

# Video App

Short video recorder using neural networks

tuloma



# More than 3.5 billion mask users by 2022

## Facebook

\$2.4 billion



\$15 billion



- **\$2.4 billion** spent on advertising using masks
- **\$ 15 млрд** amounts to **прибыль** companies from advertising using masks



**70%** from **186 млн** active users use masks daily

What about the others?

## Avatarify

Top 1 in downloads in 12 countries for 3 weeks

## FaceApp

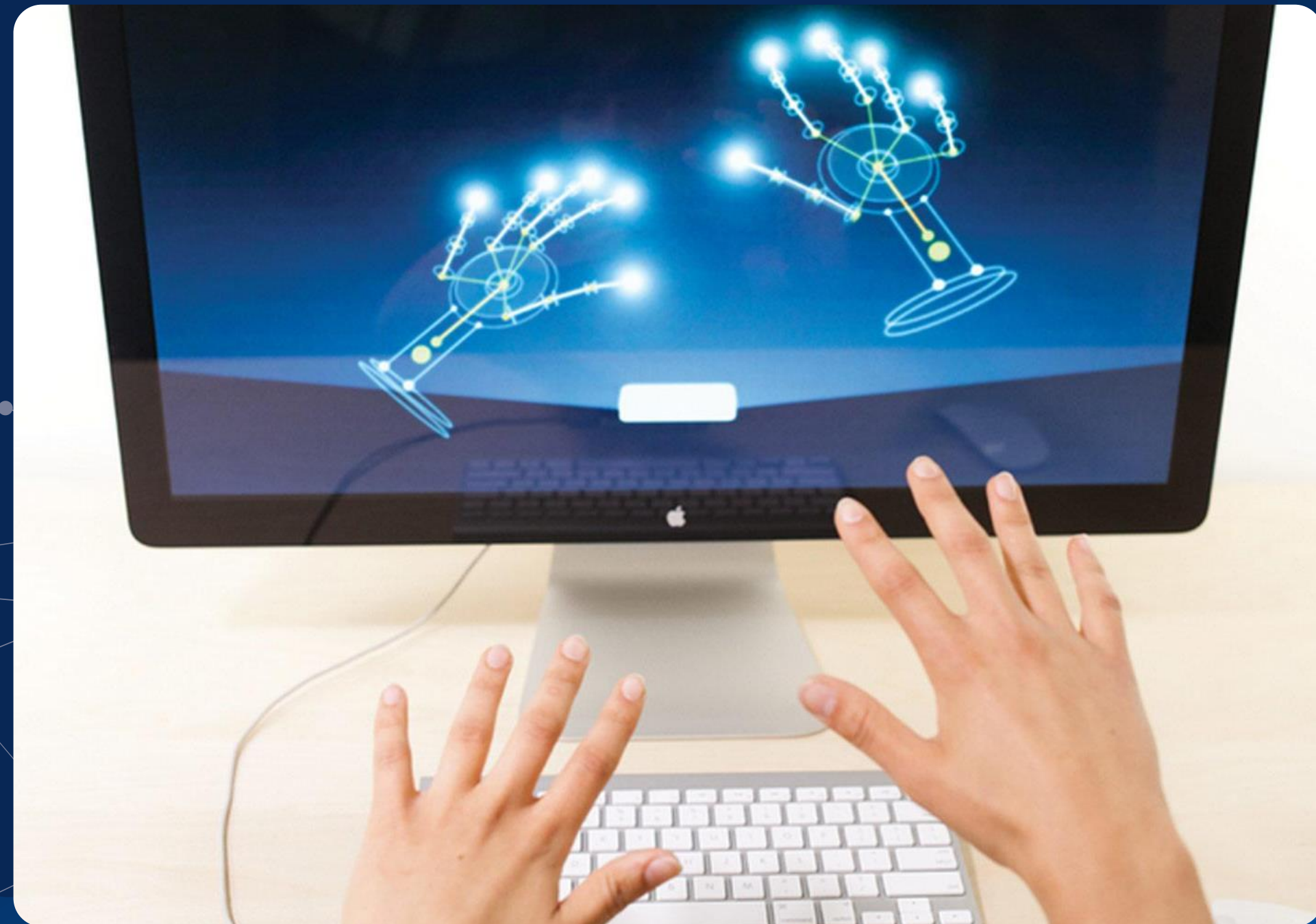
More than 150 million downloads in 2 months

### Sources:

1. Analytical portal AR Insid er
2. News portal Engadget
3. Analytical platform Digi-Capital
4. News portal MediaPost
5. Deloitte Research Center te

# How it works

Technologically so under the hood



## Unity3d

The game engine allows you to implement mechanics that are not available to existing mask editors



## Quantised neural networks

Inference of neural network models is possible in real time on a large number of devices



## Gesture recognition

Gesture and motion recognition for content gamification and filming control



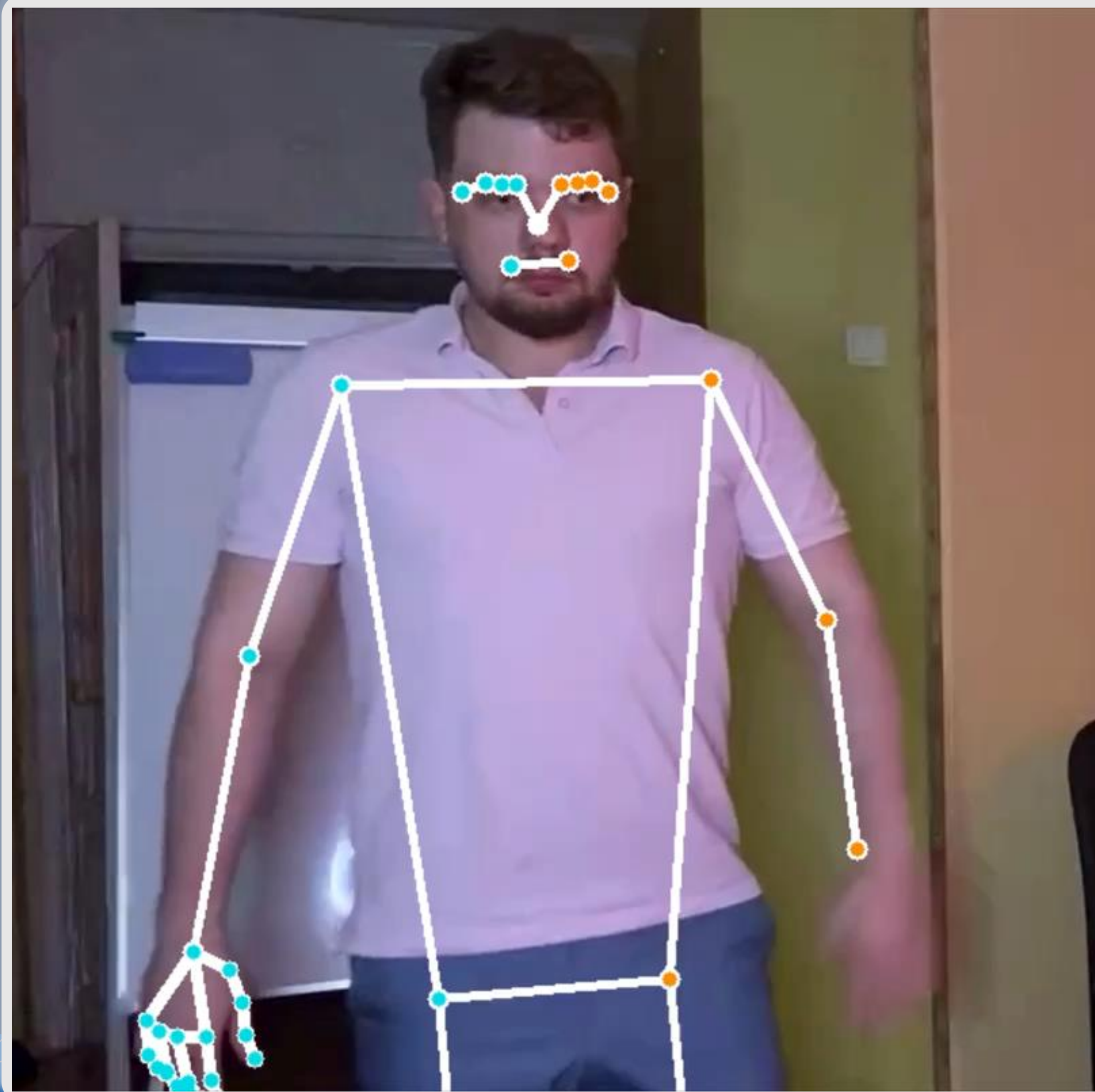
## Добавляем к этому

Classic and monetization game mechanics!

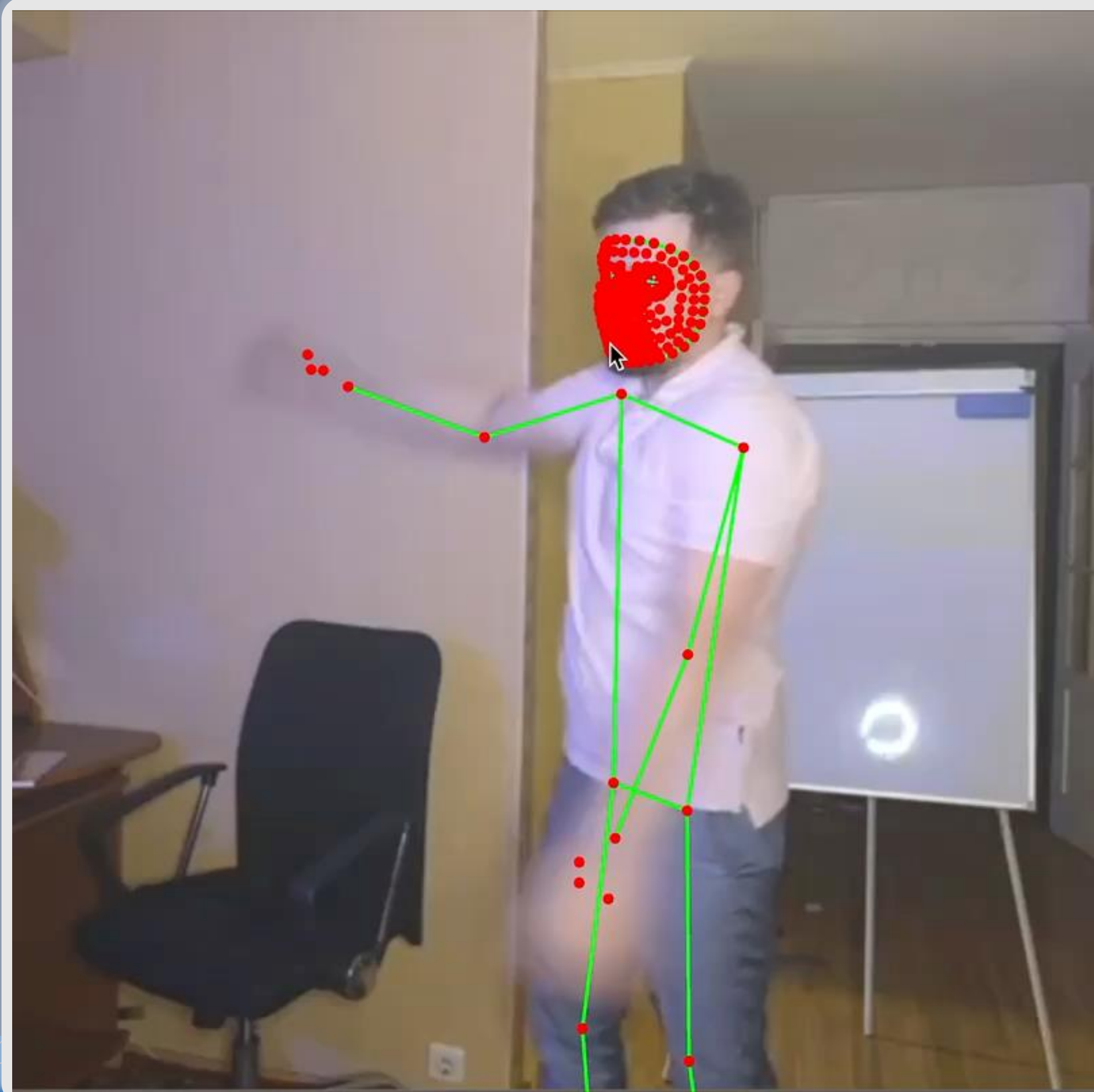
# Video App in Action



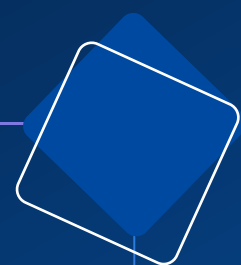
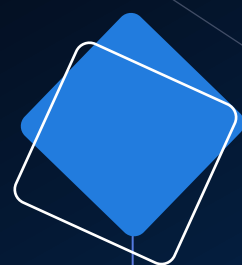
# Video App in Action



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The concept involves providing filters and masks as rewards for interaction, time spent, activity



## Содержимое

- Masks
- Effects
- 3D content

## Взаимодействие

- Gesture transitions
- Mini games
- Challenges
- View media advertising

## Интерфейс приложения

- Opportunity users have unique items
- Providing 20% remuneration in first year from each attracted client

# Technical capabilities

1

**Работает**

- Body tracking
- Hand tracking
- Face tracking
- Background replacement (segmentation)
- StyleGAN

2

**Нужны тесты**

- Shoe tracking
- Gesture recognition
- Animal masks

3

**В планах**

- Mesh reconstruction
- Other GAN grids (Anime style, age, gender)
- Voice recognition
- Receive notifications

8



# Launch strategy

## Формирование продуктовой команды

We are assembling a team. DS, unity-dev, CG generalist, backing, SMM

## Софт лонч

Launch of pilot versions in several regions

## Релиз

Full-fledged launch on platforms

## Дальнейшее развитие

Working with brands. Introduction of new mechanics. Adding quality new content (3D ML, geo). Creation marketplace for artists' earnings

01 month

02 month

03 month

4-6 month

06 month

6-12 month

Further

## Разработка и дизайн

Design critical number of masks for start, IAP tools, UX/UI

## Тонкая настройка механик

Feedback and statistics use for formation pricing policy monetization

## Реклама и продвижение

Constant addition new mask presets, focusing on existing trends, and the formation of new



Fund**ZeroGravity Foundation** provides financial, marketing and management support of the project



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