ToolGPA

NOVEMBER 2026

Gencraft

The Insider's Guide

AI image and video generator with styles and trainable models



Every plan, grade, refund rule and rival among AI image and video generators, read from Gencraft's own pages.

Made by Gencraft, LLC · checked Nov 13, 2026 · toolgpa.com

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ToolGPA put this guide together from Gencraft's own pages, its app-store listings and our grades. Every fact in it is on Gencraft'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

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GPA, above 63 of the 168 other AI image and video generators we grade

Gencraft turns text prompts into images, videos and emoji, with a choice of styles and a feed of other people's creations. Paid Pro plans add more than 20 models, video, selfie variations and training a model on your own images. It runs on the web and in iOS and Android apps.

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

1 **Best for AI image app with weekly subscriptions**

Gencraft is an image and video app with 20+ models, billed weekly or monthly.

2 **Paid plans start at $17.29 a month**

As its pricing page puts it: $3.99 per week (Starter, App Store price; $7.99 monthly).

3 **There is a free plan**

The app is free to download; the App Store listing does not state a free generation allowance.

4 **It runs on 3 platforms**

Web, iOS and Android.

5 **Text to image**

Enter a prompt, choose from a library of styles and get high-resolution images back.

6 **Video and emoji**

The listing says the app also generates videos and Genmoji-style emoji from words.

7 **Train your own model**

Pro users can train a model to generate in their own style; training is also sold separately at $2.99.

8 **A 2.2 GPA, above 63 of 168**

That is against the other AI image and video generators we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

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

Gencraft at a glance

PRICING Free plan, from $3.99 per week (Starter, App Store price; $7.99 monthly)	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web, iOS, Android
MADE BY Gencraft, LLC	CATEGORY AI Image & Video Generators
OUR GRADE 2.2 GPA, fair	STORE RATING 4.4 on the App Store, 2,072 ratings

The report card

Best for AI image app with weekly subscriptions

Gencraft is an image and video app with 20+ models, billed weekly or monthly. Starter is $3.99 a week or $7.99 a month on iOS. The listing states no free allowance, and training your own model is a separate $2.99.

TOOLGPA REPORT CARD	Gencraft	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	$7.99 a month on iOS Starter is inside the category's cheaper quarter, but the weekly price of $3.99 works out much dearer, and Pro is $19.99 a month.
Free plan and trial	D	Free to download, but the listing states no free generation allowance, so what you get without paying is unclear.
Features	C	Images, video and emoji, 20+ models, presets and selfie edits. Training your own model is a separate $2.99 in-app purchase.
Ease of use	C	4.4 from about 2,100 App Store ratings, which is the 3.8 to 4.5 band.
Platforms and integrations	B	Web, iPhone and Android. No desktop app and no integrations listed.

Grade point average Fair, out of 4.0 **2.2**

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 Gencraft is for

- ✓ Fits if you want an image app on your phone with many models to try
- ✓ Works for casual creators who are fine with a subscription

Who it is not for

- ✕ Skip it if you want a clear free allowance, as the listing states none
- ✕ Watch out: billing is weekly or monthly, with no yearly option shown
- ✕ Watch out: training a custom model is a separate $2.99 purchase
- ✕ Pricey if you pay weekly: $3.99 a week for Starter and $9.99 for Pro
- ✕ Watch out: web prices were not readable and may differ from App Store prices

Good to know

Good for

- ✓ Casual image and video making on a phone
- ✓ Seeing other users' prompts and styles for ideas
- ✓ Anyone who wants to train a small custom model

Worth knowing

- ⓘ Prices were read from the iOS App Store listing; web plan prices were not readable and may differ.
- ⓘ Subscriptions are billed weekly or monthly; the listing shows no yearly option.
- ⓘ Training a custom model is a separate $2.99 in-app purchase.

PART 02 · PRICING

What it costs

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

$17.29

A month to start. There is a free plan too

Gencraft has a free plan. Paid plans start at $3.99 per week (Starter, App Store price; $7.99 monthly).

> **Free to download, but the listing states no free generation allowance, so what you get without paying is unclear.**
>
> From our grade for free plan and trial

STARTER WEEKLY

$3.99

per week, App Store price

Entry subscription as listed in the iOS App Store.

STARTER MONTHLY

$7.99

per month, App Store price

Entry subscription billed monthly, as listed in the iOS App Store.

PRO WEEKLY

$9.99

per week, App Store price

Pro features: 20+ models, video, selfie variations, editing parts of images and model training.

PRO MONTHLY

$19.99

per month, App Store price

Same Pro features billed monthly, as listed in the iOS App Store.

The free plan

The app is free to download; the App Store listing does not state a free generation allowance.

Read from apps.apple.com on Nov 13, 2026.

What it does

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

3

Places it runs: Web, iOS and Android

AI image and video generator with styles and trainable models. Here is what it does, as its own site describes it, and what it covers: AI features, templates, image generation, video generation.

"

No desktop app and no integrations listed.

From our grade for platforms and integrations

Text to image

Enter a prompt, choose from a library of styles and get high-resolution images back.

Video and emoji

The listing says the app also generates videos and Genmoji-style emoji from words.

Train your own model

Pro users can train a model to generate in their own style; training is also sold separately at $2.99.

20+ models

The Pro tier gives access to more than 20 models, according to the listing.

Selfie variations and edits

Upload a selfie to generate variations, or change parts of an image without starting over.

Generation presets

Pro users can save and reload favorite generation settings, with prompt prefixes and suffixes.

Where it runs

Web iOS Android

What it works with

Its own pages name no integrations.

Gencraft is made by Gencraft, LLC.

PART 04 · STANDING

Where it stands

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

63/168

Other AI image and video generators it is graded above

Gencraft's GPA of 2.2 is higher than 63 of the 168 other AI image and video generators we grade, and level with 42.

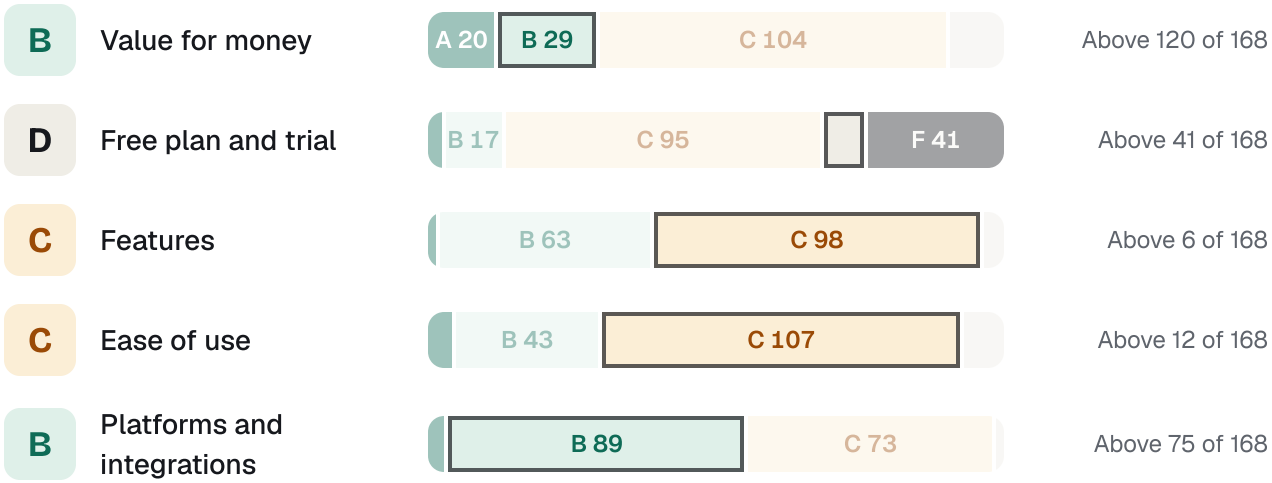
It stands best on value for money (B, above 120 of 168) and worst on free plan and trial (D, above 41).

Its paid plans start at $17.29 a month, against a middle price of $11.88 for the category: 87 of the 120 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 41 tools score higher and cost less.

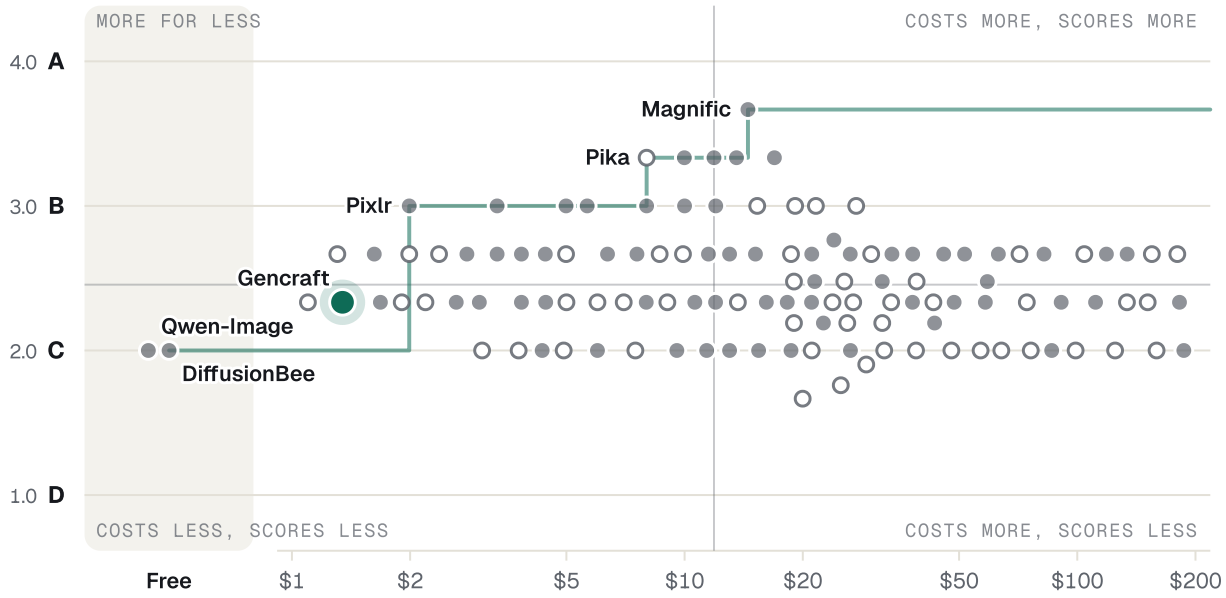
Each grade against the category

Every bar is all 169 AI image and video generators we grade, cut by the letter each got. Gencraft's own letter is outlined.



Price against what you get

Each dot is one of 123 AI image and video generators. Further left costs less; higher up scores better on features, ease of use and platforms. Gencraft 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 Gencraft you would be making an image model, which you can rent by the picture but not make. That is not a weekend's work, with an AI app builder or without one.

It costs $207.48 a year.

What you could make

- Templates: an app builder makes this well.

What you could not

- An image model, which you can rent by the picture but not make.

- A video model, which you can rent by the second but not make.
- A real app for iOS and Android. Something home-made would be a web page.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Gencraft'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



Starryai, Dream by Wombo, NightCafe and Imagine Art

The 4 tools Gencraft is most often weighed against, with where each one differs from it.

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Starryai

Free plan · from $4.99

AI art and video app with styles, a community feed and Lumen credits.

- Gencraft also covers templates.
- Starryai also covers community.

Gencraft and Starryai compared in full

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Dream by Wombo

Free plan · from $8.33/mo

AI art and video generator with daily free credits.

- Only Gencraft lists iOS and Android apps.
- Gencraft also covers templates.

Gencraft and Dream by Wombo compared in full



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NightCafe

Free plan · from $7.49/mo

Community AI art generator with many models and daily free credits.

- Only Gencraft lists iOS and Android apps.

Gencraft and NightCafe compared in full



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Imagine Art

Free plan · from $13/mo

AI creative suite for images, video, audio and design.

- Only Gencraft lists iOS and Android apps.
- Gencraft also covers templates.
- Imagine Art also covers chat assistant.

Gencraft and Imagine Art compared in full

Quick answers

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

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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 Gencraft free?

Gencraft has a free plan. The app is free to download; the App Store listing does not state a free generation allowance.

How much does Gencraft cost?

Gencraft lists 4 plans. Starter Weekly: $3.99 per week, App Store price.

What platforms does Gencraft work on?

Gencraft is available on Web, iOS and Android.

How is Gencraft rated?

Gencraft's iPhone and iPad app averages 4.4 out of 5 from 2,072 ratings on the App Store in the United States, as read on Nov 13, 2026.

Does Gencraft have a Windows app?

No Windows app was listed when its pages were read on Nov 13, 2026. Gencraft is listed for Web, iOS and Android.

Does Gencraft have a macOS app?

No macOS app was listed when its pages were read on Nov 13, 2026. Gencraft is listed for Web, iOS and Android.

Is Gencraft open source?

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

Who makes Gencraft?

Gencraft is made by Gencraft, LLC.

What are the alternatives to Gencraft?

The closest alternatives to Gencraft in our directory are Starryai, Dream by Wombo, NightCafe and Imagine Art.

How does Gencraft compare with other AI image and video generators?

Gencraft's GPA of 2.2 is higher than 63 of the 168 other AI image and video generators we grade, and level with 42.

Is Gencraft good value for money?

ToolGPA grades Gencraft B for value for money. Its paid plans start at $17.29 a month, against a middle price of $11.88 for the category: 87 of the 120 others that charge start lower.

Could I make my own version of Gencraft?

To replace Gencraft you would be making an image model, which you can rent by the picture but not make.

Where this guide comes from

The prices, plans, platforms and features were read from Gencraft'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 Gencraft's App Store listing and pages's own pages on 13 November 2026, and its App Store rating. 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 Gencraft, LLC. Prices change, so check gencraft.com before you buy.

apps.apple.com/us/app/gencraft-ai-image-genera… gencraft.com/faq
blog.gencraft.com

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

Gencraft, kept up to date

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

toolgpa.com/tools/gencraft

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, "Gencraft: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/gencraft
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Know someone choosing between AI image and video generators?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded AI image and video generators after Gencraft, each with an Insider's Guide of its own.

AI Image & Video Generators Insider's Guide

Every one of the 169 AI image and video generators we grade, compared

Pixlr Insider's Guide

Browser photo editors with AI image, video and audio tools

3.2 GPA

Adobe Firefly Insider's Guide

Adobe's image, video and audio generator, with partner models

3.0 GPA

ComfyUI Insider's Guide

Open-source node editor for image and video AI workflows, plus a cloud

3.0 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 Gencraft'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. Gencraft is a trademark of its owner, and this guide is not made, paid for or approved by Gencraft, LLC. Prices and plans change: check gencraft.com before you buy.