Dashtoon

product teardown

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INTRODUCTION

Dashtoon, a San Francisco and London-based startup founded in December 2022, is revolutionizing the world of digital comics by leveraging generative AI tools. The platform aims to empower storytellers, including those without artistic skills, to become comic creators.

Dashtoon's innovative approach involves the use of AI technology to streamline the comic creation process.This efficiency allows Dashtoon to release new episodes daily, catering to the audience's desire for frequent content updates.

The startup, began monetizing in October, projecting an impressive $15,000 in revenue within the first month. With plans to unleash nearly 1,000 new episodes each month, Dashtoon is not only about creativity but also a promising business venture.

Dashtoon emphasizes giving creators full control over their content, ensuring that AI-generated comics align with the unique vision of each creator. The platform is set to redefine the digital comics landscape, offering a dynamic and accessible space for both creators and enthusiasts.

FEATURES

01 DIVERSE LIBRARY

Dashtoon app offers a wide range of content including comics,interactive stories, catering to a broad audience.

02 PERSONALISATION

The app provides personalized recommendations based on user preferences, enhancing the overall user experience.

03 USER ENGAGEMENT

The app encourages user engagement through features like comments, likes, and sharing, fostering a sense of community among users.

04 INTERACTIVE FEATURES

The application provides users with the opportunity to interact with the characters within the stories, enabling a distinctive and personalized engagement with the storyline.

COMPETITIVE LANDSCAPE ANALYSIS

The global webtoons market size was valued at $3.7 billion in 2021, and is projected to reach $56.1 billion by 2030, growing at a CAGR of 36.8% from 2022 to 2030.

Dashtoon has 264 active competitors and it ranks 162nd among them[source], while among most Popular Comics Apps in United States it ranks 44th[source].

Matrix Partners India and Stellaris Venture Partners are the lead investors in Dashtoon's latest funding round held on Nov 02, 2023 raising a total funding of $5M.
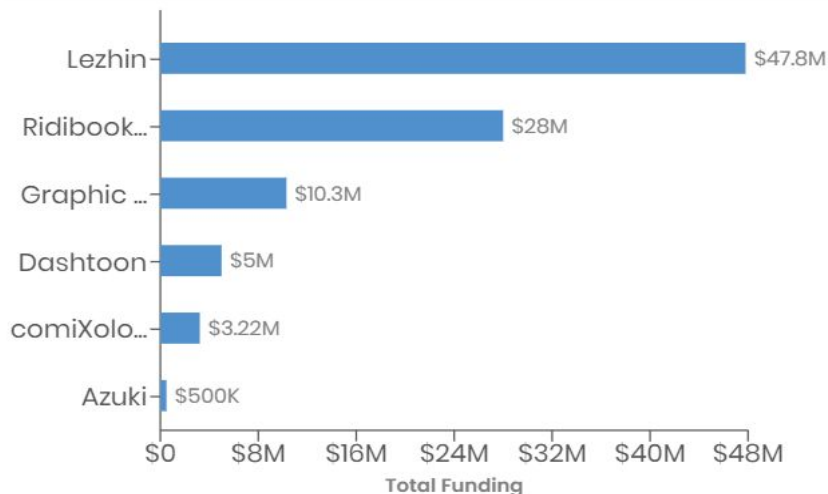
Company name	Total Funding	Founded Year
Lezhin	$47.8M	2013
Ridibooks	$28M	2009
Graphic India	$10.3M	2013
Dashtoon	$5M	2022
comiXology	$3.22M	2007
Azuki	$500K	2019

source

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Overall, Dashtoon and its competitors have raised over $202M in funding across 40 funding rounds involving 62 investors. There are 3 public and 6 acquired companies in the entire competition set.

MARKET ANALYSIS

DASHTOON
San Francisco based online comic platform founded in 2022
- Competitive rank = 162nd
- Total funding = $5M

TAPAS
South Korean online platform comics 2012
- Competitive rank = 1st
- Total funding = $6.4M

RIDIBOOKS
Seoul based online retailer of e-books founded in 2009
- Competitive rank = 2nd
- Total funding = $28M

WEBTOON
Los Angeles based online platform to publish comics founded in 2005
- Competitive rank = 7th
- Unfunded

source   source

POINTS OF DIFFERENTIATION

Creativity: Dashtoon enables writer communities that aspire to transform their stories into comics, yet lack skills in sketching or lettering, to utilize AI for seamlessly turning their stories into engaging comic formats.

Daily episodes: Dashtoon offers free daily episodes of each comic, with additional access at a charge.

Conversation: Readers have the ability to engage in conversations with characters from specific stories, adding an extra layer of interactivity and enhancing the overall engagement of the experience.

POINTS OF PARITY

Content Library: Like some competitors, Dashtoon offers a diverse content library.

Premium : Dashtoon offers both free and paid content

USER EXPERIENCE

Anubhav Jaiswal

★★★★★ 11/4/23

it's a good app and love the way we can watch a new episode almost everyday, plus the art is also amazing....

Vishal Murgod

★★★★★ 11/7/23

The storyboard Creater app is game- changer for creatives. It's user- friendly interface, vast customization options, seamless collaboration, and cross - device compatibility make it a must - have tool. High recommended

Ankita Maurya

★★★★★ 11/8/23

Comics are very original and nice. There's a wide range of genres available. The UI is nice and easy to navigate.

NAVIGATION STRUCTURE: Dashtoon features an user friendly navigation structure, allowing easy exploration of content categories and genres.

Ease of Use: The app's interface is designed for simplicity, making it easy for users of all ages to navigate and enjoy the content.

Personalization: Dashtoon provides personalized recommendations based on personal preferences.

User Ratings and Reviews: Users positive feedback, praising the diverse content and interactive features, reflects a favorable sentiment towards the app's content and overall user experience.

Shortcomings: While there are certain criticisms, as detailed later, users, on the whole, appear content with the app.

BUSINESS MODEL

CURRENT PREMIUM PLANS

Purchase a pack

40 Dashcash ~~₹31.9~~ **₹29.00**

100 Dashcash ~~₹64.9~~ **₹59.00**

225 Dashcash ~~₹144.48~~ **₹129.00**

540 Dashcash ~~₹400.66~~ **₹299.00**

Best Value

1350 Dashcash ~~₹936.66~~ **₹699.00**

Terms And Conditions

Dashtoon started monetizing in October and expects to make $15,000 in revenue during the first month, with plans to grow to $100,000 per month over the next two to three months. [source]

The app operates on a freemium (free + premium) model that gives users one free episode a day for each comic.

FREE

PREMIUM

Readers receive 10 complimentary chapters and one free chapter every day through the Daily Free Pass feature.

Readers have the option to acquire Dashcash at an affordable rate.

CRITICISM AND SHORTCOMINGS

Caleb Ligorria

★★★☆☆ 7/6/23

The only I don't give it more stars is because the chapters are too short. But other than that I love it.

Gunjan sharma

★☆☆☆☆ 10/14/23

When I open the app it works good but just as I open any story the screen just go suddenly black and I had just downloaded it and it's not working.

Neel Kantha

★★★☆☆ 8/25/23

The stories of the Dashtoon are pretty cool, but the dash currency sucks... Have to wait almost a whole day for the next episode...

Short story: Some readers have expressed concerns about the limited story length and want longer stories.

Technical Glitches: Occasional technical glitches, such as no internet connectivity and app crashes, have been reported, impacting the overall user experience.

Wait time: Readers are dissatisfied with the 24-hour waiting period to access the next episode and are seeking alternatives besides spending money.

Limited content library: Some readers have expressed concerns about the limited content library, particularly in certain genres or categories.

OPPORTUNITIES AND IMPROVEMENTS
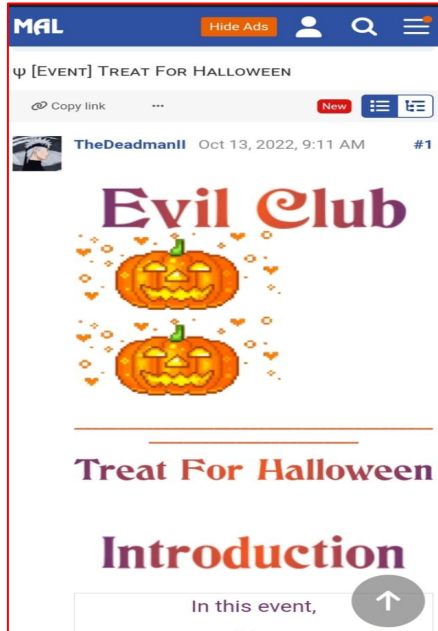
EVENTS: This image captures a Halloween event from the well-known anime-manga listing website, MyAnimeList. Dashtoon can also arrange diverse festival-themed events as a strategy to draw in customers.
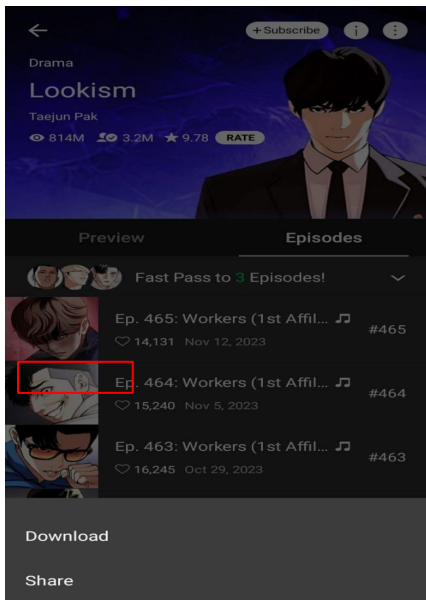
COLLABORATION: This comic is a collaboration between two competing comic book giants, MARVEL & DC COMICS. Similarly, Dashtoon may occasionally collaborate with competitors to attract their respective audiences.

DAILY COINS: To retain its current customer base, Dashtoon could implement a system of daily complimentary coins.

OPPORTUNITIES AND IMPROVEMENTS

DOWNLOAD:Similar to WebToon, Dashtoon can offer the capability to download few chapters, allowing readers to access the downloaded content from any location.

AUDIO AND FAN TRANSLATION: In line with Webtoon, Dashtoon can implement fan translation as a feature. Taking it a step further, Dashtoon can also introduce fan audio, enabling readers to incorporate their audio dialogues for the benefit of others.

OPTIONAL ADS SECTION: To address reader complaints about extended wait times, Dashtoon could introduce an "Ads Section" where readers have the choice to view ads voluntarily in exchange for extra Dashcoins. This will not only alleviate wait times but also enhances Dashtoon's ad revenue.
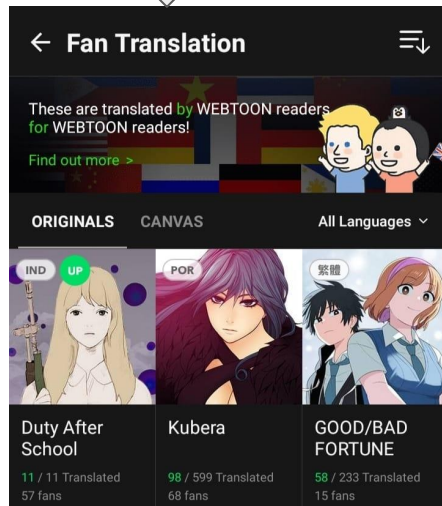
CONCLUSION

Dashtoon has established itself as a prominent player in the entertainment industry with its innovative approach to animated content. While facing competition, its points of differentiation and commitment to user experience contribute to its success and the app has the potential to carve out a strong position in the market.

By addressing criticism, seizing opportunities for improvement, and staying attuned to market demands, addressing limitations, and capitalizing on opportunities can further solidify Dashtoon's position. Dashtoon is well positioned for a promising future in the dynamic landscape of digital entertainment.