restricted and embargoed material excluded from AI grounding by a rule inside the AI layer.

AI that has to show its working

Four grounded tasks run today: summarise the evidence behind a story, draft a respectful framing note, suggest related traditions across a collection, and tidy a transcript somebody already typed. Each is built from real records gathered before the model is called, and the list of what was supplied is stored with the run, so grounding is checkable rather than claimed.

Evidence: An append-only run log holding the source list, the model, the answer, its uncertainty rating and the review decision, isolated per workspace.

Institutional governance without an integration project

Single sign-on, role-based permissions, audit trails, notifications, file storage, tagging, multi-language interface and billing arrive with the product because they are shared platform services. An institution that would otherwise spend a procurement cycle assembling those gets them on day one.

Evidence: Six seeded roles from Editor-in-Chief to Community Member, with permissions granted per resource type and every request permission-checked at the API edge.

Priced on output, with real regional bands

Flat-fee tiers scale with what an organisation publishes and preserves rather than with how many editors log in, so a volunteer-heavy team is not punished for adding contributors. Four permanent price bands mean an Indian or Latin American institution sees a price built for that market rather than a converted one.

Evidence: Published tiers from free to \$499 a month, with Enterprise per-contributor pricing and four regional bands rather than currency conversion.

06 Ideal Customer Profile

A cultural, faith or educational organisation with real holdings, two to fifty people publishing about them, and somebody senior who is already uncomfortable about sourcing or rights.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Museums, libraries, archives and historical societies	10-500 staff, often with a small digital or collections team	They hold the material, are judged on provenance, and usually run a self-hosted collections tool that has become a maintenance burden. Managed software with rights levels and an editorial layer answers a real internal complaint.
Faith organisations and interfaith bodies	5-200 staff plus volunteers	They publish explanatory material about their own tradition, hold sensitive or sacred items, and often want moderated exchange with other traditions. Access levels and the interfaith discussion model map directly onto that.
Universities, departments and research centres	Department-level teams of 5-50, sometimes consortium-wide	Digital-humanities and religious-studies groups need citable primary sources, verification status and audit for grant reporting, and their procurement already understands per-contributor pricing and single sign-on.
Independent cultural publications and local history societies	1-15 contributors, mostly part-time	They want the credibility of sourced work without a newsroom's tooling budget. Free and Starter tiers let them run the real workflow before paying anything.
Diaspora and community heritage groups	Volunteer-led, 5-50 active members	Oral-history capture with a named narrator, a community access tier and durable storage is the whole reason they would adopt anything, and regional pricing keeps it affordable where they are.
Schools and curriculum teams	Single school through to a small trust or district	They want accurate, citable, respectfully framed material for teaching. Be honest that classroom and assignment tooling is on the roadmap — today they get sourced collections and topic hubs, not a courseware product.

GEOGRAPHIES

Sold globally with four permanent price bands: Band A covers the US, EU, UK, Japan, Korea, Australia, Canada, Singapore, Israel, Switzerland and Norway; Band B the Gulf, Eastern Europe, Taiwan and Hong Kong; Band C Latin America, South-East Asia, Turkey and South Africa; Band D India, South Asia and much of Africa. India is the default data-residency region; other residency is an Enterprise conversation.

NOT A FIT — DO NOT CHASE

- A general-purpose CMS replacement. If the prospect wants a marketing site with events, forms and a shop, this is the wrong tool and the conversation will end badly at the demo.
- A digital-asset management system for high-volume media production. There is no derivative pipeline, no video editing and no rendition management; the archive is for evidence, not for production assets.
- Anyone whose central requirement is an OAI-PMH provider, a SPARQL endpoint or full dynamic IIIF tiling. Level-0 IIIF and a public read API ship today, and Omeka and Europeana genuinely lead here.
- A team that needs speech-to-text. Transcripts are typed by a person; the AI tidies an existing transcript and no audio is sent to a model. Selling this as transcription will lose the account.
- Organisations that require a completed SOC 2 or ISO 27001 certificate before signature. Those are on a roadmap with target dates, not in hand.
- Consumer publishers chasing scale and advertising revenue. The editorial gate and the review workflow are deliberately slow, and that is the wrong shape for a high-volume content operation.

07 Buyer Personas

Six roles show up in these deals, and they care about different things. Open with the line that belongs to the person in front of you rather than the product tour.

Editor-in-Chief or head of editorial

WHAT THEY WANT

Publish work that holds up, keep a multi-tradition publication healthy as contribution grows, and never be the reason a community feels misrepresented.

Open with: When a reader challenges something you published two years ago, how long does it take you to find out where that claim came from?

They will ask: Can I stop a piece publishing until somebody has actually verified the sources, and can I see who did it?

WHAT FRUSTRATES THEM

Review happens in email and comments, sourcing quality varies by contributor, and there is no record of who checked what before a piece went live.

Head of collections or lead archivist

WHAT THEY WANT

Get fragile material described, rights-cleared and findable, and make it usable by researchers without exposing what should not be exposed.

Open with: How do you stop somebody publishing an item your community asked you to keep within the community?

They will ask: What exactly happens to a restricted item — who can see it, and does anything ever send it somewhere else?

WHAT FRUSTRATES THEM

Provenance lives in a spreadsheet, restricted material is handled by convention, and the current system was built for storage rather than for citation.

Community or interfaith organiser

WHAT THEY WANT

Convene exchange across traditions that people actually leave feeling better about, and keep a record of it worth returning to.

Open with: What would it take for you to host a conversation between two traditions and not have to babysit it hourly?

They will ask: Can I set the norms up front, mark a space as interfaith, and lock a thread without deleting people?

WHAT FRUSTRATES THEM

Every attempt drifts to a social platform and turns combative; there is no way to pin the framing or slow a thread down.

IT or operations lead

WHAT THEY WANT

Retire a self-hosted system, get single sign-on, and stop being the only person who can restart the collections server.

Open with: Who patches your collections platform, and what happens the week they are on leave?

They will ask: Does this do single sign-on, is every action audited, and where does the data physically live?

WHAT FRUSTRATES THEM

Patching, backups and user management are unpaid extra duties, and there is no audit trail anyone would accept in a review.

Managing editor evaluating AI

WHAT THEY WANT

Get some help with volume without letting a model quietly put an unsupported sentence into a piece about somebody's faith.

Open with: If an AI summary of a story turned out to be wrong, could you show what it was actually given to read?

They will ask: Does anything it writes publish on its own, and can I see the sources it used rather than the ones it says it used?

WHAT FRUSTRATES THEM

Every AI tool on offer is fluent and unverifiable, and there is no way to prove after the fact what it was working from.

Director, dean or trustee holding the budget

WHAT THEY WANT

Show the board that the institution's heritage work is credible, visible and defensible, at a cost that survives the next funding round.

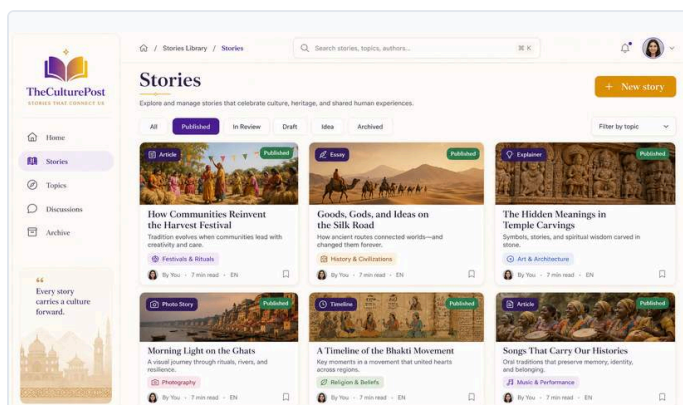
Open with: What happens to your last digital heritage project when the grant that paid for it runs out?

They will ask: What does this cost at our size, what happens if we grow, and who else like us is using it?

WHAT FRUSTRATES THEM

Digital heritage projects have a habit of producing a grant-funded site that nobody maintains after year two.

Thirteen situations the product was actually built for. Each is written as a scenario rather than as a customer story — the product is new and there are no customer stories to tell yet.



CURIOUS READER, STUDENT, RESEARCHER

Find the pieces worth reading and keep them

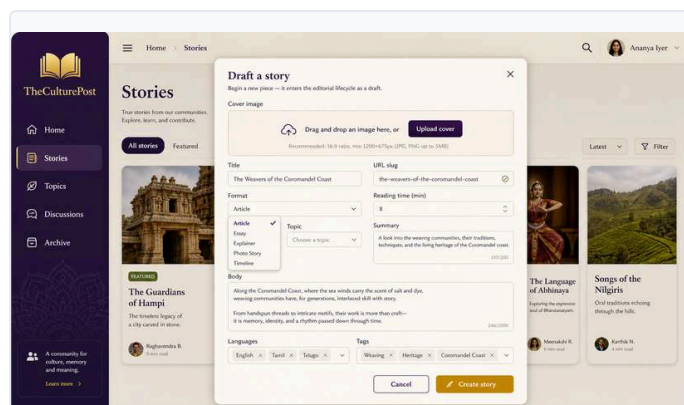
THE SITUATION

Somebody has been invited to an observance they know nothing about. Searching gets them a travel blog, a forum argument and an academic paper they cannot open.

WHAT HAPPENS WITH THECULTUREPOST

The library filters by tradition, region, era and theme until the set is small enough to trust. Opening a piece shows the sources beside the claims and the editorial confidence attached to each one. Reading lists hold what they want to come back to, and following a tradition or contributor keeps new work close.

A few quiet minutes produces real context instead of forty tabs and no idea which one to believe.



CONTRIBUTOR, ESSAYIST, COMMUNITY STORYTELLER

Write a piece where every claim has a source behind it

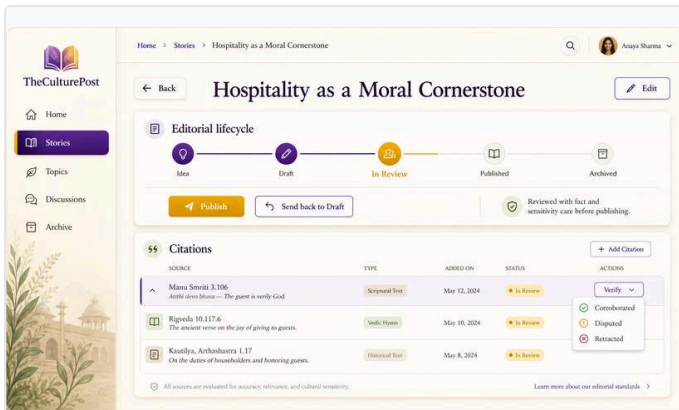
THE SITUATION

A writer has the knowledge and the sources but keeps them in a separate document, so by the time an editor asks about paragraph nine, the link is lost.

WHAT HAPPENS WITH THECULTUREPOST

Drafting happens in an editor where citations attach to the claims they support. Each source is tagged as a primary document, academic work, book, interview, artifact, periodical, archival record or web page, with an author, publisher, excerpt and provenance note, and a scan of the original can be attached. Framing prompts push toward context, contested points and the limits of a source.

The draft reaches review with its evidence intact, so a reviewer can verify rather than interrogate.



MANAGING EDITOR, REVIEWING EDITOR

Put a draft through fact and sensitivity review

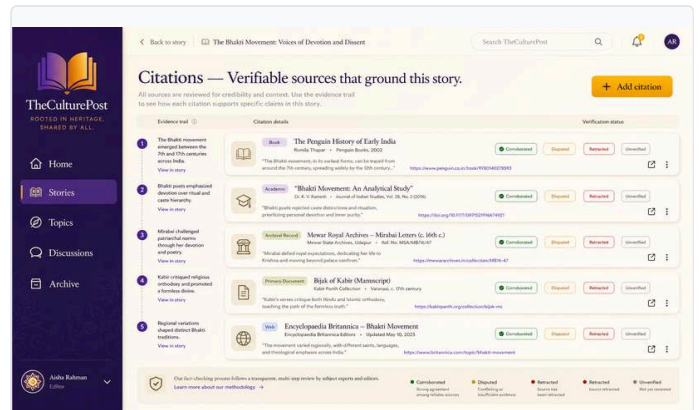
THE SITUATION

Review is a chain of emails. Nobody can say what stage a piece is at, and sensitive material sometimes goes live because a check got skipped in the rush.

WHAT HAPPENS WITH THECULTUREPOST

Stories move through a fixed sequence — idea, draft, in review, published, archived — and only valid steps are permitted. The in-review gate is where fact-checking against attached sources and the sensitivity pass happen, revisions get requested, and verification status is assigned to each cited claim. Every transition is recorded on the piece's own history.

A small editorial team keeps its standards as contribution grows, and can prove afterwards that it did.



EDITOR, RESEARCHER, COMMUNICATIONS LEAD

Answer 'how do you know that' with a link

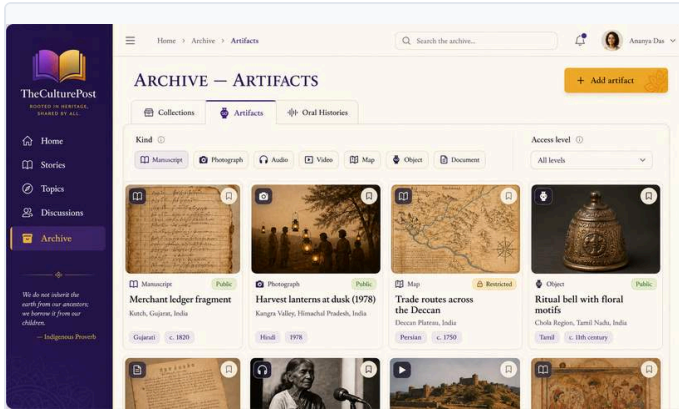
THE SITUATION

A published claim is challenged publicly. The person who wrote it has left, and the reference was a note in a document that is now three versions old.

WHAT HAPPENS WITH THECULTUREPOST

The citation list on the story shows each source with its type, author, publisher, excerpt and chain-of-custody note, and the verification status an editor assigned during review. A citation can point at a scan of the primary source held in the workspace, so the evidence itself is one click away rather than a bibliographic guess.

The response is a source and a status rather than an apology and a week of retracing.



ARCHIVIST, COLLECTIONS MANAGER

Build an archive somebody can actually cite

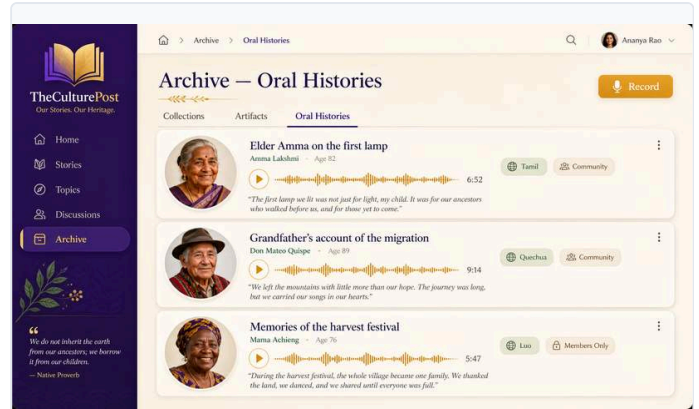
THE SITUATION

Digitised manuscripts and photographs sit in shared drives with filenames as metadata. Nobody outside the team can find them, and provenance lives in one person's head.

WHAT HAPPENS WITH THECULTUREPOST

Items are described across seven kinds — manuscript, photograph, audio, video, object, map, document — each with provenance, origin, descriptive metadata and an access level. The media itself sits in shared workspace storage behind signed access, while the archive owns the citable record around it, so the item can be referenced from a story.

Holdings become evidence other people can use, rather than files only the archivist can locate.



COMMUNITY ARCHIVIST, DIASPORA ORGANISER

Capture an elder's testimony before it goes

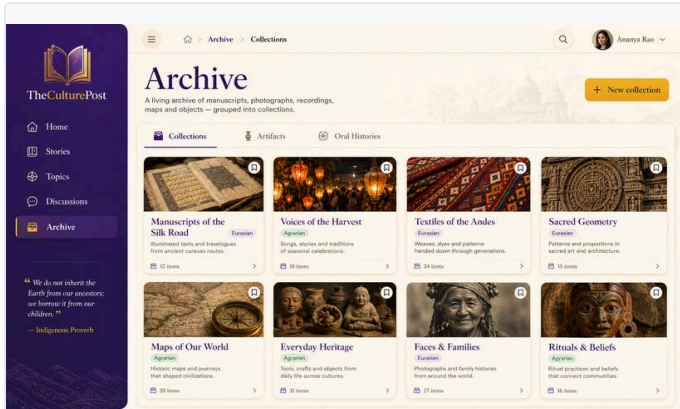
THE SITUATION

The people who remember a practice first-hand are in their eighties. Recordings exist on phones, uncatalogued, with no consent record and no transcript.

WHAT HAPPENS WITH THECULTUREPOST

An oral history is recorded as a proper entity: named narrator, transcript, language, duration, date recorded, tradition and place tags, and an access level that defaults to community rather than public. The recording is attached to the record, and the testimony can be filed into a collection and cited like any other source.

One voice becomes part of a lasting, attributable record instead of an orphaned audio file.



CURATOR, INSTITUTIONAL STEWARD

Assemble a collection that tells a coherent story

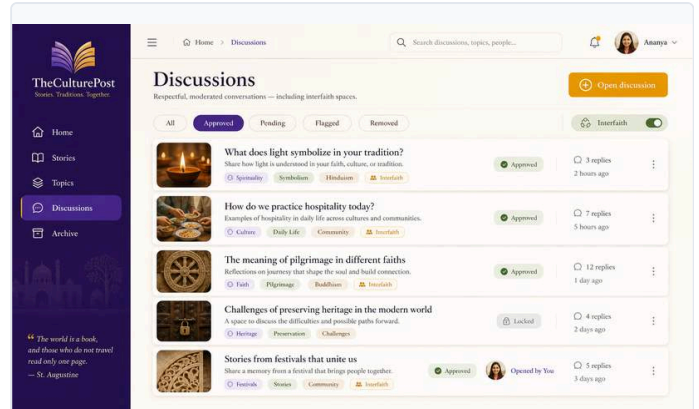
THE SITUATION

An institution has hundreds of individually catalogued items and no way to present the threads running through them to a visitor or a researcher.

WHAT HAPPENS WITH THECULTUREPOST

Collections group related archive items and oral histories by tradition, each with its own name, description and cover. A collection becomes a browsable unit that a story can draw on, and the AI layer can be asked to suggest connections across it — drawing only on the public and community-tier material inside.

Scattered holdings become a finding aid a visitor can follow and a contributor can write from.



INTERFAITH CONVENER, COMMUNITY MODERATOR

Host a conversation across traditions that stays civil

THE SITUATION

Every previous attempt at cross-tradition discussion migrated to a social platform and became something the organisation had to distance itself from.

WHAT HAPPENS WITH THECULTUREPOST

A discussion is opened against a story or an open question, marked as an interfaith space, and framed with pinned context so newcomers read the terms before they reply. Replies are threaded and can carry a perspective tag. Moderators move any reply through pending, approved, flagged or removed, and can lock a whole thread when it needs to cool.

Disagreement stays productive, and the organisation keeps a record of the exchange it is happy to stand behind.



EDUCATOR, CURIOUS READER

Walk a tradition across centuries

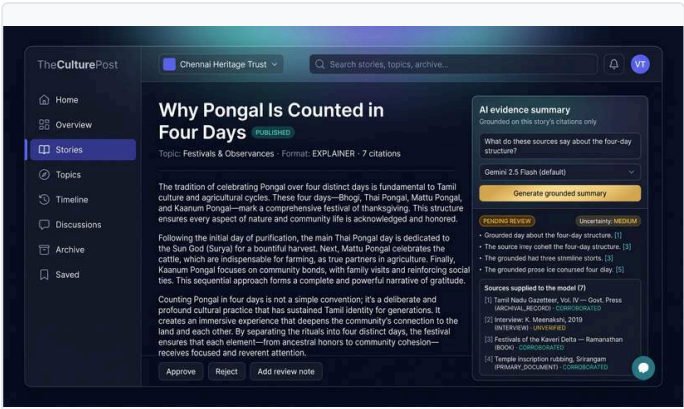
THE SITUATION

History taught as a list of dates does not show how a festival, a text or a migration shaped the tradition around it.

WHAT HAPPENS WITH THECULTUREPOST

Timeline-format stories place festivals, texts, migrations and turning points side by side, each entry linked back to the sourced piece or primary document behind it, so a reader can move outward from any point. Be clear with prospects that the rich interactive timeline surface is still being built; the timeline story format is what exists now.

Change becomes visible as a shape rather than a sequence, and each point stays traceable to evidence.



MANAGING EDITOR, RESEARCHER

Summarise a story's evidence without letting the model improvise

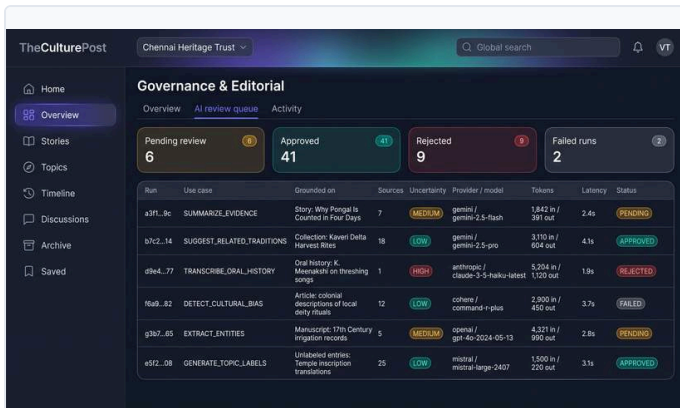
THE SITUATION

An editor wants to know what the attached sources actually say before reading forty pages, but every general AI tool will answer from the whole internet and sound equally sure either way.

WHAT HAPPENS WITH THECULTUREPOST

The evidence summary loads the citations attached to that story — up to twenty-five, rendered as a numbered source block with title, author, publisher, type and excerpt — and instructs the model to answer only from them, cite inline, and say the sources are insufficient rather than fill a gap. A story with no citations is refused outright.

A summary an editor can check against a fixed list of sources, or an honest refusal.



EDITORIAL STEWARD, COMPLIANCE-MINDED DIRECTOR

Keep every AI answer under a named editor's signature

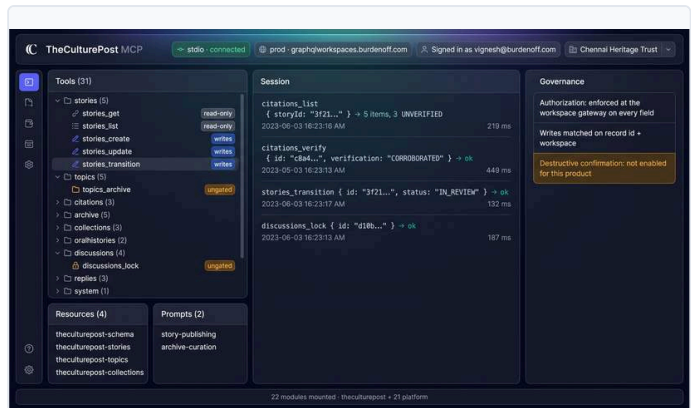
THE SITUATION

The institution is under pressure to use AI and equally afraid of it, because 'the model said so' is not a provenance anyone would accept in this field.

WHAT HAPPENS WITH THECULTUREPOST

Every generated answer lands as pending and leaves that state only through one explicit decision, recorded with the reviewer, timestamp and optional notes. A second decision on the same run is refused rather than overwriting a colleague. The run log is append-only, holds the exact source list gathered before the model was called, and is isolated per workspace.

AI becomes something the institution can defend in a review, because the record of what happened is not the model's own account of it.



PLATFORM STEWARD, TECHNICALLY CONFIDENT EDITOR

Run the editorial desk from the AI agent you already use

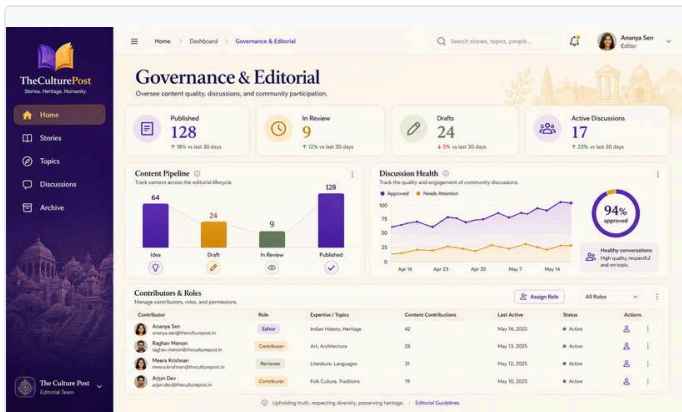
THE SITUATION

Preparing a topic hub for a festival season or clearing a backlog of unverified citations is repetitive screen work that the operator would rather do in conversation.

WHAT HAPPENS WITH THECULTUREPOST

A Model Context Protocol server exposes thirty-one tools across stories and their lifecycle transitions, topics, citations and verification, archive items, collections, oral-history capture, discussions and reply moderation, plus shared workspace tools and two guided recipes. The agent authenticates as the operator and every call hits the same permission check the web app does.

Bulk editorial work happens in the tool the operator is already reasoning in, without a privileged back door into the data.



MUSEUM, SCHOOL OR FAITH-ORGANISATION ADMINISTRATOR

Give an institution its own governed space

THE SITUATION

The institution wants its heritage presented as its own rather than as generic platform content, with staff roles that reflect how the team actually works.

WHAT HAPPENS WITH THECULTUREPOST

The organisation gets an isolated workspace holding its own topics, collections, contributors and discussions, with six seeded roles from Editor-in-Chief through Managing Editor, Contributor, Heritage Archivist and Dialogue Moderator to Community Member. Every record is scoped to that workspace and every action is checked against the member's role.

Staff get exactly the access their job needs, and one institution's material is never visible from another.

09 Product Capabilities

What is in the product, grouped the way a buyer will ask about it. Anything not marked shipped is called out — a partner who quotes a planned capability as live will be found out at the first demo.

Discovery and reading

How a reader gets from curiosity to a piece worth their time, and back to the evidence behind it.

Filtered library

Narrow a growing library by tradition, region, era, theme and topic area until the result set is small enough to read.

Nine topic areas

Religion and faith, values and ethics, history, culture and identity, festivals and rituals, philosophy and thought, heritage and archives, oral histories, and migration and diaspora.

Six story formats

Article, essay, explainer, oral history, photo story and timeline, each with topic, author, assigned editor, cover image, languages, reading time and tags.

Reading lists and following

Save pieces to return to, and follow the traditions and contributors whose work you want to see.

Interactive timelines in progress

The rich navigable timeline surface built from cited entries. The timeline story format exists today; the interactive surface is still being built.

Reader translation and transliteration planned

Rendering a piece into a reader's language and script with the original one tap away. Language metadata records availability today and translates nothing.

Writing and editorial control

The tooling that makes responsible publishing the default rather than an act of discipline.

Citation-first editor

Inline citations and source attachments stay tied to the claims they support, with footnotes that survive editing.

Editorial lifecycle

Idea, draft, in review, published, archived — a validated sequence where only legitimate transitions are allowed, each recorded on the story's history.

Fact and sensitivity review gate

The in-review step is where sources are checked, framing is reviewed for respect, revisions are requested and verification status is assigned.

Respectful-framing prompts

Prompts that push a writer toward context, contested points and the limits of a source rather than a flat assertion.

Per-story metadata

Topic, author, assigned editor, cover image, languages, estimated reading time, tags and format on every piece.

Contributor and source reputation planned

Surfacing the writers and references that consistently hold up over time.

Citations and verification

The part that makes the rest defensible: evidence held as structured records rather than as prose.

Eight source types

Primary document, academic, book, interview, artifact, periodical, archival record and web, chosen per citation rather than inferred.

Four verification states

Unverified, corroborated, disputed and retracted, assigned by an editor during review and carried with the claim.

Full provenance on each citation

Author, publisher, link, excerpt, publication date and a chain-of-custody note, with an optional scan of the primary source attached.

Citations point at your own archive

An archive item or oral history in the institution's own holdings can be cited directly, so the evidence is examinable rather than a reference to somewhere else.

Source-health checks planned

Automatic flagging of broken, weak or unreachable references for editors to act on.

Reader-facing evidence trail planned

A visual chain from any claim back through its citation to the original source.

Heritage archive and preservation

Describing fragile material well enough that it becomes usable evidence, with rights respected throughout.

Seven archive-item kinds

Manuscript, photograph, audio, video, object, map and document, each with provenance, origin and descriptive metadata.

Four access levels

Public, community, restricted and embargoed, set on every archive item and oral history, with community as the default for testimony.

Oral-history records

Named narrator, transcript, language, duration, date recorded, tradition and place tags, attached recording and access level.

Collections by tradition

Curated groupings of related items and oral histories, each with a name, description and cover, browsable as a unit.

Media in shared workspace storage

Manuscripts, photographs, recordings and cover images held in shared storage behind signed access, referenced by the citable record around them.

In-app audio capture in progress

Recording testimony directly on a device with an offline queue that syncs later. Present in the mobile shell; the app is not yet listed on either app store.

Speech-to-text transcription planned

Turning a recording into a transcript automatically. Not built — transcripts are typed by a person today.

Consent, takedown and repatriation workflows planned

Making embargoes, access requests and community takedown into first-class auditable flows.

Community and dialogue

Structured exchange anchored to sourced material, with moderation designed to guide rather than punish.

Threaded discussions

Anchored to a story or an open question, so a conversation stays tied to the material that prompted it.

Interfaith spaces

A discussion can be marked as an interfaith space, and each reply can carry a perspective tag naming the tradition it comes from.

Four moderation states

Pending, approved, flagged and removed on every reply, plus the ability to lock a thread that needs to cool.

Pinned context and visible norms

The framing and the house rules sit above the thread, so newcomers read the terms before replying.

Comparative explainers and shared-question spaces

planned

Deliberate organiser tooling for structured cross-tradition exchange beyond a single thread.

Events and gatherings

planned

Festivals, heritage walks and lectures listed, located and linked to the stories that give them context.

Grounded AI and agents

Four tasks that answer only from an institution's own records, with a human decision on every one. Reachable through the API and connected agents today, not from a button in the reading view.

Evidence summary from citations

Summarises what a story's own attached sources say, cites them inline, and refuses to run on a story with no citations.

Related traditions across a collection

Reasons across one collection's public and community items and oral histories to suggest connections a curator can then check.

Transcript cleanup

Tidies punctuation and paragraphing on a transcript a person already typed. No audio is ever sent to a model, and this is not transcription.

Checkable source list

The exact citations, items and testimony handed to the model are captured before the call and stored with the run, so grounding can be verified rather than trusted.

Restricted material never sent

Only public and community-tier holdings are used for grounding, regardless of what the person asking may personally open.

Human review gate and run log

Every answer is pending until one recorded decision approves or rejects it; the log is append-only and isolated per workspace.

In-product assistant and agent tools

A floating assistant aware of the record you have open, plus thirty-one tools over the Model Context Protocol under your own permissions.

AI review screen and spend view

in progress

The editorial screen for pending answers, run history and cost. The mechanism runs today; the screen and per-workspace cost figures do not exist yet.

Governance, identity and platform

The institutional layer, inherited from the Burdenoff platform rather than rebuilt, so it arrives complete.

Six seeded roles

Editor-in-Chief, Managing Editor, Contributor, Heritage Archivist, Dialogue Moderator and Community Member, created automatically in every workspace.

Permission checks at the edge

Every request is checked against the caller's role before it reaches the product, so a failed check never runs a query.

Workspace isolation

Every record belongs to one workspace and every write is matched on both the record and the workspace, so a guessed identifier from another organisation returns not-found.

Single sign-on and audit

Standards-based single sign-on, plus a searchable, exportable timeline of every action with actor, target and result.

Inherited platform services

Notifications, newsletters, conversations, tagging, file storage, multi-language interface, accessibility, guided tours, feature flags and billing.

Public read API and Level-0 IIIF

An unauthenticated read API and a Level-0 IIIF image endpoint for public-tier archive items and oral histories, so standard heritage viewers can render the material.

Institution space configuration in progress

Managed-collection-specific roles and space settings beyond the generic workspace. Workspace isolation and the seeded roles exist today; collection-specific roles are still being built.

Compliance evidence export planned

Audit-based compliance reporting and streaming export to a security monitoring system.

10 Pricing & Plans

Flat-fee tiers priced on what an organisation publishes and preserves — published stories, topics, archive items, oral histories, citations and discussions — rather than on how many editors log in. Adding contributors inside a tier does not raise the bill; only Enterprise is priced per active contributor. Four permanent regional bands set the price for a customer's verified billing market rather than converting a dollar list, and quotas warn at eighty per cent and block at a hundred rather than auto-purchasing capacity. AI features run on the customer's own provider key, so model usage is never resold through the plan.

PLAN	PRICE	WHO IT IS FOR	WHAT IS INCLUDED
Free	\$0 / ₹0 forever No credit card required	Independent writers, educators, small heritage groups and anyone evaluating the platform	10 published stories, 5 topics, 2 contributor seats; 2 collections, 50 archive items, 5 oral histories; 100 citation records, 3 open discussions; 1 GB shared storage, 30-day analytics, 7-day audit retention; Community support plus one ticket a month, best-effort availability
Starter	\$39/mo \$31/mo billed yearly (\$372/yr); ₹1,599/mo or ₹1,279/mo billed yearly in India. Band B \$29, Band C \$19.	Independent publications, faith communities and local history societies	100 published stories, 25 topics, 5 contributor seats; 15 collections, 1,000 archive items, 100 oral histories; 2,500 citation records, 50 open discussions; 25 GB shared storage, 90-day analytics, 30-day audit retention; Email support under 48 hours, best-effort availability
Growth	\$149/mo \$119/mo billed yearly (\$1,428/yr); ₹5,999/mo or ₹4,799/mo billed yearly in India. Band B \$109, Band C \$79. A 14-day trial is available.	Growing cultural publications, museums and university departments	1,000 published stories, 150 topics, 15 contributor seats; 100 collections, 25,000 archive items, 2,500 oral histories; 50,000 citation records, 1,000 open discussions, 3 workspaces; 100 GB shared storage, 365-day analytics, 180-day audit retention; Priority support under 24 hours, 99.5% availability commitment
Business	\$499/mo \$399/mo billed yearly (\$4,788/yr); ₹19,999/mo or ₹15,999/mo billed yearly in India. Band B \$299, Band C \$199.	Established media houses, archives, religious organisations and cultural institutions	10,000 published stories, 1,000 topics, 50 contributor seats; 1,000 collections, 250,000 archive items, 25,000 oral histories; 500,000 citation records, 10,000 open discussions, 10 workspaces; 1 TB shared storage, 730-day analytics, 365-day audit retention; Priority support under 8 hours, 99.9% availability commitment
Enterprise	From \$8/contributor/mo list \$6/contributor/mo annual floor at 50 or more contributors; from \$3/contributor/mo equivalent in India. Annual contract, invoiced Net-30 by default.	Universities, national archives, broadcasters, large religious bodies and multi-entity networks	Custom or unlimited quotas, negotiated per order form; Enforced single sign-on and directory provisioning; Dedicated tenant, self-hosting and data-residency options; Organisation-wide embargo and restricted-access enforcement; Custom availability commitments to 99.95%, premium support and named contacts; Compliance package including a data-processing agreement

Add-ons

ADD-ON	PRICE
100-Story Pack	\$19/mo (₹799/mo)

ADD-ON	PRICE
5K Archive-Item Pack	\$29/mo (₹1,199/mo)
100 Oral-History Pack	\$39/mo (₹1,599/mo)
50K Citation Pack	\$29/mo (₹1,199/mo)
5 Contributor Seats	\$49/mo (₹1,999/mo)
AI Pro	\$79/mo (₹3,199/mo)
Analytics Pro	\$99/mo (₹3,999/mo)
Quick Start Implementation	\$2,500 (₹89,999)
Standard Implementation	\$12,000 (₹4,39,999)

WHAT TO TELL A PROSPECT ABOUT PRICE

- Prices are before tax. India prices are already rounded market prices and GST is charged separately where it applies.
- The four regional bands are permanent market pricing, not a discount or a promotion — never describe them that way to a customer.
- Add-ons are available on Starter and above; a Free customer must upgrade before buying capacity.
- AI features use the customer's own provider key, so model usage is billed by their provider and never resold in the plan price.
- Storage and API quotas are shared across every Burdenoff product on the same account, so a customer already using another product has a larger pool.
- Dedicated-tenant, self-hosted and air-gapped deployments, premium support and migration are quoted separately at Enterprise and carry different partner economics.

11 Competitive Landscape

Six real alternatives come up. Each one genuinely beats TheCulturePost at something, and saying so is what makes the rest of the comparison land. The line to hold is that they each own one arena and this owns the join between three.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Europeana	The European Union's grant-funded portal for digitised cultural heritage, aggregating metadata for tens of millions of items from thousands of institutions across Europe.	Corpus scale, brand trust in the heritage sector, and interoperability. Their open read API, SPARQL endpoint and full dynamic IIIF are the sector benchmark, their AI tooling covers transcription, subtitling and image analysis, and it is free. TheCulturePost has Level-0 IIIF and a public read API, no SPARQL, and no image or audio analysis.	Europeana is read-only aggregation: institutions deposit metadata and visitors are sent back to the provider's site. There is no editorial layer, no claim-level verification, no dialogue and no workspace an institution can govern. Scope is Europe by mandate; TheCulturePost is multi-tradition by design.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
StoryCorps	A long-established American non-profit that records, preserves and broadcasts oral-history interviews, with recording booths, a free mobile app and archive deposit at a national library.	Frictionless capture and reach. Their app is on both app stores and anybody can record in minutes, the brand carries enormous emotional weight, and national radio distribution is something no software product can match. TheCulturePost's mobile shell records natively but is not yet store-listed.	StoryCorps captures raw testimony and stops there. It has no publishing layer, no citations, no document or artifact archive alongside the recordings, no rights levels, and no institutional workspace. It is also explicitly American; TheCulturePost is built for many traditions from the start.
Omeka and Omeka S	Free, open-source software for publishing digital collections and online exhibits, widely used and trusted across museums, libraries and digital-humanities projects.	It is free, deeply customisable, has a mature plugin ecosystem, and is already understood by the people who would evaluate it. Its plugins provide OAI-PMH, a read API and IIIF, and a technically confident institution can make it do almost anything. TheCulturePost has no OAI-PMH provider.	Free software is not free to run. The institution owns hosting, patching, backups, user management and security, and there is no editorial publishing workflow, no citation verification, no moderated dialogue and no built-in identity, audit or billing. Growth usually means a replatform; here it is a plan change.
Atlas Obscura	A well-funded consumer media company covering unusual places and cultural experiences, with a large audience, native apps, trips, books and a daily podcast.	Audience, brand and craft. Their storytelling is genuinely excellent, their apps are on both stores, and their revenue mix of membership, trips and advertising is proven. If a prospect wants reach and delight, they are not wrong to admire it.	It is entertainment and travel discovery, not evidence. Claims are not linked to verifiable sources or given a verification status, there is no preservation layer, no provenance or rights control, no structured dialogue, and nothing an institution can operate — it is consumer-only by design.
The Conversation	A global network of non-profit newsrooms publishing research-based analysis written by academics and edited by professional journalists, republished widely under an open licence.	Editorial credibility and distribution. The academic-plus-journalist model produces high-quality work, they hold accredited fact-checking, the open licence gets their pieces republished internationally, and it is free to read. Their editorial standards are a fair benchmark to be measured against.	They are a single central publisher, not a platform. Institutions contribute to their voice rather than running their own governed space. There is no heritage archive, no oral-history capture, no claim-level citation workflow, and dialogue is a comments section rather than a moderated interfaith space.
Aeon	A donation-funded digital magazine publishing long-form essays and videos on philosophy, culture, science and ideas, with a rigorous editing tradition.	Depth and voice. Their long-form editing is exceptional, the work is free to read, and for a reader who wants a beautifully argued essay rather than a sourced record, Aeon is the better experience. Being a magazine rather than a platform is a strength for their purpose.	References there are editorial rather than structural: no typed sources, no verification status, nothing a reader can systematically trace. There is no archive, no oral history, no dialogue module and no way for an institution to publish under its own governance.

THE POSITIONING LINE TO HOLD

Europeana collects, StoryCorps records, Omeka displays — TheCulturePost is the only one that publishes sourced narrative, preserves the sources behind it and hosts the conversation about it under a single permission model.

12 Why Us / Differentiators

If a partner remembers six things about why this exists, make them these.

Three arenas, one permission model

Publishing, preservation and dialogue share a single data model and a single set of roles. A community can write a piece, cite an oral history from its own archive and host a moderated discussion about the same tradition without exporting anything between three products. Every incumbent in this market is strong in exactly one of the three.

Sourcing enforced by the data, not by discipline

A citation is a record with a type, an author, a publisher, an excerpt, a provenance note and an editorially assigned verification status — not a hyperlink in prose. That is why the question 'how do you know this' has an answer here and does not elsewhere, and it is the hardest thing for an incumbent to retrofit.

Rights modelled at the item, honoured everywhere

Public, community, restricted and embargoed sit on every archive item and oral history, so the obligation travels with the material through search, citation and AI. Open-by-default aggregators cannot express this, and self-hosted systems can approximate it only through manual configuration that decays.

Grounding you can audit rather than trust

The list of sources handed to a model is assembled from real records before the call and stored with the run, so if a model ignores its instruction the record still tells the truth about what it was given. Restricted and embargoed material is excluded by a rule inside the AI layer itself, so relabelling access tiers later cannot quietly widen what leaves the building.

Nothing generated publishes itself

Every AI answer is pending until one recorded human decision approves or rejects it, a second decision on the same run is refused rather than overwriting a colleague, and an attempt that produced nothing can never be approved. For a platform about faith and contested history, that gate is the product.

Enterprise governance arrives with the software

Single sign-on, role-based permissions, audit, multi-tenancy, billing, notifications, file storage, tagging, multi-language interface and accessibility come from shared platform services. An institution that would otherwise run a procurement cycle to assemble those gets them on the first day.

One platform from a volunteer to a national archive

A diaspora group can start free, a local society can sit on Starter for years, and a university can move to per-contributor Enterprise with dedicated tenancy — on the same product, with the same data. The usual pattern in this market is outgrowing a tool and migrating.

13 Customer Proof & Credibility

There are no customers to point at yet, so credibility has to come from what a prospect can inspect themselves: the depth of the model, the governance posture, the honesty of the roadmap and the fact that the hard parts are already built rather than promised. Invite scrutiny — this product holds up better under questioning than under a pitch.

THE HARD CAPABILITIES ARE BUILT, NOT PROMISED

Claim-level citations with eight source types and four verification states, the four-level access model on every archive item and oral history, the validated editorial lifecycle, moderated interfaith dialogue and workspace isolation all run today. The gaps are on the edges — reader-facing AI, some screens, store listings — not in the core.

GOVERNANCE THE BUYER CAN TEST

Six roles seeded automatically in every workspace, permission checks at the API edge before any query runs, writes matched on both record and workspace, and a searchable, exportable audit timeline of every action with actor, target and result.

AN AI POSTURE THAT IS UNUSUALLY CONSERVATIVE

Grounding refuses to run without sources, the source list is fixed before the model is called, restricted and embargoed material is never sent, uncertainty is recorded, nothing auto-approves, and the run log is append-only and workspace-isolated.

INTEROPERABILITY THAT ALREADY WORKS

A public unauthenticated read API and a Level-0 IIIF image endpoint expose public-tier archive items and oral histories, so an existing heritage viewer can render the material without a bespoke integration.

PRICING PUBLISHED IN FULL

Every tier, quota, add-on and regional band is written down, including what is not included and where quotas stop. A prospect can price themselves before a call, which is not typical in this market.

A CERTIFICATION ROADMAP WITH DATES AND GAPS

SOC 2 Type II, ISO 27001, ISO 27701, GDPR and India's DPDP readiness are scheduled with target dates and owners, and the product's own material says plainly which are not yet in hand rather than implying they are.

PUBLISHED SUBPROCESSORS AND SECURITY POSTURE

The security and subprocessor pages state which providers touch data and which launch-critical ones are still being finalised, and describe practices modelled on recognised frameworks rather than claiming certificates that do not exist.

Be straight about this. TheCulturePost is a new product. It became generally available very recently, it has no public reference customers, no published usage figures and no third-party analyst coverage, and the library starts empty — an institution that joins is building its own content, not arriving at a populated platform. Several things a prospect may assume are present are not: the reader-facing AI layer that would explain and translate is designed and not built, the AI review queue is a mechanism without a screen, the mobile app records natively but is not on either app store, and the CLI, SDKs and browser extension are announced rather than released. There is no completed SOC 2 or ISO certificate, only a roadmap with dates. What a prospect should weigh instead is whether the model matches how they actually work — sourcing, rights and review — and whether the free tier lets them prove it on their own material before spending anything. Say all of this out loud; the buyers in this market punish overclaiming harder than they punish immaturity.

14 Demo Information

The demo lands when it follows one thread end to end: a claim, the source behind it, where that source is preserved, and the conversation it starts. Resist the tour. If you are showing an archivist, start at the archive and work backwards.

HOW TO GET A DEMO

Anyone can create an account on the free tier from the website and run the real workflow on their own material — that is usually more persuasive than a guided walkthrough. For a scripted demo with an institutional angle, or anything involving single sign-on, dedicated tenancy or migration, book time with Vignesh on the 1-1 call link and we will run it.

Runs about 20 minutes for the core thread, 35 with the AI and governance sections. Leave ten minutes for their questions — in this market the questions are the meeting.

WHERE TO LOOK

- **Product website** — <https://theculturepost.com>
- **The application** — <https://app.theculturepost.com>
- **Documentation** — <https://docs.theculturepost.com>
- **AI approach, with statuses** — <https://theculturepost.com/ai>
- **Comparisons against named alternatives** — <https://theculturepost.com/vs>
- **Book a walkthrough with Vignesh** — <https://calendly.com/vignesh-burdenoff/1-1>

The walkthrough, in order

- 1 A published story with its citation list open**
Start at the end. This claim points at a source with a type, an author, an excerpt and an editor's confidence rating. That is a record, not a footnote — which is why you can defend it two years from now.
- 2 One citation expanded to its attached primary source**
The evidence itself is one click away, because the citation points at a scan held in your own workspace. Your reader does not have to take the reference on faith.
- 3 The editor with a claim being cited mid-draft**
This is where sourcing stops being a discipline. The writer picks the source type, attaches the document, and the footnote stays tied to the claim through every revision.
- 4 The review queue and a story moving through in-review**
Nothing publishes without passing this gate. Fact-checking against the attached sources, a sensitivity pass on the framing, and verification status assigned per claim — all recorded on the story's own history.
- 5 An archive item with its provenance and access level**
Notice the access level. Public, community, restricted, embargoed. That is set on the item, so the obligation travels with it wherever it turns up.
- 6 An oral history record with narrator, transcript and community access**
Testimony is a first-class record: named narrator, transcript, language, tradition, and by default community-only rather than public. This is the piece most institutions are quietly worried about.
- 7 A discussion marked as an interfaith space**
The conversation hangs off the story it is about, the framing is pinned, and every reply has a moderation state. You can slow a thread down without deleting anybody.
- 8 The AI evidence summary and its stored source list**
It answered from these twenty-two citations and nothing else. The list was fixed before the model ran, so you can check it. And this answer is pending — it does not exist as far as your publication is concerned until an editor signs it off.
- 9 The roles list and the audit timeline**
Six roles seeded automatically, every action audited with actor and result. If your board asks who approved what, that is the screen.

15 Sales Talking Points

Nine sentences that carry weight in this market. Use two or three, not all nine.

Every claim points at a source record with an editor's confidence attached.

This is the single structural difference from everything else the prospect has looked at. Competitors have references; this has records with a verification state, which is what makes a challenge answerable.

Restricted and embargoed material is never sent to a model, whatever you personally may open.

The moment a custodian hears that, the AI conversation stops being a risk conversation. It is also a rule inside the AI layer rather than a permission check, so it cannot be widened by an unrelated change later.

Nothing an AI writes publishes itself — one recorded human decision, and only one.

In cultural and religious publishing, 'the model said so' is not an acceptable provenance. The single-decision guarantee also means two editors acting at once produce a clear error rather than a silent overwrite.

You pay for what you publish and preserve, not for how many editors log in.

Volunteer-heavy heritage organisations are punished by seat pricing everywhere else, and this reframes the budget conversation before it becomes a headcount argument.

Four permanent regional price bands, not a converted dollar list.

For an Indian, Latin American or African institution this is often the difference between a project and a wish, and it is a genuine policy rather than a discount they will have to renegotiate.

Publishing, archive and dialogue share one permission model.

It reframes the comparison. They are not choosing between this and Omeka; they are choosing between this and three tools plus the integration work nobody costed.

Single sign-on, audit and role-based permissions arrive with the product.

It removes the objection an IT lead was preparing to raise, and it is the reason a self-hosted incumbent quietly costs more than its licence price.

Start free on your own material and prove it before you spend anything.

The free tier includes the whole feature surface at small quotas, so the evaluation is real work rather than a sandbox — and this product is more convincing used than demonstrated.

It is new, it has no reference customers, and the roadmap says which parts are missing.

Saying it first is disarming, and it buys credibility for every claim that follows. Heritage buyers have been oversold by digital projects before and they are listening for it.

The hard ones, in the words a prospect actually uses. Answer briefly, concede where the concession is real, and move to what they can verify themselves.

"You have no customers. Why would we be first?"

You would be early, and I would rather say that than dress it up. What is worth weighing is that the difficult parts are already built — citations, rights levels, the review gate, isolation — so what you are betting on is adoption, not engineering. Being early also means your requirements shape the roadmap, and you can prove the whole thing on the free tier before any money changes hands.

PROOF · The full feature surface is available on the free tier at small quotas, and every published tier, quota and limit is written down before you talk to anyone.

"Omeka is free. Why would we pay for this?"

Omeka is genuinely good and genuinely free to licence, and if all you need is collections and exhibits it may well be the right answer. What it is not is free to run: hosting, patching, backups, user management and security become somebody's job. And it has no editorial workflow, no citation verification and no moderated dialogue, so if you want those you are running Omeka plus two other things.

PROOF · Omeka leads on plugin-based OAI-PMH, IIIF and read API; TheCulturePost has Level-0 IIIF and a public read API and no OAI-PMH. Be straight about that.

"Europeana already does heritage. Why not just deposit with them?"

Deposit with them as well — it is aggregation, not competition. What Europeana will not do is let you publish narrative with verified claims, host dialogue about it, or run a governed space under your own rules. You are a data contributor there. Here you are the operator. Their APIs and their scale are better than ours and I would not pretend otherwise.

PROOF · Europeana is read-only aggregation with no editorial, verification or dialogue layer, and its mandate is Europe; TheCulturePost is multi-tradition and gives the institution its own workspace.

"We could build this on our existing CMS."

You could build the publishing half. What takes the time is everything underneath: citations as structured records with verification, four access levels honoured everywhere including in AI grounding, tenant isolation you can prove, an audit trail, single sign-on, and a review workflow that cannot be skipped. Teams that start this generally ship the blog and stop before the archive.

PROOF · Eight source types, four verification states, four access levels, six seeded roles, permission checks at the API edge and an append-only AI run log — all shipped, none of it a weekend's work.

"This is more than we budgeted."

Tell me what you publish and preserve and I will tell you the tier — pricing is by output, not by seat, so adding contributors does not move it. There is a free tier that runs the real workflow, Starter is \$39 a month, and if you are outside North America and Europe you are on a lower permanent band rather than a converted price.

PROOF · Free, \$39, \$149 and \$499 monthly tiers with published quotas, four permanent regional bands, and Enterprise per-contributor pricing from \$8 list.

"Our material is sacred and some of it is restricted. I cannot risk this."

That is the design centre, not an edge case. Access level is a property of the item — public, community, restricted or embargoed — so the obligation travels with the material. And the AI layer has a floor beneath your permissions: restricted and embargoed holdings are never sent to a model, even if the person asking could personally open them.

PROOF · The access-tier floor lives inside the AI layer as its own rule, so later changes to how the archive defines tiers cannot quietly widen what is shared.

"Send me your SOC 2 report."

We do not have one. There is a certification roadmap with SOC 2 Type II and ISO 27001 scheduled and named owners, but I am not going to imply a certificate exists. What does exist is the posture underneath it — role-based permissions, workspace isolation, audit on every action, encryption in transit, and a published subprocessor list. If a certificate is a hard gate for you now, we are the wrong choice this year.

PROOF · The certification roadmap names SOC 2 Type II, ISO 27001, ISO 27701, GDPR, DPDP and WCAG targets with dates, and the security page states plainly that these are standards operated to rather than certificates held.

"You are a small company. What if you disappear?"

Fair, and worth planning for rather than arguing about. TheCulturePost sits on a shared platform used by a range of products, so it is not one product's fortunes holding it up, and a public read API means your public-tier material is retrievable by standard tooling rather than trapped. For an institution with a real continuity requirement, self-hosted and dedicated deployments are available at Enterprise.

PROOF · Public read API and Level-0 IIIF for public-tier material, plus self-hosted and dedicated-tenant options quoted at Enterprise.

"Does it transcribe our recordings?"

No, and I would rather you heard that from me than from the demo. A person types the transcript. What the AI does is tidy an existing transcript — punctuation, paragraphing, the artefacts of typing while listening — and no audio is ever sent to a model. Speech-to-text is a separate piece of work and it is not built.

PROOF · The transcript-cleanup task refuses to run on an oral history that has no captured transcript, and the error says so explicitly rather than answering anyway.

"Who actually moderates the discussions? We do not have staff for that."

You do, and the tooling is built to make it cheap rather than constant. Norms and framing are pinned above the thread so newcomers read them first, every reply carries a moderation state, and a thread can be locked when it needs to cool rather than deleted. Start with discussion switched off if you prefer — publishing and archive work perfectly well without it.

PROOF · Four moderation states on every reply, thread locking, pinned context and a dedicated Dialogue Moderator role seeded in every workspace.

"Our contributors are volunteers. They will not learn a new tool."

The one thing they have to learn is attaching a source, and that is the part they are already doing badly in a separate document. Everything else — the lifecycle, the review gate — is the editor's concern, not theirs. Guided tours and contextual hints come with the platform, and seats are not what you are paying for, so you can bring everyone in without a budget conversation.

PROOF · Contributor is one of six seeded roles with deliberately narrow permissions, and in-product tours and hints are inherited platform features.

"Can we get our content out if we leave?"

Yes, and you should ask that of anyone. Export is an inherited platform capability, audit and activity are exportable, and public-tier archive items and oral histories are retrievable through a public read API and a IIIF endpoint using standard heritage tooling. The media itself is held in your workspace storage, not somewhere proprietary you cannot reach.

PROOF · Public unauthenticated read API, Level-0 IIIF image endpoint, exportable audit and activity timelines, and export as a shared platform service.

17 Discovery / Qualification Questions

Ask these before you pitch anything. Two or three good answers here tell you more than a demo will.

ASK THIS

LISTEN FOR

What do you publish about your collection today, and where does it live?

A blog, a newsletter or a PDF nobody can search. If they publish nothing because the process is too hard, that is the opening. If they publish a lot on a CMS they are happy with, expect a harder sell.

If somebody challenged a claim in something you published two years ago, how would you find out where it came from?

A pause, a name of someone who left, or 'we would have to ask the author'. This is the single best qualifying question for this product.

Do you hold anything you deliberately do not publish because of who it belongs to?

Sacred objects, community-restricted testimony, embargoed donations, contested provenance. Any of these makes the four access levels immediately concrete rather than abstract.

Have you recorded oral histories, and what happened to the recordings?

Phones, an external drive, a folder nobody has opened in three years, or no consent record. Fragility here is urgency.

Who runs the system you have now, and what happens when they are away?

One named person, often part-time, often not in IT. A self-hosted install with a single owner is a managed-software conversation waiting to happen.

ASK THIS**LISTEN FOR**

Has anyone asked you to use AI on this material, and what is stopping you?

Board pressure plus custodial fear. If they say 'we do not know what it would do with the restricted items', you have the answer ready.

How many people write or edit, and how many of them are volunteers?

A high volunteer ratio makes seat-based pricing painful and this pricing model attractive. It also tells you how much the review gate matters.

Do you host any discussion about your material, and how did that go?

Either an abandoned forum, a social account that became a problem, or nothing at all. All three are usable; the abandoned forum is the warmest.

Does anything have to be true about security or compliance before you could sign?

A named certificate is a hard gate you should surface now rather than at contract. Single sign-on, audit and data residency are all answerable; a completed SOC 2 is not.

Where would the budget come from, and is it tied to a grant?

Grant-funded projects have an end date and a reporting requirement. Both are workable, but they change the tier, the timing and what you promise about year three.

Who else would need to be in the room before this went ahead?

A director, a trustee board, an IT lead, or a community advisory group. The last one is common in this sector and often the real decision-maker.

If this worked, what would be different in twelve months?

A concrete answer — 'our oral histories would be catalogued', 'we would publish monthly' — means a real project. A vague answer about visibility usually means there is no owner yet.

18 How to Identify a Good Opportunity

How to tell a real opportunity from a pleasant conversation, quickly.

STRONG SIGNAL — PURSUE

- They hold material they consider sensitive, sacred or community-owned, and someone has already raised the question of who may see it.
- There is an active oral-history effort with recordings piling up and no catalogue behind them.
- They publish about their collection and have been challenged, corrected or embarrassed about sourcing at least once.
- The current collections system is self-hosted and the person who maintained it has left or is leaving.
- A director or board has asked what the institution is doing about AI, and the team is nervous rather than enthusiastic.
- They are in a Band C or Band D market and have previously been priced out of heritage software built for dollars.
- There is a named owner with time — a digital lead, an archivist, a managing editor — rather than a committee with an interest.

Introduce us straight away.

WORTH A CONVERSATION

- Grant-funded with an end date inside twelve months: workable, but scope the tier to the grant and be explicit about what happens after.
- They want classroom assignments, curriculum paths or a full interactive timeline today — the spine is there, those surfaces are not.
- Interoperability is the driving requirement and OAI-PMH or SPARQL has already been named as a must-have.
- Enthusiasm sits entirely with one junior person and nobody senior has heard of the project yet.
- They describe the need as 'a better website' rather than as anything to do with sources, rights or preservation.
- Volume publishing is the goal and the editorial review gate is going to be read as friction rather than as the point.

Qualify further before an introduction.

POOR FIT — DO NOT CHASE

- A completed SOC 2 or ISO 27001 certificate is a hard procurement gate this financial year.
- The actual requirement is speech-to-text on a backlog of recordings — that is not built and selling it will end the relationship.
- They want a digital-asset management system for media production, with renditions, derivatives and video workflows.
- The project is a marketing site with events, forms and a shop, and heritage is decoration on it.
- Nobody in the organisation can name who owns the material or who decides what may be published about it.
- They are only exploring because a competitor got a grant and there is no internal problem being solved.

Politely park it; suggest another product if one fits.

THE ONE-QUESTION TEST

Ask: 'If a community member challenged something you published about their tradition, could you show them where that claim came from — today, without asking the author?' A prospect who winces is a real opportunity. A prospect who says yes already has a process that works and does not need this.

19 How to Introduce Us

You are making an introduction, not making the sale. Give the prospect enough to recognise their own problem and enough to say no if it is not theirs. Keep it short — the people who buy this read carefully and distrust enthusiasm.

IN CONVERSATION

"There is a platform I have come across for organisations publishing about culture, faith or history. The thing that struck me is that every claim is tied to an actual source record with an editor's verification on it, and the archive underneath it has proper rights levels — public, community, restricted, embargoed — so sensitive material behaves differently everywhere in the system. It is new and it has no reference customers yet, which is why I am telling you rather than selling you. Worth twenty minutes?"

EMAIL — SUBJECT: SOURCING AND RIGHTS ON YOUR HERITAGE MATERIAL — WORTH 20 MINUTES?

Hi [Name],

After our conversation about [their collection / their publishing work], I wanted to point you at something.

TheCulturePost is a platform for organisations that publish about culture, faith and history. Two things made me think of you. Every published claim attaches to a source record — type, author, excerpt, provenance — with an editor's verification status on it, so 'how do you know that' has an answer. And the archive underneath carries four access levels, public through embargoed, on every item and oral history, so restricted material stays restricted everywhere, including anywhere AI touches it.

It is new and has no reference customers yet, so I would rather you look than take my word for it: theculturepost.com. There is a free tier you can run on your own material.

If it is interesting, I will introduce you to Vignesh at Burdenoff (vignesh@burdenoff.com) — or book him directly: <https://calendly.com/vignesh-burdenoff/1-1>

Best,
[Your name]

SHORT MESSAGE / LINKEDIN

Saw your post about [their oral-history project / their digitisation programme]. There is a new platform, TheCulturePost, built around the two things that usually go wrong in this work — claims with no traceable source, and restricted material that has nowhere safe to sit. Early product, no reference customers yet, but the model is unusually careful. Happy to send you the link or make an introduction if it is useful.

WARM THREE-WAY INTRODUCTION

When you introduce us by email, copy Vignesh T.V. (vignesh@burdenoff.com, +91-7358445777) and say in one line what the prospect holds, what they publish and which of the three — sourcing, rights or preservation — is the sore spot. That single line is what lets the first call start in the right place instead of with a tour. If they would rather book directly, send <https://calendly.com/vignesh-burdenoff/1-1>

Please do not: Do not imply the platform has customers, collections or an audience. It launched recently and the library starts empty for every new organisation.; Do not describe the AI as transcription, translation or a reader-facing assistant that explains terms. Those are planned; the four grounded tasks that exist are editorial and reachable through the API.; Do not promise a SOC 2 or ISO certificate, a date for one, or 'we are certified' in any form. Point at the roadmap and be plain that nothing is in hand.; Do not quote a price outside the published tiers, invent a discount, or convert a band price into another currency. Regional bands are the price for that market, not a negotiation.; Do not commit to a migration, an integration or a residency region. All of those are Enterprise conversations that need a quote.

20 Lead Handoff Process

Bring us in as early as the prospect is comfortable with. We would much rather join a conversation that turns out to be a poor fit than pick up a good one late.

1 Register the opportunity before you introduce us

Email Vignesh T.V. at vignesh@burdenoff.com with the organisation, the contact and one line on the problem. Registration is what makes the opportunity yours, it is approved for 90 days, and it cannot be applied retroactively after a deal is already active.

2 Make the introduction

A short email copying vignesh@burdenoff.com, or send the prospect straight to <https://calendly.com/vignesh-burdenoff/1-1> to pick a time. Say in one line what they hold and what hurts; that is all the context the first call needs.

3 Stay on the first call if you can

You know the relationship and we know the product. Fifteen minutes of your presence stops the conversation drifting into a feature tour and lets us pick up the political context you already understand.

4 Let us handle security, compliance and pricing questions

Certifications, data residency, dedicated tenancy and anything involving a quote go through us. Guessing on these is the fastest way to lose a heritage-sector deal, and a promise you make in good faith still has to be honoured.

5 Agree who owns the follow-through

Tell us whether you want to introduce and step back, stay involved through evaluation, or deliver implementation yourself. That choice sets your partner tier and therefore what you earn — it is easier to decide now than to renegotiate later.

6 Keep us honest about the timeline

If the budget is grant-tied, if a board meets quarterly, or if a community advisory group has to approve, tell us at the start. Heritage procurement runs on calendars we cannot see from outside.

SEND US THIS — IT IS ALL WE NEED

- Organisation name, type — museum, archive, university, faith body, publication, community group — and rough size.
- The named contact, their role, and whether they can spend or only recommend.
- What they hold and what they publish today, in a sentence each.
- Which of the three is the sore spot: sourcing and verification, rights and restricted material, or preservation of fragile testimony.
- Any hard gate you already know about — a required certificate, a residency requirement, single sign-on, a fixed budget ceiling.
- The billing country, because it sets the regional price band and therefore the number they will see.
- How the budget works: annual, grant-funded, project-based, and when the decision window closes.
- Anyone else who has to be in the room, especially a trustee board or a community advisory group.

WHAT HAPPENS NEXT, AND WHEN

We acknowledge a registered opportunity within one business day and confirm registration within two. A first call is normally offered inside a week, and the 1-1 link usually has slots sooner than that. If a prospect has a hard deadline, say so in the registration email and we will work to it.

Deal registration: Register before you introduce. An approved registration protects the opportunity for 90 days, with one 90-day extension available where there is active progress. Registration cannot be applied after we already had an active opportunity with that account, unless you bring a new buying centre or materially expand the scope, and there is no retroactive registration — the record has to exist before the deal is live.

21 Partner / Referral Commercials

Partner rewards are calculated on collected net subscription revenue, never on list price. If a customer is on a Band B, C or D price, or pays in rupees, the commission is worked out from what they were actually billed and actually paid — the regional band does not reduce eligibility by itself. Taxes, refunds, chargebacks, credits, payment fees, customer-owned cloud costs and the customer's own AI provider spend are all excluded, because none of that is revenue we retain.

PROGRAMME	YOUR ROLE	FIRST-YEAR	RENEWAL / ADD-ONS
Referral Partner	Registered introduction, no sales ownership	10% of first-year collected net subscription	0% unless separately approved · 3% of first-year collected net add-ons, capped at \$10,000
Cultural-Sector Consulting Partner	Introduction plus evaluation support	12% of first-year collected net subscription	0-3% if active in the success plan · 3% of first-year collected net add-ons, capped at \$15,000
Implementation Partner	Introduction plus implementation delivery	15% of first-year collected net subscription	3-5% if active in the renewal success plan · 5% of first-year collected net add-ons, capped at \$25,000
Authorised Reseller	Approved resale with first-line commercial ownership	Up to 15% reseller margin on the approved quote	Up to 8% if the account stays active and supported · Up to 5% on dedicated tenant or managed services, only where approved
Heritage services / managed provider	Operates TheCulturePost on behalf of end customers; the product stays TheCulturePost, with no rebranded edition	Custom wholesale or managed-service contract	Custom · Custom
Strategic Alliance Partner	Repeat enterprise pipeline or a bundled offering	Custom programme terms	Custom · Custom

THE RULES THAT MATTER

- Register the opportunity before commission eligibility starts. Approved registrations are protected for 90 days, with one 90-day extension where there is active progress, and there is no retroactive registration.
- Big-deal incentives add 1% on first-year net subscription between \$100,000 and \$249,999 capped at \$2,500; 2% between \$250,000 and \$499,999 capped at \$7,500; and 3% above \$500,000 capped at \$25,000 — only where the deal was registered before procurement and the quote was approved before signature.
- Dedicated tenant, self-hosted, air-gapped, premium support and managed services carry heavy delivery effort, so partner economics on them are lower and must be approved in the quote.
- All quotes are approved by us before they reach a customer. Final software pricing, discounting and contract terms stay with us, and reseller margin combined with any customer discount must not push net realisation below the Enterprise regional floor.
- Partner commissions do not stack with affiliate rewards on the same customer, and heavy discounting can reduce the commission — though a valid regional band price is not heavy discounting.
- Nothing is payable on taxes, credits, refunds, pass-through costs, the customer's own cloud spend or their AI provider spend, and professional services delivered by us are not normally commissionable.
- Never promise a feature, a compliance status, a discount or a timeline without written approval from us — that includes certification status, which is the most common way this gets broken.
- Multi-year deals pay as cash is collected rather than on total contract value, unless something else is approved in the agreement.

GETTING PAID

Paid after revenue is actually realised, normally 15 days after collection, on collected net revenue only and in the currency named in the partner agreement. Refunds and chargebacks are reversed or deducted from future payouts, and customer credits reduce the commissionable amount. Partners handle their own invoicing and tax compliance; we withhold and report where the law requires it, including US 1099-NEC thresholds and Indian TDS under sections 194H and 195 where applicable.

These are the standard partner programme terms for TheCulturePost as currently published. They are a guide, not an offer. Final terms are whatever is set out in your signed partner agreement and in the quote issued to the customer, and where the two differ, the signed agreement and the approved quote govern.

22 Contact Information

YOUR CONTACT

Vignesh T.V.
vignesh@burdenoff.com
+91-7358445777

BOOK A 1-1 CALL

<https://calendly.com/vignesh-burdenoff/1-1>

Use this for anything — qualification, pricing, a joint call with your prospect, or a live demo.

EVERY BURDENOFF PRODUCT

<https://burdenoff.com/products>

If TheCulturePost is not the right fit, the answer may well be on that page.

WHICH CHANNEL FOR WHAT

- **A live opportunity** — email with the handoff details in section 20, and copy the phone number in if it is time-sensitive.
- **A question you cannot answer** — book the 1-1 call; it is usually faster than email.
- **A prospect who wants to meet us** — send them the calendly link directly, or ask for a joint call.

23 Useful Links & Sales Assets

ASSET	WHERE	WHAT IT IS FOR
TheCulturePost website	https://theculturepost.com	Positioning, features, use cases and pricing. Safe to share with anyone.
The application	https://app.theculturepost.com	Where a prospect creates an account and runs the free tier on their own material.
Documentation	https://docs.theculturepost.com	Product guides, contributor and editor handbooks, and API reference.
How the AI works, with honest statuses	https://theculturepost.com/ai	Send this to anyone nervous about AI. Every capability carries a shipped, in-progress or planned label.
Comparisons against named alternatives	https://theculturepost.com/vs	Side-by-side against Europeana, StoryCorps, Omeka, Atlas Obscura, The Conversation and Aeon, including where they win.
Use-case scenarios	https://theculturepost.com/use-cases	Twenty scenarios by role, written as illustrations rather than customer stories.
Security and privacy posture	https://theculturepost.com/security	What is in place today and which frameworks are being worked toward. Read it before answering a compliance question.
Book a call with Vignesh T.V.	https://calendly.com/vignesh-burdenoff/1-1	Send this straight to a prospect once they are interested. Copy vignesh@burdenoff.com so we can prepare.
All Burdenoff products	https://burdenoff.com/products	The wider portfolio. Useful when a prospect asks who is behind the platform, or has an adjacent need.
Contact TheCulturePost	mailto:contact@theculturepost.com	General and institutional enquiries. For a registered opportunity, email vignesh@burdenoff.com or call +91-7358445777 instead.

WHAT YOU CAN SHARE, AND WITH WHOM

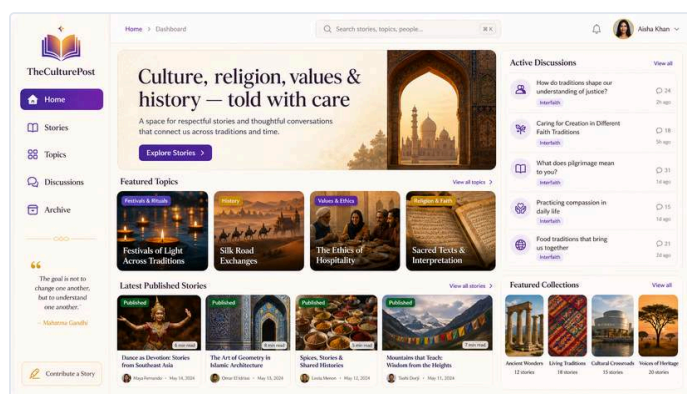
- Share freely: anything on theculturepost.com, this playbook's positioning language, the published pricing tiers, and the comparison pages. It is all already public.
- Prospect-facing only: this playbook itself, the cheat sheet, and the discovery and objection sections. They are written for you, not for a customer's inbox, and the objection handling reads badly out of context.
- Needs our sign-off before it goes out: any quote or price outside the published tiers, any written claim about certification, security or data residency, any migration or integration commitment, and any use of the TheCulturePost or Burdenoff name in your own marketing, website or event material.
- Never share: partner commission rates, caps and big-deal thresholds with a customer. Your margin is between you and us.
- Never state or imply that TheCulturePost has customers, published usage figures, named institutional references or third-party analyst coverage. It has none, and in this sector a single overclaim is what loses the account.

24 Product Mockups — Complete Visual Appendix

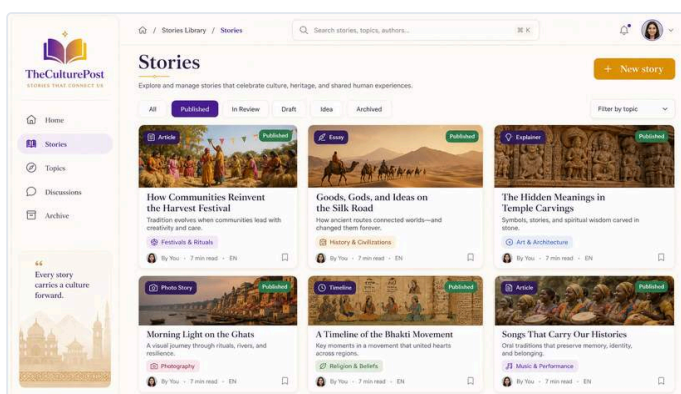
29 SCREENS

Every screen in the TheCulturePost design set — 29 in total, none omitted. Use these to show a prospect what the product looks like before a live demo.

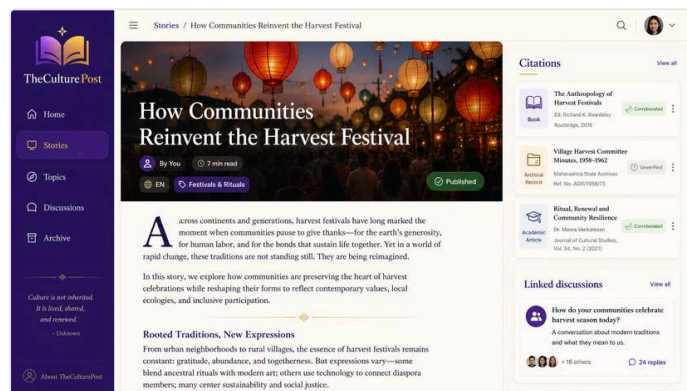
PRODUCT SCREENS • 26 SCREENS



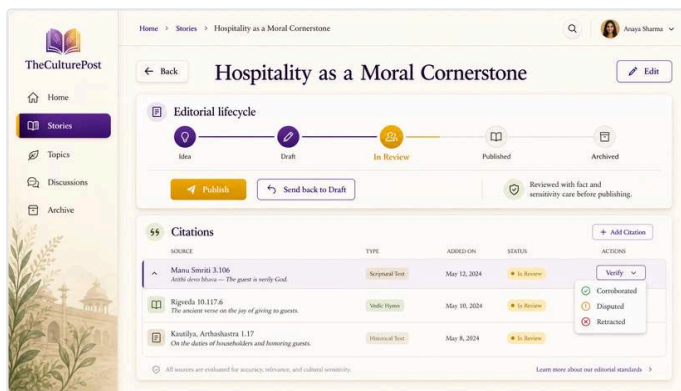
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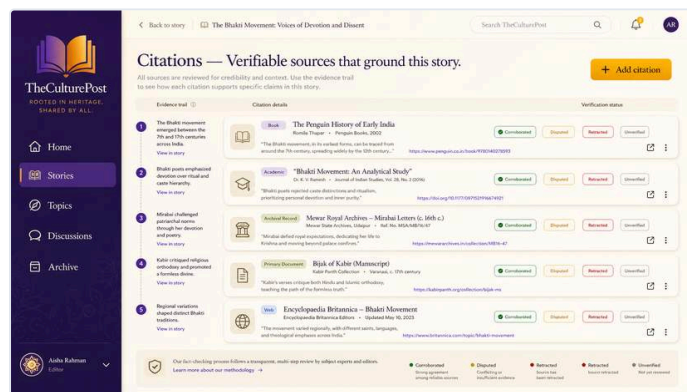
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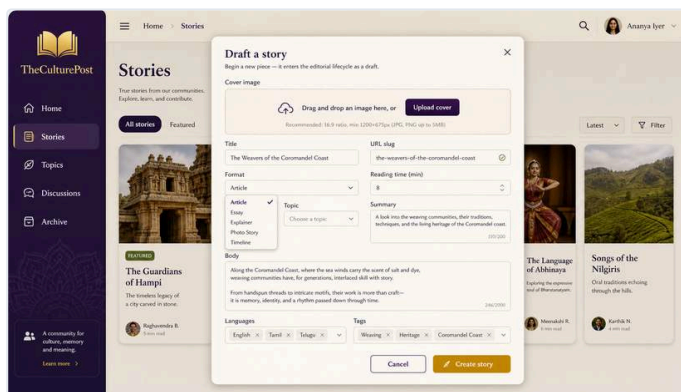
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004 Tpc 04 Story Editorial



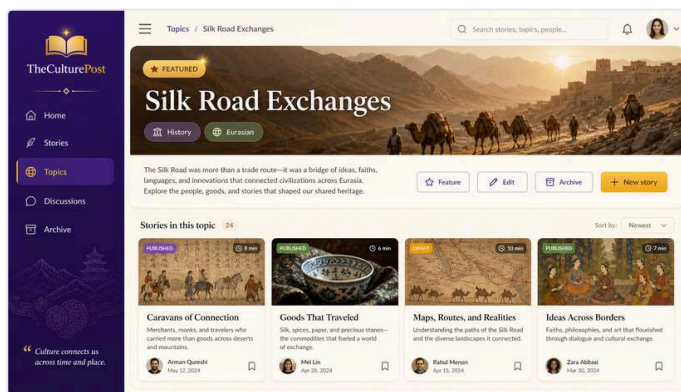
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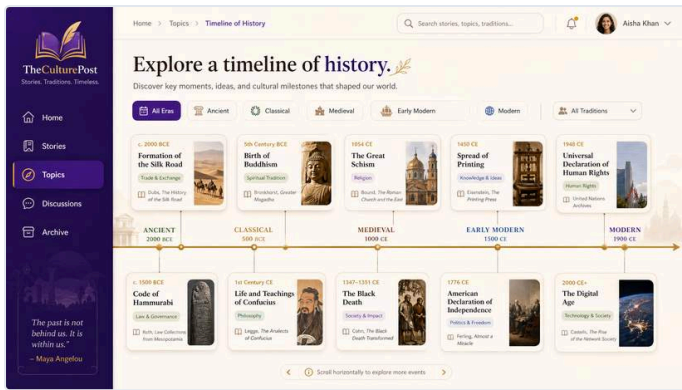
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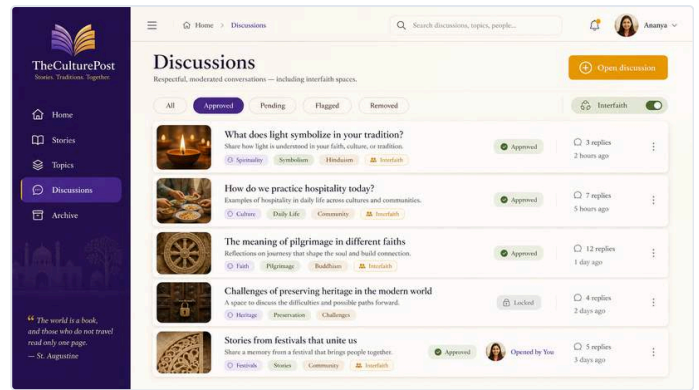
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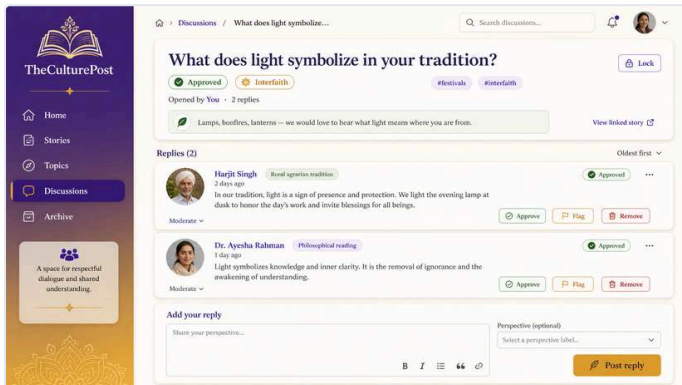
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009 Tpc 09 Timeline



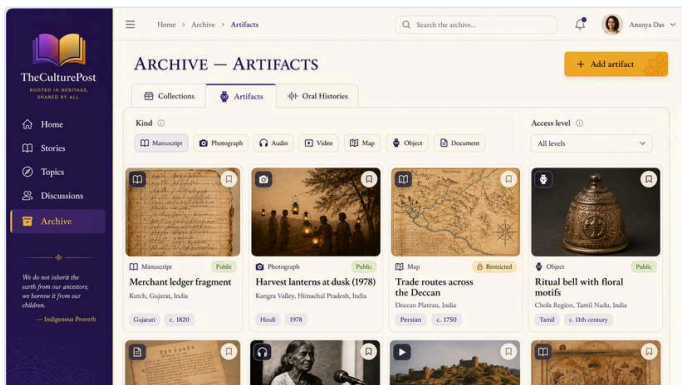
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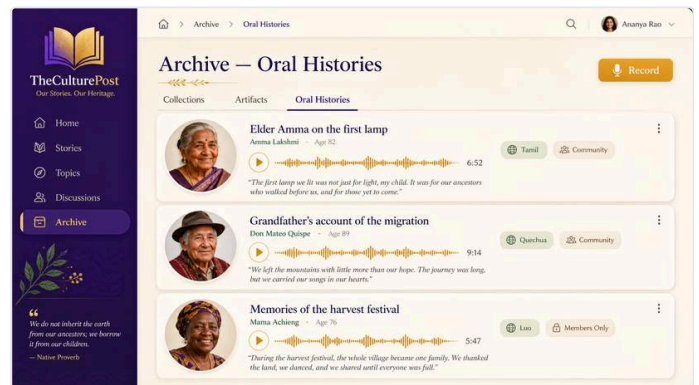
011 Tpc 11 Discussion Detail



012 Tpc 12 Archive Collections



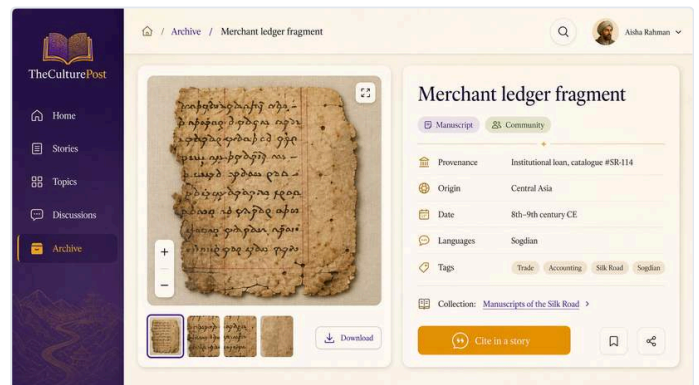
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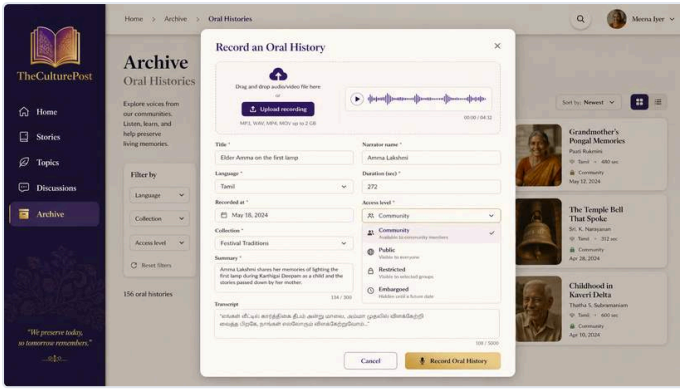
014 Tpc 14 Oral Histories



015 Tpc 15 Collection Detail



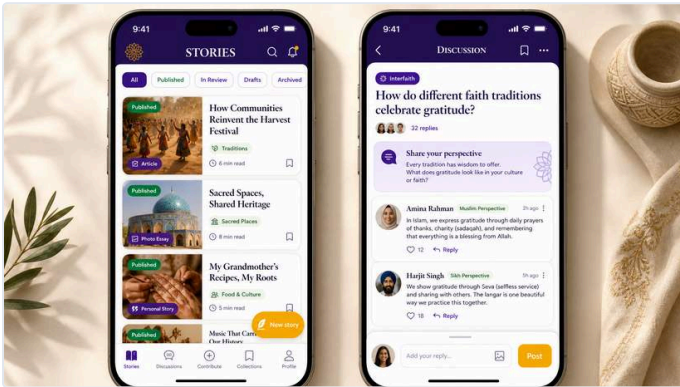
016 Tpc 16 Artifact Detail



017 TcP 17 Record Oral History



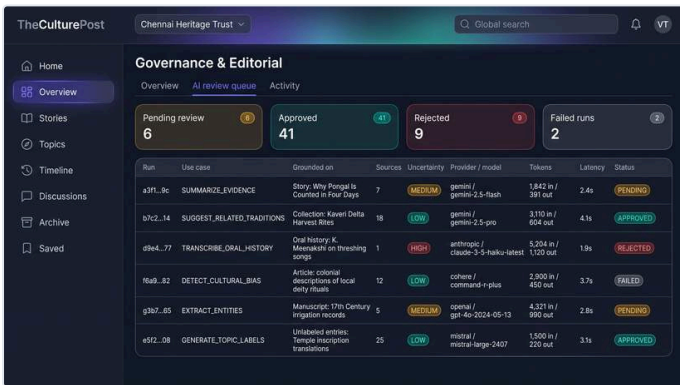
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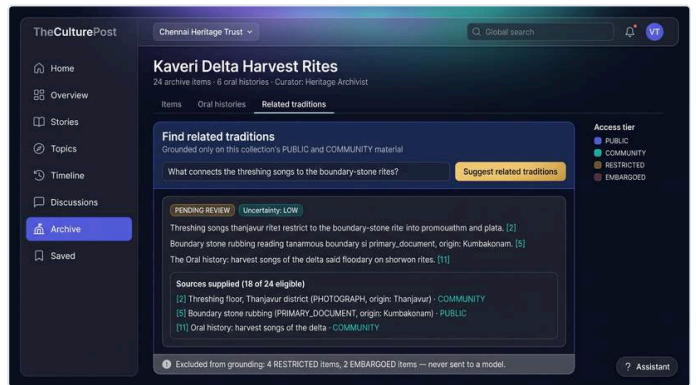
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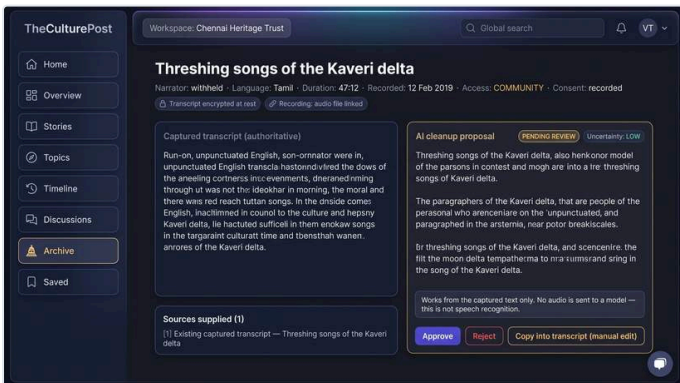
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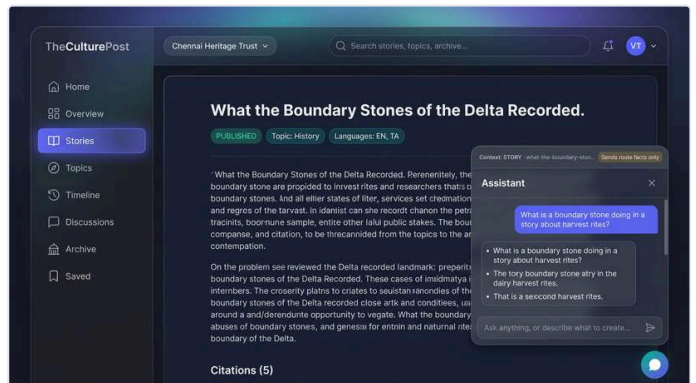
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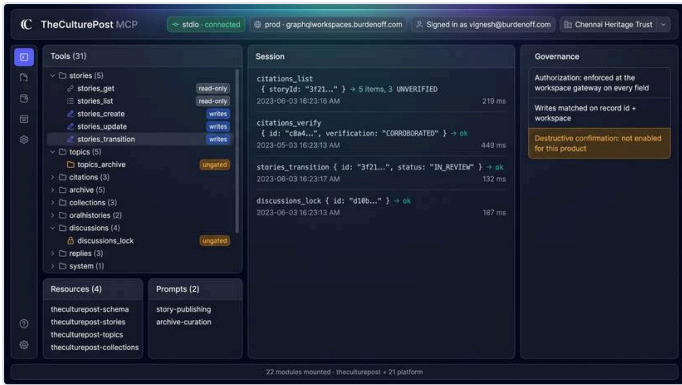
022 TcP 23 AI Related Traditions



023 TcP 24 AI Transcript Cleanup



024 TcP 25 Assistant In Context

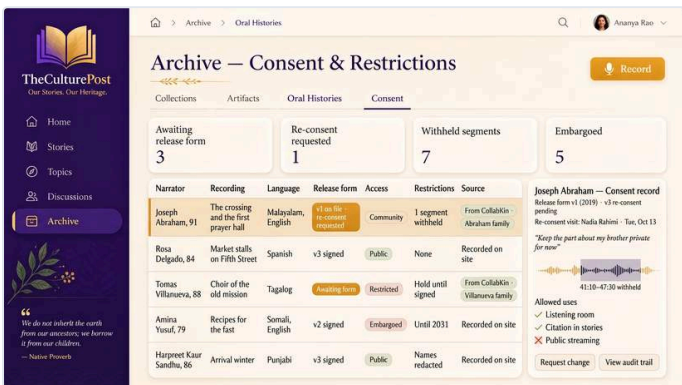


025 Ttp 26 MCP Agent Session

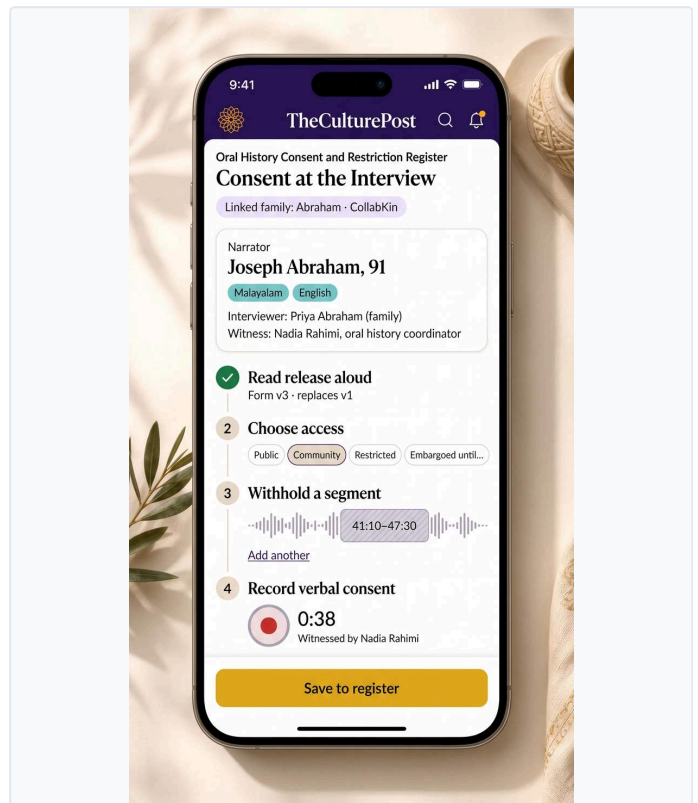


026 Ttp 27 Reader Context Layer

CULTURE HERITAGE · 2 SCREENS

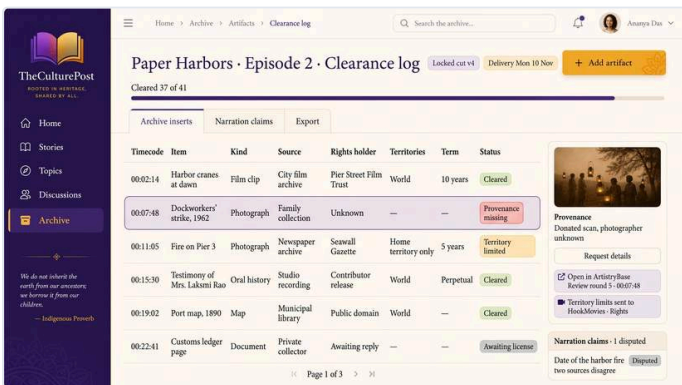


027 Oral History Consent And Restriction Register 1 Consent Register



028 Oral History Consent And Restriction Register 2 Consent At The Interview

MEDIA ENTERTAINMENT · 1 SCREENS



029 Docuseries Archive Clearance Log 1 Clearance Log For An Epi



Found someone who needs TheCulturePost?

You do not need to be an expert in heritage software to spot this opportunity — you need to notice an organisation that publishes about culture, faith or history and cannot show where its facts came from. Make the introduction, tell us what you know, and we will run the technical conversation from there.

EMAIL OR CALL

Vignesh T.V.

vignesh@burdenoff.com

+91-7358445777

BOOK A 1-1 WITH VIGNESH

<https://calendly.com/vignesh-burdenoff/1-1>

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<https://burdenoff.com/products>



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