

Aspiring Influencer

Overview

Young millennial, tech-savvy, cares about visuals/aesthetics

Already has youtube account, uploaded some videos (at least 5-10)

Has some idea about their concentration/talent/area of focus (e.g. Music, fashion, sketches, etc.)

Want to be more "successful" or "popular" but doesn't want to compromise creative freedom

Wants to learn from other people's experiences with similar content

Sees a potential for a full time career in YouTube

Motivation

To build a unique personal brand & stable fan base to showcase creative expressions and individuality

To be able to make a living out of doing what they love

Pains

Not having a comfortable grasp of what kind of video to post and how videos are received

Balance originality/popularity:

- generic video that has already been done but doesn't help build their brand
- something quirky and niche but won't have enough views or likes

Make more \$\$\$

Distinguish themselves from other YouTubers who are similar

Fear of posting something too niche or quirky will not generate enough views and likes

Fear of posting something too generic or basic will not help them build their personal style

Screen 1



Unicorn Views Predictor

What video are you thinking of making?

Describe your idea in keywords (separated by comma), and we can show you how many views and likes it could get:

Type in some keywords ... like, unicorn?

Tip: Provide as many keywords as possible relevant to your video to help us make more accurate predictions!

Predict

Predictions are made based on statistics about past videos other YouTubers have uploaded, and the predicted results are only estimations. We believe that your idea is creative and amazing regardless!

Screen 2



Unicorn Views Predictor

Predictions are made based on statistics about past videos other YouTubers have uploaded, and the predicted results are only estimations.



Remember, you are not defined by the views and likes you get, and we believe that your idea is creative and amazing regardless 🦄

Screen 3



Unicorn Views Predictor

Based on our prediction, your video about:

Lorem ipsum, dolor sit amet, consectetur, adipiscing elit, sed do eiusmod, tempor incididunt, ut labore et dolore magna aliqua

Will likely get

12,104

Predicted Views

2539

Predicted Likes

Try again

Predictions are made based on statistics about past videos other YouTubers have uploaded, and the predicted results are only estimations. We believe that your idea is creative and amazing regardless!