

Cuppa 

AUTONOMOUS AD VIDEOMAKER

# Cuppa AI





# PROBLEM ?

- It is very tedious process to create ad videos as a small business owner and individuals.
- There is no other platform that targets videos based on "trending keywords" and "TimeZone"



AUTOMONUS AD VIDEOMAKER

# Our Target Audience

## Small Business Owners

- We want to automate the process of ad reel creation for the business owners who wants to market their Product effectively

## Individual Businesses

- Individuals who want to target the video on specific peak hours to get traffic and revenue generation



# PROPOSED SOLUTION

01

## Real-Time Reel Creation:

- Just Provide some details.
- Fully automated video using AI

03

## Unique Selling Point:

- Reel Generation using Trending Keywords.
- Reel Generation on specific peak hours to maximize views and and boost sales

02

## Flexibility:

- Flexibility in recreating custom reels.

04

## Future Expansions:

- Keyword Generation using Social media APIs to get results better.
- Classify peak hour of different countries using advanced datasets to get better results

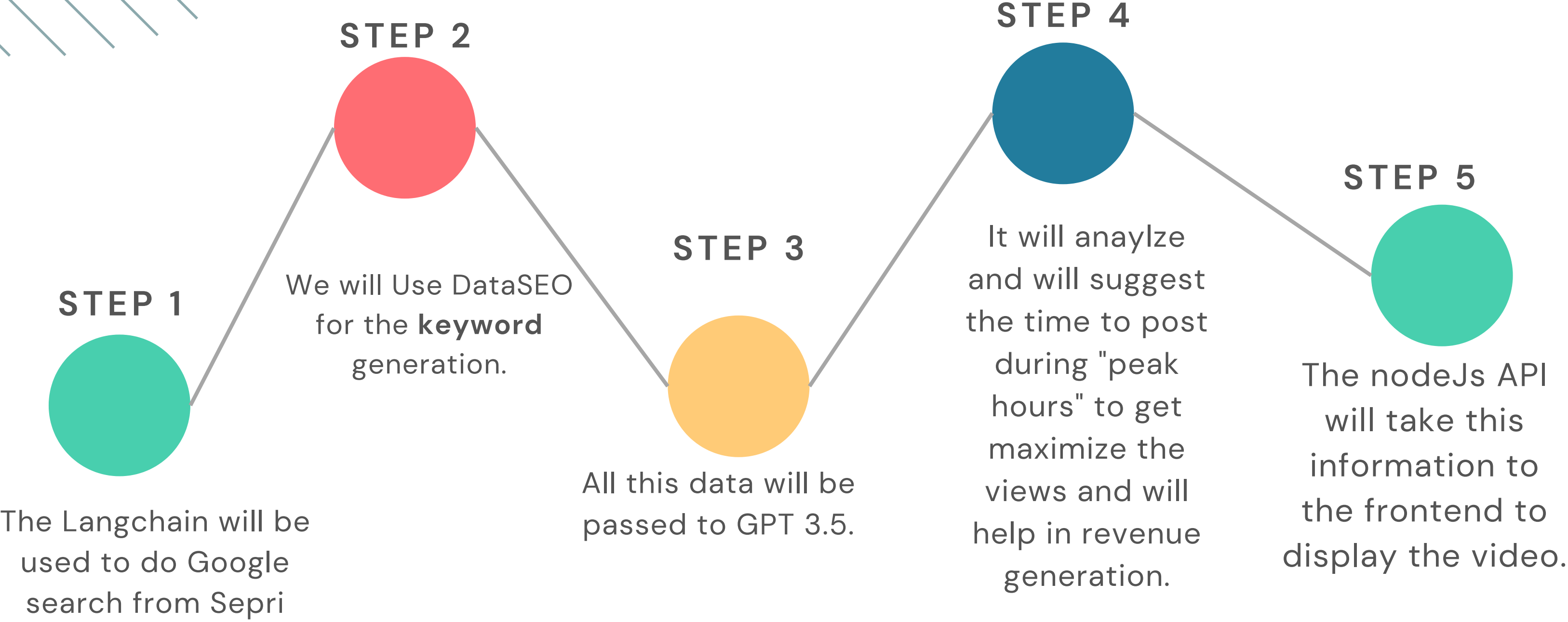


# TECHNOLOGIES USED

- We are using **Node JS** for the **backend**
- we are using **Langchain** that creates a chain to tools from sepr to do the google search
- The **DataSEO** will give us relevant **keywords** to target
- Using OpenAI **GPT-3.5** model for prompt to Content creation.
- Using **Social media APIs** to get trending keywords too
- We are using **REACT Js** for the **front-end**



# PROCESS & WORKFLOW



# REVENUE STREAMS

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- **FREE Basic Plan:**

Cost:  $\$0.088$  (per ad) \* 5 (ads) =  **$\$0.44$  per month** (our cost)

Features: Customers can create 5 ads per month

- **Pro Plan – Per Ad Cost:** Cost:  $\$0.088$  (per ad) \* 50 (ads) =  **$\$4.40$  per month** (our cost)

Cost:  $\$20$  per month per customer

Features: Customers can create 50 ads per month

**Profit Margin:  $20\$ - 4.4\$ = 15.6\$$**  from one customer

- **Hybrid Yearly Plan:**

Cost: This plan offers unlimited ads (with a cost of  **$\$0.088$  per ad**)

- Description: The Hybrid Yearly Plan comes with unlimited ad creation capabilities. Customers can create as many ads as they need throughout the year. Each ad is charged at a rate of  $\$0.088$ , and this plan provides a flexible option for those with higher ad creation requirements.

\*\*Prices are calculated with the API calls. It can vary if we use different APIs.

# MARKET SIZE



**Individuals**

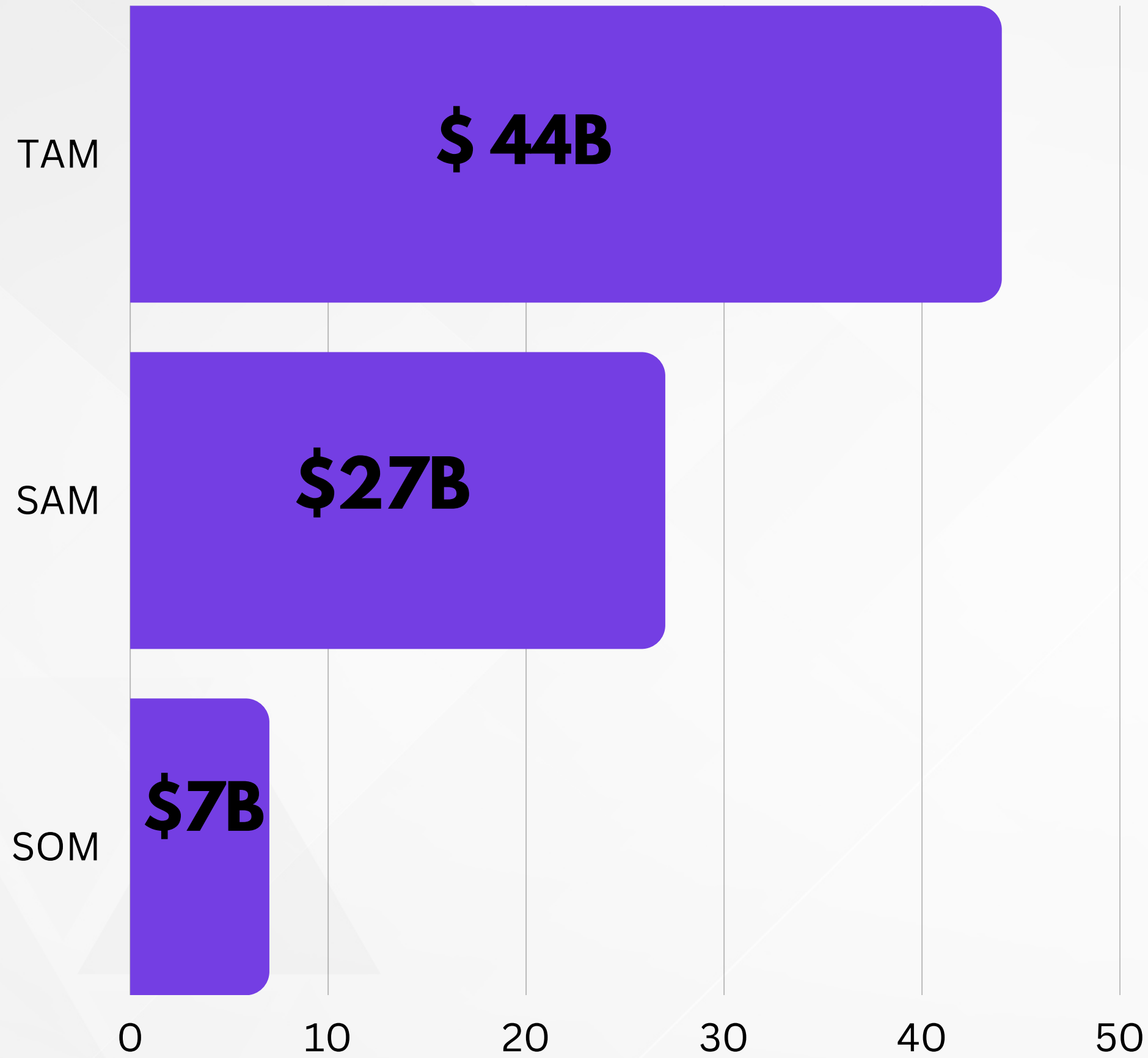


**Consultants**



**Content Creators.**





**TAM : TOTAL AVAILABLE MARKET**

**SAM : SERVICEABLE AVAILBLE MARKET**

**SOM : SERVICEABLE OBTAINABLE MARKET**

# COMPETITOR ANALYSIS

Focus on Africa

Focusing on being affordable.

Focus on being on simple

Focus on being Low Cost

Adobe, Canva

GENCRAT, DeepAI

Synthesia

And Others



# FUTURE PLANS

- AI-Powered Personalization
- Social Media Integration and Scheduling
- Advanced Analytics and ROI Tracking
- Affiliate Partnerships and Referral Programs
- Premium Templates and Features



**CUPPA AI**

# Meet Our Team



**Mark William**  
CEO & Backend



**Nisha Islam**  
Frontend Developer



**Sameen Zahid**  
Frontend Developer



**Zubair Jamil**  
Design and Business  
Development



**Syed Talal Musharraf**  
Product Manager

**DEMO**