

Unleash Your Sound: VirtualDJ

AI-Powered, Tempo-Synced Audio Mashups

Presented by team STATUS200



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Identifying the PROBLEM:

4 out of 10 students are already creating or willing to create content.

In a saturated feed, using the same trending audio no longer works. They need original mixes.



WHY US : User POV



Professional DJ Software

Expensive, confusing, overkill for a Reel.



Basic Video Editors

No beat-matching, rhythm clashes, creative vision capped.

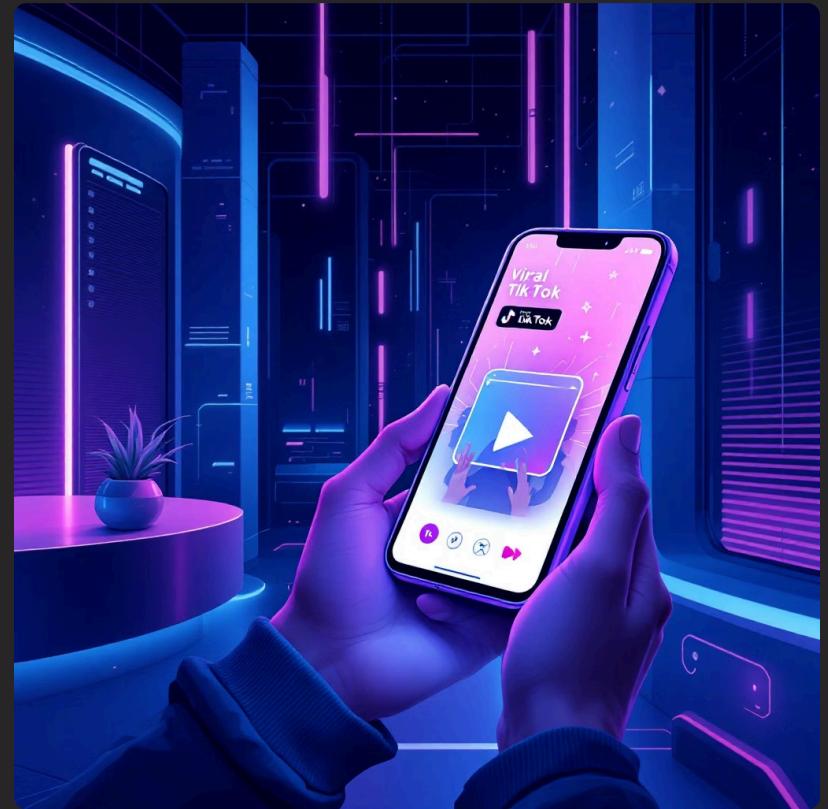


VirtualDJ

The solution for seamless, original mashups.

Why Invest in VirtualDJ?

- **1.5 Billion active users** on TikTok alone.
- **Over 75% of viral sounds** on TikTok are mashups or remixes.
- According to "Goldman Sachs, Creator Economy Report," the creator economy is booming . Valued at \$250 billion today and expected to hit \$480 billion by 2027.
- Currently, creators wait for professional producers or struggle with clumsy editors.
- We empower billions of users to craft their *own* viral sounds instantly.



Our Solution: The Zero-Cockpit Design

Proof of concept

The screenshot shows the interface of the Virtual DJ app. At the top center is the "Virtual DJ" logo with a headphones icon above it, and the text "Professional Audio Mashup Engine". Below the logo is a large central area with a dashed border. Inside this area, there is a blue cloud icon with an upward arrow and the text "Drop audio or click to browse". Above this area, the text "Tracks 0/5" is displayed. At the bottom of the central area, there is a message "Add 2-5 tracks to get started". Below the central area are four control panels: "Duration Sec" set to 30, "Bass Boost 0 dB", "Echo 0%", "Flanger" (on), and "Reverb" (on). At the very bottom is a large, dark button with the text "CREATE MASHUP" in white.



Our Unique Selling Proposition



Browser-Based Web-App

No heavy downloads, no high-spec hardware requirements. Create quality mashups from any device.



Universal Access

A user on a Chromebook can achieve the same professional results as someone on a MacBook Pro.



Competitive Edge:

our competitors like Serato and Ableton have hundreds of knobs, faders, and dials that scare off beginners

Beyond the College Project: A Scalable Business

1

Initial proof of concept

Our Interface currently allows up to **5 tracks** for complex remixes, ready for advanced use cases, we plan to make it upto n number.

2

Smarter AI Integration

We want to link our web app to platforms so that when a new song becomes trendy, it instantly shows up on our interface, allowing users to create the mashup *before* the trend peaks.

3

Market Expansion

We plan to expand our software to various niches like Wedding Choreographers, Event Planners, and Freelance DJs.



Untitled form



Published



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Questions

Responses 47

Settings

47 responses



Link to Sheets



Summary

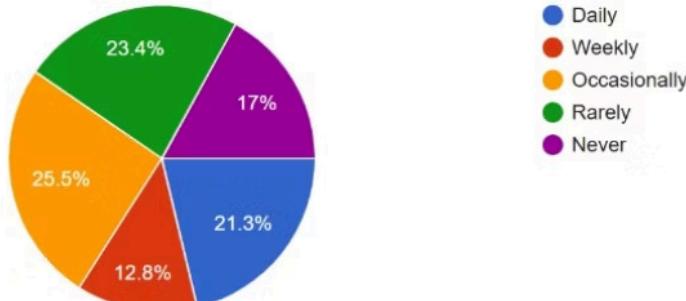
Question

Individual

How often do you create Instagram reels or edit short videos?

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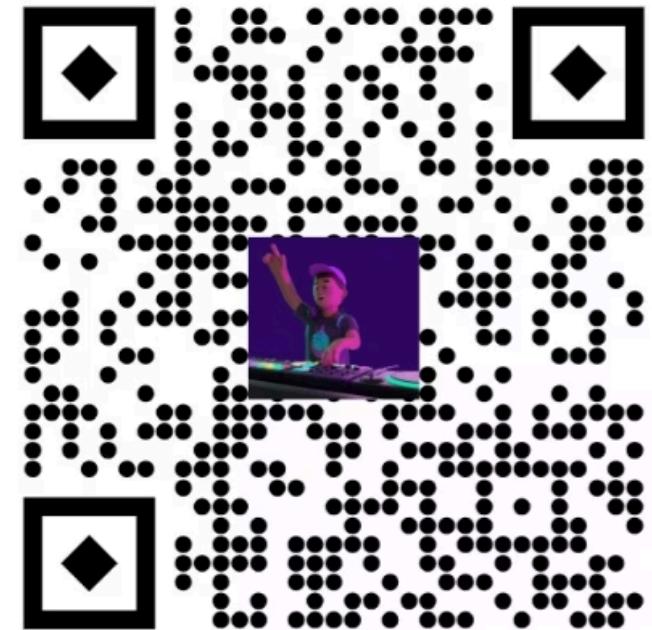
47 responses



Have you ever wanted to add customized or mixed songs to your reels/stories?

Copy chart

Thank You!



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