

Your first six seconds.

You just got early access, and you have not used CafeRadar before. **That is the whole video.** Someone scrolling has never heard of it and nobody tagged them, so the clip has one job: make them want the thing you just showed. Here is how, the nine features to film day one, and the clips to copy.

01 — THE ONE JOB

Make a stranger want it.

Most people who see your video have never heard of CafeRadar and no one tagged them. They download for one reason: they want the thing you just showed. The perfect flat white. The hidden gem two streets away. The place worth crossing town for.

So every clip sells an outcome, not an app. Stop the scroll in the first second, show the payoff, then make it easy to get. It is free, link in bio.

Nine things to film, day one

This is your first session, in order. Each one is a real feature and a payoff a viewer will want. Film it as discovery, because for you it is.

Film at a real partner cafe.

Use **Misión Café** in Madrid as your hero spot. It is a verified CafeRadar partner with the counter stamp code set up, so the punch-card clip works there for real. **Logic Coffee** in Madrid is a second partner you can film at too. Featuring a real partner sends actual visits their way, which is the whole point.

01

OPEN THE APP · THE MAP ONLY SHOWS THE GOOD ONES

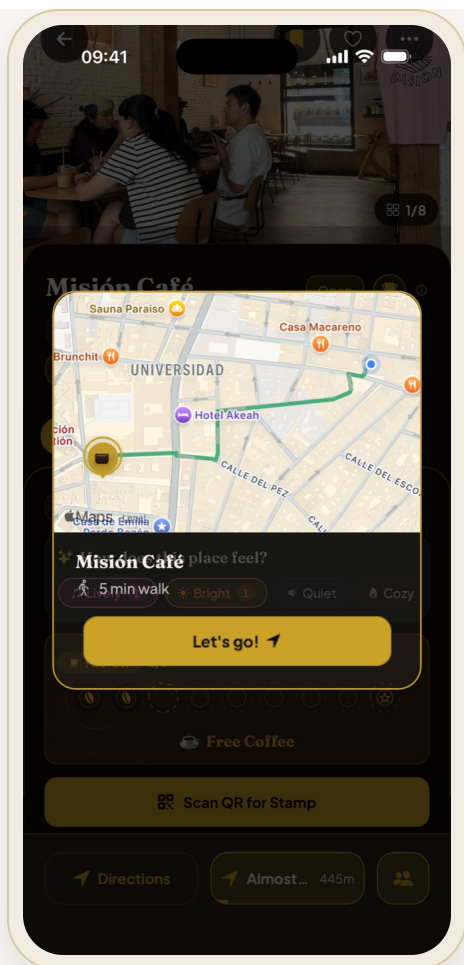
Find a cafe on the map

Open to the map full of specialty spots. Tap one. The card slides up with photos and rating.

ON-SCREEN TEXT

the map that hides every chain





02

TAP DIRECTIONS · THE DISTANCE TICKS DOWN LIVE

Walk there, watch it count down

POV walking, phone in frame, the "almost there, 200m" shrinking as you approach. Satisfying and real.

ON-SCREEN TEXT

200m from Misión Café, Madrid

03

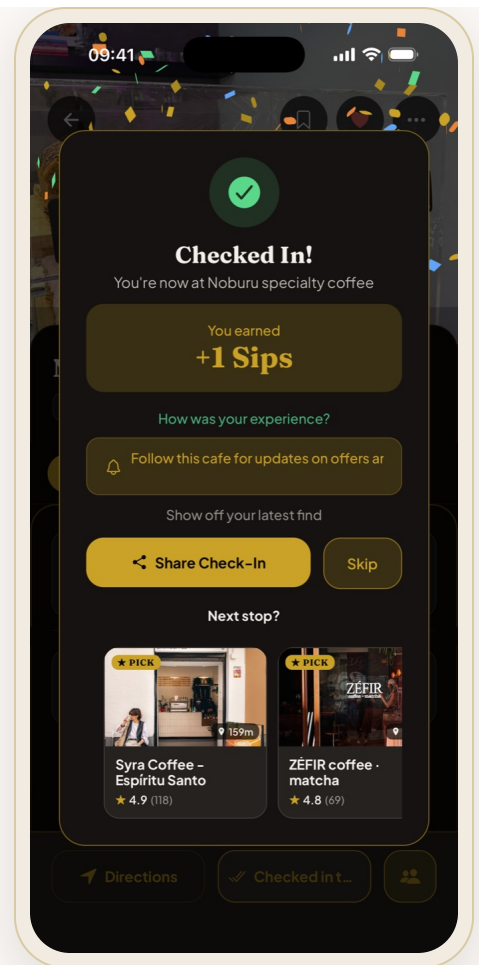
TAP CHECK-IN AT THE CAFE · POINTS LAND

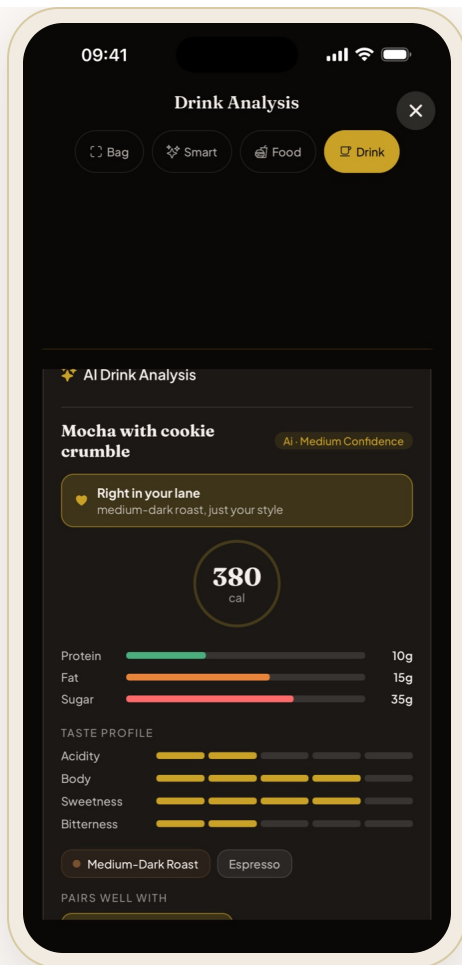
Check in, earn Sips

The check-in tap and the little celebration. You just earned your first Sips for showing up.

ON-SCREEN TEXT

i get paid in coffee points for this





04

SNAP YOUR COFFEE OR PLATE · TAP ANALYZE

Scan your drink for the breakdown

Point the camera at your flat white or your brunch, tap analyze, and the calories, caffeine, sugar and macros appear in seconds. Film the snap and the numbers landing. It logs to My Nutrition with your daily total and flags anything against your diet. Every scan saves to your journal, so your coffee diary builds itself.

ON-SCREEN TEXT

the calories in my oat flat white, in one tap

05

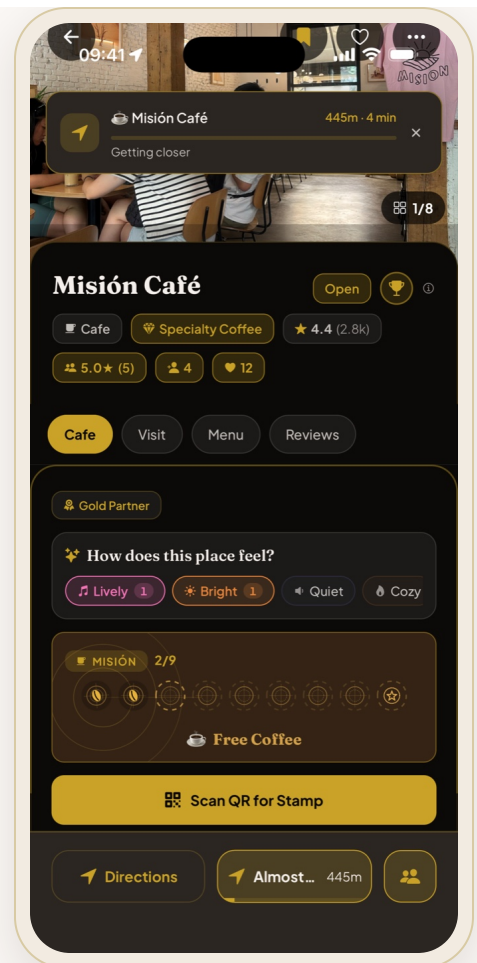
SCAN THE COUNTER CODE · 1 CUP = 1 STAMP

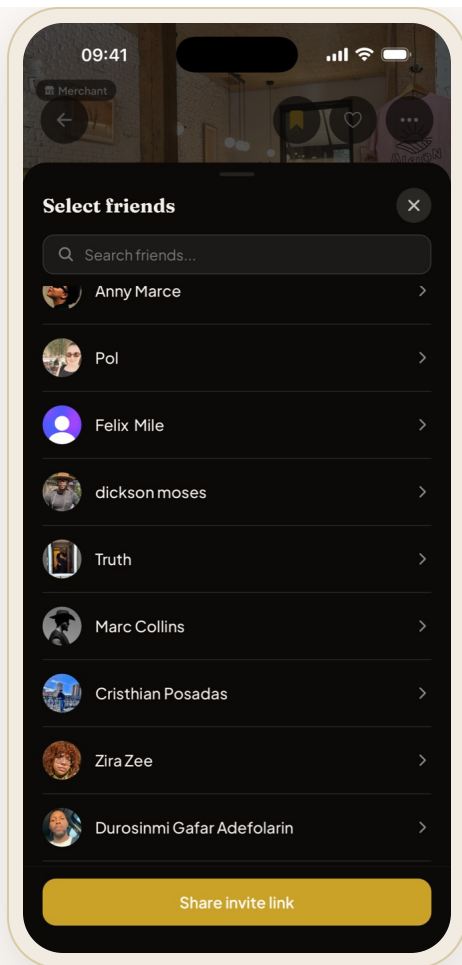
Scan for your stamp

The stamp lands on the digital punch card. Every visit adds one, the 9th coffee is on the house. No paper card to lose.

ON-SCREEN TEXT

every cup stamps my card, the 9th is on the house





06

TAP PING ON THE CAFE PAGE · SEND IT

Ping a cafe to a friend

Send this exact cafe to a friend in one tap. Film the send and the reply landing. This sells the feeling a viewer wants: being the friend with the best coffee list.

ON-SCREEN TEXT

being the friend with the good coffee list

07

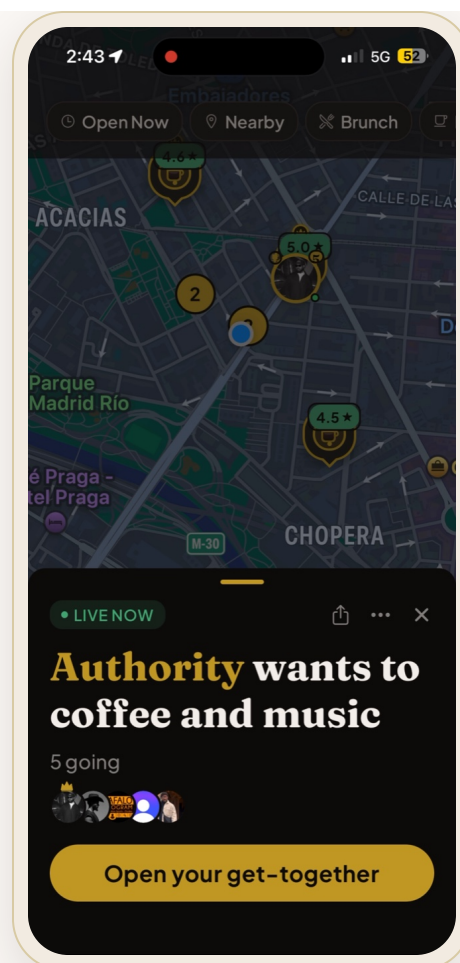
CREATE IT + JOIN FROM A 2ND ACCOUNT, OR A FRIEND
HOSTS AND YOU JOIN

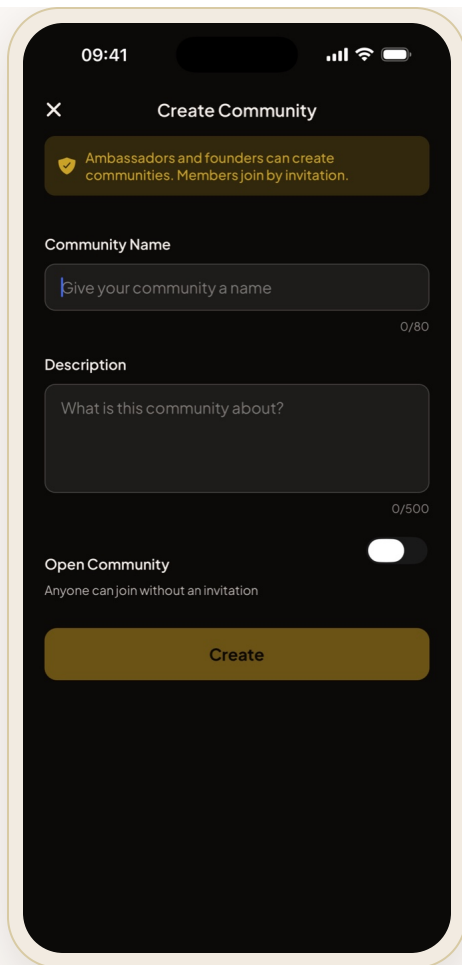
Join a meetup, film the group chat

Easiest shoot: make a meetup and join from a second account, or have a friend create one and you tap join. The moments to capture are the join and the messages landing in the group chat.

ON-SCREEN TEXT

coffee plans, sorted in the app in 30 seconds





08

CREATE A COMMUNITY · INVITE FRIENDS · START TALKING

Build your own community

Make your own coffee circle, invite your people, drop the first message. Your corner of the app.

ON-SCREEN TEXT

starting the group chat my city needed

09

LAND IN A NEW CITY · FIND YOUR COFFEE PEOPLE

EARLY ACCESS

Traveler mode

Tease it, don't demo it yet, it is not live. Hint at the idea: you fly somewhere new, open the app, and it shows the meetups and locals already there. The lonely-traveler hook is gold, we will tell you when to film it for real.

ON-SCREEN TEXT

landed in Lisbon, found my people by lunch

The six-second shape

Every clip is the same three beats. Keep it under six seconds. Post native, vertical, no watermark.

0 to 1s

The hook. One line of text, one striking frame. The pin drop or the map.

1 to 3s

The feature. One of the nine, shown fast. Phone in frame doing the thing.

3 to 6s

The payoff, then get it. The stamp or the free coffee, then "it's free, link in bio."

- ◆ **Aspect:** 9:16 vertical, filmed on your phone. No borders.
- ◆ **Audio:** a trending sound, or the app's ping chime as your signature.
- ◆ **Caption:** the hook in three words, tag the partner cafe you filmed (Misión Café or Logic Coffee), tag [@caferadar.app](#).
- ◆ **Your link:** put your code in bio or comment, [caferadar.app/download?ref=YOURCODE](#)
- ◆ **Close:** end on the payoff, then one clean line, "it's free, link in bio." Never a hard sell.

Copy these clips

Your reference set. Watch how each one holds attention, then make it yours with a CafeRadar feature.

[@nomadtable.app](#) • the model, study this one

Cafe and food discovery done right: fast cuts, crisp b-roll, warm grade, strong sense of place, the location tag doing half the work. This is the exact energy CafeRadar content should have. **Copy: the sip and space shots, the "hidden gem you'd walk past" framing, the pacing, and how the place is the star.**

Reference reel • the pace

The exact cut rhythm and on-screen-text timing we want. **Copy: the beat where the text hook lands a moment before the visual, and the tight three-cut structure.**

The difference for us

NomadTable makes you want the cafe. Our clip makes you want the cafe **and** shows the app is how you find it, walk to it, and start earning toward a free one. Same aesthetic, one extra beat: the phone doing the thing.

05 — THE RULES

The rules, quick

Specialty, not chains

01

CafeRadar is independent coffee. No Starbucks, no bars.

Warm, not salesy

02

Talk like a friend who found something good. Never an advert.

No em dashes

03

In captions and text, use commas or periods.

Tag both

04

The cafe and @caferadar.app, every post.

Always your link

05

Your ref code is how installs get credited to you.

Under six seconds

06

If it drags, it dies. Cut hard.

What you earn.

Once approved as a creator, you make on every real install from your link, paid when that person takes their first check-in. There is a monthly ceiling per creator. Your first job is to get approved and post one clip we can feature.