COMMENT AI

How I built Calbro with AI and got a 33 million credit ElevenLabs grant

I had no coding background. This is how I built the app with AI tools, how the grant works, and how you can apply for it.

> **The honest version:** I don't write code. I direct AI tools, test the result and say what's wrong. It took a lot of time and many mistakes. A grant is not guaranteed, and ElevenLabs decides who gets it.

What the grant gives you

WHAT	DETAILS (FROM ELEVENLABS)
Credits	33,000,000 credits. That is 3.3 crore **credits, not rupees**. ElevenLabs values it at $5,500+.
Time	12 months from approval. Unused credits expire.
Usage	Over 680 hours of voice agents, or use it for speech, speech to text, voice cloning, sound effects and music.
Extras	Founder events and startup support.

Official page: elevenlabs.io/startup-grants

Part 1: How I built Calbro with AI

Calbro AI is a health app with AI food scanning and calorie tracking. I started in January 2026 and it is live on the App Store, Google Play and calbro.in.

1. **Pick one real problem.** Mine: tracking what you eat is too much work, so scan the food instead.
2. **Use AI as your developer.** I used **Claude Code** and **Google AI Studio**. Describe one feature in plain words, run it, then tell the AI exactly what is broken.
3. **Build one small thing at a time.** Get one feature working on your own phone before asking for the next one.
4. **Let AI explain every service.** You don't need to know these in advance. Ask "what does this do, and what does it cost?"
5. **Get a security review before launch.** Ask the AI to check who can see whose data and fix the gaps. Real users trust you with their information.
6. **Add payments and launch.** A product people can pay for matters here, because the grant is for products with a business model.

PART	WHAT I USED	WHY
App	Capacitor	One web codebase becomes iOS + Android apps
Backend	Supabase	Login, database and server functions
AI	Gemini on Vertex AI	Reads food photos and powers AI features
Payments	Razorpay + in-app purchases	Web payments + App Store and Play billing

Part 2: Have a specific voice idea

ElevenLabs funds voice products, so "I have an app" is not enough. My use case was a **Hinglish voice agent** that talks to people who asked about Calbro, qualifies them and books them into a paid coaching consultation. I set up a first version in ElevenLabs before I was approved.

Your idea should answer three questions: Who talks to the voice? What does it do for them? How does that make money?

Part 3: Check you qualify

	ELEVENLABS' RULE
✅	A startup with fewer than 25 employees
✅	A product with a business or monetization plan, meant for the long term
✅	A valid business email
❌	Agencies, consulting firms and SMBs
❌	One-off projects and campaigns
❌	Products for children aged 18 or under
❌	Existing enterprise customers, previous grant recipients, more than one application per company

> **Freelancer or running a normal business?** Client work won't qualify by itself. You need your own voice product, one you plan to sell for the long term.

Part 4: Apply

1. **Sign up on ElevenLabs** with your business email. The credits go on the account you apply with.
2. **Open the form:** elevenlabs.io/grants-application. Read the terms and continue.
3. **Tell them about your startup, your team and how you expect to grow.** Be specific and truthful. The terms require complete and accurate information.

4. **Wait for the decision.** ElevenLabs aims to reply within about a week, and there is no fixed deadline.

Prepare your answers with this prompt in Claude or ChatGPT:

```
Help me prepare my ElevenLabs Startup Grant application. Use only the facts I give you.
Ask me if something is missing, and never invent numbers or users.

Product and website: [ ]
Who it is for: [ ]
How voice is used in it: [ ]
How it makes or will make money: [ ]
Team size: [ ]
Progress so far (live product, users, revenue): [ ]
Plan for the next 12 months: [ ]

Write short, plain answers about the startup, the team, the voice use case and how we
expect to grow.
```

After you're approved

- **Read your approval email.** Mine asked for an ElevenLabs Grants badge on the website.
- **Track your credits.** In my tests a voice agent used about 800 credits per minute, so plan your usage on real numbers.
- **Save credits for what lasts.** Generated audio files stay with you. Live agent minutes are gone once they are spoken.
- **Mark the end date.** The plan drops to Free after 12 months, or when only 10,000 credits are left.
- **Never sell your credits.** Reselling ends the grant immediately.

Using AI for your career too?

Our tool gives your CV an ATS readiness score, shows which countries fit your profile, and lists the official job portals.

ATS CV Analyser ₹99 · CV Builder + Analyser ₹199

Check my CV → globalmultilingo.in/abroad

Links and facts checked on 9 Nov 2026. Rules change: always confirm on the official site before you apply. Follow @careerwithsukrit for more free resources.