

Questions:

Sign up for services: sbdcassistance.com When signing up, in the "Other – Referral from" field, enter: AI Workshop

Top 6 AI Avatar Video Tools – Quick Comparison

Synthesia

Strength: Most polished, high-quality AI avatars
Best For: Marketing, training, multilingual videos
Bonus: Large avatar library, excellent lip-sync

• Weakness: No free plan

Elai.io

Strength: PowerPoint import, custom avatars, API access
Best For: Internal training, onboarding, course creation

• Bonus: Team workflows, multiple voices

• Weakness: Slight learning curve

Colossyan

• Strength: Easy UI, great for teams and HR

• Best For: Corporate training and internal communications

• Bonus: Fast rendering, solid collaboration tools

• Weakness: Fewer avatar/voice options

D-ID

• Strength: Animate headshots from still photos

• Best For: Personalized intros, photo-based avatars

• Bonus: Great for quick photo-to-video use

• Weakness: Less expressive and smooth than others

HeyGen

- Strength: Highly versatile, supports avatars, voice cloning, script-to-video, and translation with lip-sync
- Best For: Marketing, social media, global business (translation/localization), quick explainer videos
- Bonus: : Free tier available, template library, background customization, integration with slides/PowerPoint
- Weakness: Avatars less realistic than DeepBrain, some translation quirks, and limited free credits

Southwest Minnesota State University and the Minnesota SBDC Network is a proud part of the Department of Employment and Economic Development in the State of Minnesota. It is funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact the Southwest Minnesota Small Business Development Center or call 507.537.7386.





