

Entertainment Media Industry Veteran Launches Storibot.ai to Combat \$50 Billion Content Waste Crisis

Storibot uniquely preserves authentic human storytelling craft while leveraging AI capabilities defending rather than replacing the narrative techniques that create genuine audience connection.



Storibot.ai

Calgary, Alberta Jan 5, 2026 ([Issuewire.com](https://www.issuewire.com)) - At a time when artificial intelligence threatens to flood the market with forgettable, commodity content, 30-year entertainment industry veteran Michael Harris is fighting back.

Today, he announces Storibot.ai, a narrative intelligence platform that preserves, rather than replaces the Hollywood storytelling craft that creates genuine audience connection.

The problem is staggering in scale: businesses waste an estimated \$47-50 billion annually on generic AI-generated content that fails to engage audiences or drive results. While AI tools have made content creation faster and cheaper, they've also stripped away the narrative techniques that make stories resonate.

"Every piece of content is a story waiting to be told," said Harris. "But most AI tools produce robotic output that sounds like everyone else's robotic output. We built Storibot to solve that, to give businesses the same storytelling frameworks that power billion-dollar entertainment franchises."

Storibot.ai transforms any content into character-driven narratives using proven storytelling methodologies drawn from Harris's three decades in film and television. The platform's AI agents don't just generate content, they guide users through the ancient craft of narrative structure, helping articulate every aspect of their message.

Early validation has been striking: beta testing shows 92% user satisfaction, with enterprise pricing positioning the platform 100x higher than commodity AI writing tools, a reflection of the genuine value created when content actually connects.

"We don't want people to just produce more and more content," Harris added. "We're here to help them produce better content that transforms, content that moves audiences from awareness to action. That's what story does. That's what we do."

The platform works across all industries and content types, from brand narratives to sales enablement to thought leadership, applying the same principles that have driven human connection through storytelling for millennia.

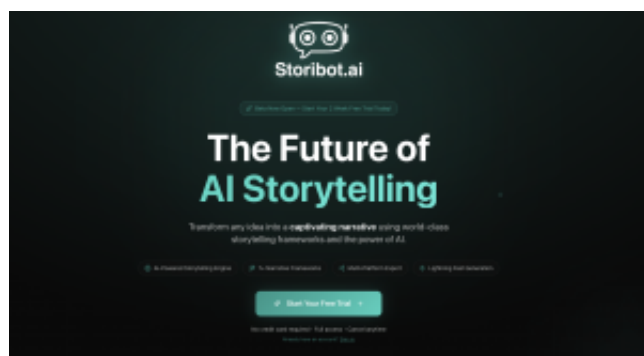
Storibot.ai is currently onboarding enterprise clients and expanding its beta program. Harris is a February 2026 graduate of the Founder Institute Accelerator Program.

About Storibot.ai

Storibot.ai is a narrative intelligence platform that transforms content into character-driven stories using proven Hollywood storytelling frameworks. Founded in 2025 by entertainment industry veteran Michael Harris, the company uniquely preserves authentic human storytelling craft while leveraging AI capabilities, defending rather than replacing the narrative techniques that create genuine audience connection. Learn more at www.storibot.ai.

Editor's Notes:

- High-resolution images and founder headshots available upon request
- Interviews with Michael Harris can be arranged
- Product demonstrations and additional background materials available





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