Automated AI-Powered Audition Analysis – POC Proposal

Overview

In traditional casting and interview workflows, evaluating 100+ Candidate audition can be time-consuming, subjective, and inconsistent. Each audition demands attention, energy, and coordination across creative teams or evaluators. Our solution aims to significantly reduce that load by offering an AI-powered audition assessment platform that automates the first layer of talent evaluation — helping you quickly shortlist top-tier candidates with objective, consistent, and detailed feedback.

This Proof of Concept (POC) demonstrates how modern AI models can assist casting directors, production teams, or creative leads in making more efficient, faster, and sharper talent decisions — without compromising the nuances of performance.

What Does the Solution Do?

The platform accepts **video auditions (up to 10 minutes)*Version POC** and delivers a comprehensive performance evaluation based on predefined artistic criteria.

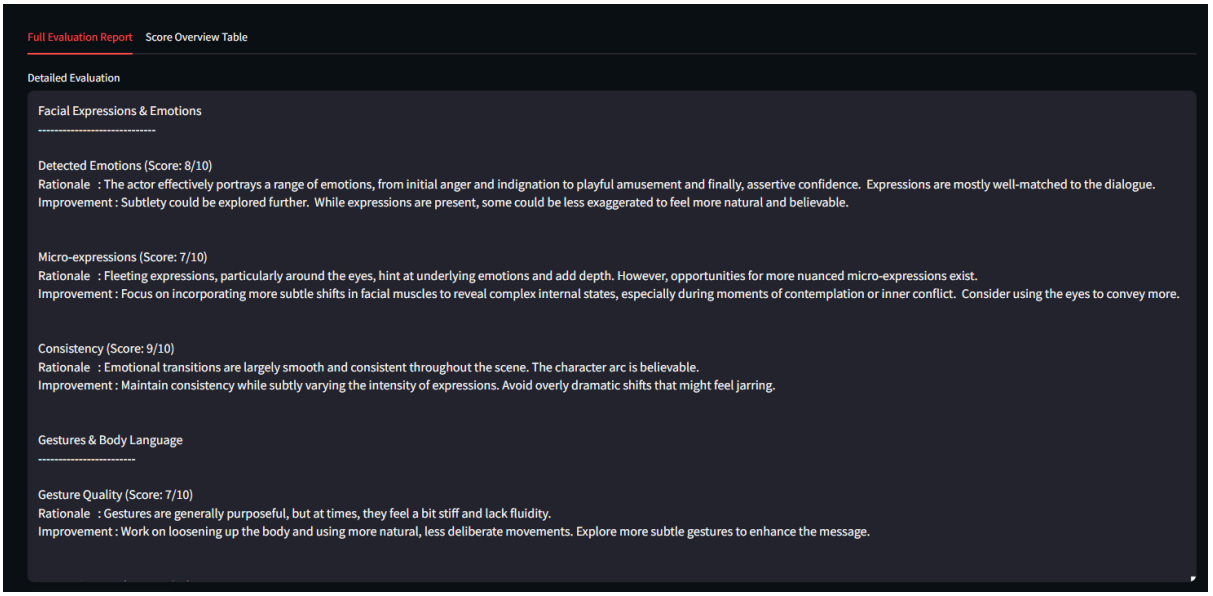
Input Options

- A candidate's video audition (MP4)
- Optionally:
    - A **reference performance video** (to act as a benchmark)
    - Or a **written script or scenario** (to guide contextual scoring)

Output

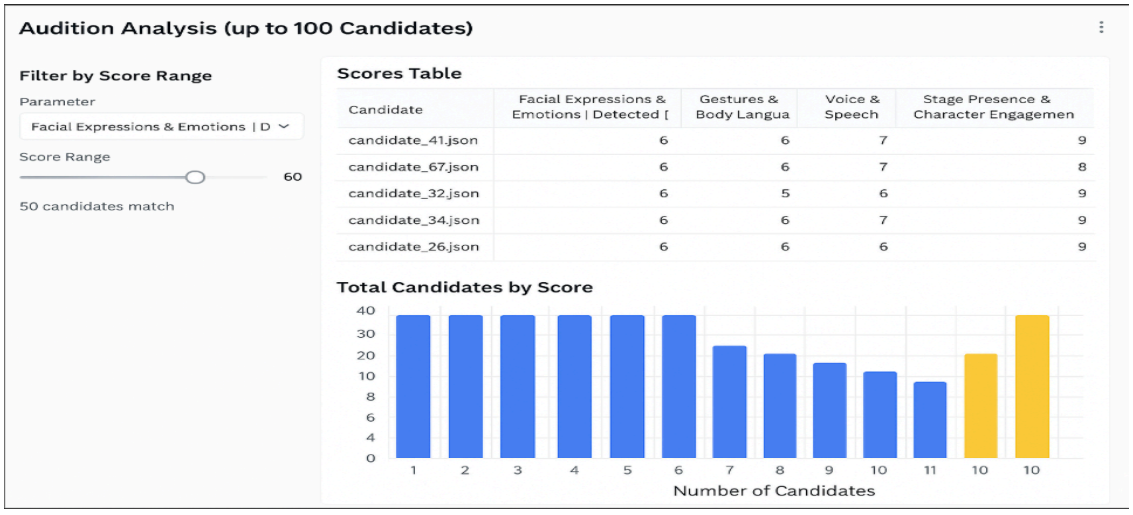
- A structured **report card** for each candidate, broken down into categories such as:
    - Facial expressions and emotional accuracy
    - Body language and gesture quality
    - Voice clarity, modulation, and pacing
      Timing, delivery, and synchronization
    - Screen presence, authenticity, and emotional impact
- Scores (out of 10) per metric
- Professional feedback with rationale and improvement tips
- A downloadable report (JSON/Text format) for internal review or discussion

Overall Candidate Summary



Brief Metrics Table

Download and Save Results (Analytics)



Business Value

- **Cut Evaluation Time by 80%:** Instead of manually watching and rating every video, focus only on shortlisted, high-scoring candidates.
- **Consistency Across Evaluations:** Every audition is judged on the same criteria — no bias, no fatigue.
- **Supports Different Evaluation Modes:** Use benchmark videos, scripts, or scenes to customize what "good" looks like for each role.
- **Instant Feedback:** Output generated within ~30–60 seconds per video — reducing weeks of review to hours.

Pricing (Example - Based on Free & Paid Model Usage)

Metric	Estimate (Assuming 10-min Videos)
Avg. Processing Cost per Video	$0.40–$0.60 (Paid Tier)*
Assumed Evaluation Volume	100 videos
Assumed Processing Cost (AI)	~$15–$30 (Free Tier) / ~$40–$60 (Paid)
Traditional Manual Cost	~$600–$1,000+ (based on evaluator hours)
Total Processing Time (Model)	~30–50 hours per 100 auditions

Pricing is based on current usage estimates of Google Gemini models for ~10-min inputs. Can scale affordably for higher volumes.

Why This Matters

This solution doesn't aim to replace creative judgment — it enhances it. By automating the heavy lifting of first-round screening, teams can:

- Focus on human storytelling, not mechanical shortlisting
- Bring structure to an otherwise subjective process
- Reduce project timelines and operational overhead
- Build a performance-first casting process — powered by AI, directed by human vision

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Next Steps

This POC is live and functional. We are ready to:

- Run your internal video samples through the platform
- Customize scoring criteria for specific roles or genres
- Discuss integration with your talent pipelines or audition platforms

Let’s reimagine how creative evaluation works — faster, sharper, smarter.