ToolGPA

NOVEMBER 2026

Elai

The Insider's Guide

AI avatar video maker that turns text, URLs and slides into video



Every plan, grade, refund rule and rival among screen recording and video tools, read from Elai's own pages.

Made by Elai Inc. · checked Nov 13, 2026 · toolgpa.com

2.0
GPA



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ToolGPA put this guide together from Elai's own pages, its app-store listings and our grades. Every fact in it is on Elai's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.0

GPA, above 14 of the 133 other screen recording and video tools we grade

Elai is a browser-based tool that makes videos with AI presenters. You supply a script, a web page URL or a PowerPoint file, pick an avatar and voice, and render a video in 75+ languages. Plans are sold by monthly rendering minutes, with an API, interactive elements and SCORM export on the platform.

To get you started, here are **9 things to know about Elai**, taken from its own pages and our grades.

> **No store rating on record, and you build scripts and scenes before you get a video.**
>
> From our grade for ease of use

1 **Best for talking-avatar videos from text**

Elai turns text, web pages and slides into videos with talking avatars.

2 **Paid plans start at $23 a month**

As its pricing page puts it: $23 per month for 15 minutes, billed annually ($29 billed monthly).

3 **There is a free plan**

1 user, 1 minute of video, 80+ avatars, 75+ languages and all Creator features.

4 **It runs on Web**

Web.

5 **Avatar videos from a script**

Choose from 80+ avatars and 300+ standard voices, type or upload a script, and render the video.

6 **URL, PPTX and AI storyboard input**

Paste a URL or upload a PowerPoint file, or have a script drafted from a prompt, link or document.

7 **Interactivity**

Add buttons, hotspots, branching paths and text quizzes; image and multi-select quizzes need a higher plan.

8 **A 2.0 GPA, above 14 of 133**

That is against the other screen recording and video tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Elai you would be making a video model, which you can rent by the second but not make. That is not a weekend's work, with an AI app builder or without one.

Elai at a glance

PRICING Free plan, from $23 per month for 15 minutes, billed annually ($29 billed monthly)	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Elai Inc.	CATEGORY Screen Recording & Video
OUR GRADE 2.0 GPA, fair	

The report card

Best for talking-avatar videos from text

Elai turns text, web pages and slides into videos with talking avatars. Plans are measured in render minutes, every re-render uses minutes, and the free plan stops at 1 minute of video.

TOOLGPA REPORT CARD	Elai	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	Creator is $23 a month billed yearly for 15 minutes, or $29 monthly, around the top of the category's usual range.
Free plan and trial	C	A free plan with 1 user and 1 minute of video, which you will outgrow quickly.
Features	C	Avatars, script, URL and slide input, translation, API and SCORM export, but voice clones and selfie avatars are paid add-ons.
Ease of use	C	No store rating on record, and you build scripts and scenes before you get a video.
Platforms and integrations	C	Web only, with Panopto the one integration listed beside the API.
Grade point average		Fair, out of 4.0 **2.0**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Elai is for

- ✓ Fits if you make training or explainer videos with an avatar presenter
- ✓ Works for teams who need SCORM export

Who it is not for

- ✗ Tight if you stay free, as the free plan covers 1 minute of video
- ✗ Watch out: every render uses minutes, even a re-render of the same video
- ✗ Pricey if you need more minutes, as extra ones cost $2 each and only on paid plans
- ✗ Watch out: voice clones and selfie avatars cost $200 and $199 a year on Creator

Good to know

Good for

- ✓ Training and explainer videos without filming a presenter
- ✓ Turning slide decks into narrated videos
- ✓ Teams making the same video in several languages

Worth knowing

- ⓘ Plans are measured in render minutes, and every render uses minutes, even a re-render of the same video.
- ⓘ Extra minutes cost $2 each and can only be bought on paid subscriptions.
- ⓘ Voice clones and selfie avatars are add-ons on Creator ($200 and $199 per year); Team annual includes one of each.
- ⓘ The free plan is limited to 1 minute of video.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$23

A month to start. There is a free plan too

Elai has a free plan. Paid plans start at $23 per month for 15 minutes, billed annually ($29 billed monthly).

FREE

$0

1 user and 1 minute of rendered video; 80+ avatars and 75+ languages.

CREATOR

$23

per month for 15 minutes, billed annually ($29 billed monthly)

1 user, Full HD video and the full avatar, voice and language library. $276 billed annually.

TEAM

$100

per month for 50 minutes, billed annually ($125 billed monthly)

3 editors and 3 guests, 4K video, premium voices, custom images and fonts, 1 selfie avatar and 1 voice clone. $1,200 billed annually.

ENTERPRISE

Custom

Unlimited users, brand kit, workspaces, SSO and premium avatars; sold through sales.

The free plan

1 user, 1 minute of video, 80+ avatars, 75+ languages and all Creator features.

Read from elai.io on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Save 20% with annual billing

Elai's pricing page shows a 20% saving when Creator or Team is billed annually instead of monthly.

Stated on elai.io

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

AI avatar video maker that turns text, URLs and slides into video. Here is what it does, as its own site describes it, and what it covers: public API, AI features, video generation, text to speech, voice cloning.

> **Avatars, script, URL and slide input, translation, API and SCORM export, but voice clones and selfie avatars are paid add-ons.**
>
> From our grade for features

Avatar videos from a script

Choose from 80+ avatars and 300+ standard voices, type or upload a script, and render the video.

URL, PPTX and AI storyboard input

Paste a URL or upload a PowerPoint file, or have a script drafted from a prompt, link or document.

Interactivity

Add buttons, hotspots, branching paths and text quizzes; image and multi-select quizzes need a higher plan.

Translation and captions

Translate a video automatically, and add captions or subtitles, in 75+ languages.

API and SCORM export

A public API is listed in the plan comparison but not on the free plan; SCORM export is listed for Enterprise only.

Where it runs

Web

What it works with

Panopto

Elai is made by Elai Inc.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

14/133

Other screen recording and video tools it is graded above

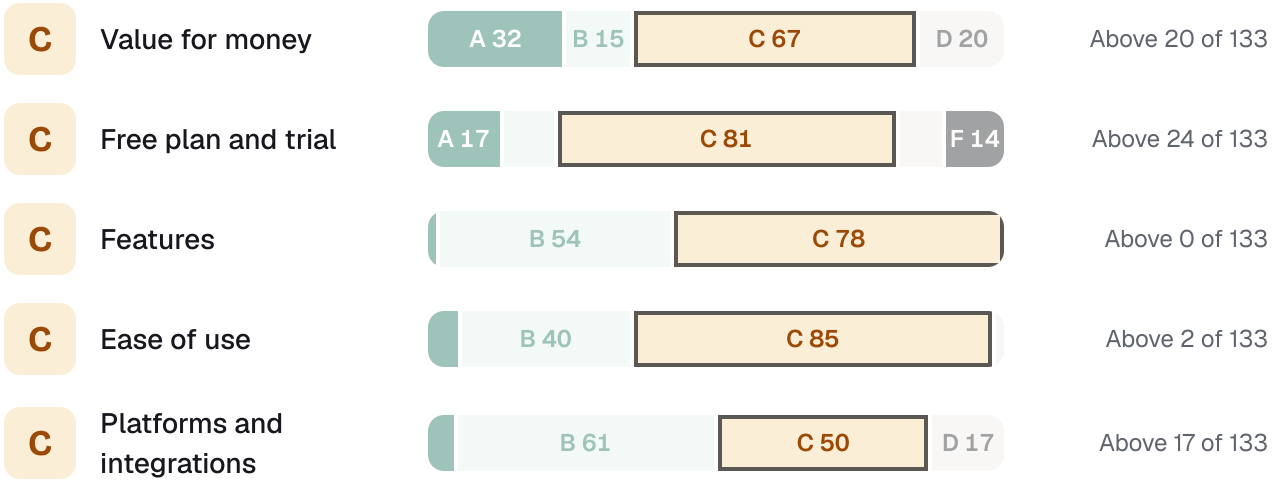
Elai's GPA of 2.0 is higher than 14 of the 133 other screen recording and video tools we grade, and level with 27.

Its paid plans start at $23 a month, against a middle price of $12.25 for the category: 71 of the 88 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 59 tools score higher and cost less.

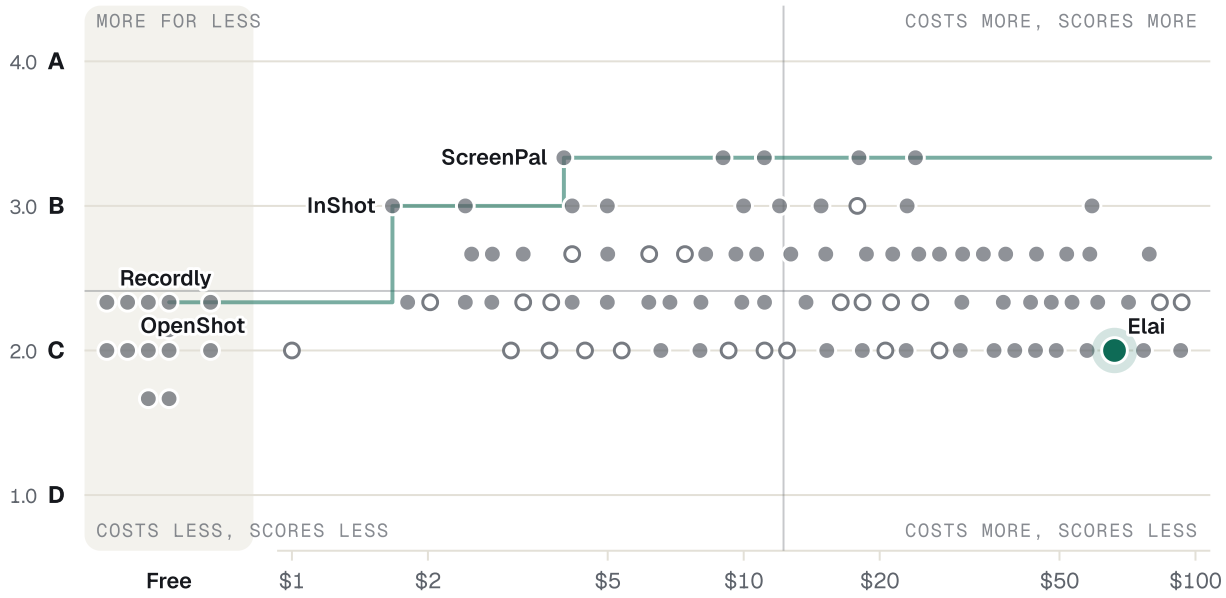
Each grade against the category

Every bar is all 134 screen recording and video tools we grade, cut by the letter each got. Elai's own letter is outlined.



Price against what you get

Each dot is one of 102 screen recording and video tools. Further left costs less; higher up scores better on features, ease of use and platforms. Elai is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Elai you would be making a video model, which you can rent by the second but not make. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 92 of the 133 other screen recording and video tools grade higher. It costs $276 a year.

What you could not

- ✕ A video model, which you can rent by the second but not make.
- ✕ A voice model, which you can rent by the minute but not make.

- ✕ A voice model trained on your recordings.
- ✕ It plugs into other products, Panopto among them, and has an API.
- ✕ AI features, unless you pay a model provider for each request yourself.

What this rests on. Elai's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Synthesia, HeyGen, DeepBrain AI Studios, Wondershare Virbo and Steve AI

The 5 tools Elai is most often weighed against, with where each one differs from it.

2.4 GPA

Synthesia

Free plan · from $14/mo

AI video platform that turns scripts into avatar-presented videos.

- Only Synthesia lists a browser extension.
- Elai also covers video generation, text to speech and voice cloning.
- Synthesia also covers templates and screen recording.

Elai and Synthesia compared in full

2.6 GPA

HeyGen

Free plan · from $24/mo

AI video generator with realistic avatars and video translation.

- Only HeyGen lists iOS and Android apps.
- Elai also covers video generation, text to speech and voice cloning.
- HeyGen also covers templates.

Elai and HeyGen compared in full

2.0
GPA

DeepBrain AI Studios

Free plan · from $24/mo

AI avatar video maker with dubbing and interactive avatars.

- DeepBrain AI Studios also covers templates and video editing.

Elai and DeepBrain AI Studios compared in full

1.6
GPA

Wondershare Virbo

From $109/yr

AI marketing video maker with AI sales influencers.

- Elai has a free plan. Wondershare Virbo does not.
- Only Wondershare Virbo lists an iOS app.
- Elai also covers text to speech and voice cloning.

Elai and Wondershare Virbo compared in full

2.0
GPA

Steve AI

Free plan · from $19/mo

Prompt-to-video maker for animated, stock and generative clips.

- Only Steve AI lists an iOS app.
- Elai also covers voice cloning.
- Steve AI also covers video editing.

Elai and Steve AI compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

14

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Elai free?

Elai has a free plan. 1 user, 1 minute of video, 80+ avatars, 75+ languages and all Creator features.

How much does Elai cost?

Elai lists 4 plans. Free: $0.

What platforms does Elai work on?

Elai is available on Web.

Does Elai offer any discounts?

Elai publicly lists the following: Save 20% with annual billing.

Does Elai have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Elai is listed for Web.

Does Elai have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Elai is listed for Web.

Is Elai open source?

Elai is not described as open source on its own site, as read on Nov 13, 2026.

Does Elai have an API?

Yes. Elai offers a public API, according to its own site.

What does Elai integrate with?

Elai's listing names Panopto. A listing names up to eight integrations, so it may connect to more.

Who makes Elai?

Elai is made by Elai Inc.

What are the alternatives to Elai?

The closest alternatives to Elai in our directory are Synthesia, HeyGen, DeepBrain AI Studios, Wondershare Virbo and Steve AI.

How does Elai compare with other screen recording and video tools?

Elai's GPA of 2.0 is higher than 14 of the 133 other screen recording and video tools we grade, and level with 27.

Is Elai good value for money?

ToolGPA grades Elai C for value for money. On features, ease of use and platforms it scores 2.0 out of 4.

Could I make my own version of Elai?

To replace Elai you would be making a video model, which you can rent by the second but not make.

Where this guide comes from

The prices, plans, platforms and features were read from Elai's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Elai's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Elai Inc. Prices change, so check elai.io before you buy.

elai.io/pricing/ elai.io

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Elai, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/elai

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Elai: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/elai
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Know someone choosing between screen recording and video tools?

Send them this guide: toolgpa.com/tools/elai/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded screen recording and video tools after Elai, each with an Insider's Guide of its own.

Screen Recording & Video Insider's Guide

Every one of the 134 screen recording and video tools we grade, compared

DaVinci Resolve Insider's Guide

Video editing, color, effects and audio post-production in one app

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Zencastr Insider's Guide

Free podcast recording, chat-based editing and hosting in one app

3.4 GPA

Cap Insider's Guide

Open-source screen recorder with instant share links and an editor

3.2 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Elai's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Elai is a trademark of its owner, and this guide is not made, paid for or approved by Elai Inc. Prices and plans change: check elai.io before you buy.