quickreel

BUILDING BLOCKS FOR DEVELOPERS TO BUILD VIDEO AI PRODUCT

PRODUCT DEMO: LINK

quickreel.io/api

Meet the Team
A diverse team of tech & busienss founders

Ansh Vashistha

C E O
4+ YEAR IN CREATOR ECONOMY, WORKED WITH 50+ CREATORS.

Ayush Sharma

C T O
SOFT. ENG. FROM DTU BUILDING PRODUCTS FOR LAST 4 YEARS.

Backed By

GSF

Sayali Rai

Content Creator

Accleators & Competitions won by QuickReel

K-STARTUP GRAND CHALLENGE 2023

DELL Startup Challenge Season 6

EO New Delhi 2023

aws | Campus Fund
GRAND CHALLENGE 2023
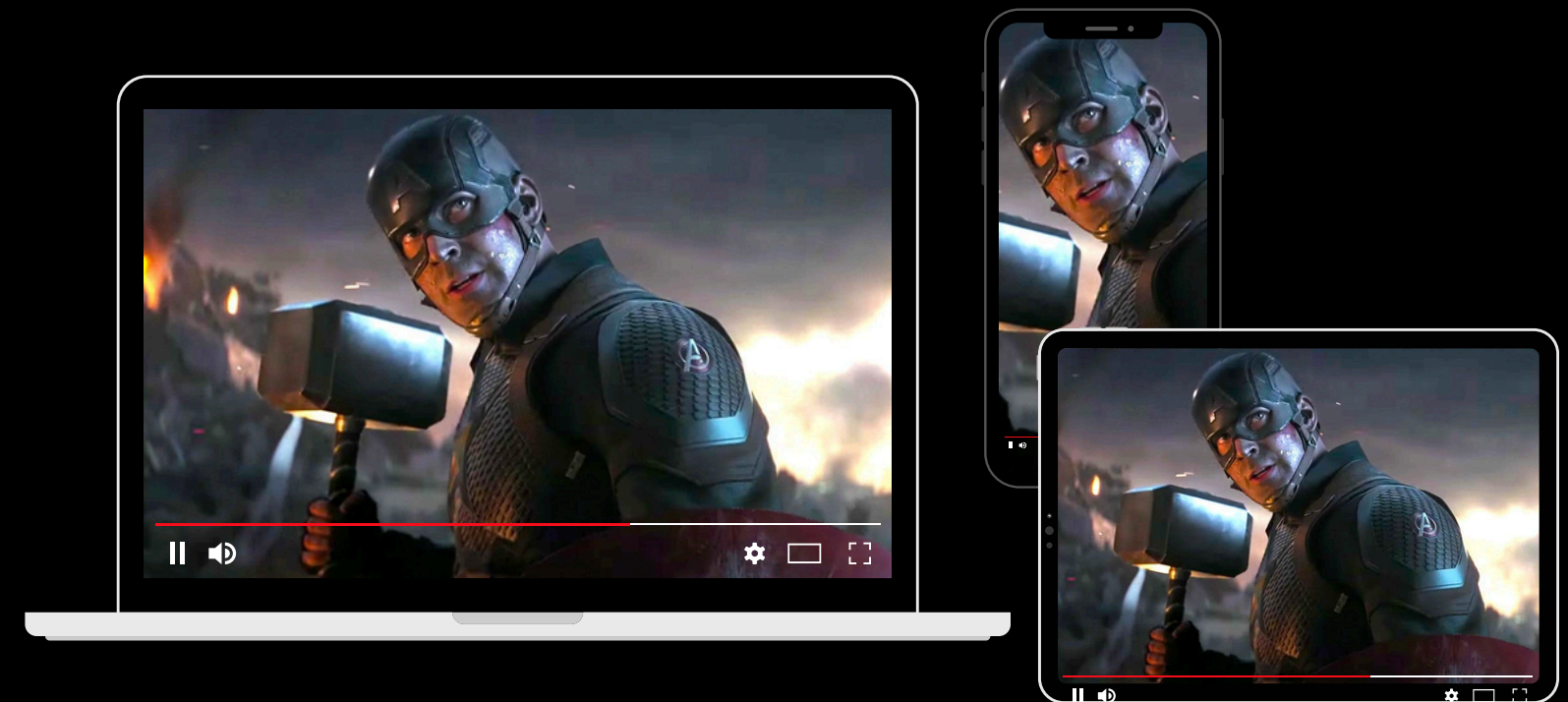
DiiF
DTU IIF INCUBATOR

Problem

Developers who build video editing and streaming products have to create features from scratch, this is costly and time-consuming.

Integration of AI Clipping into a Video Editing Platform

Integration of AI Cropping into an OTT Platform

Example 1: A developer building a feature to generate data-driven short clips from long videos would need 960 hours and $96k.

Example 2: Building an AI video cropping feature for multiple screen sizes requires 480 hours and $48k.

Solution?
QuickReel provides AI building blocks that make developers 10x faster.

● LIVE

1 AI Clipping API

● LIVE

2 AI Cropping API

● LIVE

3 AI Text-To-Video

● LIVE

4 AI Subtitling API

COMING SOON

5 AI Dubbing API

COMING SOON

6 Segment Anything API

Developers using QuickReel win by 10x-ing output while reducing cost by $90,000 per month.

	Enterprises without QuickReel API		Enterprises with QuickReel API
	$100,000/ month	Cost	$10,000/ month
	6+ months	Development Time	1 Hour
	Non-scalable	Scalibilty	Can scale upto 100,000+ videos/ month
	1/10 Speed	Speed	10x Faster due to optimized code on Better GPUs
	$8k+/ month for engineers	Maintaince	FREE 24x7 Maintainance & Integration
	No updates	Updates	Montly updates

How Product Works?
Easy to integrate APIs for enterprises.

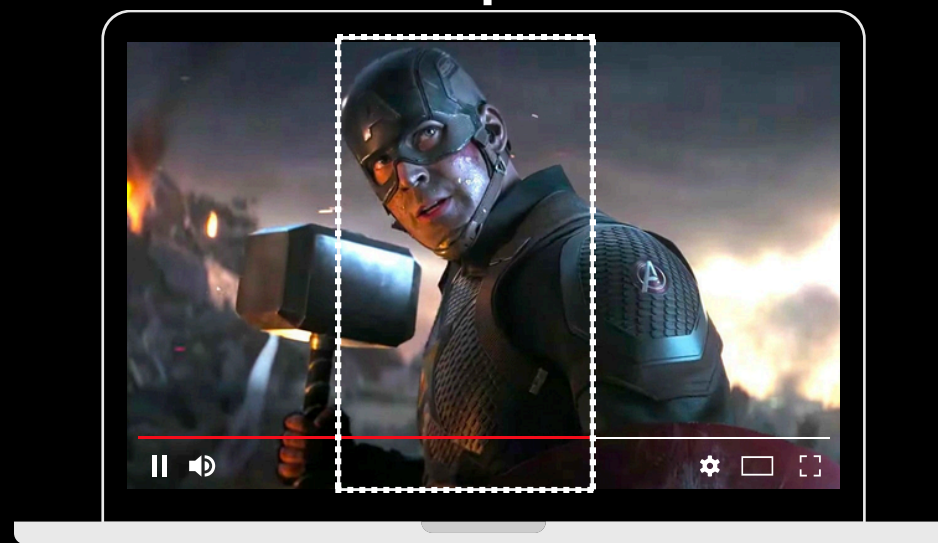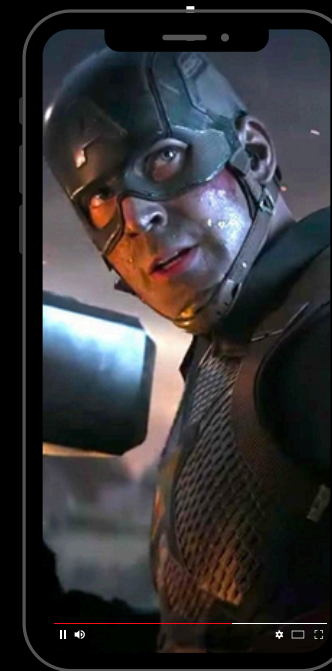Sign Up & Access API Keys ····· Select APIs ····· Integrate with Existing Systems ····· Customize & Configure ····· Deploy & Monitor

QuickReel AI Clipping API

2-hour, 1-minute Avengers: Endgame movie on Disney+ Hotstar.

Data-driven, engaging 1-minute clip for Disney+ Hotstar platform and social media.
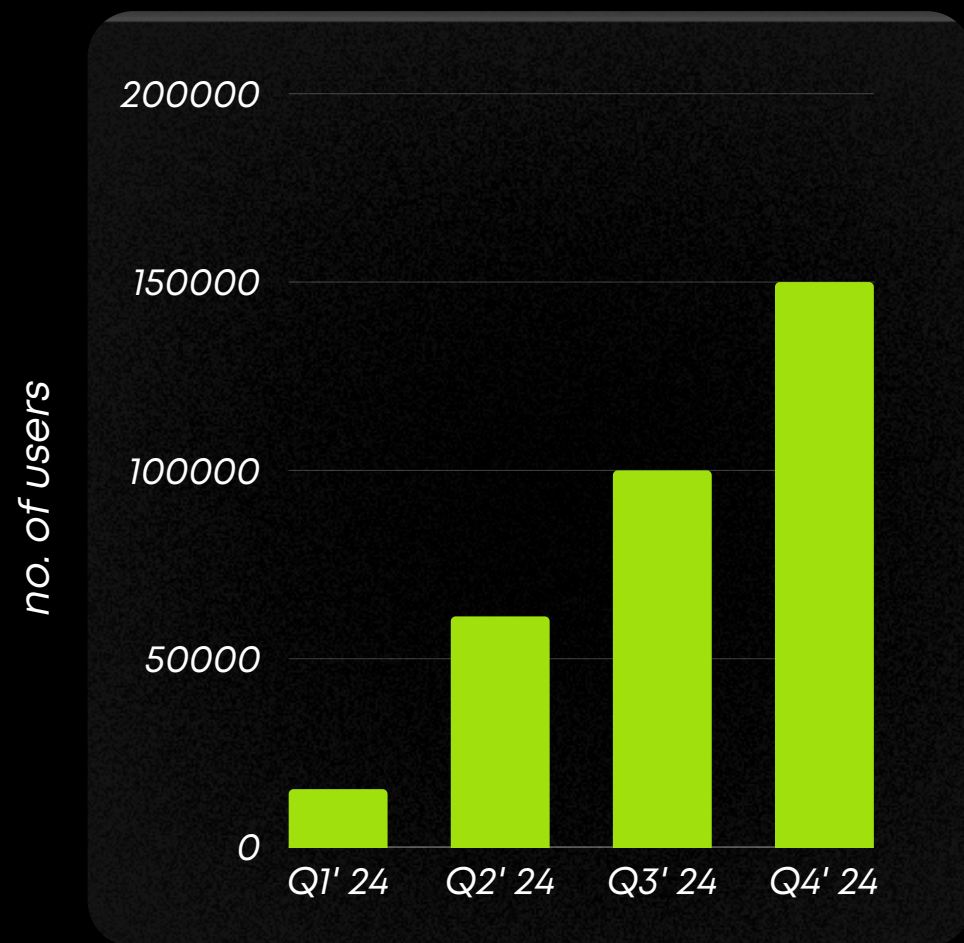
User-Friendly Features:

- Comprehensive Documentation
- 24/7 Customer Support
- Scalable Infrastructure
- Real-Time Analytics

Started Monetization in August'24

B2C

AI consumer product for creating short videos from long videos with features like AI BGM and AI text-to-video.

ARR: $12k   Paying Users: 362+
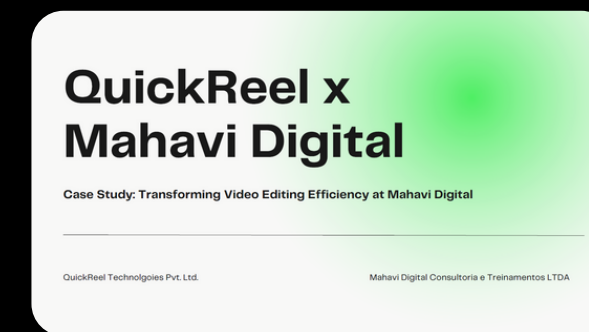MAU: 14,585
Conversion Rate: 1.16% of MAU

B2B

AI cloud APIs and infrastructure to integrate QuickReel AI's capabilities as an API.

Onboarded 2 API customer, with 8 more on the waitlist.

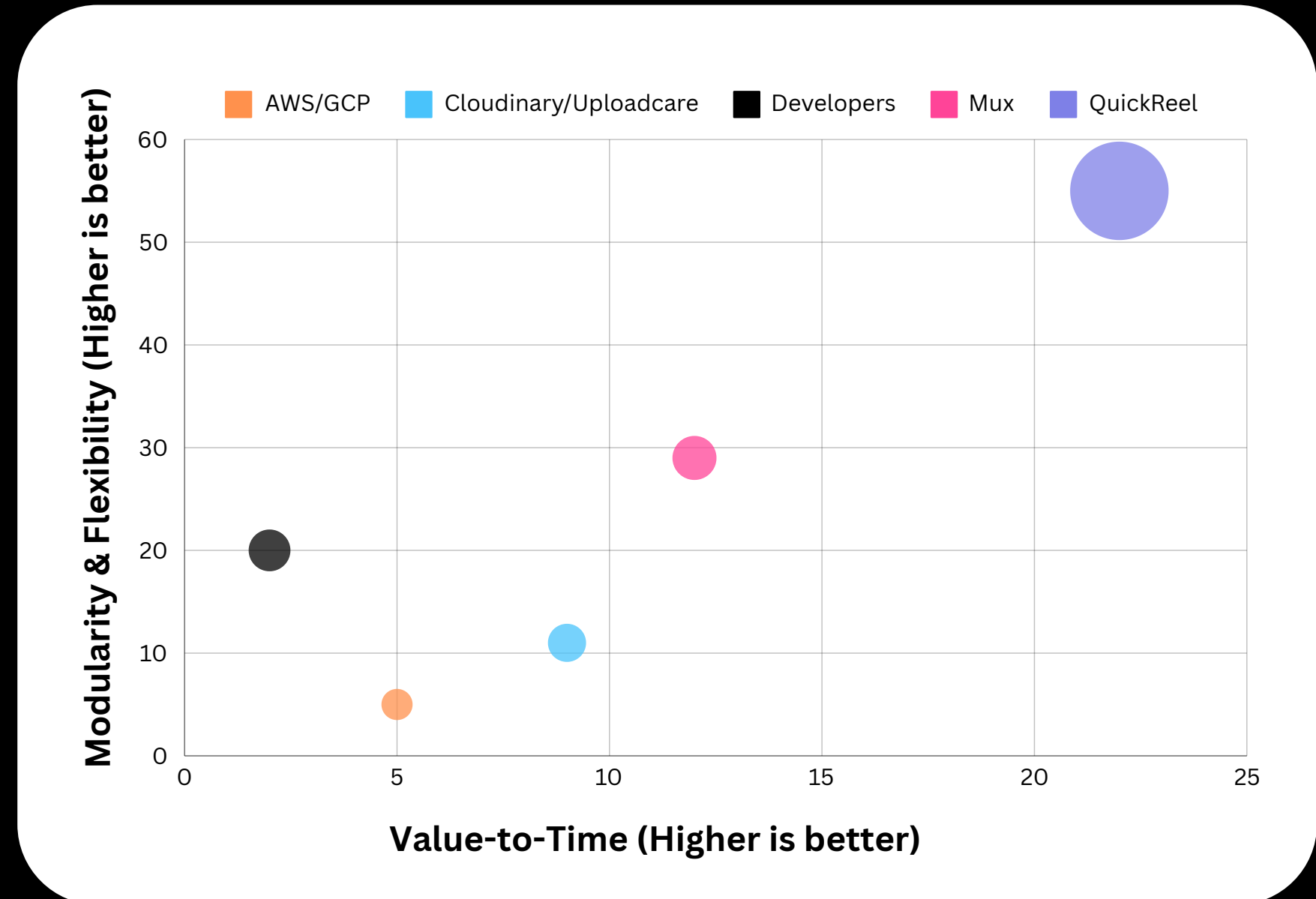Case Study & Testimonial: QuickReel x Mahavi Digital

QuickReel x Mahavi Digital

Case Study: Transforming Video Editing Efficiency at Mahavi Digital

QuickReel Technolgoies Pvt. Ltd.   Mahavi Digital Consultoria e Treinamentos LTDA

Pipe Line Customer

QuickReel offers cheaper, faster and extensive range of solutions

- Cloud platforms(AWS/GCP) that offer slow, and costlier to build-from-scratch services.

- Cloudinary & Uploadcare offers rigid and very limited solutions.

- Others offer hard-to-adapt and incomplete solutions and aren't cost-efficient

- Small players are offering unreliable solutions with no solutions for edge or unique cases.

Time to value: How quickly developers can implement and drive value.

Modularity and Flexibility: Different building blocks stacked together to form a solution.

Different GTM strategies for B2C and B2B

B2C

Creating consumer-focused products in the digital video industry to tackle specific vertical problems for users.

Revenue Model

- Pricing: Subscription model at $19/month per user.

GTM

- Content Marketing

- Creator Ambassdor Program

- WaterMark

B2B

Integrating an API into a client's product and then billing them based on the _video minutes used._

Revenue Model

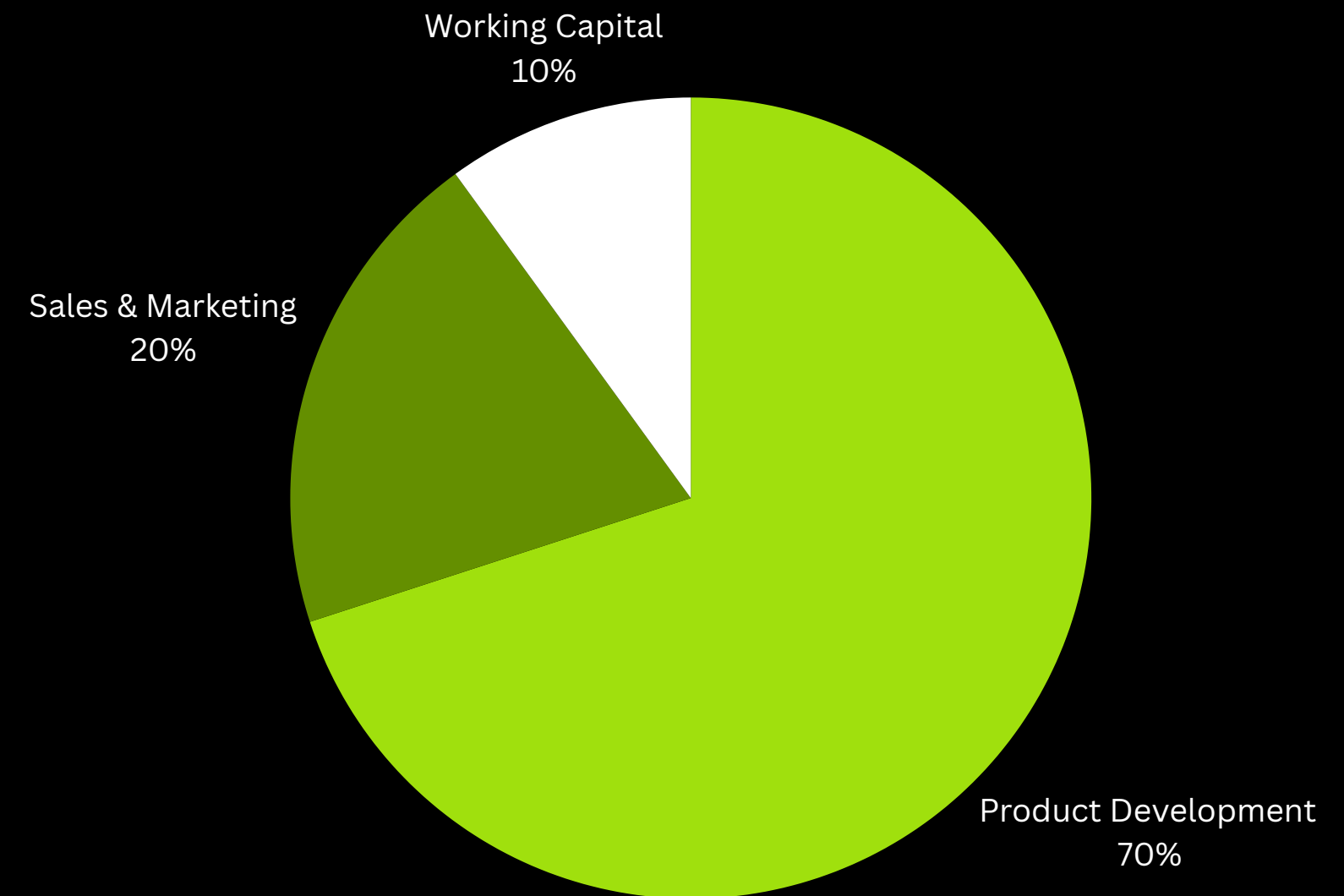- Pricing: Avg. $3.5/hour of video processing

GTM

- Inbound leads from Consumer Product.

- Offer FREE credits to attract and integrate APIs, once integrated it is very hard to go back.

- Partner with service companies & cloud service providers to integrate QuickReel with their clients.

- Sales channel partners to close deals

How much we need to
Reach $100k ARR

60 lac.

at 6 Cr. INR valuation to
reach $100k ARR

Product Roadmap

Working Capital
10%

Sales & Marketing
20%

Product Development
70%

Thank You

ANSH@QUICKREEL.IO

Product Roadmap
Strategic milestones guiding our innovation and market expansion.

Our 18-month product roadmap highlights key milestones: launching APIs, expanding market reach, and scaling operations. Each phase builds on previous achievements to drive growth and improve our offerings.

Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025	Q1 2026
Subtitles API enchncement	Transition VLM	Lipsyncing	Video Indexing	Image to Video	Segment Anything VLM
Text to Video	TTS + Voice Cloning	Dubbing	Video Data storage + RAG	Deepfake	Custom compute
SAM2 API	Transcription + Speaker Diarization	AI Editing API	Avatar Image Generator	Avatar API	Shared GPU instances

🟠 Feature updates   🟢 Shipped Features   ⚪ New Features