

Dashtoon at a Glance



Soumyadeep Mukherjee
Co-Founder, Dashtoon

Dashtoon at a Glance



Soumyadeep Mukherjee

@dementorSam

Who am I?



Soumyadeep Mukherjee

Co-founder and CTO at



1x Failed Founder

Previously built,

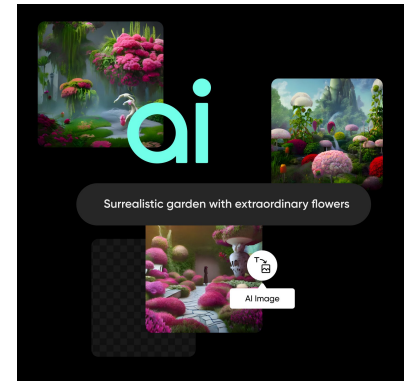
- Warehouse robotics and cloud infrastructure at udaan
- Cancer diagnosis AI + hardware at morphle labs
- Data Infra at Appdynamics



Why Dashtoon?

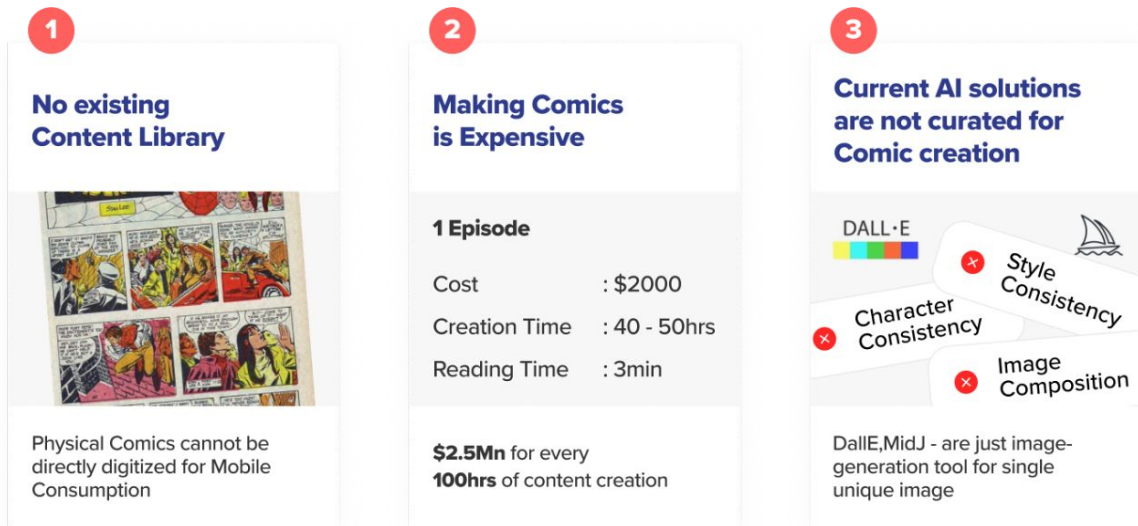
- Content is Format Agnostic
- Content Depth and Breadth drives platforms
- Creation cost disruption with Generative AI
- Creator Economy Enabling

1. A large percentage of consumers identify as creators
2. Over 200 Million People Consider Themselves As Creators
3. Content Creators Can Earn Over \$50k a Year
4. The Global Influencer Market Size Has Increased To \$21 Billion In 2023



Problem

Mobile friendly 'Digital Comics' are not available for American consumers



Sequential Content Creation like comics with GenAI is a possibility


No tool or model exists in the world to create **production quality comics**



Solution

We built Dashtoon Studio : First & Only in the world to create monetizable content with GenAI

Content
Build New Library



Mobile friendly format

Dashtoon AI Studio

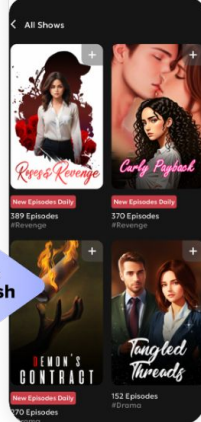
AI enabled Production

- ✓ Character Consistency
- ✓ Style Consistency
- ✓ Image Composition
- ✓ Comic Workflows

15x
Productivity Increase
50hrs → 3hrs

25x
Cost Reduction
\$2000 → \$80

Distribution



One Click Publish

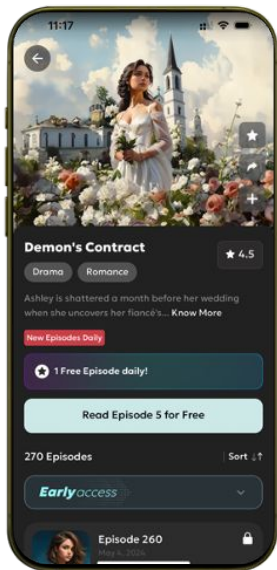
A vertically integrated ecosystem enabling supply to meet the demand

Dashtoon App

Lightning Fast Digital Comics for American Consumers

Western Stories

American Content



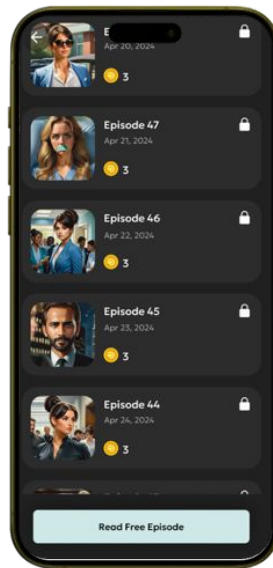
Freemium

Daily free episodes + Ads unlock



Micropayments

Pay per Episode

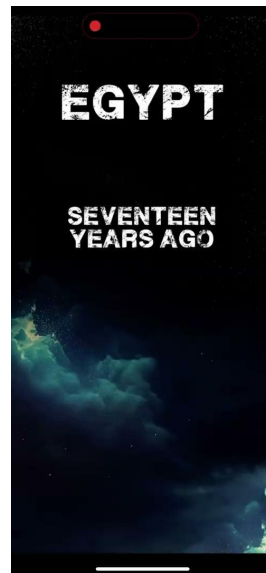


Daily New Episodes

High Publish Rate

Build for Mobile Consumption

Vertical Scrolling Graphics



Studio Demo

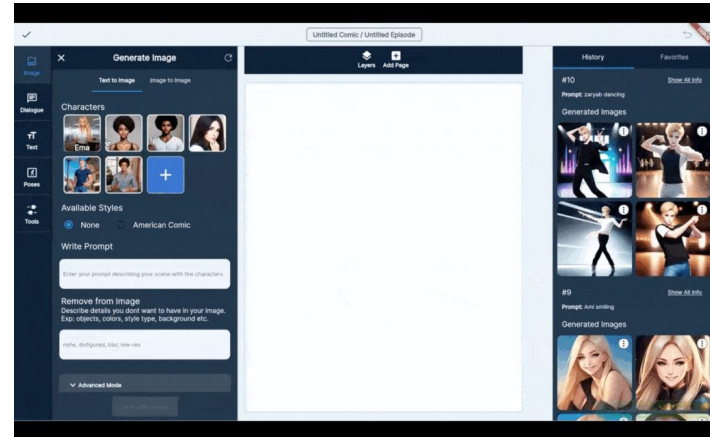
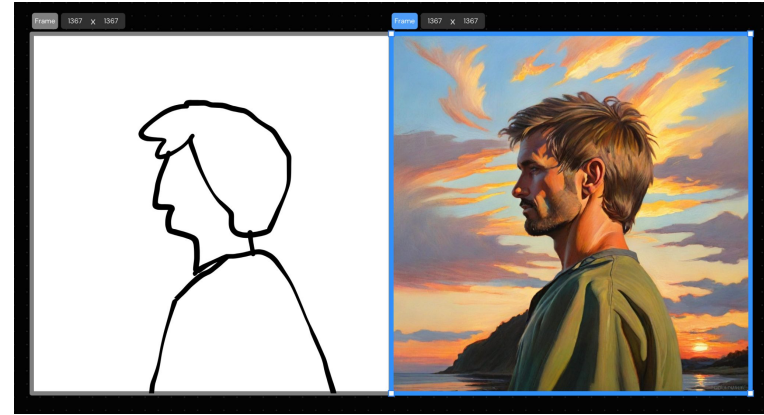


Dashtoon Studio Demo

AI Comic Creation made easy



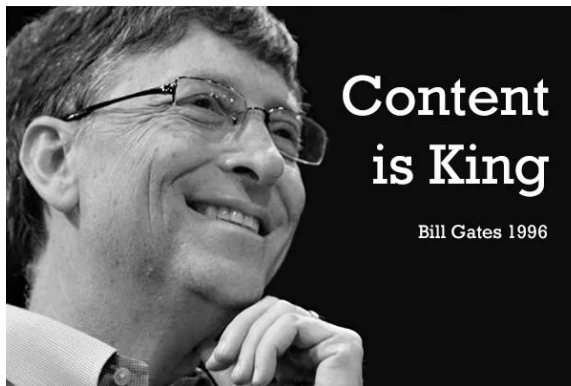
Technology at Dashtoon



Learnings at Dashtoon

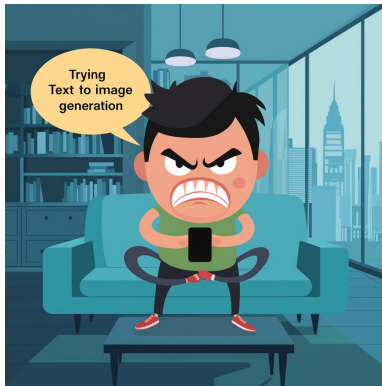
Content is Always King!

People will pay only for good content - AI or Not.



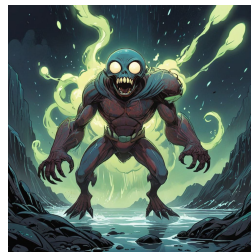
Creativity demands Controllability.

But most Generative AI today does not allow that (yet).



Unique Characterisation is hard.

Very hard!



Thank You



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