

The tank that tells a story

Elevator pitch, one page

Picture a 24/7 tropical fish tank on the big screen in a waiting room, a lobby or a restaurant. Calm all day. Then a bottle drifts down through the water, and inside it is a story.



AI-generated illustration of the idea, not a finished product.

The idea

People love a screen that does nothing but make the room feel better. Yule logs. Aquarium loops. Aaron's version is an AI-made tropical tank that runs around the clock and never visibly repeats, built for the places where people wait: offices, homes, doctors' offices, retail shops.

Here is the twist. Every so often a message in a bottle drifts through the tank. It carries a short story from a sponsor, told the way J. Peterman told it: a place, a character, a little mystery, and a product that belongs in the tale. Say the bottle washes up on the ocean floor and the note inside says, go visit Johnny's Cheesesteaks. Silly example. Right shape. Narrative first, product second.

Why it works

The tank is the habit. People leave it on. The bottle is the hook. Regular viewers start waiting for the next one, so each bottle becomes a chapter in a slow, serialized story rather than a banner ad. Sponsors get a mini-narrative inside a calm, premium setting. Because the story is the same craft as the skillet work at 3833 Foundry, Aaron can write it himself and be part of the content: his voice, his storytelling, his name on the bottle.

How it makes money

Two streams. First, YouTube views from the 24/7 stream. Second, and more important, paid sponsor placements embedded in the video itself: the bottle, a sign on the coral, a "tank brought to you by" corner. Direct deals should pay better than platform ads, though that is an assumption to test, not a number.

Later, a business tier is possible: licensed tanks for waiting rooms and stores, without the ads. Also an assumption.

The rules we keep

Sponsored means sponsored

Every bottle is clearly labeled as a sponsored story, on screen and in the video description. The stories entertain, and nobody is tricked.

The bottle is optional. Turn it off and the tank is still a quiet, good-looking background for a waiting room.

What we have to prove

1. Viewers stay. Sponsors pay for provable audience, so we need real viewing numbers before we pitch anyone. 2. It looks better than the free tanks and never loops in a way you can spot. 3. Commercial use is safe. Playing video in a business may need public performance rights, and music or stock footage can add rules. Not yet checked. 4. What a sponsor will pay is unknown until we ask a few.

Next step

Write two or three sample bottles for made-up sponsors, build a short test tank, and put it on a screen to see how it feels. Then size the market with real comparables.

No market numbers here on purpose. Anything stated as likely is an assumption to verify.