# Contentia.io - Kagan Sahin & Suad Khan

This document consists of product requirements and agreement for the Contentia Platform on Upwork between Kagan Sahin and Saud Khan.

Based on the provided specifications in the meetings and below document, including the major functionality such as order management, UGC packages, single orders, custom orders, and payment integration, we agree on the complete development cycle which will take up to to 5 months.

This timeline covers all aspects of the project, including front-end and back-end development, deployment, and rigorous testing.

To ensure the highest quality and efficiency, we anticipate the following breakdown:
1. Web Platform Development: Approximately 3 months
   - Customer Panel: 1 month
   - Creator Panel: 1 month
   - Admin Panel: 1 month
2. Mobile App Development: (iOS & Android) Approximately 1 to 2 months
   - Creator Panel: 1-2 months

Next.js and React.js will be used as Frontend technologies, while Node.js will be used for the Backend. For the database, Mongo DB will be used as agreed. Mobile Applications and Web Platform will use the same Admin Panel for the project.

This Platform will be in Turkish, therefore the contents and texts will be delivered by the client.

| Module | Features | Platform | Estimated Time |
|---|---|---|---|
| **Web Platform** | | | 3 Months |
| - Customer Panel | - Browse packages- Place orders- Manage subscriptions- View order details | Web | 1 Month |
| - Creator Panel | - Signup as a creator- Request/manage tasks- Upload content- Profile management | Web | 1 Month |
| - Admin Panel | - Manage customers- Manage creators- Handle orders- Subscription packages- Content catalog | Web | 1 Month |
| **Mobile App** | | | 1-2 Months |
| - Creator Panel | - Signup- Request/manage tasks- Upload content- Profile management | Mobile | 1-2 Months |

# Contentia

Contentia is a marketplace platform, where customers purchase UGC videos and images from the creators.

Customers will choose one of the purchase methods, and receive their UGCs created by the Creators.

Creators are individuals who would like to signup Contentia as Creator. They will be able to request the tasks ordered by the customers. If approved by the Platform, they will generate content for customers and upload the final document via the Mobile App.

Creators will be able to fill-in "Become a Creator" form on the web and mobile app. Creator panel will be available on the mobile app, where creators view, request and complete the orders of customers. There will be 2 types of Creators on the platform (Micro / Mega), explained in detailed later in this document.

There will be 3 types of orders on the platform.

**1- UGC Packages:** Customers choose one of the 3 different packages, and get their service within 1 month.

**2- Single Order:** Customers can create their own package, based on the number of UGC needed, at a fixed price. Customers will be able to add additional services and pay the full amount.

**3- Custom Order:** Customers can fill-in the contact form to request a special offer. Admin panel should include custom order (i.e Creating custom orders on the Admin Panel and give coupon codes for special offers.)

There are 4 different pre-defined packages available on the platform. Customers will either choose one of the pre-defined packages for a special discount or select their orders as shown: https://sedalms.my.canva.site/contentiaio

**1- Starter:** Starter package includes 3 User Generated Content that will be delivered within 1 month. Package include 3 UGC Videos 15 seconds, with aspect 9:16 by default. Price Package will show additional services, if selected the package detail will be changed

**2- Launch:** Launch package includes 6 User Generated Content that will be delivered within 1 month. Package include 6 UGC Videos 15 seconds, with aspect 9:16 by default. Price Package will show additional services, if selected the package detail will be changed

**3- Growth:** Growth package includes 12 User Generated Content that will be delivered within 1 month. Package include 12 UGC Videos 15 seconds, with aspect 9:16 by default. Price Package will show additional services, if selected the package detail will be changed

**4- Custom:** Custom packages will be created on the Admin Panel based on the customer needs. Admin will be able to insert X amount of UGC, charging Y Turkish Lira

**Web Platform Index**

1. Landing Page
2. Login / Signup
3. Become a Creator
4. Customer Panel
   - Profile (Full Name / E-Mail / Contanct Information (Address / Phone Number) / Invoicing Details )
   - My Brands
     - Create Brand
   - Orders (All / Active / Completed / Not Started / Cancelled)
     - Order Details (Date / Status / Files)
5. Purchase
   - Order Details
   - Payment (İyzico)
   - Video Brief
   - Creator Preferences
6. Help & Faq

A blog-like page to give information about the platform, tips about the contents etc.
   - For Customers
   - For Creators

## 1 - Landing Page:

- https://sedalms.my.canva.site/contentiaio
- https://billo.app/

## 2 - Login —> For businesses & Customers

https://manage.billo.app/login?
_gl=1*10vmb0c*_gcl_aw*R0NMLjE3MjE4MjUyMDYuQ2p3S0NBand6SUsxQmhBdUVpd0FIUW1VM2lRaS1RSDhaQjhER
TYwbm01b3BQVXhYRkhyZG1pZ3N0SzhXUHhQaENzX080VGhjaUhNSGpob0MtWkVRQXZEX0J3RQ..*_gcl_au*MTc4M
TM3Nzg4Ni4xNzIxODI1MjA0*FPAU*MTc4MTM3Nzg4Ni4xNzIxODI1MjA0

## 3- Become a Creator (Editable from Creator Panel)

Creator panel will be available both on Web Platform & Mobile App. Creators will be informed that Creator panel is only available on mobile app, so once the Become a Creator form filled-in, users will be redirected to downlaod the application (Ex: https://billo.app/for-creators/)

All the information inserted in Become Generator Form will be editable later on from the Creator Panel:
—> Full Name(Only visible to platform)
—> Social Media Usernames - Optional (Instagram / Facebook / TikTok/ Youtube / Other (Textbox))
—>
—> Revisions (info: In case brand request revisions for the video I accept remaking it)
—> UGC Type (Select all that applies: Reels, TikTok, Instagram Post, Instagram Stories, Youtube Video, Other (Textbox))
—> UGC Preferences (Select all that applies: Product / Service / Place) -
- info: Please select your UGC preferences:
  - Product: The product will be shipped to your address for free and you will generate the relevant content.
  - Service: Services will not require any shipment of products, you will access the service via internet and generate the relevant content.
  - Place: You will physically visit the place that customer would like to promote and generate the relevant content.
—> In case Product / Place selected:
—> Address (info: Please insert the address that customers will ship products)
—> TCKN
—> Invoicing (Yes / No)
—> Creator Type (Micro / Mega)
- Micro: Creators may have any number of followers, and are expected to use a high-quality smartphone to shoot and edit UGCs
- Mega: Creators are expected to have +20k organic followers on at least one of the social media platforms. Creators are expected to have full equipment, such as camera, microphone, lighting equipment etc.
—>Social Media Posting (Yes / No)
- info: Select yes, if you want to share the posts you created on your social media accounts for an additional charge

**4- Customer Panel**

Customer panel will be available solely on Web Platform. Users will be able to view packages and fees for the single video purchases, however if user would like to purchase, he must signup to the platform

Customers will include the following information:
- Profile (Full Name / E-Mail / Contanct Information (Address / Phone Number) / Invoicing Details )
- My Brands: Customer will be able to save any number of different brands by clicking on the Create Brand button
  - Create Brand: Customer will add Brand Name, Brand Category, Brand Website and Country.
    - Ex: https://manage.billo.app/brands
- Packages: If one of the packages are purchased, customer will be able to see their package and UGC orders used and left.
- Orders: Customers will be able to see past orders with order details
  - Order Date
  - Order Status (Active / Completed / Cancelled)
  - Order Brief
  - Order Scenario (if customer defined a scenario for the UGC
  - Order Files (if the order is completed, Customer will be able to download the UGC from the panel

**5- Orders (Get a Video)**

Customers will click on the get a video button. In case, customer have purchased package, customer will be able to see how many UGC order left from the package.

Order Page will include 4 steps.  (Ex: https://manage.billo.app/campaigns/new?page=new-form)
- Order Details
  - Platform (Meta, Tiktok, Other (if other selected there will be aspect ratio option 9:16 or 16:9)
  - Duration (15-30-60 seconds for different pricing)
  - Editing (for additional charge)
  - Number of Videos
    - Use my package
    - Select any amount of video
  - Additional Features
    - Share Post
    - Cover Image
    - Subtitle
    - Logo
    - Royalty Free Music
  - Choose Creator Type
    - Micro (Chosen Standard)
    - Mega (+X TRY)
- Payment
  - Basket Summary
  - Payment (İyzico)
- Video Brief
  - Select Brand
  - Add Video Brief
  - Upload File (Logo, picture etc.)
  - Add Scenario (Optional: Customer may add a scenario for the UGC; Ex: A person stucked in traffic, and used a scooter etc.)

**Creator App**
**1- Login / Signup**
In the mobile app, only creators will be able to login and signup

- **Become Generator (Editable from Creator Panel)**

Creator panel will be available both on Web Platform & Mobile App

All the information inserted in Become Generator Form will be editable later on from the Creator Panel:

—› Full Name(Only visible to platform)

—› Social Media Usernames - Optional (Instagram / Facebook / TikTok/ Youtube / Other (Textbox))

—› Paylaşım Tercihi + İçerik Üretici

—› Revisions (info: In case brand request revisions for the video I accept remaking it)

—› UGC Type (Select all that applies: Reels, TikTok, Instagram Post, Instagram Stories, Youtube Video, Other (Textbox)

—› UGC Preferences (Select all that applies: Product / Service / Place) -

- info: Please select your UGC preferences:
  - Product: The product will be shipped to your address for free and you will generate the relevant content.
  - Service: Services will not require any shipment of products, you will access the service via internet and generate the relevant content.
  - Place: You will physically visit the place that customer would like to promote and generate the relevant content.

—› In case Product / Place selected:

—› Address (info: Please insert the address that customers will ship products)

—› TCKN

—› Invoicing (Yes / No)

—› Creator Type (Micro / Mega)

- Micro: Creators may have any number of followers, and are expected to use a high-quality smartphone to shoot and edit UGCs
- Mega: Creators are expected to have +20k organic followers on at least one of the social media platforms. Creators are expected to have full equipment, such as camera, microphone, lighting equipment etc.

—› Social Media Posting (Yes / No)

- info: Select yes, if you want to share the posts you created on your social media accounts for an additional charge

—› Interests

Please select your areas of interest, so that we can find you more relevant UGC tasks

List of Areas of interest

**2- Browse Tasks**
- View Brand and order description
- View Briefing and Brand Details

**3- Request Tasks**
- Creators will request UGC tasks, to complete the order. The number of task request is limited up to %50 more than the UGC amount purchased by the customer.

**4- Orders**
4.1 - View Order details
4.2 - Upload UGC to Customer Panel
4.3 - Edit / Manage UGC Uploads
4.4 - Edit Status of Order (Mark as Not Started / In Progress / Completed / Cancelled)

**5- Push & E-Mail Notifications (New Task / Revision / Completed)**

**Admin Panel**
Both web platfom and mobile app will be viewed and managed by the same admin panel.

**1- Customers**
1.1 - Add New Customer
1.2 - Edit Customer
1.2.1 - Edit Profile
1.2.2 - Edit Brands
1.2.2.1 - Add Brand
**2- Creators**
2.1 - Add Creator
2.2 - Approve Creator
2.3 - Edit Creator Information
**3- Orders**
3.1 - New Order (Per piece)
3.2 - Edit Order Packages (Price / No of Contents)
3.3 - Cancel Order (Iyzico / Cancel Payment)
3.4 - Creator Deliveries (View / Delete / Upload for Creators)
3.5 - Request Task
3.6 - Edit Status of Order

**4- Catalogue**
Pricing will be changed from the Admin Panel or Database. We need to be able to assign one price for single video and additional services such as editing, duration etc. A percentage of discount will be applied as the number of services increase.

Videos and images shall be editable from the panel.
**5-Help & Faq**
Add new topics
Edit the order

**6- Contact Forms**
Contact

**Contentia**

Hizmetlerimiz    Fiyatlandırma                İçerik Üretici Ol    Giriş Yap    **Hemen Başla**
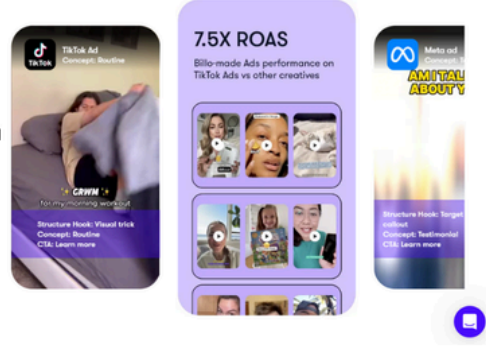
# Gerçek içeriklerle sosyal medya gücünüzü katlayın

+1000 Influencer ve Sosyal Medya Kullanıcısı tarafından işletmenizi, markanızı veya ürününüzü tanıtın.
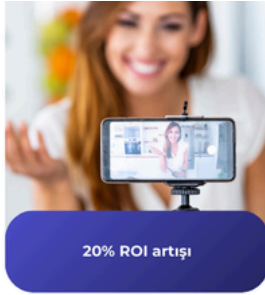
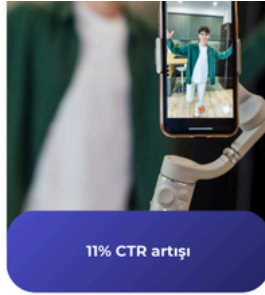Gerçek içeriklerin gücünü keşfedin!

**Hemen Başla**

TikTok Ad
Concept: Routine

**7.5X ROAS**
Billo-made Ads performance on TikTok Ads vs other creatives

Meta ad

Structure Hook: Visual trick
Concept: Routine
CTA: Learn more

Structure Hook: Target callout
Concept: Testimonial
CTA: Learn more

## İçeriklerimizi Keşfet

## Neden Contentia.io?

| | **Contentia** | Influencers | Production agency |
|---|:---:|:---:|:---:|
| Cost-effective ⓘ | ✔ | ✕ | ✕ |
| Fast ⓘ | ✔ | ✕ | ✕ |
| Easy ⓘ | ✔ | ✕ | ✕ |
| Customizable ⓘ | ✔ | ✕ | ✔ |
| Scalable ⓘ | ✔ | ✕ | ✔ |
| Authentic ⓘ | ✔ | ✔ | ✕ |
| Ready-to-launch ⓘ | ✔ | ✕ | ✔ |

**Hemen Başla**

**20% ROI artışı**

Gerçek kullanıcılar tarafından oluşturulan içeriklerle ROI'da ciddi artış gözlemlenir

**11% CTR artışı**

Influencerlar aracılığıyla oluşturulan içeriklerde tıklanma oranında fark edilir artışlar gözlemlenir

**500% CPI (İndirme Başı Maliyet) düşüşü**

Mobil Uygulamaların indirilmesi için harcanan maliyette %500 düşüş yaşanmaktadır

## Neden Contentia.io?

| | **Contentia** | Influencers | Production agency |
|---|:---:|:---:|:---:|
| Cost-effective ⓘ | ✔ | ✕ | ✕ |
| Fast ⓘ | ✔ | ✕ | ✕ |
| Easy ⓘ | ✔ | ✕ | ✕ |
| Customizable ⓘ | ✔ | ✕ | ✔ |
| Scalable ⓘ | ✔ | ✕ | ✔ |

| | Authentic ⓘ | ✓ | ✓ | ✕ |
| | Ready-to-launch ⓘ | ✓ | ✕ | ✓ |

**Hemen Başla**

İhtiyacınıza özel paketleri inceleyin, avantajlı fiyatlardan yararlanın

## Starter

For first-timers to try out ads and test Contentiawithin their workflow

Includes

**3** videos

with following features:

Duration: 15s 30s 60s

Editing: Yes No

Aspect Ratio: 9:16 16:9

**7.200 TL + KDV**

Order

## Launch

For individuals and teams working hard to breakout with limited reseources

Includes

**6** videos

with following features:

Duration: 15s 30s 60s

Editing: Yes No

Aspect Ratio: 9:16 16:9

**12.999 TL + KDV**

Order

## Growth

For rising professionals and businesses pursuing new, promising opportunities

Includes

**12** videos

with following features:

Duration: 15s 30s 60s

Editing: Yes No

Aspect Ratio: 9:16 16:9

**22.999 TL + KDV**

Order

## Custom

For agencies and enterprises that will boost their presence on ads and social meia

Do you need more UGCs ?

Create your own package based on your needs

Contact Us

Order

## Tek bir platformda, UGC içeriklerine kolayca erişin

**1** **İhtiyacınızı belirleyin**
Tanıtmak istediğiniz marka, ürün, hizmet, yenilik veya kampanya gibi içerik üreticilere neden ihtiyacınız olduğunu belirleyin

**3** **İçerik Üreticilerle Eşleşin**
İhtiyacınıza yönelik içerik üreticilerle eşleşin ve talepleriniz doğrultusunda içerikleri üretelim

**2** **Paketinizi Seçin**
Amacınızı belirledikten sonra içerik üretimine ihtiyaç duyduğunuz sıklık ve içerik sayısına göre planlarımız arasından seçim yapın ve istediğiniz UGC'leri detaylandırın

**4** **Kaliteli ve güvenilir UGC'lere erişin**
Ürün ve hizmetlerinize özel hazırlanmış UGC'lere Contentia üzerinden erişin ve dilediğiniz platformda kullanın

## Özel tekliflerden yararlanın

Paket seçeneklerimizden fazlasına mı ihtiyacınız var? Ajans olarak birden çok marka ve müşteriye mi hizmet veriyorsunuz?

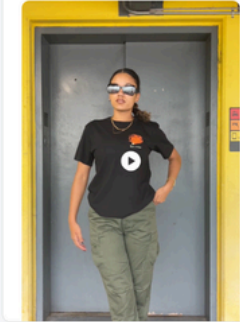Hemen iletişime geçin, ihtiyacınıza özel tekliflerden faydalanın

**İletişime Geç**

**Order Page – https://sedalms.my.canva.site/order**

# Contentia
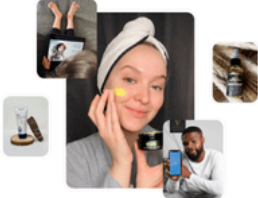
CP Crypto Prices1 ⌄    Get started   Home   Tasks   Brief templates   My brands          💬  dn ⌄

Order details                        Payment                    Video brief              Creator preferences

## Customize your video:

Platform:    **TikTok**   Meta   Other

Duration:    15s   **30s**   60s

Editing:     Yes   **No**                                            ⓘ

**Select the number of videos:**

3 videos x $139
Total: $417        **Next step**

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CP Crypto Prices1 ⌄    Get started   Home   Tasks   Brief templates   My brands          💬  dn ⌄  ?

**Select the number of videos:**

ⓘ Exclusive Black Friday deal includes **3 Free Mashup Videos worth $199.** Learn more about Mashup Videos

**4 unique videos,
4 different creators**

Save $28

~~$556~~ **$528** /4 videos

Exclusive Black Friday deal
**7 unique videos + 3 mashups
7 different creators**

Save $98

~~$973~~ **$875** /7 videos

**Creator videos without a bundle:**

⊖   **3 videos**   ⊕

**$417** /3 videos

**Additional services**
More ways to boost your video ad performance                    ⌄

3 videos x $139
Total: $417        **Next step**

---

CP Crypto Prices1 ⌄    Get started   Home   Tasks   Brief templates   My brands          💬  dn ⌄  ?

More ways to boost your video ad performance

### Get 4 authentic photos

Each creator that you will work with will produce authentic photos for thumbnails of your posts in your social media channels or your website.

**+$79** / each creator

Add

### Vertical + Square crop

4:5 + 1:1 | Ads for Instagram and Facebook feed

**+ $25** / video

3 videos x $139
Total: $417        **Next step**

**Customer Panel - https://sedalms.my.canva.site/customerpanel**



GU GUC ⌄    Profile  My Brands  Orders        Get a video  💬  dn ⌄ ?

### Profile info

**Profile information**  ✏️

dn    Full name
      dorukuman@gmail.com null

      Contact email
      dorukuman@gmail.com

**Contact information**  ✏️

Address
Not provided
Not provided

Phone number
Not provided

**Invoicing details**  ✏️

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GU GUC ⌄    Profile  My Brands  Orders        Get a video  💬  dn ⌄ ?

### My Brands

+ Create

‹  **1**  ›

| Brand name | Country | Content units ordered | Content units completed | Date created |
|---|---|---|---|---|
| ⬤ | United States | 0 | 0 | 2024-07-25 |
| CP Crypto Prices1 | Turkey | 0 | 0 | 2024-07-25 |
| GU GUC | Turkey | 0 | 0 | 2024-08-20 |

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GU GUC ⌄    Profile  My Brands  Orders        Get a video  💬  dn ⌄ ?

Filter order status

( All )  Active  Completed  Not started  Cancelled          Return to old order look

⚠️  No orders yet.