Pre-Seed

11 Eleven

Powering content in any language with automatic dubbing.

Introduction

People want to listen to and watch content in their native language

Traditionally achieved through **dubbing** – a post-production process where the original language of recording is swapped with audio recorded by human in a different language

Expensive

~$100/min

→ Approximate dubbing cost including voice actors fee, post-production, and studio cost

Long Process

>2 weeks

→ 10 minute video takes at least 2 weeks to dub. Involves multiple functions. Longer ones can take months!

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Solution

Human quality **automated dubbing** as a SaaS

Human Quality

Preserving voice features
Automated dubbing based on Multilingual Text-to-Speech model dubbing - keeping the original emotions, intonation & speakers performance

Personalized

Dubbing with your own voice
For the first time training a deep learning model to dub content in your own voice across languages

Simple & Quick

Accessible through an E2E solution
SaaS that takes an input audio or video and dubs it into any of the 7 + languages in its full dubbing + human in the loop is supported for improving quality even further

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Problem

There are no affordable tools to make **content watchable in any language** with **high quality.**

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Team

We have studied, lived and worked together. We are best friends since high-school.

Piotr Dabkowski | CTO
ML Researcher

Previously Machine Learning @ Google
Computer Science at Cambridge & Oxford University

Deep-learning researcher - published a paper at NeurIPS with >300 citations

Open-source work - created JoJoGAN with >250k downloads / month and other projects

Matt Stanisziewski | CEO
Deploying Products at Scale

Deployment Strategist @ Palantir
Mathematics at Imperial College London

Experience at BlackRock & Opera Software – modelling usage and risk metrics

Founder of new communities - created Mathpiain - first Mathematics student led conference with >1000 students over 3 years

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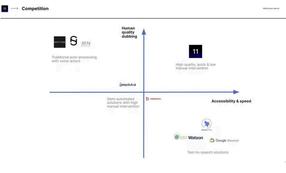
Vision

Eleven's **automatic dubbing** will power **seamless** communication and content across any language.



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Expanding Total Available Market

$2B

Estimate for yearly TAM in for all professional content creators across podcasts and videos

$4.6B

Current yearly spent on game localization and movie dubbing - industry will disrupt

$24B

Localization, translation, interpreting total market

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Market Size Deep-dive - Content Creators

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Our Start - Content Creators

MrBeast English channel subscribers 🇺🇸

96M

→ MrBeast is one of top 5 YouTube creators by subscribers, starting his career in early 2012

MrBeast Spanish channel subscribers 🇪🇸

19M

→ New channel started in 2021 with content dubbed professionally to Spanish. One video generates ~$50k!

Key insights

- Creators will explore the same model to reach **more viewers & revenue**
- **Quick** dubbing process requirement but a lower quality bar
- High volume data allows to **improve speech & text datasets** to build long term defensibility

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Traction & Feedback

Redacted

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Competition

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Timeline

Redacted

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Competitive Advantage - Research

New way to automatically dub - preserves speakers voice, emotion, intonation

- Instead of traditional Text-to-Speech approach we take both **Speech and Text as an Input to generate Speech** in a new language - with state-of-the-art results.
- **Novel speech representation** as a combination of:
  - **prosody (emotions, intonation)** - a sequence of per-phoneme, speaker independent annotations - based on professional dubbing
  - **speaker's voice** - separate speaker embedding - based on thousands of voices
- **Quick, affordable, generalizable** - easy to scale to new languages, where the end dubbing takes minutes instead of weeks

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