

**Elevating Mobile and Web
Solutions from
Development to Delivery**

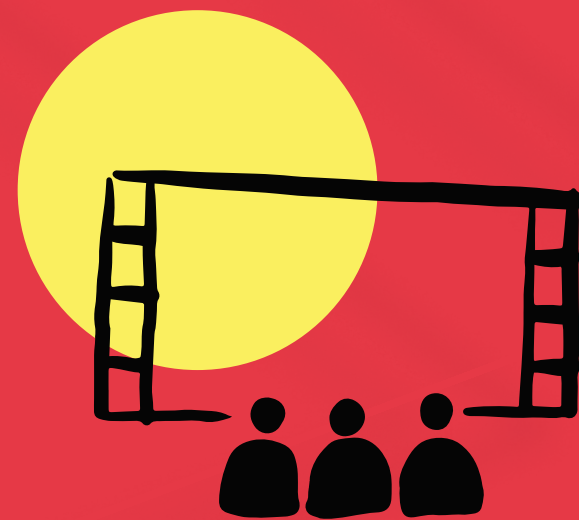
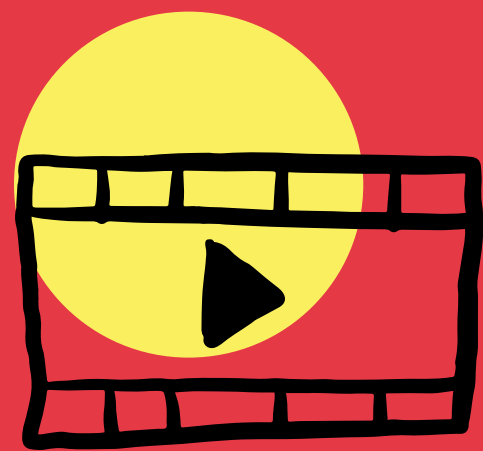
Case Study For Largo.ai



Largo.ai

Largo.ai is AI based SAAS platform which basically makes life of movie makers/directors easy to analyze their script, video post/pre production along with detailed analysis of budget as well.

CASE STUDY



Next Generation Storytelling

Increase the impact of your content by using Largo.

The image displays three overlapping screenshots of the Kaspr web application interface.

Top Screenshot: Kaspr Projects Dashboard

- Navigation: LARGO.ai, PROJECTS, PROJECTS (ADS), CREATIVE LAB (BETA), CREATIVE LAB (ADS), ACCOUNT.
- Section: Projects (Showing all projects). Add Project button.
- Search and Filter: Search by Title, Select Stage, Select Year, Select Company, Sorting, Select Type.
- Grid of Projects: 127 Projects. Includes cards for THE DARK KNIGHT (PRE PRODUCTION), AVATAR (POST PRODUCTION), INCEPTION (DISTRIBUTION), INTERSTELLAR (PRODUCTION), AVENGERS (PRE PRODUCTION), and JOKER (PRODUCTION).

Middle Screenshot: Login Form (on a tablet)

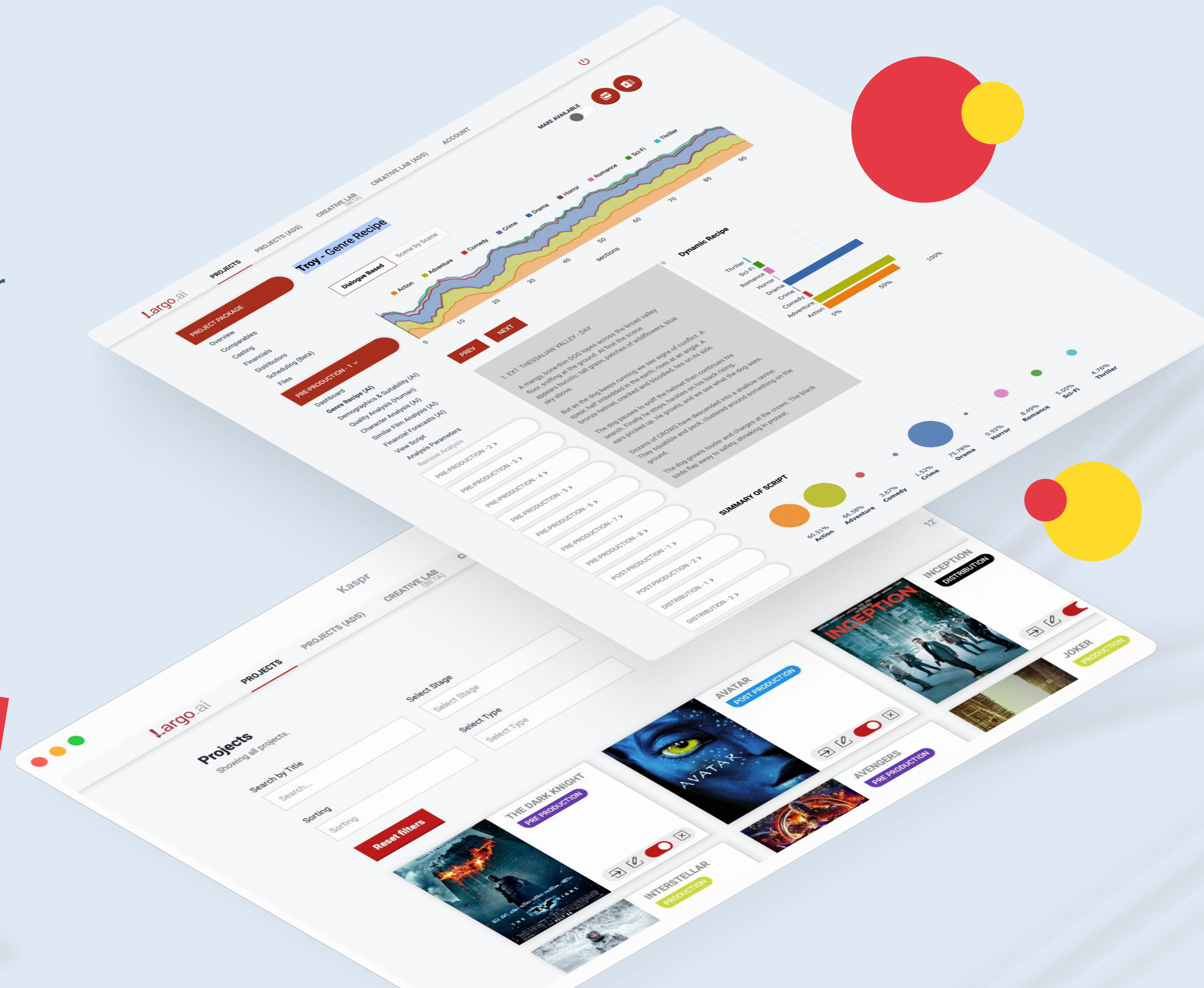
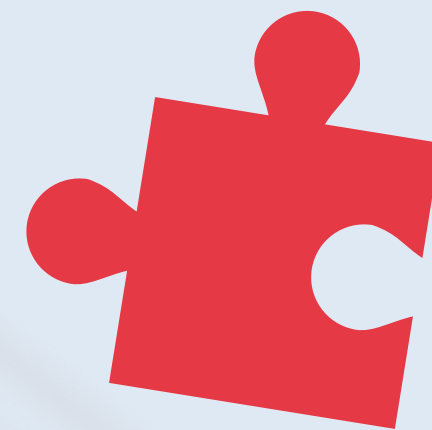
- Header: LARGO.ai
- Message: Welcome back! Please sign in to continue.
- Fields: Email (Enter your email), Password (Min: 6 Characters) (Enter your password).
- Buttons: Sign In, Forgot password?, Don't have an account? Register.

Bottom Screenshot: Troy - Similar Films Analysis

- Section: PROJECT PACKAGE (Troy - Similar Films Analysis).
- Navigation: Similar Films, Similar English Films, Similar Action Films, Similar English-Action Films.
- Analysis Cards:
 - KINGDOM OF HEAVEN (2005)**: Budget: \$110,000,000; US BO: \$47,398,413; Estimated # of admissions in US: 3,914,492; Gross BO: \$218,853,353. Why proposed? Possible relationships: EPIC, HISTORICAL, MEDIEVAL, REVOLUTION, COURAGE, MYTHOLOGY, WAR, SACRIFICE, COLONIALISM, SLAVERY.
 - TROY (2004)**: Budget: \$150,000,000; US BO: \$133,298,577; Estimated # of admissions in US: 10,708,592; Gross BO: \$484,161,265. Why proposed? Possible relationships: EPIC, HISTORICAL, WAR, MEDIEVAL, MYTHOLOGY, SWORD FIGHT, COURAGE, FIGHTING, REVOLUTION, COURAGE, SACRIFICE.
 - THE LAST SAMURAI (2003)**: Budget: \$140,000,000; US BO: \$111,110,575; Estimated # of admissions in US: 8,699,536. Why proposed? Possible relationships: EPIC, HISTORICAL, WAR, MEDIEVAL, SWORD FIGHT, COURAGE, FIGHTING, REVOLUTION, SACRIFICE, COLONIALISM.

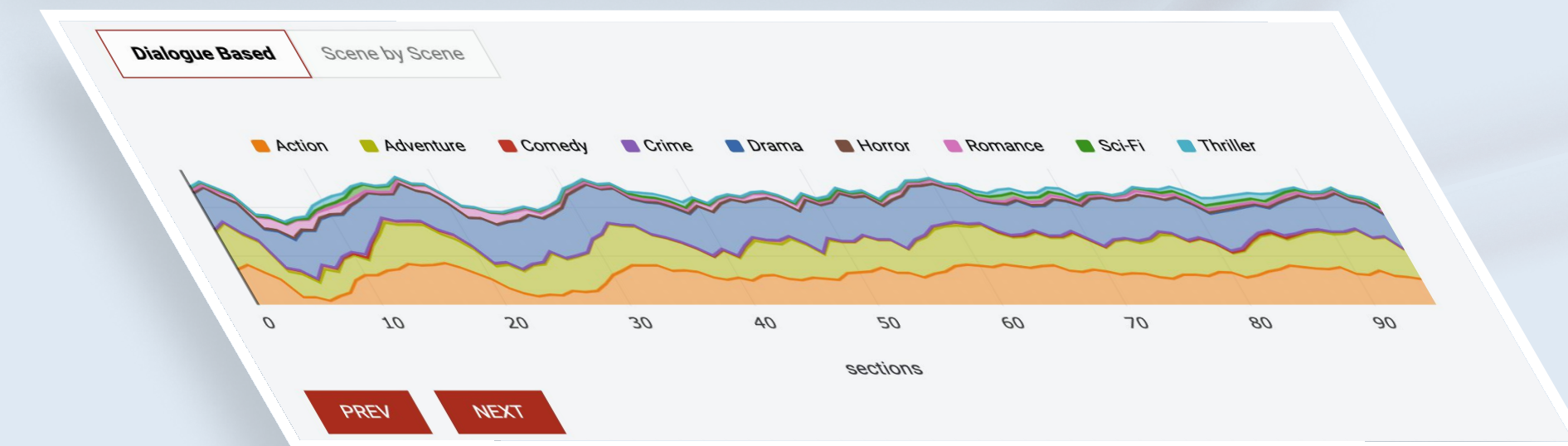
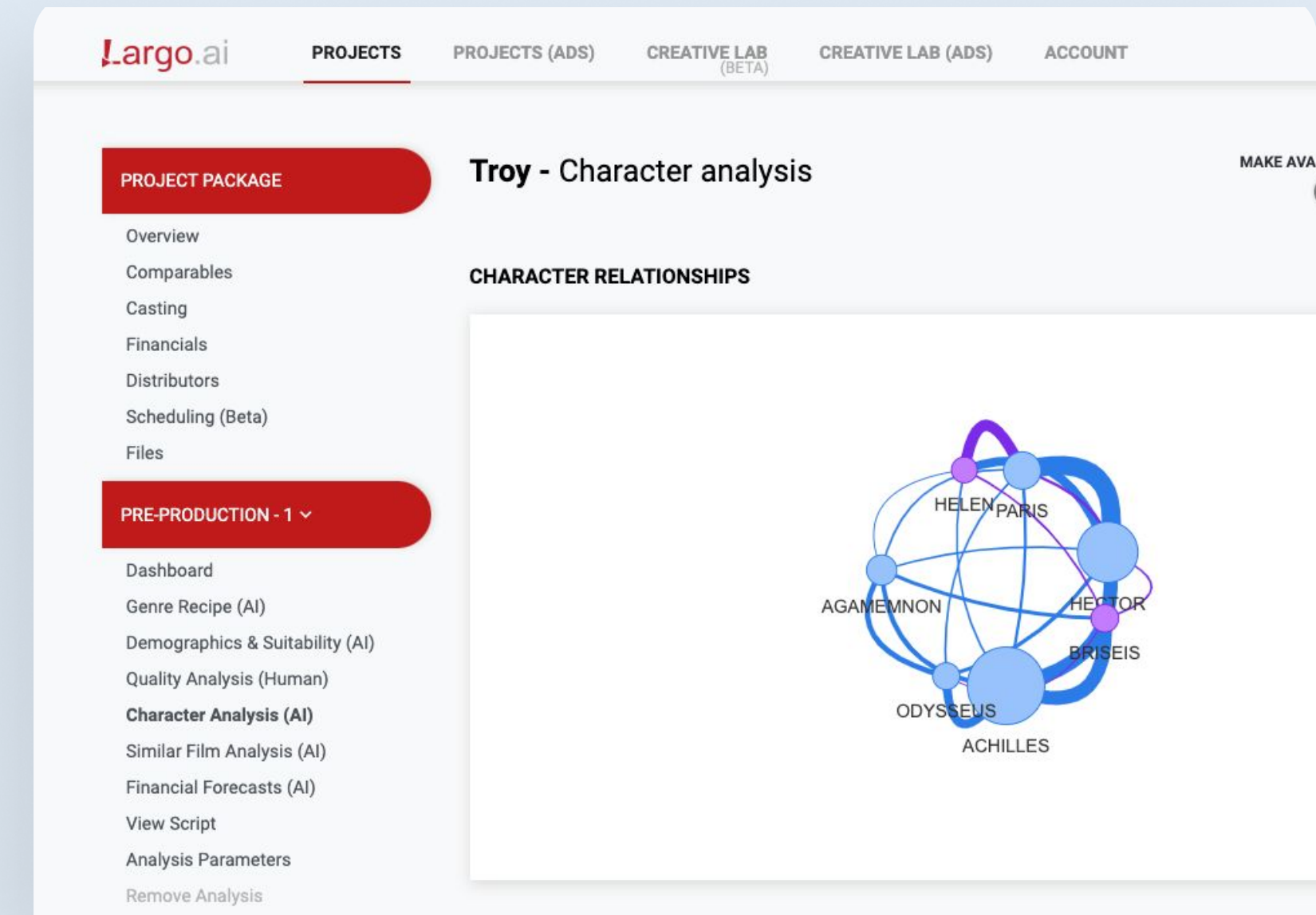
Project Brief

- ▶ Largo.ai is AI based SAAS platform which basically makes life of movie makers/directors easy to analyze their script, video post/pre production along with detailed analysis of budget as well.
- ▶ This tool uses stronger AI analyses to read the script and video. After uploading the script or video, the AI will auto read and analyze how much % of Action, Drama, Comedy, etc. is there in this story script.
- ▶ The AI further help to suggest the relevant actors as well as provide the estimated expense to make the Movie further.



Problem Statement

- ▶ Are you a movie producer or director who is trying to pitch your next project to a production company or film distributor? Well, if you have done so before, you will know that the movie pitch is one of the most difficult parts of the business.
- ▶ Pitching a film of any kind is not only a daunting experience but also often involves trying to pitch your project to people that you don't know. While you will know the strengths of your project, and no doubt be passionate about its potential, it is very hard to know what the people you are pitching to are looking for. Often, it only takes a single impassioned answer, or the failure to answer the question comprehensively, to doom the meeting.
- ▶ Ask any producer out there and they will regale you with endless stories of failed pitches where either they got it wrong or they got the producer or distributor from hell.



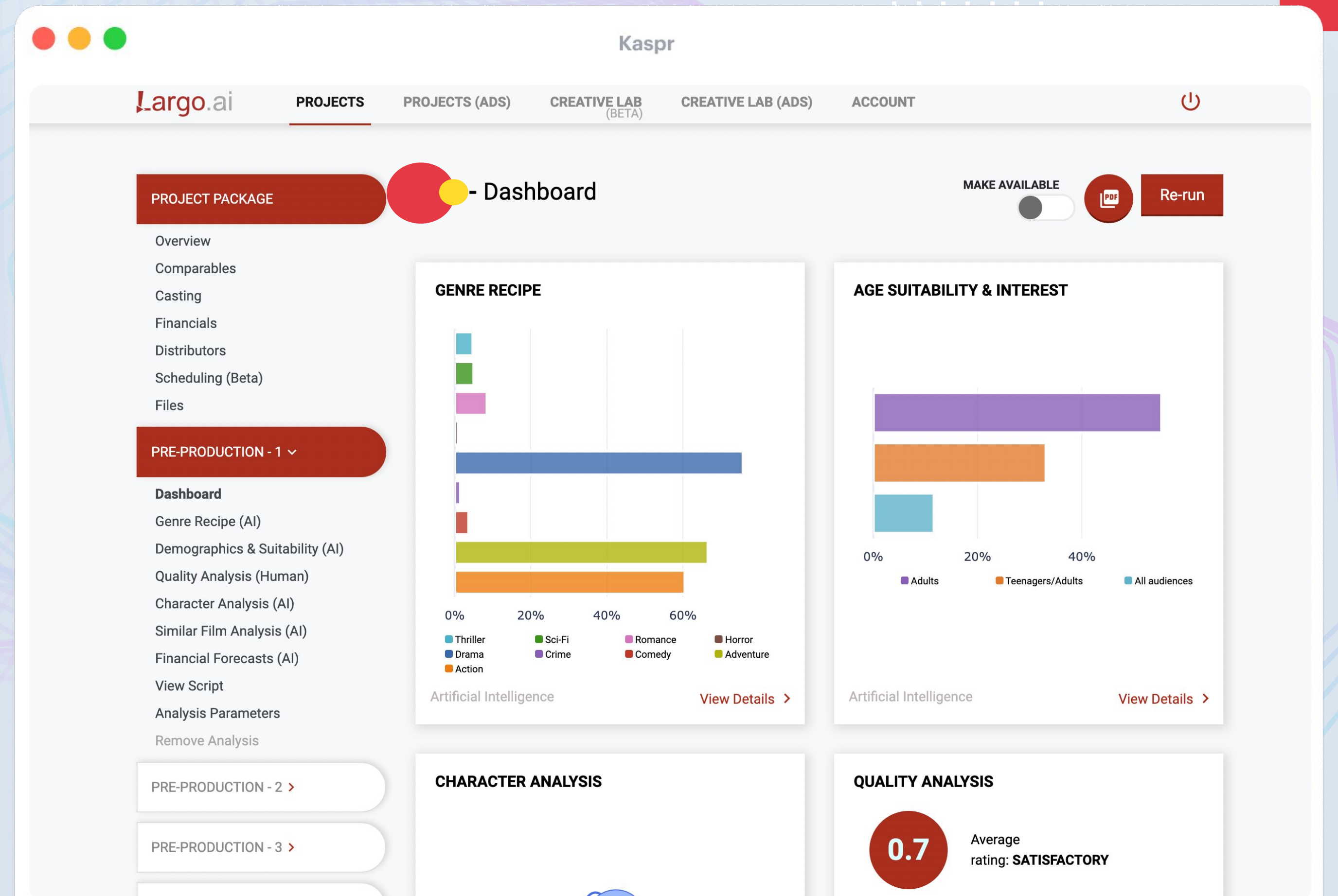
Problem Solution

Having analyzed hundreds of thousands of movies in depth, and correlated how specific elements of those films have resonated with different audiences around the globe, the AI systems are able to derive accurate insights in regard to new projects as early as the script phase.

Examples of AI-assisted Moviemaking Tools:

- ✓ Genre Recipes
- ✓ Gross Predictions (by region)
- ✓ Actor Suggestion
- ✓ Gender Onscreen Time Ratios.

Since these insights are derived from such a large pool of data, they are more accurate than any human 'hunch' or perspective. This means that they can be considered much better 'evidence' when analyzing any given project's suitability.



Project Features

Largo is proud to announce the updates to its SaaS platform that will empower filmmakers with new tools that will give them further insights throughout each step of their movie production.

Examples of AI-assisted Moviemaking Tools:

- ✓ Genre Recipes
- ✓ Demographics & Suitability
- ✓ Age Suitability Tab
- ✓ Character analysis
- ✓ Similar Films Analysis
- ✓ Financial Forecasts
- ✓ View Script
- ✓ Analysis Parameters

The screenshot shows the Largo.ai dashboard for a project named 'Troy'. The interface includes a navigation menu on the left with sections for 'PROJECT PACKAGE', 'PRE-PRODUCTION - 1', and 'PRE-PRODUCTION - 2'. The main content area features several data visualization tools:

- GENRE RECIPE:** A horizontal bar chart showing the percentage of different genres. The x-axis ranges from 0% to 60%. The legend includes Thriller, Drama, Action, Sci-Fi, Crime, Romance, Comedy, Horror, and Adventure.
- AGE SUITABILITY & INTEREST:** A horizontal bar chart showing the percentage of interest for different age groups: Adults, Teenagers/Adults, and All audiences. The x-axis ranges from 0% to 40%.
- CHARACTER ANALYSIS:** A section for analyzing characters, partially visible at the bottom.
- QUALITY ANALYSIS:** A section showing an average rating of 0.7, which is categorized as 'SATISFACTORY'.

Additional features visible include a 'MAKE AVAILABLE' toggle, a 'Re-run' button, and a 'View Details' link for each chart.

Genre Recipe

This section allows the producers, film makers to upload their scripts and leave it for our AI to suggest the genre of their script. Based on the suggestion the film makers can modify their scripts accordingly.

The screenshot displays the Kaspr web application interface. At the top, the navigation bar includes 'Largo.ai', 'PROJECTS', 'PROJECTS (ADS)', 'CREATIVE LAB (BETA)', 'CREATIVE LAB (ADS)', and 'ACCOUNT'. The main content area is titled 'Troy - Genre Recipe' and features a 'MAKE AVAILABLE' toggle and two circular icons (PDF and XLS). Below this, there are two tabs: 'Dialogue Based' (selected) and 'Scene by Scene'. A stacked area chart shows the genre composition across 90 sections. The legend includes Action (orange), Adventure (yellow-green), Comedy (red), Crime (purple), Drama (blue), Horror (brown), Romance (pink), Sci-Fi (green), and Thriller (cyan). Below the chart are 'PREV' and 'NEXT' buttons. A 'CONTINUED:' section shows a script excerpt with characters TECTON and HECTOR. On the right, a 'Dynamic Recipe' bar chart shows the AI's genre suggestions: Drama (highest), Adventure, Comedy, Action, Horror, Romance, Sci-Fi, and Thriller.

Compare With Another Film

Want to compare your film and script with other available on our platform ?
We have developed a section which gives detail report of this as well.

The screenshot displays the Kaspr web application interface, which is used for comparing movies and analyzing their genre composition. The interface is divided into several sections:

- NEW ANALYSIS:** A button to initiate a new analysis.
- Account Manager:** Information for Harsh Vardhan, including contact details (Call or Whatsapp, Monday-Friday: 9am - 6pm (IST), 9888818709) and email (sharmaharsh998@gmail.com).
- Movie Selection:** A search bar with "Harry Potter and the Goblet of Fire (2005)" entered.
- SUMMARY OF SCRIPT:** A horizontal bar chart showing the percentage of each genre in the script.

Genre	Percentage
Action	24.68%
Adventure	23.55%
Comedy	48.48%
Crime	19.79%
Drama	47.71%
Horror	22.62%
Romance	27.01%
Sci-Fi	18.87%
Thriller	26.01%
- DYNAMIC GENRE RECIPE:** A stacked area chart showing the percentage of each genre across different sections of the script. The x-axis represents sections (10 to 90), and the y-axis represents the percentage of each genre.
- Comparison Section:** A section titled "View & Compare Movies" where two movies, "Troy (2004)" and "The Interpreter (2005)", are selected for comparison. Below this, there are tabs for "Overview", "Genre Recipe", "Age Suitability & Interest", "Financials", and "Trends". The "Genre Recipe" tab is active, showing a comparison of the genre composition for "TROY" and "THE INTERPRETER".
- NEW DETAILED COMPARISON:** A button to view a more detailed comparison of the selected movies.

Demographics & Suitability

With our AI now you can per-evaluate how will your script will impact a particular age group and location as well

The screenshot displays the Kaspr web application interface. At the top, the navigation bar includes 'Largo.ai', 'PROJECTS', 'PROJECTS (ADS)', 'CREATIVE LAB (BETA)', 'CREATIVE LAB (ADS)', and 'ACCOUNT'. The main content area is titled 'Troy - Demographics & Suitability' and features a 'MAKE AVAILABLE' toggle and PDF/Excel export icons. A sidebar on the left lists navigation options: 'PROJECT PACKAGE' (Overview, Comparables, Casting, Financials, Distributors, Scheduling (Beta), Files), 'PRE-PRODUCTION - 1' (Dashboard, Genre Recipe (AI), Demographics & Suitability (AI), Quality Analysis (Human), Character Analysis (AI), Similar Film Analysis (AI), Financial Forecasts (AI), View Script, Analysis Parameters, Remove Analysis), 'PRE-PRODUCTION - 2', and 'PRE-PRODUCTION - 3'. The main analysis section has tabs for 'Demographics' and 'Age Suitability', and sub-tabs for 'Dialogue Based' and 'Scene by Scene'. A line chart shows suitability scores for 'Teenagers/Adults' (orange), 'All audiences' (teal), and 'Adults' (purple) across 90 script sections. Below the chart are 'PREV' and 'NEXT' buttons. A text preview for 'AGAMEMNON' is shown, and a 'Dynamic Recipe' bar chart is partially visible at the bottom right.

Character Appearance & Character Analysis

This section helps the script writers to analyze the impact of each character in the movie and on the basis of this they can chose the actors accordingly

The screenshot displays the Kaspr web application interface for a project titled "Troy - Character analysis". The interface is divided into several sections:

- Navigation:** Includes "PROJECTS", "PROJECTS (ADS)", "CREATIVE LAB (BETA)", "CREATIVE LAB (ADS)", and "ACCOUNT".
- Project Package:** A sidebar menu with options: Overview, Comparables, Casting, Financials, and Distributors.
- Character Relationships:** A network diagram showing connections between characters: AGAMEMNON, PARIS, ODYSSEUS, HELEN, ACHILLES, BRISEIS, and HECTOR.
- Character Appearance:** A bar chart showing the frequency of character appearances across the script pages (0 to 140). The legend includes: ACHILLES (red), HECTOR (blue), PARIS (green), AGAMEMNON (purple), BRISEIS (orange), ODYSSEUS (yellow), and HELEN (brown).

Similar Films Analysis

This section analysis all the similar scripts we already have based on our script and it also shows their performance, impact on the audience.

Kaspr

Largo.ai PROJECTS PROJECTS (ADS) CREATIVE LAB (BETA) CREATIVE LAB (ADS) ACCOUNT

PROJECT PACKAGE

- Overview
- Comparables
- Casting
- Financials
- Distributors
- Scheduling (Beta)
- Files

PRE-PRODUCTION - 1

- Dashboard
- Genre Recipe (AI)
- Demographics & Suitability (AI)
- Quality Analysis (Human)
- Character Analysis (AI)
- Similar Film Analysis (AI)**
- Financial Forecasts (AI)
- View Script
- Analysis Parameters
- Remove Analysis

PRE-PRODUCTION - 2 >

PRE-PRODUCTION - 3 >

PRE-PRODUCTION - 4 >

PRE-PRODUCTION - 5 >

PRE-PRODUCTION - 6 >

Troy - Similar Films Analysis MAKE AVAILABLE PDF

Similar Films Similar English Films Similar Action Films Similar English-Action Films

KINGDOM OF HEAVEN (2005)

Budget:	\$110,000,000
US BO:	\$47,398,413
Estimated # of admissions in US:	3,914,492
Gross BO:	\$218,853,353

Why proposed? Possible relationships:
EPIC, HISTORICAL, MEDIEVAL, REVOLUTION, COURAGE, MYTHOLOGY, WAR, SACRIFICE, COLONIALISM, SLAVERY

Watch Trailer Shortlist Compare

TROY (2004)

Budget:	\$150,000,000
US BO:	\$133,298,577
Estimated # of admissions in US:	10,708,592
Gross BO:	\$484,161,265

Why proposed? Possible relationships:
EPIC, HISTORICAL, WAR, MEDIEVAL, MYTHOLOGY, SWORD FIGHT, FIGHTING, REVOLUTION, COURAGE, SACRIFICE

Watch Trailer Shortlist Compare

THE LAST SAMURAI (2003)

Budget:	\$140,000,000
US BO:	\$111,110,575
Estimated # of admissions in US:	8,699,536
Gross BO:	\$455,010,575

Why proposed? Possible relationships:
EPIC, HISTORICAL, WAR, MEDIEVAL, SWORD FIGHT, COURAGE, FIGHTING, REVOLUTION, SACRIFICE, COLONIALISM

Watch Trailer Shortlist Compare

Financial Forecasts

Our Financial forecaster analysis the funds that are required to make the movie based on script, location etc.

The screenshot displays the Kaspr web application interface for 'Troy - Financial Forecasts'. The interface is divided into several sections:

- Navigation:** Includes 'PROJECT PACKAGE', 'Overview', 'Comparables', and 'Casting'.
- Forecasting Options:** 'Domestic Box Office' is selected, with 'International Box Office' and 'Streaming (BETA)' also available.
- Box Office Predictions:** A chart titled 'FIRST WEEKEND BOX OFFICE PREDICTIONS - UNITED STATES (in USD)' shows three confidence levels:
 - 90% Confidence: Range from 12.2M to 176.7M.
 - 75% Confidence: Range from 25.2M to 160.7M.
 - 60% Confidence: Range from 46.3M to 115.3M.
 A vertical line indicates the 'Most expected revenue' at 68.0M. The x-axis is labeled '100M'.
- Admissions:** A text box states 'Most expected number of admissions: 7,521,411'.
- Financials Table:** A table titled 'Troy - Financials' shows budget items with columns for Rate, Target, and Actual.

	Rate	Target	Actual
TOTAL PRODUCTION BUDGET	100.00 %	200,000,000 USD	804 USD
Budget Item	Partner	Rate	Target
PRODUCTION COMPANY 1			
Public Funding	99.00 %	198,000,000 USD	56,456 USD
Distribution MG	0.00 %	989 USD	444 USD
TV Pre-sales	25.00 %	50,000,000 USD	25 USD
TV Co-production	454.00 %	908,000,000 USD	10 USD
Tax Rebate	25.00 %	50,000,000 USD	50 USD
Own Investment	25.00 %	50,000,000 USD	100 USD
	89.00 %	178,000,000 USD	150 USD

Movie Planner

Want to plan the movie based on the weather, location, availability of actors etc ? We got a solution for you to do this via movie planner.

The image displays two overlapping windows of the Kaspr software interface. The top window shows the 'Troy - Scheduling (Beta)' view, and the bottom window shows the 'Troy - Comparables' view.

Troy - Scheduling (Beta)

Navigation: PROJECTS | PROJECTS (ADS) | CREATIVE LAB (BETA) | CREATIVE LAB (ADS) | ACCOUNT

Project Package: Overview, Comparables, Casting, Financials

Pre-production - 8

Sc. #	EXT/INT	Scene Title...	Set Location	Cast	Notes
0	N/A	N/A	CHD	PRIAM, HECTOR AND PARIS, HELEN, APHAEREUS	
1	EXT	THESSA...	MOHALI		
2	EXT	WOODS -...	CHD		
4	INT	ACHILLE...	MOHALI		
3	EXT	MYCENA...	MOHALI		
5	EXT	MYCENA...	CHD		
6	EXT	THESSA...	MOHALI		
7	EXT	IONIAN S...	MOHALI		
8	INT	PALACE ...	CHD	PARIS, POLYDORA, HECTOR, MENELAUS, HELEN	
9	INT	HELEN'S ...	MOHALI	PARIS, HELEN	

Troy - Comparables

Navigation: PROJECTS | PROJECTS (ADS) | CREATIVE LAB (BETA) | CREATIVE LAB (ADS) | ACCOUNT

Project Package: Overview, Comparables, Casting, Financials, Distributors, Scheduling (Beta), Files

Movie	Common Genes	Budget
LOW CASE	N/A	
AVERAGE CASE	N/A	
HIGH CASE	N/A	
Troy (2004)	ACTION, FIGHT SCENES, DRAMATIC, MYTHOLOGY, HISTORICAL, SACRIFICE, EPIC, FIGHTING, SPECIAL EFFECTS, WAR	
Kingdom of Heaven (2005)	ACTION, DRAMATIC, HISTORICAL, SACRIFICE, EPIC, WAR, COURAGE, VISUAL, MEDIEVAL, PG-13	
The Last Samurai (2003)	ACTION, FIGHT SCENES, DRAMATIC, SWORD FIGHT, HISTORICAL, FIGHTING, EPIC, SACRIFICE, SPECIAL EFFECTS, COURAGE	140,000,000 USD


Additional features shown include a color-coded cast list (PRIAM, HECTOR, HELEN, AENEAS, BRISEIS, APHAEREUS, OFFICER, AGAMEMNON, SENTRY 1, LYSANDER, PRIAM) and a location selection dropdown menu.

Project Technology




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