Raavito; Vision, Mission and Strategy

Raavito is a user-generated content (UGC) platform that allows creators to upload their content and set up live streams. In addition to content creators, viewers are also an important audience for our service. To attract and retain this group, we provide engaging and diverse content and communities.
According to this document, Raavito is looking for AI-based solutions and services in product and business development perspectives.

Mission Statement. Raavito empowers creators to share their stories and connect with their audience. We believe that everyone has a story to tell, and that by providing a platform for creators to share their stories, we can help build a more connected and empathetic world

Vision Statement. Raavito service was launched with the aim of providing a distinctive product among user-generated video platforms through innovations and interactions.
Raavito is the first video platform with a revenue model based on Internet traffic - in addition to advertising - for content producers.

Strategy. Raavito's product growth is mainly based on enrichment of content pool, trend content, SEO, agile audit, community creation features, personalized user experience, interactive tools and content creation facilities.

Requirements;

Content Generation and Curation

- **AI-Generated Thumbnails:** Create visually appealing thumbnails automatically based on the video's content.
- **Automatic Captioning:** Generate accurate captions in multiple languages, including closed captions for accessibility.
- **Content Tagging and Categorization:** Automatically tag and categorize videos based on their content, making them easier to discover.
- **Personalized Recommendations:** Use AI to recommend videos to users based on their viewing history, preferences, and interactions.
- **Trending Topics Identification:** Identify trending topics and suggest related content to users.

Video Editing and Enhancement

- **AI-Powered Editing Tools:** Offer tools for automatic editing tasks like trimming, cutting, and adding transitions.

- **Video Quality Enhancement:** Improve video quality using AI techniques like noise reduction, color correction, and upscaling.
- **Special Effects and Filters:** Provide a variety of AI-powered special effects and filters for users to customize their videos.

User Experience and Engagement

- **AI-Driven Moderation:** Use AI to detect and remove inappropriate content, ensuring a safe and positive user experience.
- **Interactive Elements:** Incorporate interactive elements like polls, quizzes, and live Q&A sessions.
- **Personalized Playlists:** Create personalized playlists for users based on their preferences and viewing history.

Monetization and Analytics

- **Ad Placement Optimization:** Use AI to optimize ad placement for maximum revenue and user experience.
- **Performance Analytics:** Provide detailed analytics on video performance, including views, engagement, and audience demographics.
- **Revenue Prediction:** Use AI to predict potential revenue from different content types and monetization strategies.

Accessibility and Inclusivity

- **Automatic Translation:** Translate video content into multiple languages to reach a wider audience.
- **Accessibility Features:** Provide features like closed captions, audio descriptions, and transcripts for users with disabilities.
- **Diversity and Inclusion:** Use AI to identify and promote content that is diverse and inclusive.