

# VERTIKAL // FRIENDS & FAMILY HUB

**Confidential:** Internal Beta Access

## 1) THE MISSION

**Cinema isn't dying. It's rotating.**

Vertikal is the world's first ecosystem for **Vertical Cinema**. We are not building a social network for trends. We're building a digital studio system for narrative series, documentaries, and high-fidelity storytelling—native to the 9:16 screen.

**The goal:** Build infrastructure where creators own their IP, viewers get premium stories, and networks curate dedicated lanes.

## 2) LINK DIRECTORY (START HERE)

- **LIVE PRODUCT DEMO:** [demo.vertikalapp.com](http://demo.vertikalapp.com)  
Functional demo environment. Test UI and flow.
- **FOR CREATORS (FOUNDING 50):** [creators.vertikalapp.com](http://creators.vertikalapp.com)  
Apply to be one of the first 50 filmmakers.
- **FOR VIEWERS (EARLY ACCESS):** [vertikalapp.com](http://vertikalapp.com)  
Reserve your handle / early access signup.
- **FOR INVESTORS (DEEP MONEY):** [investors.vertikalapp.com](http://investors.vertikalapp.com)  
Private investor funnel and info.
- **FOR NETWORKS (INFRASTRUCTURE):** [networks.vertikalapp.com](http://networks.vertikalapp.com)  
Apply for a curated lane/channel.

## 3) HOW TO INSTALL (iPhone Users)

**Path A (Do this now): Add to Home Screen (Web App)**

- 1 Open [demo.vertikalapp.com](http://demo.vertikalapp.com) in Safari.
- 2 Tap the Share icon (square with arrow up).
- 3 Tap Add to Home Screen.
- 4 Launch "Vertikal" from your home screen for the full-screen experience.

**Path B (Coming soon): TestFlight**

We're finalizing Apple Developer Program enrollment (\$99/yr). Once approved, you'll receive an email invite to install the TestFlight build.

**Status:** Pending Apple verification.

## 4) THE TIMELINE

- **Now:** Friends & Family Alpha (stress testing signups and flows).
- **Next 2 weeks:** Bug Bash (try to break it; we patch in real time).
- **Spring 2026:** Public launch + marketing push.

## 5) YOUR ACTION ITEMS (TODAY)

- **Install the web app:** Use Path A to put Vertikal on your home screen.
- **Sign up:** Creators use creators.vertikalapp.com; viewers use vertikalapp.com.
- **Break it:** Click through the demo. If something feels off, take a screenshot.
- **Share wisely:** Forward this to **3 people** who love film, tech, or business.

**Feedback:** Reply with screenshots + what you were doing when it happened. We're fixing issues in real time.

Governance note: Metallic badges (Gold, Green, Graphite) may appear inside dashboards as status markers. They are not the company logo. The official brand mark is the flat purple/blue V.