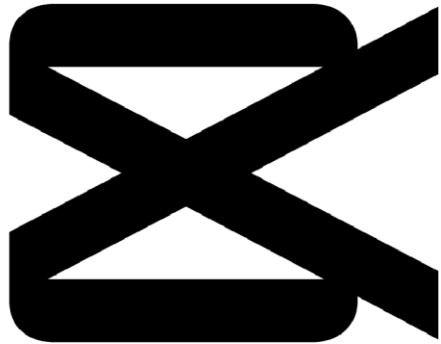


What is CapCut?



An AI-powered video editing platform that allows users to create, edit, and enhance professional-looking videos quickly and easily.

[Website Link](#)

- Supports trimming, splitting, merging, and adding effects to clips
- Includes AI tools like auto-captioning and background removal
- Allows users to add text, music, transitions, and visual effects easily
- No advanced video editing skills required

What Problems Does CapCut Solve?

Lack of professional video editing skills

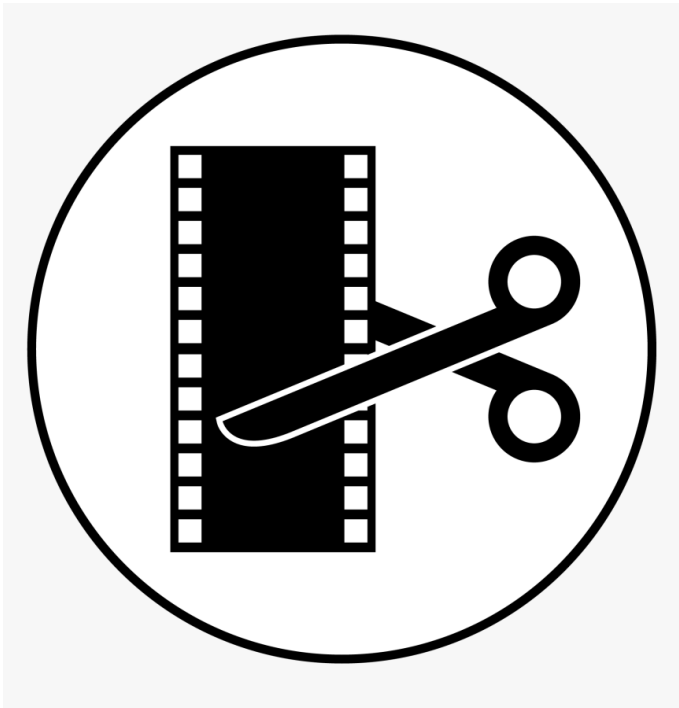
Challenges adding captions, effects, or transitions consistently

Time consuming video editing for social media and marketing

Difficulty creating engaging promo videos quickly

High costs of hiring external video editors or agencies

How Does CapCut Work?



- **AI powered editing:** Import videos or record directly, then edit with AI-assisted tools
- **Trimming and Effects:** Cut, split, merge clips, and add transitions or filters
- **Auto Features:** Auto-captioning, motion tracking, and background removal with AI
- **Text and Music:** Add titles, stickers, and royalty free music

Specific Use Cases and Examples

Jewelry Business

- ❖ Showcase product close-ups with smooth transitions
- ❖ Make behind-the-scene videos of crafting pieces
- ❖ Create TikTok or Instagram reels to drive sales

Online Tutoring

- ❖ Record lessons and cut them into short educational clips
- ❖ Add captions and graphics to explain key points
- ❖ Produce promo videos for new courses

Pet Grooming

- ❖ Show before and after grooming clips
- ❖ Add fun effects for social media posts
- ❖ Create promo posts for special offers or seasonal packages

CapCut - Competitors

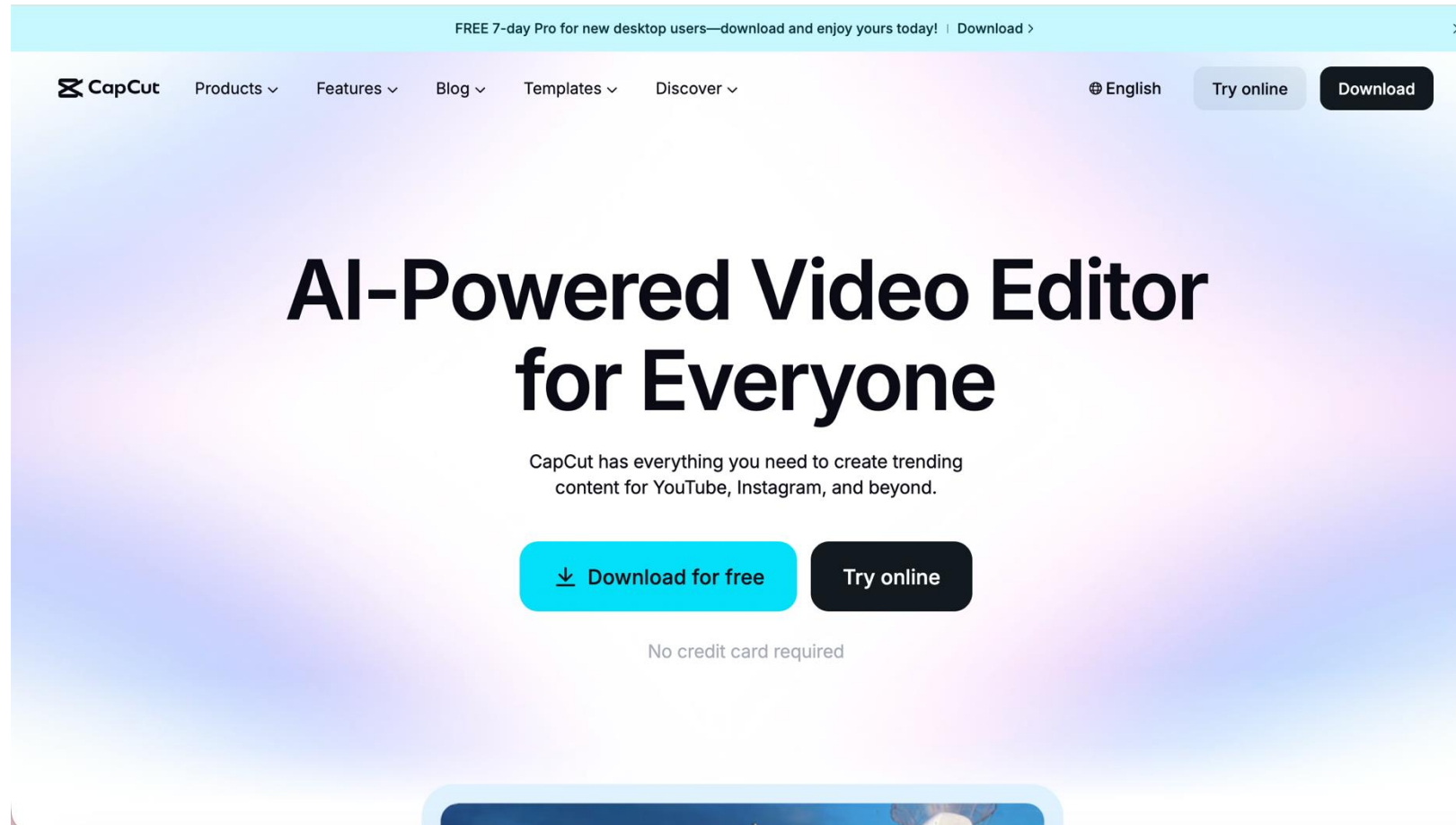
Feature/Function	CapCut	Adobe Premiere Pro	InVideo	VEED.IO
Core Strength	Quick social media video edits	Professional-grade editing	Fast online video creation	Easy online video editing
Interface	Mobile/Web	Desktop	Web	Web
Creative Depth	High	Very High	Moderate	Moderate

CapCut - Costs

Plans	Price	Best For	Key Features
Free	Free	Beginners/Casual Use	<ul style="list-style-type: none">• Basic editing tools• Templates and effects<ul style="list-style-type: none">• Export videos
Standard	\$5.99/month \$89.99/year	Small business	<ul style="list-style-type: none">• Removes watermark• Extra templates and transitions• Access to effects library
Pro	\$19.99/month \$179.99/year	Professionals	<ul style="list-style-type: none">• Full editing toolset• AI assisted editing• High quality exports
Teams	\$24.99/month/user \$214.99/year/user	Agencies	<ul style="list-style-type: none">• Collab tools• Shared assets• Team management

Getting Started with CapCut - Demo

[Demo Link](#)



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No credit card required