#SmashTags

Elevate, Discover, Optimize
- Unleash Your Social Media Potential!

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Problem Statement

Creators invest substantial time and effort into generating high-quality content that resonates with their intended audience. However, even the most exceptional content might remain unnoticed making content undiscoverable by the target audience and the broader online community.

Inadequate descriptions, vague titles, and outdated or **irrelevant hashtags** limit the visibility and reach of the content, preventing it from reaching its potential viewership.

Idea Brief

AI-powered solution to transform content optimization across various social media platforms like **Instagram, Twitter, YouTube, Podcasts, Blogger**. Tackle the complexity of crafting platform-specific titles, captivating descriptions, and effective hashtags, to elevate engagement and amplify content discovery across diverse social media platforms.

Tech-Stack

Front-end

ANGULAR JS, JavaScript framework that simplifies dynamic web app development through two-way data binding and modular components, enhancing user interface responsiveness.

Backend

FLASK, Python web framework known for its simplicity and efficiency in building web applications and APIs, making development straightforward with its concise yet powerful tools.
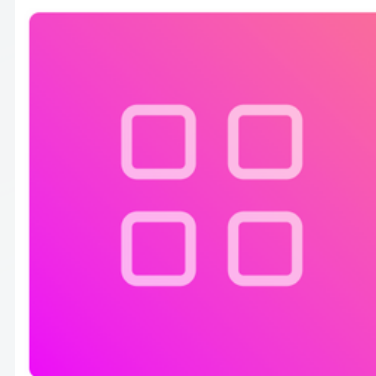
Machine Learing

CLARIFAI,Unleash the power of Production AI with an enterprise-grade Computer Vision, NLP & Generative AI platform

ML Models

Different models from are **clarifai** used to handle multi modal data like text, images, audio, etc.

Llama-2-7b

llama2-7b-chat
5

▣ Text To Text

Llama 2-Chat is a fine-tuned large language model(LLM) optimized for dialogue use cases.

Ⓜ meta / Llama-2 Updated at Aug 25, 2023

BLIP-2

general-english-image-caption-blip-2
2

▣ Image To Text

BLIP-2, a scalable multimodal pre-training method that enables any Large Language Models (LLMs) to ingest and understand images, unlocks the capabilities of zero-shot image-to-text generation...

Ⓢ salesforce / blip Updated at Aug 01, 2023

Wav-2-vec-base-960

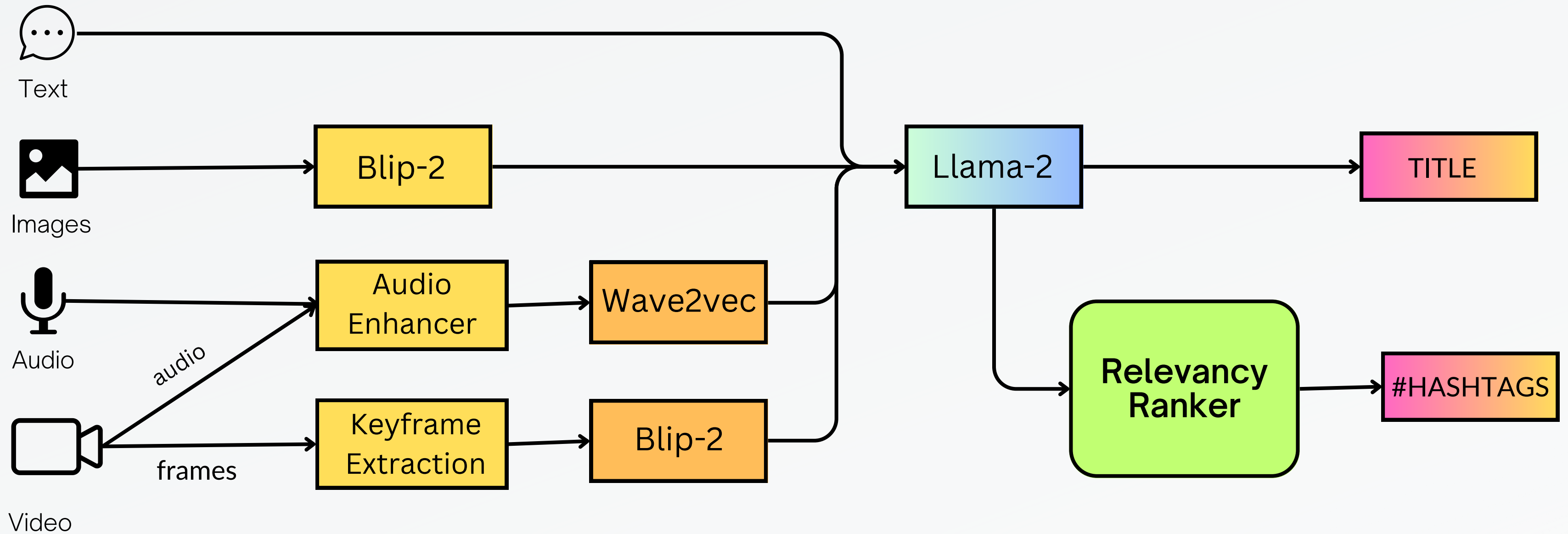### asr-wav2vec2-base-960h-english
7

▣ Audio To Text

Audio transcription model for converting English speech audio to English text

Ⓕ facebook / asr Updated at Apr 14, 2023

Workflow

Market Opportunity

The Global Digital Content Creation Market to Hit **US$ 181.4 Bn** in **2032** and is estimated to expand at a **CAGR by 25.7% (Y-O-Y)**

Types of content produced by creators

Popular Content Produced by Creators

Writing	Video & Audio	Social Media
📄 Blogs	Vlogs	Testimonials
✍️ White Papers	User-Generated Content	Infographics
📖 eBooks & Guides	Live Streams	Contests
✉️ Email Newsletter	Reels	Announcements
📝 Product Content	Tutorials & courses	Social Posts
📕 Case Studies	Interviews	Reviews
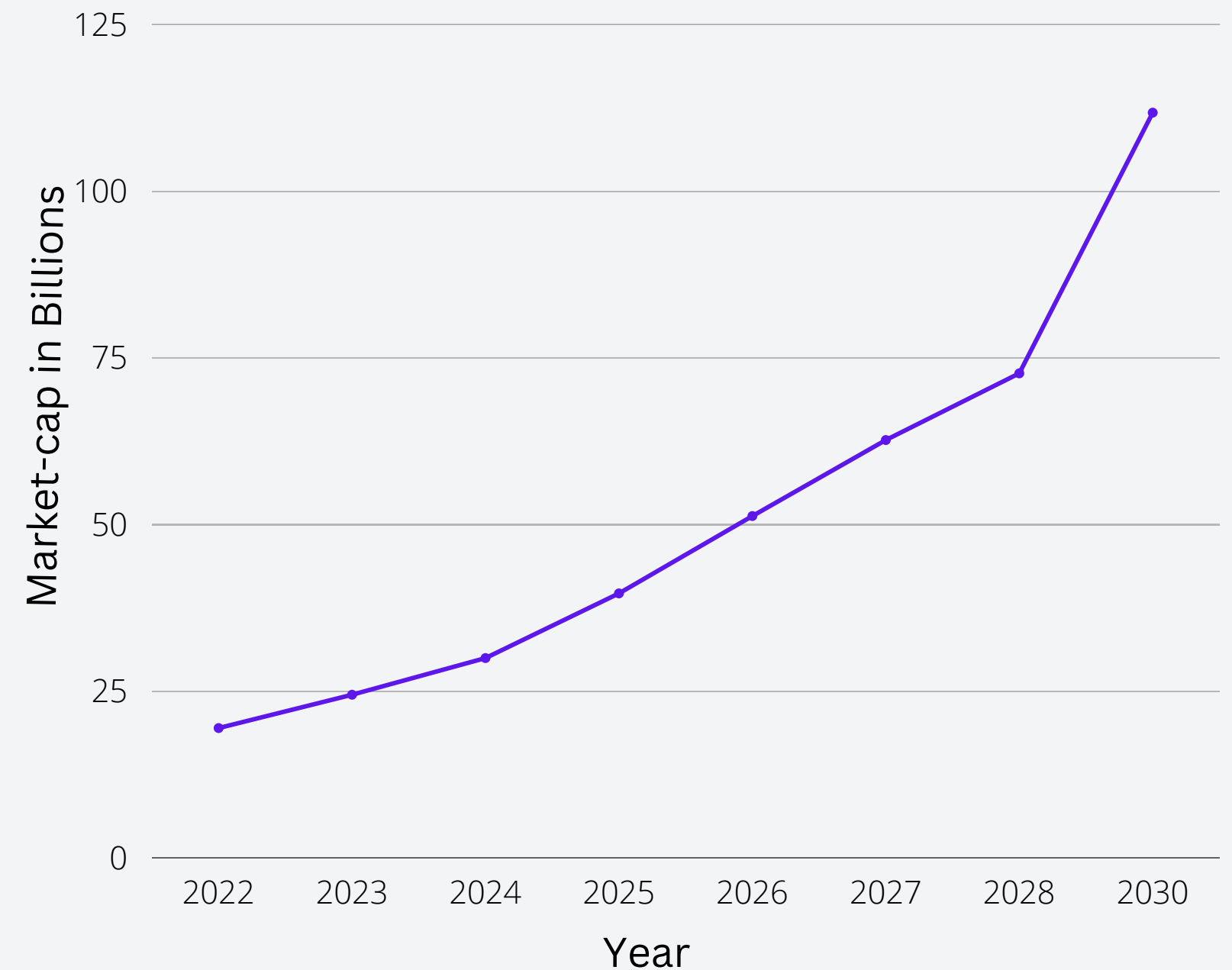
Revenue Model

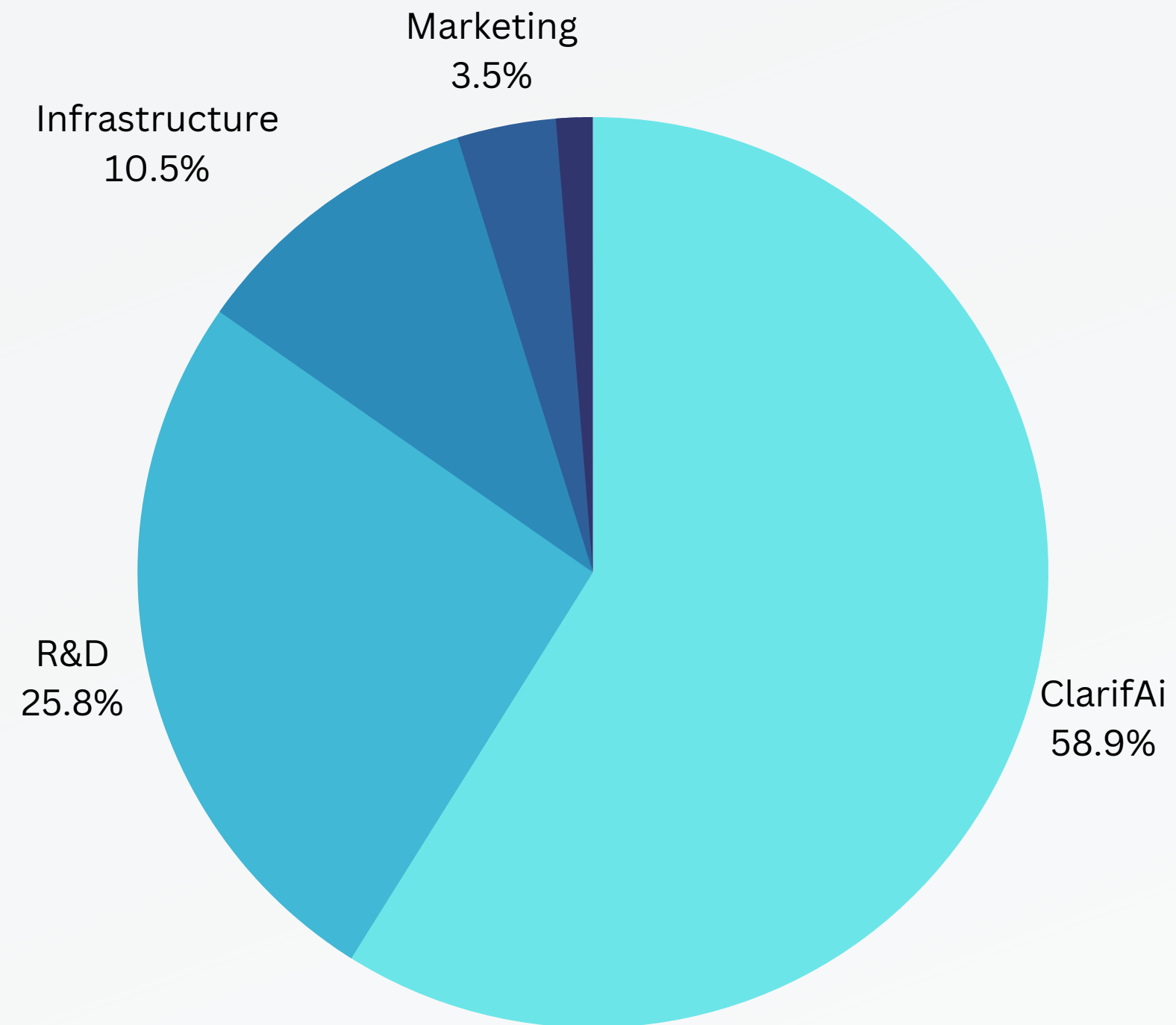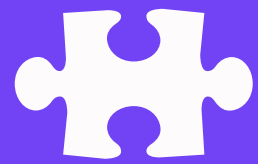| Starter Stream	Influence Impact	Premier Presence
30 textual-posts	50 textual-posts	**Unlimited** textual-posts
15 images per month	30 images per month	**50** images per month
No audio/video	2 hrs audio/video	**5** hrs audio/video
$29.99/month	$49.99/month	**$99.99/month**

Financial Management

Future Scope

Integrate browser extension for seamless content sharing and optimization with platform compatibility

BROWSER EXTENSION

Expand reach with multilingual support for diverse global audiences

MULTI LINGUAL
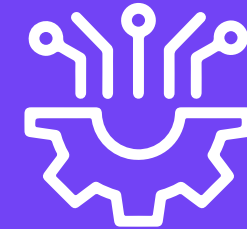
Parameter Efficient Fine Tuning, a small number of (extra) model parameters while freezing most parameters

FINE TUNING

Thank You