

BUSINESS
PLAN 2024



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Executive Summary

PIKTEL is an all-in-one AI-powered photo management tool specifically for content creators. The app-based platform allows users to import/sync photos from their camera roll and organize, delete, compile, share, edit, and search through them. PIKTEL also curates “personal media”: interactive, personalized albums from the photo content that users upload, which serves as an inspiration board for future posts. For premium users, PIKTEL provides an extra source of photo storage and offers a post-planning feature with auto-image selection and caption generation.

PIKTEL was developed to solve three user problems: (1) the time-consuming nature of organizing and managing photos, (2) not being able to find memories easily, and (3) running out of storage.

Unlike traditional photo management apps, PIKTEL’s goal is to fully automate users’ camera rolls based on their preferences, and anticipate what camera roll media the user may be interested in. Current competitors like Adobe Lightroom, iCloud Photos, Mylio, and Google Photos do not provide content-generation features. Others like Buffer neglect storage issues, photo gallery management, and personalized picture editing. PIKTEL strives to become the most accurate and comprehensive photo management tool for individuals, content creators, influencers, photographers, and videographers.

Right now, we are at the intersection of AI, social media, and an increasing need for automation. As AI continues to become more advanced, we believe we can leverage predictive modeling, trend analysis, and photo/video recognition technology to accurately learn user preferences and make the content curation/management process much easier. Specifically, PIKTEL will use AI for the following features: auto-categorization and tagging, duplicate detection and cleanup, smart search, personalized media albums, predictive image selection, and caption generation.

Industry Overview & Research

Total Addressable Market (TAM)

According to [Statista](#), the average revenue per download for the photo/video market is currently \$0.43 with an estimated total download amount of 31.17B in 2024. This average was found using the worldwide market for photo/video management apps and includes competitors like Mylio, iCloud Photos, and Google Photos. Therefore, our total addressable market is approximately \$13.4B. The market is projected to reach \$20.25B by 2029 at a CAGR (2022-2029) of 8.43% ([Statista](#)).

Revenue Opportunities

[Statista](#) also highlights the current revenue sources for this market, which include advertising, in-app purchases, and paid apps. In-app purchases are currently the largest revenue source (at \$8.66B in America as of 2024). The next highest revenue opportunity is advertising at \$3.36B as

of 2024, followed by paid app revenue at \$1.5B ([Statista](#)). PIKTEL will capitalize on the in-app purchases and advertising revenue streams through its premium subscription model and video ads.

Another interesting revenue opportunity includes global photo/video management revenue shared by the app store. According to [Statista](#), the Apple app store accounts for almost 86% of photo/video app downloads versus the Google store at 14% as of 2024. Therefore, although PIKTEL will launch on both platforms, we will focus our efforts on achieving ASO for the Apple app store.

Trends and Growth Drivers

According to [Business Research Insights](#), some of the key trends and growth drivers in the photo/video management software industry include advancements in AI-powered features and improved software capabilities. This specifically includes integration of AI into mobile devices, support for 4K photograph formats, security upgrades, automated tagging, facial popularity, and picture enhancement ([Business Research Insights](#)). In fact, a 2024 study by [EY](#) found that AI deals represented 37%, or \$7 billion, of all VC-backed fundraising—indicating a major market opportunity.

PIKTEL plans on capitalizing on this market opportunity by making AI-powered features a core part of the mobile application, essentially allowing us to innovate quicker than competitors. This includes the AI-generated posting calendar, photo albums, and caption generating feature. PIKTEL will also invest in becoming the most accurate auto-photo tagging platform to enable users to find exactly what they're searching for.

Another trend is the growth in social media use and short-form content creation. The number of people using social media has grown from 2.73B in 2017 to 5.17B in 2024 and is projected to reach 6.05B by 2028 ([Statista](#)). This coincides with the rise of digital content creators and influencers. As of 2022, over 66% of content creators on TikTok had between 1,000 and 10,000 followers ([Statista](#)). Furthermore, research from [Statista](#) shows that the leading reason for social media use is reported to be staying in touch with friends and family. Therefore, PIKTEL has decided to focus on targeting content creators and social media users while also integrating a sharing feature—PikShare—into the app.

Finally, a major growth driver is the expanding market for photo and video software from economic growth in BRICS countries, with China leading in overall Photo & Video market spending at \$4.894M in 2022 ([Statista](#)). Therefore, PIKTEL will concentrate its marketing efforts on both the US and East Asia within the early years of launch and to gain an early mover advantage in these emerging markets.

Competitive Analysis

Key competitors within the Photo & Video management industry include:

Google Photos is our biggest competitor, providing users with advanced editing, 15 GB of cloud storage, and basic AI-powered search and organization capabilities. However, with

the rise of social media, the platform lacks assistance with content creation to help users develop post strategies and reduce associated manual tasks.

Lightroom (Adobe) offers vast photo editing suggestions and functionality mainly for professional photographers. Although editing is the primary feature, the platform does not provide any organizational, search, or content-generation capabilities.

Buffer assists companies with social media content creation, publication, and engagement analytics to seamlessly manage their channels in one place. However, the platform focuses on business organization, neglecting individual pain points such as storage, photo gallery management, and personalized picture editing.

iCloud Photos is integrated into iOS devices, making it easy for users to edit, view curated albums, mass delete, and share photos. Nonetheless, the platform does not have media content curation or mass automation, making individual tasks overzealously time-consuming and tedious.

Mylio aims to manage user memories by storing files from all devices in one place with SecureCloud storage, advanced search functionality, friend organization, DeClutter (identify unwanted photos), and dedupe (identify duplicates). However, the platform fails to integrate social media guidance to help users automate tedious posting processes.

Large and new players have made several investments to automate processes by integrating AI and machine learning in this space. However, no other platform provides a comprehensive system to accurately edit, delete, cull, search, curate, and organize user content in one place ([Verified Market Research](#)). PIKTEL meets the specific needs of social media enthusiasts by bridging the gap between photo editing and content management. Unlike competitors, we transform neglected photo storage into an interactive, nostalgic, and modern experience for users to engage with and share their memories.

SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">AI-Powered AutomationComprehensive Features (All-in-One)Personalized User ExperienceMarket Growth Potential	<ul style="list-style-type: none">Dependence on AI AccuracyResource Intensive DevelopmentUser Trust and Privacy ConcernsUser Adoption
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">Growing Social Media Use	<ul style="list-style-type: none">Intense Competition

- Advancements in AI Technology
- Expansion into Emerging Markets

- Rapid Technological Changes
- Regulatory Challenges

Strengths

One of PIKTEL's main strengths is that it capitalizes on AI-powered automation and a comprehensive experience for users. While most competitors require manual input (ex. For Apple Photos, you need to make albums yourself), PIKTEL uses AI to automate this content management. Additionally, Pikel offers a wide range of features including search, organization, compilation, editing, and deletion. Rather than having to download several different apps to curate a social media post, PIKTEL offers an all-in-one solution. PIKTEL also enhances user engagement and satisfaction by curating interactive and personalized albums, leading to a more personalized user experience. Finally, the photo and video management market is projected to grow significantly, meaning more room for PIKTEL to expand by geographic and demographic populations.

Weaknesses

However, there are also a few weaknesses PIKTEL will be mindful of. One is that the effectiveness of PIKTEL relies on the accuracy of its AI algorithms. Additionally, developing advanced AI features requires significant resources and expertise, which could mean steep development costs. We also found that handling personal media may raise privacy concerns among users, and many users do not currently use apps to help them manage their photo and video sorting, both of which may potentially affect adoption rates.

Opportunities

There are several market opportunities PIKTEL can capitalize on. One is growing social media use: the rise in social media use and digital content creation presents a growing user base for PIKTEL's services. AI technology is also continuing to advance. These continuous improvements in AI can enhance PIKTEL's capabilities, making it more attractive to users seeking automation, especially as adoption increases. Finally, economic growth in BRICS countries offers opportunities for market expansion and increased revenue for PIKTEL.

Threats

Some threats PIKTEL should be mindful of include intense competition and rapid technological changes. Major players like Adobe, Google Photos, and Apple Photos are investing heavily in similar technologies, which poses a competitive threat for our application. PIKTEL would need to constantly innovate to keep ahead of competitors, especially as technological capabilities improve. Additionally, increasing regulations around data privacy and AI could impact operations and require adjustments in PIKTEL's business practices.

Executive Team



Aashi Tailor, Chief Executive Officer

Pursuing a BS in Business Administration, I combine business acumen with a passion for digital storytelling. My experience includes working with creators at a student-run ad agency and with financial products at Morgan Stanley, where I developed skills in data analysis, customer engagement, and project management. I am driven by innovation and hope to use my previous experiences working across international startups and corporations to increase efficiency in the media space.



Hannah Lee, Chief Product Officer

Pursuing a BS in Business Administration with a minor in Web Development, I have developed a strong foundation in both technical skills and business strategy. I am proficient in languages such as HTML/CSS, JavaScript, React, and SQL. My passion for startups and entrepreneurship led me to intern at a Series A startup as a Product Marketing Intern, where I conducted extensive user research to inform product feature development. I thrive in hands-on, collaborative environments and am driven by the excitement of building products that people will love.



Kaylee Ng, Chief Marketing Officer

Pursuing a BS in Business Administration with an emphasis in Entrepreneurship and Innovation and MS in Global Supply Chain Management, I offer a mix of creative development and operational analysis. I have experience crafting user-friendly interfaces and slide decks to enhance brand experience and effectively convey ideas. Working as an operations intern, I've developed problem-solving and strategic planning skills.



Ali Alban, Chief Legal Officer

Pursuing a BS in Business Administration with a minor in Law & Technology, bringing a unique combination of business expertise, IP law knowledge, and technological insights. With experience working in client service for consultancies and private equity firms, I have a strong background in business management and client engagement. As a Project Manager, I excel in organizing tasks, creating high-quality deliverables, and ensuring smooth project execution.

Customer Discovery

Key Insights

Of the 42 people surveyed, the primary responders were content creators, photographers, videographers, and influencers, mainly aged 12-27. Users spent the most time on Instagram and TikTok per week (4-10 hours).

Users preferred to store their photos/videos on their camera roll, iCloud, or apps like Google Photos. The majority of their time interacting with this content was spent deleting duplicates, editing photos, and organizing content into albums. While some found the process fun and nostalgic, the majority described it as frustrating and stressful because of how much content they had without tools to manage them.

The main pain points included:

- **Storage Issues:** 30% of respondents reported running out of storage space due to high-quality images and video files.
- **Manual Organization:** about 40% of respondents found the manual process of sorting and tagging photos to be tedious and time-consuming.
- **Duplicate Management:** 23% of respondents stated duplicate photos as a prevalent issue and want more efficient ways to handle them.

The majority of respondents desired:

- **Automation:** automated sorting, tagging, and deletion of unwanted photos.
- **Improved Search Capabilities:** enhanced search functions based on events, dates, or specific characteristics are in demand.
- **Customization:** personalized organization options that align with their content creation needs.

Using these survey methods, which incorporated structured questions and free-response options, candidates confirmed the relevance and validity of PIKTEL as a solution. They highlighted the challenges associated with photo management and maintaining creative control, particularly for young professionals in creative fields such as social media, art, film, and photography.

See Appendix for full survey results

Testimonials

"A major pain point when organizing my photos is that I have way too many photos. Other times I may remember the moment wrong, so I just really cannot find the photo I am looking for. This is especially frustrating for me because I have no other way of finding the photo I need. But I won't need to worry about these problems once I have PIKTEL on my phone it seems."

- Micro Influencer, Age 21

"At first when I heard of this app I was a little skeptical as people are naturally skeptical of letting new technologies into their phone, but after thinking about it for a bit, I realized the immense utility and how much it would make my life easier to find photos and videos. Since I am in the space of film, I can imagine when editing how PIKTEL will make things more streamlined."

- Filmmaker, Age 22

"While I enjoy taking photos with my friends and when I am on vacation, I always dread the part where I have to organize them and look through them. It is fun for 20 minutes, and then after that I give up. PIKTEL would become my best friend and my personal curator, and I would probably never stop posting and sharing photos."

- College Student, Age 20

"The way I currently curate my photos is I add it to my favorites, delete the rest, add photos to an album, and edit through iPhone settings. It takes HOURS and I wish there was a way it could be faster so I could post more."

- Avid Instagram User, Age 21

"It is kind of annoying having to search through thousands of photos on my camera roll every time I need to find a photo or video. I wish there was a way that I could have my photos automatically sorted for me."

- Content Creator, Age 25

Business Model

PIKTEL strives to solve the user problem of sorting through photos to find the perfect ones to post. During our customer discovery process, we found that users specifically struggled with the time-consuming nature of organizing and managing photos, not being able to find memories easily, and running out of storage.

Currently, these issues are being solved by competing apps like PREVIEW and Planoly that let you plan your social media posts. However, they don't offer photo storage or album curation capabilities. Additionally, some apps use "swipe to delete" models for storage cleansing (Cleanup, Slider, etc.), but do not involve auto-sorting capabilities. Google and Apple Photos have memory curating features (but with poor quality songs and less personalized selections). They also don't

have fully accurate photo finding or auto-tagging features and don't let you make sub-albums within photo albums.

PIKTEL solves the problem of time by auto-generating albums and curating them to users' preferences (which it learns over time) so they don't have to do it manually, but still get the enjoyment of looking through their memories. PIKTEL also offers the ability to make sub-folders within a photo album, almost like Google Drive for photos (to enable better workflow capabilities). To make photo-finding quicker, PIKTEL offers AI-powered auto-tagging and search features for photos to find exactly what you're looking for.

Additionally, PIKTEL offers an alternative to traditional iCloud/Google photos storage with the option to purchase more at a reasonable price. The auto-delete feature also helps delete unwanted photos to free up more storage from your device—especially useful for content creators who take a large volume of photos in general.

Essentially, PIKTEL is a one-stop shop that automates your camera roll to make the content curation and social media posting process quicker and easier. This sets the application apart from competitors as its investment in AI and personalized album curation is specifically catered for social media.

PIKTEL will be available to customers through Apple's App Store and the Google Play Store. It can be downloaded via desktop or mobile. The link to download will be further spread through PIKTEL's social media accounts, the PIKTEL website, and through affiliates (ex. brand partnerships). These efforts will specifically target Instagram-focused content creators, primarily ones that are in college or work full-time with content creation as a side-hustle. This demographic includes GenZ and Millennials (15-40 years old) within the US and Canada with the potential to target East Asia in the next two years. We believe PIKTEL's early adopters will be photographers, nano-influencers (<10k followers), and micro-influencers (10-100k followers).

The application's main costs will be general and administrative, operating costs, and marketing/advertising costs. This includes payroll, rent, utilities, travel, insurance, equipment, licensing, cloud services, and professional services. PIKTEL will also invest heavily in user acquisition strategies, PR, influencers, and social media marketing. This will be balanced with two revenue streams: a premium subscription model of \$5.99/month and video advertisements with a CPM of \$5 (calculated per industry average according to [Semrush](#)).

Finally, we will track app success using several key metrics including downloads, subscriptions, revenue per user (RPU), customer retention rate, and churn.

Product Plan

Core Features

1) Pik Plan: Calendar-Based Content Manager

- **Feature Description:** PIKTEL will organize all your photos and social media content into a calendar format. A content schedule, displaying your previous and scheduled posts, along with a daily album calendar, arranging all the pictures you've taken by day, will be provided. Users can prompt new, personalized calendars through the search function (premium function).
- **Purpose:** Neatly organizes your media and personal content in a digestible and distinctive composition.

2) My Piks: Curated Content Gallery

- **Feature Description:** based on the user's previous searches and interactions, PIKTEL will automatically curate albums of photos/videos it believes the user will be interested in (almost like an Instagram explore page, but the only content is from the user's gallery). Users will then be able to interact with these albums depicted in bubbles, save them to their own devices, build prompts off them, and share with others. Note: any functions involving videos will be part of the premium subscription.
- **Purpose:** Inspire creativity, encourage users to explore their memories in an engaging way, and assist in organization.

3) Pik Pals: Interactive Shared Content

- **Feature Description:** Users can scroll and select a specific friend to view all shared collections and generate new albums of captured memories. The search function allows users to input a simple query or a photo/link reference to find albums, generate collections tailored to friend/family groups, and mass-share content.
- **Purpose:** Provides users with a seamless way to view, exchange, curate, and organize their shared media albums.

4) Pik Post: Social Media Content Curator

- **Feature Description:** Users can scroll through the calendar to find or schedule content, which will be automatically created from pictures taken that day or prompted through the search function (also a premium feature). When the user clicks on a post, they can edit the pictures, reorganize the layout, and change the scheduled time or platform. They can also share these workflows with others on the PIKTEL app for further opinions.
- **Purpose:** Allows professional users to work on and plan out projects over multiple days.

User Stories

As a social media enthusiast, I want to post visually appealing and aesthetic posts and stories on social media so that I can spend less time picking the perfect collage and focus more on taking the picture and being in the moment.

As a disorganized and busy working professional, I want an app that organizes my photos and declutters my photo album **so that** I can easily manage my media and share high-quality pictures without spending sorting and deleting through my camera roll.

As a content creator, I want the app to automatically organize my photos into albums based on themes or events **so that** I can easily find the media I need without spending hours sorting through my gallery.

As a frequent traveler, I want the app to tag my photos by location and date so that I can relive specific trips and share those memories with my audience seamlessly.

As a premium user, I want to schedule posts with auto-selected images and captions **so that** I can save time and maintain a consistent posting schedule.

As a user with limited phone storage, I want the app to identify and delete duplicate photos **so that** I can free up space for new content.

As an influencer, I want the app to provide curated "My Piks" galleries based on my recent activity **so that** I can be inspired with new post ideas and campaigns.

As a photographer, I want advanced search functionality to locate images by color, subject, or specific visual attributes **so that** I can streamline my editing process.

As a busy professional, I want the app to automatically clean up unwanted screenshots and blurry images **so that** my camera roll stays organized without manual intervention.

As a social media enthusiast, I want to collaborate with friends on shared albums using Pik Pals **so that** we can create and exchange memories more easily on an aesthetically pleasing platform.

As a filmmaker, I want the app to curate videos into project folders **so that** I can have a better workflow when editing and producing content.

As a privacy-conscious user, I want reassurance that my personal media and data are securely stored and not shared with third parties without my permission **so that** I can trust the platform with my content.

As a user who often forgets about old photos, I want the app to remind me of nostalgic memories by creating anniversary or throwback albums **so that** I can revisit those special moments.

As a premium subscriber, I want additional cloud storage for my high-quality images and videos **so that** I never run out of space.

As a user new to PIKTEL, I want an intuitive onboarding process that explains how the features work **so that** I can start organizing my content right away.

As a student, I want a way to quickly search for specific photos for projects or presentations using keywords or tags **so that** I can find what I need efficiently.

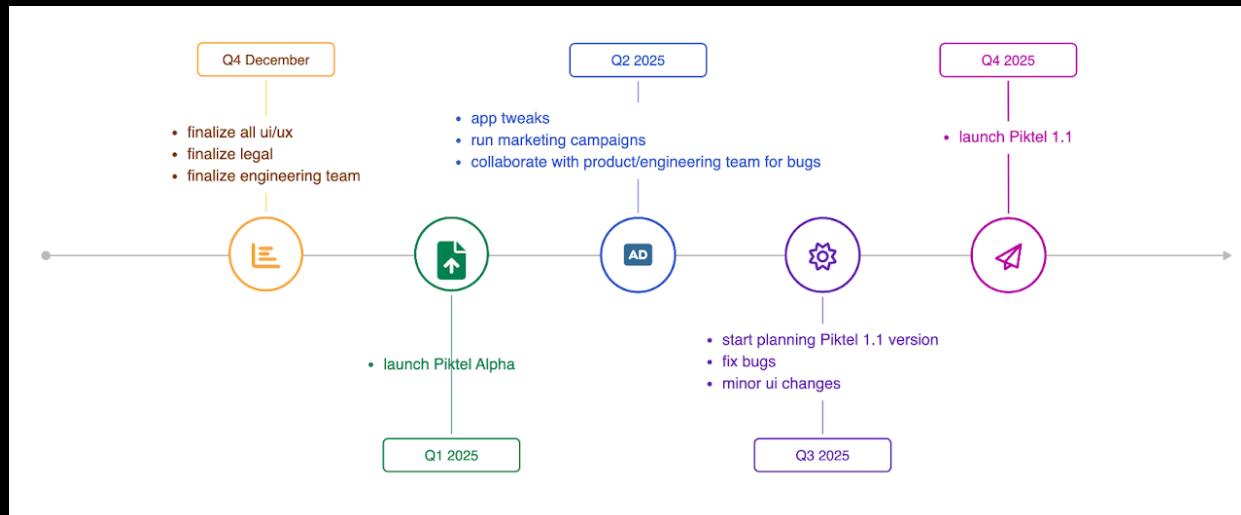
As a TikTok creator, I want the app to suggest video clips that align with current trends **so that** I can create timely, engaging content.

As a busy parent, I want to quickly compile and share personalized photo albums of my kids with family members who don't use social media **so that** they can stay connected to family memories.

As a micro-influencer, I want to use "Pik Post" to manage all my content ideas and workflows in one place so that I don't forget to post or miss deadlines.

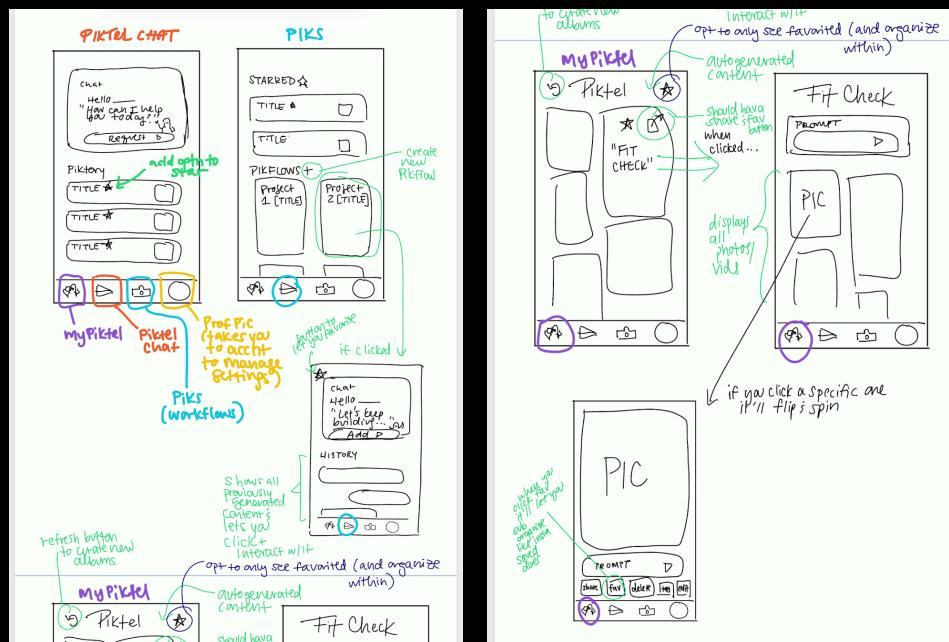
As a user with diverse content, I want the app to categorize my photos into customizable folders (e.g., "Thanksgiving" or "Spring Break") **so that** I can achieve better organization and retrieval.

Product Timeline



Trello Board | [Click to Access](#)

Wireframe



Prototypes



Web Platform | Click to Access



Figma Mockup | Click to Access

Marketing Plan

Overview

This marketing plan outlines strategies to drive both organic and paid traffic, utilize social media platforms, leverage growth hacking techniques, target key audiences, and track core performance metrics for our application, PIKTEL. The goal is to build brand awareness, drive user acquisition, and ensure sustainable growth through a combination of creative campaigns and data-driven decisions.

Traffic Acquisition Plan

For paid traffic, we will focus on running Google Ads, bidding for the highest positions on the Google search engine to maximize visibility. We will also invest in Facebook Ads to target specific demographics and increase reach. Marketing interns and influencers will be hired for brand deals to expand our social media presence, supplemented by billboards and posters in high-traffic areas to build offline awareness.

For organic traffic, our strategy hinges on leveraging SEO. Using tools like the Keyword Magic Tool, we will identify high-value keywords and create content that aligns with user search intent. This will include high-quality blog posts and web content to drive traffic and improve search rankings. We will also launch creative marketing campaigns, such as a Timothée Chalamet lookalike contest, which ties back to PIKTEL's brand in a quirky and memorable way. For instance, a campaign idea could be, "I pretended to be [celebrity] for a day using PIKTEL to create specialized Instagram posts."

Social Media Strategies

Our Twitter strategy will focus on promoting our products and engaging in humorous commentary on trending topics. For example, we might tweet: "Every Thanksgiving, the same question: 'What do you do for work?' And every year, my answer gets side-eyes. But this year, thanks to PIKTEL organizing my camera roll and helping me fake influencer vibes, it's starting to sound slightly more believable! 🎃✨ #InfluencerLife #ThanksPIKTEL."

On Facebook, we will utilize video ads to create visually engaging content that prompts discussions in the comments. An example would be sharing a short clip of the Timothée Chalamet lookalike contest or showcasing someone faking a celebrity lifestyle for a day using PIKTEL. Additionally, we will promote event ads for collaborations or pop-up events, driving more traffic and awareness through interactive and viral content.

Other Organic Sources

We will create company blogs on LinkedIn to share industry insights and brand updates. Referral codes and word-of-mouth strategies will also play a significant role, incentivizing current users to bring in new ones by offering discounts or rewards.

Growth Hacking Techniques

Inspired by Ryan Holiday's approach to growth hacking, we will focus on creating viral and relatable content. Short, engaging videos based on trending TikTok memes will be used to highlight PIKTEL's features on platforms like TikTok and Instagram Reels. Launch events and pop-ups will be organized to create buzz and invite influencers to record and share their experiences. For instance, a PIKTEL launch party with aesthetic decorations will naturally attract attention and user-generated content on social media.

We will also collaborate with other brands to create mutually beneficial campaigns. For example, partnering with skincare companies for events where PIKTEL is used to enhance the presentation of giveaways. This creates a win-win scenario: skincare brands promote their products, while PIKTEL gains virality and exposure.

Influencer Marketing

To drive product adoption, we will partner with influencers who align with our target audience and brand image. Influencers such as Your Mom Ashley (known for her approachable content), Evelyn Ha (who has a knack for creating viral personal content), and Madeleine White (recognized for her high-fashion creativity) will be engaged to promote PIKTEL through their platforms.

App Store Optimization (ASO)

To maximize visibility in app stores, we will optimize our app descriptions with relevant keywords such as "photo editing" and "filters." Additionally, we will design an eye-catching logo that emphasizes PIKTEL's sleek and modern aesthetic, ensuring it stands out in search results and app listings.

Audience Targeting

Our primary target audience comprises tech-savvy adults aged 18-45 with extensive photo and video collections. These individuals value simplicity and convenience, seeking solutions to manage cluttered photo storage. To reach them, we will create content on Instagram and YouTube Shorts that demonstrates the app's ease of use and efficiency.

We will also target content creators and influencers aged 18-35 who depend on photo and video content for their work. Through TikTok and Instagram campaigns, we will showcase PIKTEL's ability to streamline content organization and editing, making it indispensable for their workflows.

Our secondary target audience includes families looking to organize and preserve vacation photos. For them, we will emphasize PIKTEL's unique AI-powered curation and memory automation features, promoting messages like "Spend less time scrolling, more time enjoying" and "Never lose track of a favorite moment."

Analytics and KPIs

In the early stages, our focus will be on user acquisition and retention. Success will be measured by tracking key metrics such as downloads, installs, and engagement rates (DAU/MAU). As we grow, retention and user stickiness will take precedence, alongside efforts to convert free trial

users to premium subscriptions. Offering a one-month free trial will allow us to gauge conversion rates and the perceived value of the premium model. Revenue metrics will also track the monetization success of these efforts. By combining these strategies, PIKTEL's marketing plan aims to establish a strong brand presence, engage a diverse audience, and drive sustainable growth.

A/B Testing Ad Mockups



These initiatives aim to gauge our audience's preferences for a more professional approach by targeting two key segments: families seeking to use PIKTEL to streamline and organize their photo albums, and younger audiences leveraging PIKTEL to express their creativity and enhance their social media presence.

Profit & Loss Statement

Profit & Loss Statement | [Click to Access](#)

The Profit & Loss Statement assumes that the primary costs will come from HR (G&A), Operations, and Marketing while the primary revenue streams are subscriber revenue and advertising revenue from video ads. Based on this analysis, PIKTEL is expected to break even within one year of launch (January 2026).

Please see the *Assumptions* tab of the statement for further details.

Technology Due Diligence

Core Technology Aspects

PIKTEL is an AI-powered photo management app designed to provide an aesthetic, user-friendly experience for organizing, editing, and searching personal photo collections. The core technology driving PIKTEL includes AI search capabilities that leverage machine learning to allow users to search photos using natural language queries. Mass editing tools utilize AI-based filters and batch processing for seamless photo enhancements. Organizing features include an interactive folder creation and management system with tagging, sharing, and customization options. Privacy and security are prioritized through compliance with GDPR and CCPA, alongside advanced encryption standards such as AES-256. Additionally, cloud storage integration ensures scalable and efficient storage solutions for both freemium and premium users.

Required Technology for Features/User Stories

Freemium Features

The MyPik landing page is designed with React Native for cross-platform compatibility and enhanced by CSS animations for dynamic features like "Pop your Pik." Organizing features rely on a MongoDB backend for metadata storage and AWS S3 for media files. Editing capabilities use TensorFlow Lite for fast on-device AI-powered batch processing. Deletion features employ dual-delete options via iOS/Android SDK APIs and backend logic for device-integrated deletion. AI search functionalities are enabled through OpenAI GPT APIs, which handle metadata and content analysis to provide accurate and intuitive search results.

Premium Features

Premium offerings include a Calendar/Post Manager that uses NLP models for auto-captioning and React Calendar libraries for scheduling tools. Enhanced editing capabilities integrate advanced AI filters and user-defined preferences stored in a PostgreSQL database. Pro AI search is powered by ElasticSearch for faster indexing and query performance. Unlimited storage and sharing leverage AWS S3 with Glacier for cost-effective and scalable storage solutions.

Proposed Tech Stack

Frontend

The frontend is developed using React Native for cross-platform mobile app functionality, complemented by CSS-in-JS frameworks for responsive and aesthetically pleasing designs.

Backend

The backend architecture incorporates Node.js with GraphQL for API management and Express.js for routing and feature integration.

Databases

MongoDB is utilized for unstructured metadata, while PostgreSQL stores user data and preferences.

Cloud Services

AWS S3 supports storage needs, and Cloudflare enhances global delivery optimization through its CDN services.

AI/ML Frameworks

TensorFlow Lite facilitates on-device AI for efficient processing, while OpenAI APIs enable NLP and search functionalities.

Intellectual Property

PIKTEL's intellectual property includes unique AI algorithms designed for mass editing, search, and auto-captioning. Trademarked features like the gamified "Pop your Pik" for the MyPik landing page enhance user engagement. Additionally, the app incorporates patentable innovations in batch processing systems for intuitive and efficient workflows.

Scaling Solutions

To handle user growth, PIKTEL incorporates cloud auto-scaling through AWS Auto Scaling, allowing the platform to adapt dynamically to user spikes. Database sharding is implemented to distribute data across servers, enhancing performance. Load balancing is optimized using AWS Elastic Load Balancing to ensure efficient resource allocation.

Funding Estimate

Developing PIKTEL will require an estimated budget of \$400,000–\$600,000, allocated as follows:

- **AI Development:** \$75,000–\$100,000 for refining models and NLP tools.
- **App Development:** \$150,000–\$200,000 for frontend, backend, and system integration.
- **Cloud Infrastructure:** \$50,000 annually for AWS services.
- **Security & Compliance:** \$25,000–\$50,000 to ensure adherence to legal and ethical standards.
- **Marketing:** \$75,000 for outreach and user acquisition campaigns.

To learn more details regarding the specific budget for each software, please see the “Expanded Technology Due Diligence” in the Appendix.

Legal Summary

With PIKTEL’s type of innovative technology involving user’s private property, there are some Intellectual Property and Privacy concerns that must be addressed.

Trademark registration is not strictly enforced in business ventures; however, it is highly advisable for protecting your brand, creating validity, and ensuring your app’s long-term success. To secure a trademark for “PIKTEL”, a comprehensive search using the United States Patent and Trademark Office ([USPTO](#)). After searching both registered and pending trademarks, we have concluded that there are no similar names within our industry, especially in categories related to photo or video management, AI, or technology services. Registering a trademark is essential as it provides legal protection, enhances brand identity, and adds value to your business by allowing for stronger legal recourse against infringement.

Another legal consideration we must adhere to is the copyright protection of PIKTEL’s code and AI algorithms. First and foremost, PIKTEL’s work must be original and fixed in a tangible medium (e.g., software files) to be considered copyrighted. Copyright protection is automatic upon creation, but you can enhance your rights by registering your copyright with the U.S. Copyright Office.

Lastly, PIKTEL’s nature raises concerns regarding privacy and data security. To ensure PIKTEL complies with privacy and data protection laws, it is crucial to adhere to the General Data Protection Regulation (GDPR) for users in the European Union and the California Consumer Privacy Act (CCPA) for users in California. This involves gaining user consent for data collection and providing the ability to request deletion of personal data ([GDPR Article 17](#) and [CCPA Section 1798.105](#)). A clear, transparent privacy policy and Terms of Service must be in place, outlining how

user data is collected, processed, stored, and shared, especially regarding how the AI interacts with users' photos and videos ([CCPA Section 1798.130](#)).

By addressing these legal considerations—privacy compliance, data security, content licensing, and ethical AI practices—and having a protected trademark and copyright, PIKTEL will protect both its users and itself, establishing a trustworthy and legally sound foundation for the app's success.

PIKTEL's Intellectual Property Overview and Ownership

- **Trademark:** PIKTEL and "You Click, We Curate"
- **Website:** PIKTEL.com (available and trending), according to [GoDaddy](#)
- **Social Media:** Instagram and TikTok: @PIKTEL

Appendix

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