



SPAICY
12/06/2025



Protect visual art from AI

DIGITAL ENTREPRENEURSHIP
a/a 2024-2025

PRESENTED BY:
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@PepeLarraz

Segui · · ·

I was notified by a fellow artist that this happened. Not only my art was used for intends I never agreed to, nor @Marvel I guess, it's the fact that they don't have any problem recognizing it.

Now what should I do?

Traduci post



Nick Clegg: Artists' demands over copyright are unworkable

The former Meta executive claims that a law requiring tech companies to ask permission to train AI on copyrighted work would 'kill' the industry

The Times

Segui · · ·

AP AP News

ChatGPT's viral Studio Ghibli-style images highlight AI copyright concerns

Fans of Studio Ghibli, the famed Japanese animation studio behind "Spirited Away" and other beloved movies, were delighted this week when a...

1 giorno fa

CNN

Viral Studio Ghibli-style AI images showcase power – and copyright concerns – of ChatGPT update

Social media is flooded with images imitating Japanese animation company Studio Ghibli, whose co-founder once called AI-generated art an...

1 giorno fa

TOI Times of India

'An insult to life itself': Hayao Miyazaki's critique of AI art goes viral as Ghibli-style trend sweeps t

Hayao Miyazaki expressed disgust after witnessing an AI-generated animation, criticizing it as an 'insult to life itself.'

3 ore fa

TechRadar

ChatGPT is going to be less constrained on sensitive topics, according to OpenAI

Mediocre recreations of masterpieces just degrade the work of artists and aren't a good look for AI.

1 giorno fa

NDTV

"Nothing Really Matters Anymore": Fans Upset Over Studio Ghibli-Style AI Art

OpenAI said the latest GPT-4o model takes a "conservative approach" to mimic the aesthetics of individual artists.

10 ore fa



Pushed this a bit further and created a DALL-E 3 generated Calvin and Hobbes! I am speechless. Amazed how DALL-E can follow instructions about image composition precisely. It still struggles with long texts but very manageable.

Process+ Prompt Below:



post by Brownbreadcomix



Ars Technica · 13 mar

OpenAI declares AI race "over" if training on copyrighted works isn't fair use

National security hinges on unfettered access to AI training data, OpenAI says.

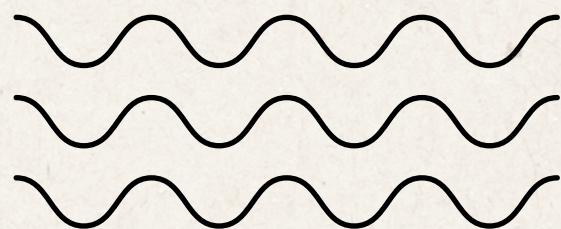
Di Ashley Belanger

Artists feel this pain

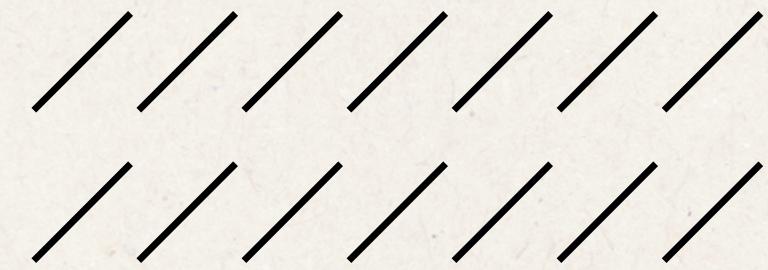
We asked many artists to help us understand how they feel.
None of them made it as clear as Giulia did.

*“When I complete a piece, I see it as my child.
Nobody can take it away.”*

– Giulia Della Ciana



What's at stake?



Artists believe that **generative AI poses a huge risk** to their jobs.

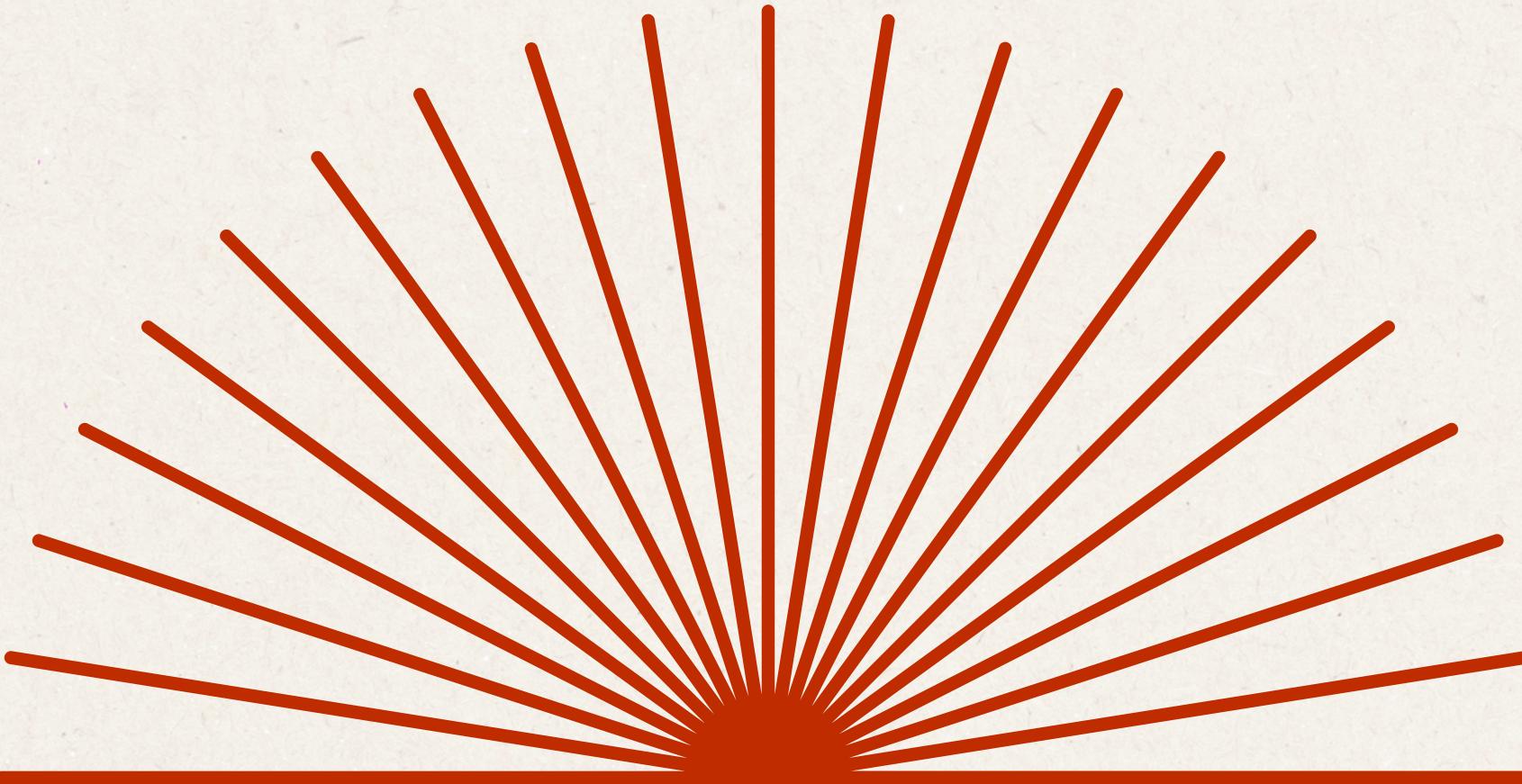
They feel powerless against the theft of their artworks.

Why are they so discouraged?



| | Fast | Effective at protecting intellectual property | Prevent AI from plagiarizing |
|------------------------------------|-------------|------------------------------------------------------|-------------------------------------|
| Laws and regulations | NO | YES | NO |
| Artists rights associations | YES | NO | NO |

We will
protect visual art
from being exploited by
generative AI.



Our solution

Our idea is to build an **invisible watermark service against AI models** for image generation.

What artist sees



- Goble Warwick, The Star Lovers

What AI sees



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01 Fast and effective
mechanism to avoid
the exploitation of
visual art material
spread online.

**02 Protection of the
intellectual property**
of the artist.

**03 Models won't be able
to replicate the style**
of the protected artist.

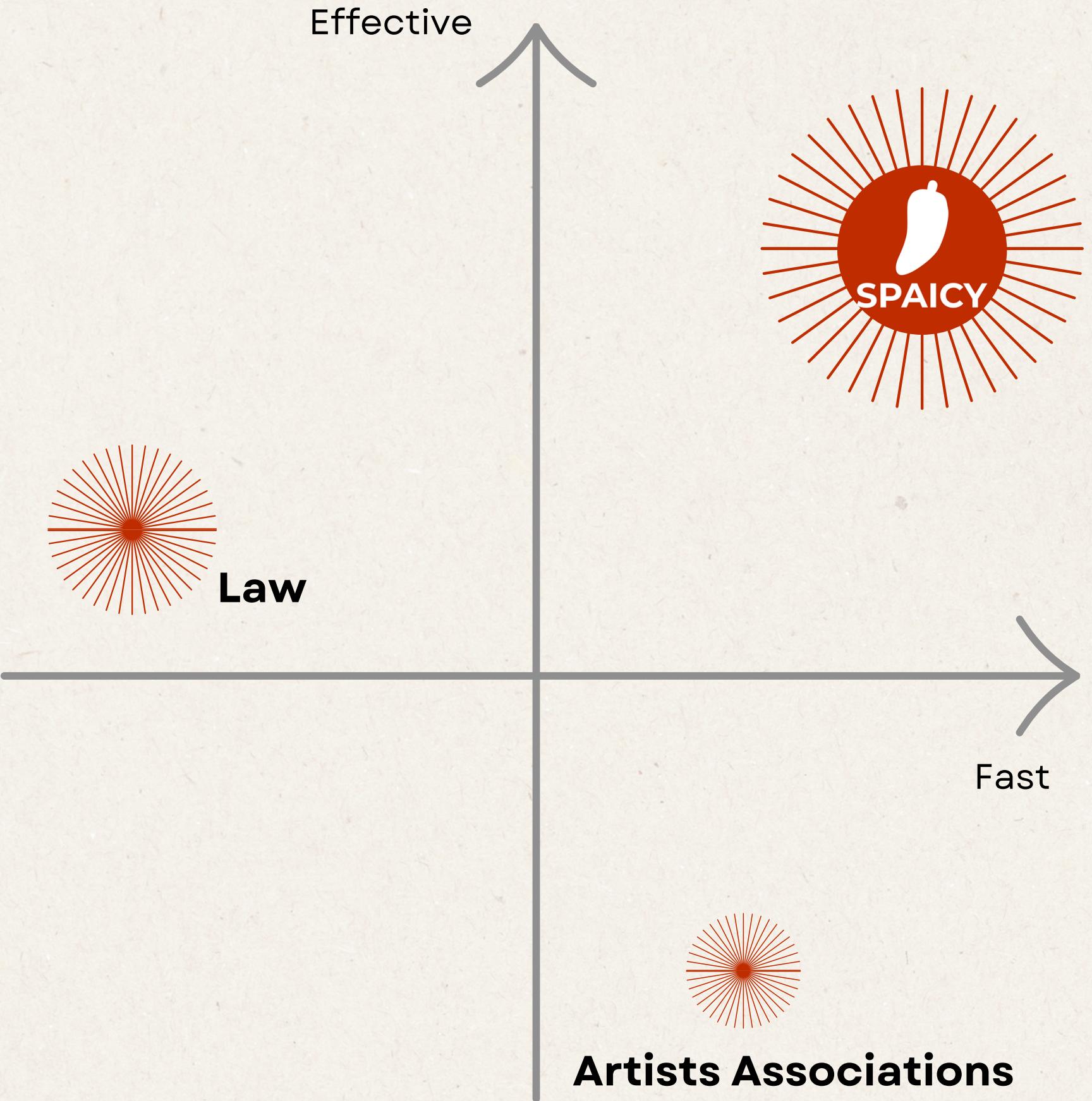
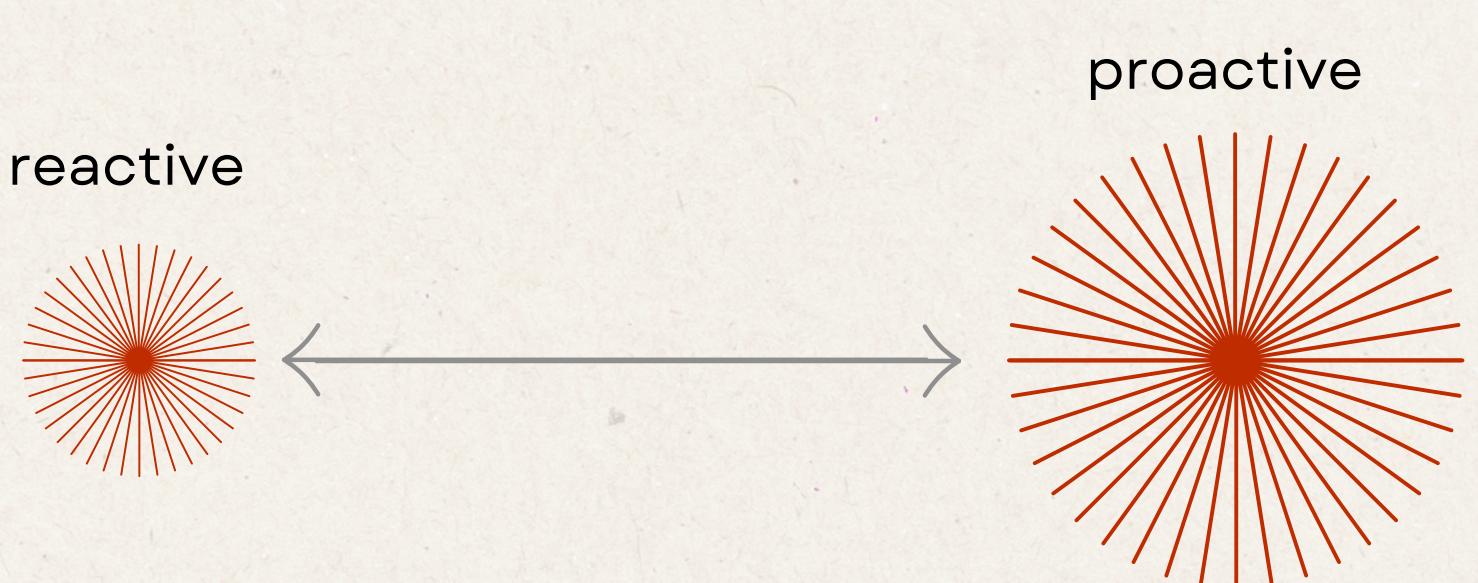
Existing alternatives

Law

Tends to lag behind the evolution of technology.

Artists Associations

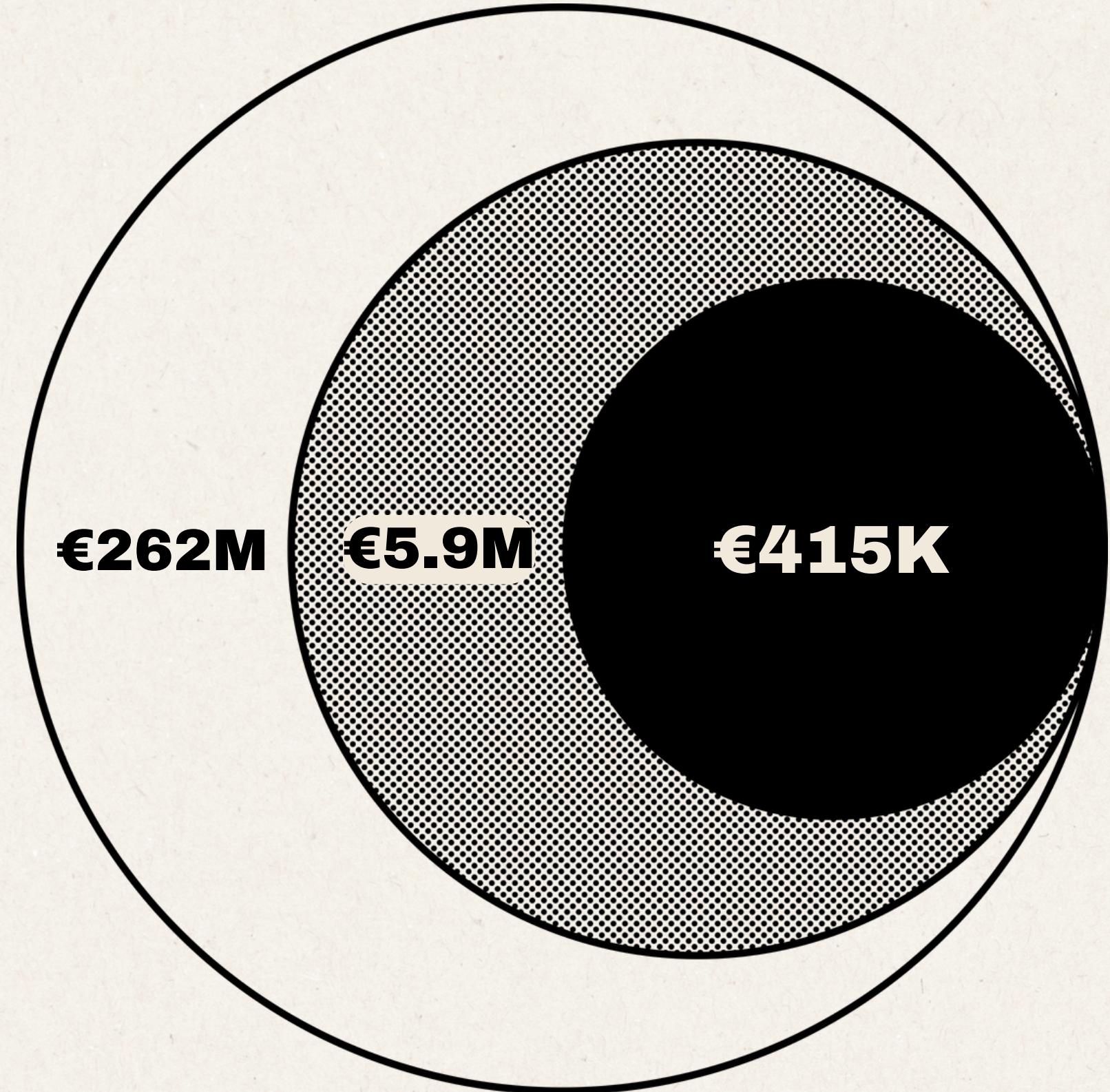
Have no executive power. They are fast but ineffective.



Market size

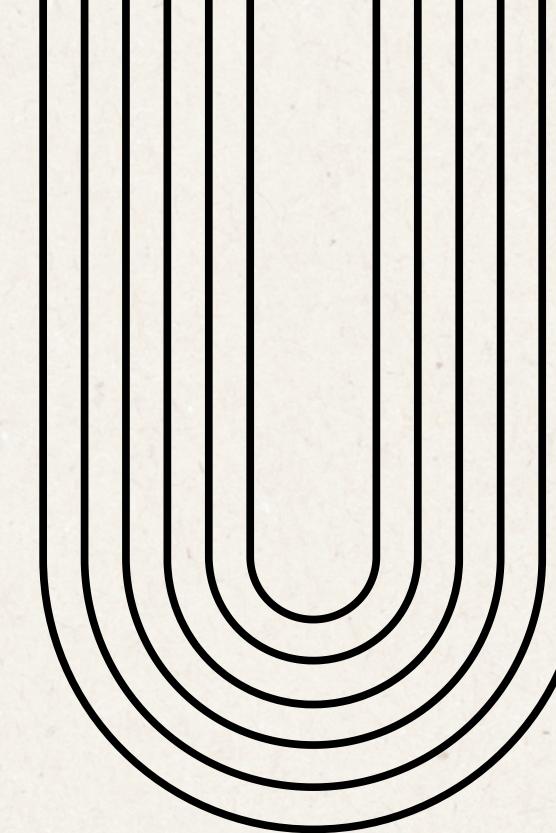
The global market include illustrations and animated movies digitally distributed, estimated to be more than **€262 M.**

Comics and illustrations online market represents 92% of the total, and it's continuously **increasing by 14.36% per year.**



Revenue stream

We plan to offer our service in two options, to better fit customers needs.



Subscription

€15 / user monthly

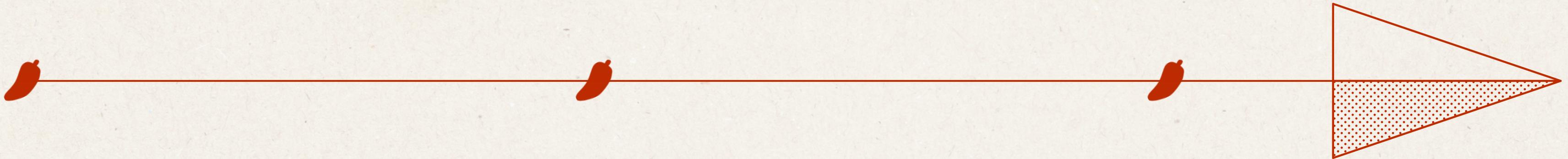
Pay-per-use

estimated to be €9 / user monthly

We expect an average revenue of **€13** per user/monthly.

Rollout Plan

We will progress in phases.



Now

- Defined the SPAICY concept: protect digital art from AI plagiarism
- Working on the first MVP
- Planning interviews with digital artists
- Get feedbacks and improve

Next

- Patent the watermark algorithm
- Develop the second MVP of the watermark system and test it on real artworks
- Hire a marketing figure
- Launch a private beta with a few artists
- Begin early partnerships with Italian publishers

Later

- Public launch of SPAICY
- Partnerships with big Italian publishers, like Disney Italy
- Grow to ≈45k customers and reach the MSC goal

Our team



Giuseppe Daidone

PR Manager



Alessandro Germanò

Head of law department



Valerio Liberati

CEO



Davood Sheibani

CTO



THANK YOU FOR THE ATTENTION

**WE PLAN TO HIRE A MARKETING EXPERT AND
PATENT THE ALGORITHM.**

WE REQUEST €700K FOR 15% OF EQUITY.

CONTACT US

E-mail info@spaicy.com

Social Media [@Spaicy](#)

**Visit our
website** <https://spaicy4.wordpress.com>

