

AInything web & ai consultancy firm  
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# AInything StreamSwap

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## Notes

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- Executive Summary
- StreamSwap.net is the first browser-based, real-time face-swapping service, allowing users to upload their own faces for live swaps on Mac and low-power devices without local GPU requirements. Powered by Deep-Live-Cam on a cloud GPU server with WebRTC streaming, it overcomes limitations of competitors like AKOOL, which restricts users to a limited, pre-selected face library. Targeting content creators, streamers, marketers, and businesses, StreamSwap.net offers unmatched flexibility and accessibility. The \$50,000 marketing budget aims for 10,000 Free tier (\$5/hour), 1,000 Pro (\$30/month, 20 hours), and 200 Executive (\$70/month, unlimited with 200-hour cap) signups, generating \$240,000 in 6 months and driving consulting leads.
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- Market Size: The AI face-swapping market is ~\$240-\$600 million annually, with a real-time, cloud-based niche of \$12-\$60 million. StreamSwap.net's SAM is 100,000-500,000 users, including ~100 million Mac users and low-power PC users.

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- Appetite: Reddit (r/faceswap, 17K members) and X posts show demand for live face-swapping and Mac-compatible tools, with users frustrated by GPU requirements and limited face options (e.g., AK00L). StreamSwap.net's custom face uploads set it apart.
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- Marketing Strategy: Ads, content, influencers, and community engagement highlight custom face uploads, real-time performance, and accessibility to capture early adopters and consulting leads.
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- Visual Component: Market Opportunity Infographic (Canva): A 1200x800px infographic with a funnel showing TAM (\$240-\$600M), real-time niche (\$12-\$60M), and SAM (100K-500K users). Include a split image: one side with a user uploading their face for a swap, the other with AK00L's limited face library (generic icons).
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- Page 2: Market Size and Opportunity
- Total Addressable Market (TAM):
- - AI Face-Swapping: ~20-50 million monthly users (Deepswap: 10.26M US visits, Jan 2025). At \$10/month, market size is \$240-\$600 million/year.

- - Real-Time Niche: 5%-10% of users (1-5 million) want real-time solutions for streaming/video calls. Market size: \$12-\$60 million/year.
- - Cloud-Based Sub-Niche: Mac users (~100M) and low-power PC users (millions with integrated graphics). SAM: 100,000-500,000 users.
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- Growth Drivers:
- - Live Streaming : Twitch (30M daily users), YouTube Live, TikTok need real-time effects.
- - Virtual Events : Zoom's 300M daily participants demand engaging video tools.
- - Creative Industries : Mac dominance in design/video editing aligns with your accessibility.
- - Marketing : Businesses want custom face swaps for personalized ads (unlike AKOOL's limited library).
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- StreamSwap.net Opportunity :
- - Capture 2% of SAM : 10,000 users (8,000 Free, 1,600 Pro, 400 Executive) yield \$2.4M/year.
- - Consulting Upsell : 50 inquiries at \$5,000-\$50,000 each could add \$250K-\$2.5M.

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- Visual Component : Market Size Bar Chart (Google Charts): Bars for TAM (\$600M), real-time niche (\$60M), and SAM (\$6M for 100K users), with a callout: “StreamSwap.net: Upload Your Face, Unlike AK00L’s Limited Library.”

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- Page 3: Market Appetite and Demand Signals

- Reddit Evidence (r/faceswap, r/StableDiffusion, r/ArtificialIntelligence):

- - Live Face-Swapping Demand : Users want tools for streaming, video calls, and memes (e.g., “Live filter app like Snapchat?”). AK00L’s live streaming is liked, but its pre-selected face limitation frustrates users.

- - Mac/Low-Power Needs : Posts seek Mac or low-power PC solutions (e.g., HP Elitebook, Intel UHD 630), annoyed by Swapface’s GTX 1060 requirement.

- - Custom Face Demand : Users complain about tools like AK00L restricting face choices, preferring custom uploads for personalization (e.g., “I want to use my own face!”).

- - Pain Points : Complex setups (Roop’s Python issues), unreliable websites (Facehub.live downtime), and limited face libraries drive demand for your solution.

- - Quantified : 17K r/faceswap members, posts with 50–200 votes/comments. Related subreddits (r/StableDiffusion: 200K) suggest 10,000–50,000 potential users.

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- X Evidence :

- - Deep-Live-Cam is a top GitHub repository for real-time face-swapping, with use cases like streaming and custom expression packs, showing strong interest in flexible solutions.

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- Web/Blog Insights :

- - AKOOL : 10,000+ enterprise users, but limited face library hinders personalization.

- - Deepswap/Artguru : Cloud-based tools (10M+ visits) show demand for accessibility, which StreamSwap.net extends to real-time and custom uploads.

- - Mac Focus : GPU barriers for Mac users highlight your solution's value.

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- Appetite Summary :

- - High demand for real-time effects and custom face uploads among streamers, creators, and businesses.

- - Critical need for Mac/low-power accessibility, unmet by AKOOL's restricted face options.

- - Commercial potential in marketing, AR prototyping, and creative projects.

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- Visual Component : Demand Heatmap (Tableau): A heatmap showing high demand (red) for real-time, custom uploads, and Mac compatibility, medium (yellow) for marketing, low (green) for pre-selected face tools, based on Reddit/X activity.

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- Page 4: Competitive Landscape

- | Tool | Real-Time? | Browser-Based? |  
Mac/Low-Power? | Custom Face Uploads? | Popularity |  
Pricing | StreamSwap.net Advantage |

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- | Deepswap | Limited | Yes | Yes  
| Yes | 10.26M visits | \$9.99/month | True  
real-time, live streaming |

- | Deepfakes Web | No | Yes | Yes  
| Yes | Thousands | \$4/hour |  
Real-time, custom uploads |

- | AK00L | Yes | Partial |  
Partial | No (pre-selected faces) | 10,000+ clients |  
Enterprise | Custom uploads, fully browser-based |

- | Swapface | Yes | No | No  
| Yes | Thousands | Free-\$19 |  
Cloud-hosted, Mac access |
- | FaceFusion | Yes | No | No  
| Yes | Reddit-popular | Free |  
Browser-based, custom uploads |
- | StreamSwap.net | Yes | Yes | Yes  
| Yes | (New) | \$5/hour-\$70/month |  
First-mover, custom uploads, all-in-one |

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○ Competitive Edge :

○ - Custom Face Uploads : Unlike AKOOL's limited face library, StreamSwap.net lets users upload any face, enhancing personalization for creators and marketers.

○ - First-Mover : No competitor combines real-time, browser-based, Mac/low-power access with custom uploads.

○ - Pricing : \$5/hour Free tier competes with Deepfakes Web (\$4/hour); Pro/Executive undercut AKOOL's enterprise pricing.

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○ Visual Component : Competitor Comparison Table (Canva): A table with color-coded cells (green for StreamSwap.net's advantages, red for AKOOL's no-upload limitation) and icons for real-time, browser, Mac, and custom uploads.

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- Page 5: Marketing Strategy and Tactics
- Positioning : “Upload Your Face, Swap Live—Anywhere, No GPU Required!”
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- Target Audiences :
- - Content Creators: Streamers, YouTubers, TikTokers (50M globally).
- - Marketers: Businesses creating personalized ads (10,000+ AKOOL clients).
- - Casual Users: Meme creators, hobbyists (r/faceswap’s 17K).
- - Professionals: Film/game developers for prototyping.
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- Channels and Tactics :
- 1. Digital Advertising :
- - Google Ads for “custom face swap online” (\$1,500/month).
- - Reddit Ads in r/faceswap (\$1,000/month).
- - TikTok Ads showing custom face uploads (\$500/month).
- 2. Content Marketing :



- - Blog posts on custom face swaps vs. AKOOL (\$500/month).
- - YouTube tutorials for streamers uploading faces (\$500/month).
- - SEO for “custom face swap online” (\$500/month).
- 3. Influencer Partnerships :
- - Streamers demoing custom swaps (3-5/month, \$1,500/month).
- - TikTok creators using their own faces (5/month, \$500/month).
- 4. Community Engagement :
- - Reddit/X posts showing custom swap demos (\$500/month).
- - 1,000 1-hour trial codes (\$500/month).
- 5. Analytics :
- - Brand24 for social listening (\$400/month).
- - Hotjar for UX optimization (\$100/month).
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- Messaging Focus :
- - Highlight custom face uploads as a game-changer: “Unlike AKOOL’s limited faces, StreamSwap.net lets you use YOUR face for live swaps.”

- - Emphasize accessibility: “Works on Mac, low-power PCs, no GPU needed.”
- - Showcase real-time: “Swap faces live for streaming, video calls, or memes.”

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- Visual Component : Marketing Funnel Graphic (Figma): A funnel showing awareness (ads with custom face demos), consideration (content comparing to AK00L), and conversion (landing page with upload feature), with sample ad and tutorial visuals.

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- Page 6: Growth Projections and Risks

- Projections :

- - Month 1-2 : 2,000 Free, 100 Pro, 20 Executive (\$12,000/month).

- - Month 3-4 : 5,000 Free, 400 Pro, 80 Executive (\$22,000/month).

- - Month 5-6 : 10,000 Free, 1,000 Pro, 200 Executive (\$60,667/month).

- - Year 2 : 50,000 users, \$1.2M revenue, assuming market growth.

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- Risks and Mitigations :
  - - Competition : Deepswap/AK00L may add custom uploads or real-time. Mitigation : Lock in early adopters with discounts.
  - - Cost Overruns : High Free tier usage spikes GPU costs. Mitigation : Cap Free tier at 5 hours, use Vast.ai (\$0.30/hour).
  - - Low Demand : Novelty may not convert. Mitigation : Beta test with 2-hour trial, adjust pricing.
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- Visual Component : Growth Projection Line Chart (Google Charts): Lines for Free, Pro, and Executive signups over 6 months, with a callout: "Custom Face Uploads Drive Adoption."

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- Page 7: Conclusion and Next Steps
  - StreamSwap.net fills a \$12-\$60M niche in the face-swapping market, offering real-time performance, Mac/low-power accessibility, and custom face uploads –a clear edge over AK00L’s limited face library. The \$50,000 budget drives 10,000+ signups, \$240,000 in revenue, and consulting leads. Demand is strong from Reddit/X, with Mac users, streamers, and marketers seeking flexible solutions. Marketing emphasizes custom uploads to capture early adopters and position your firm as an AI leader.
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- Next Steps :

- 1. Deploy Deep-Live-Cam on Vast.ai (\$0.30/hour) with Flask/WebRTC.
- 2. Launch beta with 2-hour free trial, announced on X/r/faceswap.
- 3. Roll out \$5/hour Free, \$30/month Pro, \$70/month Executive tiers (200-hour cap).
- 4. Execute marketing plan, tracking KPIs via Brand24/Google Analytics.
- 5. Monitor competitors, adjusting pricing/features by month 3.
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- Visual Component : Roadmap Timeline (Figma): A timeline with milestones (beta launch, ad campaign, SEO ranking) and visuals of the landing page with a custom face upload interface and ad creative comparing to AKOOL.
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- Implementation Notes :
- - Graphics Creation : Use Canva for infographics/ads, Figma for wireframes/timelines, Google Charts for data visuals. A freelance designer (~\$500-\$1,000) can polish assets.

- - Custom Upload Messaging : Update all marketing to contrast StreamSwap.net's flexibility with AK00L's restriction (e.g., "Your Face, Your Swap—Not a Limited Library").
- - Budget Scalability : If signups exceed 10,000, increase ad spend (\$5,000/month) and GPUs, funded by revenue.
- - Consulting Focus : Add a "Book a Consultation" button on StreamSwap.net, targeting 50 inquiries.
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- Clarification Needed : Do you want these visuals in a specific format (e.g., PNG, PDF, interactive)? Need help with designer sourcing or ad copy focused on custom uploads? Let me know to refine further!
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