



blendAI

The AI that builds for you

TRACK: PROTOTYPE

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Problem Statement & Target Market

What is blender?

Blender is a free and open-source 3D creation tool used for modeling, animation, visual effects (VFX), sculpting, rendering, and game design. It is widely used in industries ranging from film production to game development due to its powerful capabilities and flexibility.

**Steep
Learning
Curve**

**Complex
User
Interface**

**Extensive
Manual
Workflow**

Objective:

What is blendAI?

BlendAI is an AI-powered Blender addon designed to automate 3D creation and modifications through simple text commands. Instead of manually navigating Blender's complex interface, users can just ask BlendAI to make changes, add elements, or modify objects, and it will execute them automatically.

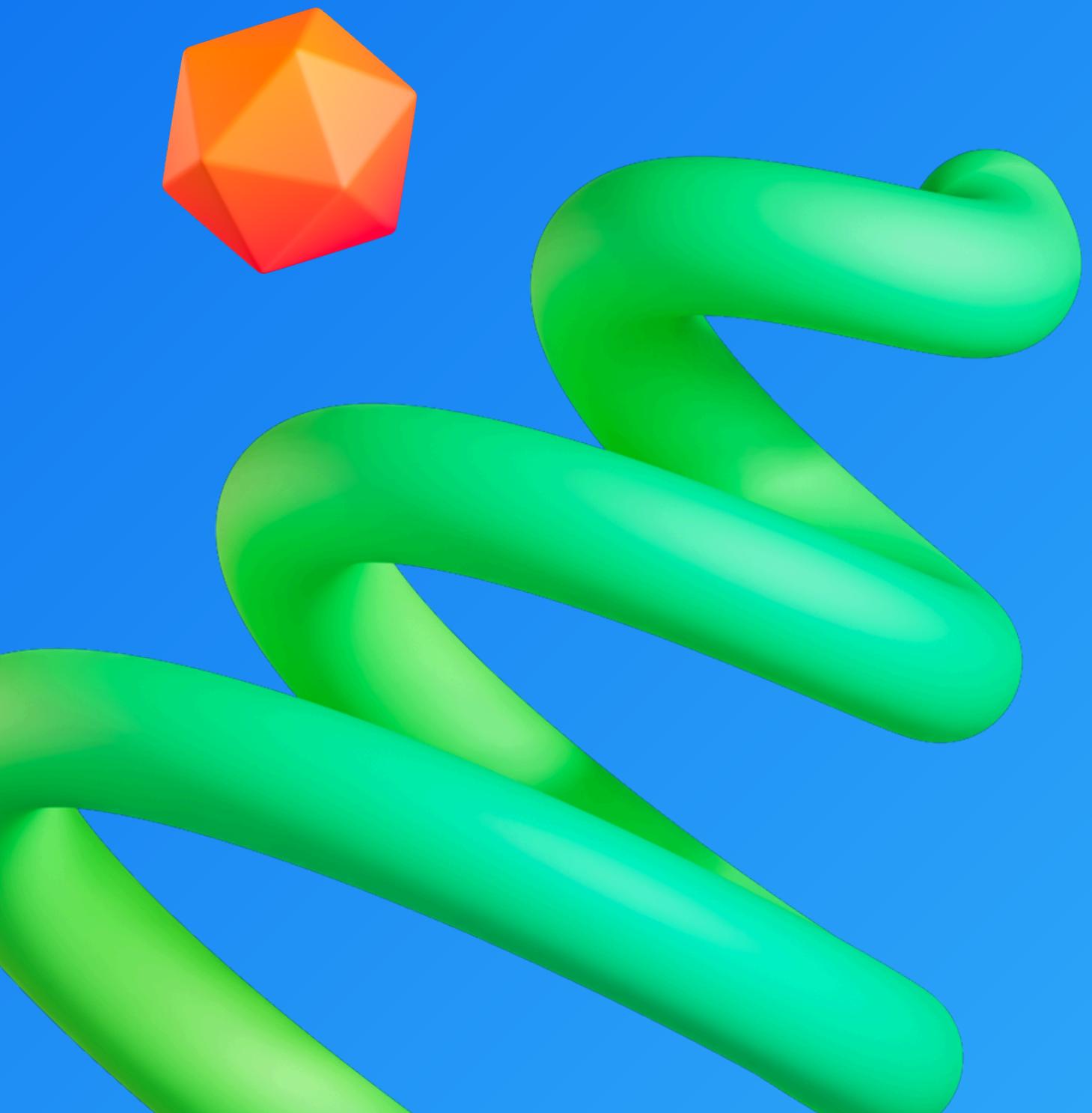
This hands-free interaction significantly reduces the time and effort required for 3D design, making it easier for artists, designers, and developers to focus on creativity rather than technical execution. By streamlining workflows, BlendAI boosts efficiency and accelerates project completion.

Version-1

- USERS CAN SIMPLY ASK BLENDAI TO **MODIFY OR ADD ELEMENTS**, AND IT WILL EXECUTE COMMANDS AUTOMATICALLY.
- NO NEED TO TOUCH BLENDER'S COMPLEX UI MANUALLY.
- EXAMPLE: "ADD A CUBE AND EXTRUDE IT BY 2 UNITS." – BLENDAI DOES IT INSTANTLY.



Version-2



- ALLOWS USERS TO IMPORT EXISTING BUILDS TO SPEED UP WORKFLOWS.
- TASKS THAT TAKE MONTHS CAN NOW BE DONE IN SECONDS.
- HELPS USERS START FROM PRE-MADE ASSETS INSTEAD OF BUILDING EVERYTHING FROM SCRATCH.

Why blendAI?



**USER-FRIENDLY AI
COMMANDS.**



FASTER DESIGN WORKFLOWS.



**COMPATIBLE WITH ALL BLENDER
USERS, FROM BEGINNERS TO
PROFESSIONALS.**



Marketing and sales strategies:

Marketing strategy:

1. Community Engagement & Open Source Promotion
2. Content Marketing
3. Influencer & Industry Partnerships
4. Product-Led Growth (PLG)

Sales:

1. Subscription & Licensing Model
2. Direct Outreach to Professionals
3. Webinars & Live Demo
4. AI Marketplace



REVENUE STREAM:

1. Subscription-Based Model (Freemium Approach)

- ◆ Free Version (Basic Features)

Limited AI commands for simple modifications.

Encourages user adoption and community growth.

- ◆ Pro Version (Paid)

Monthly/Annual subscription (\$10–\$30 per month).

Unlocks advanced AI-powered automation.

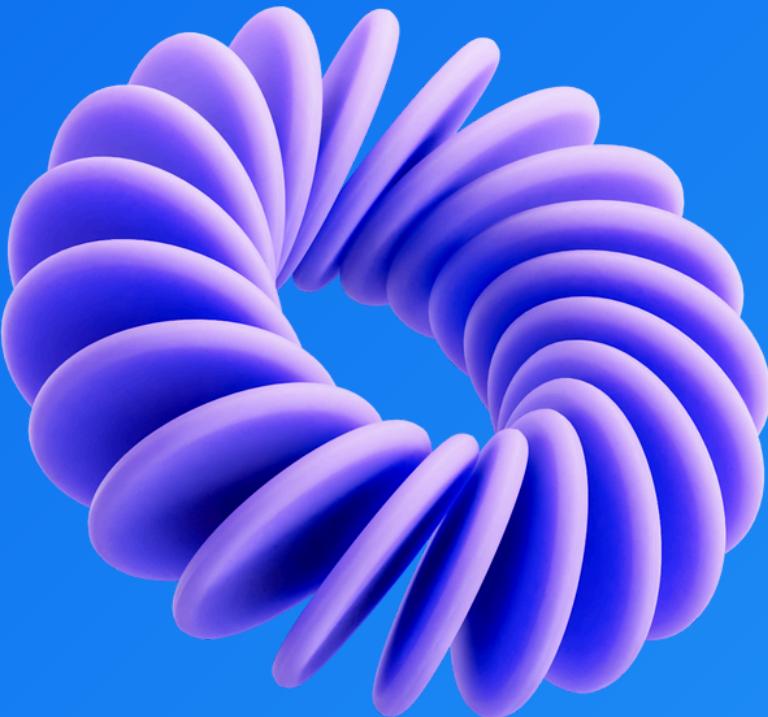
Priority updates & customer support.

- ◆ Enterprise/Studio Plan

Custom pricing for game/VFX studios.

Bulk licenses with API access for automation.

Version-3



HOW IT WORKS:

1. UPLOAD ANY REFERENCE IMAGE
2. AI ANALYZES AND GENERATES A 3D MODEL
3. INSTANTLY EDITABLE INSIDE BLENDER

WHY IT'S GAME-CHANGING?

- ✓ SAVES HOURS OF MANUAL MODELING
- ✓ NO NEED FOR 3D EXPERTISE
- ✓ A FIRST-OF-ITS-KIND FEATURE IN BLENDER!