Revolutionary Ethical AI Writing Tool 'SiD' Opens Early Access – A Game-Changer for Creators

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Two innovative Manchester companies, Bellyfeel and Diagonal Thinking, together with leading AI development specialists Takara.AI, today announced early access signup for their pioneering AI writing companion - SiD.

Aimed at screenwriters, novelists, game writers, and transmedia creators, SiD is an AI storytelling platform designed to transform how narratives are developed across the creative industries. The tool sets a new benchmark for ethical AI in professional writing, ensuring that AI enhances storytelling while respecting authorship and intellectual property

SiD is not just another AI writing assistant—it's built to empower, not replace, writers. Unlike many AI tools, SiD guarantees full creative control and data privacy. Built to be one of the most advanced AI writing assistants, it enhances rather than replaces the creative process. Harnessing cutting-edge AI alongside a strong commitment to ethical practices, SiD empowers writers to break through barriers, refine their narratives, and bring their visions to life.

"We set out to build a tool that would be a genuine inventive partner for writers," explained Krishna Stott, co-founder of SiD and director at Bellyfeel. *"SiD is the result of a unique collaboration between storytellers and AI experts. It's an adaptable, secure platform that can help take a writer's ideas to the next level, whether they're working on a screenplay, a game narrative, or a transmedia project."*

The development of SiD has been made possible through strategic funding from DreamLab at the **MediaCity Immersive Technology Innovation Hub (MITIH)** and additional investment from AWS. This support has enabled the team to bring their vision to life, with a strong emphasis on ethical AI practices that protect writers' intellectual property.

"Keeping writers in the driver's seat and their IP secure was a non-negotiable for us," added Phil Birchenall, SiD co-founder and director at Diagonal Thinking. *"It's not here to write on your behalf: we think of it as a tool like Canva or Photoshop that amplifies your creative vision. And no content input into SiD is ever used to train AI models."*

SiD: A Secure AI-Powered Writing Tool for Creativity

Early adopters are invited to be among the first to experience SiD's groundbreaking features, which include:

- **AI-driven collaboration:** Overcome writer's block, generate fresh ideas, and refine narratives effortlessly.
- **Seamless integration:** Designed to fit naturally into any writing workflow.
- **Ethical & secure:** Writers retain full ownership—SiD never repurposes their content.
- **Versatile & adaptable:** Works across various writing mediums and genres.

Be among the first to shape the future of AI-powered storytelling. Sign up for early access now at https://sidtools.co.uk and redefine how AI supports creativity.

About the Companies Behind SiD

SiD brings together the expertise of two pioneering creative studios, **Bellyfeel** and **Diagonal Thinking**, with the technical prowess of AI specialists **Takara.AI**.

Bellyfeel

Bellyfeel, led by award-winning director Krishna Stott, is a Manchester-based creative studio at the forefront of interactive storytelling and digital media innovation. The company empowers writers and creators by integrating cutting-edge technology into narrative experiences across film, TV, gaming, and publishing.

https://bellyfeel.co.uk

Diagonal Thinking

Founded by consultant Phil Birchenall, Diagonal Thinking delivers pragmatic AI solutions across industries, with a special focus on the creative, digital, and media sectors. With over 20 years of experience, Phil's expertise in AI and technology-driven transformation has earned recognition from OpenAI, who highlighted his work in an educational AI project designed to support his daughter's studies.

https://diagonalthinking.co

Takara.AI

Founded in 2024, Takara.AI is dedicated to making AI accessible, ethical, and impactful for businesses. The company specialises in transforming AI technology into practical, real-world applications that drive innovation and efficiency while prioritising security and societal benefits.

https://takara.ai

SiD early access signup link:

https://sidtools.co.uk

Company Contact:

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