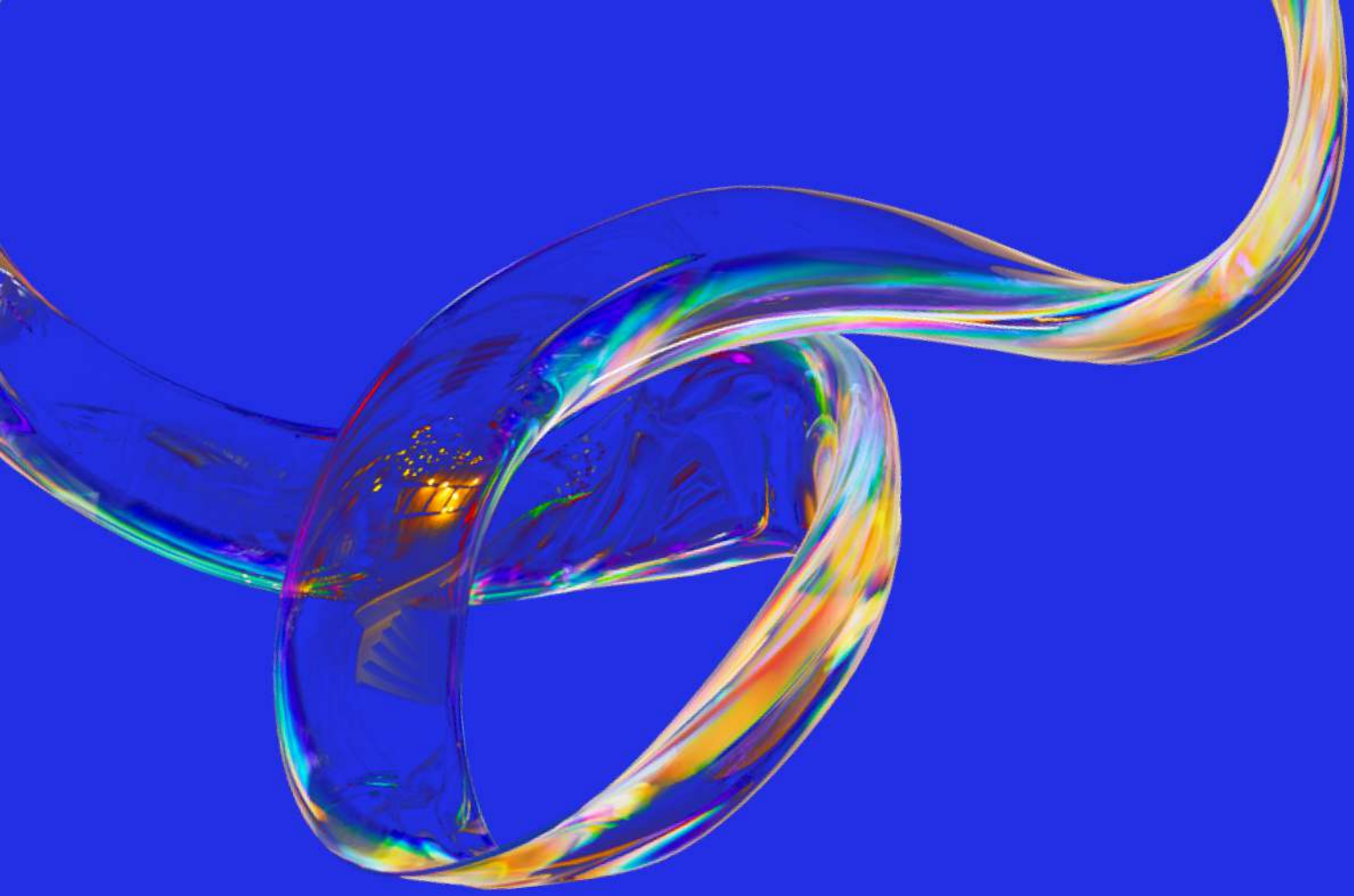# memoire

MEMOIRE PITCH DECK

INTRODUCTION

Memoire is an innovative AI-powered tool designed to simplify the creation of narrated videos.

In just minutes, users can upload photos, generate AI-driven scripts, voiceovers, and background music, creating professional-quality videos effortlessly.

Our mission is to make video content creation accessible, fast, and affordable for everyone.

PROBLEM STATEMENT

→

High Costs of Video Production

Creating quality narrated videos is expensive, often requiring professional voiceover artists and editors.

Time-Consuming Process

Traditional video production involves multiple steps like scriptwriting, recording, and editing, delaying time to market.

Lack of Technical Expertise

Many users lack the skills needed for engaging video content, making complex editing software a barrier.

OUR SOLUTION

AI-GENERATED DESCRIPTIONS

CUSTOMIZABLE AI VOICEOVERS

AI-POWERED MUSIC GENERATION (WIP)

SEAMLESS MEDIA SORTING & TRANSITIONS

OUR CUSTOMERS
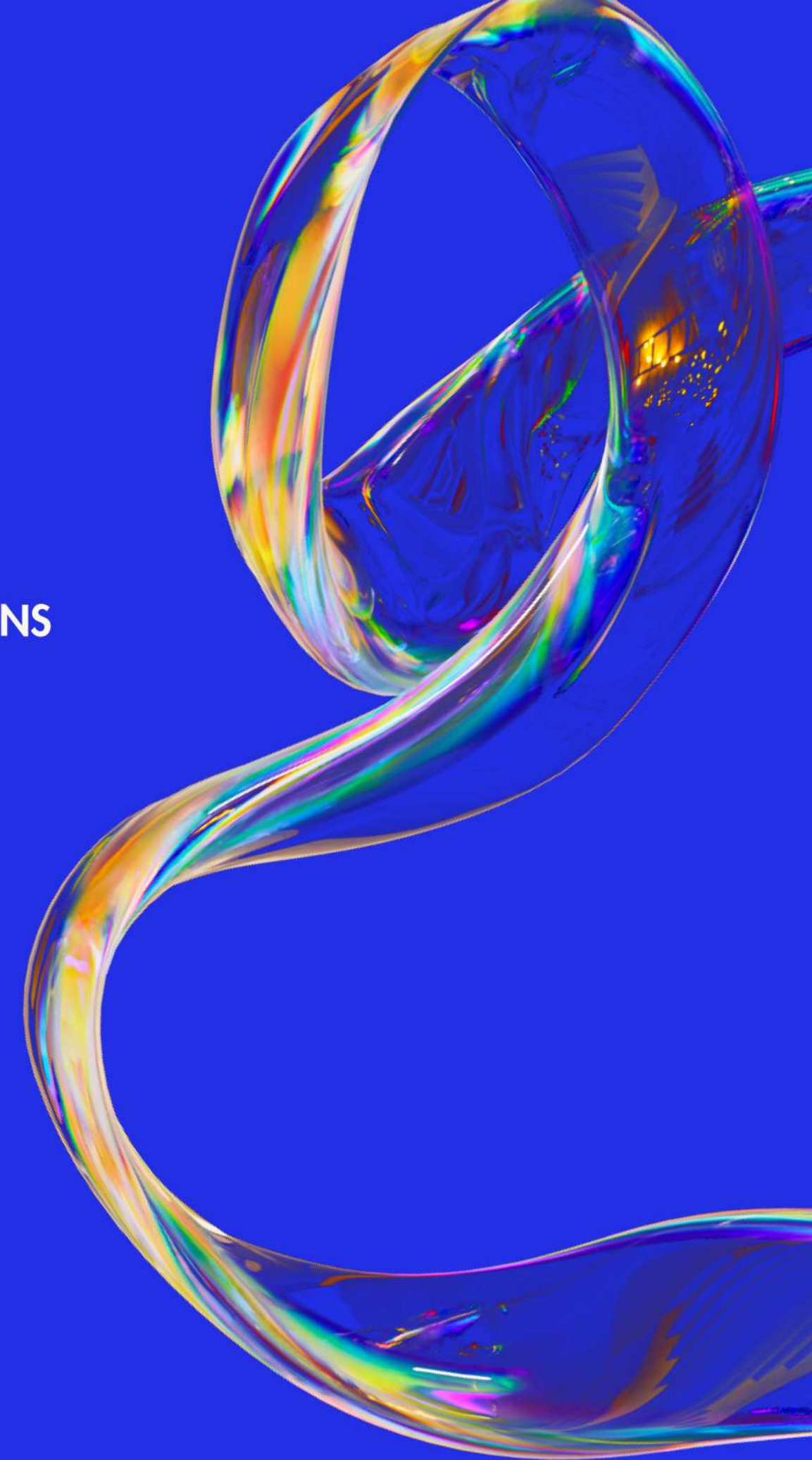
SMALL BUSINESSES

EDUCATORS

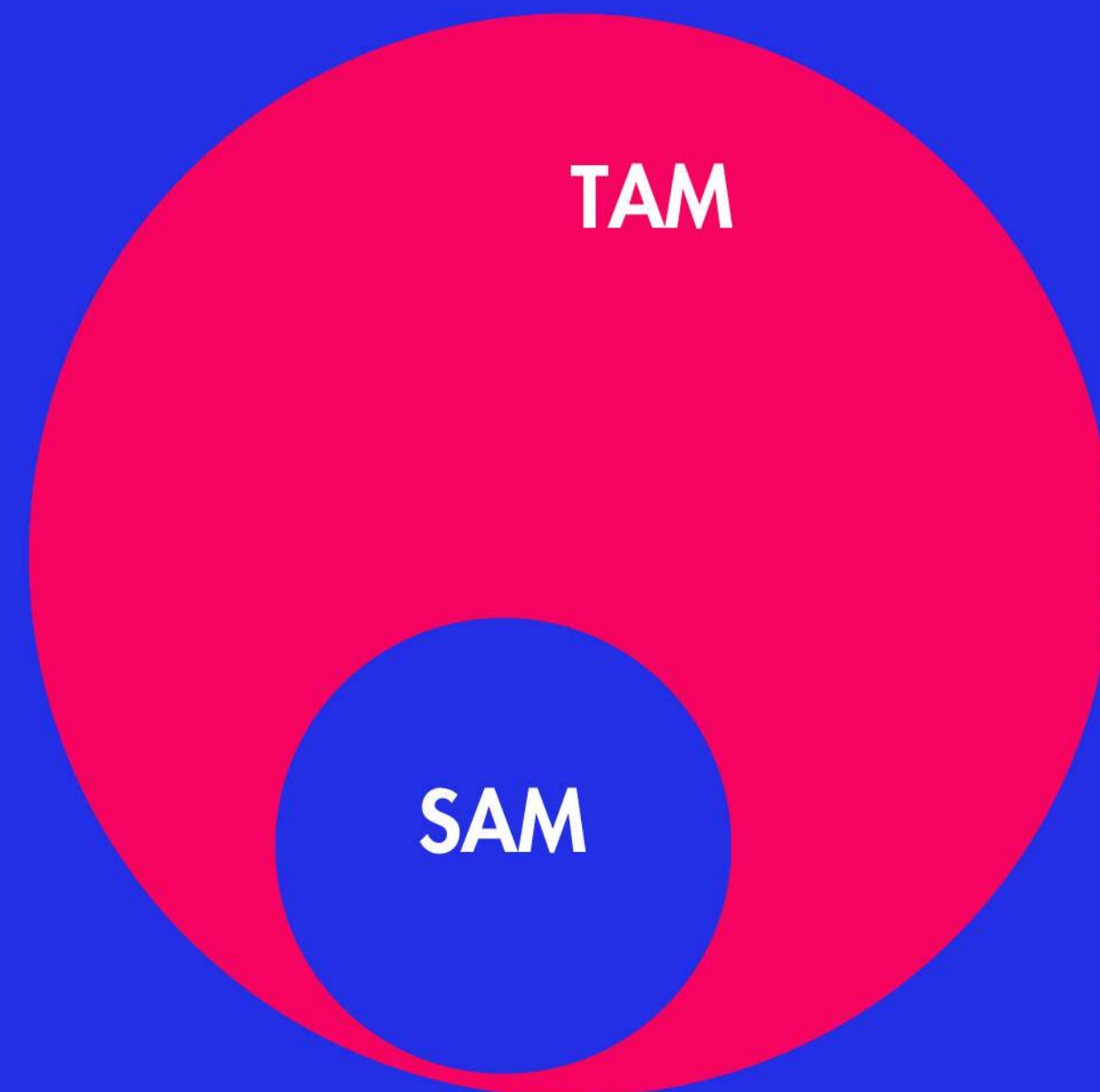**EVENT PLANNERS**

CONTENT CREATORS

MARKET OPPORTUNITY

Total Addressable Market (TAM): The global AI content creation market is valued at $2.1 billion as at 2023, growing at a CAGR of 17.63%.

Serviceable Addressable Market (SAM): Memoire targets a $150 million segment, focusing on SMBs, content creators, educators, and event planners needing cost-effective, AI-powered video tools.
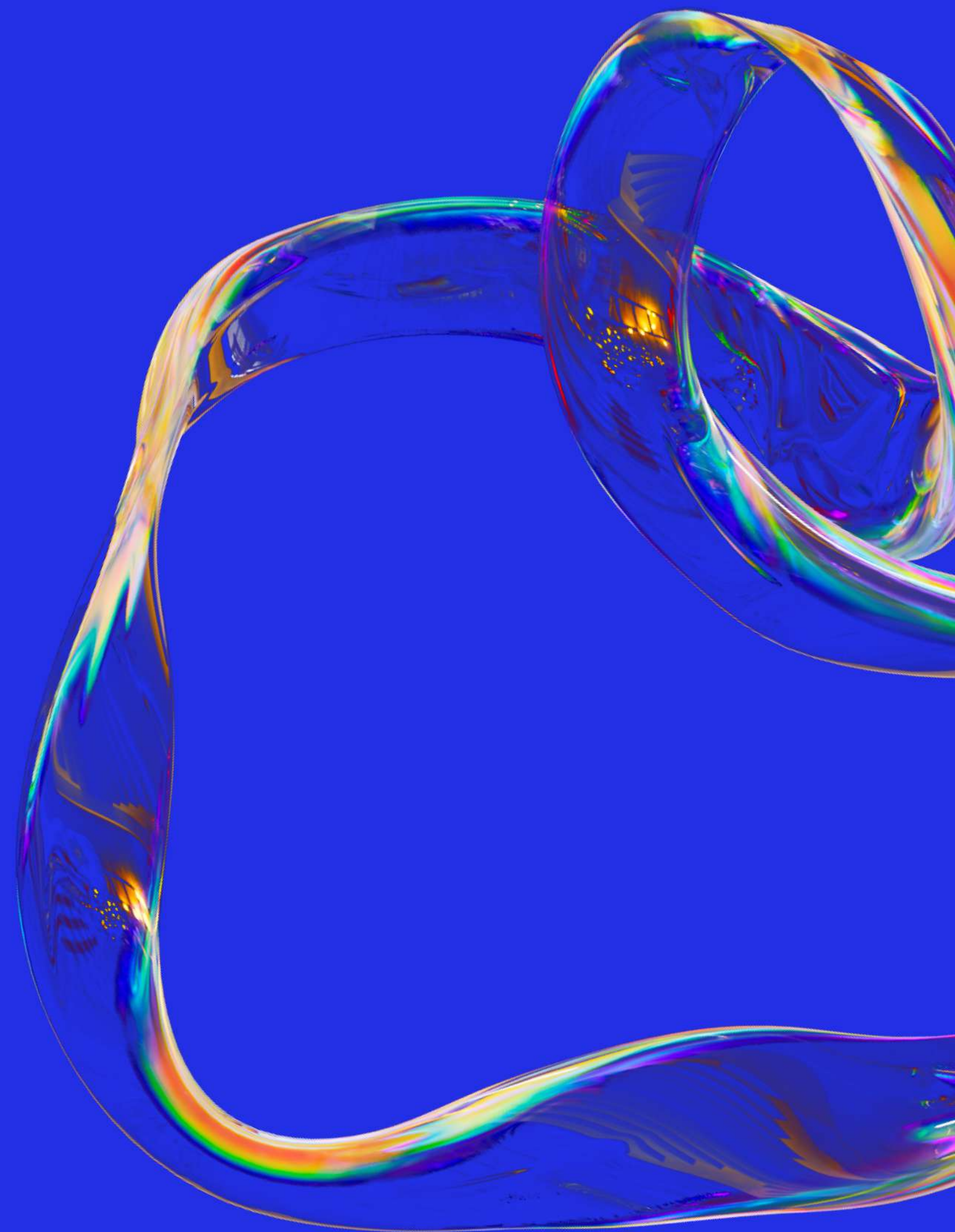
TAM

SAM

MEET THE TEAM

OMEZIBE OBIOHA

Team Lead

PARTNERS

lablab.ai

LABLAB AI NEXT

Accelerator Program

COMPETITION

1. VEED.IO

Strength: Full-featured

Weakness: High learning curve, expensive, confusing for a non-tech-savvy person

Memoire's Advantage: Minimal learning curve, easy to use, cheap

2. CANVA PRO

Strengths: Relatively cheap (compared to the amount of AI tools offerred)

Weakness: Poor AI generation

Memoire's Advantage: Relatively good AI generations

REVENUE STREAMS

1. SUBSCRIPTION PLANS

There will be three subscription tiers with increasing number of features the higher the tier. There will also be a free tier but with limited features. Free users will get a limited amount of credits to try out the platform.

2. EXTRA CREDIT PURCHASE

After a user expends their monthly credits, they'll be able to purchase additional credits for use within the boundary of their current plan.

CONCLUSION

Memoire simplifies video creation with AI features, offering a faster, more affordable, and user-friendly experience.

Our unique blend of AI-generated scripts, voiceovers, and music, while being affordable, sets us apart, making Memoire the ideal choice for effortless, high-quality narrated videos.

memoire

THANK YOU!

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