EventLens

AI photo organiser for wedding + event photographers — auto-tag + face-cluster + cull 2,000-photo shoots in 90 minutes vs. 12+ hours manual. Delivers clean client galleries that close the post-shoot delivery cycle from 6 weeks to 6 days.

Category	Set 5 · Vertical/Creator
Customer	Wedding photographers + event photographers + portrait photographers handling 800+ photo shoots regularly
Monetisation	$29/mo per photographer · $79/mo Pro (studio tier + 3 seats) · $199/mo Studio (10 seats + white-label gallery)
Build effort	Med
Plan version	v1.0 — 2026-05

Executive Summary

EventLens addresses the post-shoot delivery bottleneck for wedding + event photographers. The reality: a single Indian wedding shoot produces 1,800-3,500 raw photos; the photographer manually culls down to 600-1,200 deliverable photos + edits + tags + organises + delivers via gallery. The current per-shoot post-production time: 12-25 hours. EventLens compresses this to 90-180 minutes by using AI for the time-consuming structural work (face-clustering + initial culling + auto-tagging + gallery organisation), leaving the photographer to focus on creative editing of the keepers.

Pricing: $29/mo Solo photographer, $79/mo Pro (3 seats for small studios), $199/mo Studio (10 seats + white-label gallery). Year-1 target: 3,500 paying photographers generating ■2.8 crore annual revenue against ■55 lakh costs. Cash-positive month 2-3. The wedge against generic photo-organisation tools (Aftershoot, ImagenAI, Narrative Select) is workflow integration + client-gallery delivery + India-pricing for the Indian wedding-photographer segment.

The Problem

A wedding photographer's per-shoot economics. Indian wedding photography fee: ■40k-2.5 lakh per wedding for 1-2 photographers + post-production. Shoot day: 8-14 hours, 1,800-3,500 photos. Post-production work: cull down to 600-1,200 keepers (5-10 hours), edit each keeper (4-8 hours), face-tag for client searchability (2-4 hours), organise into gallery sections (1-2 hours), upload to delivery platform (1 hour). Total: 13-25 hours per shoot.

The bottleneck. Most photographers can shoot 2-3 weddings/week during season but only deliver 1 wedding/week because of post-production capacity. The result: 6-12 week delivery times per wedding, frustrated clients, lost referrals, capped photographer income.

Existing AI tools partially address. Aftershoot ($35/mo, focused on culling) + ImagenAI ($129/mo focused on editing) + Narrative Select ($25/mo culling-focused). Each handles one piece; none integrates the full workflow + most are Western-pricing + Western-aesthetic-trained models.

The integrated workflow gap. A photographer wants one tool that culls + auto-tags + face-clusters + organises into gallery sections + uploads to client-facing delivery, in 90-180 minutes vs. 12-25 hours, at India-pricing for the Indian segment.

The Solution

EventLens's per-shoot workflow. Photographer uploads raw photos (typically 1,800-3,500 photos per Indian wedding). EventLens processes in 60-180 minutes producing: (1) initial cull suggestion (~50-65% of raw photos automatically removed based on technical-quality + duplication + closed-eyes + missed-focus detection); (2) face-clusters (every person at the wedding identified and tagged across all photos — bride + groom + immediate family + extended family + guests, with photographer naming clusters once); (3) suggested gallery organisation (bride-side + groom-side + ceremony + reception + family-portraits + couple-portraits + candid + decor); (4) client-facing gallery URL with all of the above structure.

Photographer then does creative editing only on the keepers (significantly fewer photos to edit, materially faster post-production). After editing, uploads edited versions back; EventLens replaces unedited with edited in the gallery. Client receives gallery link with familiar face-search + section-browsing + favourites + download.

Three structural differences from competitors. First, full-workflow integration (cull + face-cluster + gallery + delivery vs. each competitor doing one step). Second, India-aesthetic-trained models (Indian wedding photography has specific aesthetic conventions; our models are tuned). Third, pricing — $29/mo vs. Aftershoot + ImagenAI + delivery-platform combined at $80-150/mo.

Pro tier ($79/mo) adds: studio-team workflow (3 seats so multiple editors collaborate), advanced face-clustering (multi-event recognition — same family across engagement + sangeet + wedding shoots), automated editing-style application (apply photographer's signature style to keepers as starting point). Studio tier ($199/mo) adds white-label client gallery (gallery branded as photographer's studio, not EventLens), 10 seats, priority processing.

Market Opportunity

Indian wedding-photography market: estimated 60,000+ active wedding photographers earning meaningful income from photography. Global wedding-photography market: ~400k photographers. Plus event + portrait + corporate photographers: combined ~1.2M globally.

At blended ARPU of $400/year, the SAM is ~$480M globally. Realistic 4-year capture: 1-3% = $5-15M ARR. Material business at the upper end.

Adjacent expansion. Year 2: post-shoot client-collaboration features (client favouriting + selection workflow + print ordering with photographer commission). Year 3: video-editing AI for wedding videographers (similar workflow with different processing pipeline).

Target Customer

Primary persona: a 33-year-old wedding photographer in Coimbatore handling 35-50 weddings per year, ■65k average per wedding (■22-32 lakh annual revenue). Currently bottlenecked at 1 delivery per week despite shooting 2; 6-week delivery times costing client satisfaction. Will pay $29/mo Solo after free trial demonstrates 70% post-production time reduction.

Secondary persona: a 39-year-old wedding-photography studio owner in Mumbai with 3 photographers + 2 editors, 120 weddings/year. Will pay $79/mo Pro tier for the 3-seat team workflow + advanced multi-event face-clustering.

Tertiary persona: a 45-year-old founder of a 12-person wedding-photography brand in Delhi serving high-end weddings (■1-3 lakh per wedding). Will pay $199/mo Studio tier for white-label gallery + 10 seats + priority processing.

Product

Upload: bulk upload of 1,800-3,500 raw photos (RAW + JPEG formats), upload speed optimised for poor-connectivity Indian context (resume support, parallel chunks).

AI processing pipeline: technical-quality assessment (focus + exposure + composition), duplicate + near-duplicate detection (the 7 nearly-identical shots of the bride's first dance step), face-detection + clustering (identify and group every person + tag them once for photographer naming), event-stage classification (ceremony / reception / portraits / candid).

Auto-cull output: initial cull suggestion with confidence scores; photographer reviews + accepts / overrides in batch.

Gallery organisation: suggested sections + sub-sections; photographer can rearrange before publishing.

Editing workflow: keepers exported to photographer's editing tool of choice (Lightroom + Capture One + Photoshop); edited versions re-imported to replace originals.

Client-facing gallery: shareable URL with face-search + section browsing + favouriting + download (with watermark or full-res based on photographer's policy + client tier).

Pro tier additions: multi-photographer team workspace + role permissions + advanced multi-event face-clustering + signature-style editing application.

Studio tier additions: white-label gallery + 10 seats + priority processing + analytics dashboard.

Technical Architecture

Backend: Python + Go services on Hetzner GPU cloud (RTX 4090 boxes for heavy computer-vision workloads).

Face-detection + clustering: open-source InsightFace + custom fine-tuned models for Indian wedding context.

Quality assessment: custom-trained models for technical quality + composition + Indian-aesthetic-fit detection.

Storage: Cloudflare R2 for raw + processed photo storage (substantial — ~10-25 GB per wedding shoot).

Frontend: Next.js + Tailwind, with desktop-optimised UX for photographer workflow.

Client gallery: separate lightweight Next.js + edge-rendered gallery for fast client browsing.

Payments: Stripe + Razorpay.

Business Model & Unit Economics

Three tiers. Solo ($29/mo): single photographer, unlimited shoots, full workflow, basic gallery delivery. Pro ($79/mo): 3 seats, advanced face-clustering, signature-style editing, advanced gallery features. Studio ($199/mo): 10 seats, white-label gallery, priority processing, analytics.

Conversion economics: 14-day free trial converts at 32% (very high — post-production-time savings is immediately demonstrable). Distribution: 65% Solo, 28% Pro, 7% Studio. Monthly churn target under 3%.

Gross margin: 74% blended. Major cost: GPU compute (~$3.50 per processed wedding shoot), storage (~$1.50 per shoot/month), infrastructure (~$0.80/photographer/month).

Customer LTV: $348/year × 28-month avg = $974 (Solo); $948/year × 36 mo = $2,844 (Pro); $2,388/year × 42 mo = $8,358 (Studio).

Unit Economics (Year-1 base case)

Year-1 paying photographers (target)	3,500
Blended ARPU	$95/month (~$1,140/year)
Year-1 revenue	$335,000 (~■2.8 crore)
Gross margin	74%
Customer acquisition cost (CAC)	$110
Payback period	1.2 months
Year-1 all-in costs	~■55 lakh
Year-1 net contribution	~■1.6 crore

Go-to-Market

Channel 1 — Wedding-photographer community organic (40%): Wedding & Portrait Photographers International + Indian wedding-photographer Facebook groups + WhatsApp networks + WedMeGood photographer directory. Strong word-of-mouth potential when results are visible.

Channel 2 — Wedding-industry partnerships (25%): partnerships with WedMeGood + ShaadiSaga + ZoWed for featured-photographer co-marketing.

Channel 3 — Influencer-photographer partnerships (20%): partnerships with 15-20 prominent Indian wedding photographers (Cupcake Productions, Stories By Joseph Radhik, similar) for case studies + testimonials.

Channel 4 — Content + SEO (15%): substantive content on photographer workflow optimisation + post-production tips + delivery-time strategies.

Roadmap (first 12 months)

- Month 1-3: MVP — bulk upload + AI culling + face-clustering + basic gallery delivery + Solo tier. 350 paying photographers.
- Month 4-5: Pro tier with 3-seat team workspace + advanced face-clustering, 1,000 paying photographers, ■9 lakh MRR.
- Month 6-8: Studio tier with white-label + 10 seats + priority processing, signature-style editing, 2,200 paying photographers.
- Month 9-10: Video-editing AI preview (year-2 expansion), 3,000 photographers.

- Month 11-12: 3,500 paying photographers, ■2.8 crore annualised revenue.

Key Risks

- Aftershoot / ImagenAI / Narrative Select releasing full-workflow versions — possible. Mitigated by integration + India-aesthetic depth + price-point positioning.
- Indian wedding-photography market downturn (post-pandemic recovery has been uneven) — affects total addressable market. Mitigated by international expansion in year 2 + by diversification into event + portrait photography.
- GPU compute cost variance — H100 + RTX availability fluctuates. Mitigated by Hetzner ownership + ability to scale capacity linearly.
- Face-clustering accuracy variance: edge cases (twins, similar relatives, identical outfits) cause errors. Mitigated by human-review-on-uncertain-cases workflow + improvement feedback loop.
- Photographer change-resistance: established photographers attached to manual workflow. Mitigated by clear time-savings demonstration + by targeting younger / more tech-friendly photographer segment first.