# AInimate: AIGC Powered Multimedia Interactive Entertainment Platform for ACG Fans

Generative AI is Reforming Human Society

- Generative AI has achieved remarkable advancement over the past few years.

- It is capable of generating texts, images, videos and audios with prompts from human.

- Relevant applications are boosting productivity and creating values across various sectors.

- The market size is estimated to grow from **$45B in 2023** to **$207B by 2030.**
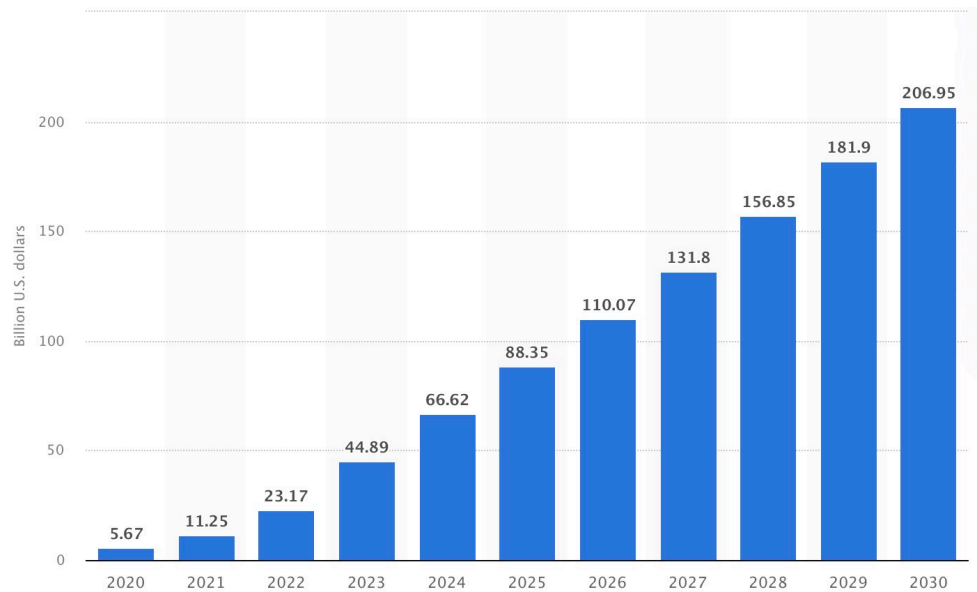
Estimated market size of generative AI 2020-2030, source: statista
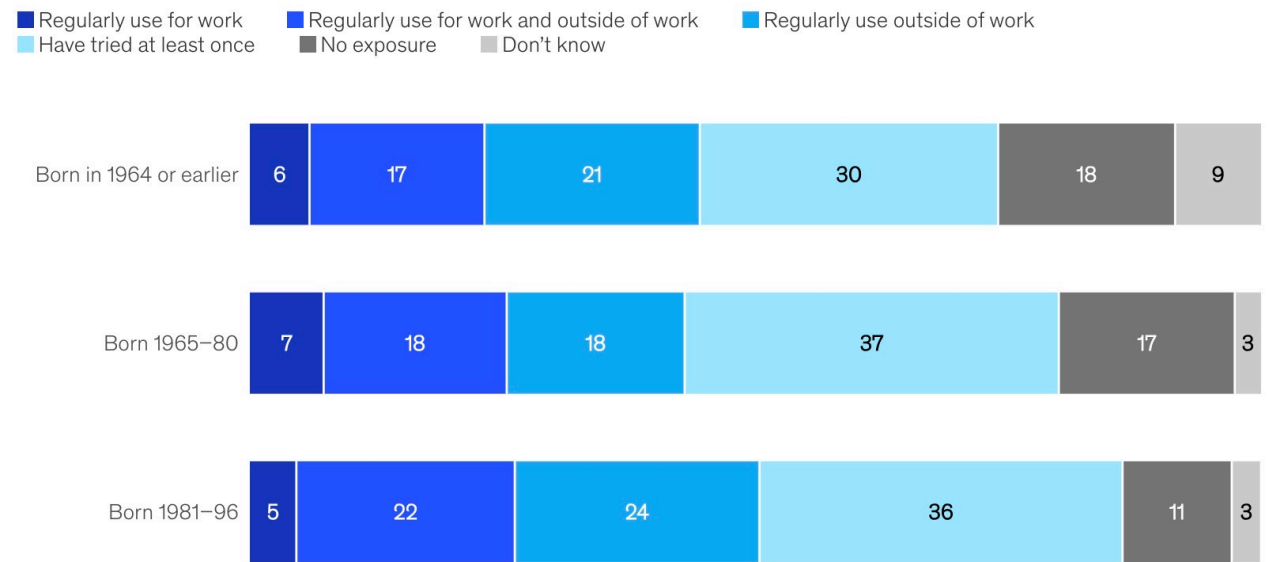
Exposure to generative AI by different age, source: McKinsey & Company

Current Situation for Generative AI Markets

- The costs of developing of generative AI models are extremely high.
- The majority of market shares are occupied by leading companies especially OpenAI.
- It is difficult for new comers to catch up with the established players.

- Most of the generative AI giants focus on Large Language Model (LLM) based services.
- Multimedia interactive experience with visible and hearable results are desired.
- Opportunities remain for segment markets, unique technologies and good business models.

Market Opportunities Match Our Advantages
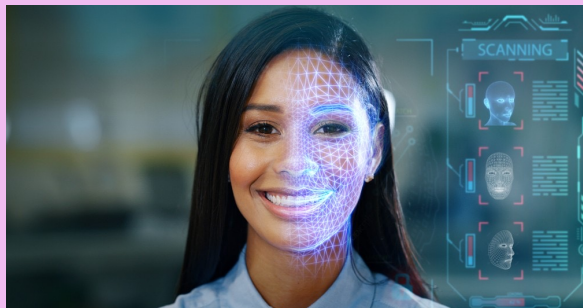
Traditional digital human:

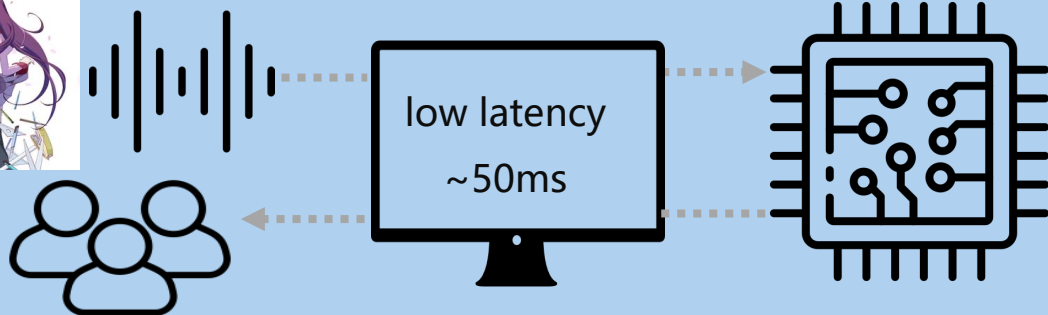High cost to train individual models

ChatGPT

Large Language Model:

Only text, but multimedia feedback wanted

Digital celebrities / real person:

Potential privacy / identity risks

Market Oppotunities

Our Advantages

low latency ~50ms

We provide multimedia immersive experience. By combining LLM, TTS and Image2Video technologies, we can generate talking head videos with given reference audio and image at low latency.


With all members being ACG fans, we have better sense of ACG related products and closer access to IP rights, with connections in animation industry.

Market Opportunities for ACG Fans

- The market size and potention for ACG (animation, comics and game) are huge.

- Users not satisfies with current contents sometimes, creation of derivatives is thriving.

- Interactive experiences are in high demand, current vtubers have human involved.

- AI powered products already in the market, but focus on single functionality.

- Great potential for AI powered interactive multimedia services supporting UGC.
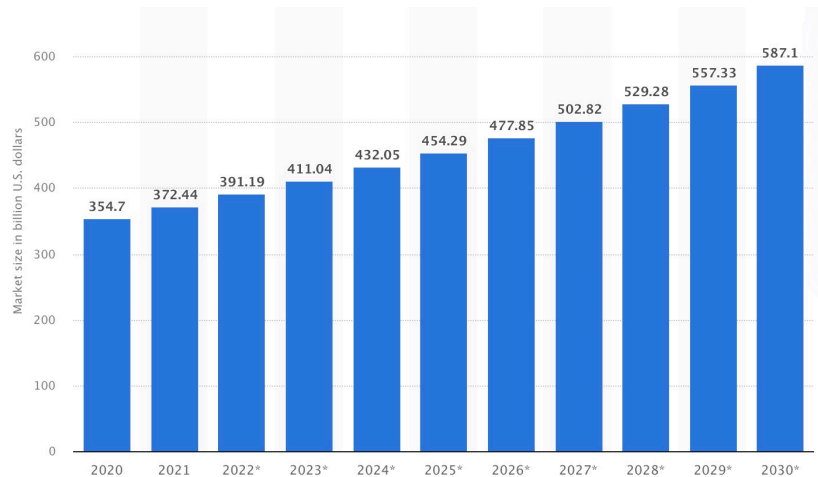
Estimated Animation market size 2020-2030, source: statista
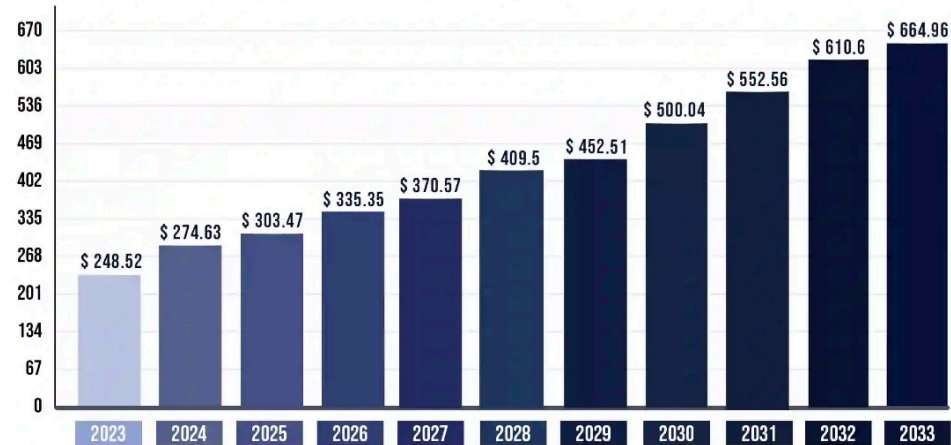
Estimated video games market size 2023-2033, source: precedenceresearch

Our Products

Multimedia interactive experiences driven by generative AI for ACG Fans.

Users can customize ACG characters with unique personalities, appearances and voices.

We show two demos generated by **Zero-shot algorithms** with a single forward pass and **no training is needed:**

1. *Ayanami Rei,* Prompt: Shinji is frustrated with his dad, could you encourage him?

2. *Sohryu Asuka Langley,* Prompt: I know you also have an affection on Shinji, why not tell him frankly?
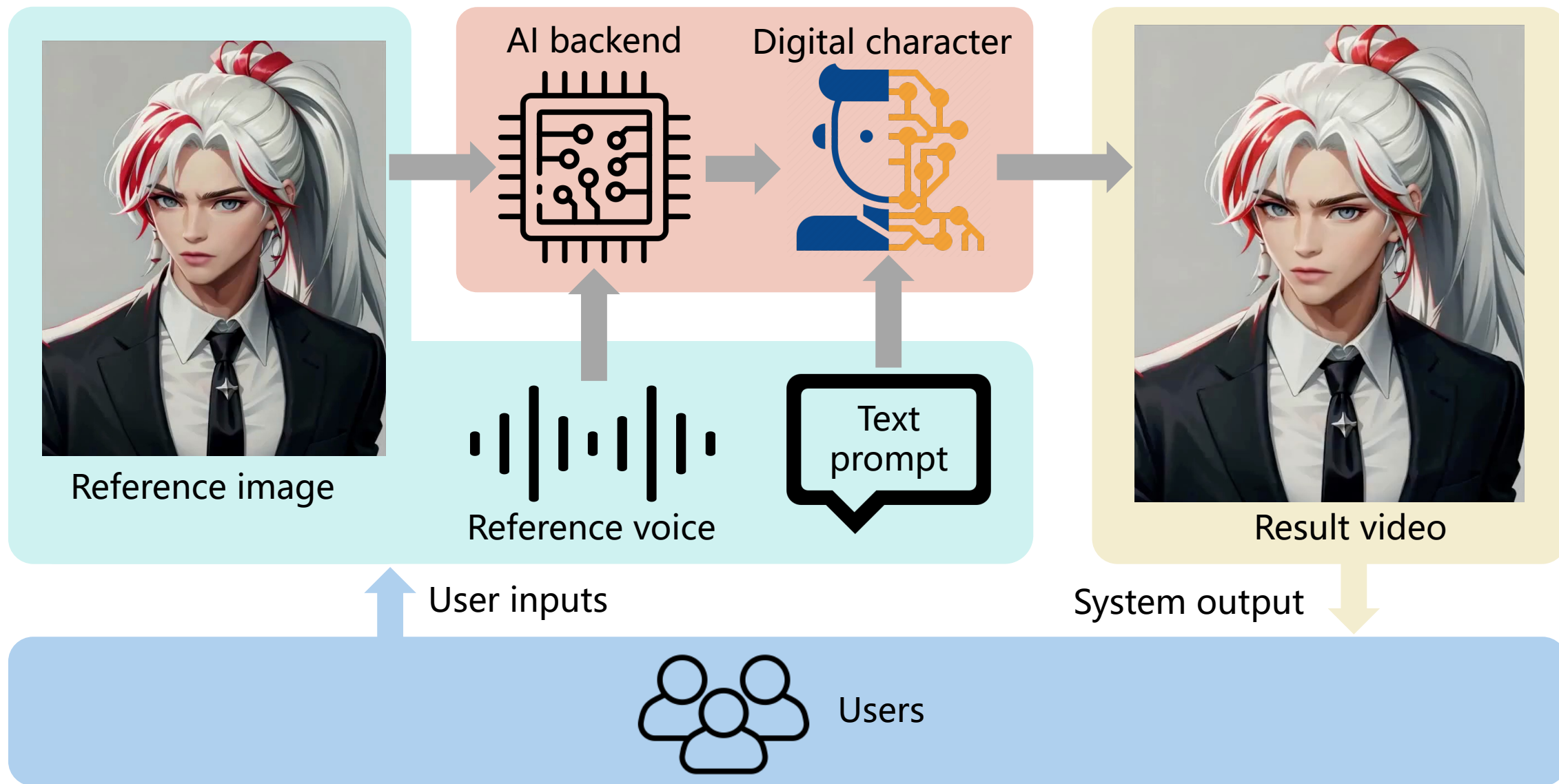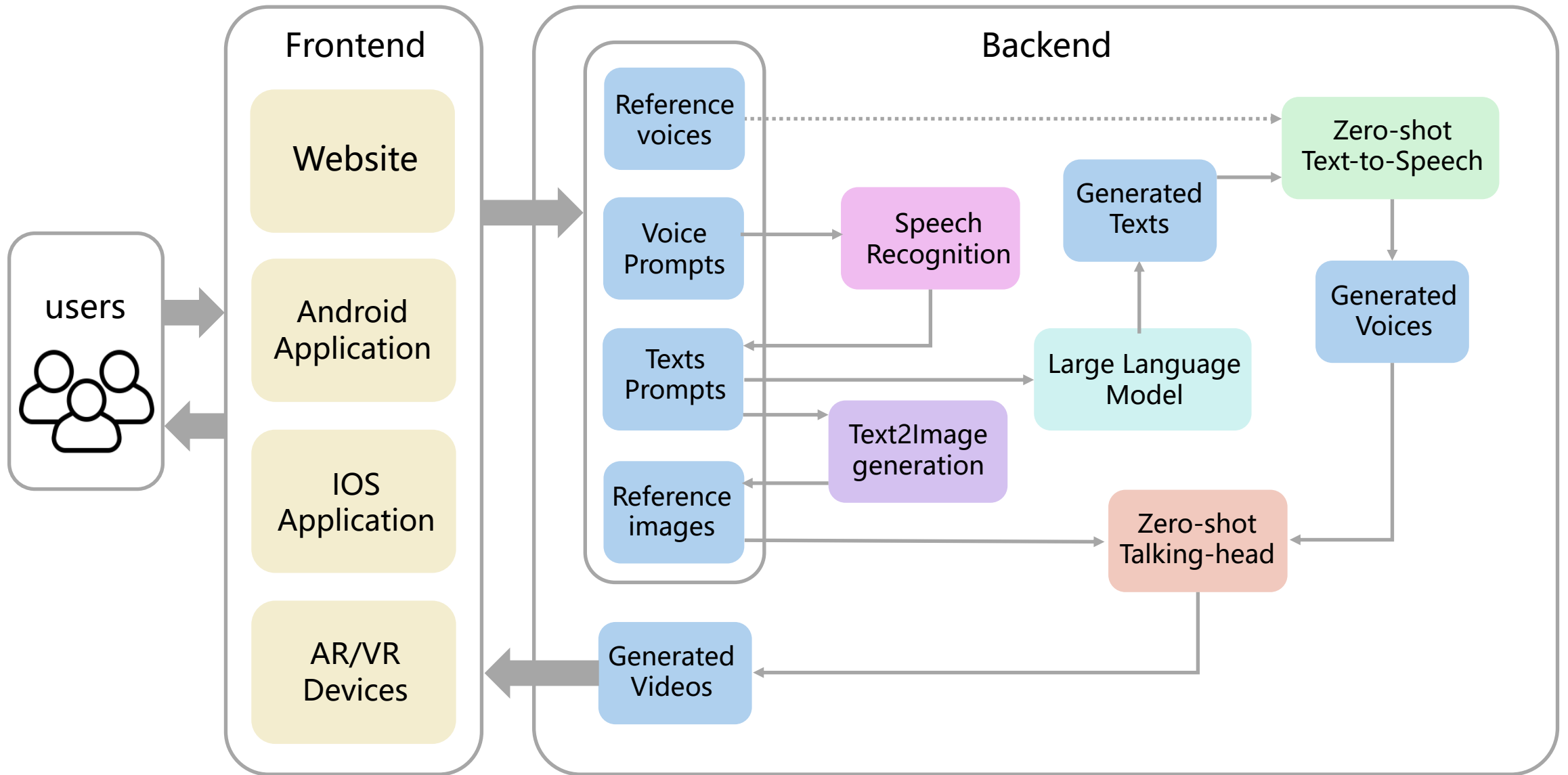

Ref voice of Ayanami :

Ref voice of Asuka :

Our Products

Reference image

Reference voice

AI backend

Digital character

Text prompt

Result video

User inputs

System output

Users

Technology Architecture

Our Superiorities Over Competitors

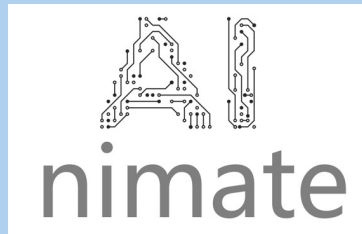|	
Character.AI / **candy.ai**	Provides LLM based chatbot / AI companionship services with texts and voices as feedback. They can not generate visible results such as videos, nor could the voices be customized.
HeyGen	Is an AI video generator to create talking head videos of digital human. It is time consuming, and only generate videos but can not interact with users.
Hugging Face / **GitHub**	Are developer platforms to store and share code / ML model weights. They only allows the sharing of files but can not host executable programs
AInimate	Compared to Character.AI and Candy.AI, we provide multimedia experiences with videos and allow users to customized appearance and voices; Compared to HeyGen, we are fast and have LLM backend for digital characters to provide interactive experiences; Compared to HuggingFace and GitHub, creators can host and share digital characters on our platform for other users to experience.

Business Model: Entertainment Service Provider

We provide multimedia interactive entertainment services of ACG characters for individual users. Revenues are generated from membership subscription or charging by the amount of usage.
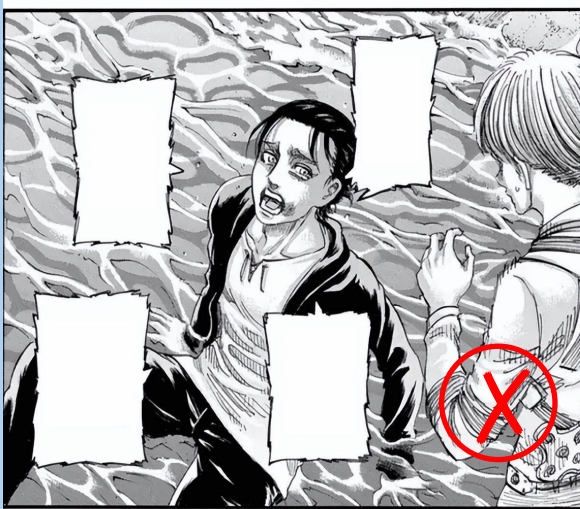
Suppose you are a fan of *Attack on Titan* and not happy with the ending. You can write your own plots with given prompts, *Allen* and *Mikasa* will tell you their stories with their own voices and lively facial expressions.
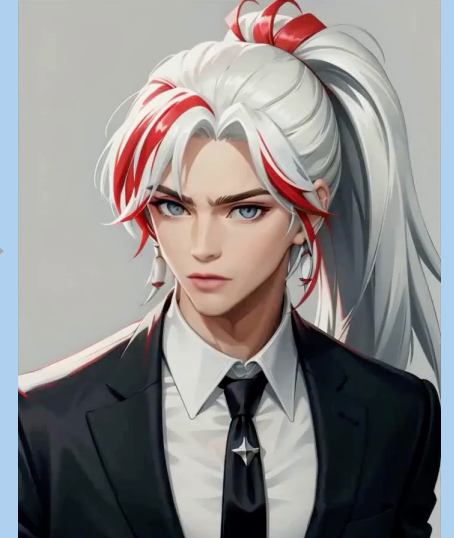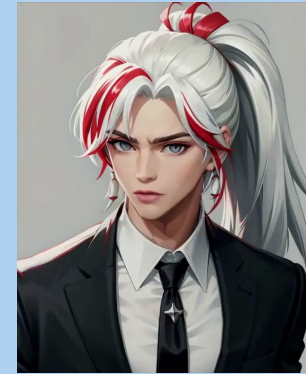
Suppose you want a virtual friend, you can customize the person with your preferred looks, voices and personalities by providing reference images, audios and backstories of the person.

Business Model: Digital Human Solution Provider

We provide digital human services that could be customized by specific needs from users. Revenues are generated from membership subscription or charging by the amount of usage.

Small business owners can host digital human for unmanned customer services with customized appearance, voices and domain knowledge through our platform.

Independent game producers can seamlessly integrate our customizd digital human service into their workflow to develop visual novels and adventure games (AVG).

Business Model: UGC Sharing Platform

We build a platform for users to share their customized digital characters. Users can sell or rent their generated contents in our platform and we make revenues by charging the transections.
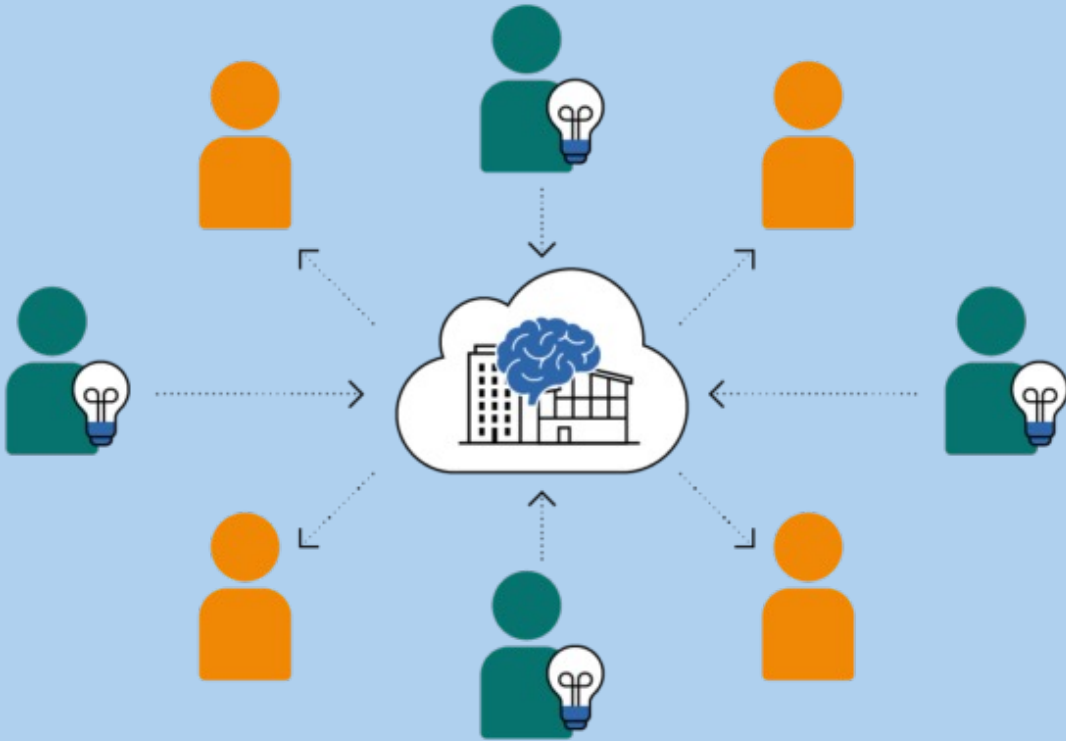
Content creators can publish their generated digital human or videos/audios/images for free or with certain prices on the platform. Content consumers can also find their favorite contents from the sharing platform. Github is the place to share codes, Hugging Face is the place to share ML model weights, and we are building the platform to share digital human.

Core Members

XIE MENG (谢 萌), Partner

- B.Eng & M.Eng, USTC
- CEO, Shenzhen Jichen Tech Co.Ltd
- Director of R&D, Unity Drive
- DJI RoboMaster, Top8 team leader

WANG XINRUI (王 欣睿), CEO

- M.Sc & Ph.D candidate, Matsuo Lab, UTokyo
- B.Eng, Mechanical Enigneering, USTC
- Japan Computer Vision, senior ML engineer
- Tencent WXGroup, ML engineer
- ByteDance AI Lab, ML engineer
- Multiple papers accepted by CVPR & ICML
- 3 Chinese & international patents issued

ZHANG XIN (张 鑫), Advisor

- M.Sc & Ph.D, Matsuo Lab, UTokyo
- CEO, AI Mage Inc
- Collaboration with anime studios
- Granted by MITOU Project of Japanese government
- Accepted by 1st Round, UTokyo IPC
- Former PRO Shogi player

Our Goals

Build the World Largest Interactive Entertainment and UGC sharing Platform for ACG Fans

We also have an estimated roadmap for the following 2 years：

- Raise seed round of $1M;
- Build a team of 3~5;
- Finish ML functions integration;
- Basic functions online;
- 50k seed users;
- Estimated value $7M

1st -6th Month

- Raise round A of $2M;
- Expand team to 8~10;
- Android & IOS APP online;
- Digital human solution ready;
- 100K DAU and 500K MAU;
- Estimated value $25M

7th -12th Month

- Raise round B of $5M;
- Expand team to 20~30;
- Start membership subscription;
- UGC sharing platform online;
- 300K DAU and 1M MAU;
- Estimated value $70M

13th -24th Month

Our Schedules for the First 6 Months

1st Month	2nd Month	3rd Month	4th Month	5th Month	6th Month

Raise seed round of $1M — $30K for business trip

Build a team of 3-5 fulltime employees — $250K for office rent, equipments, salariy, employee benefits and daily operation

Integrate ML modules into cloud backend — $100K for GPU server rent

Joint debuging and optimize ML fuctions — $70K for LLM API cost

Develop web frontend and cloud backend — $100K for cloud server rent and daily operation cost

Joint debugging of frondend & backend — $50K for out-source developments and realated resources

Publicize our product in ACG communities — $100K for PR and advertisement

Search for potential clients & collaborators — $50K for business trip and recption fees