BlockBreaker

STUDIOS

Helping Artists Thrive

Why we made our product

The problem we saw:

~Many artists struggle with artist's block, which limits their income
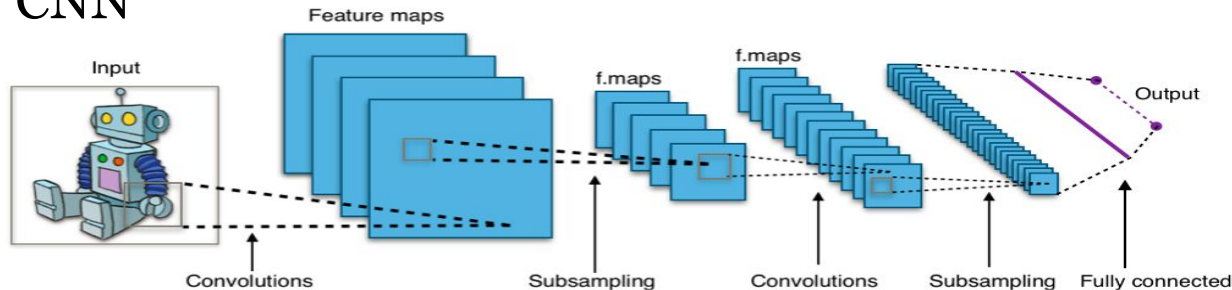
How we decided to solve it:

~Make an AI that can recommend items for the artist to use in their artwork
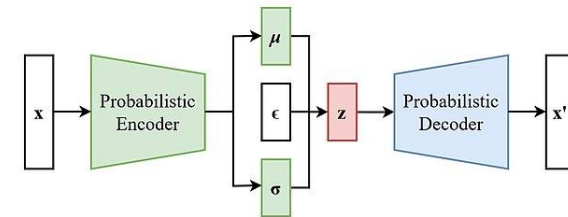
How does our AI work?

Our AI is a combination of two different models:

~An autoencoder breaks the input down into the main colors

~A CNN model detects the colors, and organizes them into color schemes

CNN

Autoencoder

How are we going to make profit?

We chose to make profit with ads, for a couple of reasons:

~Artists don't make that much money

~We'll be helping other businesses grow

How much profit can we make from graphic designers?

400,258 companies are working in graphic design.

~Around 10% will use our model

~They might use it around 5 times a month

~We can sell ads at $10 per ad, with one ad shown per two uses

~Therefore, we will make around $12,007,740 per year in revenue from graphic designers.

How much profit can we make from artists?

~There are around 2 million artists in the US.

~Around 5% might use our model

~They may use it around 5 times per month

~We will show ads once every two uses, and sell them at $10

~Therefore, we will make around 30 million from other artists.

~This all adds up to around $42007740 in profit; though we do need to add the advertising costs.

How much will it cost to advertise our AI?

We are planning to buy 1000 ads in total to gain customers.

~Each ad costs $10

~Therefore, we need to spend 10000 on advertising.

~This lowers our profit down to $41,997,740

How much will we pay our employees?

We plan to pay our employees around 75K a year. If we have around 100 customers, we will have to spend 7,500,000 paying employees, bringing our profit down to $34,497,740.

How much will YOU get out of this?

We will offer you 10% of our company's profits. This means you will get around $3,449,774 per year.

Is our AI the best out there?

Our main competitor is AI Color Wheel. Here's why our AI is better:

~We provide actual items digital artists can use in artwork

~We can recommend a color scheme based on a certain object

Why do we need this funding?

With the help of the money we are hoping to earn, we are planning to improve our AI with tons of new features, including:

~Recommended placement of various objects

~Detecting the style of artwork, and finding objects that work well with that style.