



brandbeacon

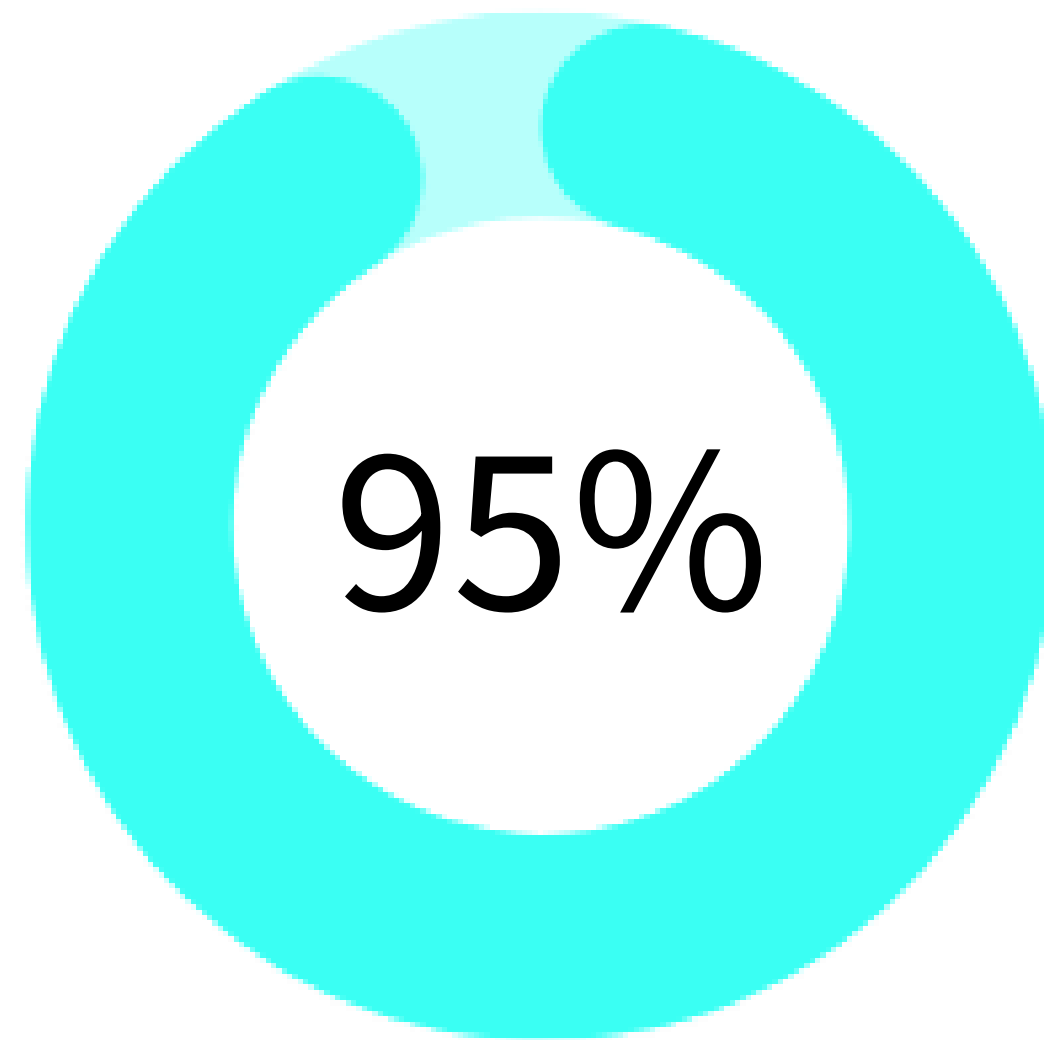


Build your personal brand

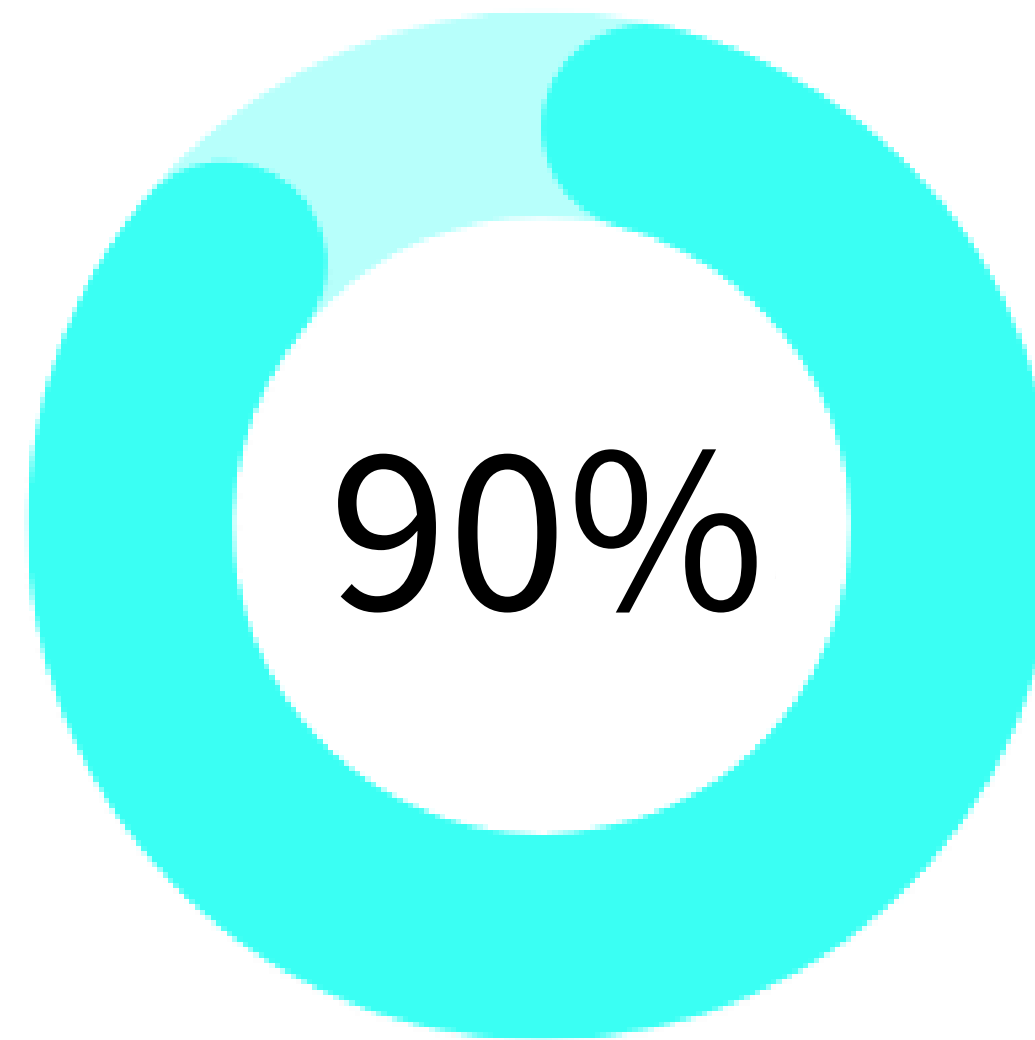
Building a strong personal brand is an essential step in differentiating yourself in an increasingly competitive job market.

Problem

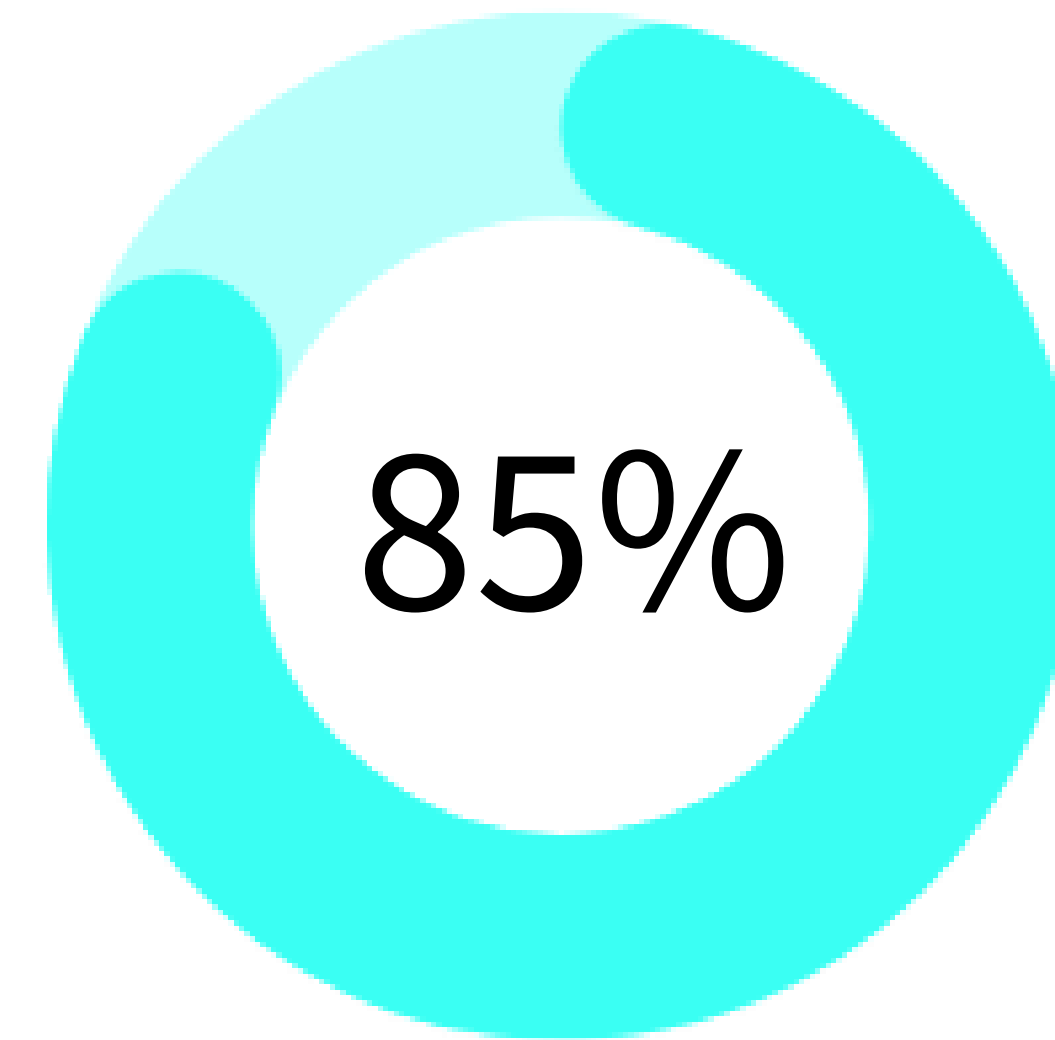
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More
competitive



Online
research



Decision
making

Problem



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52
million

Job searches per
week

8
million

Job applications
per day

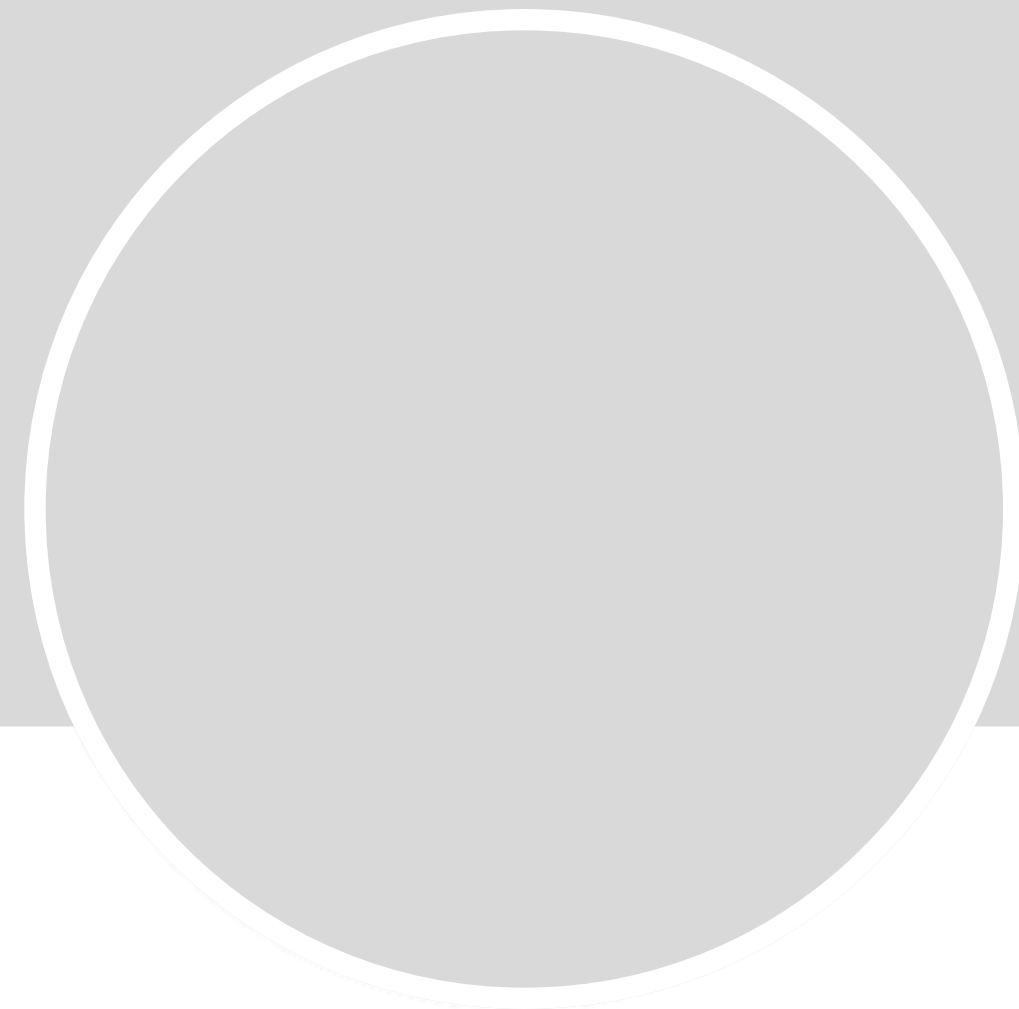
8

Hires per
minute

A top-down view of a busy office meeting table. Several people are seated around the table, working on laptops and reviewing documents. The table is cluttered with various office supplies, including pens, pencils, a magnifying glass, and a smartphone. The overall atmosphere is one of collaborative work and productivity.

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If you don't stand out with a strong personal brand, your competition will.



Joe Smith

Journalist and author

London, England

Contact info

500+ connections

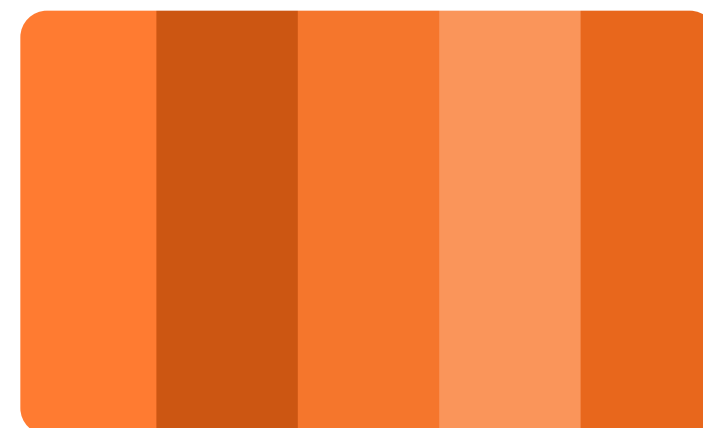


Prompt generation Basics

Topic(s)



Color(s)



Style



+

+

=

Prompt: “Books in Nature in light blue and orange”

Style: Low Poly

Technology

Prompt generation Basics

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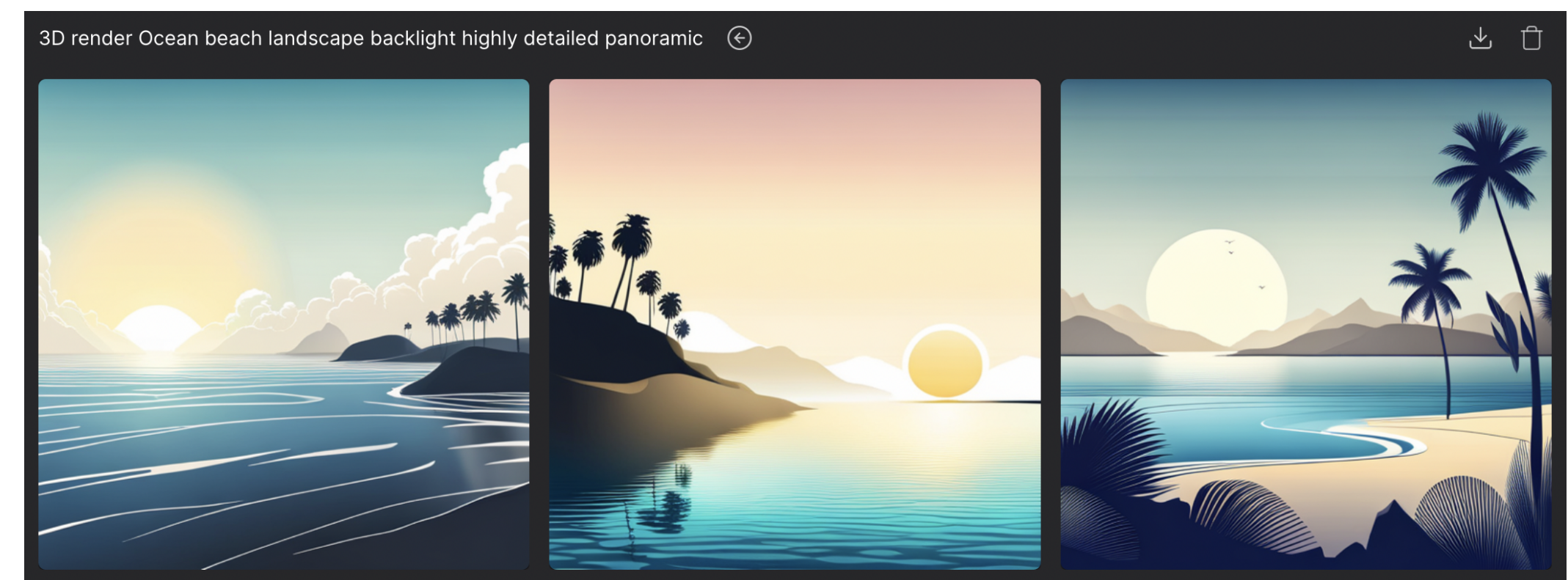
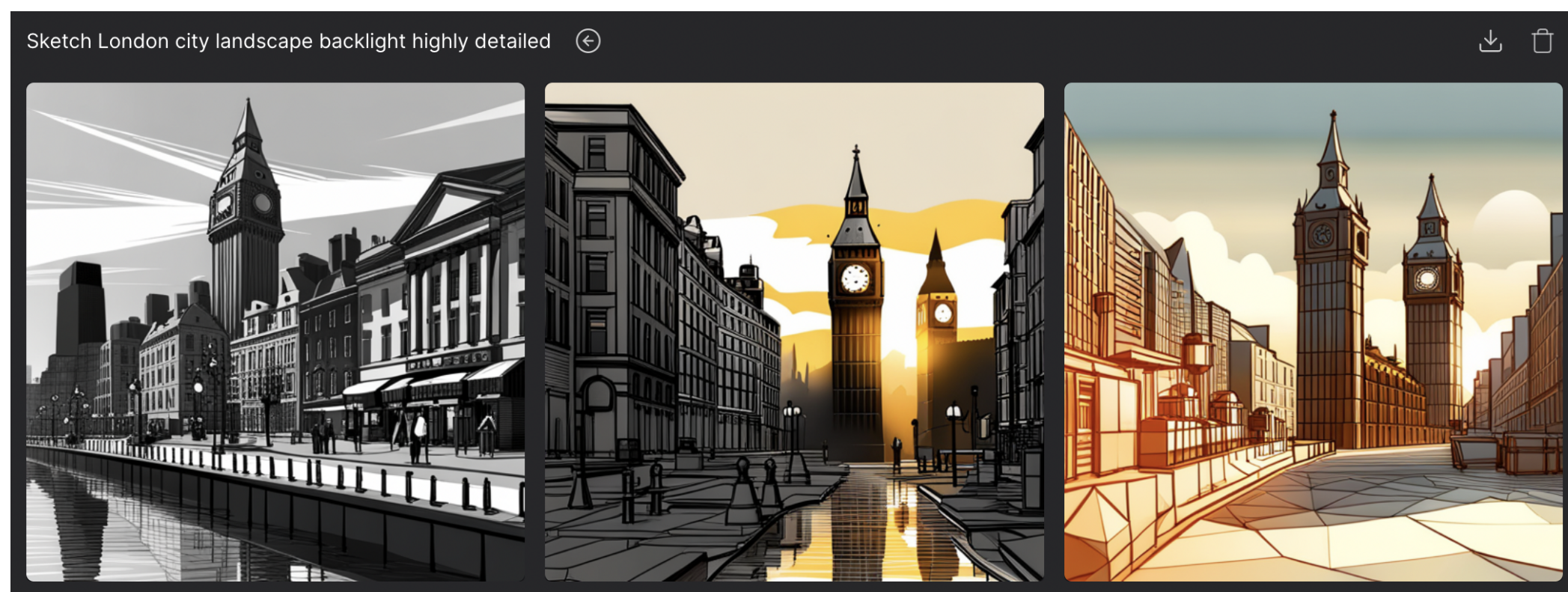
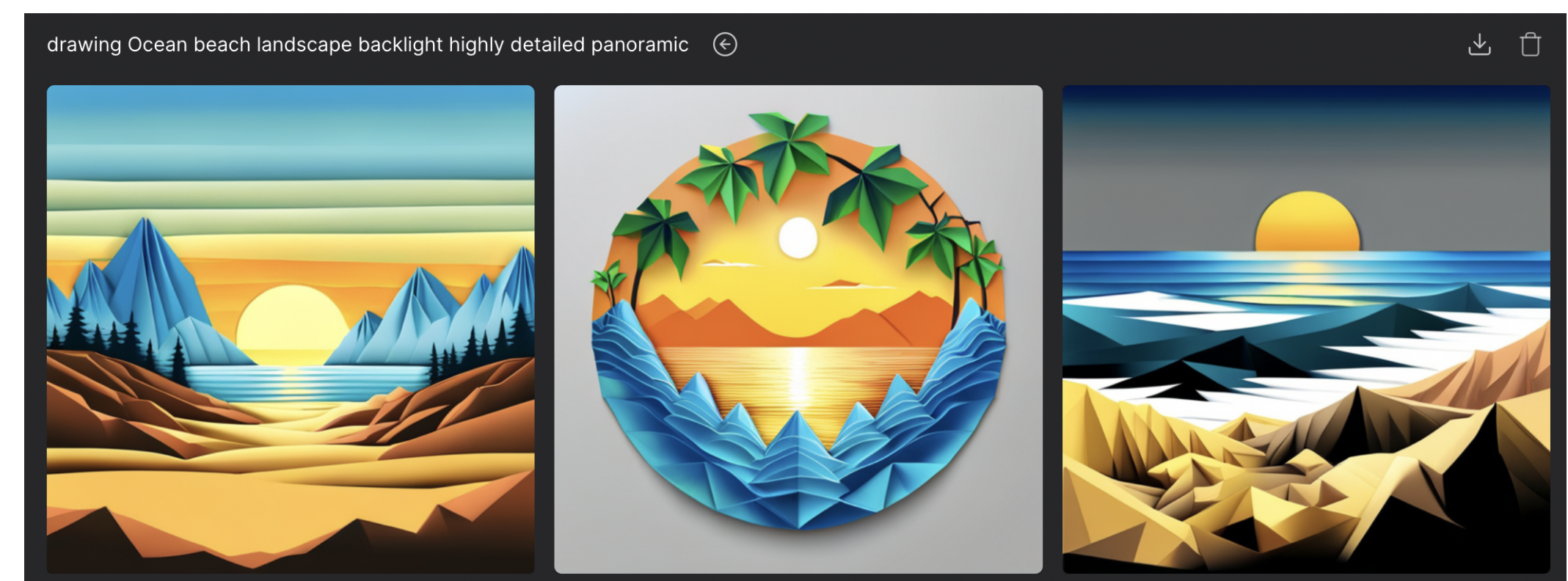
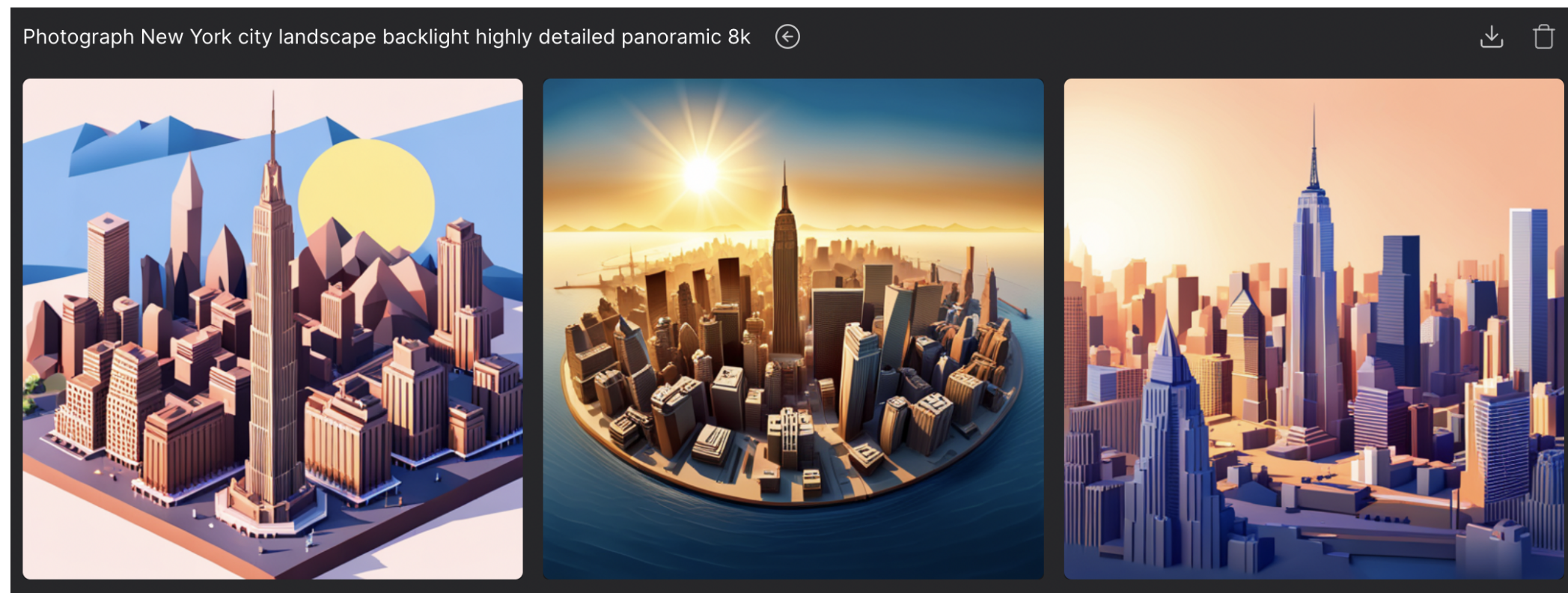
Prompt: Books in Nature in light blue and orange

Technology

Prompt generation

More complex prompts

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Use of more specific words such as “photograph”, “sketch” or “drawing”

Prompt generation

Possibilities for improvement

Beyond the hackathon, we have more ideas to explore which could improve the result

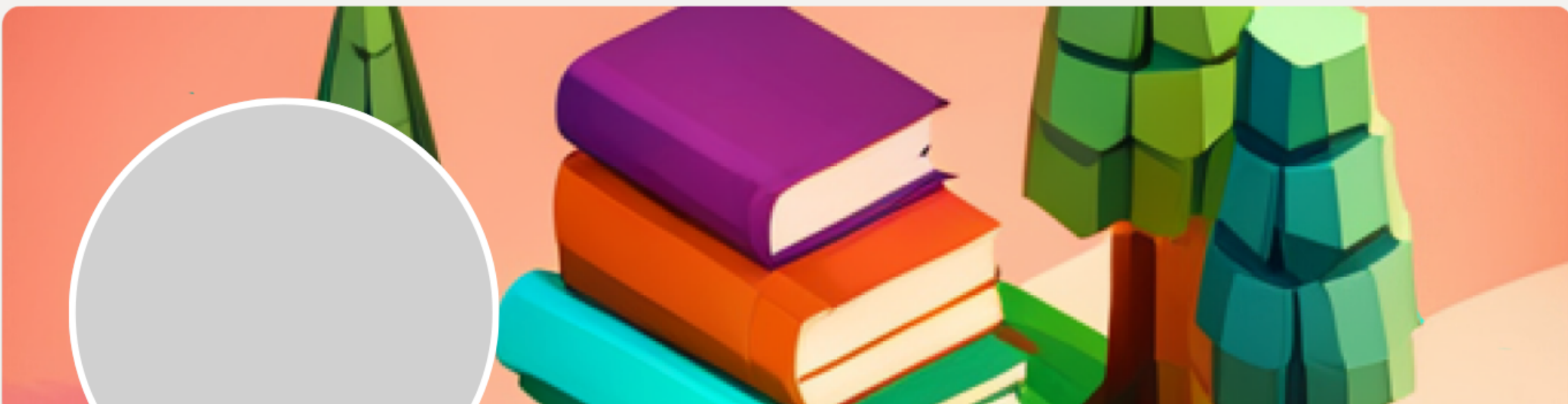
- Find more keywords as “photograph”, “sketch” and “drawing” to create several random prompts and add more diversity in the images
- Allow the user to input more details when generating variations from a chosen result
- Create a specific workflow for some topics to get more information from the user, eg. if the user selects the “City” topic, ask them for a specific place, eg. London, New York, etc.
- Train GPT models to generate a better prompt. This could use multiple pieces of input information from the user (more topics, more colors, some keywords) and a GPT model could construct a more complex query based on best practices


Technology

Results



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Banners for LinkedIn and Twitter






Joe Smith
Journalist and author
London, England
[Contact info](#)
[500+ connections](#)





Joe Smith
[@joe_smith](#)
Journalist and author

[Edit profile](#)

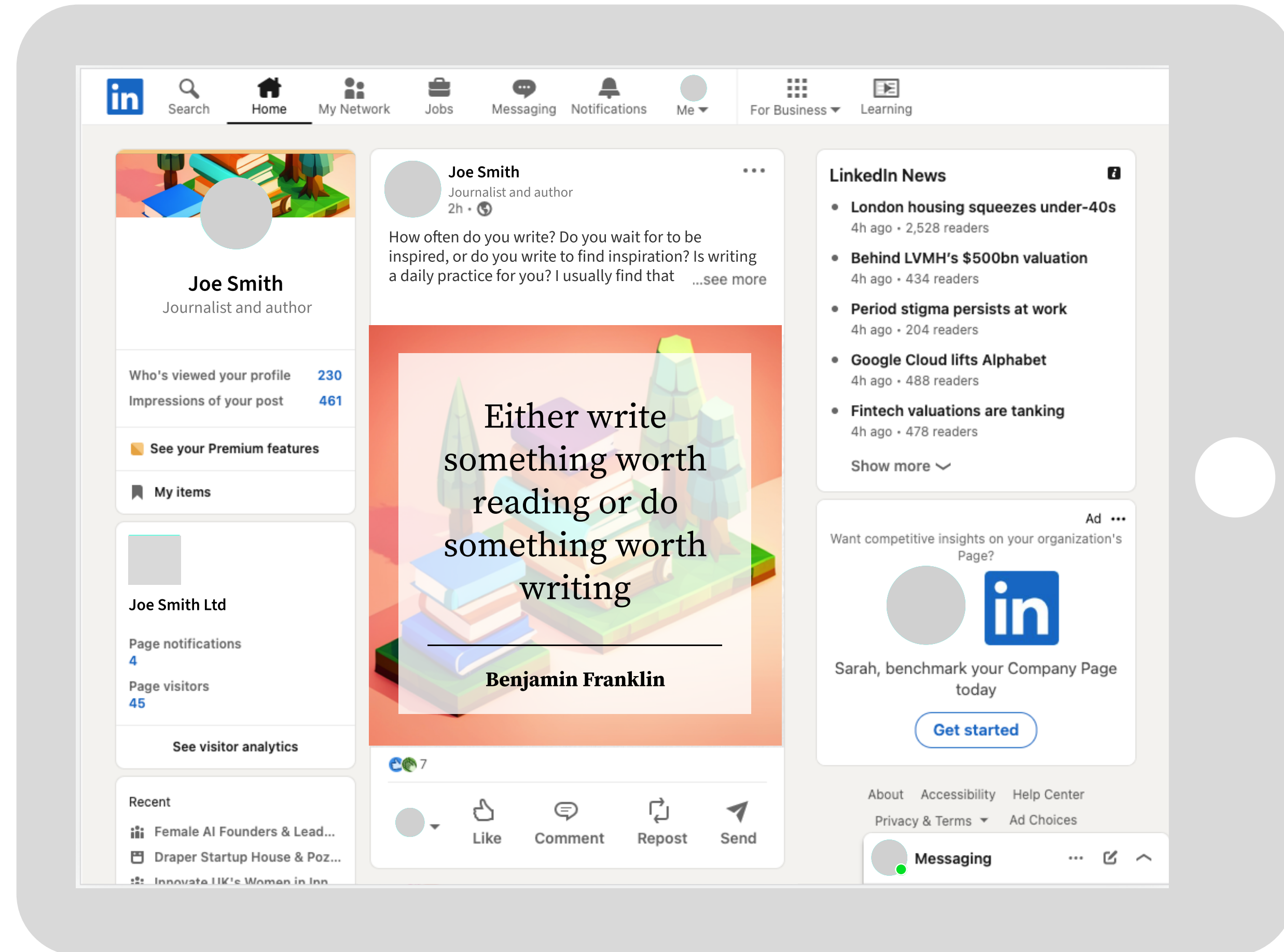


Technology

Results

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Templates for social media posts

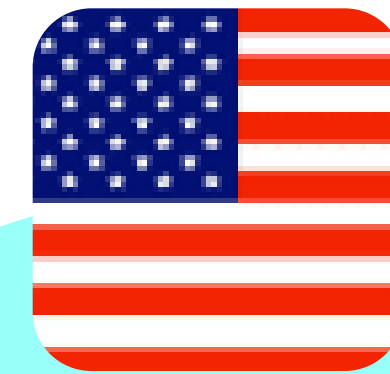


Market size

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875
million



190
million



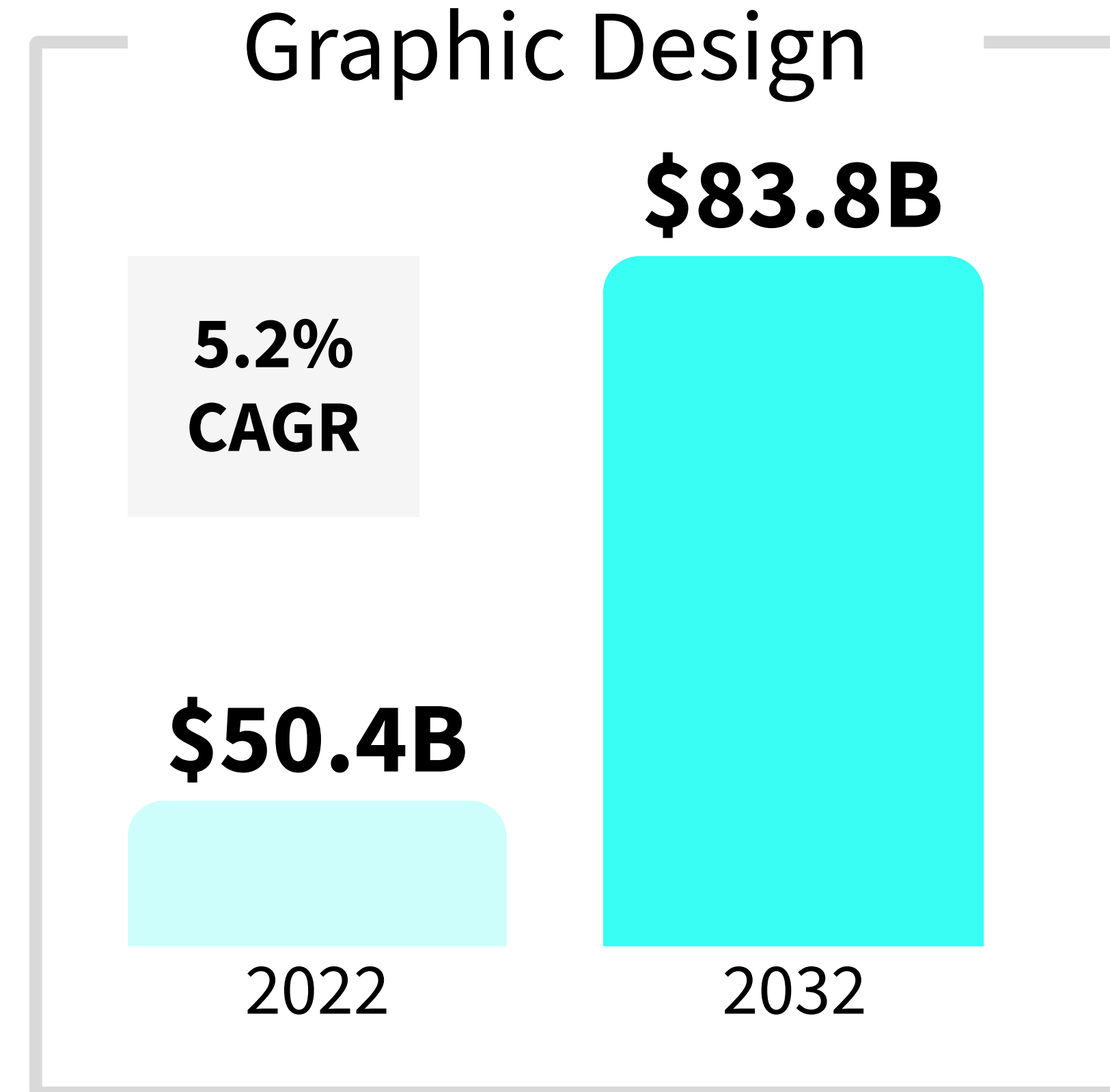
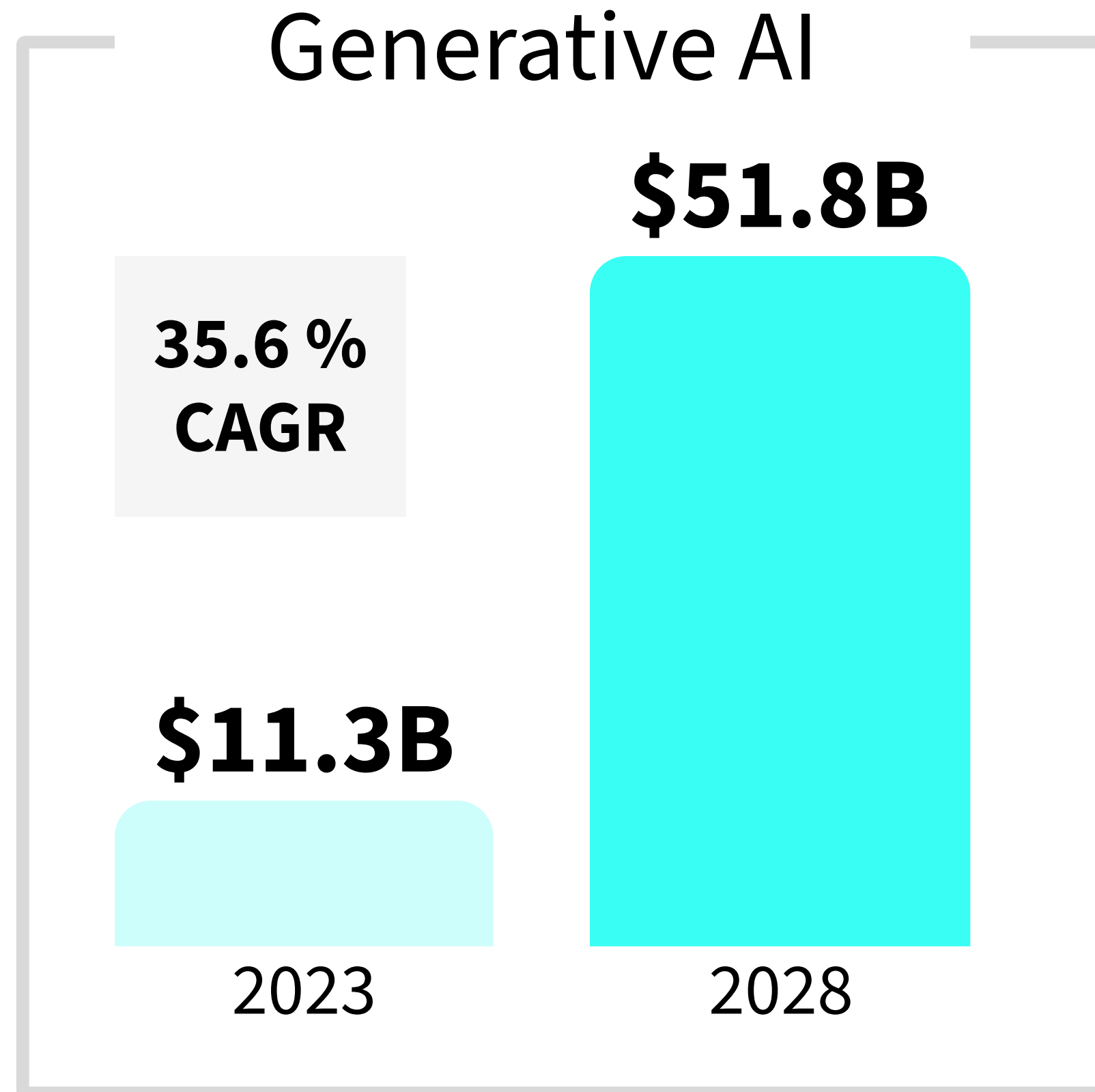
114
million

<https://thesocialshepherd.com/blog/linkedin-statistics>

<https://blog.hootsuite.com/linkedin-statistics-business/>

Market size

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<https://www.factmr.com/report/graphic-design-market>

<https://www.marketsandmarkets.com/Market-Reports/generative-ai-market-142870584.html>

Market size

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\$500m+ funding
125m MAU
\$1.6b AR
\$40bn valuation



SQUARESPACE

\$500m+ funding
4.2m subscriptions
\$867m AR
\$10bn valuation

<https://webtribunal.net/blog/squarespace-statistics/#gref>

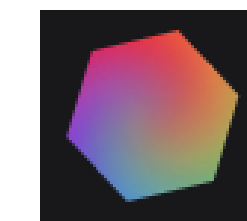
<https://techcrunch.com/2021/03/16/squarespace-raises-300m-at-staggering-10b-valuation/>

<https://www.forbes.com/sites/alexkonrad/2023/03/23/canva-launches-magic-ai-tools-reaches-125-million-users>

<https://investors.squarespace.com/news-events-financials/investor-news/news-details/2023/Squarespace-Announces-Fourth-Quarter-and-Full-Year-2022-Financial-Results>

Competitors

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Canva

Looka

Dall-e

Dream Studio

Midjourney

Designs.ai

ProfilePicture.ai

	brandbeacon	Canva	Looka	Dall-e	Dream Studio	Midjourney	Designs.ai	ProfilePicture.ai
Price	tbc	\$6.49 / month	\$96 / year	\$0.02 / image	\$0.01 / image	\$10/month	\$29/month	\$29.50 / 280 images
Template based	✗	✓	✗	✗	✗	✗	✗	✗
AI generated content	✓	✗	✓	✓	✓	✓	✓	✓
Intuitive UX	✓	✓	✓	✗	✗	✗	✓	✓
User generated text prompts	✗	✗	✗	✓	✓	✓	✗	✗
Multiple choice image prompts	✓	✗	✓	✗	✗	✗	✓	✓
Custom AI generated logos	not yet :)	✗	✓	✗	✗	✗	✓	✗
Other custom AI generated branding assets	✓	✗	✓	✗	✗	✗	✓	✗

Pavel Svitek
Tech



Sarah White
Business & Design



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Build your personal brand