Issa Caption Press Kit

Issa Caption uses a sophisticated machine learning and inference engine to find the hypest captions for your photo. Available on the App Store and Play Store today.

Website: https://www.issacaption.com/
App Store: https://itunes.apple.com/us/app/issa-caption/id1341983403?mt=8
Play Store: https://play.google.com/store/apps/details?id=com.issacaption.app&hl=en

For press and interview inquiries, please contact yo@issacaption.com with the subject line "Media Request".

About

Using cutting-edge machine learning and artificial intelligence techniques, Issa Caption analyzes your photos and determines what's in them, and matches what it sees to a curated list of captions from Drake, Kanye, J. Cole, and a whole host of other rappers whose lyrics we've found would be hype as an Instagram caption. Our matching model improves daily, and we follow the latest trends in the music industry to keep our database of captions extremely current.

Issa Caption's name is a homage to Atlanta rapper 21 Savage's debut album *Issa Album*.

Features

Issa Caption has two screens: "Select Image" and "Generate Caption." On the first screen, the user chooses an image from their camera roll to be analyzed on Issa Caption servers. On the second screen, the detected keywords are shown along with a relevant caption. If more than one caption was found to match the keywords, the user can cycle through them by tapping "Next One." Finally, the user can share their image to Instagram as well as a variety of other social media platforms.

Revenue Model

Issa Caption's revenue depends on video ads. Upon installation, each user is given a starting amount of virtual credits, called "guap" in homage to the mad dough that rappers like 21 Savage and Big Sean possess.

Each image analysis costs 1 guap, and upon watching a video ad, users are given 3 guap. We get a small amount of money for each video ad that a user watches which goes towards improving our caption database and perfecting our image-to-keyword and keyword-to-caption search models.

Team

Issa Caption was founded by Nathan Leung, Samay Shamdasani and Rohan Bhatia.

Nathan is a first-year computer science student at the University of Michigan and a graduate of Wissahickon High School, in suburban Philadelphia, PA. In addition to Issa Caption, Nathan is working on a location-based social media app called Suap.

Samay is a high school senior at St. Peter's Preparatory High School in the Greater New York City area. He founded Enlight.nyc, an open-source, community-driven educational platform for learning to code.

Rohan is a student at Indiana University Bloomington and a graduate of Wissahickon High School. Rohan has been launching companies since the ninth grade and is currently working on a premium sneaker price aggregator called Lace Up.

Media

For raw files, please contact yo@issacaption.com with the subject line "Graphics Request" along with the assets you need.

Theme color is #282257 and theme font is League Spartan.

Icon

Screenshots