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# Web-Builder

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# Description of problem

Our website aims to solve the problem of striking the balance between design and content for online citizens involved in the workings of web design.



First impressions  
are 94%  
design-related

It takes 50  
milliseconds for  
visitors to form  
an opinion on a  
website

90% of  
information  
transmitted to  
the brain is visual

# Description of problem (cont.)

Example of website lacking visual aids. Our company is targeted towards helping these online citizens with their website design!

## World Wide Web

The WorldWideWeb (W3) is a wide-area [hypermedia](#) information retrieval initiative aiming to give universal access to a large universe of documents

Everything there is online about W3 is linked directly or indirectly to this document, including an [executive summary](#) of the project, [Mailing lists](#) , [Po](#)

[What's out there?](#)

Pointers to the world's online information, [subjects](#) , [W3 servers](#), etc.

[Help](#)

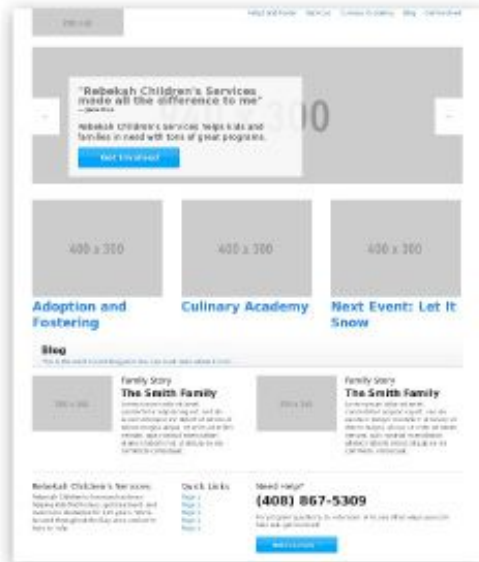
on the browser you are using

[Software Products](#)

A list of W3 project components and their current state. (e.g. [Line Mode](#) ,X11 [Viola](#) , [NeXTStep](#) , [Servers](#) , [Tools](#) , [Mail robot](#) , [Library](#) .)

# Description of solution and product

We have made a product that will turn your undecorated prototype into a beautiful and presentable website.



# Description of AI model being used

We used a GAN model to train our algorithms with 10,000+ high-quality websites that were selected based on popularity and style. We have categorized each website by purpose and audience to better the user's selection. This way, we will be able to create several generator algorithms to make the finest websites

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Because we are not storing customer data, ethical considerations is not infringed; We will only store login data for licensing purposes and proof of purchase.

Regarding copyright, we are only going to be training the algorithm with the general structure elements (no trademarks). Structure, layout, and appearance are not protected by copyright.

## **Company's Mission Statement:**

Creating more visually cohesive websites for the increasingly virtual-centric world through the use of ethically utilized data by our GAN A.I. model and all in all achieving a more user-friendly experience on the ends of both parties: the audience that our customers wish to target and our customers that we strive to support through their website endeavors.

# Estimation of Market Size

Over a \$60 billion annual investment in website design (“Figma” is worth over \$10 billion alone).

If we assumed the average business invested **\$10,000**, multiply it by the **565,000** businesses started **per month** in the US (2010), and by 12 months, it would show that over **\$60 billion** is invested into website design **per year**.

# Discuss competition

The competition to this model to provide users with fully-fledged websites will include **human website designers**.

Due to the **nature of machine learning algorithms**, our product will be much **cheaper** than human web-designers, and will be able to return a website **immediately**.

Additionally, if users are not satisfied with the result, they can **instantly adjust settings** to modify anything they are not satisfied with.

As far as we know, there are **not any prominent AI systems** that address the issue of design for customer-created websites.

# Business Model

We will offer our product as a one time purchase for users, with higher prices for more and more models and specifications. These are preliminary prices and are subject to change based on purchase data.

## \$25 - Basic

Includes

★ Basic Web-Builder:

✓ 20+ website styles

## \$75 - Premium

Includes

★ Premium Web-Builder:

✓ 60+ website styles

✓ fully customizable color palette

✓ Javascript implementation

## \$200 - Pro

Includes

★ Pro Web-Builder:

✓ 300+ fully customizable website styles

✓ fully customizable color palette

✓ Javascript implementation

✓ Site navigator options

✓ Animations, image carousels



## Purpose for Funding

We plan to reach out to new software engineers in the field through **LinkedIn** and use our funding to hire these new software engineers. This will improve our algorithms to expand the data we use to provide options for web styling. We will also invest in more cloud based **GPU processing power** from **AWS (Amazon Web Service)** to speed up the learning of our ML models and the use of our models.

