Gemba Team
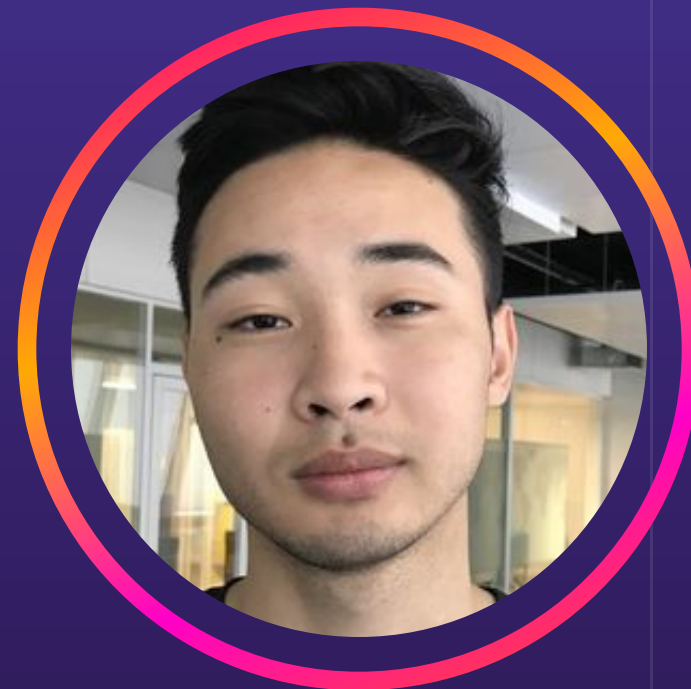
We are developing a web-based solution to empower writers and enhance written content with engaging images, optimizing placement within the text to maximize impact.

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Gemba Team members

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FACT: Combining written content with visuals can significantly increase engagement, BUT:

1. It is time-consuming process to manually select and place images for written content. ⌛

2. Sometimes it can be difficult to come with the optimal placement of images to written content for maximum impact. 👀

3. Creating visually engaging written content for non-designers or individuals with limited design experience is complicated. 🤷‍♂️

4. and etc.

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Technology (Architecture)

User $\longrightarrow$ **Front-end (React)** $\longrightarrow$ **Back-end (Django)**

Rest API $\longrightarrow$ **Cohere generate** $\longrightarrow$ **Stable diffusion**

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Business opportunity

1. Cost-effective and efficient solutions for creating high-quality images that accurately reflect the tone and content of written material.

2. Research has shown that articles with images receive **94% more views**, and blog posts with visuals garner **3x** more engagement than those without (source: Hubspot).

3. Our project will benefit Education system by generating illustration of plain text in schoolbooks and creating schemes, graphs or simply illustrate the text for children in kindergarten.

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Future plans and feedback:

1. Add features like animation of the images (by creating more range of image)

2. More user friendly interface and conduct ux researches.

3. Add extra functions for upgrading text quality.

4. Feedback: We could be more organised and improve management in the team. Don t spend time on not necessary things that out of our goal and vision

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Thank you for your time!

with love from Gemba Team