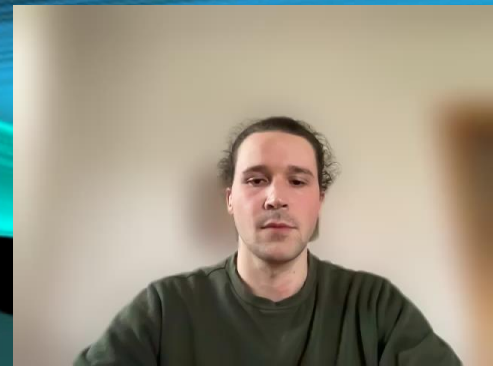# CREATOR AIde

the Artificial Assistant for Creators

for tailored Audience Interaction at Scale

Artificial Ducks
Patrick Duft, Benjamin Halilovic,
Christian Leyerer, Mario Lovric, Nick Pichler

FH Salzburg

Peter, 38, Content Creator
with 55k Follower

- After posting his message, he always have the same problems:
  - Was the message-core understood?
  - So much comments!
  - Why are some people angry?
  - What should I encounter those comments?

- **Too much comments to read & address them all in a tailored & solution-oriented way**

SOLUTION

Exactly this Problem is solved by Creator AIde:

- Summarized all comments and extracts Topics from Audience Feedback/Comments
- Classifies the Sentiments within these Topics
- Visualizes Sentiment and Topics, so you can react to it
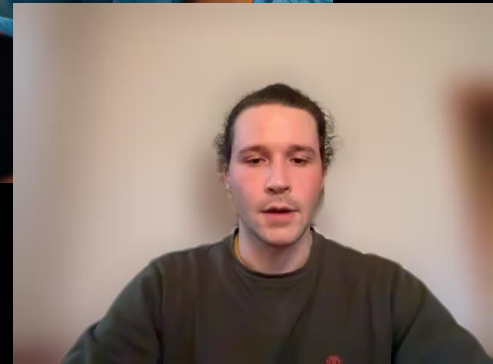
As wouldn't this be enough:

- You get recommendation's, for your next message/answer
- Based on your Intention, audience topics and corresponding sentiment

**Creator AIde is your artificial Assistant
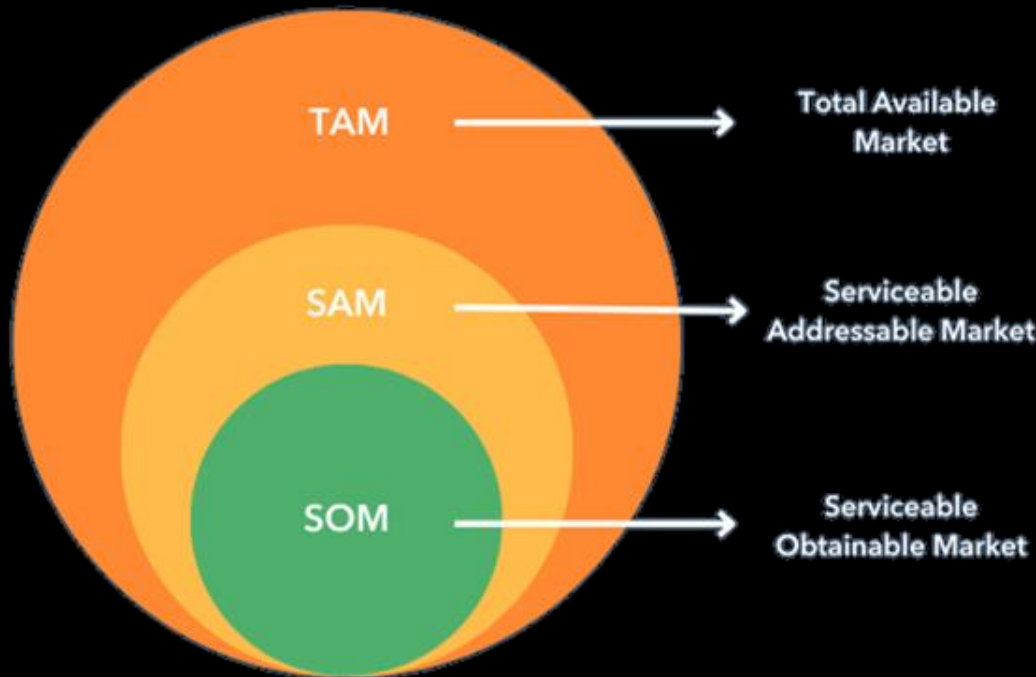for tailored Audience Interaction at Scale**

TARGET GROUP

- Content Creators > 5.000 Follower
  - Social Media (-Influencer)
  - Streamer
  - Gamer
  - Podcaster

- Plattforms:
  - YouTube, Facebook, Instagram, LinkedIn, Twitch, Twitter, TikTok, Onlyfans

MARKT-SIZE

TAM → Total Available Market

SAM → Serviceable Addressable Market

SOM → Serviceable Obtainable Market

- **TAM** = Total Number of Content-Creators. with > 5.000 Follower

  ~**7,000,000 Creators**

- **SAM** = 80% of TAM = **5,600,000**

- **SOM** = 50% Market-Share (first mover) of SAM = **2,800,000**

COMPETITORS

Repusate

Sentiment Classification
of YouTube Comments

SummifyYT

Summarize YouTube
comments

Sources:
https://www.repustate.com/blog/youtube-comments-analysis/
https://chrome.google.com/webstore/detail/summifyyt-summarize-youtu/mcjgidambippeaajehcfimmephgholco

UNIQUE SELLING PROPOSITION

We are the only one how enables tailored Audience interaction at Scale

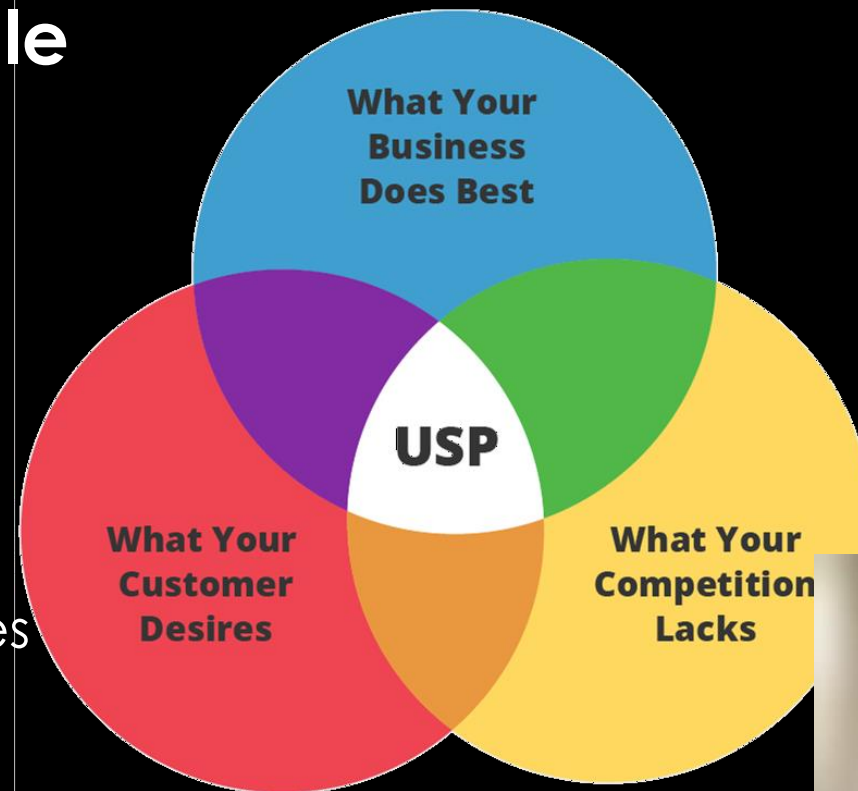Summarize comments with Topic-Extraction

AND

Classify Sentiment within the Topics

AND

Give a Recommendation for the next Messages

Based on Topics, Sentiment and Creator Intention

Thank you for your Attention

CREATOR AIde

for tailored Audience Interaction at Scale

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