

AI-POWERED ARTIST PROMOTION ASSISTANT – FINAL DEMO

PROOF OF CONCEPT

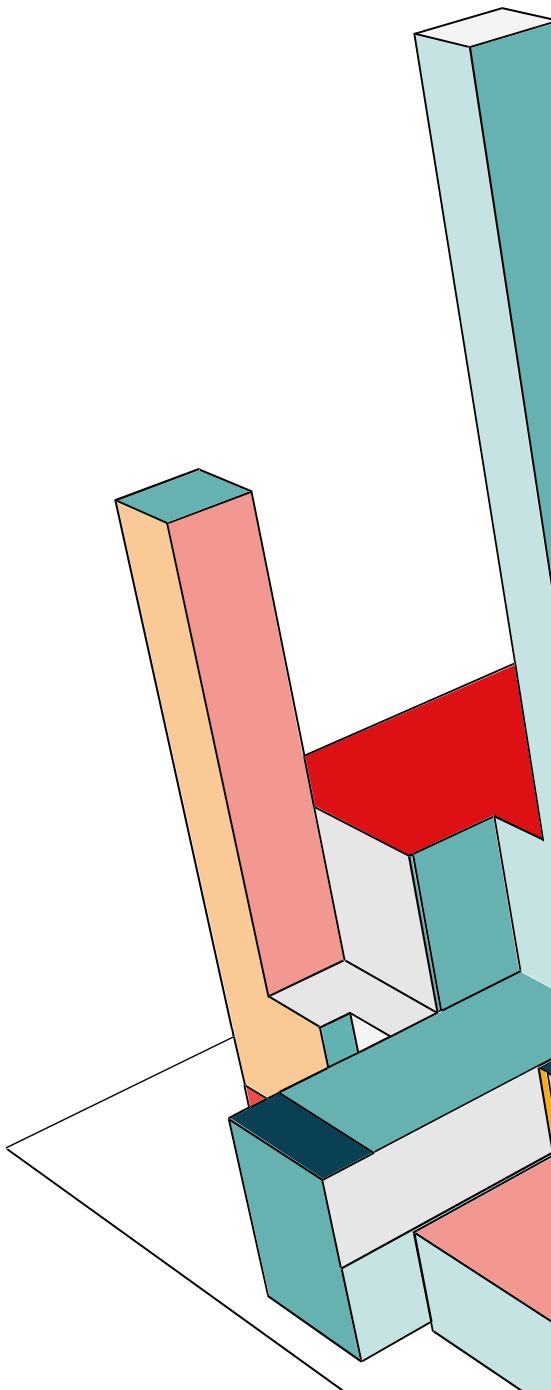
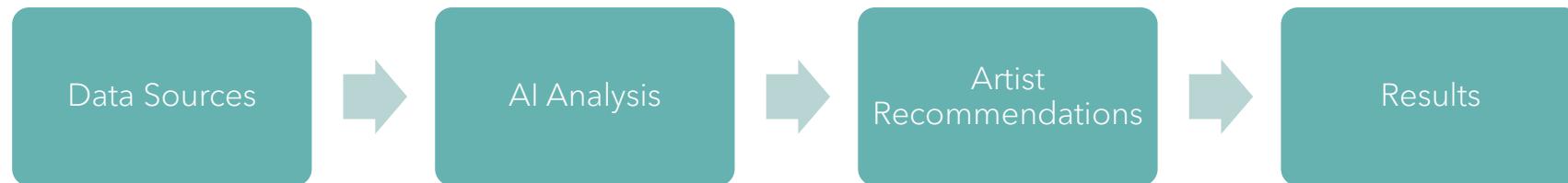
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PROJECT OVERVIEW

Purpose: Help independent artist grow online presence using AI.

Key Features

1. Live monitoring of social & streaming platforms.
2. AI-driven opportunity scoring & content suggestions.
3. Performance analytics & insights.



BUSINESS CASE

Why it matters:

- Artists often lack time and data to make informed marketing decisions.
- Our system identifies high-impact engagement opportunities in real time.

Benefits demonstrated in testing:

- Increased engagement
- Improved reach and content optimization
- Better ROI on social campaigns

LIVE DEMO

The screenshot displays the ArtAssist.ai dashboard, specifically the 'dashboard' view. The left sidebar contains links for 'Dashboard', 'Analytics', 'History', and 'Settings'. The main area is titled 'Live Feed' and shows a list of AI-suggested replies for real leads. Each entry includes the client's handle, timestamp, platform, message content, and a small profile icon. To the right of the feed, there's a section titled 'Select a lead to review AI suggestions' with a 'Chat' icon.

Client Handle	Timestamp	Platform	Message Content	Lead Type	Score
@office_space_pro	Just now	linkedin	"We're redesigning our workspace and looking for modern artwork."	Corporate Buyer	86
@office_space_pro	Just now	linkedin	"We're redesigning our workspace and looking for modern artwork."	Corporate Buyer	86
@interior_visionary	2m ago	instagram	"This piece would look amazing in a hotel lobby. Do you ship to NYC?"	Interior Designer	92
@office_space_pro	5m ago	linkedin	"We're redesigning our workspace and looking for modern artwork."	Corporate Buyer	86
@artlover_daily	8m ago	instagram	"This is beautiful!! Do you have prints available?"	Art Enthusiast	68
@renovationqueen	12m ago	instagram	"I'm remodeling my living room and this piece would fit perfectly!"	Homeowner	75
@marketing_minds	18m ago	linkedin	"We're looking for unique visuals for a brand campaign — do you take commissions?"	Brand/Agency Buyer	83
@gallerywatch	22m ago	instagram	"Your style is very unique — have you exhibited recently?"	Gallery Scout	72
@modern_art_hunter	30m ago	linkedin	"Do you have any new pieces available?"	Art Collector	88

SOLUTION OVERVIEW

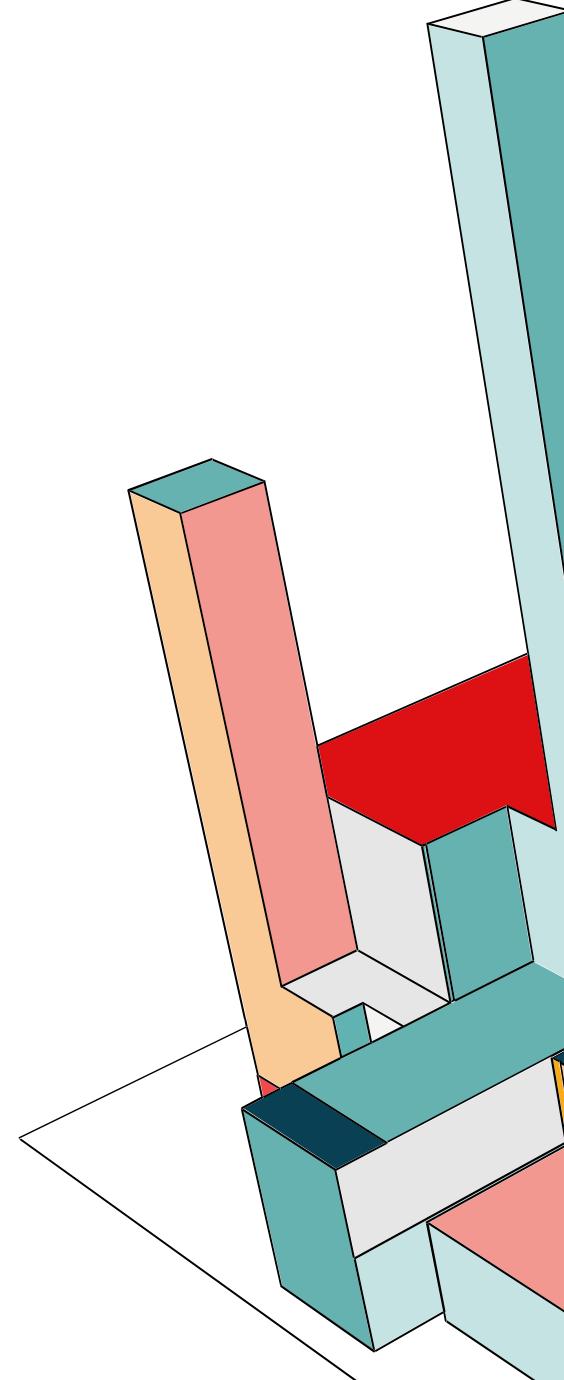
The screenshot displays the ArtAssist.ai dashboard interface. On the left, a sidebar menu includes options for Dashboard, Analytics, History, and Settings. The main area is titled "Live Feed" and shows a list of AI-suggested replies for various users. Each entry includes the user's handle, platform, timestamp, message, and a small circular icon indicating the score or confidence level (e.g., 92, 86, 68, 75, 83, 72, 88, 77). The right side of the dashboard shows a detailed view of a specific interaction with user @interior_visionary, who is identified as an "Interior Designer" on Instagram. The AI has suggested a response: "Thank you so much! Yes — I absolutely ship to NYC. I'd love to help you find the perfect piece for your hotel project. Would you like dimensions, pricing, or alternative color options?". There are buttons for "Edit", "Dismiss", and "Approve & Post". The overall theme is a professional tool for managing social media interactions.

- Real-time monitoring of at least 2 platforms.
- AI identifies trends, engagement spikes, and growth opportunities.
- Scores and ranks actions by potential impact.

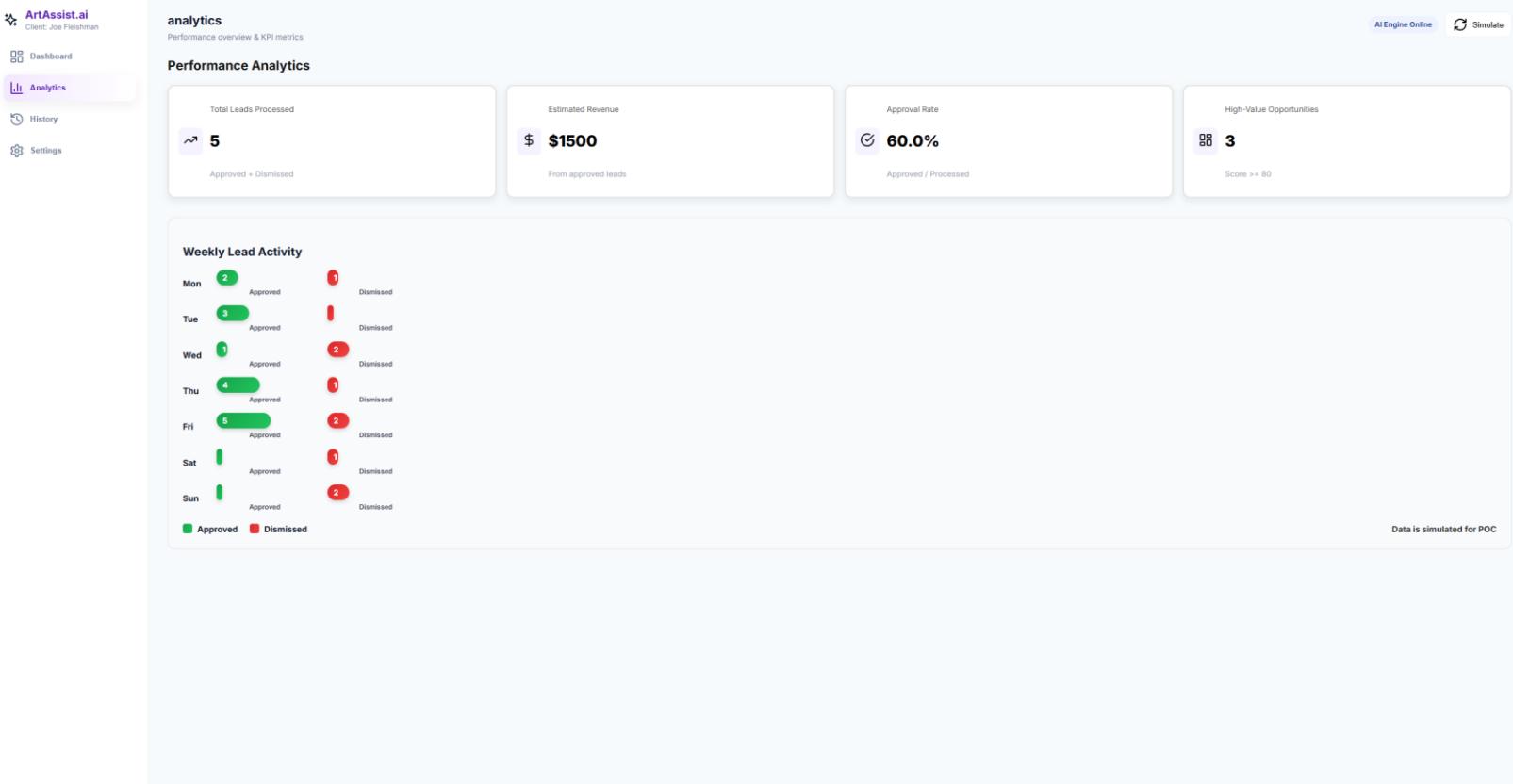


ARCHITECTURE / HOW IT WORKS

1. Data Collection: APIs pull posts, metrics, and trends.
2. AI Analysis: NLP & ML scoring for engagement potential.
3. Recommendation Engine: Suggests posts, hashtags, and collaboration opportunities.
4. Reporting: Charts & insights for weekly performance.



PERFORMANCE METRICS

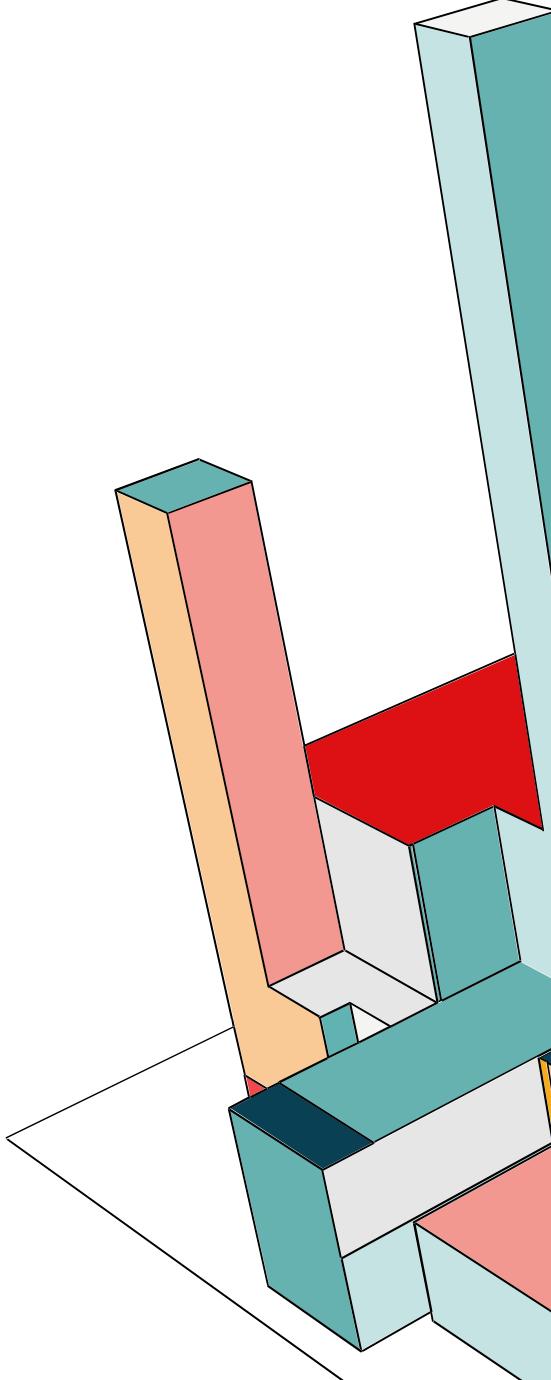


- Total Leads Processed: 5
- Approval Rate: 60%
- High-Value Opportunities: 3
- Estimated Revenue: \$1,500
- Insights: Fridays yield the highest approval; focus AI recommendations on high-value days.



LESSONS LEARNED

- Challenges encountered: API limitations, real-time scoring, platform variability.
- Solutions & insights:
 - Caching & parallel processing for performance
 - Adaptive scoring models
 - Importance of real-time data validation
- Takeaways for future improvements



FUTURE ROADMAP



Expand to additional platforms.



Add sentiment analysis & influencer identification.



Improve AI scoring with more historical data.

THANK YOU

