

Industry: Engineering Software / Electric Mobility
Project: Customer Story Video – High-Voltage Electric Motorcycle Development

The Challenge

MathWorks wanted to showcase how its tools — MATLAB, Simulink, and Model-Based Design (MBD) — are enabling next-generation engineering innovation through real customer stories.

The challenge was to:

- Translate a highly technical EV engineering journey into a clear, engaging narrative
- Balance business storytelling with deep technical credibility
- Showcase measurable impact without making the film feel like a product promotion
- Work within a remote shoot setup, with the client team executing production on-ground
- Ensure global brand compliance (no third-party logos, licensed assets, clean visual storytelling)
- Integrate multiple speakers (Founder + Engineer) into a seamless, cohesive story

The need was to create a film that doesn't just explain — but demonstrates real-world impact of engineering tools through storytelling.

Impact

- ✔ **Clear Storytelling:** Simplified a highly technical EV development journey into an engaging narrative
- ✔ **Brand Positioning:** Strengthened MathWorks as a key enabler of engineering innovation
- ✔ **Scalable Content:** Created a reusable global asset for marketing and sales
- ✔ **Efficient Execution:** Successfully delivered a high-quality film through a fully remote production model
- ✔ **Multi-Format Output:** Enabled distribution across video, blog, and social platforms

Results

- ✔ Delivered a **global-ready customer story video** aligned with MathWorks standards
- ✔ Created a **multi-channel content ecosystem** (video + blog + social)
- ✔ Enabled stronger storytelling around **Model-Based Design adoption**
- ✔ Built a repeatable framework for future customer case studies



What Was Set Out to Build

We set out to **create a 3-minute**, interview-led customer story video that positioned RapteeHV as a pioneering EV innovator in India, showcased how MathWorks tools enable faster simulation-led product development, simplified complex engineering workflows through clear and human-centric storytelling, combined both the Founder's vision and the Engineer's execution perspective, and delivered a high-quality asset that could be used across marketing, sales enablement, thought leadership, and global storytelling platforms.

Strategy & Execution

Narrative Structuring (Multi-Speaker Storytelling)

Designed a structured storytelling arc:

- Vision - Challenge - Technology - Impact - Future
- Intercut Founder and Engineer narratives to avoid monotony
- Ensured smooth transitions to maintain a single unified story voice

Technical Simplification

Translated complex engineering concepts into digestible storytelling:

- Model-Based Design - "Simulation before hardware"
- Code generation - Faster iteration cycles
- System integration - Unified development workflow

Ensured content remained:

- Technically accurate
- Non-jargon heavy
- Business understandable

Remote Shoot Execution

Led a complete remote production setup:

- Created detailed shoot guidelines (camera, lighting, audio, branding)
- Directed the Raptee team remotely during the shoot
- Built a B-roll checklist system (40+ shots) for structured capture
- Ensured quality control despite zero on-ground presence

Asset Control & Compliance

Strictly aligned with MathWorks' global standards:

- Removed all third-party brand visibility
- Replaced stock assets with Getty-licensed content
- Ensured only Raptee-owned or approved visuals were used
- Managed music licensing and compliance requirements

Editing & Post-Production

- Built a tight, 3-minute narrative flow
- Balanced interviews with contextual B-roll
- Created smooth speaker transitions (non-abrupt cuts)
- Added clean motion graphics and branding
- Maintained enterprise-level visual polish

Extended Deliverables

Beyond the main film, we also delivered:

- Blog content based on the video narrative
- Social media edits (short-form cuts for distribution)
- Structured raw file delivery (300–400 GB project archive)