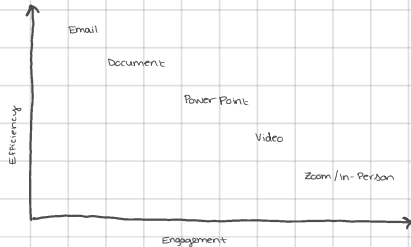# Synthesia AI

**Dan Kim, CEO**

- Inflection point → people want to watch & listen, not read
- people remember stories, not numbers
- 80% of internet traffic today has been video
- Avg. attention span ↓67%, 47 seconds
- Business content still very text based
- Engagement vs. Efficiency

**Alexandru Viorca, Head of Corporate Affairs and Policy**

CREATION ⇩ CONSUMPTION

ENGAGEMENT ⇩ UNDERSTANDING

*[Graph: Y-axis = Efficiency, X-axis = Engagement, with points plotted: Email, Document, Power Point, Video, Zoom/In-Person]*

- Goal: Operating System for Enterprise Video, own full lifecycle of video
    - Create & Edit
    - Merge & Collaborate
    - Manage & Distribute
- Believe it is 100M $ opportunity
- How do we make this valuable to the enterprise?
    - Automatically dub/sub videos
    - Static images to video
    - Videos always up to date w/ Brand & policy
    - Leverages existing video models - Kling AI, fal, Veo, Adobe, Sora
    - Interactivity requires engagement w/ Synthesia video editor, customers continue to need Synthesia, IP protection
    - Pricing to shift from creation to consumption, price against outcomes
    - Create proprietary video format that doesn't exist today
- Q: Is this sales & marketing?
- A: Alexandru: No, most people in "regular" jobs want to make video but too capital intensive, can't justify the cost so default to text, first use case employee training, w/ our platform you have ease, cost, and efficiency of text but you get high-quality, real life output w/ high engagement and consumption of professional video. Grew use cases throughout the org. Very much corporate videos. Starts w/ distribution w/in the company. We also have an embeddable video player.
- Q: What is the difference w/ foundational models?
- A: Alexandru: Not aware of a tool that directly goes from text to video. Some of the functionality powered by AI and sometimes built (build vs. buy), ex. one-click translate a video to 140 different languages powered by GPT5.0, but their script generation is a proprietary model. Dan: different cameras for different use cases, different models for different use cases, we want to provide customers the best technology
- Alexandru gives synthesia demo
    - Input: scenes, scripts, images, videos
- Q: Deep fake authentification?
- A: Yes, from day 1 emphasis on security, ISO 420001, 270001, GDPR, most secure AI platform today, key to selling to highly regulated companies, also emphasis on safety. Only the actual user from the platform can clone themselves, content moderation check to assure companies (Alexandru)
- Q: Do you foresee D2C?
- A: Dan: Our ideal profile is large companies, similar to Zoom have a fremium model, corporations much more strict. Most use cases are enterprise knowledge, as the technology advances we see uptick in use cases. Alexandru: TikTok, Youtube, Instagram, etc. will probably win the consumer space but that will build broad social acceptance.
- Q: Can you layer this w/ agentic AI?
- A: Alexandru: yes, these are the video agents Dan talked about, new products, you can have agents
- Q: What is your process for building your own models & manage risk?
- A: Alexandru: Large R&D team to research and build and train models, passed to engineering to integrate, current innovation is full body, cloud availability, GPU availability. Dan: from governance small team and product & engineering team (SaaS UI/UX) and R&D team (blue sky), in engineering you can plan, R&D limit is code & compute, we focus on specific enterprise use cases so we can afford to have a more narrow team, competitive edge is speed
- Q: How do you measure productivity?
- A: Dan: SAP as example, increase engagement, 80% time saved by Ryan Air, how to make workforce more efficient → next year move pricing model from incentivizing creation to launch of video agents and charge based on consumption. Because we are closer to business outcomes we can charge more. This is why we need to own distribution layer. Alexandru: moving from engagement to understanding
- Q: Has the engagement to understanding been quantified?
- A: Yes, university published study, used synthesia to generate but users didn't know, 97% preferred AI video w/ no reduction in retention and 20% increase in speed (Alexandru). Dan: UBS used to share research output, 30-40% less effort to create videos vs. PDF's

- Q: What is the validation process is accurate from description?

  A: Dan: generates video based on script, prompt based LLM is for B-roll/sideclips that's where other models are called, copilot in future would be their own prompt-based to generate but the current model does not interperet.

- Q: How do you maintain business focus?

  A: Alexandru: Utility over novelty mantra, we know what our strengths are where we can compete, understanding our customers' workflows vs. creating "hype machines". Dan: startups rarely fail from starvation they fail from indigestion, speed is our competitive advantage.

- Q: How do you differentiate from Adobe Express?

  A: Alexandru: Zoom had a SME who delivered the same session over webinar over and over, better than email but a lot of work. Instead they deliver 5-min videos, reducing $1500/employee and 60% reduction in production costs. Express can't generate the same w/o a lot of money and production overhead

- Q: How are you planning to stay ahead?

  A: Foundational models do a lot of things OK but not a few things very well, not reproducible. Synthesia is cheap, reproducible, high quality. Ben: orchestration layer we are one stop shop

- Q: Can you comment on Adobe partnership?

  A: They target professional video editors, Synthesia is the tool for everyone, we are not a consumer product we are strictly enterprise.