

# GenAI Rush BUILDATHON

Learn **AI skills** & become the **Top 1%**

**Project Name : Bannerbot**

**Team Name : Bannerbot**

**Track: Creativity Tools**

## Problem Statement

- Creating marketing banners and YouTube thumbnails is a time-consuming and costly task
- The self-serve tools available in the market either have very high learning curve or require expertise in graphic design subjects

## Product Solution : Broad Level

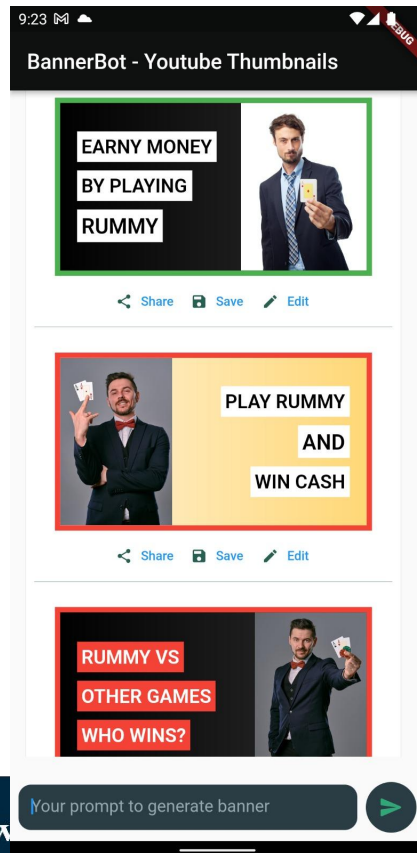
Bannerbot uses artificial intelligence to generate directly usable banners & thumbnails just by understanding the user's prompt in their chosen natural language

## Product Solution : Example

Prompts in Natural Language

AI Generates Banners/Thumbnails

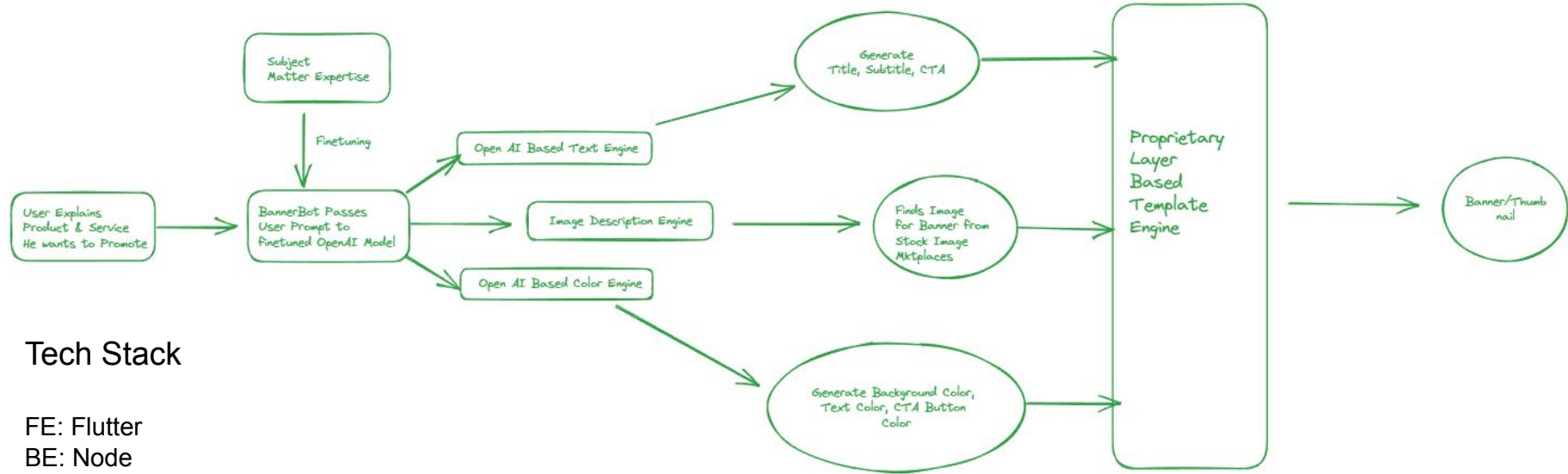
Directly downloadable & Usable



## Declaration of Pre-builds before the hackathon.

Item	%age Usage in Solution
UI Boilerplate	5%
Business logic for Youtube thumbnails	25%

## Architecture



## Tech Stack

FE: Flutter

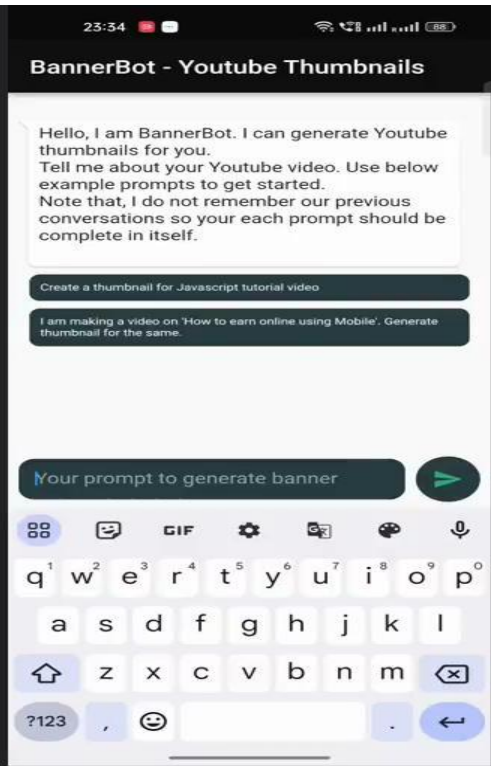
BE: Node

AI: GPT-3.5

Image engine: Freepik APIs

## Demo Video/Live Demo: Bannerbot

# AI Generating Youtube Thumbnail



## Differentiation vs Existing Solutions

Factor/Competition	Canva	Photoshop	Agency	Bannerbot
Text	Cannot Do	Cannot Do	Human Generated Text	AI Generated Text
Image Control	Self Search	Self Search	Agency Chosen Image	AI Recommended Image
Learning Curve	Medium	High	Low	No Learning Required
Time to Generate	Low (15 Minutes)	Medium (1 Hour)	High (1 Day)	Less than a Minute
Cost	Freemium	21\$ + Cost of Designer	Very High (~50\$ Per Banner)	Currently Free
Self Serve	Yes	Needs an Photoshop Expert	No	Yes, Anyone can create



## Differentiation vs AI Solutions

Factor/Competition	AI Based Tools	Image LLMs (Midjourney, Dall-e, Stable Diffusion)	Bannerbot
Text	AI Generated Text	Cannot do text	AI Generated Text by self made framework and fine tuning
Graphic Templates	Their Own Template Library	Not a graphic design tool	Scalable Template Library
Image	Not 100% reliable as Generated by AI	Graphics generated are non editable with garbled text	From Stock Image Marketplaces

## Product Vision

Product Vision: To become worlds easiest graphic design tool and help our users generate more revenue by supercharging their marketing

V0

Basic Banner Maker and  
Thumbnail Maker via AI

V1

Editing & Customisation  
Features

V2

More Types of Graphics  
Like Emailer, Posters  
PPTs

V3

Premium Features like  
add brand guidelines, logos  
along with subscription

**GitHub PR Link (Links should be public and available after hackathon as well.)**

<https://github.com/varunon9/Bannerbot-Youtube-Thumbnail>

## Summary

“AI based graphic designer to generate winning graphics like banners, thumbnails and others via natural language briefs.

Designed for small teams.”

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# THANK YOU