Shadify

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Product Description

Have you ever found a wonderful image on the internet, but it was black and white? Or perhaps a picture from before colored cameras were invented? Approximately 1 out of 4 images on the internet are not colorized, but with Shadify, that can be changed. Our product is a tool that uses AI to edit the color of images, and even add color to black and white ones.

AI Model

- The AI model we will be using is Artificial neural network.
- We are going to train our AI using various images from across the internet - containing a variety of objects. These images will be obtained from various websites containing images of different objects and themes. We will used unsupervised machine learning so that our AI clusters each different object in each image. It will then know the most common color for each object.
- Then, when the user inputs a black and white image, our AI will identify each individual object in the image, and color it using the most common color in that object's cluster.
- For example, if there is an apple in the image, the AI will recognize it, match it to its cluster, and find that the most common color in that cluster is red, and will therefore color the apple red.

Estimated Market Size

Photographers, video editors, schools, historians, and media influencers will use our shading app. At the start we expect that most of our users will consist of video editors and some school pupils. Some companies will also be sponsored for more money and customers. Finally we will make a subscription fee which users have to pay once they have a go at the app .

Our competition

For competition we have apps such as pixbim, video editor,adobe etc. The differences between these apps and ours is that ours is much cheaper and offers more features such as making photos and videos thermal vision, making some parts of them see through or making the lighting in the photo or video darker or brighter. But the main key feature that separates us from them is that they most of them don't have ad sponsors.

Business model

When people use our software, we will have them use a login so that we can track how many times each person has used it. Every account can use it once, for free, and after that they have multiple options for subscriptions: $3.99 per month; or $44.99 per month for up to 40 accounts (intended to be used by schools/classes). We will also generate more revenue from ads. We have already made money from other investors.

Purpose of funding: the money that we make will be used for:

1. Paying for any expenses such as promoting our software, website domain, any subscriptions or other payments
2. Paying our developers or anyone else that helped us make this app
3. Researching and developing more products and options for consumers