



# smART

Presentation by: Jakub, Julie, Keira, and Lyn

Our team is passionate about the intersection of the visual arts and AI, and how each can be used to enhance the other.

# The Problem

In today's society, people have learned that no matter how well you do, you will always get a reward. This “everyone gets a trophy” syndrome is ruining the children because they are not learning from their mistakes.

-On the other hand, many artists are self-deprecating and look down upon their own artwork. They can realize what they are doing right to become better artists.

Both of these problems can be solved with the innovative technology of smART.

## The Product: smART

Find artwork and photos references tailored to the artist's own work

Two types of images:

1. STYLE: Help artists improve/develop their art style
2. REFERENCE: Provide reference photos for artists

How it works:

1. Artists upload their work
2. Choose style, reference, or both
3. AI model draws images from its databases
4. Provides artist with library of images specific to their needs

# AI Model

Two databases:

1. Images of professional artworks
2. Reference photos

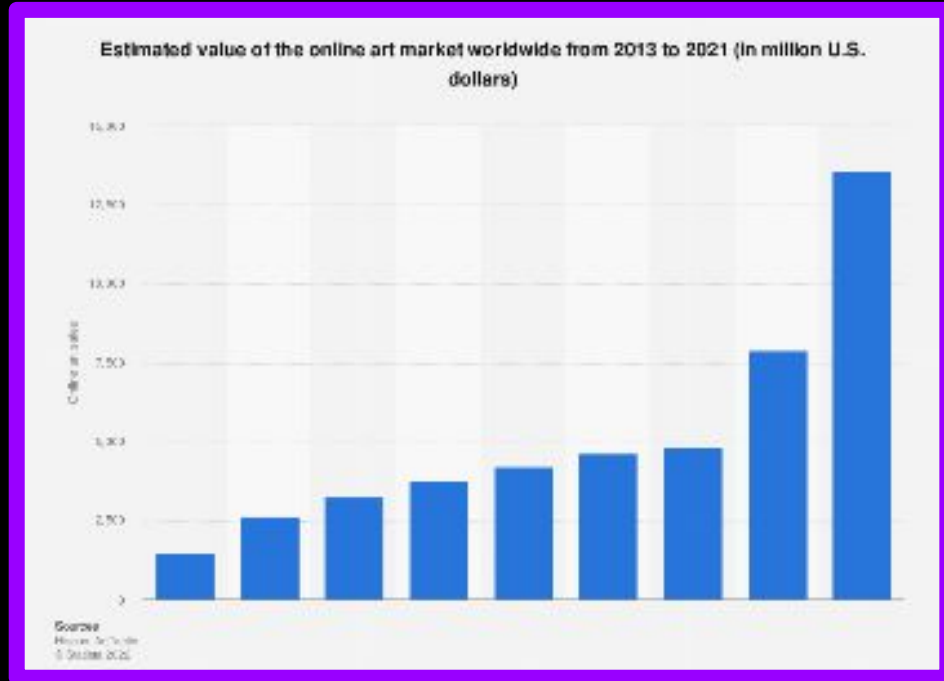
A combination of CNN model and a recommendation algorithm to identify image similarity and provide the most relevant images

## Competition



# Estimation of Market Size

Any artist who wants to improve!



According to the American Community Survey, there are 1.2 million working artists in the U.S. alone.

# Business Model

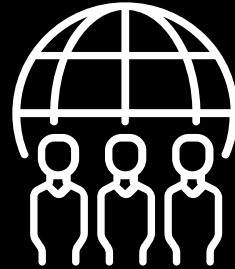
smART is a subscription-based model in which customers pay \$2.99 per month.

If customers prefer to upgrade to a premium version, they pay \$6.99 per month.

# Funding



Expand our  
database



Marketing



# Thank You!

Do you have any questions?

