

Hal9 Helps **Proofbound** Launch AI-Powered Book Generation

- **Built an AI-driven book generation MVP with UX in under 30 days using Hal9 Platform**
- **Enabled Proofbound to land their first B2B customer through personalized sales**
- **Transitioned prototype to a scalable AI API for custom frontend integration**

"Hal9's rapid development and collaborative approach made them an ideal partner. We're excited to grow together with their AI expertise"

Richard Sprague, Founder @ Proofbound

Customer

Proofbound is an innovative startup focused on transforming publishing by enabling businesses to create custom books from simple prompts. Targeting B2B clients, Proofbound delivers personalized, high-value content that enhances sales experiences, particularly for marketing agencies seeking unique, thought-provoking deliverables. Their mission is to make professional book creation accessible, efficient, and tailored to client needs.

Challenge

Proofbound aimed to develop an AI-powered solution that generates complete books from text prompts, formatted for physical printing, to drive B2B sales. The challenge was to build a functional MVP with an intuitive user experience in under 30 days to secure their first customer, a marketing agency. The solution needed to provide a seamless, personalized sales experience with high-quality outputs while being scalable for future enhancements like custom frontends and additional features.

Solution

Hal9 partnered with Proofbound to deliver a custom AI solution using the Hal9 Platform, optimized for rapid generative AI development. In under 30 days, Hal9's team of data

scientists and engineers built an MVP that combined AI-driven content generation with a user-friendly interface, tailored to Proofbound's B2B sales strategy.

The development process included:

- Creating a web application with a textbox for entering book prompts, generating markdown-formatted book content, including titles, chapters, and detailed sections.
- Leveraging Halg's workflows to integrate generative AI models, fine-tuned to produce high-quality, editable book content suitable for printing.
- Designing an interactive preview interface within the web app, allowing users to review and refine markdown outputs, ensuring a polished, professional deliverable.
- Transitioning the MVP to a scalable AI API, enabling Proofbound to integrate the solution with a custom frontend for broader client access.

Halg collaborated closely with Proofbound's founder, incorporating feedback to refine the MVP and align with the needs of their first customer, a marketing agency. The solution's personalized outputs and thoughtful presentation enhanced B2B sales by providing clients with unique, high-information deliverables. Halg's infrastructure ensured scalability and ease of deployment, with the API secured via simple authentication for seamless integration.

Results

In under 30 days, Halg delivered a fully functional MVP that enabled Proofbound to land their first customer, a marketing agency, by offering a personalized sales experience with professionally generated book content. The Streamlit app's intuitive design and high-quality outputs impressed clients, driving B2B engagement through tailored, impactful deliverables. The transition to an AI API allowed Proofbound to scale their solution, integrating it with a custom frontend to support growing demand. This rapid success positioned Proofbound as a leader in AI-driven publishing, with a strong foundation for future growth.

About Halg

[Halg](#)'s mission is to make "Artificial Intelligence Accessible to Everyone", as we believe AI desperately needs to become more accessible for people worldwide to benefit from this new technology. We have a skilled team of engineers, data scientists, and designers working on this effort. Halg partnered with the [Allen Institute for Artificial Intelligence](#) incubator in 2022.