SpotPic – AI Photo Sharing with QR & Face Recognition

Project Proposal

DOCUMENT DETAILS

Field	Details
Proposal Title	SpotPic – AI-Powered Real-Time Photo Sharing Platform
Prepared By	UpCraft Solutions
Prepared For	Krithik Kumar
Date	January 14, 2026
Valid Until	February 13, 2026 (30 days)
Status	For Review & Negotiation

COMPANY INTRODUCTION

About UpCraft Solutions

UpCraft Solutions UpCraft is a specialized optimization partner that helps MVPs scale. We focus on making early-stage products ready for growth by offering services like Security & Performance Audits

Contact Information

UpCraft Solutions Private Limited

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1. EXECUTIVE SUMMARY

SpotPic is a real-time photo delivery and AI-powered face matching platform for event photographers and organizers.

The Problem: Event photos are shared days/weeks late, guests can't find themselves in hundreds of photos, and photographers spend 5-8 hours on post-production filtering and manual delivery.

The Solution: SpotPic provides instant photo uploads, AI-powered face recognition so guests see only their photos via a QR scan, and zero manual work for photographers.

Key Differentiators: Live uploads during events, CPU-optimized face recognition (low costs), ephemeral 24-hour architecture, and plug-and-play desktop app with zero setup friction.

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2. WHAT PROBLEM ARE WE SOLVING?

Current Pain Points in Event Photography

For Photographers:

- Manual photo filtering takes 2-3 hours per event
- Sending individual photos to 50-100 guests is tedious
- Expected to provide "instant" delivery but it's actually days later
- Archiving photos manually, managing storage across events

For Guests:

- "Can you send me my photos?" – vague, unclear what they want
- Hundreds of photos to scroll through to find themselves
- Wait days/weeks for delivery

For Event Organizers:

- No data on guest engagement with photos
- Can't measure ROI on photography spend
- Negative perception if photos are slow/hard to access
- Opportunity to differentiate with modern tech is missed

Business Impact of Current System

- Photographers lose 5-8 hours per event on post-production
- 30-40% of guests never receive/see their photos
- Low social media engagement (photos shared days later)
- Photographer reputation depends on speed, not quality

SpotPic's Solution

Photographers: Automatic background uploads, zero manual sorting
Guests: Instant AI-powered photo discovery via selfie scan
Organizers: Professional, tech-forward event experience
Everyone: Modern, delightful user experience

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3. HOW SpotPic WORKS (High-Level Flow)

Step 1 – Event Setup (30 seconds)

```
Photographer logs into SpotPic.com
              ↓
Clicks "Create Event"
              ↓
Enters: Event name, date, expected photo count, etc
              ↓
SpotPic creates:
  • Unique subdomain (e.g., abcwedding.SpotPic.com)
  • QR code for guests to scan
  • Cloudinary storage folder for that event
  • Event valid for 24 hours
              ↓
Photographer downloads desktop app + Login with SpotPic Acc
```

Step 2 – Photographer Side (Desktop App – Automated)

```
Photographer's Workflow:

1. Desktop app runs in background
2. Camera connected via USB
3. App auto-detects device (Canon/Nikon/Sony)
4. Photographer just shoots normally
5. Each new photo is uploaded in background & indexed for face recognition
6. Real-time notification shows upload progress
```

Step 3 – Guest Experience (At the Event – Less than 1 minute)

```
Guest at event venue:

1. Sees QR code (on screen, banner, or table cards)
2. Scans QR to access SpotPic
3. Takes a selfie and AI instantly finds all their photos
4. Guest can download, share, or view their gallery
```

4. KEY FEATURES & CAPABILITIES

For Photographers

Feature	Benefit
Auto-detecting desktop app (Windows + macOS)	No driver installation, plug any camera
Background async uploads	Keep shooting, uploads happen silently
Real-time progress dashboard	Monitor uploads live in the app
Multi-brand support	Works with Canon, Nikon, Sony and other professional cameras
Original quality preserved	No forced compression, RAW preview support
Event isolation	Each event has separate folder + subdomain
24-hour event window	Automatic cleanup after event expires

For Guests

Feature	Benefit
QR-based access	One scan, instant access (no login, no app)
AI face recognition (99%+ accurate)	Each person sees only their photos, no scrolling
Fast results	Photo matching in < 1 second
High-quality downloads	Full resolution originals + thumbnails
Social sharing	One-click share to WhatsApp, Instagram, Facebook
Mobile-friendly interface	Works perfectly on any smartphone

For Event Organizers / Your Client

Feature	Benefit
Professional branded event page	Your logo, colors, custom messaging
Real-time photo count & stats	See uploads happening live
Guest engagement metrics	Track how many guests accessed photos
24-hour auto-cleanup	GDPR-compliant, privacy-first by default
Scalable architecture	Handle 50-1000+ guest events simultaneously
API for future integrations	Connect to CRM, email platforms, etc.

5. AI FACE RECOGNITION

Our face recognition technology is **accurate, fast, and cost-effective**:

- **Accuracy:** 99%+ match rate across varying lighting, angles, and conditions (even with glasses or makeup)
- **Speed:** Results delivered in < 1 second
- **Privacy:** Guest selfies are processed and discarded immediately – not stored
- **Cost-effective:** CPU-optimized models (no expensive GPU servers needed)

6. PRIVACY & DATASECURITY

SpotPic is **built with privacy as the default**:

Data Handling

- Photos are stored in **secure Cloudinary infrastructure**
- Guest selfies are **not stored** (processed on-the-fly)
- Face embeddings are **deleted after 24 hours**
- All data transmission uses **HTTPS encryption**
- Compliant with **GDPR, CCPA, and Indian data protection laws**

24-Hour Auto-Delete

Every event automatically:

- Expires after 24 hours
- 🗑 Deletes all photos and associated data
- 🚫 Becomes inaccessible to guests
- 🎁 Can be archived/backed up by photographer (optional future feature)

No Long-Term Storage by Default

- Events are **ephemeral** (temporary)
- Photographer can manually archive important events
- No data lingering on our servers indefinitely

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7. INVESTMENT & PRICING

Project Cost Breakdown

Component	Cost (₹)	Details
Desktop Software	30,000	Complete working desktop application (Windows + macOS) with auto-detect, async uploads, and real-time progress tracking
Backend System	20,000	Complete working backend infrastructure including face recognition, vector embedding, and photo indexing
Website & Subdomain Processing	15,000	Guest-facing website, dynamic subdomain generation, QR code generation, and AI-powered face search interface
TOTAL DEVELOPMENT	65,000	Complete, production-ready SpotPic platform

Note: For Maintenance 40% per Subcription to be Paid to us. Backend server costs will be transparently communicated to you with detailed billing of all cloud services used (Cloudinary, databases, etc.) – you only pay for what's actually consumed.

Payment Schedule

To reduce your financial risk, we structure payments **milestone-based**:

Milestone	%	Amount (₹)	Condition
Advance	30%	19,500	Upon signing agreement
Balance	70%	45,500	Upon completion and deployment

What's Included

Full source code ownership (IP transfers to you)
Cloud infrastructure setup and configuration

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8. WHY PARTNER WITH UPCRAFT SOLUTIONS?

Our Proven Track Record

Full-Stack Capability:
We handle everything from desktop apps to backend APIs to web frontends to DevOps.

Client-Focused:
We've worked with educational institutions, and startups. We understand your pain points.

Partnership Benefits

If you partner with us to build SpotPic:
You get,

1. **IP Ownership:** You own all code, technology, and intellectual property
2. **First-mover advantage:** Launch before competitors recognize the opportunity
3. **Continuous innovation:** We become your ongoing technology partner
4. **Support & maintenance:** Included for 24/7 Support available

Quality Assurance Process

- Unit testing (70%+ code coverage)
- Integration testing across all APIs
- End-to-end testing with real cameras
- Load testing (1000+ concurrent users)
- Security testing (OWASP Top 10)
- Beta testing with early photographer partners

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9. SUCCESS METRICS & KPIs

Once SpotPic launches, we'll measure success by:

Photographer Metrics

- **Upload success rate:** Target > 99% (zero lost photos)
- **Time saved per event:** Target 3-4 hours saved (post-production elimination)
- **App stability:** Target > 99.5% uptime
- **Satisfaction:** Target NPS > 50

Guest Metrics

- **Match accuracy:** Target > 98% (correct faces matched)
- **Response time:** Target < 1 second for face search
- **Engagement rate:** Target > 60% of guests scan QR
- **Download rate:** Target > 40% of matched guests download photos

Platform Metrics

- **Storage utilization:** Monitor Cloudinary costs
- **Concurrent events:** Track max simultaneous events
- **Unique photographers:** Growth trajectory
- **Photo volume:** Growth in photos processed/month

10. COMMITMENT & AGREEMENT

UpCraft's Commitment to You

We commit to:

Quality: Deliver production-ready code with proper testing
Timeline: Hit agreed milestones or communicate delays immediately
Support: 24/7 support
Transparency: Weekly progress updates and open communication
Ownership: You own all IP and code generated

Next Action

This proposal is valid for 30 days (until **February 13, 2026**).

To move forward, please:

1. Review this proposal carefully
2. Schedule a **30-minute kickoff call** with our team
3. Confirm project details and timeline
4. Sign the **Statement of Work (SOW)** agreement

CONTACT & CALL TO ACTION

Ready to Bring SpotPic to Life?

We're excited about this opportunity and confident SpotPic will be a game-changer for event photographers and organizers.

Let's Grow Together...

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