

# If you have a message... you need a story!

StoryForge is an agent to create image-based video content for social media with AI, for people and businesses with a message.

Loïc Berthod & Benjamin Foro - Valais, Switzerland



# What do we offer?



## The concept :

- ❖ Goal : Easily generate video content **for social media**
- ❖ Idea : a text to image story generator that generates image-based **video content with voice over for brands, digital marketing agencies and influencers.**

## How it works :

- ❖ User gives a few **inputs** in a fast, **simple** way
- ❖ Prompt templates based on LangChain and generative text on GPT.
- ❖ The images are made with Stable-Diffusion-v1-5
- ❖ The generative voice is made with ElevenLabs and pyttsx3

### Describe your story

What is your message :

your message

What are the characteristics of story :

characteristics of story

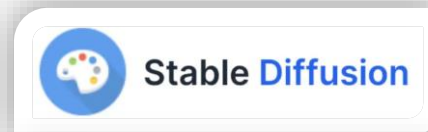
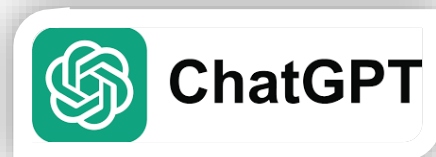
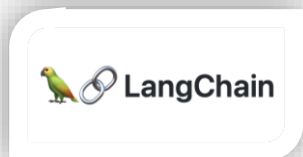
What is the general mood and style :

mood and style

What is the target audience :

your audience, your public

Generate video  
(low quality voice)



# What do we offer?

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## Revenue streams :

- ❖ Premium / paid services
- ❖ Ads and other monetization of users / data

## Advantages for users :

- ❖ Generate engaging video content for social media, **tailored to your message and brand**, communication strategy and tone
- ❖ Improved **consistent communication** throughout time, in order to truly convey your message
- ❖ Leverage the full potential of AI and **post more often** and better content
- ❖ Video content is **more engaging**



# Why video content?

## The advantages of video content:

- 1** Video is more **engaging** <sup>1</sup>  
Our brain processes visuals 60,000 times faster than text. <sup>2</sup>
- 2** Video is **shareable** <sup>1</sup>  
Videos get 1200% more shares than text and images combined. <sup>2</sup>
- 3** Video is **measurable** <sup>1</sup>  
Track the engagement and viewing stats <sup>1</sup>

### For brands, video content is preferred

What kind of content do you want to see from a brand or business you support?

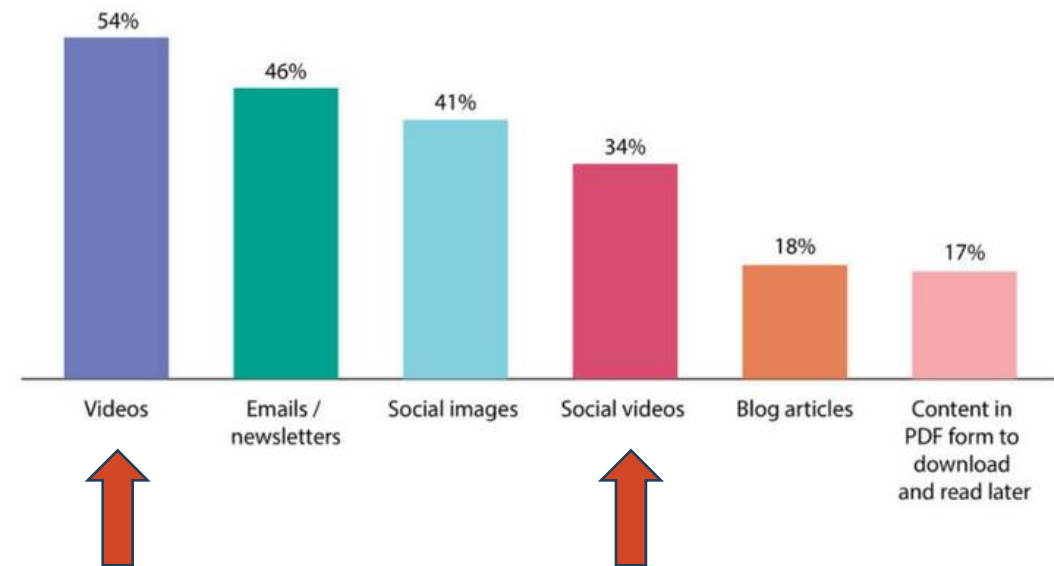


Image source: HubSpot

<sup>1</sup> E-Coliette Evans, 15. April 2023, <https://www.pictureperfectphoto.co.uk/importance-of-video-content-on-social-media/>

<sup>2</sup> Shay Berman, <https://wave.video/uk/blog/video-vs-text/>

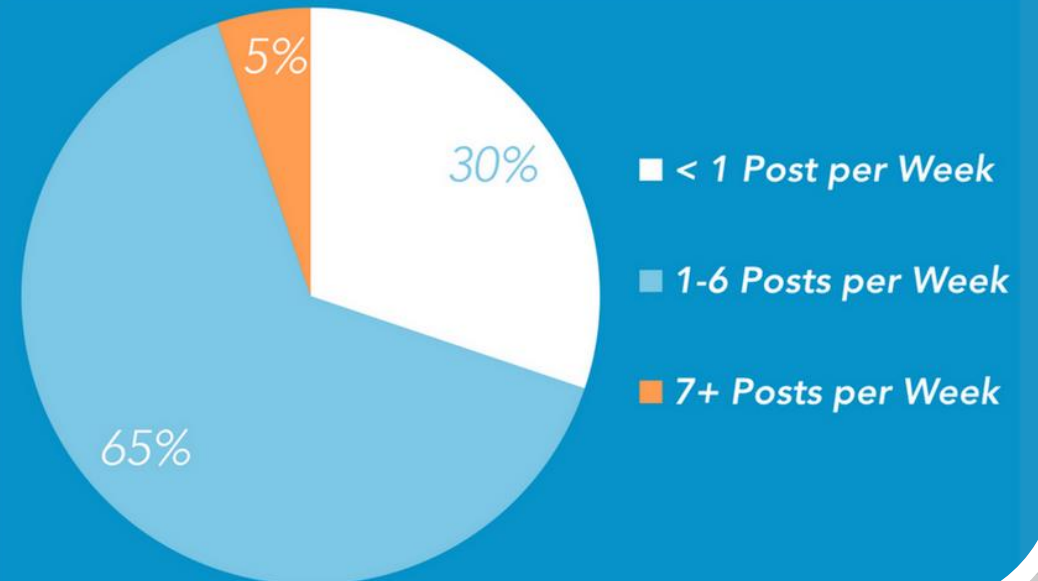
# The obstacle to social media growth: Posting more

THE MORE YOU POST TO INSTAGRAM  
THE MORE LIKES YOU GET



Average Total Post Likes in One Month

ONLY 5% OF INSTAGRAM ACCOUNTS  
POST ONCE PER DAY OR MORE



<sup>1</sup>Tailwind, March 22, 2017, Source images: [bit.ly/ig-posting](https://bit.ly/ig-posting)



# Study by Tailwind <sup>1</sup>

- Over **100,000 Instagram posts**
  - In a **three months** period
- Analyzed **how successful** different accounts were when they changed the **number of times they post**
- «There's a **95% chance** your not posting to Instagram enough.»
- «The challenge to marketers is that coming up with ideas for daily posting is tough! Successful Instagram posts need to be both beautiful and engaging, but often **the hardest part is just knowing what to post.**»

<sup>1</sup> Tailwind, March 22, 2017, Source images: [bit.ly/ig-posting](https://bit.ly/ig-posting)

# The Team

## Two young Swiss entrepreneurs and decade-long friends

From Sierre: the linguistic border town between French and German in the Swiss Alps

- **Benji :**
  - Startup co-founder and owner of an e-commerce since 2017
  - Freelance Productivity Counselor : Implementing of IT tools and frameworks in businesses
  - AI passionate noob
- **Loïc :**
  - Developper
  - Specialist in IT pedagogy
  - Hackathon veteran



# Future milestones for StoryForge

- 1 Keep **improving the design, user-friendliness and quality of the output** especially the image quality and with a visual storyline
  - 2 Put a **free demo version** on the internet and collect as much feedback and data as possible
  - 3 **Launch Premium features** like illimited number of videos, customized branding of the video with own images and own voice
  - 4 Apply the same business model to **other niche markets** for solving communication problems in a specific industry by creating a tailored solution
- Create real beta product
  - Beta testing
  - Start monetizing
  - Develop new markets



# We need a hero!

To cover the costs of launch and develop this vision, a financial kick-start would be of great help.

Thank you!

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