p34;.rw41322`3[**https://docs.google.com/presentation/d/11uGm2xz2O7Z3uRaPdTC9VJBD4ck79d4LCZ7rmt8c8NM/edit#slide=id.p**](https://docs.google.com/presentation/d/11uGm2xz2O7Z3uRaPdTC9VJBD4ck79d4LCZ7rmt8c8NM/edit#slide=id.p)

**Judge advice:**

* Problem slide: Include metrics- customer discovery data, market validation
* Team capability slide- Business strategist, financial officer, computer scientist, marketing etc.
* Market- market strategy - plan for integrations
* Begin and end connecting to the story you are portraying

**STORY:**

**→ PROBLEM**

* Francine Include metrics- customer discovery data, market validation

**→ SOLUTION**

* Francine

**→ MARKET**

* Lalitha
  + Netflix, Amazon
  + Government agencies
    - Interested in translation in real time
  + Zoom
    - Translation is key
* Market size

USD 2.5 billion in 2021 and is projected to grow at a CAGR (Compound Annual Growth Rate) of 7.8% during the forecast period (2022-2028). This growth can be attributed to the increasing demand for localization of video content across various sectors.

The market report suggests that North America held a significant market share, due to high consumption of foreign language content and the presence of key players like Netflix. However, the Asia-Pacific region is expected to witness the fastest growth due to its burgeoning entertainment industry and increasing adoption of AI technologies.

* Competitive Landscape
* [**1. Speechify**](https://rareconnections.io/ai-dubbing-software/#1-speechify)
* [**2. Dubverse**](https://rareconnections.io/ai-dubbing-software/#2-dubverse)
* [**3. Elai**](https://rareconnections.io/ai-dubbing-software/#3-elai)
* [**4. Rask**](https://rareconnections.io/ai-dubbing-software/#4-rask)
* [**5. Hei**](https://rareconnections.io/ai-dubbing-software/#5-hei)

None of these do real time dubbing

* Opportunities

Real time dub while streaming is a market gap.

[Confluent unveils data streaming for AI for real-time applications | Computerworld](https://www.computerworld.com/article/3711240/confluent-unveils-data-streaming-for-ai-for-real-time-applications.html)

We should integrate confluent into our product.

This would enable us to partner with many real time streaming use cases.

Many solutions that are just for a general use case. We can go for a niche like movie streaming only.

If we go with a general use case, all the solutions don’t have a human connection brand perception. They just have localisation as their brand perception.

Potential partners:

Netflix, Prime video, Hulu, Disney+, Apple TV, Govt agencies, Zoom and other video conferencing, Gaming, Youtube

**→ HOWs & WHYs**

* Bijay
* (Our Business Model

**IMPLEMENTATION:**

* Dhanashree & Syona

→ **TRANSLATION MODELS (AI):**

**→ VOICE MODELS (AI):**

* Current focus is on movies
  + Emphasize bringing people together
  + Connect beyond language barriers
* Strong focus on usability
  + Emphasize that it is tech that anyone can use
* Integration with streaming services in the future
  + Mention expanding into further businesses

**Language barriers are one of the greatest obstacles to connecting with others – even when trying to experience something as simple as watching a movie together – but what if it didn’t have to be?**

**Picture this: a Korean film becomes instantly understandable to your English-speaking family, translated in real-time, with the original actors’ voices intact.**

**Introducing Beyond Borders AI, a groundbreaking application set to revolutionize how families enjoy movies together. We’re leveraging generative AI for translation and character voice models to dubbing with lip sync, all integrated with a user-friendly interface that saves the translation to the cloud, eliminating redundancy. Our product will seamlessly work as a Chrome extension, with future plans for enterprise-level use.**

**For multilingual families, it's a dream come true; for global businesses, it's a tool for inclusivity.**

**Join us on this journey; invest in Beyond Borders AI: Bringing Worlds Together, One Frame at a Time.**

In a world where the magic of cinema knows no borders, there's a silent struggle that millions face - the language barrier. As the global film industry predominantly speaks the language of Hollywood, many are left on the sidelines, unable to fully immerse themselves in the cinematic experience.

[Montage of people watching movies with subtitles]

Subtitles can only do so much, especially because the cost and time associated with translating and dubbing films are barriers in themselves.

[why → connects to the problem]

But what if there was a way to break down these language barriers? Introducing [PRODUCT\_NAME] - revolutionizing the way we watch movies.

We're leveraging the power of artificial intelligence to make movies accessible to people of diverse backgrounds.

[how → connects to solution]

[PRODUCT\_NAME] utilizes advanced AI translation models to seamlessly translate movie scripts into multiple languages. Our AI voice models then speak on the voices of the characters in the native languages of the audience.

But how do we make this a reality?

First, we need an AI model that can collect a wide range of movie datasets in multiple languages. We then train generative AI for translation, fine-tuning it for specific movies and languages. Creating AI voice models in different languages is the next step, using a variety of voice samples to ensure authenticity. To achieve perfect translation and synchronization, we train text-to-speech models for different actors and characters. Using AI, [PRODUCT\_NAME] can even edit the video to achieve matching lip sync for the speaking characters, thanks to advancements in deep fake technology.

[Cut to product mockup]

Our user-friendly interface allows you to select your preferred language. Once selected, [PRODUCT\_NAME] takes care of the translation, dubbing, and even the lip sync.

But that’s not all – with [PRODUCT\_NAME], every translation is saved on the cloud. If one viewer translates a movie, it becomes available to all viewers, eliminating the need to re-translate and re-dub every time.

[Show a diverse group of people enjoying movies together – emphasize togetherness]

Our goal is simple – to use generative AI to create human-like voiceover translations, connecting people through the universal language of cinema.

[mention integration into other sectors]

[add in market – Zoom, Netflix, Government agencies]

[end with a slogan]

[PRODUCT\_NAME] - Your Gateway to Global Entertainment

[PRODUCT\_NAME] - Bridging the language gap one movie at a time.

[PRODUCT\_NAME] -

Video

We show a group of cousins enjoying a korean movie and a new cousin comes in. She doesn’t understand the movie and therefore, while everyone laughs, she watches her phone.

This is a big problem. Families tend to bond over the content that they watch together, but with cinema speaking the hollywood language these days, it;s a problem.

And therefore, we want to introduce Beyond Borders AI. Beyond Borders AI converts video content into language of choice in matter of minutes using AI technology.

This is how it works.

The ingested video goes through

Voice Separation and Isolation

Speech Recognition

Translation

Voice Synthesis & Dubbing

Combining dubbed audio with video

Final Video

At the user end, they just have to select the language they want to convert it into and just enjoy the content. We’re planning to have it as a chrome extension first which works over the internet and then foray into product development for enterprises.

If we try to understand the market, the requirement for such a product is huge - both on the family side and the business side. It is a great tool for multilingual families to connect over while for businesses, such a tool is a great addition where global teams work together and language is a barrier.

We’re team of five people, all belonging to multi-lingual families. We want to build this to enjoy content with our families often.

Here;s how families & friends can catchup easily after using Beyond Borders AI.

We show a group of cousins enjoying a korean movie and a new cousin comes in. She doesn’t understand the movie. But with Beyond Borders AI, she can understand the movie and can be more involved.