

One living storefront. More possibility.

Links, micro-publishing, native booking and creator growth loops in one cohesive digital home for independent work.

\$250B

Creator economy / 2023 [1]

\$12B

SAM / working assumption

\$18M ARR

Paid-space scenario

THE PROBLEM

Independent creators connect their story, audience and services across separate tools. An illustrative \$50-\$100 monthly stack costs \$600-\$1,200 per year; this is a budget model, not a measured average.

THE PLATFORM ADVANTAGE

Discovery to action: Read updates, review work and book in one session.

A living feed: Fresh updates give audiences a reason to return.

Creator sharing: Funded reward pools allocate rewards through reviewed eligible traffic.

DISTRIBUTION & PROPOSED REVENUE

Create a space > share publicly > convert visitors > amplify with creators.

Pro: \$9-\$15/month for proposed premium features. **Bookings:** proposed 2.5-3.5% platform fee, separate from processing. **Organizations:** managed community partnerships.

MODEL & VALIDATION

SAM assumption: 100M potential accounts x \$120 annual spend = \$12B. Paid-space scenario: 150,000 x \$10/month x 12 = \$18M ARR. \$150M ARR would require 1.25M paid spaces at this price. Scenarios are not forecasts or current traction. CAC, retention, margin and payback remain to be measured. All amounts USD.

[1] Goldman Sachs Research, 19 April 2023: \$250B creator economy estimate and 50M global creators. The ecosystem includes more than software spending. Proposed pricing and market assumptions require validation; rewards and growth are not guaranteed.