**V1 LTSocial Guild Report**

LTSocial Guild Report (Mainstream, App Store Compliant)

*Mining Miracles Everyday - Connect. Plan. Stream. Earn. Stay Safe.*

V1 | Generated: 2026-01-31 | Domains: lovetranscendsreality.org and LTSocial.net

# 1. Executive Summary

This report defines a cohesive product, business model, technical scope, and 10-year financial baseline for the Love Transcends ecosystem (LTSocial.net and lovetranscendsreality.org). Each version is designed to be independently shippable, with clear guardrails around app-store compliance and realistic operating costs.

# 2. Version Definition

V1 is the mainstream, app-store-friendly core: Marketplace + Streaming + Paid Content (PPV and weekly subscriptions) with strong safety defaults. It intentionally avoids regulated cash-out and real-money token conversion inside the mobile apps to minimize compliance risk.

# 3. Scope Matrix (What Ships in This Version)

|  |  |
| --- | --- |
| Feature | V1 |
| Marketplace (digital goods: photos, videos, AI music, NFTs/collectibles) | ✅ |
| Live streaming (native) + Twitch connect | ✅ |
| Tips + one-time pay-per-view posts | ✅ |
| Weekly subscription to creators (Fanship) | ✅ |
| Friendship feed (invite-only via Friendship Code) | ✅ |
| Hidden view counter for creator only | ✅ |
| Messaging (friendship-only, optionally paid fan inbox in later versions) | ✅ |
| Sponsor Boost (paid amplification for posts/events) | ✅ |
| Calendar + Events + Tickets (Apple/Google calendar integration) | — |
| Location safety (temporary share, check-ins, event map) | — |
| AI Guardian safety + moderation | ✅ |
| Therapist layer / 4Family Plus (regulated) | — |
| Reality Coin (RC) wallet + top-ups + spending | — |
| VPN-based mining network (verified mining) | — |
| Cash-out (2x/month, max $1,000; crypto wallet transfer) | — |
| Post minting (on-chain proofs; NFT-style ownership) | — |
| Multi-network proofs (fast chain + second chain proofs) | — |
| Decentralized DNS / naming (human-readable IDs, wallet handles) | — |
| Node licensing / enterprise services | — |

Legend: ✅ included in this version; — not included or deferred.

# 4. Positioning: Tech-First, Safety-First Social Commerce

The mainstream differentiator is not 'another social feed'. It is a tech-first social commerce system with three pillars: (1) creator monetization that is easy to understand, (2) safety controls that are visible and default-on, and (3) modular permissions so users can share differently across audiences.

Key promises (user-facing):

* Earn through your content: tips, one-time paid unlocks, and weekly subscriptions.
* Sell digital goods instantly: AI-created music, photos, videos, and collectible-style items.
* Friendship Code makes the private 'friendship layer' opt-in and spam-resistant.
* Creators see metrics; viewers do not get pressured by public counters.
* Safety guardrails: report/block, comment limits, and optional AI Guardian filters.

# 5. Product Experience Model

## 5.1 Feeds and Visibility

LT Social uses a simple two-layer feed model in the mainstream build (plus optional public discovery where allowed):

* Fanship Feed: paid content surface for streamers and creators (PPV posts, weekly subs, subscriber-only drops).
* Friendship Feed: invite-only via Friendship Code; designed for real-life circles; posting is non-paywalled by default.
* Optional Public/Explore: discovery surface with strict safety filters and no private messaging access by default.

## 5.2 Hidden Creator View Counter

Each post tracks a view counter visible only to the original poster (creator) and platform admins. Viewers do not see view counts, to reduce social pressure and manipulation. The creator dashboard includes: unique viewers, repeat viewers, unlock conversions, refunds/chargebacks, and retention.

## 5.3 Messaging Rules

Messaging is friendship-gated: users can only DM if they have exchanged Friendship Codes (or are in the same approved inner circle/group). This reduces spam and makes the platform safer by default.

# 6. Marketplace and Creator Profiles

## 6.1 Digital Marketplace (Core)

The Marketplace sells digital goods only in early stages to keep operational risk low (no shipping, no chargeback disputes about physical delivery).

* Digital listings: AI music tracks, AI photos, AI videos, templates, presets, short clips, and collectible-style items.
* Optional 'collectible' mode: a limited quantity listing with a certificate of authenticity (V1) or on-chain minting (V2/V3).
* Royalty-friendly design: creators can set a resale royalty for collectible-style items in V2/V3.
* Refund policy: digital purchases are final by default; limited refunds only for platform errors (policy must be explicit).

## 6.2 Payout Split

Marketplace split: creator receives 80% of each sale; platform retains 20% for operations, moderation, storage/bandwidth, and payment processing buffers.

## 6.3 Creator Profiles

Creator profiles unify streaming + store + paid posts. The profile includes: storefront, subscription options, PPV catalog, stream schedule, and verified badges.

* Upload tools: bulk upload, pricing, metadata, content rating (family-safe / mature), and license terms.
* Live streaming: go live, schedule streams, replays, clips, and tip goals.
* Analytics: revenue, conversion funnels, buyer cohorts, and audience retention.
* Privacy: viewer identity can be anonymous to creators for purchases (buyers appear as 'Anonymous Buyer' unless they opt in).

# 7. Monetization and Transaction Rules

## 7.1 Paid Content Options

* One-time unlock (PPV): viewer pays once to unlock a post or replay.
* Weekly subscription: viewer pays a recurring weekly fee set by the creator.
* Tips: one-time support payments during streams or on posts.
* Friendship repost license: reposting content into Friendship Feed can require a $5 license paid directly to the original creator wallet (anti-spam + creator support).

## 7.2 Platform Fees (Baseline)

Standard platform fee on paid content (tips/PPV/subscriptions): 17% of the creator-set price. Marketplace takes 20%.

Beta incentive (optional): for early traction you can run a limited promo where platform fee drops to 5% until either 250 paying users or $1,000,000 of processed volume (whichever comes first).

## 7.3 Store Policy Reality Check

On iOS and Android, digital goods sold in-app may require Apple/Google in-app purchase systems, which impose platform commissions. To remain compliant, V1 assumes in-app purchases for mobile and a parallel web checkout for desktop where permitted.

Reference fee frameworks: Apple App Store commissions and subscription rules, and Google Play service fees. See References section for official sources.

# 8. Safety, Moderation, and Compliance

Safety is a first-class product system, not a policy page. The platform must ship with clear user controls, creator tools, and enforcement workflows.

* Age gating and content ratings: family-safe defaults plus mature content tags.
* Report/block/mute with rapid enforcement queues.
* Comment and messaging guardrails (limits, cooldowns, and friendship gating).
* Automated detection for harassment, scams, and child safety risks (with human review escalation).
* Transparent enforcement: warnings, strikes, and appeal flow.

# 9. Technical Architecture (Buildable)

High-level architecture is designed for modular expansion. Start with a single API and modular services, then split into dedicated services as load grows.

## 9.1 Core Services

* Web app: Next.js/React (marketing + web app shell).
* Mobile app: React Native or Flutter (thin native shell + modules).
* Backend API: FastAPI (or Node) with modular routers for Feed, Market, Payments, Identity, Safety, and Streaming.
* Data: Postgres for relational data; Redis for caching/rate limiting; object storage (S3-like) for media.
* Search: OpenSearch/Meilisearch for discovery.
* Realtime: WebSockets for chat and live interactions.

## 9.2 Media and Streaming

* Live streaming: start with a managed service (AWS IVS or similar) to reduce operational complexity.
* Replays and VOD: store in object storage; generate adaptive bitrate ladders.
* Content scanning: virus scan, malware detection, and basic moderation checks on upload.
* Bandwidth controls: per-plan caps and encoding presets.

# 10. Delivery Roadmap

* 0-30 days: Marketplace MVP (digital goods), creator profiles, PPV unlocks, weekly subs, friendship code + messaging gate.
* 31-60 days: Native streaming MVP (managed service), tips, replays, moderation queues, and payout reporting.
* 61-90 days: Sponsor Boost, improved discovery, creator analytics, and subscription plan ladder.
* 3-6 months: iOS/Android polishing, app store review hardening, scalability work, and creator onboarding pipeline.
* 6-12 months: Events (basic) + optional calendar integration; expand analytics and brand partnerships.

# 11. 10-Year Financial Baseline (Planning Model)

The financial model below is a baseline planning scenario, not a guarantee. It assumes strong execution, increasing product-market fit, and disciplined cost control. Numbers are in USD and shown as annual totals.

## 11.1 Key Model Assumptions

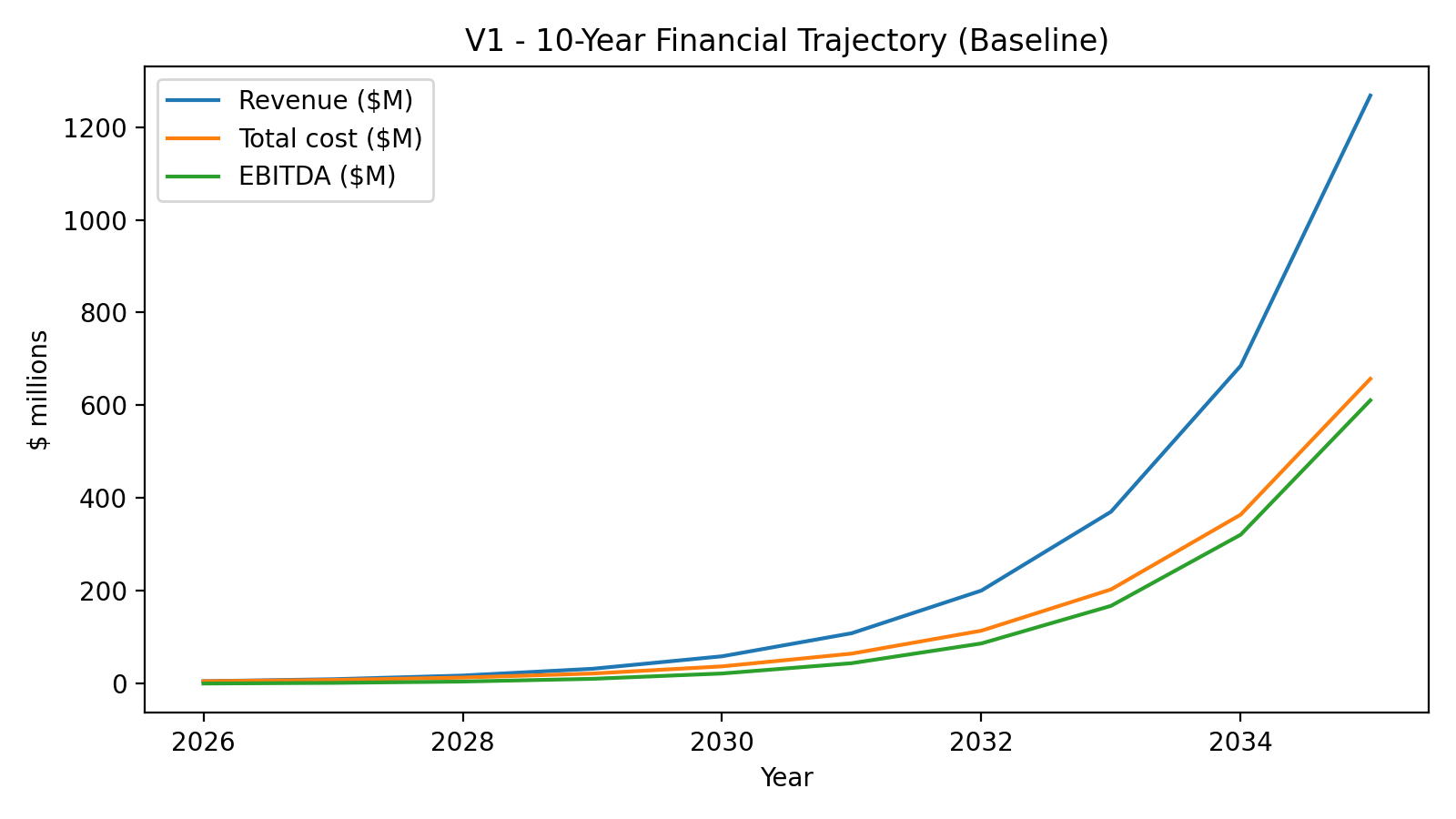
* Users grow from 250,000 to 25,000,000 over 10 years (modeled as CAGR).
* Monthly active rate increases from 35% to 45% as retention improves.
* Paying plan adoption increases from 2.0% to 3.5% of users.
* Marketplace take rate: 20% (creator keeps 80%).
* Paid content take rate: 17% (platform fee on PPV/tips/subs).
* Payment processing reserve: ~3.5% blended (processing + disputes buffer).
* Cloud/infra modeled as % of revenue, declining with scale (from 18% to 8%).
* Headcount grows from 10 to 60 over 10 years; loaded cost per FTE: $185,000/year.

## 11.2 Baseline 10-Year P&L Snapshot

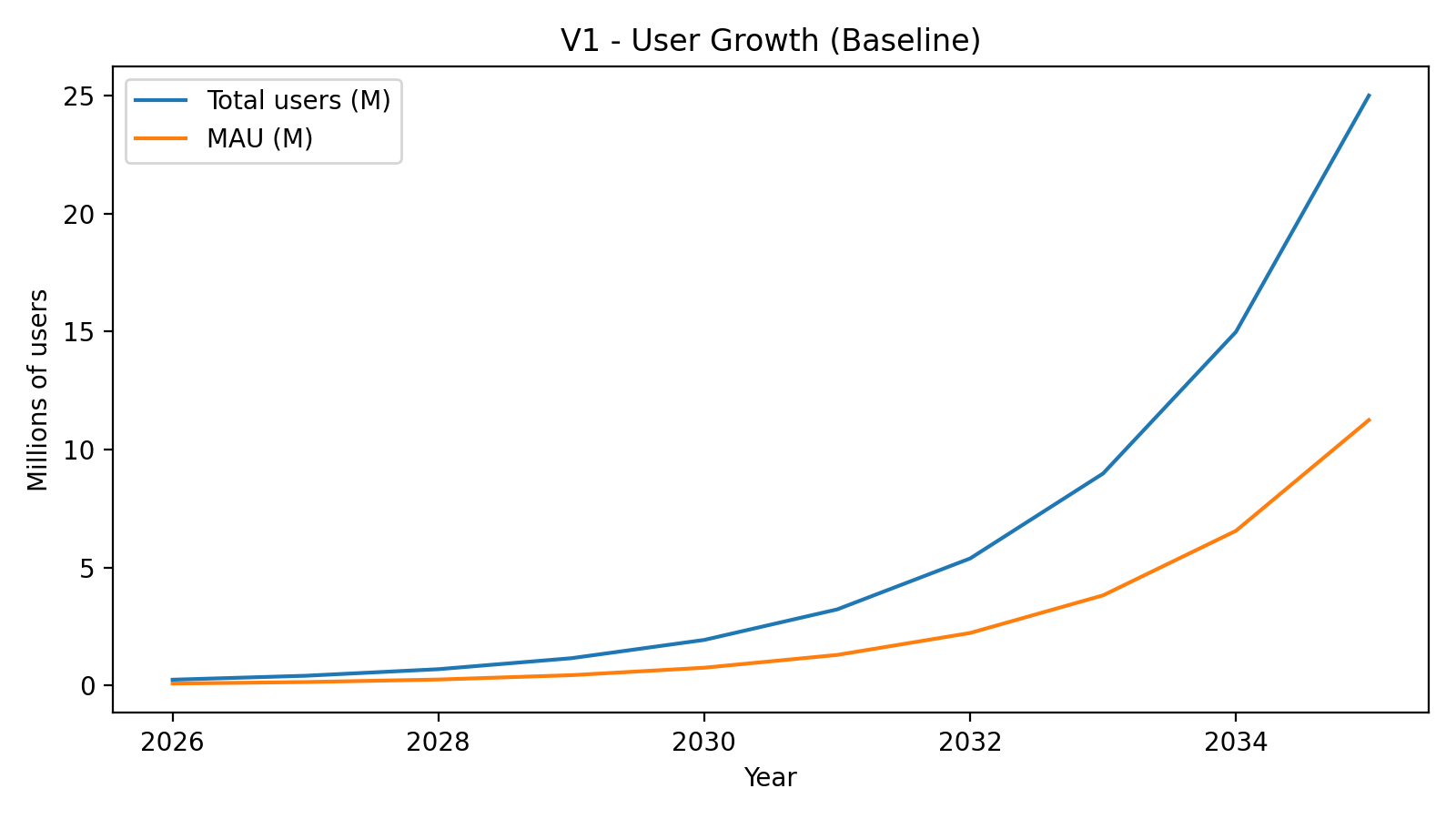
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Year | Users | Total\_gross\_rev | Total\_cost | EBITDA | EBITDA\_margin |
| 2026 | 250000 | $5.1M | $5.0M | $0.1M | 1.7% |
| 2027 | 417025 | $9.4M | $7.9M | $1.5M | 16.0% |
| 2028 | 695640 | $17.3M | $12.9M | $4.4M | 25.2% |
| 2029 | 1160397 | $31.9M | $21.6M | $10.3M | 32.2% |
| 2030 | 1935659 | $58.8M | $37.1M | $21.8M | 37.0% |
| 2031 | 3228874 | $108.6M | $64.6M | $44.0M | 40.5% |
| 2032 | 5386087 | $200.5M | $114.0M | $86.5M | 43.2% |
| 2033 | 8984534 | $370.6M | $203.0M | $167.6M | 45.2% |
| 2034 | 14987106 | $685.3M | $364.3M | $321.0M | 46.8% |
| 2035 | 25000000 | $1,268.0M | $657.2M | $610.8M | 48.2% |

## 11.3 Charts

Financial trajectory (revenue, cost, EBITDA):



User growth (total users and MAU):



# 12. Cost Model (What It Takes to Run This)

Costs are modeled as a blend of headcount, infrastructure, and operating overhead. The biggest drivers are moderation/safety (human + tooling) and streaming bandwidth.

## 12.1 Headcount Plan

Year 1 staffing begins around 10 FTE and scales to ~60 FTE by Year 10 in the baseline. Teams include: Product, Design, Web, Mobile, Backend, DevOps/SRE, Security, Trust & Safety, Data/Analytics, Customer Support, and Partnerships.

## 12.2 Infrastructure Drivers

* Streaming costs scale with viewer-hours (encoding + delivery).
* Media storage grows with replays, VOD libraries, and marketplace inventory.
* Safety tooling: automated scanning, rate limiting, and logging.
* Search and recommendation systems scale with content volume.

# 13. Risks and Mitigations

* App store policy risk: design payments and digital goods flows to remain compliant; keep conversion web-first.
* Trust & Safety scale: budget for moderation early; use strict defaults (friendship gating, rate limits).
* Fraud/chargebacks: implement risk scoring, velocity limits, and manual review for payouts.
* Creator quality: build onboarding, verification, and anti-copyright infringement controls.
* Regulatory risk (V2/V3): obtain qualified legal counsel for money services, stable-value claims, and therapy features.

# 14. References (Official Sources)

* Apple - App Store Small Business Program and commission framework: https://developer.apple.com/app-store/small-business-program/
* Apple - subscriptions and commission after one year (overview): https://developer.apple.com/app-store/subscriptions/
* Google Play - Service fee information: https://support.google.com/googleplay/android-developer/answer/112622?hl=en
* Stripe - pricing: https://stripe.com/pricing
* AWS IVS - pricing (managed live streaming): https://aws.amazon.com/ivs/pricing/