# ReacTok | AI

Supercharge Your TikTok Livestreams by reacting to fans with your personalized AI Agent

Team

Kshitij Parashar (@New York)
Technical Product Manager@SaaS Startup
Ex-Gen AI Founder | NetEase | Deloitte
Carnegie Mellon Alum

Satarupa Deb (@India)
BTech Candidate, CSE, BIT Mesra
kagglexBIPOC'22 Mentee | Kalpana 2.1
Fellow | IIC 4.0 Member
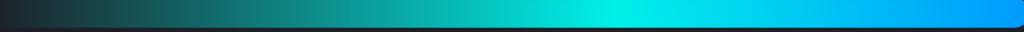
Introduction

Welcome to ReacTok | AI
Our cutting-edge platform is designed to revolutionize the way Tiktok Livestreamers engage with their fans and monetize their livestreams. Today, we will explore the essential features of our MVP, an AI Agent tailored to a TikTok creator.
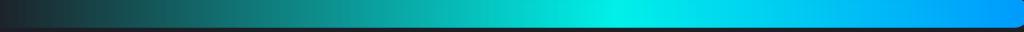
"Unlock the Power of AI: Captivate Your Fans, Monetize your Livestreams!"

– ReacTok | AI

Understanding the Problem

Challenges:

- TikTok isn't lucrative enough yet to persuade creators into going live as consistently as their peers in ByteDance's home market, where many Chinese hosts livestream as a full-time job, for up to eight hours a day

- Most Fans don't tip the Streamers with Virtual Gifts as they are only engaged by Creator when they gift, creating a vicious loop for Creator & Fans alike
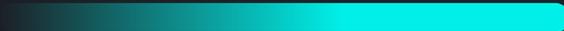
Our Solution

An AI Agent that connects your TikTok fans in a fun & engaging way during live streams. The MVP is a Discord bot that responds to fans comments in real-time, captivates them the same way you would & nudges them to buy virtual gifts for you.

Key Features

1. Tailored AI Agent bot for Discord:
- Ai Agent tailored to the personality, voice & values of a TikTok creator.
- Captivates fans through a Discord bot

2. Personalized Dialogue based on Fans' behavior & trending memes:
- Derives Context from comments of fans from past livestreams & inferred sentiments & Top TikTok memes & trends from news sources.
- Personalizes chat based onyour fan's real-time emotional response.

3. Nudges fans to buy virtual gifts during Creator's livestream:
- Maintains creator's voice throughout the conversation with a fan .
- Adapts the dialogue according to the stage of conversation, enabling Creators to supercharge Gift Tips using enterprise-grade conversion processes.
- Assertively recommends fan to buy & gift from TikTok's vast active library of Virtual Gifts.

How It Works

Step 1:
Customize your AI Agent with brief about your TikTok page, your values & objectives

Step 2:
Add your Fan comments & Recent Tiktok Trends Data

Step 3 :
Define stages of Agent conversation & import list of TikTok Virtual GIfts for your fans .

Step 4 :
Let the AI agent make money for you by captivating fans while you stream.

Advantages

Advantages of ReacToK | AI:

Drive Fan Engagement

- Tailor Live interaction to match the fans' sentiment & preferences.
- Increase fans' satisfaction and engagement..

Supercharge Monetization

- Convert non-gifting fans to gifting superfans with low time & effort.
- Increase average gift basket by captivating existing gifters through personalized interactions outside of Livestream as well.
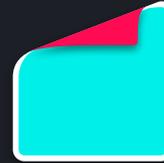
Market Size

Livestreaming Market size is projected to be $6.5B by 2030.

Over the years 2021 & 2022, TikTok's online ads revenue grew by 500%, while its livestreaming revenue experienced a remarkable increase of 900%.

Sources:

https://gizmodo.com/tiktok-live-revenue-growth-ads-business-1849652276

https://www.insiderintelligence.com/content/tiktok-bets-big-on-live-stream-commerce-aims-20b-global-sales

Revenue Stream

- Subscription Revenue: ReacTok | AI will charge a monthly fees of 5$ per month from a TikTok Creator
- Usage Revenue: Additionally once the Creator has used up their monthly quota of free credits they can purchase additional credits for the month

Next Steps

I) User Experience: Focus on enhancing the user experience during live streams. The bot should add value by providing helpful, entertaining, or informative interactions with users.

II) Customer Support: Implement a system for users to report issues or seek help regarding the bot's behavior or interactions.

III) Content Moderation: Integrate content moderation mechanisms to prevent inappropriate or harmful content from being promoted by the AI bot.

IV) Continuous Improvement: Regularly update and improve the bot based on user feedback and changing requirements.

V) Incorporate Trending Memes and News Sources: Integrate APIs to fetch trending memes and news relevant to the creator's niche.

VI) Enhance Virtual Gift Recommendations: Enable the AI Agent to recommend gifts that align with the fans' interests and the creator's preferences.
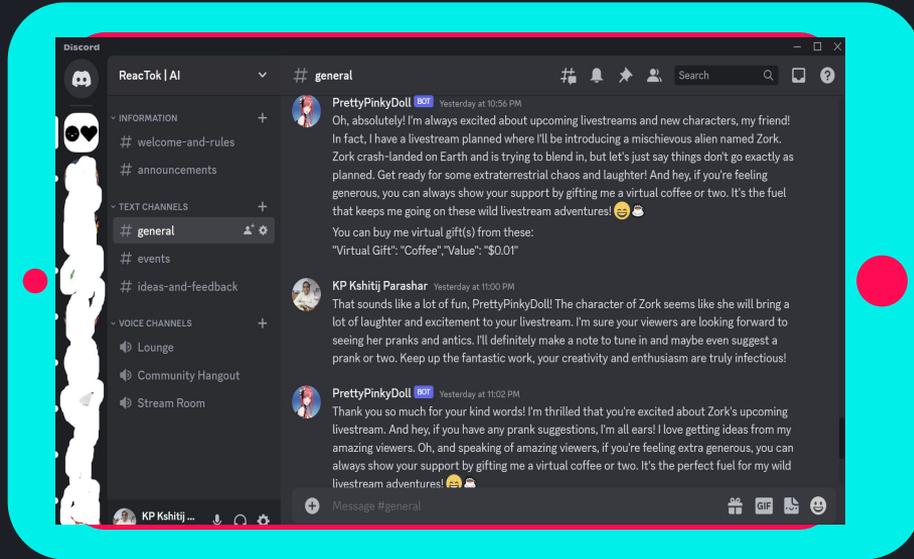
Get Started Now

Explore the power of AI in live fan interaction. Elevate your TikTok presence and connect with your fan like never before.

Working Demo Link
The Discord Bot responds to each new comment in the #general thread of the Discord Server link shared above as per the personality, voice & values of a TikTok Creator and their fan community.

Thanks!

Do you have any questions?