

# ZeitiosAI

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# 1) Introduction

# What is Zeitios?

## Industry Focus

Provides **AI-driven software solutions** for different sectors (technology, healthcare, finance, and more)

## Core Services

Specializes in **AI strategy**, including machine learning, data analysis, NLP, computer vision, deep learning, blockchain.

## Use Cases

Offer **AI solutions** for fraud detection, predictive policing, personalized learning, and medical image analysis.



**Our Task:** Create AI generated videos to explain course topics.

# The Project

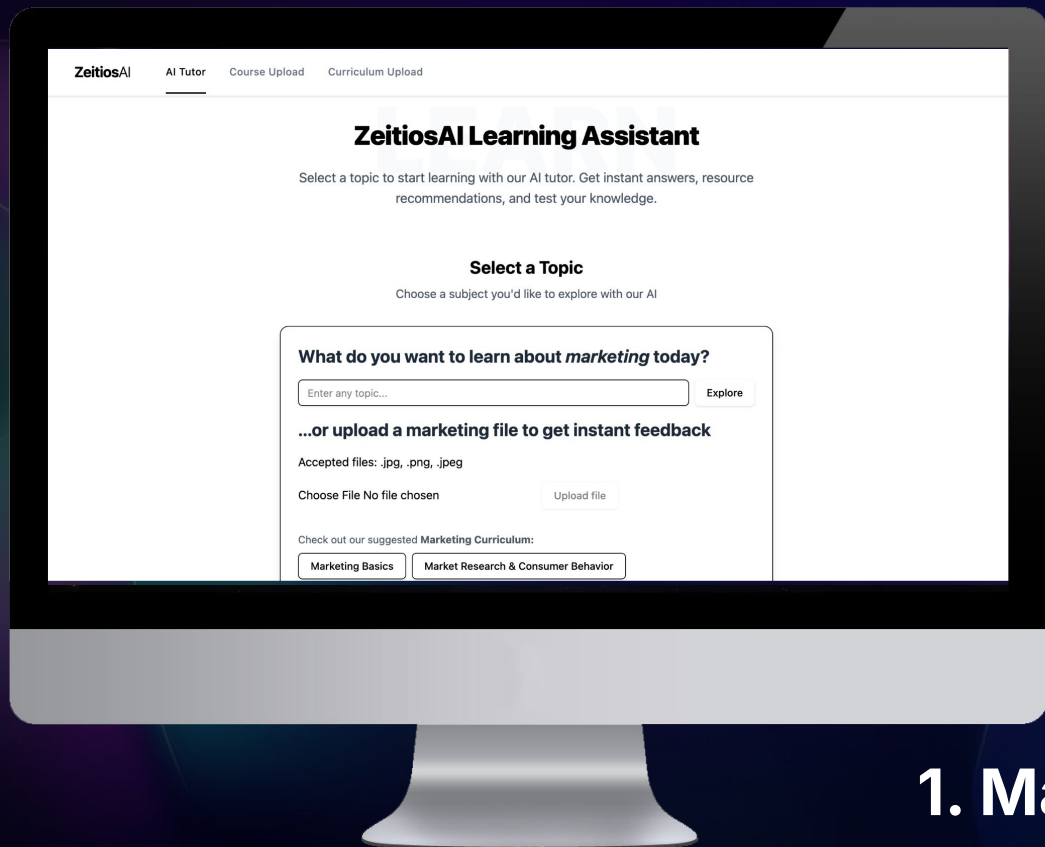
Development of a Website with Tutor AI



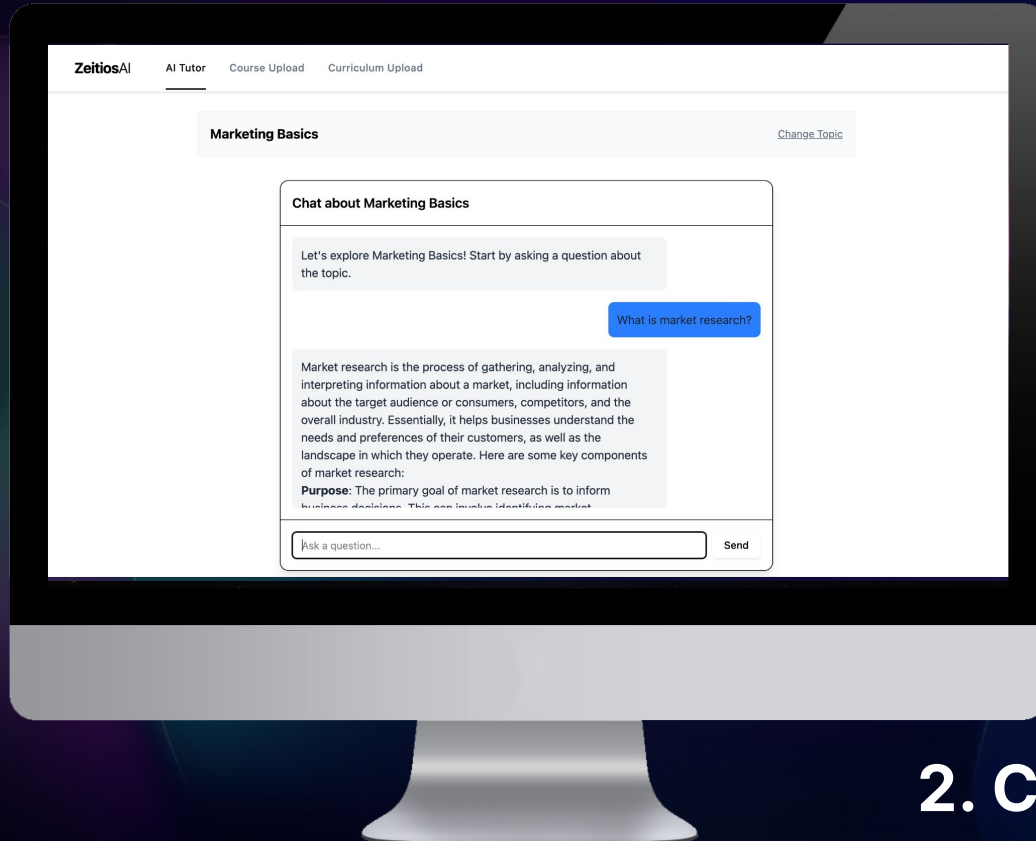
→ Provide a **Large Language Model** geared towards **teaching** a course/curriculum

## 2) Project Background

# What was implemented before our project batch?



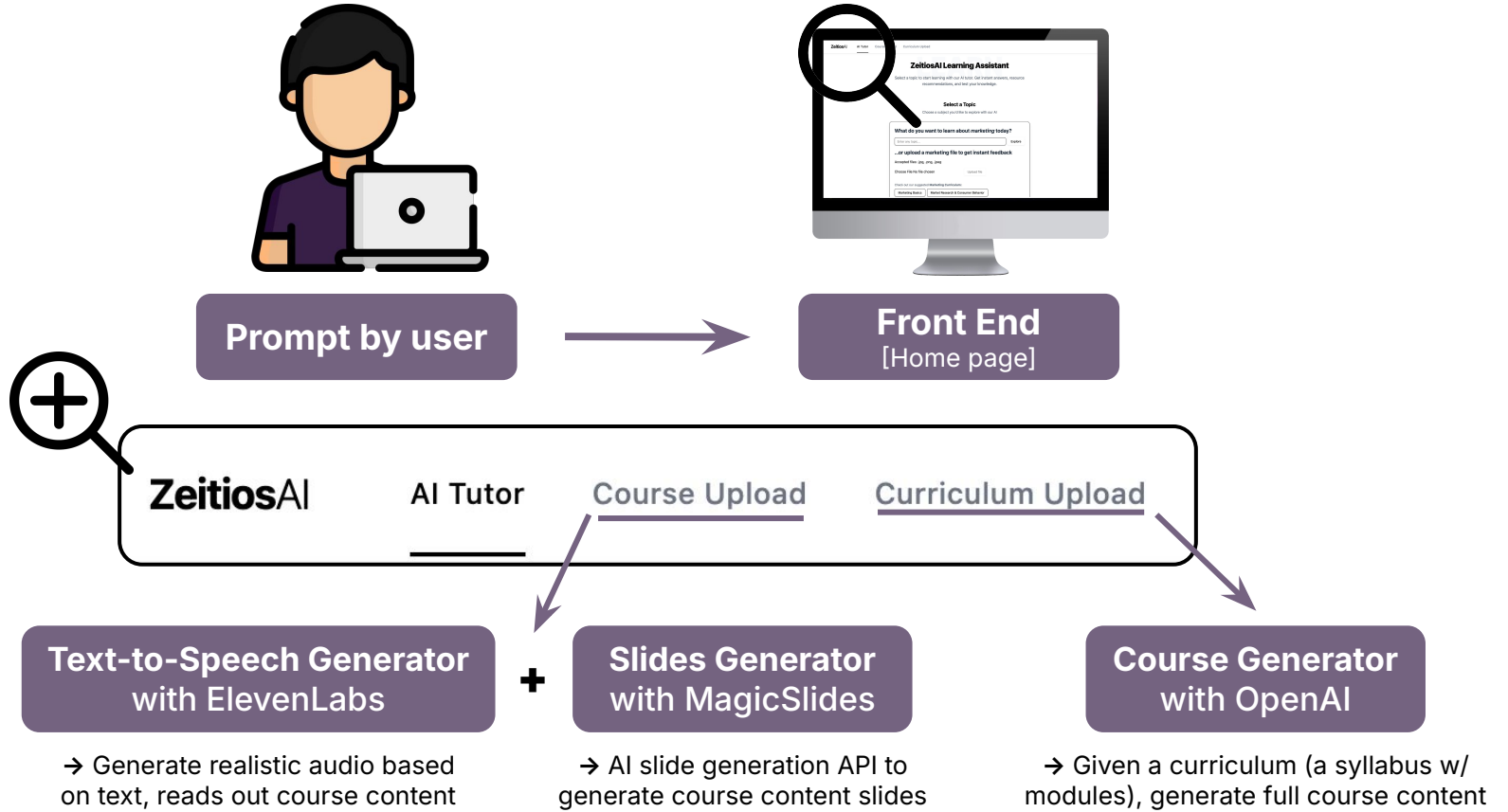
# What was implemented so far?



# 3) Implementation

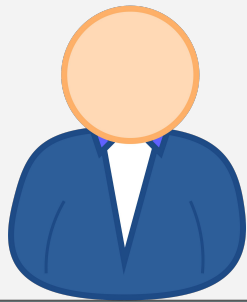


# COMPONENTS

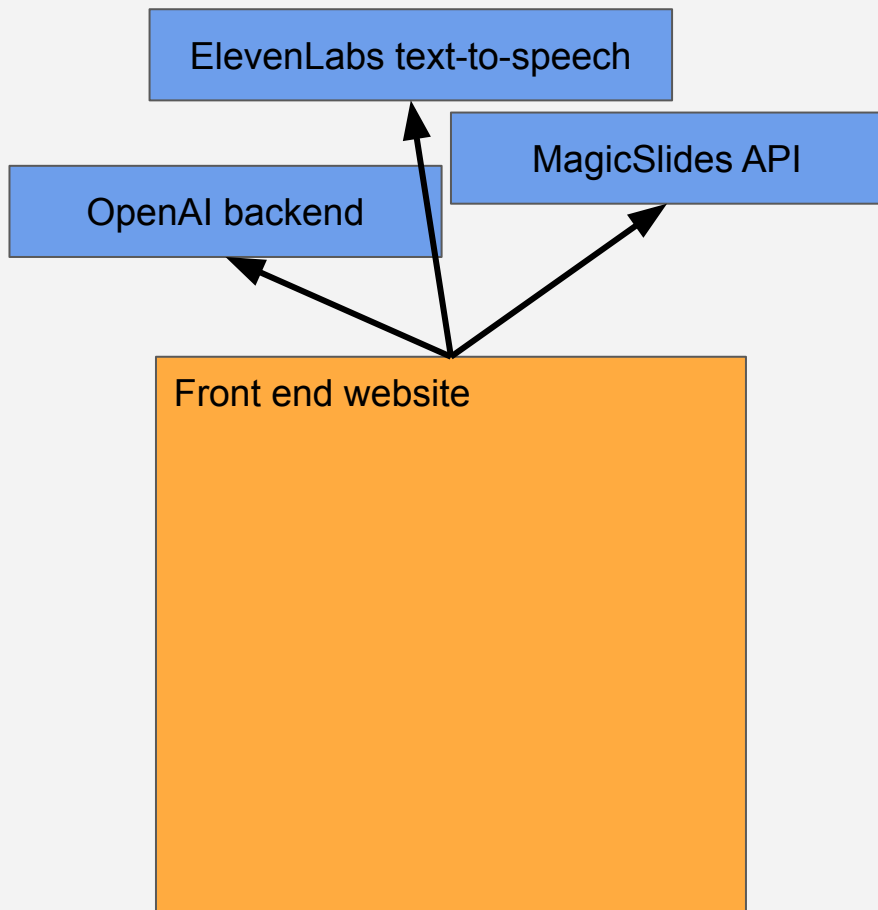


# Technical overview

- Built with React/Typescript
- Course generated powered by OpenAI GPT-4o-mini
- Text-to-speech powered by ElevenLabs
- AI slides powered by MagicSlides



Prompt by user



# 4) Final Deliverable

# Demo

**ZeitiosAI**

AI TutorCourse UploadCurriculum Upload

### Select a Topic

Choose a subject you'd like to explore with our AI

**What do you want to learn about *marketing* today?**

Explore

**...or upload a marketing file to get instant feedback**

Accepted files: .jpg, .png, .jpeg

Choose File No file chosen

Upload file

Check out our suggested **Marketing Curriculum**:

Marketing Basics

Market Research & Consumer Behavior

Branding & Positioning

Marketing Channels & Strategies

Content Marketing

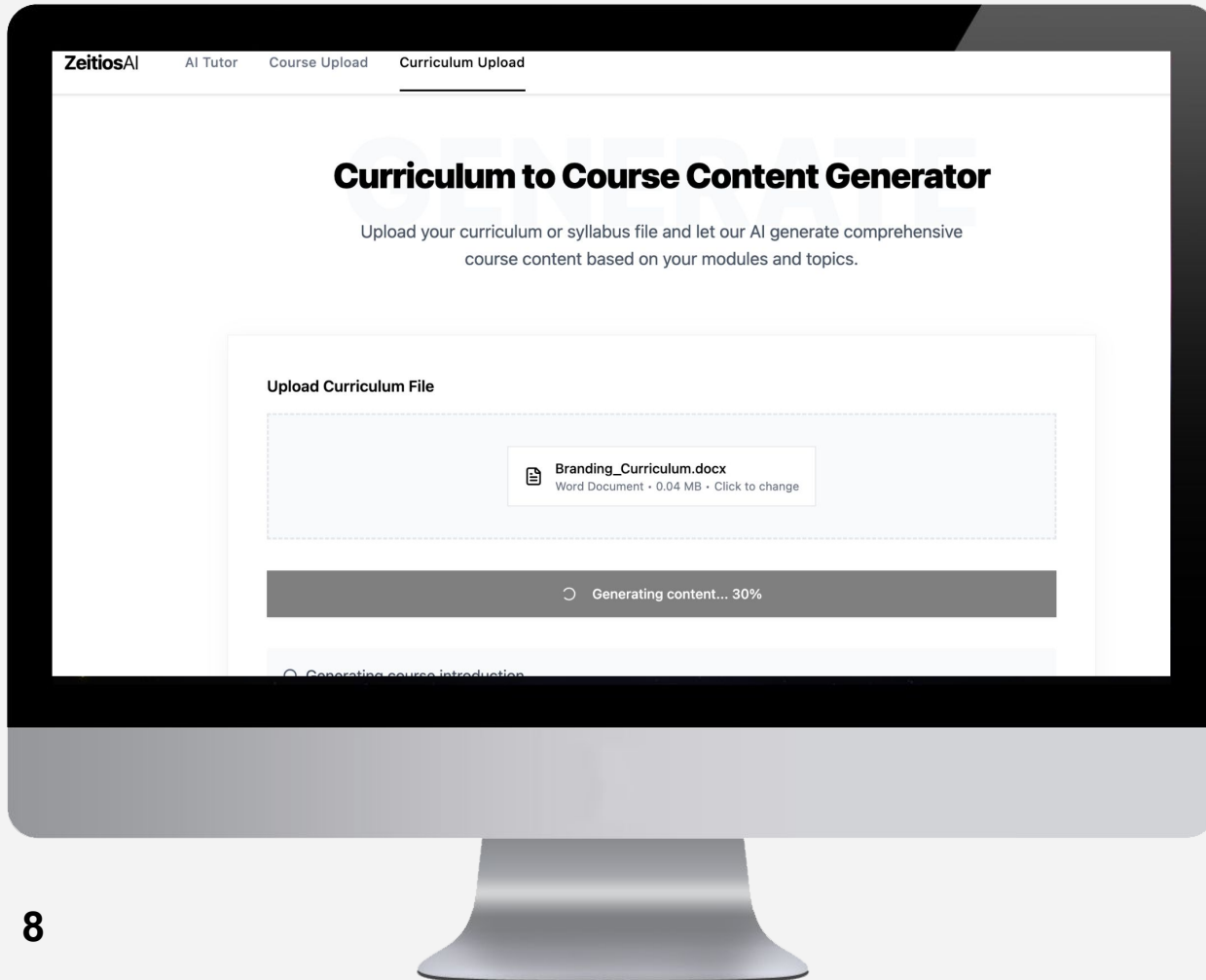
Social Media & Community Engagement

Paid Advertising & Performance Marketing

Customer Retention

Data Analytics

Emerging Trends



# Course Generator

Generates full course content given curriculum

## Generated Course Content

Copy A

Welcome to "Mastering the Art of Branding: From Identity to Impact," a comprehensive journey designed to transform your understanding and application of branding in today's dynamic market landscape. Whether you're a budding entrepreneur, a marketing professional, or someone keen on understanding the power of brands, this course offers the tools and insights necessary to build and sustain powerful brands that resonate with audiences.

### **\*\*Overview of the Course:\*\***

In Module 1, we kick off with an "Introduction to Branding," where you'll explore the foundational concepts that define what a brand truly is beyond just a logo or tagline. From there, Module 2, "Brand Identity and Elements," delves into the visual and emotional components that form the backbone of a brand's presence, including logos, typography, and color schemes.

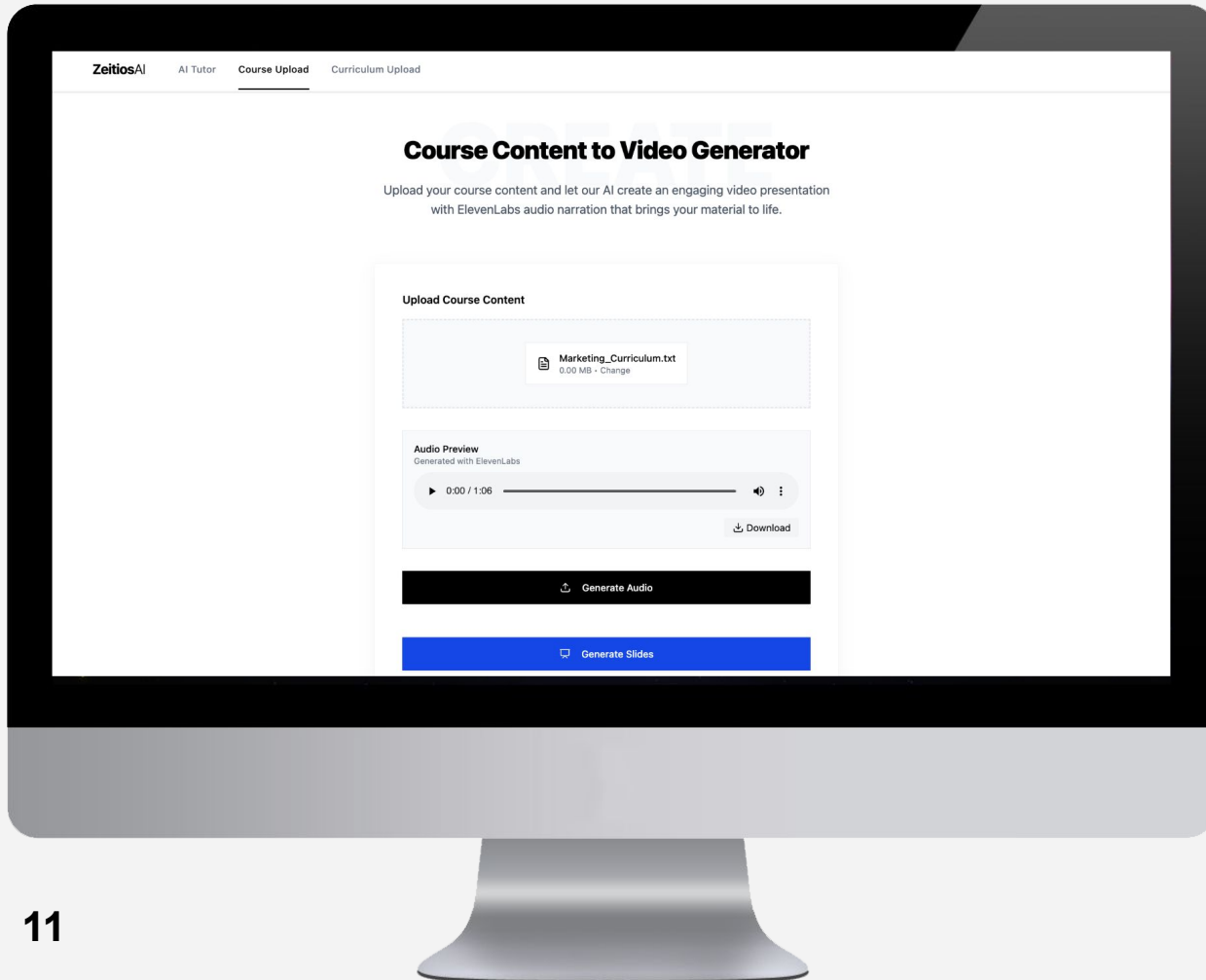
As we progress to Module 3, "Brand Positioning and Differentiation," you'll learn how to carve out a unique space in the market, ensuring your brand stands out in a crowded field. Module 4, "Building Brand Equity," focuses on strategies to increase your brand's value and recognition over time.

Module 5, "Brand Strategy and Architecture," provides insights into creating a cohesive brand structure that supports your business goals. In Module 6, "Brand Storytelling and Content,"

Example of  
generated  
course content

# ElevenLabs

- Converts written scripts (txt, pdf, doc, docx) into realistic audio
- Uses AI to produce human-like voices with natural tone and emotion
- AI narration was used to present course content in audio format
- Simplifies audio creation with fast and easy API integration
- Eliminated the need for manual recording or voice talent
- Easy to implement using ElevenLabs' text-to-speech API



ElevenLabs  
generated  
audio





Example of  
generated slide

# 5) Next steps

# Next Steps

- Use APIs to combine the audio voiceover and MagicSlides slide generation so that the slides automatically move as the voiceover plays
- Create longer audio clips or have separate audio clips for each slide
- Rename course upload and curriculum upload to have more intuitive names
- Clean up slides - play around with parameters to create better images on slides, more cleanly formatted slides without repeat images



datares  
Consulting