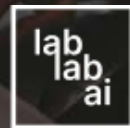


Project presentation (TaleCraft)

Team name:
8bit Invaders

Our Team

- Behind this innovation is our talented team.
- Our team members are:
 - **Harish Mahto - Backend**
 - Developed scalable backend systems and ai models for multiple projects.
 - **Surbhi - Frontend, Content, and Presentation**
 - Designed user-friendly interfaces and led content creation for several applications.
 - **Diksha - Backend and Graphic Designing**
 - Expert in backend development and graphic design, with a portfolio of creative projects.



Problem Statement

- Traditional storytelling and education methods fail to engage digital users.
- Static text reduces text and comprehension.
- Need for converting text into interactive, animated visual stories.
- Classic books and study materials become engaging animations, enhancing learning and interest.

The solution

- Problem Solved: Enhances engagement and comprehension in storytelling and education.
- User-Generated Stories: Input keywords/themes to generate personalized animated stories.
- AI Technologies: Utilizes Llama 3 for natural language processing and generation.

- Case Study: Teachers convert textbook chapters into engaging animations for better student understanding.
- Advantages - Engagement: Animated content captivates users, improving retention.

Advantages - Creativity: Users can bring their ideas to life with unique visual stories.

Market Opportunity

- Market Size: E-learning market to reach \$325B by 2025; interactive content segment at \$75B.
- Growth Trends: E-learning grows from \$200B in 2020 to \$325B by 2025; interactive content from \$40B to \$75B.
- Target Audience: Includes educational institutions, parents/students, and corporate training sectors, general reading community.

Competitive Analysis

- Google Classroom: Strong in management; no animated storytelling.
- Storybird: Static stories; no dynamic content

Unique Selling Proposition

Animated Storytelling: Engaging, dynamic visual stories.

Versatile Use: Supports creative and educational content.

Revenue Model

- Freemium: Free basic access; premium features via subscription or in-app purchases.
- Institutional Licensing: Bulk licenses for schools and organizations.
- Advertising: Revenue from in-app ads and sponsorships.

Demo



Future Prospects:

- Content Integration: Transform pre-loaded books and stories into interactive, visual formats.
- Education: Integrate into school curricula for interactive learning.
- Corporate Training: Develop visual training modules for businesses.
- Publishing: Partner with publishers to digitize and visualize books.

- AR Features: Add augmented reality for immersive storytelling. Use visuals; infographics, flowcharts, tables or photos.
- Global Reach: Localize content for international markets.
- Advanced AI: Enhance story creation with advanced AI features.

Thanks!

