**LTsocial Guild Report — LT Social Universe (Beta)**

Project: LTSocial.net / “LT Social Reality / LT Social Universe”  
Scope: Full-site mockup + web app shell + pricing + feed model + safety + creator/crypto layers  
Tagline: Mining Miracles Everyday — Connect. Plan. Stream. Earn. Stay Safe.

Prepared: 2026-01-30

# 1) Executive Summary (What this product is)

LT Social is a “safe social universe” that combines a social app, a streaming hub, a marketplace, an economic layer (mining/rewards), and a safety layer (AI Guardian + family-safe controls + temporary location sharing). A defining idea is that relationships and visibility are tiered, so users can safely share more with trusted circles while still maintaining a public-facing creator presence.

* Social: posts, messaging, connections, creator tools
* Streaming: native streaming + creator economy + Twitch bridge
* Marketplace: digital goods/services + optional token rails
* Economic layer: mining dashboards, rewards, token mechanics
* Safety: AI Guardian Hub, family controls, temporary location sharing + check-ins

# 2) Whole-Site Mockup: What “the whole site” includes

## 2.1 Marketing / Investor / Docs Site (Public)

* Landing page (value proposition)
* Features (social, safety, streaming, marketplace, mining)
* Products (LTCare, LT Reality & Cafe, Invest Your Data, etc.)
* Technology (IA Rainbow AI, Shift Coin, Token Mechanics, Wallet Demo)
* Investors (revenue model, strategic research, roadmap, investor relations)
* Pricing (subscription plans)
* Legal/Policies (privacy, terms, safety standards)
* Contact / Community

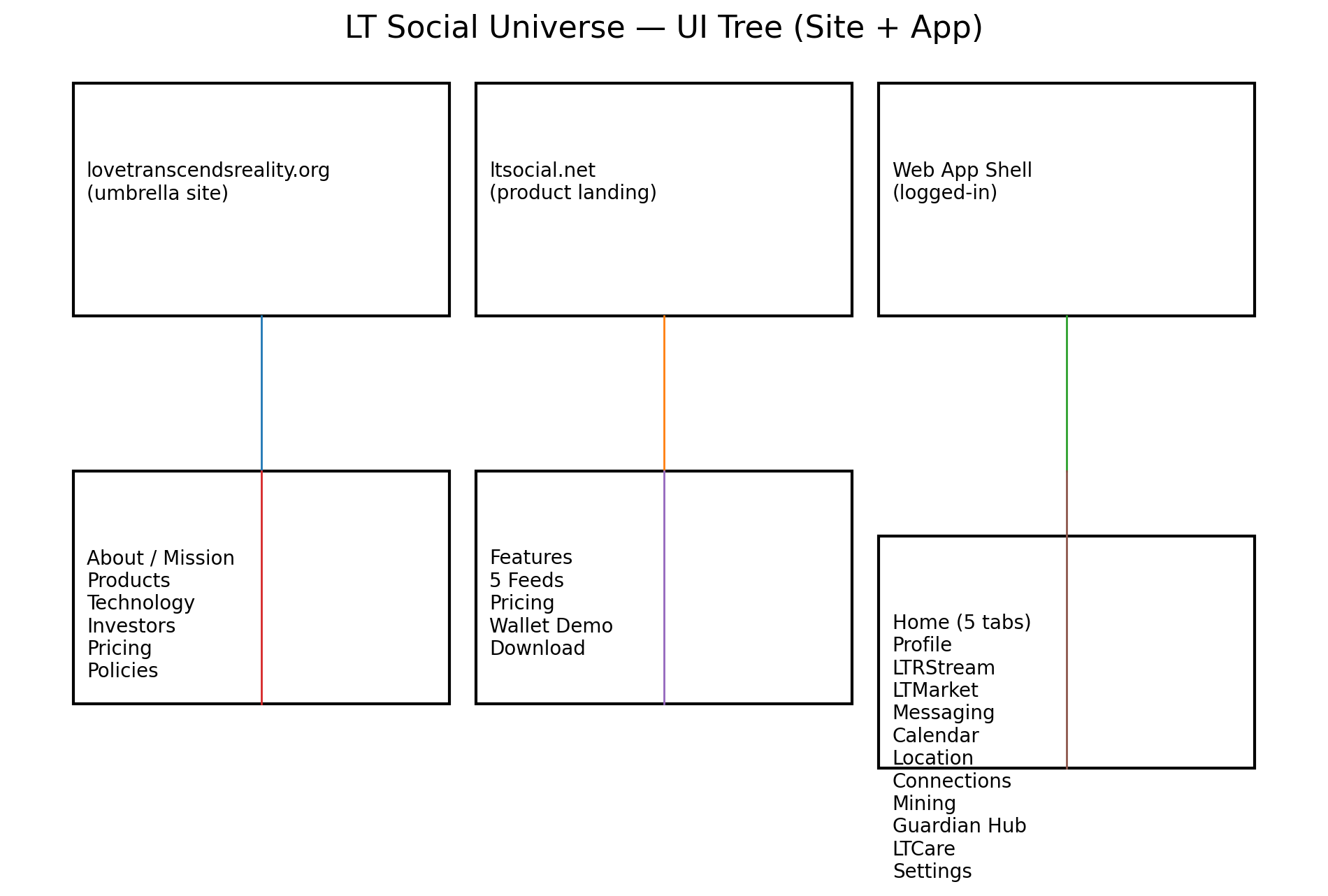
## 2.2 Web App (Logged-in Product)

* Home feed (multi-feed tabs)
* Profile
* LTRStream
* LTMarket
* LTMessaging
* Calendar (events + tickets + RSVP + invites + sharing to feeds/chats)
* Location (map + temporary sharing + safety check-ins + event map)
* Connections
* LTMiningNetwork
* IA Rainbow Guardian Hub
* LTCare
* Settings

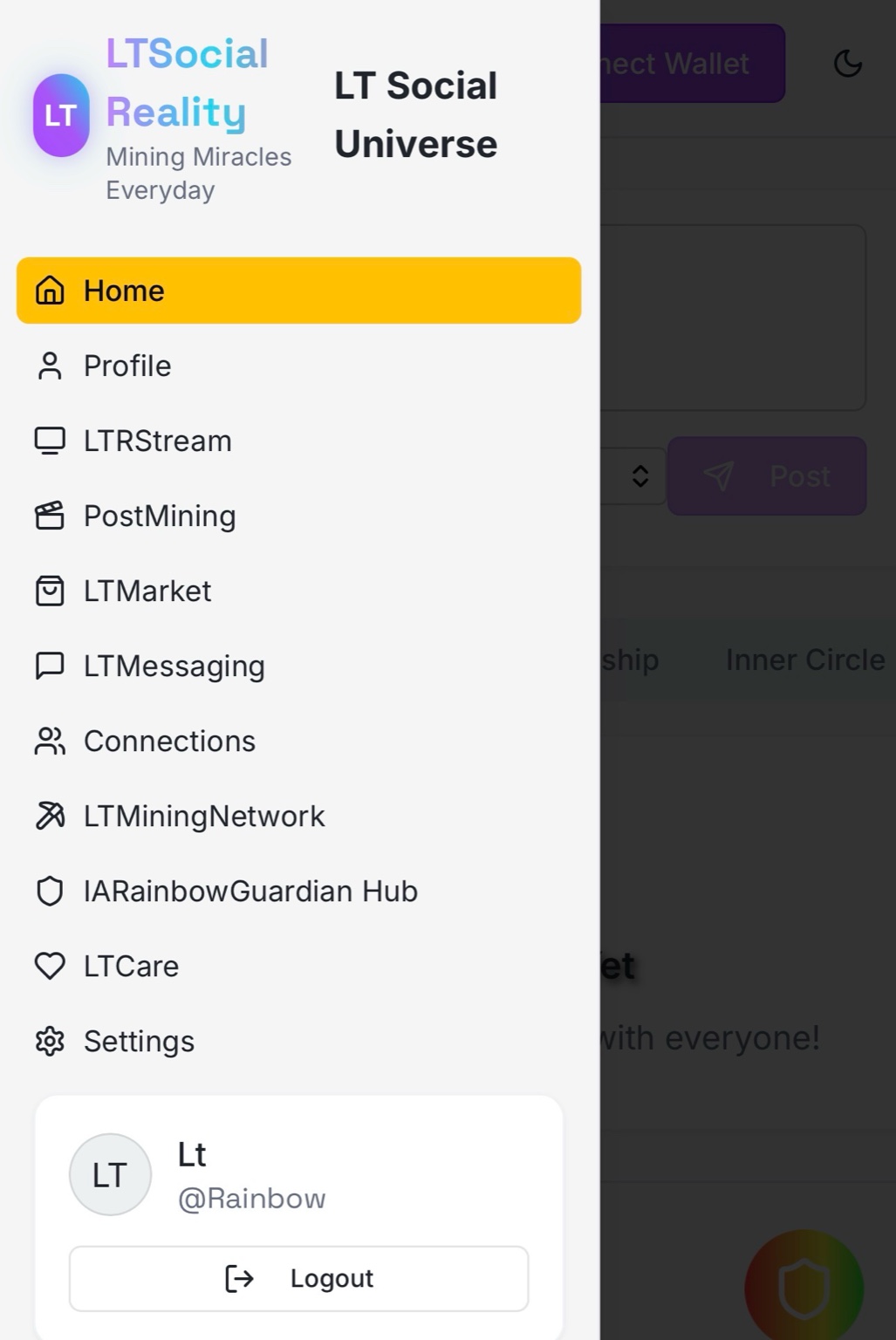
# 3) Navigation (App Drawer + Section Map)

* Home
* Profile
* LTRStream
* LTMarket
* LTMessaging
* Calendar (events + tickets + RSVP + invites + sharing to feeds/chats)
* Location (map + temporary sharing + safety check-ins + event map)
* Connections
* LTMiningNetwork
* IA Rainbow Guardian Hub
* LTCare
* Settings
* User Card + Logout

Rule of thumb: the drawer is the module switcher. Content objects can be shared across modules (events into feeds/chats, listings into posts, clips into Creator Rooms).



*Site + App information architecture*



*App drawer reference*

# 4) Feed Model Update: from 3 feeds → 5 feeds (Public included)

## 4.1 The 5 Feeds (Visibility + Intent)

* Public — discovery surface (Explore, hashtags, trending, map/event promos). Safety filtered.
* Fanship — creator/follower relationship layer (free or subscriber-gated).
* Friends — mutual connections; social-first layer.
* Inner Circle — high-trust layer (location share, emergency check-ins, private events).
* Creator Rooms — paid/premium channels for exclusives, replays, drops, PPV streams.

## 4.2 Posting Rule (How content routes)

Every post selects:

* Feed target (one of the 5 feeds)
* Post type (text/photo/short/long/event/listing/clip/livestream announcement)
* Safety mode (family-safe / mature / restricted)
* Optional monetization toggle (paywall, tip jar, subscriber-only, ticket link)

## 4.3 Creator Monetization per feed

* Public: tips, affiliate links, sponsored posts
* Fanship: subscriptions + gated posts + replay paywalls
* Friends: private commerce + group events + referral bonuses
* Inner Circle: safety-first features + private meetups + trusted sales
* Creator Rooms: highest ARPU (paid membership + premium drops + PPV streams)

# 5) Subscription Tiers (Current draft pricing set)

## 5.1 SelfCelebrity — $50 / month (Most Popular)

* Unlimited connections
* Creator starter tier; monetization + verification workflows
* Split label shown as 30% / 30% (defined in Section 6)

## 5.2 4Family — $100 / month (Family Safe)

* Family-focused features + parental controls
* Content filtering + household accounts
* Priority support + multi-user management

## 5.3 Miner — $250 / month

* Enhanced mining capabilities
* Priority blockchain selection
* Higher mining rewards / better rates

## 5.4 Pearl — $350 / month (Pro tier)

* Pro tier features + VIP support
* Split label shown as 25% / 50% (defined in Section 6)

## 5.5 Jasper — $500 / month (Elite)

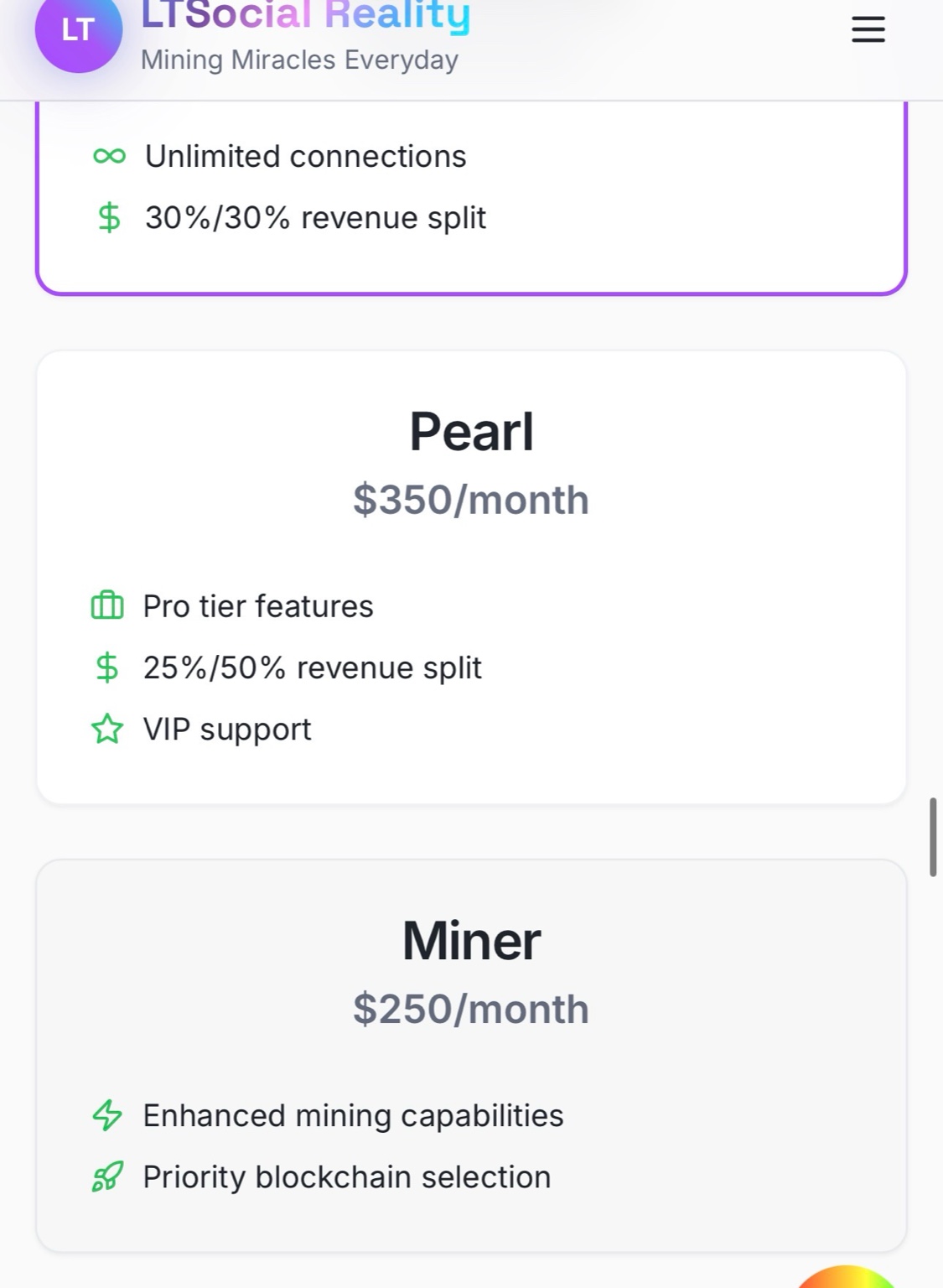
* All features from all plans
* White-glove support; optional white-label (branding/domain/app skin)
* Split label shown as 20% / 40% (defined in Section 6)

## 5.6 4Family Plus — Price TBA (Coming Soon)

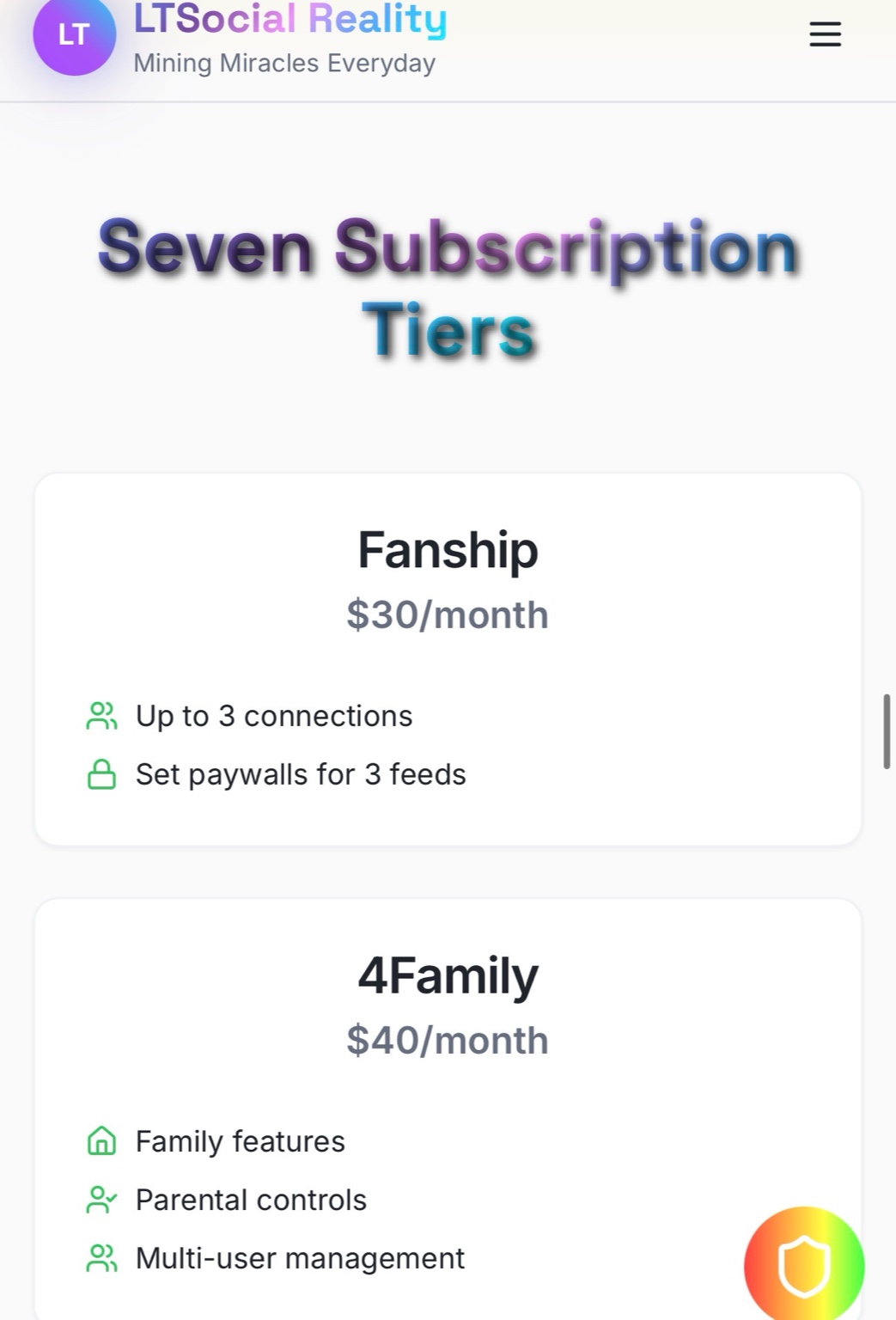
* 1–2x weekly family therapy options (where offered)
* Family wellness tracking + AI Guardian family sessions
* Licensed therapist access (jurisdiction dependent)

## 5.7 Legacy pricing reconciliation

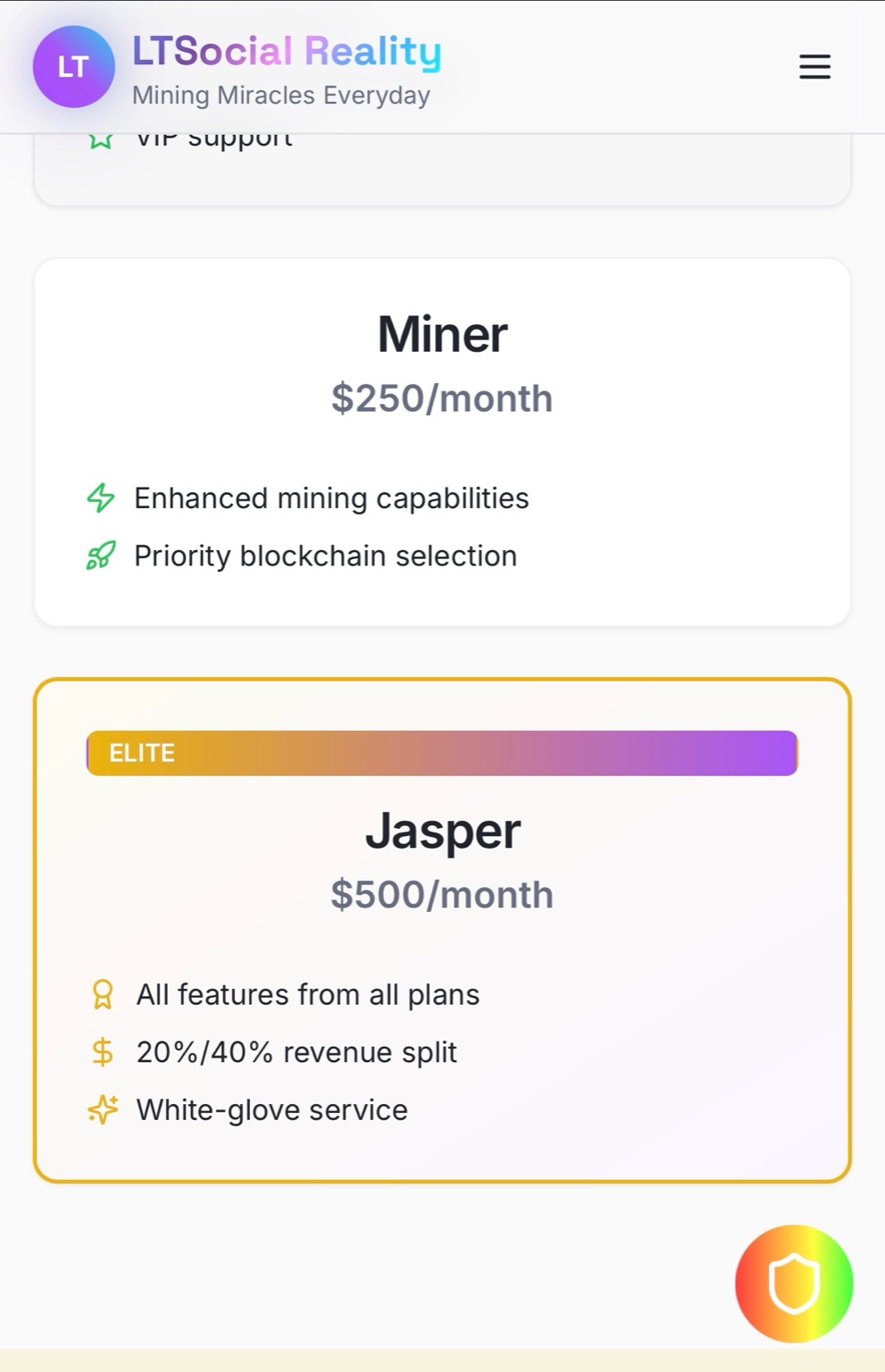
* If older high-price cards are kept, label them clearly as “Legacy / Enterprise Pilot Pricing”.
* Alternative: move legacy $5,000 tier under “Jasper Enterprise” and keep Miner $250 as standard.



*Pricing cards reference (1)*



*Pricing cards reference (2)*



*Pricing cards reference (3)*

# 6) Revenue Split Labels (Define the math so it can ship)

To prevent confusion, define split labels consistently across plan cards, checkout, dashboards, and payout screens.

* Creator Share % — what the creator keeps from monetized content
* User Rewards % — redistributed to users (engagement, referrals, community actions)
* Platform % — operations, compliance, infrastructure, safety costs

Example definition format:

* 30/30 = 30% creator share, 30% user rewards, 40% platform
* 25/50 = 25% creator share, 50% user rewards, 25% platform
* 20/40 = 20% creator share, 40% user rewards, 40% platform

# 7) Core Modules: Product Requirements (Ship list)

## 7.1 Home (Multi-feed + Explore)

* Top tab bar: Public / Fanship / Friends / Inner Circle / Creator Rooms
* Post composer: media, events, marketplace listing, clip, go live
* Safety defaults: filtering, report/block, comment throttling

## 7.2 Profile

* Identity + verification state
* Shelves: Posts, Streams, Store, Events, Playlists
* Monetization panel: subscriptions, paywalls, creator rooms, payouts, analytics

## 7.3 LTRStream

* Go Live native
* Connect Twitch (bridge mode)
* Chat moderation tools
* Replays → save to profile or Creator Rooms with optional paywall

## 7.4 LTMarket

* Listings: goods/services/digital
* Seller profile + ratings
* Token checkout optional (where compliant)
* Creator storefronts (Jasper/white-label)

## 7.5 LTMessaging

* Tiered messaging permissions (public DMs limited; fanship DMs allowed; inner circle always allowed)
* Paid DMs optional
* Media messages + safety scans

## 7.6 Calendar (Events + Tickets + Network Sharing)

* Calendar views: Month / Week / Agenda
* Create & share events: title, time, venue/online, cover, audience (any of 5 feeds/tier rules)
* RSVP & invites: Going/Interested + invite via Connections or Messaging
* Share event cards to feeds and chats
* Event pages: attendees preview, chat thread, directions, optional check-in
* Tickets (phase 2): ticket types, promo codes, in-app checkout, QR entry badges

## 7.7 Location (Safety + Event Map + Mining Signals)

* Temporary location sharing: 15m / 1h / 4h / Until off
* Circle-based sharing: Friends / Inner Circle / Event attendees / Custom list
* Safety check-ins: scheduled “I’m OK”, location request button, SOS shortcut
* Event map: pins + meet-here markers + optional arrival check-in
* Privacy: off by default, clear indicator, retention + delete controls

## 7.8 Connections

* Upgrade/downgrade tiers (Fanship ↔ Friends ↔ Inner Circle)
* Tier-based visibility rules + invite restrictions
* Inner Circle enables safety tools

## 7.9 LTMiningNetwork (Shift Protocol)

* Earnings dashboards
* Device status + boosts
* Chain selection + optimization
* Rewards history export

## 7.10 IA Rainbow Guardian Hub (AI Guardian)

* User safety status + incident workflow
* Creator moderation rules (filters, keywords, bans)
* Admin tools: anomaly flags, suspicious activity review

## 7.11 LTCare

* Wellness content
* Family-safe tools integration
* 4Family Plus placeholders (therapy scheduling where offered)

## 7.12 Settings

* Privacy defaults per feed
* Safety presets + emergency contacts
* Subscription + billing
* Connected accounts (Twitch, calendar)

# 8) Location (Safety + Sharing + Mining Multipliers) (Inner Circle power feature)

* Temporary sharing presets: 15 min / 1 hr / until ended / custom
* Inner Circle-only default; explicit overrides required
* Stop-sharing always visible
* Audit log (“who could view” + timestamps)
* Check-ins: Arrived / Leaving / Home Safe + route deviation prompts (optional)
* Escalation ladder: ping Inner Circle → emergency contact → optional emergency call
* Mining multipliers (future): opt-in privacy-preserving signals for verified event attendance and community quests

# 9) Calendar (Events + Tickets + Network Sharing)

## 9.1 Objects

* Event: title, host, location, time, cover image
* Tickets: tiers, capacity, refund rules
* Safety rating + restrictions (family-safe, 18+, private)
* Category filters

## 9.2 Flow

Discover → details → buy ticket (card/Apple Pay/Google Pay; token optional) → RSVP → invite → add to calendar → reminders → post-event recap.

* Share event card to feeds + send invites via Messaging/Connections

# 10) Figma Build Spec (Pages + Frames)

## 10.1 Figma Pages

* 00 — Cover & Links (overview + clickable sitemap)
* 01 — Design System (colors, type, icons, buttons, cards, spacing)
* 02 — Components (Nav drawer, top tabs, plan cards, modals, forms)
* 03 — Marketing Site (Desktop)
* 04 — Marketing Site (Mobile)
* 05 — Web App Shell
* 06 — Home & Feeds (5-feed tabs)
* 07 — Calendar & Events
* 08 — Pricing & Paywalls
* 09 — Creator Tools
* 10 — Streaming (LTRStream)
* 11 — Marketplace
* 12 — Messaging
* 13 — Location
* 14 — Admin / AI Guardian
* 15 — LTCare

## 10.2 Core Frame Sizes

* Mobile: 390×844
* Desktop: 1440×900
* Tablet (optional): 834×1194

## 10.3 Key Frames to draw first (MVP set)

* Marketing: Landing, Features, Pricing, Investors/Roadmap, Technology/Wallet Demo
* Web App: Shell, Home with 5 tabs, Calendar list + detail, Checkout, Live room, Marketplace, Connections tiers, Location share panel

# 11) Copy / Labels to update in UI (fast checklist)

* Home tabs: Public / Fanship / Friends / Inner Circle / Creator Rooms
* Replace “paywalls for 3 feeds” → “monetize across 5 feeds”
* Pricing cards: SelfCelebrity $50, 4Family $100, Miner $250, Pearl $350, Jasper $500, 4Family Plus TBA
* Plan badges: Most Popular (SelfCelebrity), Family Safe (4Family), Pro (Pearl), Elite (Jasper)

# 12) Next Implementation Notes (Engineering-ready)

* Store feed selection on every post: visibility\_channel = PUBLIC|FANSHIP|FRIENDS|INNER\_CIRCLE|CREATOR\_ROOM
* Enforce access at API + UI layers
* Centralize revenue split definitions and display labels everywhere
* Create plan entitlements matrix (plan → features → limits)
* Safety-first defaults in posting, messaging, and live chat

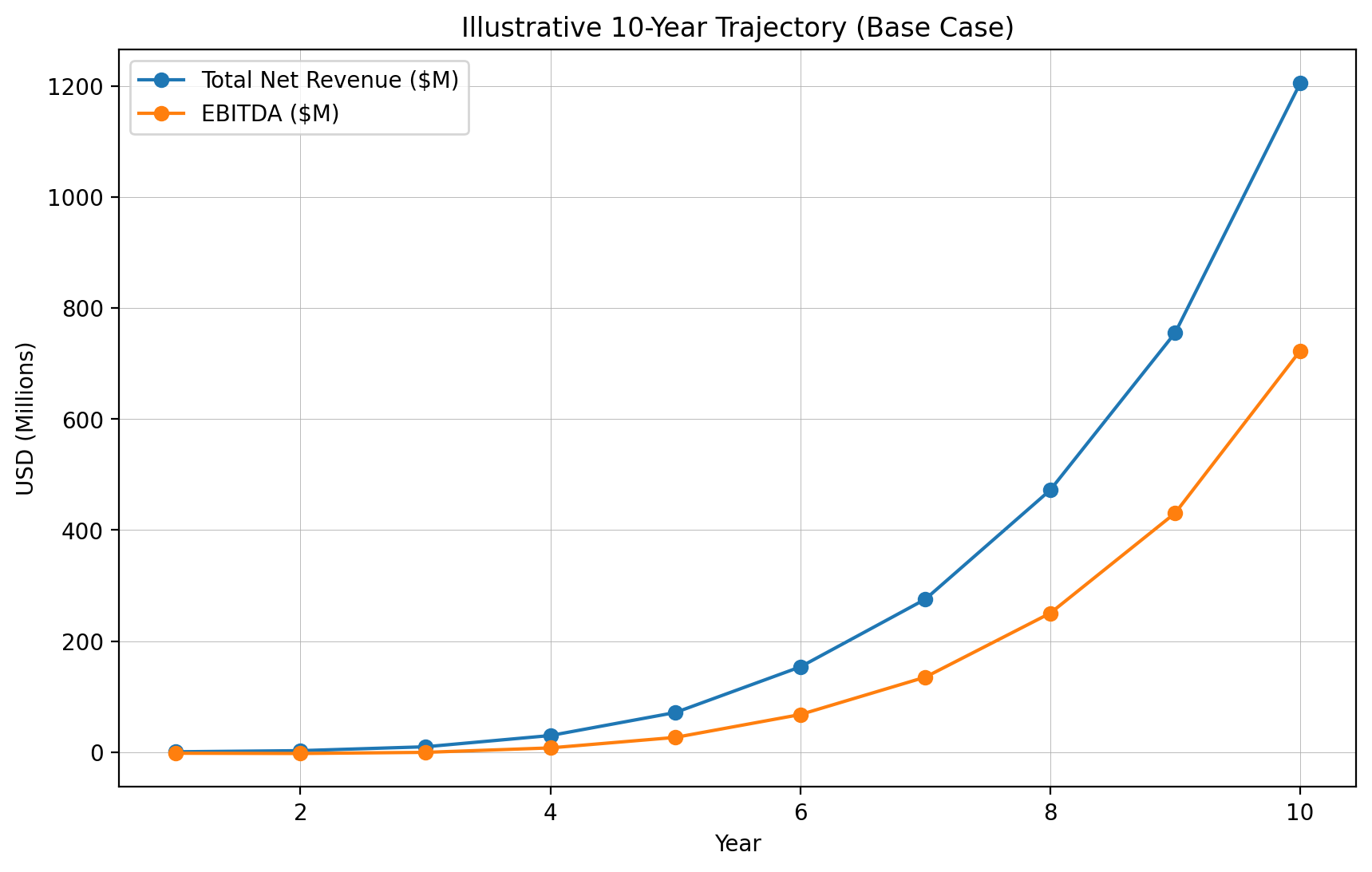
# Appendix A — Plan Entitlements Matrix (starter)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Feature | SelfCelebrity | 4Family | Miner | Pearl | Jasper |
| Unlimited connections | ✅ | ✅ | ✅ | ✅ | ✅ |
| Verification badge | ✅ | — | — | ✅ | ✅ |
| Family controls | — | ✅ | — | — | ✅ (add-on) |
| Mining boosts | — | — | ✅ | ✅ | ✅ |
| VIP support | — | ✅ (priority) | — | ✅ | ✅ |
| White-label | — | — | — | — | ✅ |
| Creator Rooms | ✅ | — | — | ✅ | ✅ |

# Appendix B — Cash-out and conversion policy (site-ready)

* Bank conversion is off-app only: in-app → network wallet → external rails → USD bank → cash.
* During Beta, Reality Coin → USD bank conversion retains 75% to the platform and pays 25% to the user.
* After Beta + official launch, the conversion split becomes 25% platform / 75% user.
* Wallet withdrawals process in two settlement windows daily (morning + night).
* Platform service fees (in-app) may be set up to 95% during Beta until either 250 paying users or the first $1,000,000 gross receipts, then transition to creator-first defaults (commonly 25% platform / 75% earner) where applicable.

# Appendix C — Illustrative 10-year financial analysis (base case)



*Illustrative net revenue + EBITDA*

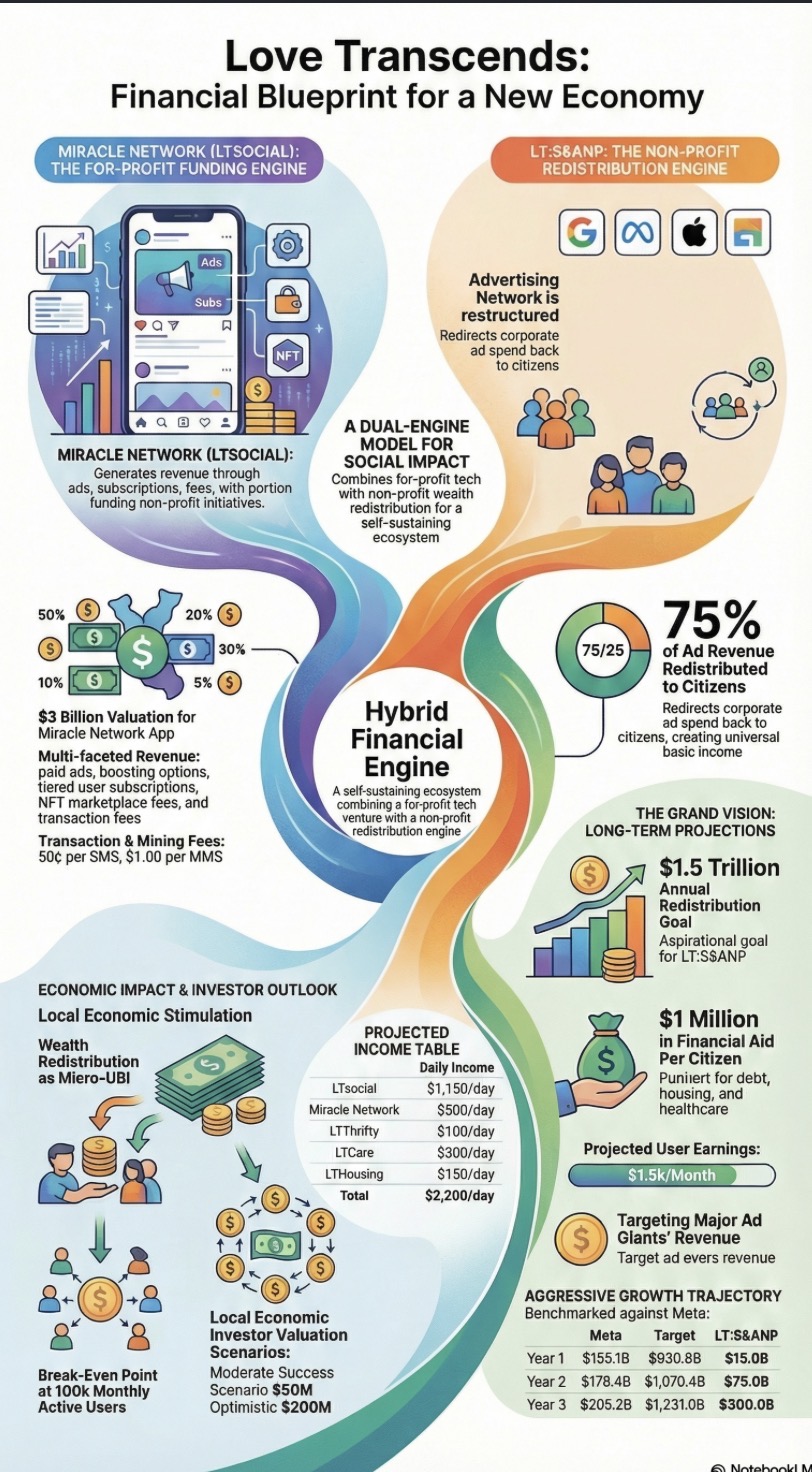
## C.1 Summary (USD millions)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Year | Avg MAU | Paying Users | Total Net Rev ($M) | EBITDA ($M) |
| 1 | 25000 | 250 | 0.41 | -2.20 |
| 2 | 100000 | 1500 | 2.46 | -2.66 |
| 3 | 300000 | 6000 | 9.44 | -0.63 |
| 4 | 750000 | 18750 | 29.70 | 7.42 |
| 5 | 1500000 | 45000 | 71.17 | 26.33 |
| 6 | 3000000 | 96000 | 153.40 | 67.50 |
| 7 | 5000000 | 170000 | 275.29 | 134.89 |
| 8 | 8000000 | 288000 | 472.11 | 250.22 |
| 9 | 12000000 | 456000 | 755.63 | 430.71 |
| 10 | 18000000 | 720000 | 1,205.17 | 723.10 |

## C.2 Full model (USD)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Year | Avg MAU | Paying Users | Subs Gross ($) | Ads Net to Co ($) | Marketplace Rev ($) | Flux Net to Co ($) | Total Net Rev ($) | COGS ($) | OPEX ($) | EBITDA ($) |
| 1 | 25000 | 250 | $351,900 | $33,750 | $4,500 | $22,800 | $412,950 | $115,626 | $2,500,000 | $-2,202,676 |
| 2 | 100000 | 1500 | $2,111,400 | $180,000 | $27,000 | $136,800 | $2,455,200 | $613,800 | $4,500,000 | $-2,658,600 |
| 3 | 300000 | 6000 | $8,445,600 | $720,000 | $117,000 | $162,000 | $9,444,600 | $2,077,812 | $8,000,000 | $-633,212 |
| 4 | 750000 | 18750 | $26,392,500 | $2,362,500 | $405,000 | $540,000 | $29,700,000 | $5,940,000 | $16,335,000 | $7,425,000 |
| 5 | 1500000 | 45000 | $63,342,000 | $5,400,000 | $1,080,000 | $1,350,000 | $71,172,000 | $12,810,960 | $32,027,400 | $26,333,640 |
| 6 | 3000000 | 96000 | $135,129,600 | $12,150,000 | $2,880,000 | $3,240,000 | $153,399,600 | $24,543,936 | $61,359,840 | $67,495,824 |
| 7 | 5000000 | 170000 | $239,292,000 | $23,250,000 | $6,450,000 | $6,300,000 | $275,292,000 | $41,293,800 | $99,105,120 | $134,893,080 |
| 8 | 8000000 | 288000 | $405,388,800 | $42,000,000 | $13,200,000 | $11,520,000 | $472,108,800 | $66,095,232 | $155,795,904 | $250,217,664 |
| 9 | 12000000 | 456000 | $641,865,600 | $70,200,000 | $24,120,000 | $19,440,000 | $755,625,600 | $98,231,328 | $226,687,680 | $430,706,592 |
| 10 | 18000000 | 720000 | $1,013,472,000 | $116,100,000 | $43,200,000 | $32,400,000 | $1,205,172,000 | $144,620,640 | $337,448,160 | $723,103,200 |

# Appendix D — Vision reference



*Hybrid financial engine reference diagram*