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Distribution Report

AI Acting Coach RoleLab.ai Helps Actors Book More Roles

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RoleLab.ai, a new AI-powered acting coach, today announced its official launch, aiming to give aspiring and working actors professional-grade feedback on their self-tapes in under a minute — at a fraction of the cost of traditional coaching.

The platform was created by Max Ermakov, an inventor and creator who kept seeing gifted actors walk away from the industry—not because they lacked talent, but because opportunity never reached them.

"I kept meeting actors who were brilliant, but blocked by geography or money," said Max. "If you don't live in New York or LA, or you can't afford hundreds of dollars a month for coaching, the industry quietly closes its doors on you. I wanted to build something that kept those doors open."

RoleLab.ai functions as an on-demand acting coach for the self-tape era. Actors upload or record a scene, and the platform analyzes performance using advanced AI — breaking down **delivery, emotion, presence, and technical choices**. Within about 60 seconds, users receive clear, specific notes they can apply in their next take or audition.

The system evaluates pacing, clarity, intention, emotional authenticity, body language, eye line, framing, and more. On top of the technical analysis, RoleLab.ai layers in expert coaching insights so the feedback feels like it's coming from someone who understands story, character, and casting — not just an algorithm.

"We're not trying to replace human coaches," Max added. "We're trying to make high-quality feedback something you can access at any time from your bedroom, on a student budget, anywhere in the world."

RoleLab.ai is built to support **actors at every level**:

- **Beginners** can get guidance on fundamentals and avoid bad habits early.
- **Working actors** can sharpen their self-tapes, get faster feedback, and increase their callback rate.
- **Series regulars and seasoned performers** can use the platform as a second pair of eyes to refine nuance and experiment between jobs.

Beyond one-off notes, RoleLab.ai lets users track progress over time and build a portfolio of feedback that reflects their growth and work ethic. The platform is designed for the realities of modern casting, where tight deadlines and self-tapes are the norm and actors rarely get honest, timely feedback.

"Our goal is simple," said Max Ermakov "Less guesswork, more opportunity. We want actors to know what's working — and what isn't — before they hit send."

At its core, RoleLab.ai is a mission-driven attempt to democratize access to the kind of coaching that has historically been reserved for those with money, proximity to major hubs, or the right connections.

About RoleLab.ai

Within the first week of launch, RoleLab.ai attracted over a thousand actors eager to level up their self-tapes and audition performances. The AI-powered platform gives performers fast, professional-grade feedback on their acting—no matter where they live or how much they can afford to spend on coaching. By combining advanced AI analysis with industry-informed insights, RoleLab.ai helps actors improve faster, audition smarter, and ultimately book more roles.

For more information, visit RoleLab.ai.

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