

# SlopGPT

Bespoke AI Photo Experiences

## **Business Breakdown: Commercializing AI Event Experiences**

Case Study: Kai's 7th Jurassic Adventure

A complete analysis of product-market fit, pricing strategy, and  
scalable delivery model



# Executive Summary

SlopGPT has validated a new product category: turnkey AI photo experiences for private events. The "Kai's Jurassic Adventure" project demonstrates that we can deliver a complete, branded AI photo booth experience in 4 days for under \$15 in API costs.

4

DAYS TO DEPLOY

\$15

API COST

200+

GENERATIONS

95%

SUCCESS RATE

## The Opportunity

Parents spend \$500-5,000 on children's birthday parties. Event planners spend \$2,000-50,000 on corporate experiences. A memorable, Instagram-worthy AI photo experience commands \$300-2,000 as an add-on service with 90%+ gross margins.

## What We Built

A complete end-to-end experience for a 7-year-old's dinosaur birthday party:

- **Custom branded app** at kai.slogpvt.com with unique Jurassic theme
- **5 transformation scenes** - Fossil Hunter, Dino Whisperer, Expedition Leader, Volcano Explorer, T-Rex Encounter
- **Invite system** - Unique links per guest with usage limits
- **Admin dashboard** - Real-time credit management, instant WhatsApp sharing
- **Mobile-first UX** - Works flawlessly on any phone at the party

## Why This Matters for SlopGPT

This project proves three things:

### 1. Repeatable Delivery

The architecture is now templated. New themes can be launched in 1-2 days, not 4.

### 2. Price Insensitivity

Parents paying \$2,000+ for party venues will pay \$500+ for a unique digital experience.

### 3. Viral Mechanics

Every guest shares their photo. Each party generates 50-200 branded impressions.

### 4. Zero Marginal Cost

Once built, API costs are ~\$0.04/generation.  
The product scales infinitely.

# Market Analysis

## Target Segments

Segment	Event Types	Budget Range	Decision Maker
Premium Parents	Kids' birthdays, graduations, quinceañeras	\$500 - \$2,000	Parent (usually mom)
Corporate Events	Product launches, holiday parties, team events	\$2,000 - \$10,000	Event planner / HR
Weddings	Receptions, engagement parties, showers	\$1,000 - \$5,000	Bride/couple or planner
Venues & Planners	White-label for their clients	\$5,000 - \$20,000/year	Business owner

## Competitive Landscape

### Traditional Photo Booths

**Cost:** \$500-1,500/event  
**Weakness:** Requires physical setup, limited creativity, same props everywhere

### AI Photo Apps (Consumer)

**Cost:** Free-\$10/month  
**Weakness:** Generic, not event-branded, no admin control

### SlopGPT Advantage

**Custom theming** - Every event gets unique scenes designed for their occasion  
**White-glove service** - We handle everything; client just shares the link  
**Admin control** - Real-time credit management, usage analytics  
**No hardware** - Works on guests' phones, no rental equipment

## Market Size (TAM/SAM/SOM)

US Event Entertainment Market

**TAM:** \$5.2B (event entertainment & photo services)

**SAM:** \$340M (premium event photo experiences)

**SOM (Year 1):** \$500K (100-200 events at \$2,500-5,000 average)

# Product Offering

## Service Tiers

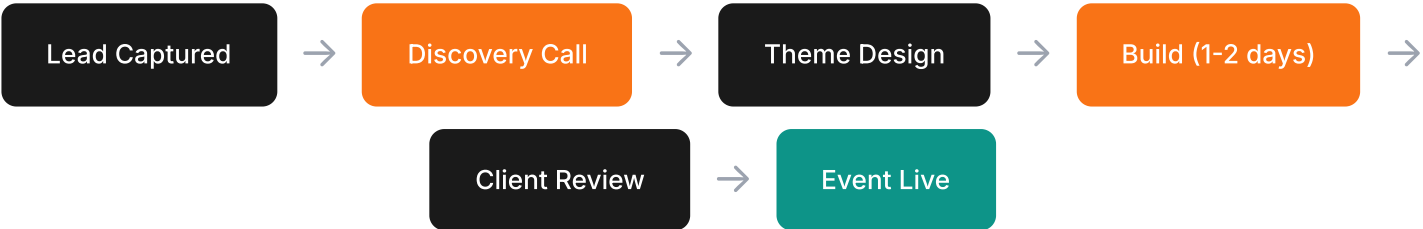
STARTER	PROFESSIONAL	ENTERPRISE
<div>\$499/event</div> <div>Perfect for birthday parties &amp; small gatherings</div> <div><div>✓ Up to 30 guests</div><div>✓ 3 custom scenes</div><div>✓ 5 generations per guest</div><div>✓ Basic admin panel</div><div>✓ 48-hour setup</div><div>✓ Email support</div></div>	<div>\$1,499/event</div> <div>Ideal for weddings &amp; corporate events</div> <div><div>✓ Up to 150 guests</div><div>✓ 5 custom scenes</div><div>✓ 10 generations per guest</div><div>✓ Full admin dashboard</div><div>✓ 24-hour setup</div><div>✓ Priority support</div><div>✓ Custom branding</div><div>✓ Usage analytics</div></div>	<div>\$4,999/event</div> <div>Large events &amp; venue partnerships</div> <div><div>✓ Unlimited guests</div><div>✓ 10+ custom scenes</div><div>✓ Unlimited generations</div><div>✓ White-label option</div><div>✓ Same-day setup</div><div>✓ Dedicated support</div><div>✓ API integration</div><div>✓ Multi-event pricing</div></div>

## Theme Library (Expandable)

Category	Example Themes	Target Events
Kids	Dinosaur Adventure, Princess Kingdom, Superhero HQ, Space Explorer, Underwater World	Birthdays, school events
Adult Celebrations	Gatsby Glamour, 70s Disco, 90s Nostalgia, Tropical Paradise, Winter Wonderland	Milestone birthdays, reunions

Weddings	Romantic Garden, Vintage Hollywood, Fairy Tale, Destination Dreams	Receptions, showers
Corporate	Brand Ambassador, Future Vision, Team Heroes, Industry Icons	Launches, conferences

## Delivery Workflow





# Unit Economics

## Cost Structure (Per Event)

Cost Item	Starter (\$499)	Professional (\$1,499)	Enterprise (\$4,999)
API Costs (Gemini + FLUX)	\$6 (150 gens)	\$60 (1,500 gens)	\$200 (5,000 gens)
Vercel Hosting	\$0 (included)	\$0 (included)	\$0 (included)
Design/Build Labor	\$100 (2 hrs)	\$200 (4 hrs)	\$500 (10 hrs)
Support	\$25 (email)	\$75 (priority)	\$200 (dedicated)
Total COGS	\$131	\$335	\$900
Gross Profit	\$368 (74%)	\$1,164 (78%)	\$4,099 (82%)

**Key Insight: Labor is the Only Scaling Bottleneck**

API costs are negligible (~\$0.04/generation). The constraint is design and build time. Solution: Template library + AI-assisted scene generation reduces build time to under 2 hours for standard themes.

## Revenue Projections (Year 1)

Quarter	Events	Avg. Revenue	Total Revenue	Gross Profit
Q1 2026	8	\$800	\$6,400	\$4,800
Q2 2026	20	\$1,200	\$24,000	\$18,000
Q3 2026	40	\$1,500	\$60,000	\$46,000
Q4 2026	60	\$2,000	\$120,000	\$94,000
Year 1 Total	128	\$1,644	\$210,400	\$162,800 (77%)

## Break-Even Analysis

### Fixed Costs (Monthly)

Vercel Pro: \$20

Domain: \$1

Supabase: \$25

n8n: \$20

**Total: \$66/month**

### Break-Even Point

At 77% gross margin:

$\$66 \div 0.77 = \textbf{\$86/month}$

*One Starter event every 6 months covers all fixed costs.*

# Go-to-Market Strategy

## Phase 1: Foundation (Now - Q1 2026)

- JANUARY 2026

**Launch sloggpt.com with AI chat lead qualification**  
Live landing page showcases Kai's Adventure and other demo themes. Claude-powered chat qualifies leads and captures contact info.
- FEBRUARY 2026

**Build 5 template themes for instant deployment**  
Dinosaur, Princess, Superhero, Space, Underwater - ready to customize in 2 hours.
- MARCH 2026

**Partner with 3-5 party venues in LA**  
Offer free demos to kids' party venues. Commission model: 20% of each booking.

## Phase 2: Growth (Q2-Q3 2026)

- APRIL-JUNE

**Wedding season push**  
Partner with wedding planners, target bridal shows, Instagram ads to engaged couples.
- JULY-SEPTEMBER

**Corporate market entry**  
Target Q4 holiday party planning. LinkedIn outreach to HR and event managers.

## Sales Channels

**Direct (sloggpt.com)**

AI chat lead qualification → discovery call → close. Target: 40% of revenue.

**Venue Partnerships**

White-label or commission model with party venues. Target: 35% of revenue.

**Event Planner Network**

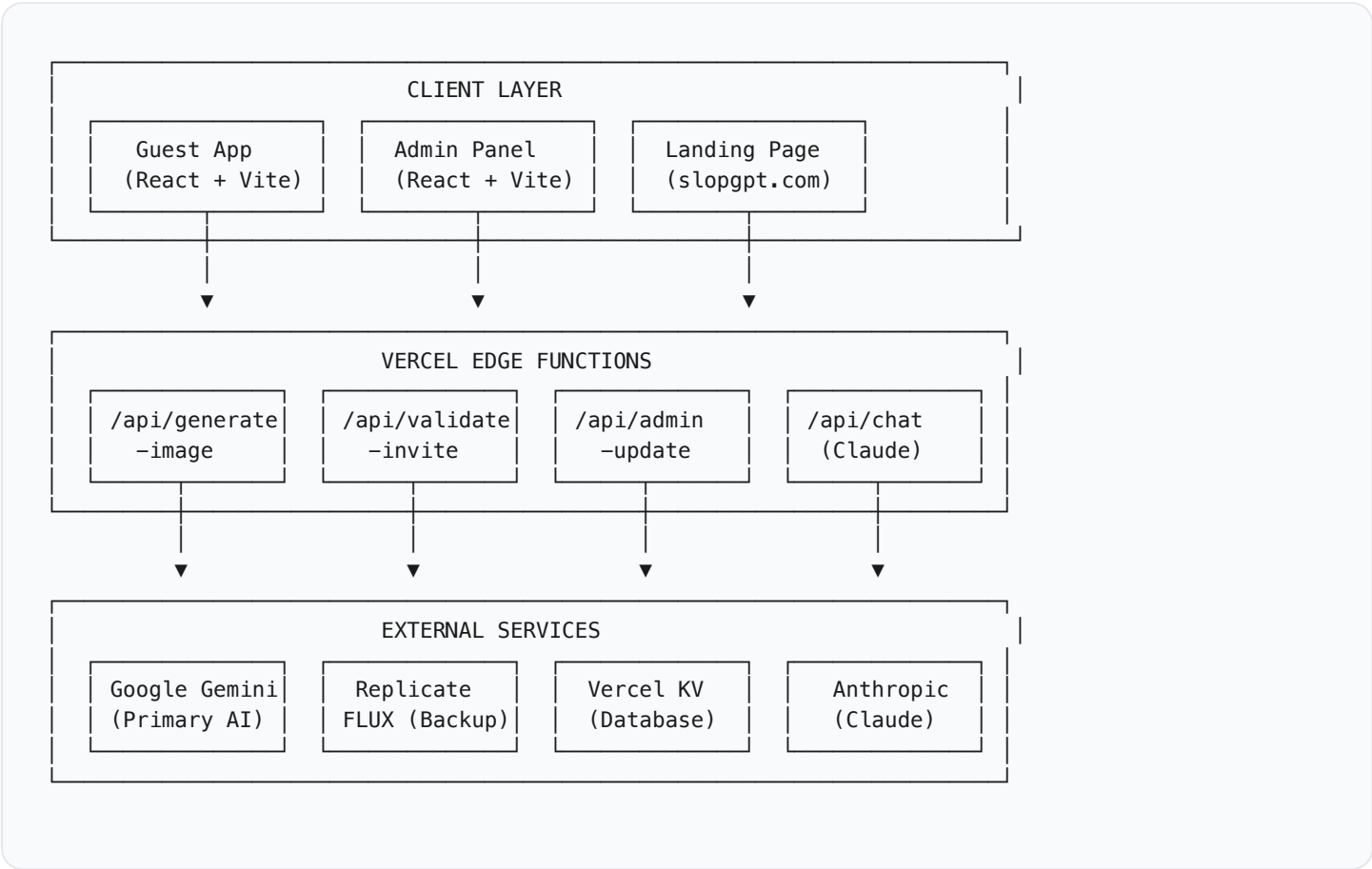
Referral program for planners. 15% commission on referred clients. Target: 25% of revenue.

## Marketing Tactics

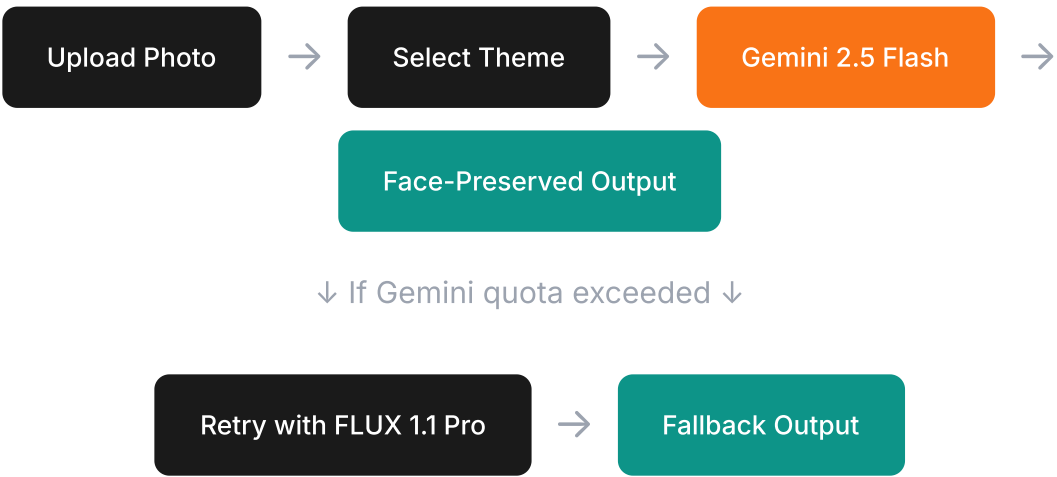
- **Instagram/TikTok:** Share transformation videos. "Watch this kid become a dinosaur hunter" - high viral potential
- **Pinterest:** Party planning boards with SlopGPT as the "wow factor"
- **Local SEO:** "AI photo booth Los Angeles", "unique birthday party ideas"
- **Referral Program:** Every booked client gets a \$50 credit for each referral that books
- **Demo Events:** Free setup at influencer kids' parties in exchange for content

# Technical Architecture

## System Overview



## AI Generation Pipeline



## Key Technical Decisions

Why Gemini Primary?

Best face preservation in image-to-image transforms. Free tier (30 req/day) covers most small events.

Why FLUX Fallback?

Reliable, fast, and cheap (\$0.04/gen). Handles overflow when Gemini quota exhausted.

Why Vercel KV?

Zero-config database that scales automatically. Perfect for invite tokens and usage tracking.

Why No Image Storage?

Privacy by design. No liability for storing user photos. Images exist only in browser memory.

Reusable Components

Component	Function	Reuse Level
InviteGate	Token validation, usage limits, device locking	100% reusable
Admin Panel	Credit management, invite creation, analytics	100% reusable
ConsentModal	Legal consent, download instructions	100% reusable
ThemeSelector	Scene selection with previews	90% reusable (swap images)
PolaroidCard	Image display with developing animation	100% reusable
SaveModal	Mobile-friendly download with long-press	100% reusable

# Ecosystem Synergies

SlopGPT fits into the broader Softworks Trading Company ecosystem, creating cross-selling opportunities and operational efficiencies.

## Softworks Portfolio

**Softworks Trading Company**  
Parent company. AI consultancy and custom software development. SlopGPT is a productized service offering.

**Pitch Film Studios**  
Video production arm. Can create promo videos for SlopGPT events, document transformations for social proof.

**PrePurchasePro**  
Vehicle inspection service. Different market, but shared infrastructure (Vercel, n8n, Supabase).

**Tiwa.ai**  
Customized AI assistants. Powers the lead qualification chat on [slogppt.com](#).

## Cross-Selling Opportunities

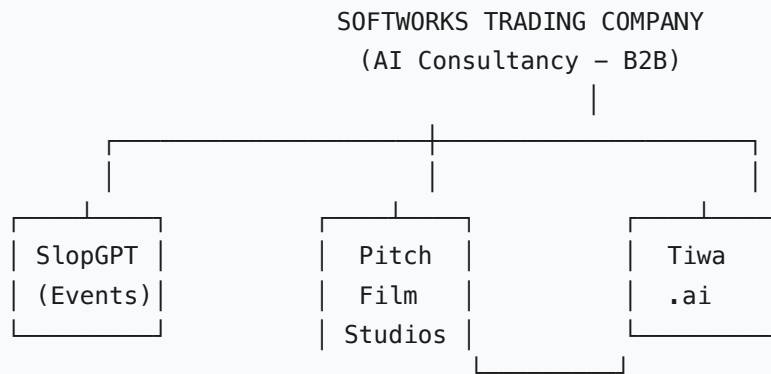
Source	Target	Opportunity
SlopGPT Event	Pitch Film Studios	"Want a highlight reel of your event?" - \$500-2,000 upsell
SlopGPT Corporate	Softworks Consulting	"Need custom AI tools for your business?" - \$10K+ projects
Softworks Client	SlopGPT	"Having a company event?" - Include SlopGPT in proposals
Any Client	Tiwa.ai	"Want an AI assistant for your website?" - \$200/month SaaS

## Shared Infrastructure

**One Stack, Multiple Products**

All Softworks products share: Vercel hosting, n8n automation, Supabase database, Slack notifications, and Claude/Gemini AI. This reduces operational complexity and enables rapid iteration across the portfolio.

## Brand Architecture





# Risks & Mitigations

## Technical Risks

Risk	Likelihood	Impact	Mitigation
AI provider outage	Low	High	Dual-provider architecture (Gemini + FLUX)
Face generation quality issues	Medium	Medium	Retry logic, fallback prompts, manual review option
Mobile browser compatibility	Medium	High	Progressive enhancement, SaveModal fallback
Vercel function timeouts	Low	Medium	Pro plan (60s limit), optimized prompts

## Business Risks

Risk	Likelihood	Impact	Mitigation
Low initial demand	Medium	Medium	Partner with venues for guaranteed exposure
Competition from big players	Medium	Low	Focus on customization and white-glove service
Negative AI perception	Low	Medium	Position as "magical photo experience", not "AI"
Seasonality (events)	High	Medium	Corporate market for Q4, weddings for Q2-Q3

## Legal & Compliance

### Privacy (CCPA/GDPR)

**Status:** Compliant by design  
No photos stored. Consent collected before processing. Clear data handling in terms.

### Children's Privacy (COPPA)

**Status:** Low risk  
Parents control access via invite links. No account creation for children. Photos processed, not stored.

### AI Liability

### Business Insurance

**Status:** Terms of service

Clear disclaimers on AI-generated content. No guarantees on output quality. User retains all rights.

**Action needed:** General liability

Recommend \$1M policy covering event services and digital products.

# Recommended Next Steps

## Immediate (This Week)

### 1. Update slopgpt.com showcase

Add Kai's Jurassic Adventure as featured case study with transformation examples.

### 2. Create pricing page

Add Starter/Professional/Enterprise tiers with clear feature comparison.

## Short-Term (This Month)

### 3. Build 3 more theme templates

Princess, Superhero, Space - covering the most requested kids' party themes.

### 4. Partner outreach

Contact 10 kids' party venues in LA. Offer free demo at their next event.

### 5. Create demo video

30-second transformation video for Instagram/TikTok. Show the "magic moment".

### 6. Set up referral program

\$50 credit for referrer and referee when booking confirmed.

## Medium-Term (Q1 2026)

- Launch paid Instagram/Facebook ads targeting "birthday party ideas" keywords
- Attend 2-3 bridal shows to test wedding market demand
- Develop white-label option for venue partnerships
- Build analytics dashboard for clients (real-time usage, popular scenes)
- Create self-service booking flow (reduce sales touchpoints)

## Success Metrics (Q1 2026)

10

\$8K

3

50

PAID EVENTS

REVENUE

VENUE PARTNERS

QUALIFIED LEADS

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## SlopGPT

Bespoke AI Photo Experiences

[slogpvt.com](https://slogpvt.com) | [hello@slogpvt.com](mailto:hello@slogpvt.com)

A Softworks Trading Company Product

Document prepared January 2026

Based on Kai's Jurassic Adventure case study