



StartupTN

Startup Name: Squad of Creators

Institution Name: Kathir College of Engineering

Team Leader Name: Sibi Siddharth S

Focus Sector: Cinema Industry

Problem Statement

Is it possible to effortlessly swap identities, redefine and create cinematic magics in one click?



Solution

- Our system leverages cutting-edge face enhancement models (GFPGAN and Real-ESRGAN) and face swapping technology (InsightFace) to deliver high-quality image improvements and realistic face swaps.



Value Proposition

- InsightFace offers precise face detection and alignment, faster processing, and lower costs, resulting in superior accuracy and efficiency, making our solution significantly better and more affordable.

Customer Segments

- Potential customers include film and TV production studios, advertising agencies, and graphic design firms needing advanced face enhancement and swapping. Social media influencers, content creators, and photo and video editing services will also benefit.

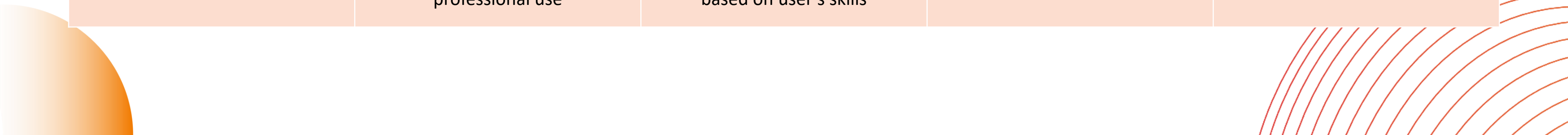


Competition Mapping



- Here's a comparison with some potential competitors:

Aspects	Our Prototype	Adobe Photoshop	FaceApp	DeepArt.io
Face Enhancement	Advanced models for high-quality results	Basic enhancement tools, primarily manual	AI-driven enhancement, good quality but not detailed	AI-driven artistic enhancements, not specific to faces
Face Swapping	InsightFace for precise and realistic face swapping	Manual face swapping, complex	Basic face swapping, often unrealistic	Not focused on face swapping
Pricing	Affordable, competitive pricing	High subscription fees	Freemium with premium features	Subscription-based, moderately priced
Market Reach	Targeted at film studios, advertising, and editing services	Broad market, including professionals and hobbyists	Wide reach, popular among casual users	Niche market for artistic transformations
Customization	High level of customization for professional use	Extensive customization options, based on user's skills	Limited customization	Limited customization



Prototype



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Current Costing of Prototype :

- Research
- Development(Cloud services to train model)

Cost Structure & Revenue Streams

Cost Structure :

- Research & Development
- Software Development
- Marketing & Sales
- Licensing Fees
- Cloud Services
- Customer Support



Revenue Streams :

- Software Sales
- Service Fees
- Enterprise Solution
- Subscription Fees
- Freemium Model



Sketch the Milestones & Scale up Plans



Year 1: Development and Initial Launch

- Q1: Research and Development
- Q2: Beta Testing and Feedback
- Q3: Refinement and Polishing
- Q4: Official Launch

Year 2: Market Expansion and Growth

- Q1: Customer Acquisition
- Q2: Feature Expansion
- Q3: Geographic Expansion
- Q4: Subscription and Licensing Models

Year 3: Scaling and Diversification

- Q1: Scaling Infrastructure
- Q2: Diversified Revenue Streams
- Q3: Advanced R&D
- Q4: Long-term Partnerships and Ecosystem Building



Our Team



Sibi Siddharth S

- Frontend & ML Developer
- 3rd Year B.Tech AI&DS



Pradnya K T

- ML Developer
- 3rd Year B.Tech AI&DS



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Thank You



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