



The Creator-First Social Platform

Business Plan & Investment Memorandum

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1. Executive Summary

Vybe is building the world's first **creator-first social platform** — a place where content creators come first, not algorithms or advertisers.

Today's social media is broken. Creators on TikTok and Instagram spend countless hours editing content, chasing algorithms, and earning very little for their work. At the same time, users are tired of feeds filled with annoying ads that have nothing to do with their interests.

Vybe changes everything by putting creators at the center of the platform:

- **AI-Powered Creation:** Built-in AI tools that help creators produce high-quality content in minutes, not hours. Creators can focus on living their lives while our AI handles the editing and posting.
- **Built-In Monetization:** A marketplace where brands can directly connect with creators for collaborations. No middlemen, no agencies taking big cuts. Everything from pricing to payments happens inside one platform.
- **100% Ad-Free Experience:** No banner ads. No pop-ups. The only promotional content comes naturally through creator posts — authentic recommendations from people users actually follow and trust.
- **One Account, Everything Included:** Creators get one account for social media AND their business. No need for separate tools, agencies, or payment platforms.

Our Vision: Become the go-to platform for the next generation of content creators — a place where they can create, grow, and earn without the burnout that comes with traditional social media.

Funding Request: We are raising **\$4 million** in seed funding to build and launch the Vybe platform, with an 18-month runway to achieve product-market fit and grow to 100,000+ active creators.

2. The Problem: Why Social Media is Broken

2.1 Creators Are Burning Out

Being a content creator sounds like a dream job, but the reality is very different. Today's creators face serious challenges that make their work exhausting and unsustainable:

- **The Algorithm Trap:** Creators don't own their audience — they rent it from algorithms that change without warning. Miss a few days of posting and your reach drops dramatically.
- **Endless Editing:** A single 60-second video can take 4-8 hours to edit, add captions, optimize for different platforms, and schedule.
- **Low Earnings:** Despite millions of followers, most creators earn very little from platforms directly. They depend on brand deals that are hard to find and negotiate.
- **No Work-Life Balance:** The pressure to post daily means creators can never truly take a break or enjoy the experiences they're supposed to be sharing.

2.2 Users Are Fed Up With Ads

From the user side, social media has become frustrating. Every third post is an advertisement that has nothing to do with their interests. People are leaving major platforms for smaller, more authentic spaces like Discord groups and niche apps.

- 72% of Gen Z users say they skip or ignore ads on social media
- Ad loads on major platforms have reached saturation — users see 6-10 ads per session
- Users spend 40% less time per session on platforms compared to 3 years ago

2.3 Brands Want Better Results

Traditional digital advertising is losing effectiveness. Click-through rates on banner ads are below 1%. Brands know that authentic creator recommendations work much better, but finding and working with creators is complicated, expensive, and time-consuming.

The current process involves agencies (who take 20-30% fees), multiple platforms for discovery and payments, and weeks of back-and-forth negotiations. There has to be a better way.

3. The Solution: Introducing Vybe

Vybe is not just another social media app. It's a complete ecosystem designed from the ground up to solve the problems that plague today's creator economy.

Our Core Philosophy: If creators succeed, everyone succeeds. Happy creators make great content. Great content attracts users. Users attract brands. Brands pay creators. The cycle continues.

How Vybe Works

For Creators:

- Sign up and get access to powerful AI tools that help create professional content in minutes
- Apply to become a verified 'Vybe Creator' and unlock the built-in monetization platform
- Set your own prices for brand collaborations and manage everything from one dashboard
- Post content that actually reaches your followers — no algorithm games

For Users:

- Enjoy a clean, ad-free feed with content from creators you actually follow
- Discover new creators through an 'Explore' section with smart recommendations
- See authentic product recommendations from people you trust, not random ads
- Experience a faster, lighter app without tracking and ad-tech slowing things down

For Brands:

- Browse a marketplace of verified creators with clear pricing and audience data
- Send collaboration requests directly — no agencies needed
- Track campaign performance in real-time

- Pay securely through the platform with money held in escrow until content is delivered

4. What Makes Vybe Different

Many platforms serve creators or users or brands. Vybe is the first to serve all three in one integrated ecosystem. Here are our four key differentiators:

4.1 Creator-First Design

Everything we build starts with one question: 'How does this help creators?' Creators are the engine of any social platform. Without great creators, there's no great content. Without great content, there are no users. We flip the traditional model — instead of treating creators as content machines for advertisers, we treat them as the customers we serve.

4.2 Built-In Monetization Platform (Vybe Collab)

Currently, creators need separate tools for their social media, brand management, contract negotiation, invoicing, and payments. Vybe combines everything into one platform.

4.3 AI-Powered Creation Tools

Our built-in AI tools are designed to give creators back their time. The goal is simple: creators focus on capturing moments, and our AI handles everything else.

The result: Creators can travel, live their lives, and still maintain a consistent posting schedule without burning out. They capture the content, pick their favorites, and let Vybe handle the rest.

4.4 100% Ad-Free User Experience

Vybe will never show banner ads, pop-ups, or interruptive advertisements. Ever. This isn't just a feature — it's a fundamental principle of how we think about user experience.

5. Product Overview

5.1 Platform Components

Vybe Mobile App (iOS & Android)

The main consumer app where users scroll through content, follow creators, and engage with posts. Clean, fast, and ad-free. Creators can also post directly from the mobile app with quick access to AI tools.

Vybe Studio (Web & Desktop)

A more powerful creation environment for serious creators. Full access to AI editing tools, analytics dashboard, and content scheduling. Designed for creators who want more control over their workflow.

Vybe Collab (Marketplace)

The built-in monetization platform. Creators manage their profiles, pricing, and brand relationships. Brands search for creators, send requests, and manage campaigns. All payments processed securely.

Vybe Business Portal (Web)

A dedicated interface for brands and agencies. Search creator database, manage multiple campaigns, track performance analytics, and handle bulk payments.

6. Business Model & Revenue Streams

Vybe generates revenue through three main streams, all aligned with creator success. The more creators earn, the more we earn. This alignment is fundamental to our model.

6.1 Revenue Stream Overview

Revenue Stream	Description	Pricing	Gross Margin
Creator SaaS (Vybe Pro)	Premium AI tools, advanced analytics, priority support	TBD	TBD
Marketplace Commission	Fee on brand-creator collaborations (charged to brands)	TBD	TBD
Boost Revenue	Brands can amplify creator posts to wider audiences	TBD	TBD
Enterprise Plans	Custom solutions for agencies and large brands	TBD	TBD

6.2 Detailed Breakdown

Creator SaaS (Vybe Pro)

While the basic Vybe experience is free, serious creators can upgrade to Vybe Pro for enhanced features.

Marketplace Commission

Our main revenue driver long-term. When brands pay creators through Vybe Collab, we take a commission from the brand side. This is competitive compared to alternatives.

Boost Revenue

Brands can pay to amplify their sponsored creator posts to reach users beyond the creator's direct followers. This is still shown as authentic creator content, just to a wider audience. Priced on a CPM (cost per thousand views) basis. This is optional and separate from the core sponsorship deal.

7. Market Opportunity

7.1 The Creator Economy is Massive and Growing

The creator economy is one of the fastest-growing sectors in the digital world:

- Total creator economy value: \$250 billion (2024), projected \$480 billion by 2027
- Global influencer marketing spend: \$37 billion in 2025, up from \$13.9 billion in 2021
- Number of content creators worldwide: 200+ million (50+ million consider it their primary income)
- Average creator earns: Only \$100-500/month — huge room for improvement

7.2 Our Target Markets

Primary: Mid-Tier Creators (10K - 500K followers)

This segment is underserved. They're too small for agencies but too big to ignore. They have engaged audiences but struggle to monetize efficiently. There are approximately 2 million creators in this category in the US alone.

Secondary: Rising Creators (1K - 10K followers)

Aspiring creators who need tools to grow. Many will become mid-tier creators over time. This is our future pipeline. The AI tools are especially valuable for this group who can't afford editors.

Brand Side: DTC and SMB Brands

Direct-to-consumer brands and small-to-medium businesses who want creator marketing but can't afford agencies. Companies spending \$5K-\$100K/month on influencer marketing — a sweet spot that's underserved by enterprise platforms like CreatorIQ.

8. Competitive Landscape

We compete in several overlapping markets. No single competitor offers what Vybe offers. Here's how we compare:

8.1 vs. Major Social Platforms (TikTok, Instagram)

Factor	TikTok/Instagram	Vybe
Primary Focus	Advertisers	Creators
Revenue Model	Ads (creator earnings are secondary)	Creator success (our revenue tied to theirs)
User Experience	Interrupted by frequent ads	100% ad-free
Creator Tools	Basic, must use external apps	AI-powered, built-in
Monetization	Complex, requires external deals	Integrated marketplace
Algorithm	Unpredictable, changes frequently	Transparent, creator-friendly

We don't aim to replace TikTok or Instagram. Many creators will use Vybe alongside these platforms. Our goal is to be their 'home base' — where they make money and build direct relationships with their audience.

8.2 vs. Creator Monetization Platforms (Fanfix, Patreon, Passes)

Factor	Fanfix/Patreon/Passes	Vybe
Social Features	Limited or none	Full social media experience
Audience	Existing fans only	Discover new fans + monetize existing
Content Type	Exclusive/premium content	All content (free + sponsored)
Brand Deals	Not supported	Built-in marketplace

8.3 vs. Emerging Social Apps (BeReal, Noplace)

New social apps like BeReal and Noplace have gained users by offering unique, authentic experiences. However, none have solved creator monetization.

App	Unique Angle	Monetization	Status
BeReal	Authenticity through random timing	None (acquired by Voodoo for \$500M)	Struggling with retention
Noplace	MySpace-style customization	None yet	Early, 15M downloads

Vybe	Creator-first + AI tools + monetization	Multiple streams from day one	Building now
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8.4 Our Sustainable Advantage

Competitors could copy individual features, but our advantage comes from the integrated ecosystem:

- Social media + creation tools + monetization in one platform is extremely hard to replicate
- AI models trained on our creators' styles become more valuable over time
- Network effects: more creators attract more users attract more brands attract more creators
- Switching costs: creators build their business infrastructure on Vybe

9. Financial Plan

Our financial projections are based on market research, comparable company data, and conservative assumptions. We focus on building a sustainable business, not just chasing user numbers.

9.1 Path to Profitability

We expect to reach profitability in Year 3 as the marketplace scales. The key drivers are:

- Marketplace revenue grows faster than costs (transactions scale, support costs don't scale linearly)
- SaaS revenue provides predictable recurring revenue with 90% gross margins
- Infrastructure costs decrease per-user as we optimize and scale
- Creator acquisition becomes cheaper as word-of-mouth grows

9.2 Year 1 Detailed Budget (Seed Stage)

Category	Monthly	Annual
Team & Salaries	\$300,000	\$3,600,000
Marketing & Creator Acquisition	\$40,000	\$480,000
AI/ML Processing	\$25,000	\$300,000
Office & Operations	\$25,000	\$300,000
Cloud Infrastructure	\$15,000	\$180,000
Legal & Compliance	\$5,000	\$60,000
Tools & Software	\$5,000	\$60,000

Contingency (Buffer)	\$10,000	\$120,000
TOTAL	\$425,000	\$5,100,000

9.3 Team Structure & Costs

Our core development partner is FusionForge Tech (fusionforge.tech), who will handle initial product development. As we scale, we will build an internal team alongside the partnership.

Role	Count	Avg Salary	Total Cost	Notes
Executive Leadership	3	\$140,000	\$420,000	CEO, CTO, plus a new COO/VP Growth to manage the scaling.
Engineering Core	12	\$100,000	\$1,200,000	Expanded to 3 squads. Includes Lead, Backend, Mobile, and Frontend.
AI & Data Science	3	\$110,000	\$330,000	1 Lead + 2 AI Engineers to strengthen your core IP.
Product & Design	5	\$90,000	\$450,000	1 Head of Product, 2 PMs, 2 Sr. Designers.
Growth & Marketing	8	\$75,000	\$600,000	Massive expansion. Head of Growth, Content Lead, 2x Creator Mgrs, 2x Ads/PPC, 2x Community.
Total Base Salaries	31	—	\$3,000,000	—
Benefits & Taxes (20%)	—	—	\$600,000	Health, equipment, bonuses, payroll tax.
GRAND TOTAL	31	—	\$3,600,000	Matches your new budget exactly.

10. Team & Development

10.1 Development Partner: FusionForge Tech

We have partnered with FusionForge Tech (fusionforge.tech) as our core development team. FusionForge brings expertise in building scalable mobile and web applications, with experience in social platforms and marketplace development.

Why FusionForge:

- Experienced team with track record in consumer social apps
- Cost-effective development compared to US-only teams
- Ability to scale team quickly as product grows

- Full-stack capabilities: mobile (iOS/Android), web, backend, AI/ML

10.2 Founding Team

[Note: Add founding team bios here. Include relevant experience in social media, creator economy, technology, and startups. Investors fund people first — this section is critical.]

Key positions to highlight:

- CEO — Vision, fundraising, partnerships
- CTO — Technical architecture, AI strategy
- Head of Creator Success — Creator acquisition and retention
- Head of Product — User experience and product roadmap

11. Funding Request & Use of Funds

11.1 Funding Request

We are raising **\$1,200,000** in seed funding to build and launch the Vybe platform. This funding will provide an 18-month runway to achieve product-market fit and position us for Series A.

Term	Details
Amount	\$5,100,000
Instrument	SAFE with valuation cap (preferred) or priced round
Valuation Cap	\$15,000,000 - \$25,000,000
Use Period	18 months
Target Close	Q2 2026

11.2 Use of Funds

Category	Amount	Percentage	Purpose
Product & Engineering	\$2,295,000	45%	Engineering team, FusionForge partnership, AI development
Marketing & Growth	\$1,275,000	25%	Creator acquisition, brand awareness, PR
Operations & Legal	\$1,020,000	20%	Executive salaries, office operations (\$300k), legal compliance, and admin.
Infrastructure & Tools	\$255,000	5%	Cloud services (\$180k), AI processing, and software licenses.
Contingency Reserve	\$255,000	5%	Emergency buffer for unforeseen pivots or opportunities.

12. Milestones & Roadmap

12.1 Development Timeline

Phase	Timeline	Key Deliverables
Phase 1: Foundation	Q1-Q2 2026	MVP development, core social features, basic AI editing
Phase 2: Beta Launch	Q3 2026	Private beta with 1,000 creators, iterate based on feedback
Phase 3: Public Launch	Q4 2026	Public launch in US, Vybe Collab marketplace live
Phase 4: Growth	Q1-Q2 2027	Scale to 50K creators, enterprise brand features
Phase 5: Expansion	Q3-Q4 2027	International expansion, advanced AI features
Phase 6: Scale	2028	Series B, path to profitability

13. Risks & How We Address Them

Every startup faces risks. Here's an honest assessment of our key challenges and how we plan to handle them:

13.1 Competition from Major Platforms

Risk: TikTok or Instagram could copy our features.

Mitigation: Large platforms are structurally unable to be truly creator-first because their revenue depends on ads. Our integrated ecosystem (social + tools + marketplace) is hard to replicate without fundamentally changing their business model. We also move faster as a focused startup.

13.2 Creator Acquisition

Risk: Creators are loyal to existing platforms and may not want to switch.

Mitigation: We're not asking creators to leave other platforms — we're offering a better 'home base' for monetization and business. Many creators use 3-4 platforms already. We also use an invite-only launch to create exclusivity and organic growth.

13.3 User Retention

Risk: Users download the app but don't come back (the BeReal problem).

Mitigation: Our content is video-first and algorithm-recommended, similar to TikTok's proven engagement model. The ad-free experience creates a differentiated reason to stay. We track D7 and D30 retention closely and iterate on features that drive habit formation.

13.4 Technical Scaling

Risk: Video infrastructure is expensive and complex to scale.

Mitigation: We use proven cloud infrastructure (AWS/GCP) and CDN services. Our partnership with FusionForge includes engineers experienced in video platforms. We budget conservatively for infrastructure costs.

13.5 Regulatory & Content Moderation

Risk: Social platforms face increasing regulation and content moderation challenges.

Mitigation: Our invite-only model naturally filters bad actors. We build AI moderation from day one. Our ad-free model means we don't face the same tracking/privacy regulations that plague ad-funded platforms. We budget for dedicated Trust & Safety team starting in Year 2.

14. Conclusion: Join Us in Building the Future of Social Media

Social media is ready for disruption. Creators are burned out. Users are ad-fatigued. Brands want better results. Vybe addresses all three problems with an integrated ecosystem that puts creators first.

We're not building another feature or tool — we're building a new way for the creative class to work, earn, and thrive. The platforms that defined Social Media 1.0 (Facebook) and 2.0 (Instagram/TikTok) were built for advertisers. Social Media 3.0 will be built for creators.

Vybe is that platform.

We're raising \$1.2 million to make this vision a reality. With your investment, we will build the first creator-first social ecosystem and capture a significant share of the \$480 billion creator economy.

Let's build the future of social media together.

For more information, please contact:

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