INFOGRAPHAI APP

ML Team

App Founders

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Problem Description

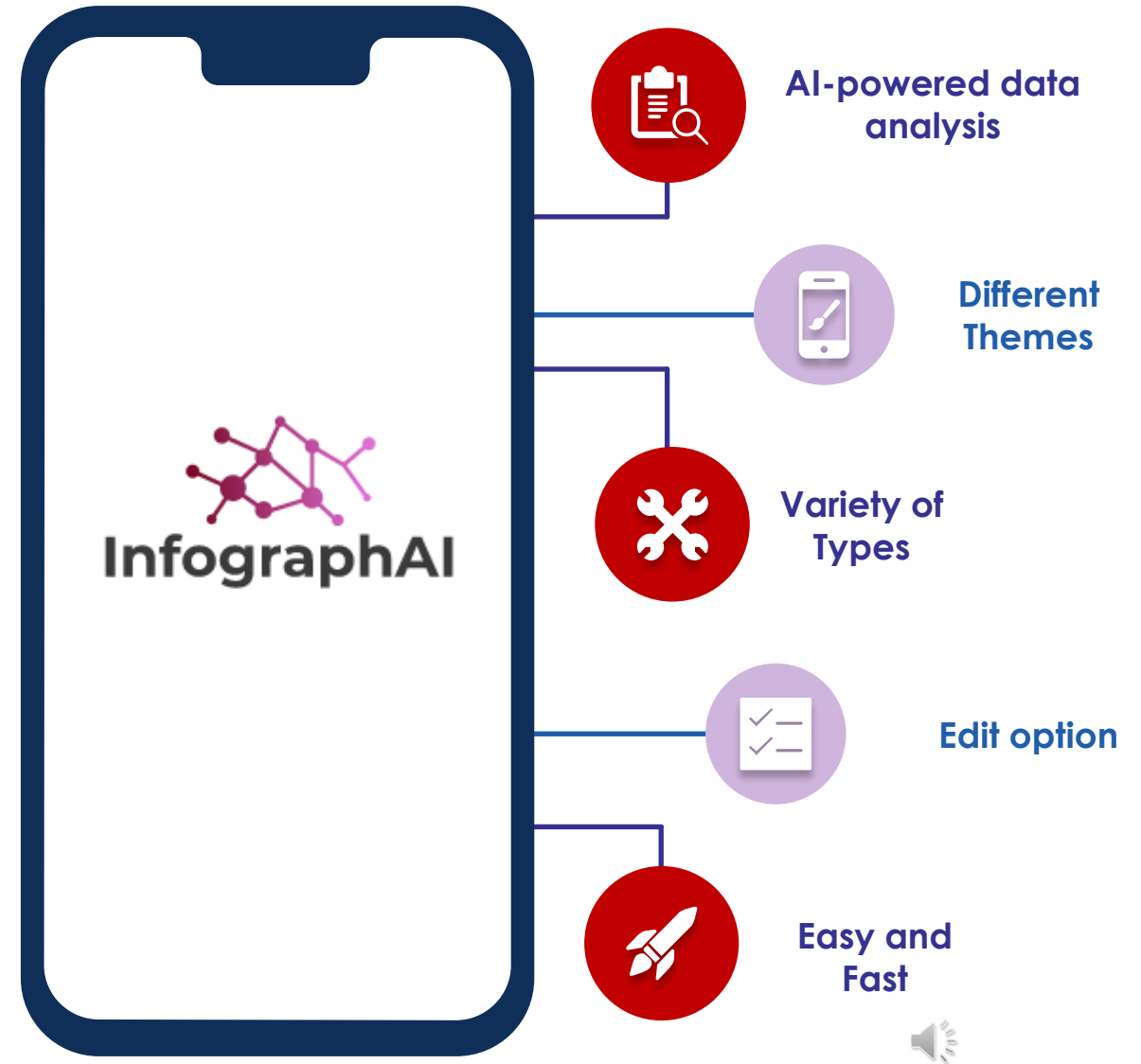**Data** is generated **so fast nowadays**, and saving time on less important tasks is critical.

Online infographics tools **require a lot of time** to customize their templates or **cost a lot** to get someone to design it for you.
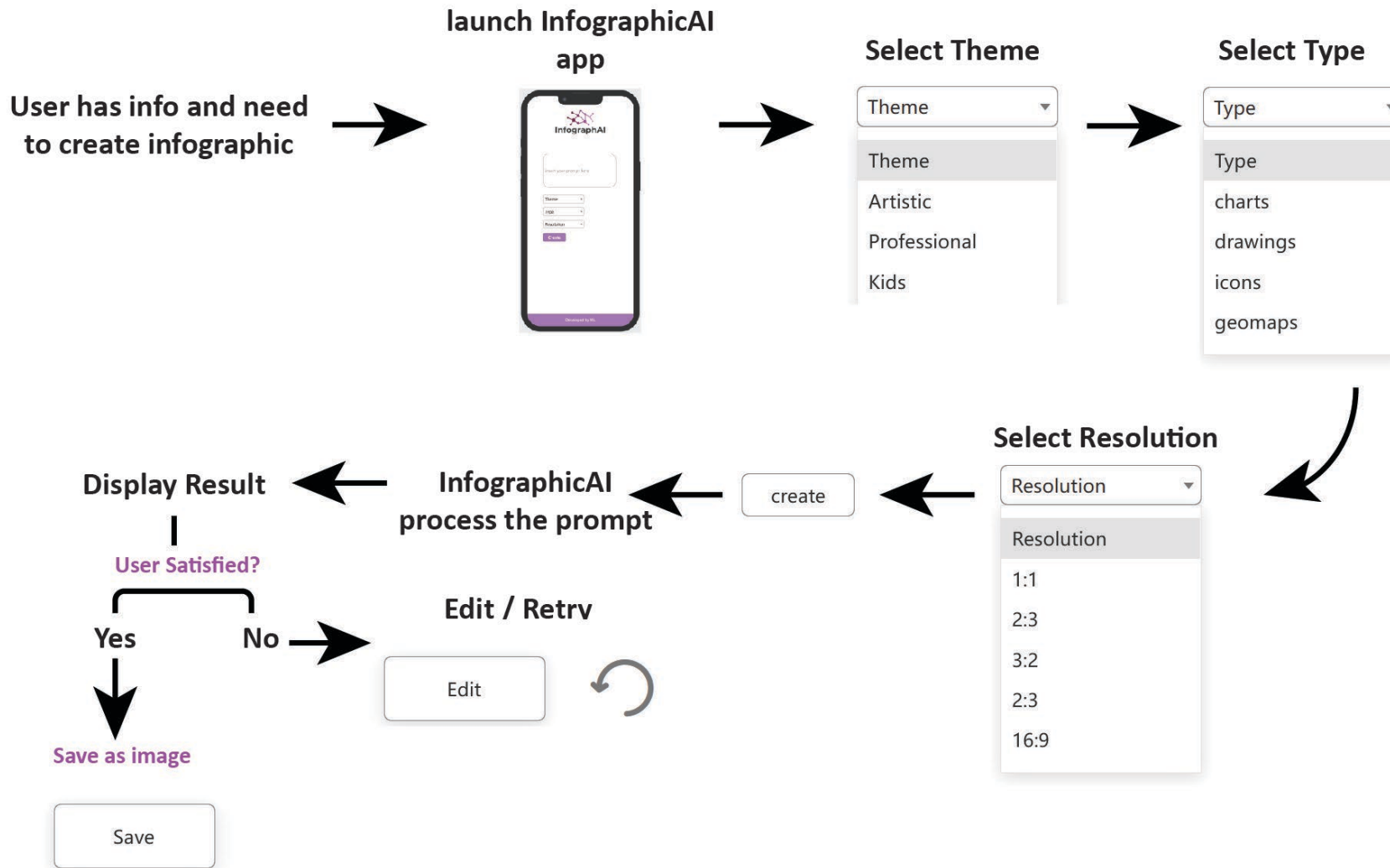
InfographiAI

- Our Infographic AI app utilizes **generative AI** to **create infographics** like a breeze.
- **Save** your **time** for more important tasks and let AI do its magic.

The app can help users communicate complex data and information in an accessible and engaging way.

InfographAI

AI-powered data analysis

Different Themes

Variety of Types

Edit option

Easy and Fast

User Journey

Business Model

Subscription-based app and credit based payment.

	Free Trial	Weekly 15 SAR 780 SAR/Year	Monthly 28 SAR 336 SAR/Year	Yearly 299 24 SAR/month
Number of prompts per day	2 prompts only**	10***	10***	10***
Edit option	✕	✓	✓	✓
Support	✕	✓	✓	✓

*Our pricing model is determined by benchmarking against other AI applications.
** Free trial ends after two prompts.
*** user can buy additional prompts, 5 SAR/prompt

Target Audience

Business-to-Consumer (B2C)

Preferred Markets	Benefits
Marketing	Save time
	Ensure originality
Healthcare	Save Time
	Easy to reflect updates/changes
Education	Adoptability (Based on the need and situation)
Finance	Find complex relationship
	Fast and better communication

Demo

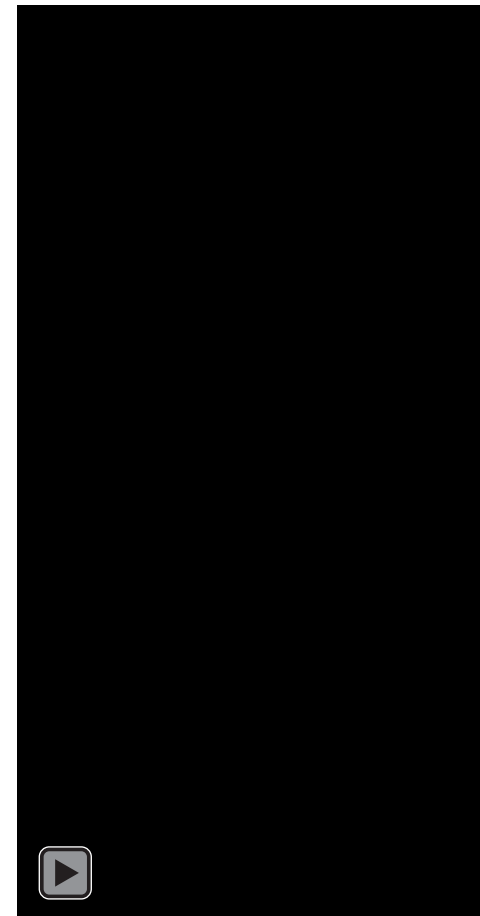**Scenario:** User needs an infographic building evacuation steps in fire emergency

Prompt:
create an infograph of fire emergency building evacuation, the written steps are:
Sound the fire alarm and call emergency services,
Stay low and check for hazards before leaving,
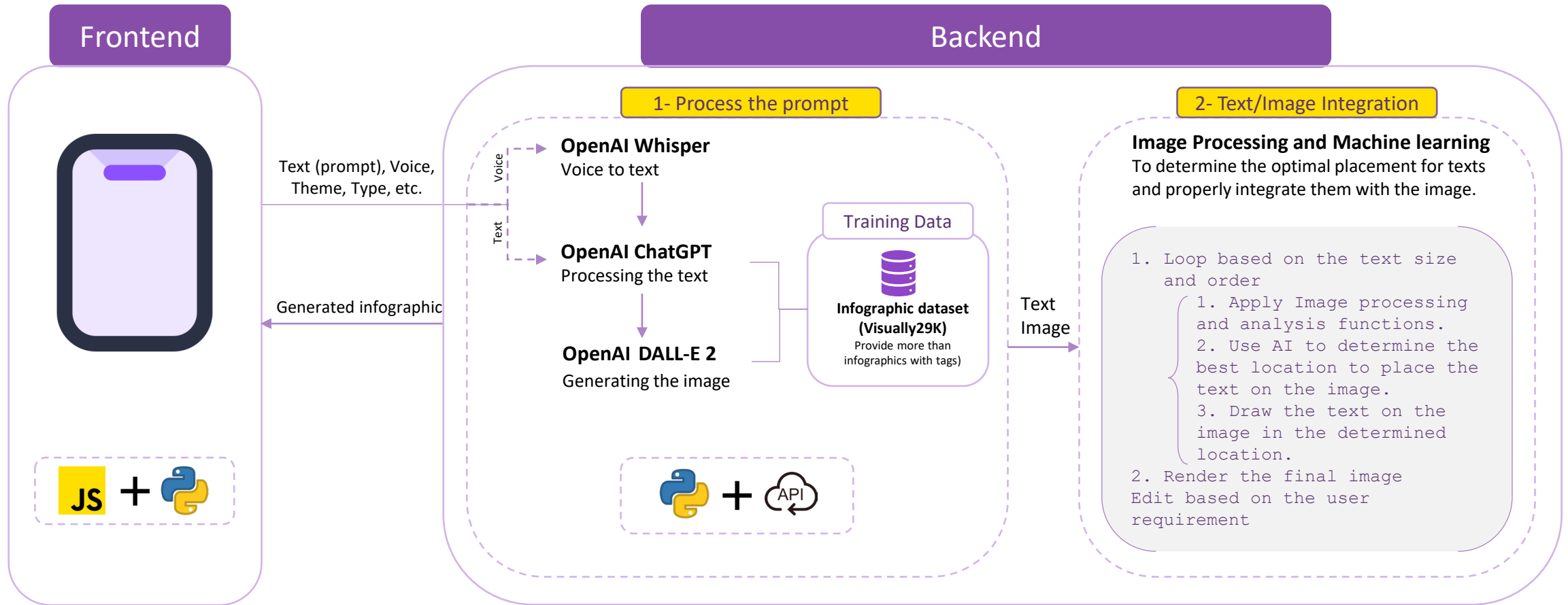Use the stairs, assist others, and follow the escape plan,
Meet at the designated area, wait for further instructions, and do not panic.

Demo video

App Architecture

Frontend

Backend

Text (prompt), Voice, Theme, Type, etc.

Generated infographic

Voice

Text

1- Process the prompt

OpenAI Whisper
Voice to text

OpenAI ChatGPT
Processing the text

OpenAI DALL-E 2
Generating the image

Training Data

Infographic dataset (Visually29K)
Provide more than infographics with tags)

Text
Image

2- Text/Image Integration

Image Processing and Machine learning
To determine the optimal placement for texts and properly integrate them with the image.

```
1. Loop based on the text size
   and order
   1. Apply Image processing
      and analysis functions.
   2. Use AI to determine the
      best location to place the
      text on the image.
   3. Draw the text on the
      image in the determined
      location.
2. Render the final image
Edit based on the user
requirement
```

Thank You

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