



HackTrix'24

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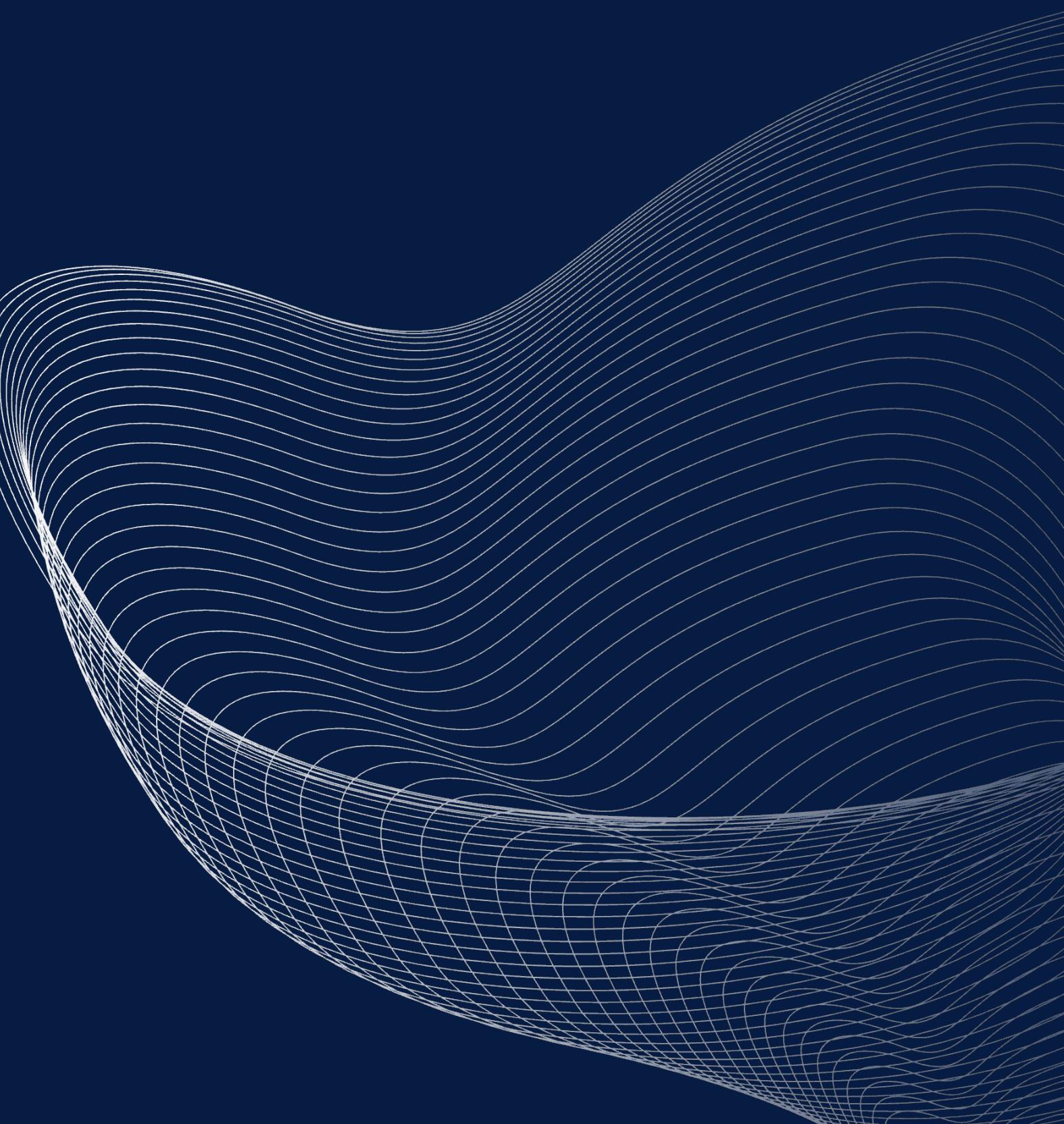
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Introduction

Gen AI music creation utilizes advanced algorithms to compose music in various styles and genres.

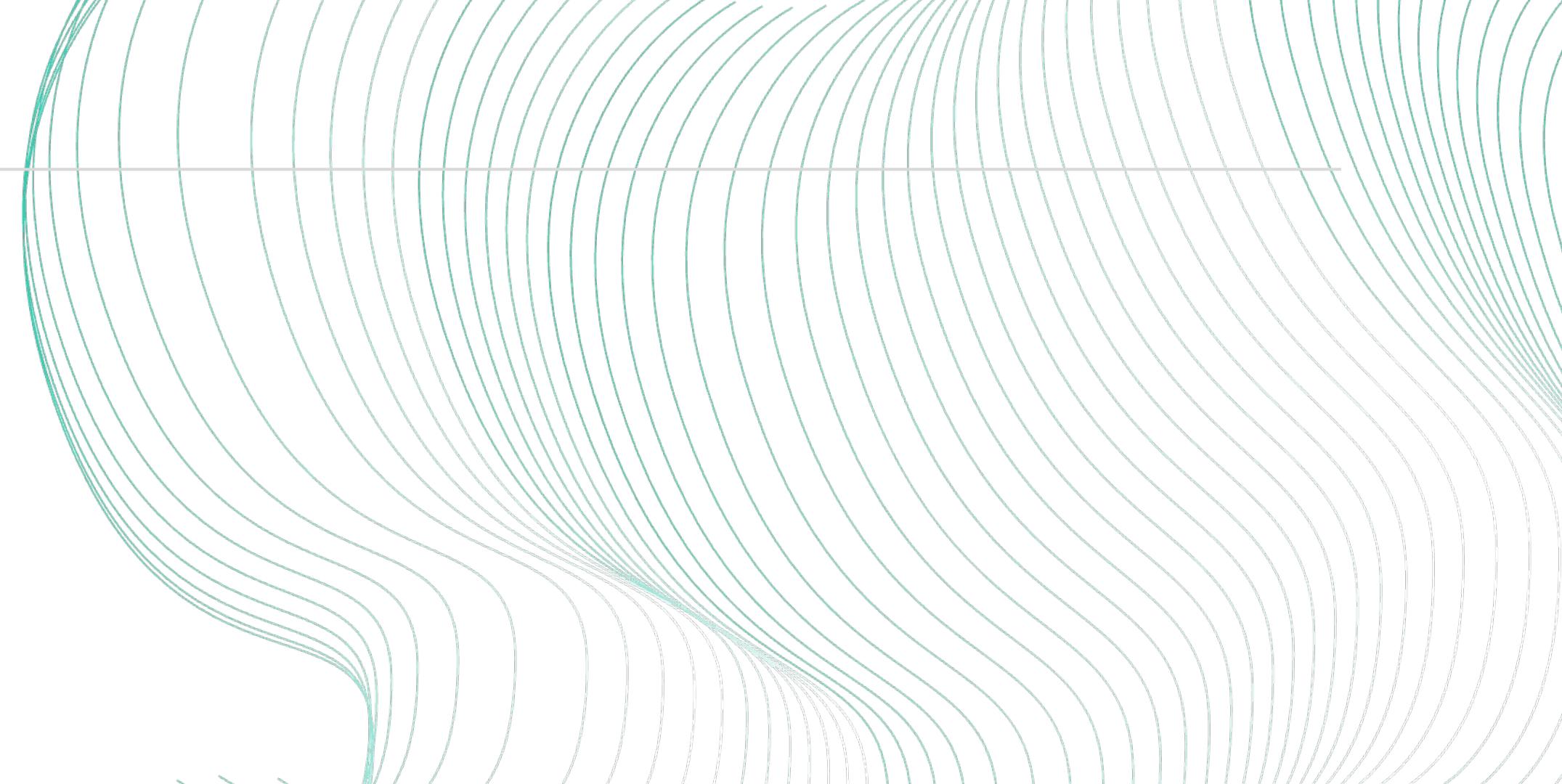
With the power of artificial intelligence, music can be generated, customized, and adapted to fit specific needs.

Target Users and market selection

MUSICIANS AND COMPOSERS.
MUSIC PRODUCERS
AMATEUR MUSICIANS
EDUCATIONAL INSTITUTIONS
GAME DEVELOPERS
FILM AND MEDIA PRODUCERS
AI RESEARCH AND DEVELOPERS
MUSIC ENTHUSIASTS
MUSIC THERAPY PROFESSIONALS

Problems

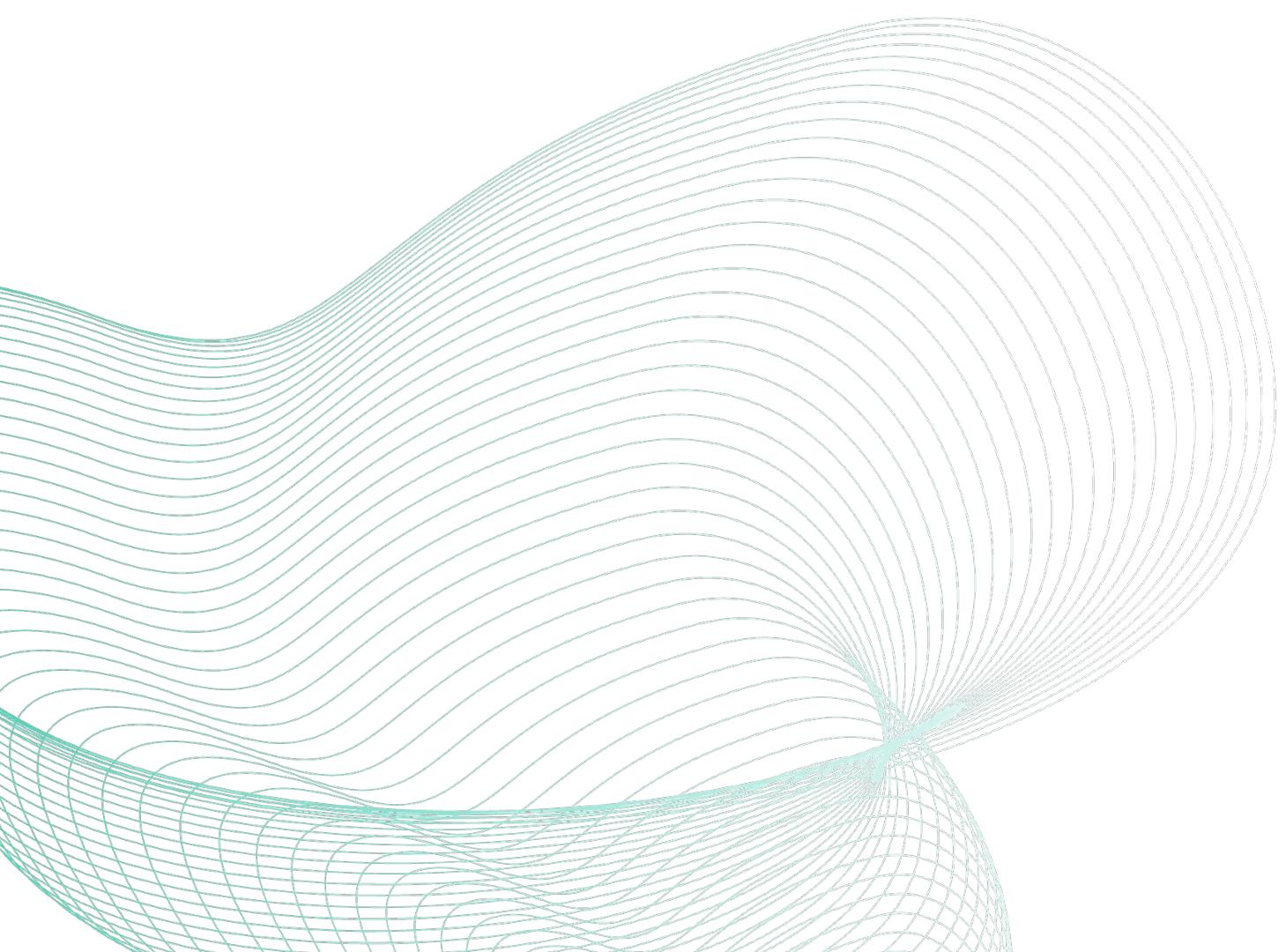
Presentations are communication tools that can be used as lectures, speeches, reports, and more. It all depends on the purpose of your presentation.



Explain

In the presentation session, the background can be filled with information that is arranged systematically and effectively concerning an interesting topic to be used as material for discussion at the opening of the presentation session.

Proposed solution



This project proposes a web-based application that leverages the power of AI to empower users to generate unique music snippets based on their own prompts.

Key Features:

- **Prompt-driven music generation:** Users provide prompts describing the desired music style, mood, or instruments, and the app utilizes an AI API (like Gemini) to generate a corresponding music snippet.
- **Freemium model:** A free tier allows users to experiment with basic features, while a premium tier offers extended functionalities like longer snippets, higher audio quality, and more creative options.
- **Monetization strategies:** The app aims to generate revenue through a combination of subscriptions, in-app purchases for additional features or content, and potential partnerships with music platforms or educational institutions.

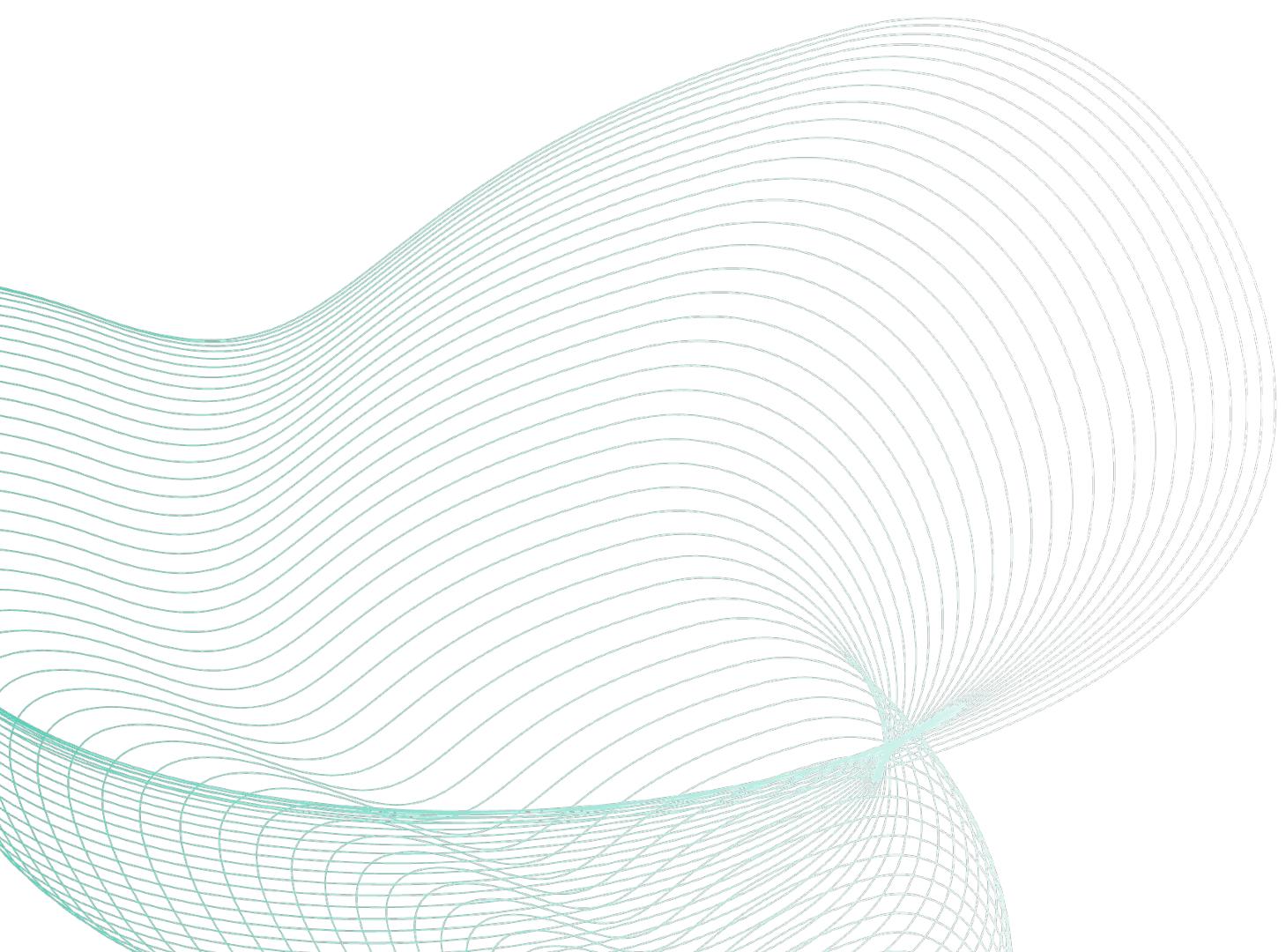
Benefits:

- **Accessibility:** Opens up music creation to anyone, regardless of musical experience.
- **Personalization:** Generates music that aligns with individual preferences and ideas.
- **Exploration and Creativity:** Encourages users to experiment with different music styles and express themselves creatively.

Challenges:

- **Technical complexities:** Integrating and utilizing the AI API effectively requires technical expertise.
- **Balancing features:** Striking the right balance between free and premium offerings is crucial.
- **Content moderation and data privacy:** Maintaining appropriate content and user privacy requires careful attention.

Challenges and Key Learning



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Key Learnings:

- **Integrating AI APIs:** This project demonstrates the potential of integrating AI APIs like Gemini to create innovative and user-friendly applications.
- **Freemium model:** Experimenting with a freemium model can be a valuable strategy to attract users, showcase app value, and encourage upgrades to premium features.
- **Importance of user experience:** Providing a high-quality user experience, even in the free tier, is crucial for user engagement and long-term success.
- **Monetization strategies:** Diversifying revenue streams through subscriptions, in-app purchases, partnerships, and potential API access can enhance financial sustainability.

Challenges:

- **Technical challenges:** Integrating and utilizing an AI API effectively can involve technical complexities, requiring potentially advanced programming skills and understanding of API functionalities.
- **Balancing free and premium features:** Striking the right balance between features offered in the free and premium tiers is crucial to incentivize upgrades without hindering the free tier appeal.
- **Content moderation:** Maintaining appropriate content and ensuring copyright compliance can be complex, requiring ongoing efforts and potentially automated solutions.
- **Data privacy:** Balancing data collection for functionality with user privacy concerns and ensuring compliance with relevant regulations requires careful consideration and implementation of best practices.

Business Model and Monetization

Explain

Freemium model

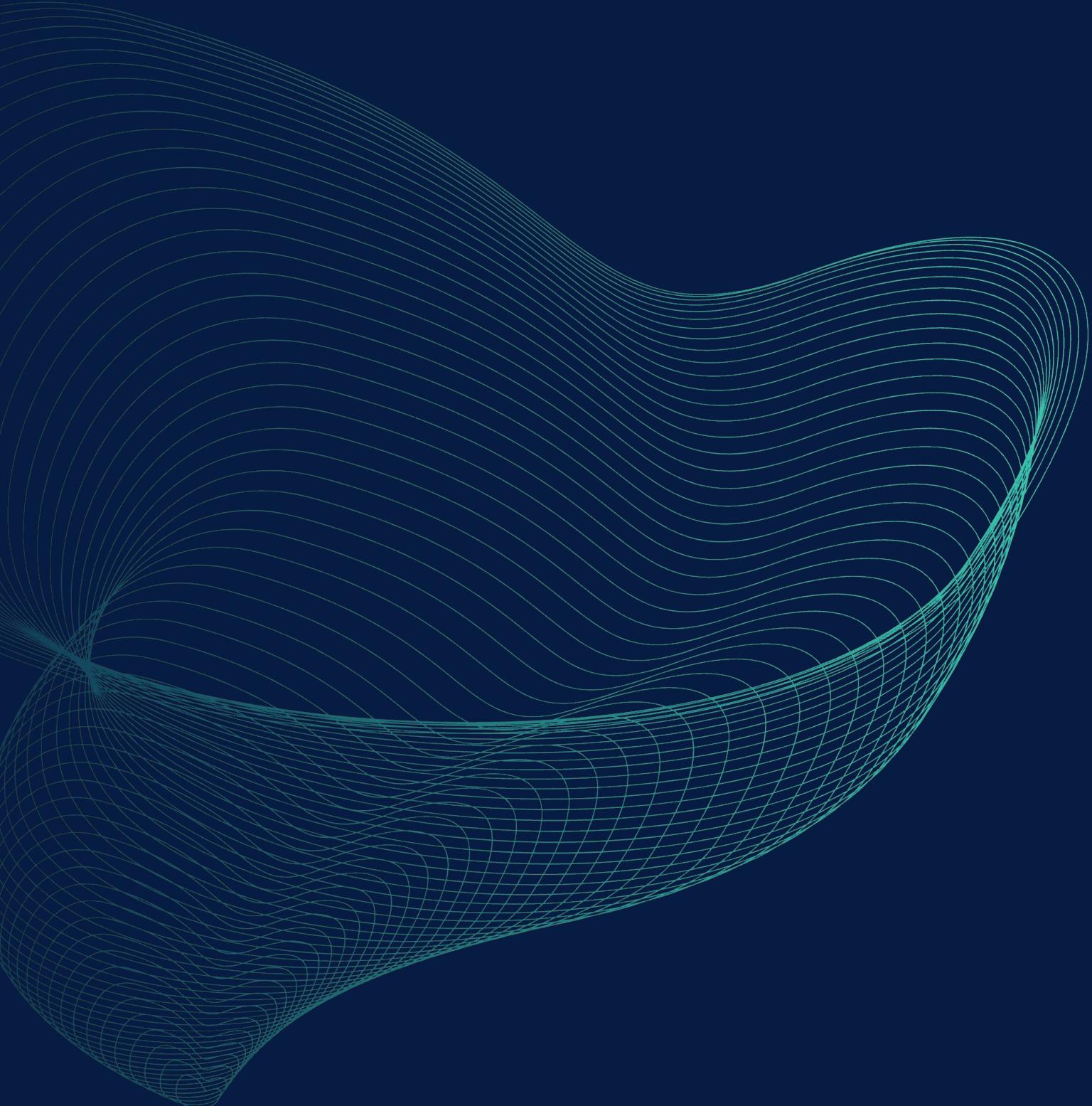
- Focus on providing a high-quality user experience in the free tier to encourage users to upgrade to premium.
- Offer different subscription tiers to cater to different user needs and budgets.
- Promote in-app purchases through strategic placement and highlighting their benefits.
- Develop strategic partnerships to expand reach and monetization opportunities.
- Carefully evaluate API access and ensure it doesn't cannibalize your core business model.

Conclusion

Conclusion and Call to Action

Take the first step towards unlimited creativity by embracing the power of gen ai music creation.

Let the future of music begin!



THANK YOU