

Maker of SpecBuilder AI Launches Next Revolution Media; Austin Platform Licensing Company With Four AI Products

MaineCoastLife.com goes live as flagship deployment under a five-figure Platform Licensing Agreement; SpecBuilder AI averages 7 minutes of engagement on the core tool — more than double the SaaS industry benchmark — entirely without paid acquisition

A large, light blue, stylized letter 'N' is centered on a dark blue background. The 'N' is composed of thick, solid-colored strokes with a slight gradient, giving it a three-dimensional appearance. It is the primary visual element of the Next Revolution Media logo.

Austin, Texas May 27, 2026 ([Issuewire.com](https://www.issuewire.com)) - Next Revolution Media, LLC ("NRM") today launched as the corporate parent and platform licensing entity behind a four-product catalog of AI-accelerated platforms serving media, membership, and multi-location operators. The company is the maker of

SpecBuilder AI, which was named the featured top story in PR.com's AI News category earlier this year, where the product posted a 58.5 percent engagement rate during its launch window — exceeding the established SaaS industry benchmark of 45 to 55 percent — and outperformed industry standards across every metric measured.

NRM's flagship deployment is MaineCoastLife.com, a full-stack media platform serving the Portland, Maine region, licensed to a paying enterprise client under a five-figure Platform Licensing Agreement with recurring monthly revenue. The platform — designed and shipped in eight weeks — runs a custom events discovery engine across ten venues, a business directory with admin CMS, a newsletter system, white-labeled ticketing, and full role-based admin access via NRM's proprietary Control Center.

Founded and led by 30-year B2B revenue executive Shawn Burrell, NRM operates a four-product catalog:

- Platform Builder — the underlying SaaS media platform infrastructure that powers MaineCoastLife.com and is licensable to media companies and consultancies.
- Newsletter Builder — a white-label, multi-tenant newsletter SaaS for operators running multiple audience properties.
- SpecBuilder AI — the AI-powered website specification platform that generates complete development specifications in under three minutes.
- Control Center — the proprietary admin engine that gives operators direct control over content, lead routing, attribution, and reporting without engineering involvement.

In addition to MaineCoastLife.com, small-to-mid-business platform deployments are live in the Austin metro: Align by Lia, a personal-development practice in Austin; D&K Automotive, a dual-location automotive service operation in Leander; and Liberty Hill Dental, a multi-page dental practice platform.

NRM operates through SB Digital Solutions ("SBDS"), the company's DBA and public-facing operating practice. SBDS serves clients through three engagement tracks: Fractional CRO Services for growth-stage companies, Platform Build for small-and-mid-business operators, and Platform Licensing for media companies and consultancies who prefer to deploy without building.

"SpecBuilder AI proved we can ship something professionals actually use," said Shawn Burrell, Founder and CEO of Next Revolution Media. "MaineCoastLife.com proves it scales into recurring revenue. The combination is rare on purpose — a growth strategist who can also ship the AI workflows the strategy depends on doesn't have to negotiate a handoff."

Burrell's professional background spans 30 years of B2B revenue execution, including senior sales leadership at Community Impact, Granite Media Partners, and earlier roles building the Austin and Dallas markets for Clipper Magazine/Gannett. SpecBuilder AI's PR.com top-story placement was validation for a product built by a single founder without venture capital backing or a traditional computer science background.

Independent launch analytics from SpecBuilder AI underscore the third-party validation. Users spent an average of seven minutes, fifteen seconds on the core specification tool — more than double the typical SaaS session — and the product generated 84 form starts in the first two weeks, all achieved without paid acquisition. The product moved from idea to live deployment in three days.

NRM's platforms are built on a modern AI-native stack: Supabase, React, TypeScript, and Deno edge functions. The Control Center admin engine — which all four products share — is the company's licensing moat. Each licensing agreement includes a defined path to full code ownership upon completion of the initial term.

About Next Revolution Media, LLC

Next Revolution Media, LLC is an Austin-based platform licensing company that develops and licenses production AI-accelerated platforms for media, membership, and multi-location operators. The four-product catalog — Platform Builder, Newsletter Builder, SpecBuilder AI, and Control Center — serves both direct enterprise licensees and small-to-mid-business operators. Online: nextrevolutionmedia.com.

About SB Digital Solutions

SB Digital Solutions is the operating DBA of Next Revolution Media, LLC, offering fractional Chief Revenue Officer services, custom platform builds, and platform licensing engagements for revenue teams. Built on 30 years of B2B sales execution. Online: sb-digital-solutions.com.

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