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FIB

VIABILITAT DE PROJECTES EMPRESARIALS INNOVADORS

Marketing Plan



2024-2025 Q2

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1 Executive Summary

Smart Cut is an AI-powered video editing software designed to democratize video creation. Its mission is to offer a platform that combines simplicity for beginners with sophistication for professionals, enabling users to transform raw footage into high-quality videos quickly and easily. Key features include one-click short video generation, automatic content classification, AI-driven visual effects, fake take detection, automatic dubbing and subtitling, object removal, video inpainting, and AI music generation.

Visit our website at <https://vpei-smartcut.pages.dev>.

The purpose of this document is to showcase the possibilities of the *Smart Cut* project, belonging to the VPEI course Q2 2024-2025.

2 Necessities to Satisfy

Smart Cut addresses several core user needs in video editing:

- Selecting the best clips: Automatically identifying and suggesting the most impactful footage.
- Applying special effects: Enabling users to easily add professional-looking visual enhancements.
- Applying audio and music: Generating or suggesting suitable background music and handling audio elements.
- Getting inspiration and a base product: Providing AI-generated suggestions or starting points for edits.
- Creating short videos from longer footage: Automatically generating shareable clips (like Shorts) from existing videos.

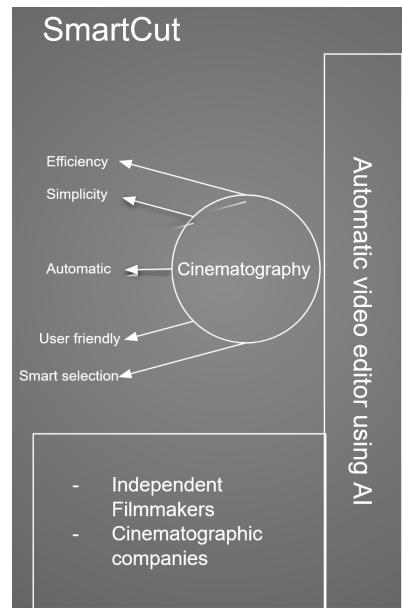


Figure 1: Basic schema of the necessities that our product covers.

Beyond addressing the fundamental requirements, we must also consider client preferences regarding the manner in which these needs are met. These are called wishes:

- Fast using the lowest number of clicks and time possible
- Prediction of the next best action, whether it is to give inspiration to the user or make it faster
- Simple and easy to use
- Customizable
- Connection with mobile phone to create videos of family or trips

3 Macro Environmental Analysis

3.1 Demographic

The target age range is broad (10-70/90 years), encompassing a significant portion of the global population (> 80%).

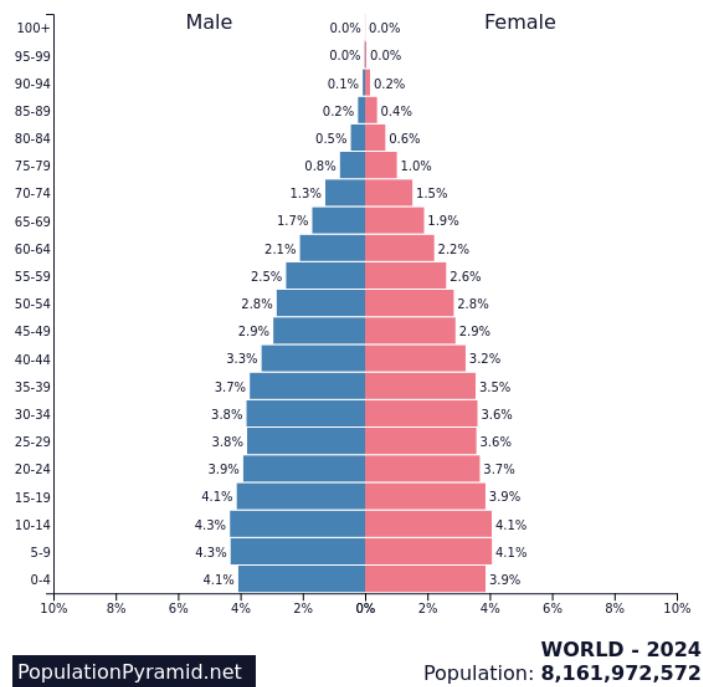


Figure 2: Population chart showing the age ranges of all the population in the world.[1]

The potential market size, considering internet access and willingness to pay for video editors, is estimated at around 490,000 people initially.

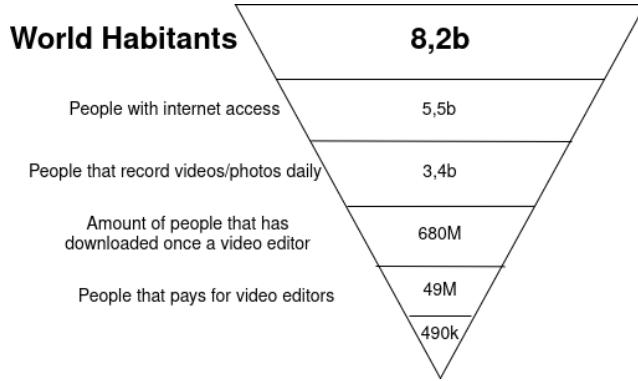


Figure 3: Number of potential consumers that results after filtering given certain conditions like Internet access or willingness to pay for such product.[2][3][4][5]

Geographic location is relevant mainly due to internet access requirements; usage is expected primarily in regions with high internet usage rate.

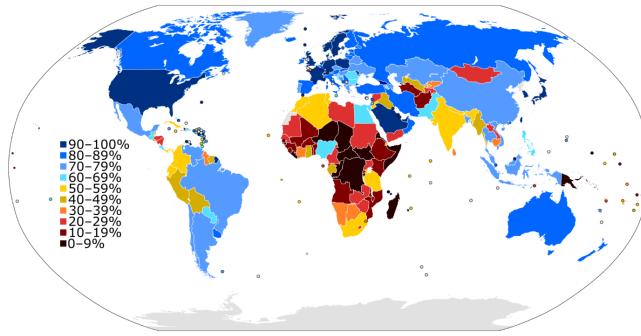


Figure 4: Map of the world showing how much population have Internet access for every country.[6]

Family composition is not a primary factor due to the wide age range. Moreover, trends favouring subscription models, cloud services, and the increasing popularity of AI support the business model.

3.2 Economic

GDP per capita influences the affordability and adoption of different price tiers across regions (e.g., North America, Europe, Oceania likely adopting higher tiers).

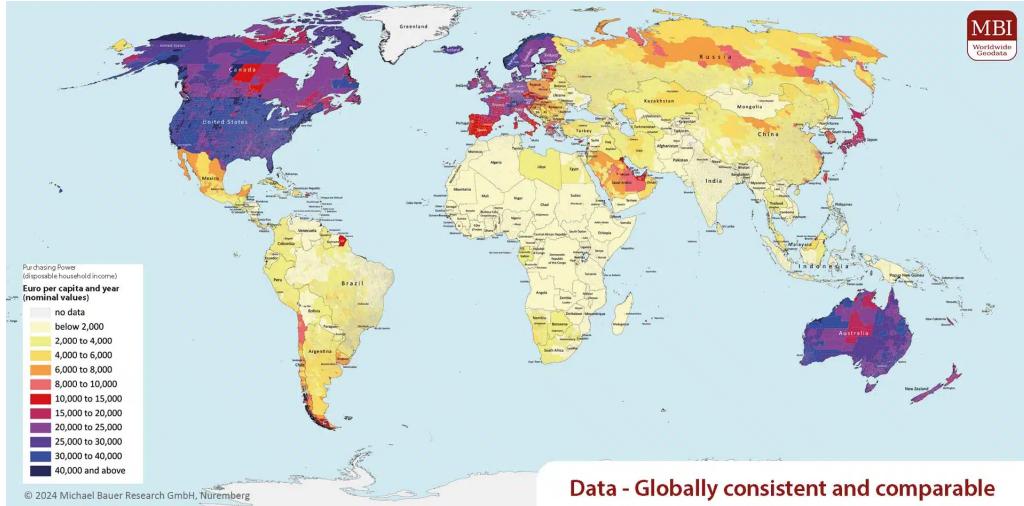


Figure 5: Map of the world showing the PIB per capita of every country.[7]

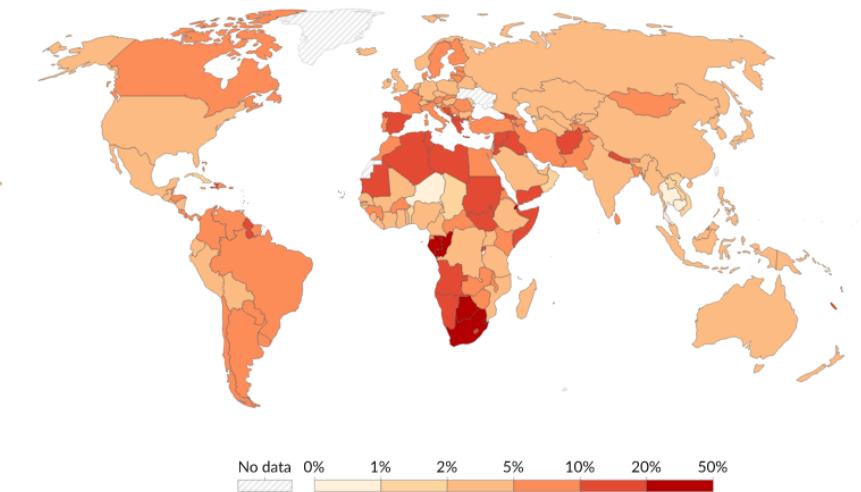
Region	Price Tier
North-America, Europe, Oceania, Startups	Teams
Europe, Asia regions, Oceania	Pro
Anyone with Internet access	Personal/Free

Unemployment rates can impact disposable income and willingness to pay for subscription services.

Unemployment rate, 2023

Unemployment refers to the share of the labor force that is without work but available for and seeking employment.

Our World in Data



Data source: International Labour Organization (via World Bank) (2025)

OurWorldinData.org/sdgs/economic-growth | CC BY

Figure 6: Map of the world showing the unemployment rate for every country.[8]

3.3 Environmental

While our product, in its direct application, does not generate environmental pollutants or consume physical resources, it is essential to acknowledge the indirect environmental footprint associated with its core technology. The product relies heavily on artificial intelligence (AI) systems. The computational demands for both training and deploying AI models are substantial, requiring significant electrical energy consumption. This energy demand, primarily met by data centers, translates into considerable resource utilization. Depending on the energy sources powering these facilities (i.e., the grid mix, including fossil fuels), the operation contributes indirectly to greenhouse gas emissions and thus possesses a notable carbon footprint.

Summary of GenAI demand forecast

Source: Wells Fargo

Note: Total US electricity demand – 4,000 TWh (2023)

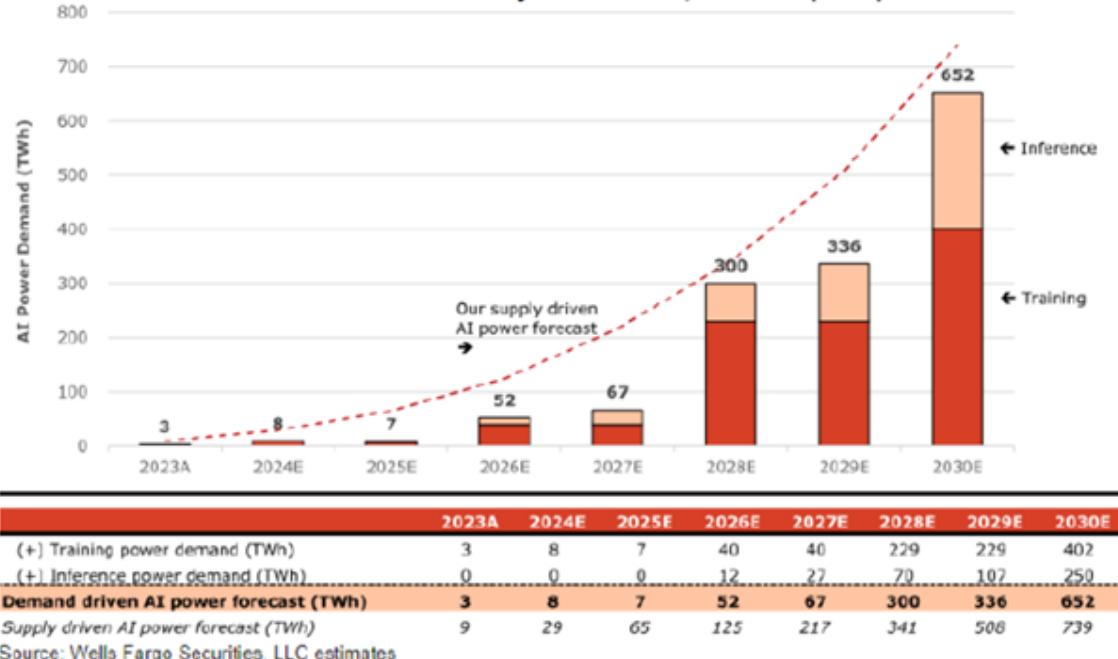


Figure 7: Plot of the total US electricity demand.[9]

AI'S ENERGY FOOTPRINT

The power consumed by artificial intelligence (AI) tools varies greatly depending on the task. An AI model that provides answers to queries is much less energy-intensive than one that generates images from text prompts, for example. And the data show that even AI models of the same type can vary widely in energy consumption.

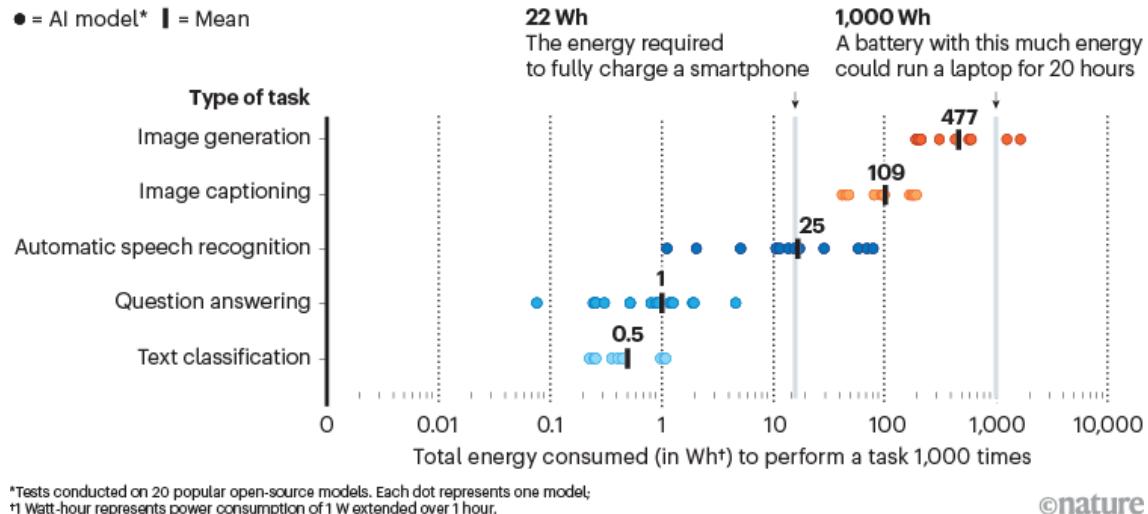


Figure 8: Plot of AI's Energy Footprint.[10]

3.4 Technological

- Relevant markets include major film production regions (India, China, Japan, North America, Europe, Brazil, Argentina) [fig:technological].
- High AI innovation rates in North America, Europe, Asia, and Oceania are beneficial.
- Dependence on advancements in AI models (both open-source and proprietary) is critical.
- Reliance on cloud infrastructure (AWS, Google Cloud, Azure) for computation and storage is essential.

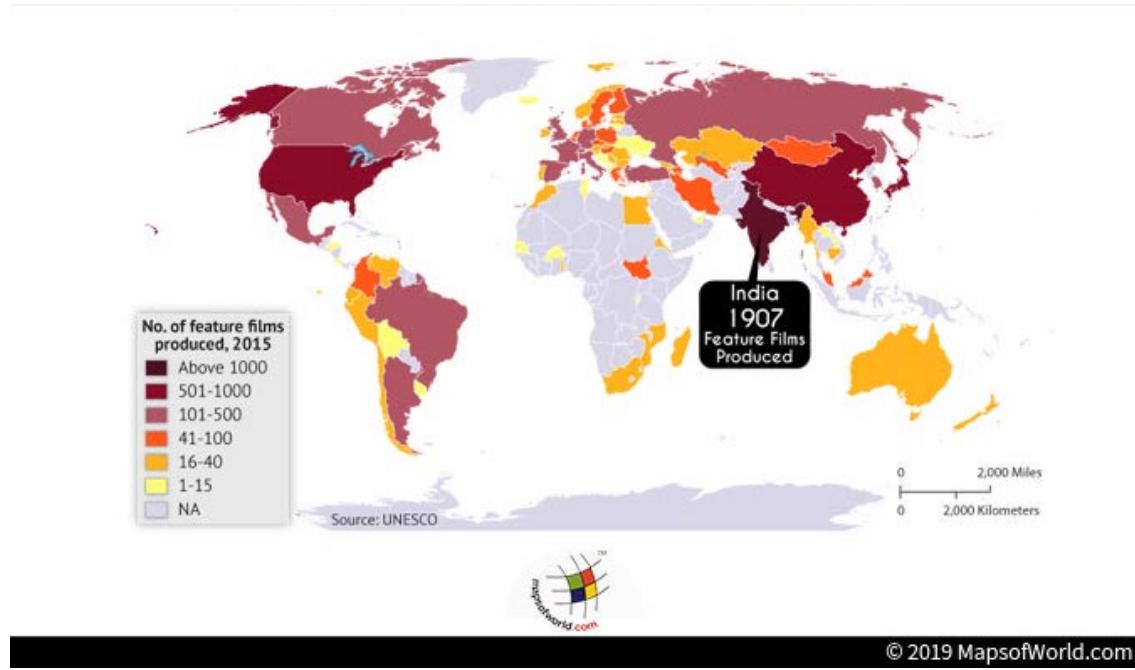


Figure 9: Map of film production by countries. [11]

3.5 Political

- **GDPR:** Compliance is necessary for handling personal data of EU citizens, requiring legal, transparent, and secure data practices, explicit consent, and defined user rights (access, deletion, etc.). Data aggregation must be done carefully regarding privacy.
- **EU AI Act:** Categorizes AI based on risk, imposing strict requirements (transparency, traceability, human oversight) for high-risk applications. Requires disclosure when users interact with AI and marking of AI-generated content. Compliance is important for data used in model training.
- **Digital Services Act (DSA):** Increases responsibility for hosted content, managing risks like disinformation, and transparency in content moderation and algorithms.

3.6 Cultural

- Societies emphasizing education are more likely to adopt new technologies.
- Areas with better healthcare may correlate with younger populations potentially more adept with technology.
- Prioritization of leisure activities (like travel) creates a need for users with limited time but a desire to document memories, representing potential customers.

4 Micro Environmental Analysis

4.1 Providers

- **AI Technology:** Reliance on AI models, our differentiation depends on them.
 - **Open-source** (e.g., YOLOV8, DeepFace):
 - * Advantages: reduced cost, active communication.
 - * Disadvantages: might need **adaptation** or need for specific licences.
 - **Proprietary/licensed:**
 - * Advantages: more powerful.
 - * Disadvantages: high cost and dependence on the provider.
 - Internal Research & Development: develop proprietary models or adapt existing ones:
 - * Advantages: differentiation.
 - * Disadvantages: **internal talent, time and investing.**
- **Cloud Infrastructure:** Dependence on major cloud providers (AWS, Google Cloud, Azure) for computing (including GPUs), storage, databases, and networking (CDN). These providers have high bargaining power due to market concentration and high switching costs. Clear contracts are needed.
- **Data:** Need for large datasets (public, licensed, synthetic, or anonymized user data with GDPR/AI Act compliance) for training AI models. Data quality impacts AI performance., thus its high importance.
- **Development Tools:**
 - AI providers: depends on external advancement.
 - * Proprietary: provider has high negotiating power.
 - * Open Source: risk of maintenance/updates.
 - Cloud providers:
 - * Not many available options, high negotiating power.
 - * Switching costs are probably high.

4.2 Intermediaries (distributors/channels)

- **Primary Channel:** Direct sales via the company website → **Software as a Service (SaaS)**. Offers full control, direct customer relationships, and higher margins but requires significant marketing investment.
- **Potential Channels:**
 - App Stores (mobile/desktop versions) and Cloud Marketplaces:
 - * Advantages: Massive user base, infrastructure responsibility external.
 - * Disadvantages: High commissions, less control
 - Strategic Alliances/Resellers:
 - * Advantages: Access to specific market segments, credibility through association.
 - * Disadvantages: Requires partner management effort, possible margin cession (or: potential loss of margin).
 - Affiliate Marketing:
 - * Advantages: Payment by results (or: Performance-based payment), access to niche audiences.
 - * Disadvantages: Requires affiliate program management, limited control over the message.
- **Strategy:** Initial focus on direct sales, followed by evaluation of other channels. Maintaining brand consistency across channels is key. Balance cost vs. reach.

4.3 Customers

Professional filmmakers, content creators (YouTubers, social media), audiovisual corporations, independent filmmakers, businesses managing social media/advertising, and beginners/amateurs without prior editing experience. The target demographic is broad, aged 10-70. Estimated 490k potential paying customers initially.

4.4 Competitors

Professional filmmakers, content creators (YouTubers, social media), audiovisual corporations, independent filmmakers, businesses managing social media/advertising, and beginners/amateurs without prior editing experience. The target demographic is broad, aged 10-70. Estimated 490k potential paying customers initially.

- **Direct Competitors (AI-powered):** Runway, Magisto, Adobe Sensei, In-video AI, Captions AI, Canva, Lumen5, Filmora, Clipchamp, Triller, Synthesia, Pictory, Wisecut, GliaStudio. Specific competitors like CaptionsAI are mentioned for price comparison. Competitor analysis highlights target sectors and strengths/weaknesses (e.g., Synthesia for avatars, Pictory for text-to-video, Wisecut for smart cuts). **Substitute Products:** Traditional professional video editors (e.g., Adobe Premiere Pro, Final Cut Pro) and simpler non-AI editors.

- **New Entrants:** Existing editors adding AI features, social media platforms with built-in editing tools.

	Synthesia	Pictory	Lumen5	Wisecut	GliaStudio	SmartCut
Target Audience	Content creators (Tutorials)	Scientific sector	Marketing	YouTube content creators	Businesses	Professional and beginner video editors
Strengths	AI-generated avatars that speak in various languages	Ability to automatically convert long articles or texts into videos	Templates adapted for social media	Delete silence, smart cuts, flux improvements	Allows creating personalized videos with ease	Allows moving large volumes of data directly from the cloud
Weaknesses	Avatars may seem artificial for certain users or contexts	Results may not align well with the brand or creator's style	Quality of the final result may not be as professional as that of (human) editors	May require subsequent manual review	Can be expensive for users who only need to make basic videos	May require significant processing time to analyze the data it needs to use (or necessary data)

Table 1: Table comparing target audience, strengths and weaknesses across competitors.

4.5 Interest Groups

- **AI Technology Providers & Developers (Models/APIs):**
 - **Impact:** These groups (ranging from open-source projects like YOLOV8 to potential proprietary licensors or academic research labs) provide the core technologies Smart Cut depends on. Their advancements, licensing terms, or discontinuation of support directly affect Smart Cut’s features, differentiation, and R&D needs. Providers of unique models have high bargaining power.
 - **Group Objectives/Trends:** Advancing AI capabilities (e.g., efficiency, quality, new functionalities), commercializing research, establishing technical standards, and gaining adoption for their models/platforms. The trend is rapid innovation in generative AI.
- **Cloud Infrastructure Providers (e.g., AWS, Google Cloud, Azure):**

- **Impact:** As essential partners providing scalable computing power (including GPUs), storage, and delivery networks, their pricing, service availability, and technological offerings critically affect Smart Cut's operational costs, performance, and ability to scale. Market concentration gives them significant negotiation power.
- **Group Objectives/Trends:** Dominating the cloud market, expanding service offerings (especially AI/ML platforms), ensuring reliability, and optimizing cost structures. The trend is towards specialized cloud services for AI workloads.

- **Key Customer Segments (esp. Professionals & Content Creators):**

- **Impact:** Early adopters and influential users (professional filmmakers, high-volume content creators) shape product requirements and market perception. Their adoption rate, feedback, and feature demands directly influence Smart Cut's product roadmap and success in achieving user-centricity.
- **Group Objectives/Trends:** Increasing workflow efficiency, enhancing creative capabilities, reducing production time/costs, growing their audience/business, and accessing easy-to-use yet powerful tools. The trend is towards adopting AI tools that streamline content creation.

- **Competitors (Direct AI & Traditional Editors):**

- **Impact:** The actions of numerous competitors (like Runway, Adobe Sensei, CaptionsAI, Synthesia, traditional editors adding AI) directly influence market share, pricing pressure, and the need for continuous innovation and differentiation.
- **Group Objectives/Trends:** Gaining market share, achieving technological superiority, attracting and retaining users, and establishing brand loyalty. The trend is intense competition and rapid feature rollouts in the AI editing space.

- **Open Source Community:**

- **Impact:** Provides foundational tools (models, libraries) reducing development costs but potentially carrying risks related to maintenance, updates, or licensing changes. The health and direction of relevant open-source projects can impact Smart Cut's technology stack.
- **Group Objectives/Trends:** Collaborative software development, knowledge sharing, promoting open standards, and maintaining active projects. Trends include debates around licensing and the sustainability of open-source AI.

5 SWOT

SWOT ANALYSIS



Figure 10: SWOT Analysis Template.[12]

5.1 Strengths

- **Innovative AI Features:** Offers unique and advanced AI-driven functionalities like one-click shorts generation, prompt-based visual effects, video inpainting, object removal, automatic fake take detection, AI music generation, and automated dubbing/subtitling in multiple languages.
- **Dual User Interface:** Caters to both beginners ("Easy Mode") and professionals ("Expert Mode"), broadening the potential user base.
- **Advanced Content Management:** Features AI-powered content classification and natural language search for efficient media organization.
- **Cloud-Native Platform:** Enables access from anywhere, facilitates collaboration, and potentially simplifies updates.
- **User-Centric Approach:** Stated commitment to prioritizing user feedback for continuous improvement and building a supportive community.

- **Competitive Pricing Strategy:** Tiered pricing model including a free tier, with potential to be priced lower than key competitors like CaptionsAI.
- **Direct Distribution Channel:** Primary sales via own website allows for direct customer relationship, feedback gathering, and higher profit margins compared to intermediaries.
- **Clear Vision and Values:** Strong focus on democratizing video creation, innovation, accessibility, and empowerment.

5.2 Weaknesses

- **Technology Dependence & Limitations:** Relies heavily on specific AI models (both open-source and potentially licensed) which may have inherent limitations, require adaptation, or suffer from inaccuracies/biases (e.g., emotional nuance in AI voice). Performance depends heavily on AI model quality and data.
- **Processing Demands:** AI video processing can be computationally intensive, potentially leading to slow performance for complex tasks or requiring significant, costly cloud resources.
- **Potential Feature Immaturity:** Some AI models or features might be relatively new or less tested ("FastVideoEdit: nou, poc provat"; "Slicedit: Recent, poc provat"), potentially having specific edge cases or requiring manual oversight.
- **Marketing & Sales Investment:** Direct sales model requires substantial investment to build brand awareness and drive traffic/conversions.
- **Infrastructure Responsibility:** Full responsibility for maintaining robust and secure sales, payment, and service delivery infrastructure.
- **Startup Status:** Likely lower brand recognition and fewer resources compared to established competitors (e.g., Adobe, Canva).

5.3 Opportunities

- **Growing Video Market:** Increasing demand for video content creation for social media, marketing, education, and personal use.
- **AI Adoption Trend:** Rising acceptance and integration of AI tools across various sectors, including creative industries.
- **Cloud & SaaS Popularity:** Market preference shifting towards cloud-based solutions and subscription (SaaS) models.
- **Technological Advancements:** Continuous progress in AI research offers opportunities to integrate new capabilities and improve existing features.

- **Market Gap:** Potential to capture users underserved by overly simplistic mobile apps or overly complex professional desktop software.
- **Global Reach:** Online distribution model allows access to international markets, facilitated by features like multi-language dubbing/subtitling.
- **Strategic Partnerships:** Potential to collaborate with other tech companies, content platforms, or resellers to expand reach and credibility.

5.4 Threats

- **Intense Competition:** Crowded market with numerous AI video editing startups and established software giants rapidly incorporating AI features.
- **Rapid Technological Obsolescence:** Fast pace of AI development could quickly render current features or models outdated.
- **Supplier Power & Dependency:** High bargaining power of crucial providers (unique AI models, major cloud platforms) leading to potential cost increases or vendor lock-in. Dependency on external technological advancements.
- **Regulatory Landscape:** Evolving AI regulations (e.g., EU AI Act) and data privacy laws (GDPR, DSA) may impose significant compliance costs, restrict data usage for training, or require specific feature implementations (like AI content watermarking).
- **Ethical Concerns & Public Perception:** Potential negative reactions to AI-generated content, concerns about deepfakes, bias in AI algorithms, or job displacement impacting adoption.
- **Data Acquisition Challenges:** Difficulty and cost associated with obtaining large, diverse, high-quality datasets necessary for training and refining AI models.
- **Economic Conditions:** Economic downturns could negatively impact users' willingness to pay for subscription services.
- **Cybersecurity Risks:** Threats related to data breaches, service disruptions, and protecting user content stored and processed in the cloud.

6 Strategic Marketing

6.1 Marketing Positioning

- **Positioning Statement:** "Smart Cut: The first video editor that combines the simplicity of AI with professional-quality results".
- **Desired Perception:** To be seen as the tool that eliminates tedious editing tasks and enhances creativity. A software that respects and empowers the user's creative vision, regardless of technical skill.
- **Mission:** Leading AI in video editing that combines simplicity with sophistication—From quick video to professional-grade results
- **Vision:** To democratize video creation, enabling anyone, regardless of their experience, to bring their stories to life with the power of artificial intelligence. To be the leading platform that revolutionizes how the world edits and shares visual content, fostering creativity and personal expression on a global scale.
- **Values:**
 - **Accessibility:**
 - * We believe in making powerful video editing tools available to everyone, regardless of their technical skills or resources.
 - * This means intuitive interfaces, clear tutorials, and affordable options.
 - **Innovation:**
 - * We are committed to pushing the boundaries of AI-powered video editing, constantly exploring new technologies and techniques.
 - * We embrace experimentation and encourage creative problem-solving.
 - **Empowerment:**
 - * We strive to empower users to tell their stories and express their creativity through video.
 - * We provide tools and resources that enable them to bring their visions to life.
 - **User-Centricity:**

- * We prioritize the needs and feedback of our users, continuously improving our platform based on their experiences.
 - * We build a community where users feel valued and supported.
- **Creativity:**
- * We value and encourage creative expression. We want to supply the tools that allow users to explore their own creativity.

6.2 Competitive Advantage

- **Sources:** Unique AI functionalities (prompt-based effects, object removal, inpainting, etc.), improved quality of existing features (one-click shorts, content classification), automatic dubbing/subtitling, AI music generation, dual interface (easy/expert modes), potentially lower prices than competitors, and speed of implementing new features.
- **Differentiation Tools:** Product versions (Easy vs. Expert), quality level (recursive AI improvement), service delivery (instant results from prompts, cloud-based editing), and achieving professional results effortlessly. Key differentiation pillars include omnipresent AI, adaptive dual interface, content multiplication, predictive creative assistance, and eliminating technical barriers.

6.3 Market Objective and Sales

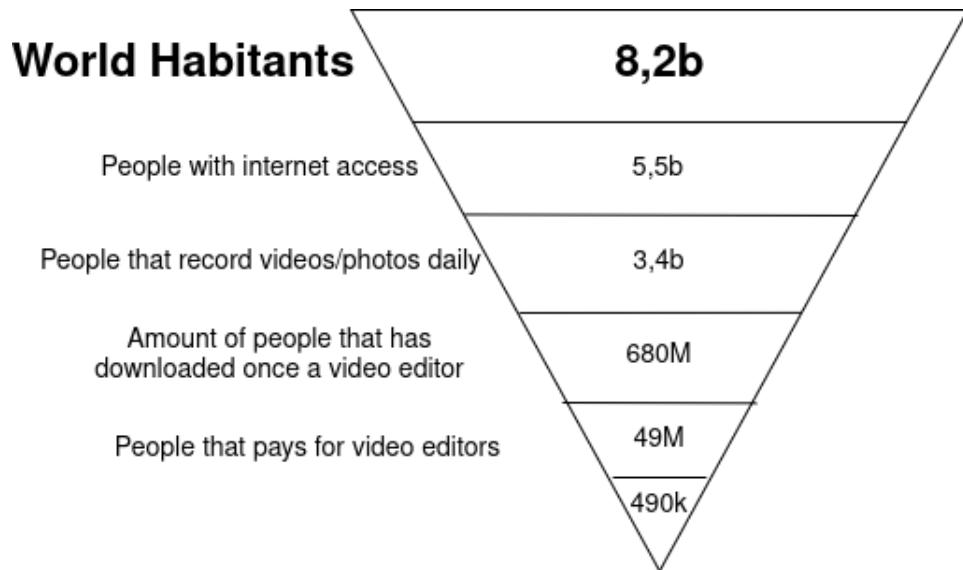


Figure 11: Basic schema of the market share funnel.[2][3][4][5]

- **Objective:** To democratize video creation using AI, enabling anyone to bring stories to life. To become the leading platform revolutionizing video editing globally.
- **Sales:** Revenue generated through tiered subscriptions. Specific sales targets or timelines are not detailed in the provided files.

6.4 Consumer Profile

- **Needs:** Selecting the best clips, potentially aided by AI suggestions, is fundamental. Users must also easily apply effects/audio; this includes access to a diverse library of transitions, filters, and royalty-free music. They also need to find inspiration, alongside tools specifically for creating vertical shorts suitable for social media.
- **Desires:** Users want a fast, simple, yet customizable editing process; customization should allow users to fine-tune elements precisely when needed, without complicating the basic workflow. They are interested in predictive suggestions to speed up workflows and innovative features, such as automatically generating compelling family videos from mobile content using simple prompts.
- **Demands:** The tool must cater to a wide spectrum, from users with no editing experience needing simplicity, to professionals demanding speed and efficiency. It also needs to serve mass content creators, corporations needing collaborative tools, advertisers requiring easy ad versioning, and amateur filmmakers seeking creative control, ultimately balancing ease-of-use with powerful capabilities. Across all user groups, reliable performance and high-quality final output options are non-negotiable demands.

7 Marketing Mix

7.1 Product

- **Core Offering:** AI-powered video editing SaaS platform.
- **Value Proposition:** Democratizing video editing with AI for easy, fast, professional results.

7.1.1 Create shorts in 1 click

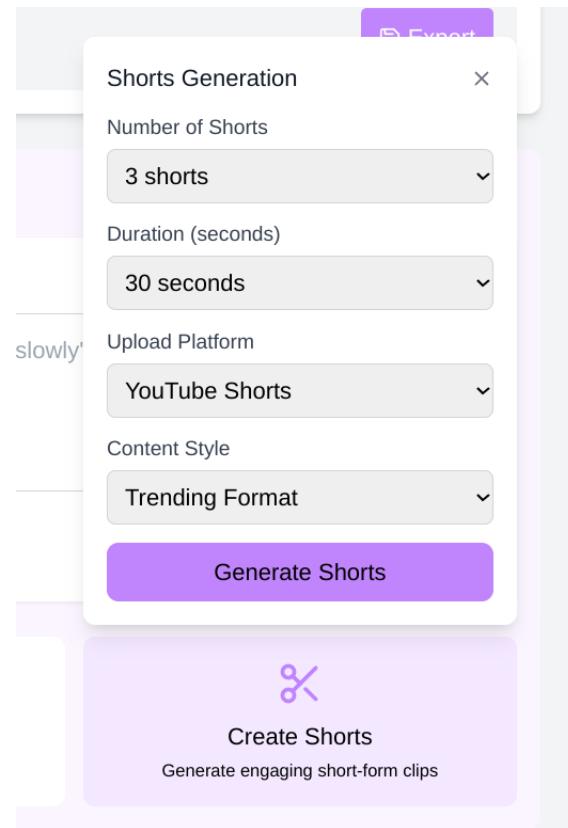


Figure 12: UI for creating shorts from uploaded videos.

7.1.2 Content classification based on people and objects

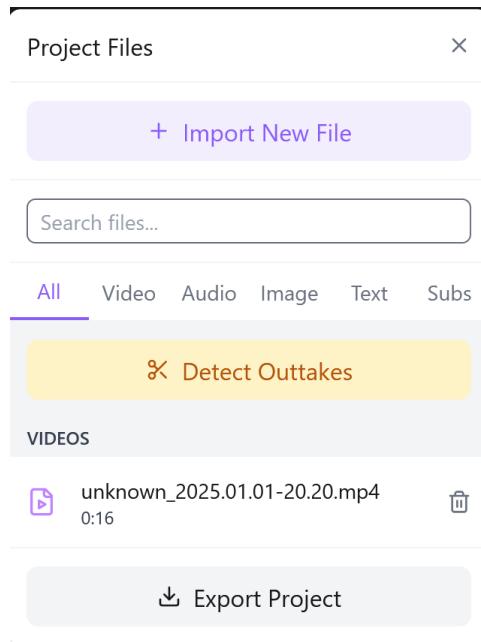


Figure 13: UI in which the classification of content is shown.

7.1.3 Apply visual and audio effects customized for you

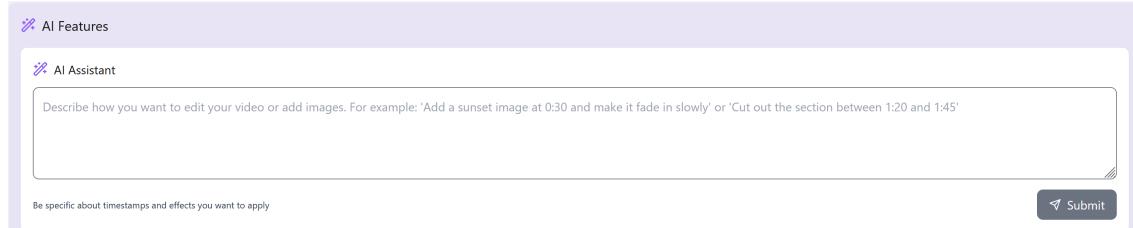


Figure 14: UI for applying visual and audio effects to the video based on a prompt.

7.1.4 Automatic detection and removal of outtakes

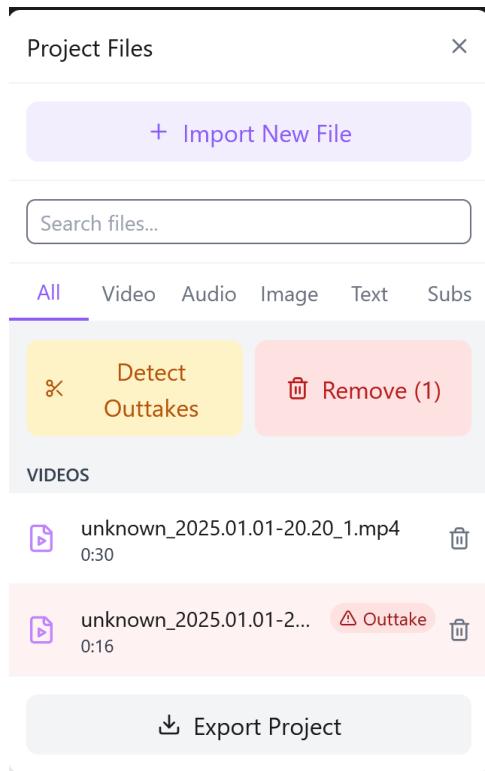


Figure 15: UI for detecting and removing outtakes.

7.1.5 Easy mode for beginners and expert mode for professionals

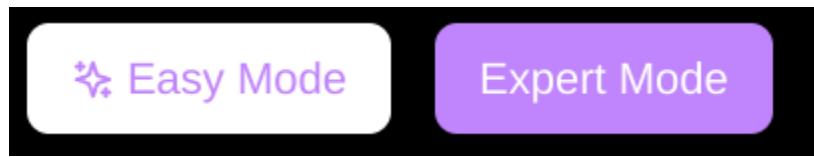


Figure 16: UI showing the two modes of usage of the application.

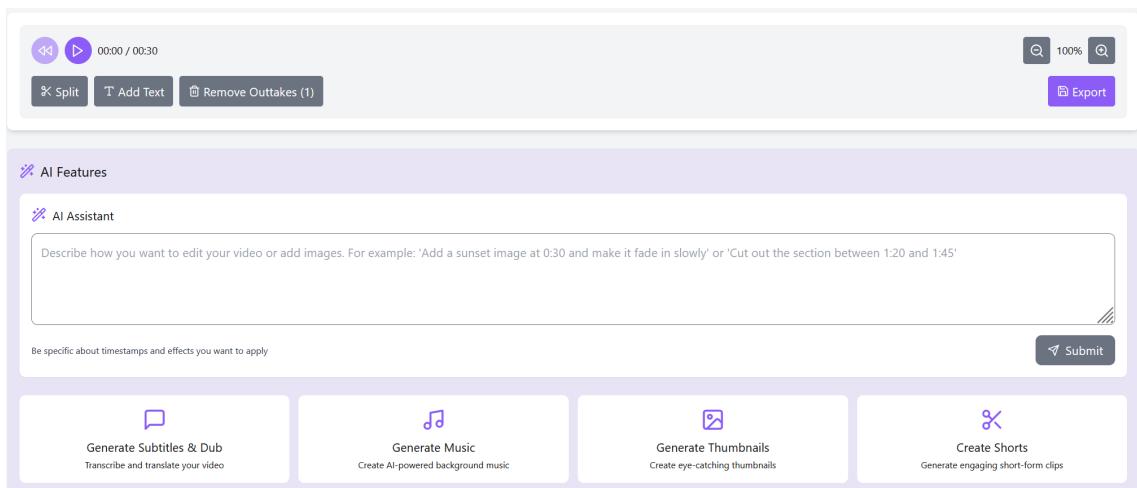


Figure 17: UI for the beginner mode.

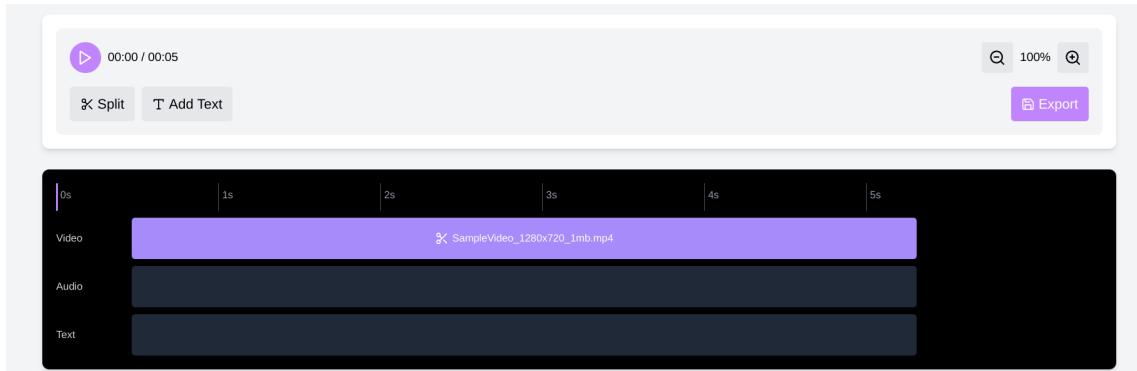


Figure 18: UI for the expert mode.

7.1.6 Miniature generation for social media

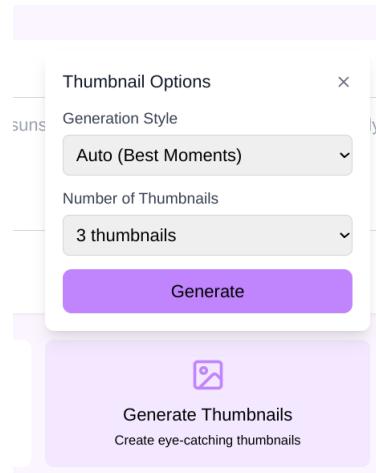


Figure 19: UI for miniature generation.

7.1.7 Music generation with AI

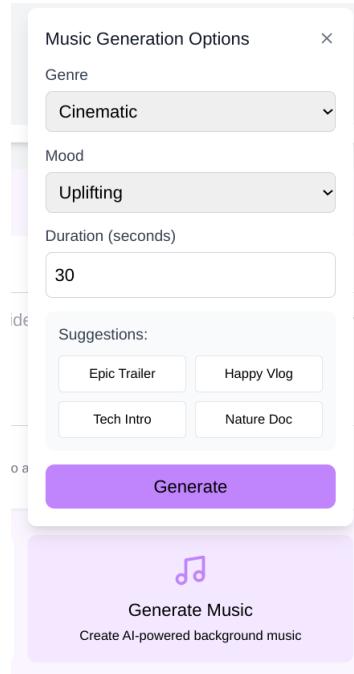


Figure 20: UI for generating music using AI.

7.1.8 Automatic dubbing and subbing in more than 50 languages

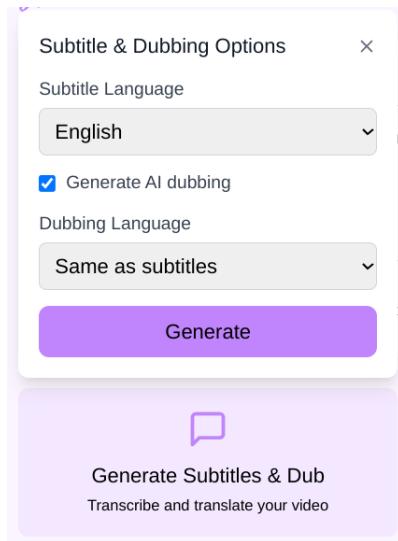


Figure 21: UI for automatically generating dubs and subs based on the desired language(s).

7.1.9 Easy object removal

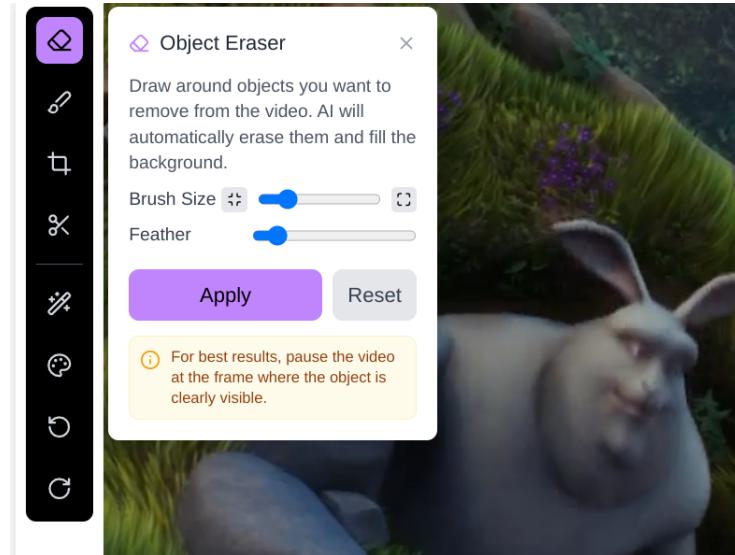


Figure 22: UI for removing an object in the video.

7.1.10 Easy object inpainting

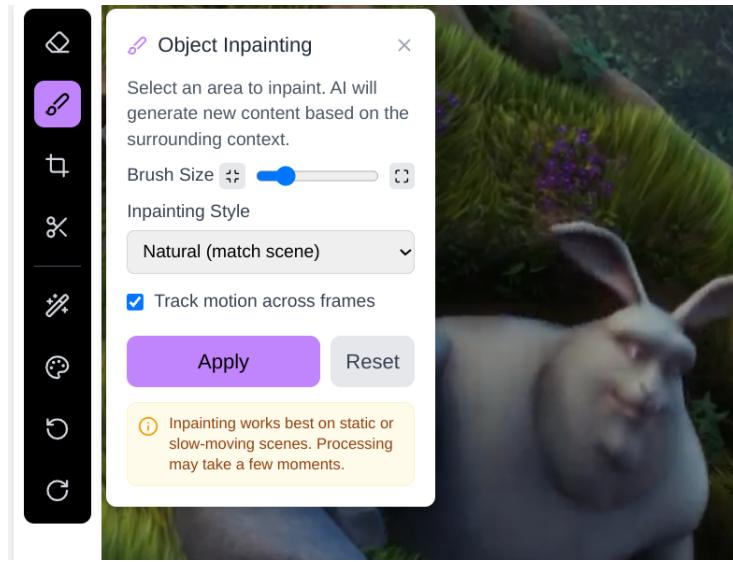


Figure 23: UI for inpainting an object in the video.

7.2 Price

- **Model:** Tiered subscription model.

Feature	Free Tier	Personal Tier	Pro Tier	Teams Tier	Enterprise Tier
	0€/month	9.99€/month	24.99€/month	59.99€/month	Contact Us
	1 user	1 user	1 user	Up to 5 users	Unlimited Users
One-Click Shorts Creator	✗	✓	✓	✓	✓
AI Content Classification & Search	✓	✓	✓	✓	✓
Custom AI Visual & Audio Effects	✓	✓	✓	✓	✓
Bad Take Detection & Removal	✓	✓	✓	✓	✓
Dual Interface (Easy/Expert Mode)	✗	✗	✓	✓	✓
AI Thumbnail Generator	✗	✗	✓	✓	✓
AI Music Generation & Suggestions	✗	✓	✓	✓	✓
Automatic Subtitles & Dubbing	✗	✗	✓	✓	✓
AI Object Removal	✗	✓	✓	✓	✓
AI Video In-painting	✗	✗	✓	✓	✓
	1 Export/month	Limited Exports/month	Unlimited Exports	Unlimited Exports	Unlimited Exports
	Smart AI	Smart AI	Smartest AI	Smartest AI	Smartest AI
	Normal Speed	Normal Speed	Fast Speed	Fastest Speed	Fastest Speed
	Watermark	No Watermark	No Watermark	No Watermark	No Watermark

Table 2: Comparison of the different price tiers and their features.

7.3 Distribution

- **Primary:** Online via the company's website: <https://vpei-smartcut.pages.dev>
- **Platforms:** Native applications planned for Windows, MacOS, Linux, Android, and iOS. An API is also mentioned.
- **Secondary (Potential):** App Stores, Cloud Marketplaces, Strategic Alliances/Resellers, Affiliate Marketing.

7.4 Communication

- **Channels:** Social media, sponsoring targeted YouTubers, Google Ads (targeting competitor searches), ads on platforms like YouTube and Instagram.
- **Messaging:** Emphasize speed and ease ("edit videos very very quickly"), simplicity of UI, combination of AI simplicity with professional results. Use short-form video ads.
- **Promotions:** Tailored for novice users and professionals/businesses. A referral program is also planned.

8 Market Analysis

8.1 Definition of the Research Model's Objective

The objective of our market study is to analyze the acceptance of our service, Smart Cut, as well as to observe the habits of our potential customers regarding video creation, editing processes, and the use of online editing tools.

8.2 Design of the Research Model

8.2.1 Internal Company Information

Smart Cut is an AI-powered video editing software designed as a Software as a Service (SaaS) platform. It aims to democratize video creation by offering a tool that combines simplicity for beginners with sophisticated features for professionals. Key functionalities include one-click short video generation, automatic content classification, AI-driven visual effects, fake take detection, automatic dubbing and subtitling, object removal, video inpainting, and AI music generation. The purpose of this study is to gauge user interest in these features and determine their willingness to pay for the service through various subscription tiers.

8.2.2 Statistical Data

Statistical data supporting our market understanding include global population demographics, internet access rates worldwide, statistics on smartphone usage and video consumption, and market research reports on the video editing software market, indicating a potential paying user base. Specific data sources are referenced in the bibliography.

8.2.3 External Research (Environment)

To analyze the environment of our potential customers, we conducted a survey (see Appendix A) asking about the following data:

- **Personal Information:** Understanding the age, gender, and income levels of potential users.
- **Video Editing Experience:** Determining if users are professionals, amateurs, or beginners, and their level of experience.

- **Interest in Features:** Gauging interest levels in specific AI-powered features offered by Smart Cut, such as one-click shorts creation, content classification, natural language effect application, outtake removal, dual interface modes, thumbnail generation, AI music, automated dubbing/subtitling, object removal, and inpainting.
- **Willingness to Pay:** Asking respondents how much they would be willing to pay monthly for a service like Smart Cut.

8.3 Data Collection

8.3.1 Primary Data

We obtained primary data through a questionnaire created using the Google Forms platform. This survey was targeted towards potential end-users of the Smart Cut software, encompassing both beginners and experienced video editors. The complete questionnaire structure can be found in Appendix A[. While the structure is defined, this document does not report on the specific number of responses received.

8.3.2 Secondary Data

Secondary data helps to define and complement aspects identified through primary data. Key secondary data sources used in this marketing plan include:

- **Global Population and Demographics Data:** Sources like Population-Pyramid.net provided insights into age distributions worldwide.
- **Internet Usage Statistics:** Data from the World Bank and other online sources helped estimate the potential market size based on internet access.
- **Economic Indicators:** Data on GDP per capita and unemployment rates [cite: 292] from sources like MBI Geodata and Our World in Data helped assess market affordability across regions.
- **Technology and Market Reports:** Statistics on smartphone usage, video editing software market size (e.g., Straits Research), AI energy consumption trends, and film production statistics provided context for the technological environment and market potential.

These sources contribute to understanding market size, user behavior, economic viability, and technological trends relevant to Smart Cut.

8.4 Data Structure and Interpretation

8.4.1 Relating functionalities with demographic data

Functionality 1: Create shorts in 1 click

Feature 1, "Shorts en 1 click," emerges as a highly relevant tool, particularly resonating with younger users and showing broad appeal across income levels. Analysis by age clearly identifies the 18-30 demographic as the primary audience, exhibiting the highest engagement and interest. The 18-24 group shows exceptional enthusiasm, while the 24-30 group combines high engagement with notable neutrality. Interest significantly tapers off in older age groups.

Analysis by income mirrors some of these findings, with the largest volume of responses coming from the €1500-€2500 bracket, which also shows significant neutrality mixed with strong interest – likely overlapping with the 24-30 age group. The €2500-€3500 income group stands out for its highly concentrated positive interest. Overall, marketing for "Shorts en 1 click" should intensely target the 18-30 age demographic, especially those potentially falling into the €1500-€3500 income range. Messaging needs to be tailored: emphasizing ease and trends for the younger/enthusiastic segments, and clear value/efficiency propositions to address neutrality in the highly engaged 24-30 age / €1500-€2500 income groups. Given the widespread interest across incomes, the feature should be broadly accessible to maximize user acquisition.

Functionality 2: Content classification based on people and objects

Feature 2, "Content Classification," presents a complex market picture characterized by significant user ambivalence alongside pockets of strong interest. Analysis across both age and income reveals a striking correlation: the largest respondent groups, namely the 24-30 age bracket and the €1500-€2500 income bracket, both exhibit neutrality ('Neutre') as their most prominent sentiment. This strongly suggests that the core value proposition of automated content classification is currently unclear or unconvincing to a large portion of this key demographic intersection, despite substantial positive interest ('Molt' + 'Moltíssim') also existing within these groups.

Conversely, the feature resonates more positively with users in the 18-24 and 30-40 age groups, and similarly within the €1000-€1500 and €2500-€3500 income brackets, where high interest outweighs neutrality. Therefore, the primary marketing challenge is to educate and demonstrate tangible benefits (e.g., faster searching, better organization) to convert the neutral majority in the crucial 24-30 age / €1500-€2500 income segment. Simultaneously, efforts can target the more receptive adjacent age and income groups by highlighting efficiency and advanced organiza-

tional capabilities. Clear demonstrations and use-case examples are essential, and product tiering might reflect its potentially more specialized appeal compared to universally desired features.

Functionality 3: Apply visual and audio effects using a prompt

Feature 3, enabling users to apply effects via prompts, stands out with strong positive reception across key demographics, indicating high market potential. Analysis by age reveals intense interest and enthusiasm, particularly concentrated within the 18-40 age range. The 18-24 group shows peak excitement, closely followed by the highly engaged 24-30 and 30-40 groups. Analysis by income complements this, showing strong positive interest across brackets, especially within the €1000-€3500 range. The €2500-€3500 bracket exhibits particularly concentrated high interest, while the largest engagement group (€1500-€2500, likely overlapping significantly with the 24-30 age group) shows strong positive interest but retains some neutrality.

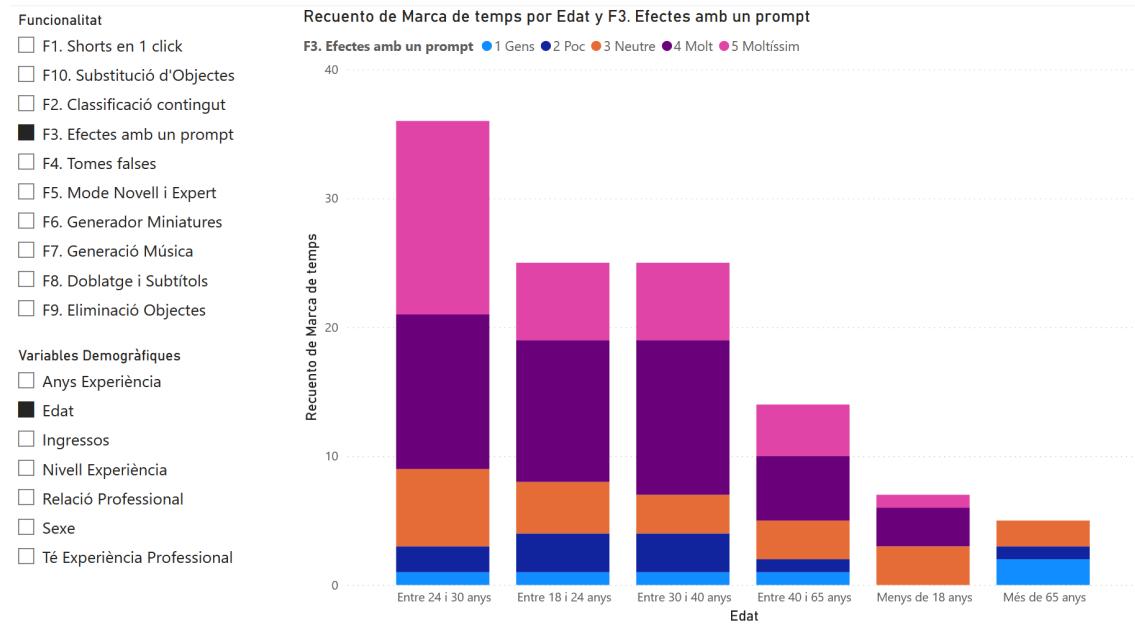


Figure 24: Bar chart that shows how demanded is feature 3 based on user's age.

Overall marketing strategy should leverage the significant excitement surrounding this feature, positioning it as a major creative, AI-powered capability. Target efforts towards the 18-40 age demographic and those within the €1000-€3500 income range. Messaging should focus on creative freedom, ease of use, and the power of prompt-based customization, supported by compelling visual demos. Addressing the slight neutrality in the peak engagement segment (24-30 age / €1500-€2500 income) by clearly demonstrating value and ease is advisable. The feature's high

perceived value could justify its role in premium tiers or as a key subscription driver.

Functionality 4: automatic detection and removal of outtakes

Feature 4, automatic outtake removal, presents slightly different perspectives when analyzed by age versus income, necessitating a nuanced approach. Analysis by age revealed significant neutrality ('Neutre') within the core 24-30 demographic, suggesting potential reservations about the automatic process, accuracy, or control, despite strong positive interest in the 18-24 and 30-40 age groups. However, analysis by income paints a more uniformly positive picture, showing strong majority interest ('Molt' + 'Moltíssim') across all income brackets, especially the €1000-€3500 range. This indicates that the practical time-saving value of the feature is widely recognized and appreciated, regardless of income level.

Therefore, marketing strategy should lead with the strong value proposition of efficiency and time-saving, supported by the positive income data. Promote the feature's ability to simplify a tedious editing task, appealing broadly across income segments. While the core message should be positive, subtly acknowledge and mitigate potential concerns about automation (highlighted by the age data) perhaps by showcasing reliability, ease of review, or user control options in demonstrations, particularly when targeting the 24-30 age group.

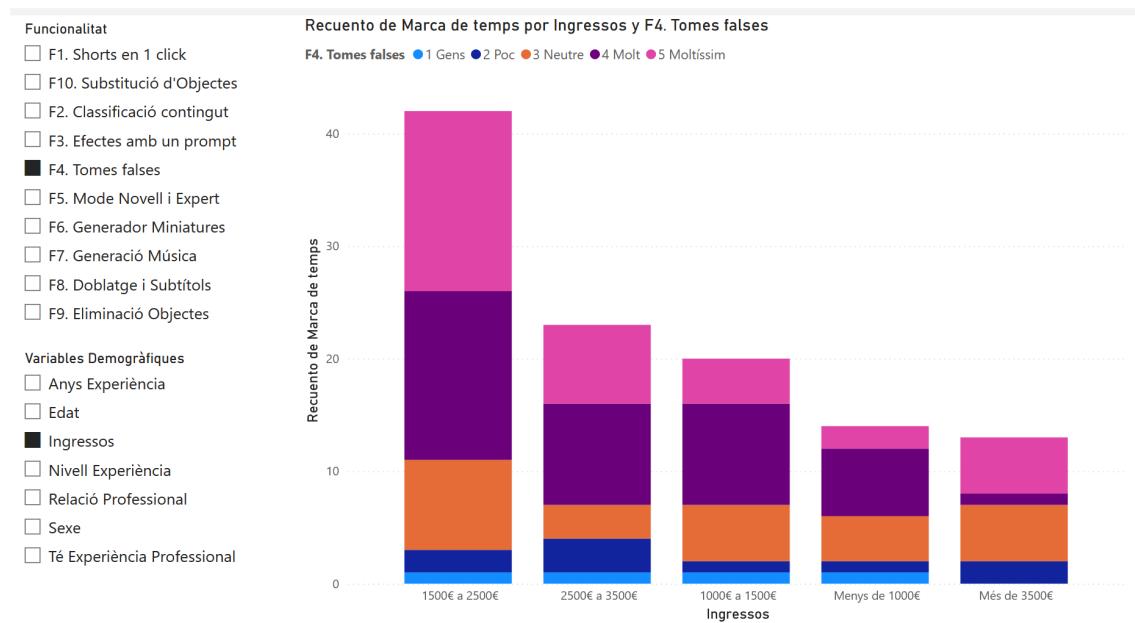


Figure 25: Bar chart that shows how demanded is feature 4 based on user's income.

Functionality 5: Easy mode for beginners and expert mode for professionals

Feature 5, offering distinct Beginner and Expert modes, yields strikingly contradictory insights when analyzed by age versus income, highlighting the complexity of user preferences for interface adaptability. Analysis by income revealed sharp polarization: a strong dislike or indifference from the largest respondent group (€1500-€2500), contrasted with strong positive interest from lower (<€1500) and higher (>€2500) income brackets. However, analysis by age presented a generally positive view across the main 18-65 age spectrum, with even the most engaged group (24-30 years) showing majority positive interest, albeit less intense than for other features.

This discrepancy strongly suggests that income, or correlated factors like professional status and experience level, is the dominant determinant of how users value this feature, overriding general age trends. The feature appears highly valued by specific segments (likely true beginners and established professionals found in lower/higher income brackets) but is seen as unnecessary or even undesirable by the large middle segment, despite their age distribution being generally receptive. Marketing strategy must be highly targeted: promote the modes specifically to receptive income segments (<€1500, >€2500), emphasizing ease or power respectively. Avoid broad promotion to the €1500-€2500 income group. Product design must carefully consider the preferences of this large middle segment, potentially favoring a flexible default interface.

Functionality 6: Miniature generation for social media

Feature 6, the thumbnail generator ("Generador Miniatures"), emerges as a consistently popular and highly valued tool across both age and income demographics. Analysis by age highlighted strong positive interest ('Molt' + 'Moltíssim'), particularly concentrated in the 18-40 age range typically associated with active online content creation. Analysis by income strongly corroborates this broad appeal, showing clear majority positive interest across all income brackets, especially within the €1000-€3500 range. Importantly, even the largest engagement segments (24-30 years / €1500-€2500 income) view this feature favorably.

This consistent positive reception across demographics positions the thumbnail generator as a key asset for SmartCut with broad market appeal. Marketing strategies should highlight it as an essential tool for anyone publishing content online, focusing on the ease, speed, and effectiveness of creating click-worthy thumbnails. While the 18-40 age group and €1000-€3500 income range represent particularly receptive segments, the feature's value resonates widely, supporting its inclusion as an accessible, core component of the application's offering.

Functionality 7: Music generation with AI

Feature 7, AI Music Generation, emerges as a highly popular and broadly appealing feature, demonstrating strong positive interest across both age and income spectrums. Analysis by age revealed significant enthusiasm, particularly within the 18-40 age range, where users showed overwhelming positive interest ('Molt' + 'Moltíssim'). Similarly, analysis by income indicated strong positive reception across all brackets, with particular concentration in the €1000-€3500 range, and solid positive interest even in the largest €1500-€2500 segment.

This consistent positive feedback across demographics positions AI Music Generation as a key innovative asset for SmartCut. Marketing should confidently promote it to a wide audience, with a strong focus on the 18-40 age group and users within the €1000-€3500 income brackets. Key messages should revolve around creative empowerment, the ease of generating unique, royalty-free music, and the simplification of the video production workflow. Its strong, broad appeal suggests it could be a significant driver for user acquisition and retention.

Functionality 8: Automatic dubbing and subbing in more than 50 languages

Feature 8, providing automatic dubbing and subtitling capabilities, demonstrates strong and consistent positive appeal across both age and income demographics, positioning it as a highly valuable asset for SmartCut. Analysis by age revealed high interest, particularly concentrated among the 18-40 age group involved in online content creation aiming for broad reach and accessibility. Analysis by income strongly reinforces this, showing clear majority positive interest ('Molt' + 'Moltíssim') across all income brackets, with enthusiasm especially high in the €1000-€3500 range. Even the largest engagement segments (24-30 age / €1500-€2500 income) view the feature favorably.

This convergence of positive feedback across different user dimensions underscores the feature's broad market relevance. Marketing strategies should highlight its practical benefits for expanding audience reach globally and improving content accessibility – messages that resonate widely. While the 18-40 age group and €1000-€3500 income segments are particularly receptive, the feature's universal appeal supports its positioning as a core, essential tool within SmartCut for creators seeking greater impact.

Functionality 9: Easy object removal

The "Easy Object Removal" feature emerges as a highly valued component of the SmartCut application, demonstrating significant appeal across various user segments. Analysis by income reveals broad interest across all financial brackets, with

a clear majority in each group expressing moderate to high interest. The €1500-€2500 income segment showed particularly high engagement volume, while strong positive interest among higher earners (€2500+) suggests potential for premium monetization, and popularity in lower brackets highlights the need for accessible pricing.

Furthermore, analysis by age pinpoints younger demographics, specifically the 18-24 and 24-30 age groups, as the core user base demonstrating the highest interest and engagement. The 18-24 group shows exceptionally strong positive sentiment, while the 24-30 group, though highly engaged, presents slightly more varied opinions. Interest tends to moderate in older age groups. Overall marketing strategy should therefore highlight Easy Object Removal as a key value proposition, heavily targeting the 18-30 age demographic through appropriate channels and tailored messaging, while leveraging the feature's broad income appeal through strategic pricing and potential premium offerings for interested high earners.

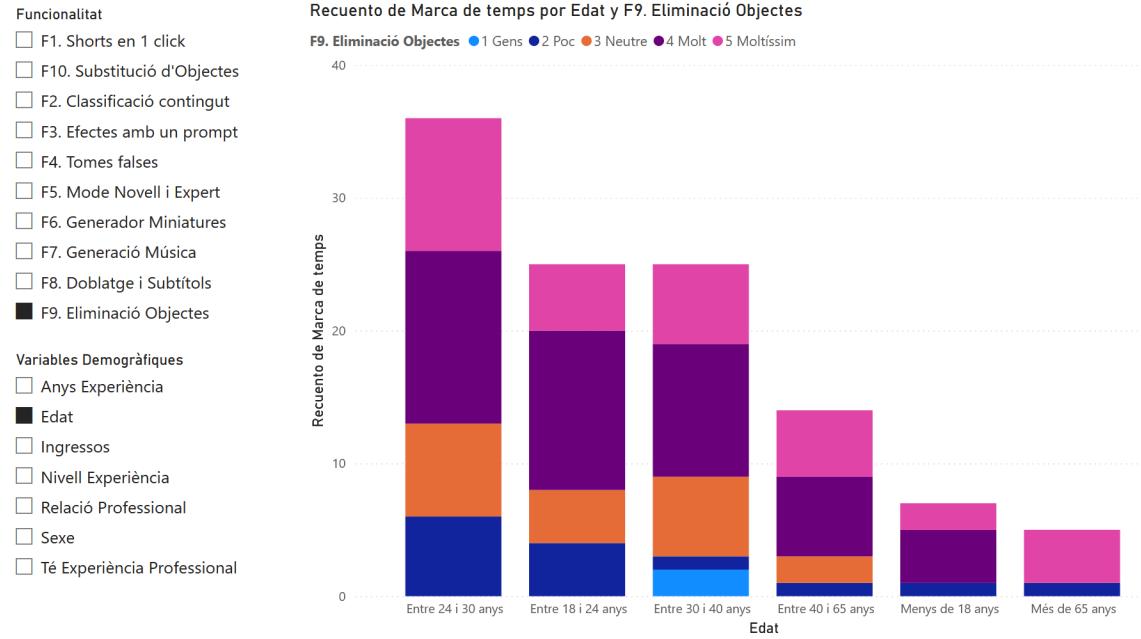


Figure 26: Bar chart that shows how demanded is feature 9 based on user's age.

Functionality 10: Easy object inpainting

Feature 10, object substitution/inpainting, presents a consistent picture of mixed market reception across both age and income analyses, marked by significant user neutrality alongside pockets of positive interest. Both analyses highlight substantial neutrality ('Neutre') within the largest engagement segments (24-30 age group /

€1500-€2500 income bracket), indicating that the value proposition or specific application of this more advanced object manipulation technique is unclear to a large portion of the core user base.

However, clearer positive interest ('Molt' + 'Moltíssim') exists in specific demographics: the 18-24 and 30-40 age groups, and particularly the €2500-€3500 income bracket. This suggests the feature resonates more strongly with younger users interested in creative possibilities and higher-income users (potentially professionals) who see value in advanced correction or manipulation tools. Therefore, marketing strategy must prioritize educating the broad user base, especially the ambivalent 24-30 age / €1500-€2500 income group, with clear use cases and demonstrations. Promotional focus should target the more receptive segments (18-24, 30-40 age; €2500-€3500 income), highlighting creative freedom or advanced capabilities. Given the mixed appeal and likely complexity, careful consideration should be given to positioning F10, perhaps as a more advanced or premium feature compared to the universally popular basic object removal (F9).

Remaining personal characteristics

The main analysis has been performed on income and age, as these are considered the most important factors in the personal information fields of the questionnaire for our market analysis. The others strongly suggest that functionalities 3, 6, 9 and 10 are the most interesting ones.

8.4.2 Relating functionalities with other functionalities

Functionality 1: Create shorts in 1 click

The market analysis, derived from questionnaire feedback on SmartCut's features, indicates a strong positive reception and significant user interest in AI-driven video editing capabilities. Respondents consistently showed high levels of enthusiasm ("Molt" or "Moltissim") for features that automate time-consuming tasks, enhance creative options, and simplify distribution. Specifically, AI Music Generation (F7), Easy Object Removal (F9), Automatic Outtake Removal (F4), and Customizable Effects (F3) emerged as exceptionally popular, closely followed by Automatic Subbing/Dubbing (F8), Thumbnail Generation (F6), and adaptable Easy/Expert Modes (F5). This validates a clear market demand for tools that streamline workflows and boost creative output through intelligent automation.

The data suggests SmartCut's target audience comprises content creators across various skill levels who prioritize efficiency, professional results, and reaching wider audiences. The strong interest in features like one-click shorts (F1) and thumbnail

generation (F6) highlights the importance of social media integration, while the appeal of subbing/dubbing (F8) points to a desire for global reach. The core value proposition lies in empowering creators by simplifying complex processes and providing advanced AI tools. Marketing should emphasize these benefits, focusing on the most highly-rated features like AI music, object removal, and automated editing functions as key differentiators.

Functionality 2: Content classification based on people and objects

The analysis reveals a consistent and strong positive correlation between interest in Content Classification (F2) and interest in virtually all other SmartCut features (F1, F3-F10). Users expressing high interest in functionalities ranging from creative tools (like AI effects, music generation, object removal/inpainting) and efficiency enhancers (like outtake removal, easy/expert modes) to distribution aids (like shorts creation, thumbnail generation, subbing/dubbing) are significantly more likely to also show high or moderate interest in Content Classification. This connection underscores the broad perceived utility of F2 across different user needs and priorities within the video editing workflow.

This persistent positive association suggests that potential users view Content Classification not merely as an isolated feature but as a foundational capability that complements and enhances the value of the entire SmartCut suite. It is likely perceived as a crucial tool for managing media assets, efficiently locating relevant clips or objects (especially when using features like F1, F3, F9, F10), and generally maintaining an organized workflow, which is essential when leveraging multiple advanced features. Therefore, F2 acts as an enabling technology within the ecosystem, and its role in improving overall efficiency and project management should be highlighted in marketing communications as integral to maximizing the benefits of SmartCut.

Functionality 3: Apply visual and audio effects using a prompt

The analysis consistently demonstrates a strong, often exceptionally strong, positive correlation between interest in applying Effects (F3) and interest in all other SmartCut features (F1, F2, F4-F10). Users expressing high value in functionalities related to efficiency (F1, F4), organization (F2), usability (F5), distribution (F6, F8), or other advanced AI capabilities (F7, F9, F10) are overwhelmingly likely to also show high interest in F3. This pattern highlights that the desire for powerful visual and audio effects is not confined to a specific niche but is prevalent across users with diverse primary interests within the editing process.

This broad appeal suggests that F3 (Effects) functions as a core creative hub within the SmartCut offering, perceived as a vital tool for enhancing production value regardless of other user priorities. Its strong correlation with other AI features (F7, F9, F10) points to a user base eager for a suite of integrated AI creative tools, while

its link to efficiency and distribution features indicates that even users focused on speed and reach see effects as crucial for producing compelling content. Marketing should position F3 as a central, widely applicable benefit, essential for elevating the final product and complementary to all other aspects of the SmartCut workflow.

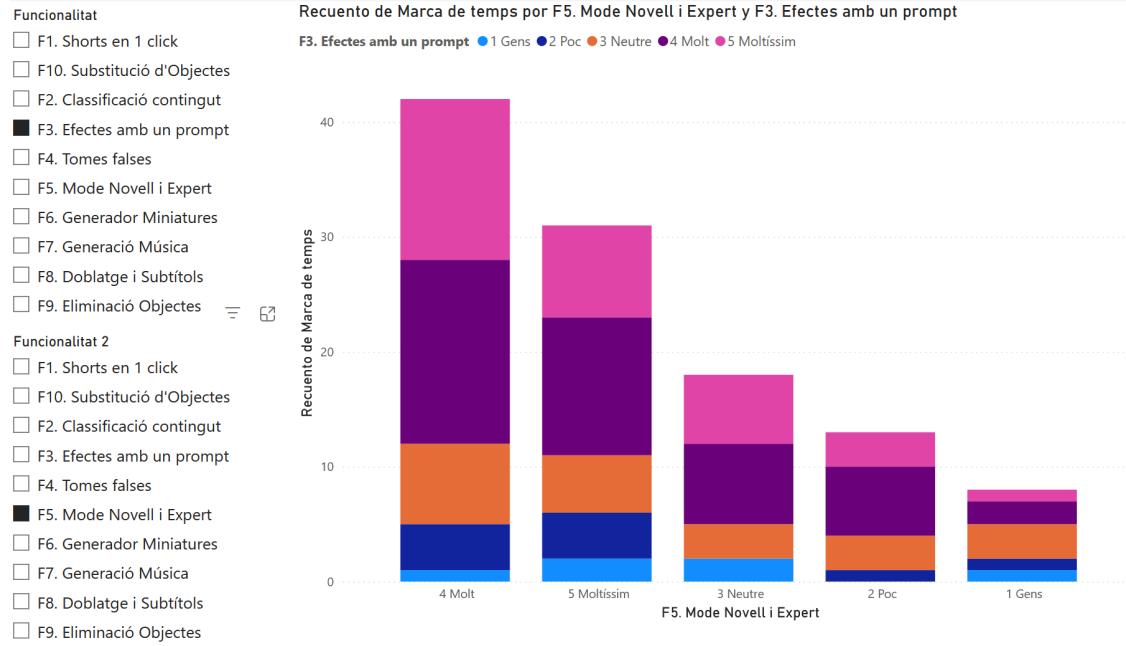


Figure 27: Bar chart that shows how demanded is feature 3 based on functionality 5.

Functionality 4: automatic detection and removal of outtakes

The analysis consistently reveals a strong, and often exceptionally strong, positive correlation between interest in Automatic Outtake Removal (F4) and interest in all other surveyed SmartCut features (F1-F3, F5-F10). Users expressing high value in creative functionalities (F3, F7), organizational tools (F2), usability options (F5), distribution aids (F1, F6, F8), or advanced object manipulation (F9, F10) are overwhelmingly likely to also show high interest in F4. This indicates that automated outtake removal is perceived as a universally beneficial feature, appealing broadly across different user priorities and interests.

This widespread positive association suggests F4 is viewed as a core efficiency driver within the SmartCut suite, fundamental to a streamlined editing process. Its particularly strong link to both creative AI tools (F3, F7) and other AI clean-up features (F9, F10) implies users see it as an essential time-saver that facilitates more complex or creative work. Rather than a niche function, F4 appears integral to the overall value proposition. Marketing communications should position Automatic Outtake

Removal as a key AI-powered benefit, emphasizing its ability to automate a common, tedious task, thereby freeing up significant time for users to focus on more creative and impactful aspects of video editing.

Functionality 5: Easy mode for beginners and expert mode for professionals

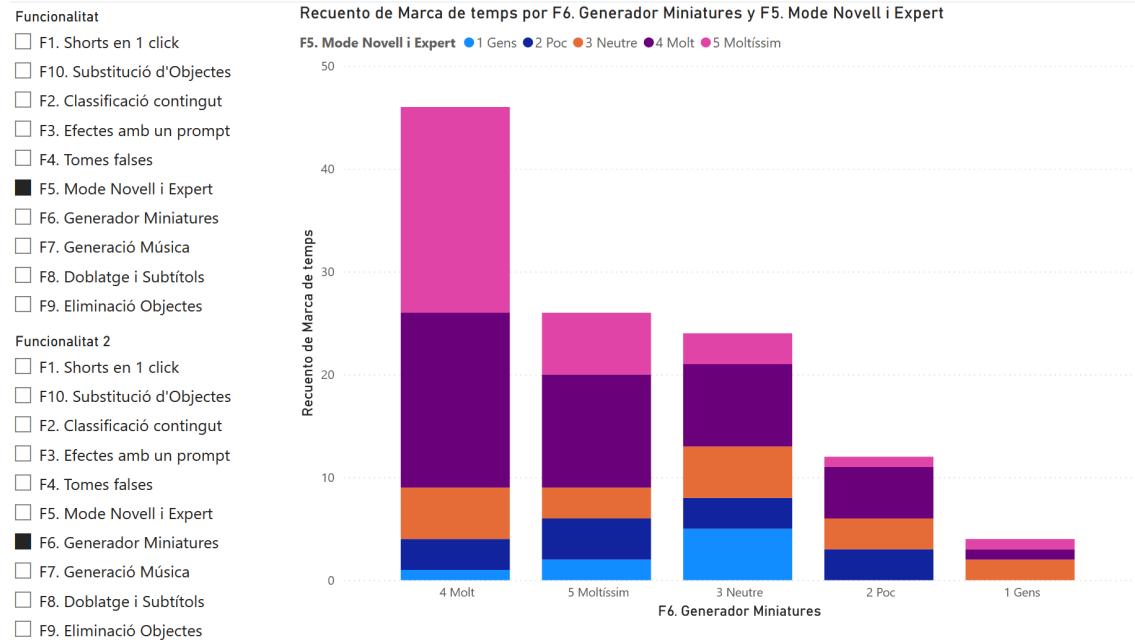


Figure 28: Bar chart that shows how demanded is feature 5 based on functionality 6.

The analysis consistently demonstrates a strong, frequently very strong, positive correlation between interest in Easy/Expert Modes (F5) and interest across all other surveyed SmartCut features (F1-F4, F6-F10). Users expressing high value in functionalities related to efficiency (F1, F4), organization (F2), creative power (F3, F7), distribution (F6, F8), or advanced AI manipulation (F9, F10) are overwhelmingly likely to also show high interest in F5. This indicates that adaptable usability is a highly valued feature, regardless of the user's specific focus within the editing workflow.

This broad appeal suggests that F5 (Easy/Expert Modes) is a crucial usability component, enhancing the accessibility and perceived value of the entire feature set for a diverse user base, likely encompassing both beginners and professionals. Its strong link to even the most advanced AI features highlights that users want powerful tools coupled with an interface they find comfortable and effective. Marketing should emphasize F5 as a key benefit that makes SmartCut's comprehensive capa-

bilities accessible and user-friendly for everyone, improving the overall experience and accommodating different skill levels.

Functionality 6: Miniature generation for social media

The analysis consistently reveals a strong, frequently very strong, positive correlation between interest in Thumbnail Generation (F6) and interest across all other surveyed SmartCut features (F1-F5, F7-F10). Users expressing high value in functionalities ranging from efficiency (F1, F4) and organization (F2) to creative power (F3, F7), usability (F5), localization (F8), or advanced AI manipulation (F9, F10) are overwhelmingly likely to also show high interest in F6. This indicates that thumbnail generation is viewed as a crucial element complementing the entire editing and production process.

This broad positive association highlights that F6 is not seen as an optional add-on but as an essential component for content distribution and visibility, regardless of the user's primary focus within the SmartCut suite. Users investing in creating content (whether quickly, creatively, or using advanced AI) clearly understand the importance of effective presentation to attract viewers. Marketing should position F6 as a key tool for maximizing reach and engagement, emphasizing its vital role in translating editing efforts into viewership by creating compelling visual entry points for the content.

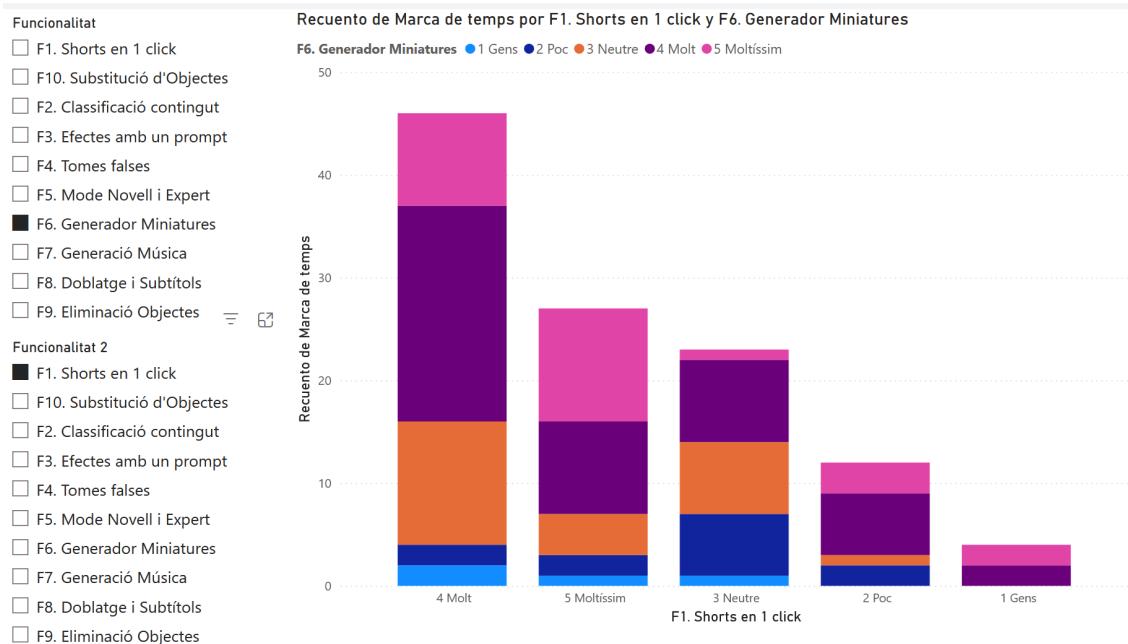


Figure 29: Bar chart that shows how demanded is feature 6 based on functionality 1.

Functionality 7: Music generation with AI

The analysis consistently highlights an extremely strong positive correlation between interest in AI Music Generation (F7) and interest in all other surveyed SmartCut features (F1-F6, F8-F10). Users expressing high value in functionalities across the spectrum – including efficiency (F1, F4), organization (F2), creative effects (F3), usability (F5), distribution aids (F6, F8), and advanced object manipulation (F9, F10) – are overwhelmingly likely to also show high interest in F7. This demonstrates that AI music generation holds broad appeal and is considered valuable regardless of the user’s primary focus within the video creation process.

This widespread enthusiasm suggests F7 is perceived as a powerful creative enhancer that complements the entire SmartCut ecosystem. Its particularly strong linkage with other AI-driven features (F3, F4, F9, F10) indicates a user base eager to embrace AI for diverse tasks, from automation to creative expression. Furthermore, its correlation with distribution-focused features (F1, F6, F8) underlines its perceived value in producing engaging, publishable content. Marketing should strongly feature F7 as a key AI creative asset, attractive to nearly all potential users and integral to producing high-quality, captivating videos efficiently.

Functionality 8: Automatic dubbing and subbing in more than 50 languages

The analysis consistently demonstrates a very strong, often extremely strong, positive correlation between interest in Automatic Subbing and Dubbing (F8) and interest across all other surveyed SmartCut features (F1-F7, F9-F10). Users indicating high value in functionalities related to rapid content creation (F1), organization (F2), creative enhancement (F3, F7), efficiency (F4), usability (F5), presentation (F6), or advanced manipulation (F9, F10) are overwhelmingly likely to also show high interest in F8. This suggests that the goal of reaching wider, multilingual audiences is shared across users with diverse primary interests and needs within the platform.

This pervasive positive association indicates that F8 is viewed as a key feature for maximizing content impact, strongly desired by users engaged with the entire SmartCut workflow. Its consistent linkage across efficiency, creative, and advanced AI tools implies that users investing in creating high-quality, polished content see localization as a vital step for distribution. Marketing should therefore emphasize F8 not just as a translation tool, but as a strategic feature enabling users to leverage the full power of SmartCut to connect with global audiences, amplifying the value derived from all other editing and enhancement capabilities.

Functionality 9: Easy object removal

The analysis consistently reveals an extremely strong positive correlation between interest in Easy Object Removal (F9) and interest in all other surveyed SmartCut features (F1-F8, F10). Users indicating high value across the entire spectrum – from efficiency and organizational tools (F1, F2, F4) to creative features (F3, F7), usability options (F5), distribution aids (F6, F8), and other advanced AI manipulation (F10) – are overwhelmingly likely to also show high interest in F9. This highlights F9 as a highly desirable feature with broad appeal across various user priorities.

This pervasive positive association suggests that F9 is perceived as a powerful and valuable AI capability, complementing the entire SmartCut workflow. Its particularly strong link to other AI features (F3, F4, F7, F10) underscores a significant user interest in leveraging AI for complex editing tasks, both corrective and creative. Furthermore, its correlation with distribution-focused features (F6, F8) indicates its importance in polishing content for final publication and localization. Marketing should prominently feature F9 as a key AI-powered tool that significantly enhances editing capabilities and improves the quality of the final output, resonating strongly with users seeking advanced, efficient editing solutions.

Functionality 10: Easy object inpainting

Interest in Object Replacement/Inpainting (F10) demonstrated a consistently strong positive correlation with interest across all other SmartCut features. This indicates that F10 is not a niche feature but is highly valued by users interested in the full spectrum of SmartCut’s capabilities, including efficiency, creativity, organization, usability, and distribution. The link was particularly pronounced with other advanced AI features like Effects (F3), Outtake Removal (F4), AI Music (F7), and Object Removal (F9), highlighting a clear demand for a comprehensive suite of sophisticated AI editing tools.

The broad appeal suggests F10 is seen as a powerful addition to the user’s toolkit, valuable for both complex corrections and creative alterations. Its strong correlation with distribution-focused features (F1, F6, F8) further implies users see such advanced manipulation as important for producing high-quality, polished content suitable for wide audiences. F10 represents a cutting-edge capability that resonates strongly with users seeking significant editing power through AI.

Summary

The comprehensive market analysis reveals significant enthusiasm for SmartCut’s AI-driven features and, crucially, highlights a strong interconnectedness between them. Users rarely value just one function; high interest in any feature typically correlates with high interest across the suite, suggesting they perceive SmartCut as

an integrated ecosystem. Top-tier features with standout appeal include AI Music Generation (F7), Easy Object Removal (F9), Automatic Outtake Removal (F4), Customizable Effects (F3), Automatic Subbing/Dubbing (F8), and Thumbnail Generation (F6), driven by demands for AI-powered creativity, automation, and distribution readiness.

Strong positive correlations exist between different categories of tools: AI creative features (F3, F7) are strongly linked with AI efficiency/correction features (F4, F9, F10) and advanced manipulation capabilities (F9, F10). Furthermore, distribution-focused features (F1, F6, F8) show high correlation with core creative and corrective tools. Content Classification (F2) and Easy/Expert Modes (F5) emerged as foundational, correlating strongly with all other features, signifying the importance of organization and adaptable usability for accessing the platform's full potential.

This data points to a target audience seeking a holistic, AI-powered solution that offers both efficiency and creative empowerment. They value an integrated toolkit that leverages AI for diverse tasks, from automated clean-up to advanced creative effects and object manipulation, all while being accessible via flexible user modes and supporting global content distribution. Marketing should therefore emphasize SmartCut as a comprehensive, synergistic AI suite, highlighting key features while stressing the combined benefits of time-saving automation, creative enhancement, and adaptable usability for creators of all levels aiming for high-quality output and broad reach.

8.4.3 Relating added value features with demographic data

Based on all the charts, it is plausible to say that the most interested in the two added value features, user collaboration and improve AI, are people who do not have professional experience in video editing. This finding suggests that these features may lower the barrier to entry for aspiring creators, offering them powerful tools without a steep learning curve. For individuals lacking formal training, collaborative functions can provide support and shared learning, while AI enhancements can automate complex tasks they haven't yet mastered. Consequently, these functionalities appear particularly appealing to amateurs or hobbyists looking to produce higher-quality content more easily.

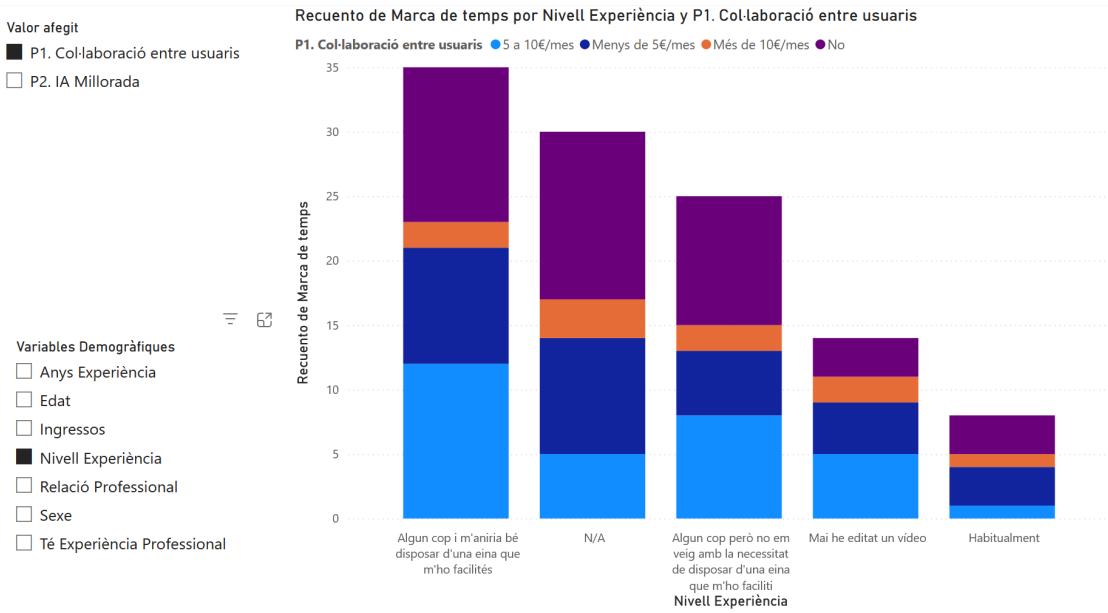


Figure 30: Bar chart that shows how demanded is added feature 1 based on user's experience level.

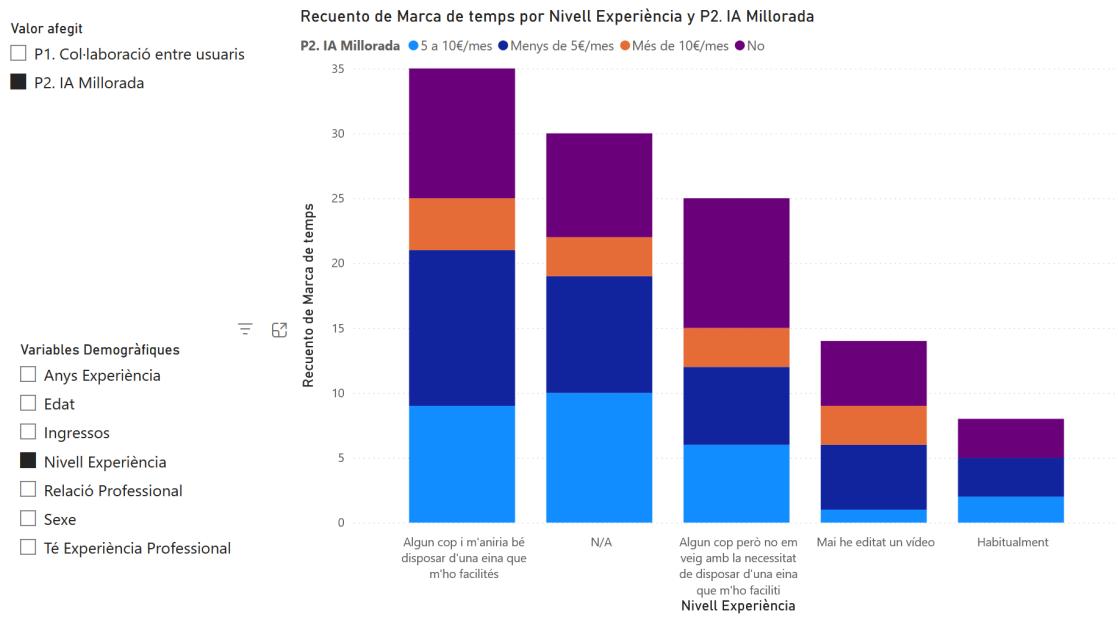


Figure 31: Bar chart that shows how demanded is added feature 2 based on user's experience level.

8.4.4 Relating added value features with functionalities

Added value feature 1: User collaboration

Across all ten SmartCut features (F1-F10), a consistent pattern emerges regarding willingness to pay for the User Collaboration (P1) feature. Generally, users who place a higher value ("Molt" or "Moltíssim") on any given functionality are significantly more likely to be willing to pay something for collaboration compared to those who value the functionality less ("Neutre", "Poc", "Gens"). However, a very substantial portion of users across all valuation levels consistently indicated they are unwilling to pay specifically for User Collaboration ("No - 0€/mes"). This suggests that while its perceived value increases alongside other features, P1 may struggle as a standalone paid offering for a broad audience.

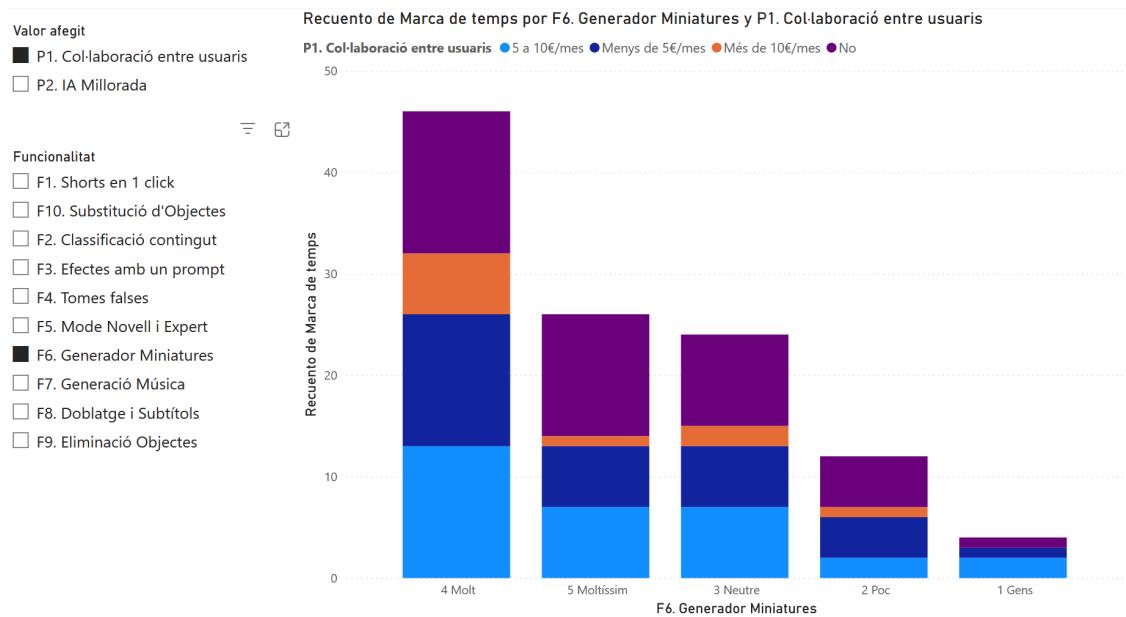


Figure 32: Bar chart that shows how demanded is added feature 1 based on functionality 6.

The willingness to pay higher amounts for collaboration is clearly concentrated: the premium price point (>€10/month) finds traction almost exclusively among users who highly value other core features. Mid-tier (€5-10/month) and basic-tier (<€5/month) willingness is also strongly correlated with higher feature valuation, although some potential exists in these lower tiers even among users neutral or less enthusiastic about specific F1-F10 features. Therefore, a bundled or tiered strategy appears most viable. Basic collaboration could be included in lower tiers or freemium offerings to maximize reach, while advanced collaboration features should be reserved for premium tiers targeted at engaged users who demonstrably value

SmartCut's core toolset, emphasizing how P1 enhances their workflow with those specific tools.

Added value feature 2: Improved AI

The analysis across all ten core features (F1-F10) reveals a strong positive relationship between how much users value these features and their willingness to pay for Improved AI (P2). Users rating features highly ("Molt", "Moltíssim") consistently demonstrate significant willingness to pay across all price tiers (<€5, €5-10, and >€10 per month). Compared to the previous analysis for User Collaboration (P1), the segment unwilling to pay ("No - 0€/mes") for Improved AI appears noticeably smaller, particularly among users who highly value the core functionalities. This indicates P2 is perceived as a more essential or valuable enhancement directly tied to the product's core performance.

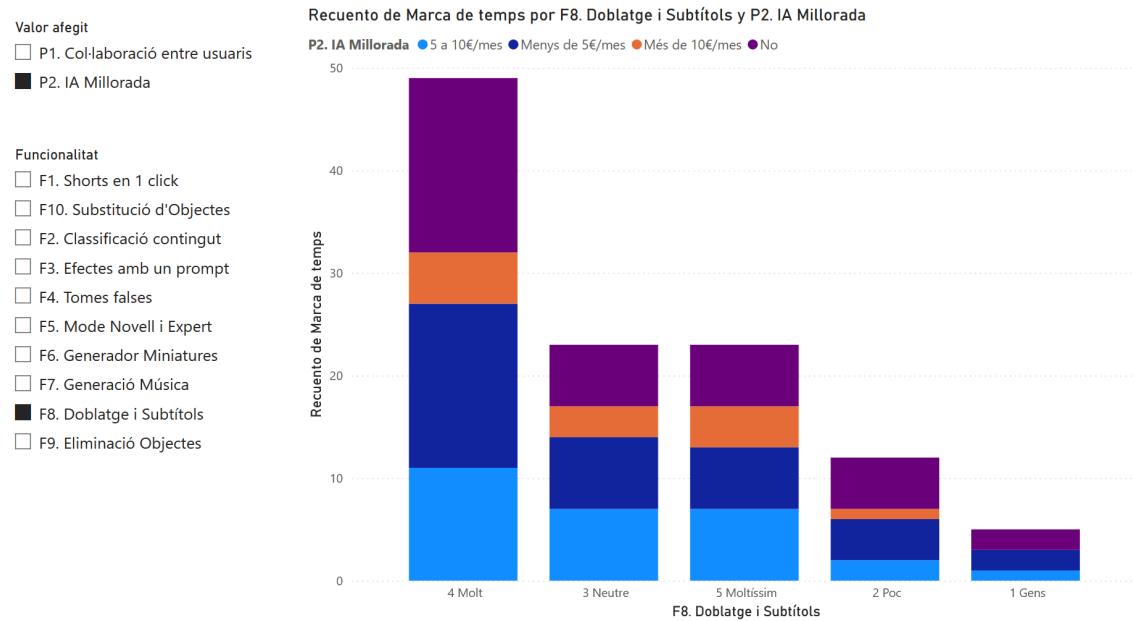


Figure 33: Bar chart that shows how demanded is added feature 2 based on functionality 68

The appetite for paying premium prices (>€10/month) and mid-range prices (€5-10/month) for Improved AI (P2) is considerably more pronounced and widespread among engaged users (those valuing F1-F10 highly) than it was for User Collaboration (P1). This suggests that Improved AI is a powerful value driver and a key justification for monetization. Marketing should position P2 as central to SmartCut's advanced capabilities and efficiency gains. A tiered subscription model where higher tiers offer more significant AI enhancements or unlock specific AI-powered features seems highly appropriate and more likely to succeed than relying solely on

P1 for premium value. P2 represents a stronger foundation for justifying paid plans, especially those targeting users seeking advanced performance and features (€5-10 and >€10 monthly).

9 Customer Loyalty

As our AI video editor is subscription based, we need to keep customers hooked. Below, there's a series of techniques we can apply in order to increase the retention rate.

- **Building a strong community**

- **Dedicated Forum:** This would imply to create a dedicated forum where users can connect, share tips, showcase their work created with your editor, ask questions, and interact with us.
- **Video challenges:** Run contests and challenges to encourage sharing by featuring user projects on our website and social media.

- **Exceptional customer support:** Offer timely and helpful support through multiple channels (chat, email, knowledge base).

- **Continuous value addition:** Consistently release meaningful updates: bug fixes, performance improvements, and new features (especially leveraging AI advancements).

- **Referral program:**

- For each referred user that buys 'Personal'/'Pro' subscription: 2 months of 'Pro Tier' for free, for both the referrer and the referred.
- For each referred user that buys Team subscription, choose one of the following:
 - * 3 months of 'Teams Tier' for free, for both the referrer and the referred.
 - * 5 months for free 'Pro Tier' for the referrer and 3 months of 'Teams Tier' for free for referred.
- For each referred user that buys 'Enterprise subscription', the referred gets a better price at 'Enterprise Tier', and the referrer can choose one of the following:
 - * 5 years of 'Pro Tier' for free.
 - * 2 years of 'Teams Tier' for free.

- **Loyalty program:** (Only available for paid users)

- 2nd year, 10% off
- 3rd & 4th year, 20% off
- 5th year and later, 30% off

10 Future Expansions

Our commitment to innovation doesn't stop with our current features. Looking ahead, we envision significant expansion for our platform, driven by advancements in AI and evolving user needs. This section explores our exciting plans to broaden our service offerings, introduce next-generation capabilities, and push the boundaries of web-based video editing.

10.1 Mobile apps

As described in previous sections, our video editor is currently web-only. Given the huge market share commanded by mobile devices and the increasing trend of users capturing video directly on their smartphones, expanding to mobile is a critical strategic imperative. Developing native applications for both iOS and Android will unlock access to a vast segment of potential users who prefer or require mobile-first workflows. These apps will offer core editing functionalities alongside our key AI features, optimized for touch interfaces and on-the-go editing tasks. Furthermore, seamless cloud synchronization between the mobile apps and our existing web platform will provide users with ultimate flexibility, allowing them to start a project on one device and seamlessly continue on another. This move directly addresses the needs of a massive user base, significantly increases our platform's accessibility, and positions us to capture a larger share of the video creation market.

10.2 Native desktop apps

While our web platform provides excellent accessibility and the planned mobile apps offer on-the-go convenience, dedicated desktop applications for Windows, macOS and Linux will cater to power users and professionals seeking maximum performance and offline capabilities. These native applications will be optimized to leverage local system resources, enabling significantly faster processing, rendering, and smoother handling of high-resolution footage and complex projects. Crucially, the desktop apps will offer robust offline editing functionality, allowing users to work seamlessly regardless of internet connectivity. Integration with our cloud platform will ensure project synchronization across desktop, web, and mobile, providing a truly comprehensive and versatile ecosystem that meets the demands of the most intensive video editing workflows.

10.3 Infrastructure Scaling

Supporting all planned feature expansions and accommodating the rapid rise of our user base, needs a significant investment in our core infrastructure. As we introduce more computationally intensive AI features and cater to high-demand professional workflows, scaling our backend systems becomes paramount. This involves substantially increasing our compute resources (including specialized GPU capacity for AI tasks), expanding our high-speed storage solutions to manage growing user assets, and enhancing our network backbone and content delivery network (CDN) for faster global access and responsiveness. We will focus on building a more robust, scalable, and resilient architecture with improved load balancing and redundancy measures to ensure high availability and maintain a seamless, high-performance user experience even under peak loads and with increasingly complex operations. This infrastructure upgrade is foundational to successfully delivering on our product roadmap and supporting continued platform growth.

10.4 Elevating Professional Mode to Industry-Standard Capabilities

To truly challenge established industry giants like Adobe Premiere Pro and Final Cut Pro, a significant expansion pillar is the aggressive enhancement of our Professional Mode. While our current offering provides advanced features, our roadmap includes bridging the gap to deliver a truly competitive, high-end editing experience. This involves developing a robust suite of features demanded by seasoned professionals, including: sophisticated multi-camera editing workflows, advanced color grading tools (vectoscopes, waveform monitors, comprehensive LUT support), intricate keyframing and motion graphics capabilities, deep audio mixing controls with VST plugin support, and optimized performance for handling high-resolution formats and complex sequences. Furthermore, we will focus on seamless integration with industry-standard workflows, including support for third-party plugins and professional export codecs. By building out these uncompromising capabilities, potentially augmented by unique AI-driven efficiencies tailored for professional tasks, our aim is to position our platform not just as an alternative, but as a powerful and viable contender for demanding creative professionals and production houses.

10.5 AI Video generation

Given the rapid advancements in generative models, we plan to empower users to create video content from text prompts, images, or even short thematic descriptions. This feature will be invaluable for generating unique b-roll footage, creating short animated sequences, visualizing concepts without existing assets, or quickly producing social media snippets. By embedding these generative tools within the editing workflow, users can seamlessly create, refine, and incorporate AI-generated video elements directly onto their timeline, significantly reducing production time,

overcoming creative blocks, and democratizing video creation for those without access to extensive footage libraries. This addition will solidify our platform's position as a truly intelligent and comprehensive video creation site.

A Appendix: Customer Questionnaire

Questionnaire URL: <https://forms.gle/MzmnBMfV8nxHvoSd9>

The screenshot shows a survey titled "Startup SmartCut" with the following sections:

- Section 1: Informació Personal**
 - 1. Quina és la vostra edat? ***
Triu una opció ▾
 - 2. Quin és el vostre sexe? ***
 Masculí
 Femení
 Altres
 - 3. Quins són els vostres ingressos nets mensuals? ***
 Menys de 1000€
 1000€ a 1500€
 1500€ a 2500€
 2500€ a 3500€
 Més de 3500€

Figure 34: Personal questions from the questionnaire.

Experiència professional amb edició de vídeo

4. Tenui experiència professional en edició de vídeo (us hi dediqueu)? *

Sí
 No

Figure 35: Question from the questionnaire to determine if the user has professional experience in video editing.

Edició de vídeo professional

5. Quants anys d'experiència té vostè? *

Entre 1 i 5 anys
 Entre 5 i 10 anys
 Entre 10 i 20 anys
 Més de 20 anys

6. Quina relació professional té vostè amb l'edició de vídeos? *

Professional independent
 Estudi petit
 Estudi gran

Figure 36: Question from the questionnaire to determine how many years of professional experience the user has in video editing. These questions are only asked if the user answered "Sí" in question 4.

Edició de vídeo no professional

5. Quina és la teva experiència amb l'edició de vídeo? *

Mai he editat un vídeo
 Algun cop però no em veig amb la necessitat de disposar d'una eina que m'ho faciliti
 Algun cop i m'aniria bé disposar d'una eina que m'ho facilites
 Habitualment

Figure 37: Question from the questionnaire to determine the relationship between the user and video editing. This question is only asked if the user answered "No" in question 4.

Funcionalitat 1: Crear shorts en un sol clic amb els fitxers que estiguin pujats

A partir d'aquesta secció li explicarem una funcionalitat a cada secció i li farem una pregunta al respecte.

Aquesta primera funcionalitat és poder crear un short per a les xarxes socials (YouTube, Instagram, etc.) en un sol clic amb els fitxers que estiguin pujats de manera fàcil i ràpida fent servir la IA.

slowly'

Number of Shorts
3 shorts

Duration (seconds)
30 seconds

Upload Platform
YouTube Shorts

Content Style
Trending Format

Generate Shorts

Create Shorts
Generate engaging short-form clips

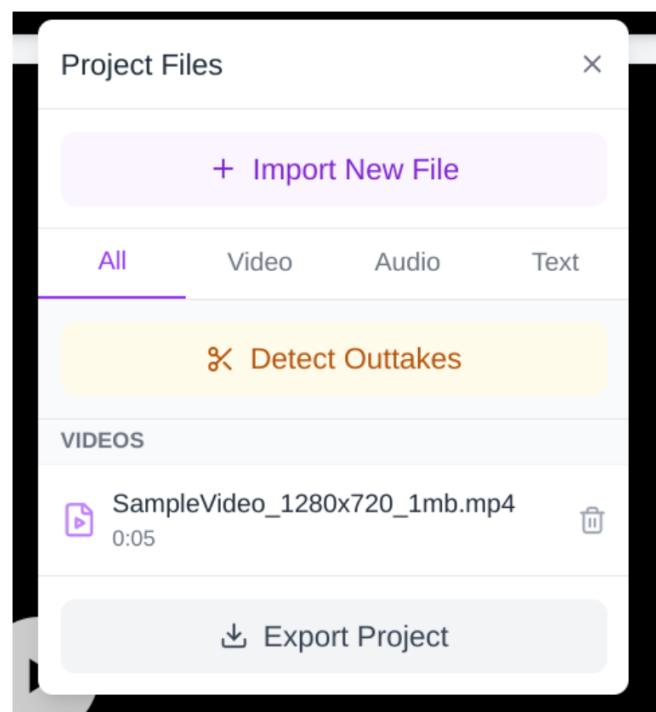
Fins a quin punt estaria vostè interessat en aquesta funcionalitat? *

- Gens
- Poc
- Neutre
- Molt
- Molíssim

Figure 38: Question from the questionnaire to determine how interested the user is in feature 1.

Funcionalitat 2: Classificació de contingut automàtica

Aquesta funcionalitat consisteix en classificar el contingut dels fitxers pujats fent servir la IA segons una temàtica. Per exemple, segons la persona que hi apareixi, o segons si és el teu gos o sobre un paisatge natural. D'aquesta manera és més fàcil trobar els fitxers que necessites.



Fins a quin punt estaria vostè interessat en aquesta funcionalitat? *

- Gens
- Poc
- Neutre
- Molt
- Molíssim

Figure 39: Question from the questionnaire to determine how interested the user is in feature 2.

Funcionalitat 3: Aplicar efectes visuals i d'àudio amb llenguatge natural

Permet afegir elements, talls, transicions i altres tipus d'edicions de íeo simplement amb una descripció.

The screenshot shows a user interface for AI Features. At the top left is a purple header with the text "AI Features". Below it is a white input field with a purple border. Inside the input field, the text "I want to add a flying squirrel appearing in minute 1:24 and must fly over the bunny" is written. Above the input field is a smaller purple header with the text "AI Assistant". At the bottom of the input field is a small instruction: "Be specific about timestamps and effects you want to apply". To the right of the input field is a purple "Submit" button with a white arrow icon.

Fins a quin punt estaria vostè interessat en aquesta funcionalitat? *

- Gens
- Poc
- Neutre
- Molt
- Moltíssim

Figure 40: Question from the questionnaire to determine how interested the user is in feature 3.

Funcionalitat 4: Detecció automàtica i eliminació de tomes falses

Aquesta funcionalitat consisteix en detectar automàticament les tomes falses fent servir la IA, i si l'usuari ho permet eliminar-les.

Fins a quin punt estaria vostè interessat en aquesta funcionalitat? *

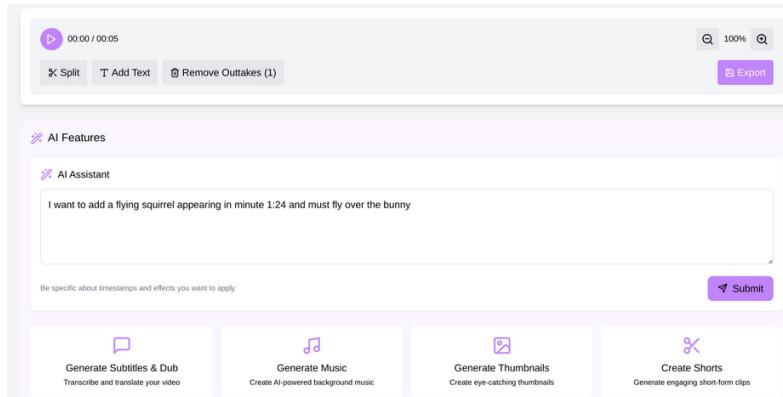
- Gens
- Poc
- Neutre
- Molt
- Molíssim

Figure 41: Question from the questionnaire to determine how interested the user is in feature 4.

Funcionalitat 5: Modalitat facil / expert

Aquesta funcionalitat et permet fer edicions de forma fàcil amb les nostres funcionalitats de IA i després acabar de refinar amb edicions manuals.

❖ Easy Mode Expert Mode



Fins a quin punt estaria vostè interessat en aquesta funcionalitat? *

- Gens
- Poc
- Neutre
- Molt
- Moltíssim

Figure 42: Question from the questionnaire to determine how interested the user is in feature 5.

Funcionalitat 6: Generador de miniatures para redes sociales

Aquesta funcionalitat és poder crear miniatures per atraure més visites a les xarxes socials com YouTube o TikTok.

Thumbnail Options ×

Generation Style
Auto (Best Moments)

Number of Thumbnails
3 thumbnails

Generate



Generate Thumbnails
Create eye-catching thumbnails

Fins a quin punt estaria vostè interessat en aquesta funcionalitat? *

Gens
 Poc
 Neutre
 Molt
 Molíssim

Figure 43: Question from the questionnaire to determine how interested the user is in feature 6.

Funcionalitat 7: Generació de música amb IA

Aquesta funcionalitat permet crear música per a qualsevol mena de vídeo i suggerir gèneres que poden encaixar.

Music Generation Options ×

Genre
Cinematic

Mood
Uplifting

Duration (seconds)
30

Suggestions:

Epic Trailer Happy Vlog

Tech Intro Nature Doc

Generate

 Generate Music
Create AI-powered background music

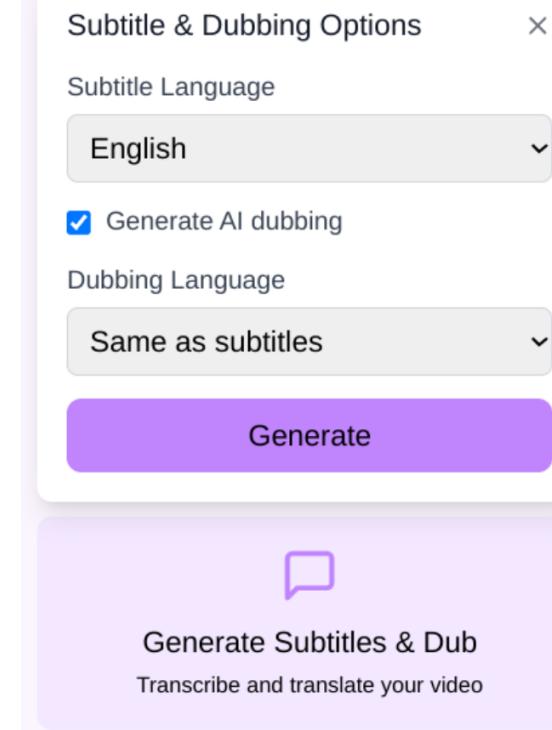
Fins a quin punt estaria interessat en aquesta funcionalitat? *

- Gens
- Poc
- Neutre
- Molt
- Molíssim

Figure 44: Question from the questionnaire to determine how interested the user is in feature 7.

Funcionalitat 8: Doblatge i subtítols automàtics

Aquesta funcionalitat permet a l'usuari a doblar i subtitular els vídeos de forma automàtica en més de 50 idiomes.



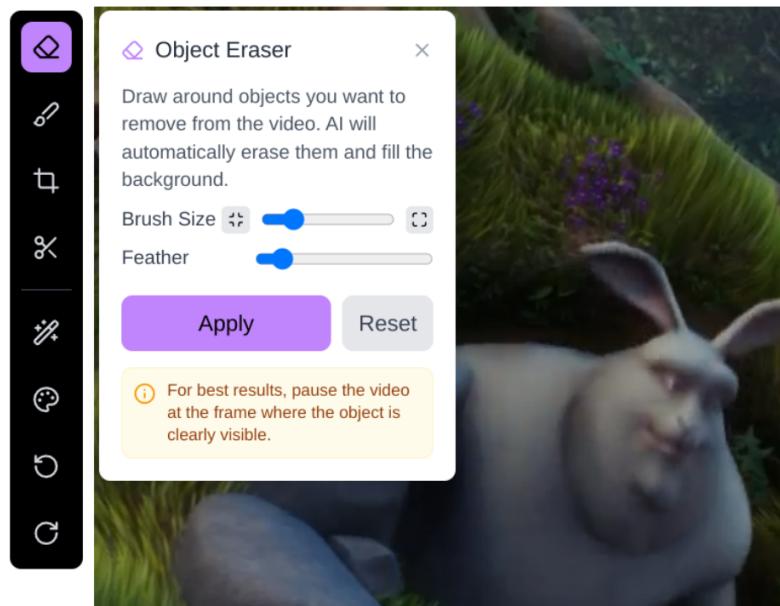
Fins a quin punt estaria vostè interessat en aquesta funcionalitat? *

- Gens
- Poc
- Neutre
- Molt
- Molíssim

Figure 45: Question from the questionnaire to determine how interested the user is in feature 8.

Funcionalitat 9: Eliminació d'objectes

Aquesta funcionalitat, mitjançant un pinzell, permet seleccionar un objecte del vídeo. Automàticament, l'editor esborra aquest objecte, substituint el seu espai per al fons corresponent.



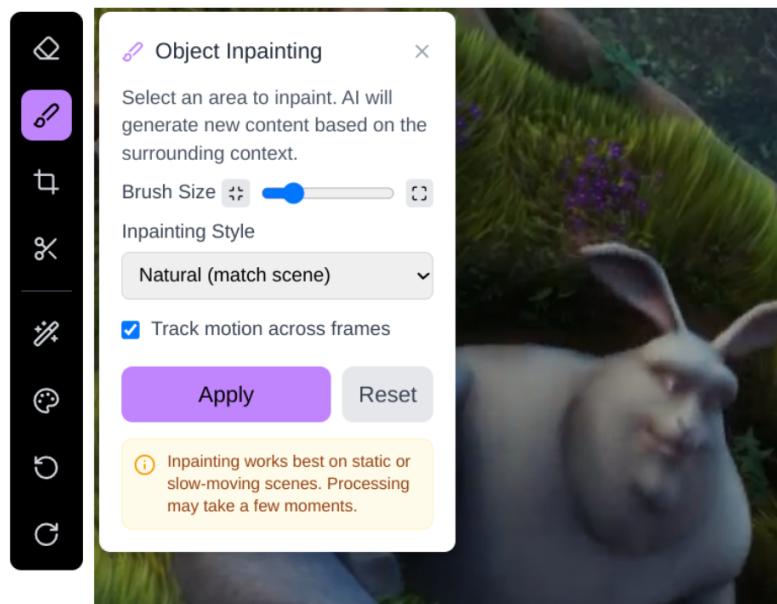
Fins a quin punt estaria vostè interessat en aquesta funcionalitat? *

- Gens
- Poc
- Neutre
- Molt
- Moltsíssim

Figure 46: Question from the questionnaire to determine how interested the user is in feature 9.

Funcionalitat 10: Substitució d'objectes

Aquesta funcionalitat, mitjançant un pinzell, permet seleccionar un objecte del vídeo. A continuació, pots descriure l'objecte que substituirà el seleccionat, descrivint també l'acció d'aquest nou objecte.



Fins a quin punt estaria vostè interessat en aquesta funcionalitat? *

- Gens
- Poc
- Neutre
- Molt
- Moltsíssim

Figure 47: Question from the questionnaire to determine how interested the user is in feature 10.

Enquesta sobre el preu

1. Estaria vostè disposat/da a pagar per a col·laborar entre usuaris? *

- No
- Menys de 5€/mes
- 5 a 10€/mes
- Més de 10€/mes

2. Estaria vostè disposat/da a pagar per una intel·ligència artificial més intel·ligent i ràpida? *

- No
- Menys de 5€/mes
- 5 a 10€/mes
- Més de 10€/mes

Figure 48: Question from the questionnaire to determine how willing the user is to monthly pay for our product.

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- [2] URL: <https://data.worldbank.org/indicator/IT.NET.USER.ZS>.
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- [4] URL: <https://www.lavanguardia.com/tecnologia/20230320/8837965/capcut-aplicacion-compania-china-tiktok-arrasa-mundo-conoces.html>.
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