



# Photo Guru

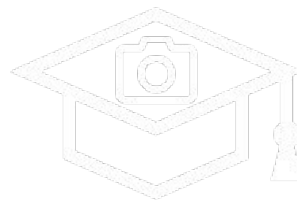
Affordable high quality photography  
education at your fingertips

**Anirudh 9th**  
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# Problem: Challenges in learning basic photography skills

1. **Expensive:** expensive hobby to pursue
2. **Time:** traditional courses are long and time consuming
3. **Learning:** traditional self learning courses lack interaction and guidance



# Solution: Create an ML based mobile app experience to address challenges



## AFFORDABLE

- Our affordable courses make photography lessons accessible to all
- High quality camera equipment or expensive software are not needed



## ON-DEMAND

- Guided Practice courses, always ready to be used
- Quick ML recommendation system provides feedback when you need it



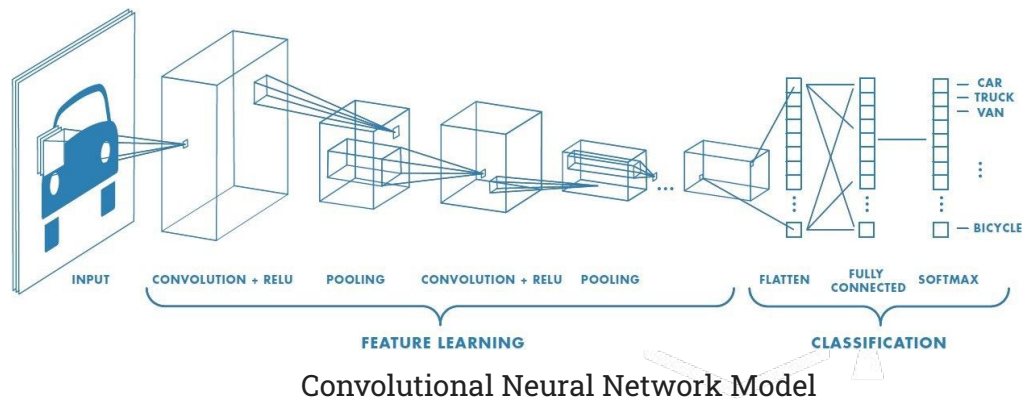
## INTERACTIVE

- Badges, streaks, and other gamified experiences to increase motivation
- Finite training plan vision that shows progression and end goals



# Solution: ML based recommendations for guided learning

1. **CNN based model:** Models are trained on photos from master photographers on a variety of subject matter.
2. **Ethics:** Full permissions obtained before using user photos in training data set





# Total Addressable Market (End-User)



**1.453 billion**

Number of Instagram Users



**86%**

Percentage of Instagram users under age 44



**95 million**

Photos uploaded on instagram every day

- 1.8 billion uploaded on social media every day



**1.25 billion**

Target customer base (86% of instagram users)



**12.5 million**

Estimated customer base

- 1% conversion rate of target customer base



**\$1/month**

Expected revenue per customer

**Revenue: 12.5 x \$12**



**150 million**

**TOTAL ADDRESSABLE MARKET**



## Mobile Photography Apps

Mobile photo editing and filtering apps

- Snapseed
- VSCO
- Adobe Lightroom Mobile
- Distressed FX

## Competitors



## Online Photography Courses

Lacks interaction and hard to feel motivated

- Harvard Digital Photography Course
- Magnum Learning
- Nikon School Online



## Traditional Photography Courses

Time consuming and expensive

- Academic Institutes



# Business Model



## In-app Purchase

- Base app is free
- Includes 3 free courses and limited recommendations
- Courses can be purchased



## Subscription

- Unlimited Course Access
- Picture Recommendation limit increase
- Access to exclusive content



## Tiered Pricing

- Tiered pricing for number of photo submissions
- More exclusive content per tier



# Purpose for funding







**Thank you!**

