

ALTYR

an exclusive content platform that *actually* feels
pleasurable

- Beautiful, premium user experience
- Modern creator tools + revenue ops
- Rewarding, gamified fan experiences

Raising \$500,000 via SAFE • Friends & Family Round



\$50+ Billion

* combined market value of top 5 platforms

Creator monetization is already a multi-billion-dollar, high-margin industry—but it is still being run on first-generation infrastructure. That gap cannot persist.



Billions in GMV

Demand is proven at scale. This is no longer a speculative market—it is a profitable industry.



20% take rates accepted

Creators tolerate commission when outcomes are predictable and payouts are reliable.



Strong retention



Tooling is primitive



Building with Momentum

Early traction demonstrates market validation and execution capability

15 12M

Creators

Total Followers



Industry Legends

Working with legends in the space like Max Konnor, Sean Ford, Hazel Hoffman



Legal Team

Specialized Legal Advisor on board from day 1



Full Stack Team

Lean, off-shore dev team with deep experience in the



Product Progress

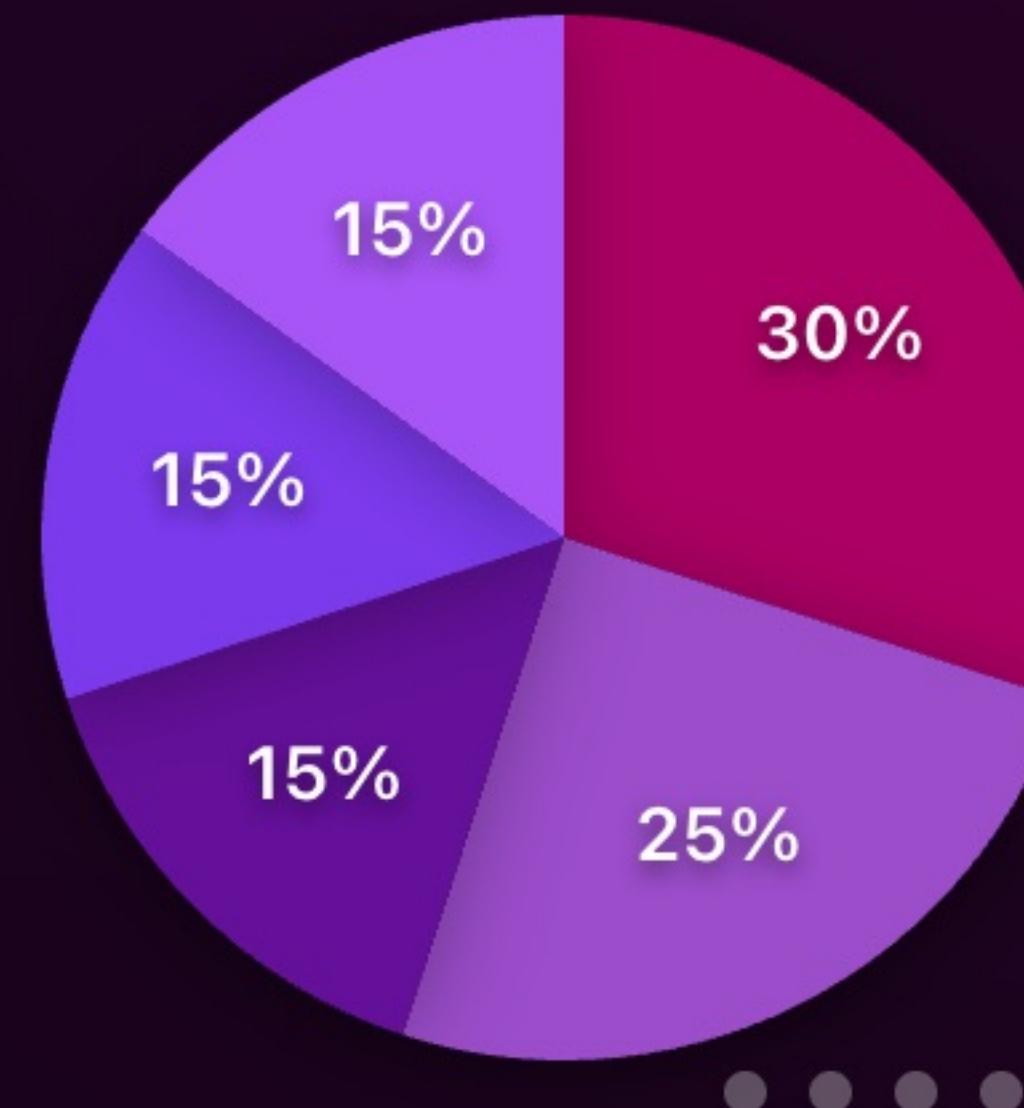
Product 80% completed

\$500,000

via SAFE

at 20% discount with \$15M cap

Use of Funds



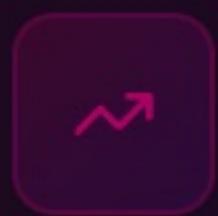
Customer Acquisition Incentives
30% • \$150,000

Payments, Compliance, Legal & Risk
25% • \$125,000

Build Analytics, CRM & Gamification
15% • \$75,000

Onboard Founding Creators
15% • \$75,000

Adjust the inputs to see how quickly platform revenue scales as creators onboard and monetize through subscriptions + pay-per-view.



Assumptions

All values are monthly unless noted.

Creators on platform

A horizontal slider with a pink handle and a white track. The value is currently set at 100, indicated by a black dot on the track. The scale ranges from 10 to 5000, with major tick marks at 10, 100, 500, 1000, 2500, and 5000.

Avg subscribers per creator

A horizontal slider with a pink handle and a white track. The value is currently set at 250, indicated by a black dot on the track. The scale ranges from 25 to 2000, with major tick marks at 25, 250, 500, 1000, 2000, and 2500.

Average subscription price

A horizontal slider with a pink handle and a white track. The value is currently set at \$12, indicated by a black dot on the track. The scale ranges from 5 to 30, with major tick marks at 5, 10, 15, 20, 25, and 30.

Total spent on PPV per subscriber (per month)

A horizontal slider with a pink handle and a white track. The value is currently set at \$14, indicated by a black dot on the track. The scale ranges from 0 to 100, with major tick marks at 0, 10, 20, 30, 40, 50, 60, 70, 80, 90, and 100.



Snapshot (Month 0)

Commission rate: 20%

TOTAL SUBSCRIBERS

25,000

TOTAL GMV (MONTHLY)

\$650K

PLATFORM REVENUE (MONTHLY)

\$130K

PLATFORM REVENUE (ANNUALIZED)

\$1.6M

GMV includes subscriptions and pay-per-view. Platform revenue is **GMV × 20%**.

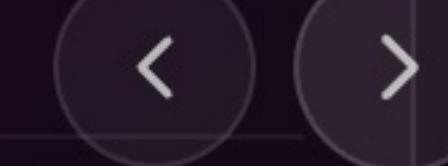
12-Month Projection

Growth applied to creators at 15% MoM

MONTH 12 PLATFORM REV

\$695.5K

Month	Creators	Subscribers	Platform Rev
0	100	25,000	\$130K
3	152	38,000	\$197.6K
6	231	57,750	\$300.3K
9	326	82,950	\$457.6K
12	436	114,900	\$695.5K



We want to pay dividends to investors — forever.

The goal is a durable, compounding cash-flow business where improvements in monetization and retention translate into long-term distributions.



Built to compound

A high-margin, commission-based business where monetization improvements compound with scale.



Dividend-first mindset

Long-term objective: return cash to investors via dividends over time—not just a single exit outcome.



Aligned incentives

If creators earn more per fan, they stay. If they stay, revenue becomes durable. Durable revenue supports dividends.

We're transparent about the challenges



Regulatory Uncertainty

MITIGATION

Working with legal and risk advisors from day one. Focused on compliance from the start, modeling after established platforms.



Payment Processing Challenges

MITIGATION

Partnering with payment providers experienced in high-risk verticals. Exploring multiple redundant solutions.



Creator Retention & Competition

MITIGATION

Deeply integrating creator feedback into the product roadmap and offering exclusive tools and insights they can't get elsewhere.



Male Skewed Gender Imbalance

MITIGATION

We recognise our most powerful network is in Gay Male space. We are pursuing every venue to diversify into female creators



Reputational Challenges

MITIGATION

Building with transparency, strong moderation policies, and partnerships to manage brand and perception from the outset.



Incumbents Copy Gamification Features

MITIGATION

Our edge is the entire package—modern UX, deep creator tooling, and fast iteration—not any single feature.

ALTYR

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Let's build the future of creator monetization, together.

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Revenue concentrates in **relationship depth**, not transaction volume

Only ~4.2% of OnlyFans subscribers pay for content

A tiny ~0.01% account for ~20% of creator revenue

(OnlyGuider)



These fans pay for **emotional connection** and
feeling closer to creators

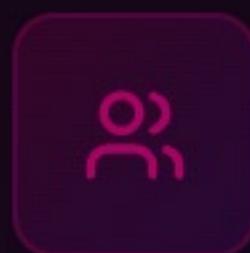
OnlyFans tools optimize for **transactions**. They
don't deepen connections.

Deeper connections capture more revenue from
the **fans who matter most**

*The market exists because people spend on **relationship depth**, not just content access. Current platforms leave that value on the table.*

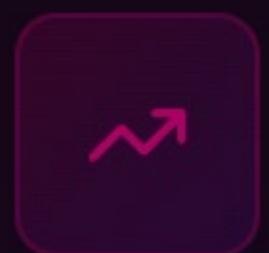
Creators have professionalized. Platforms have not.

Top creators think in funnels, segmentation, and LTV—yet platforms still offer uploads, subscriptions, and tips. That mismatch isn't stable.



No creator CRM or basic revenue tooling

No CRM to segment and engage top fans, no workflows, no automation—so creators run their business in spreadsheets and DMs.



Flat monetization flows

Simple tip, subscribe, buy content—without designed paths from casual fan to VIP supporter.



Creators fly blind on business decisions

Limited real-time insight into what's working, who their best fans are, and how to activate them.



Despite generating billions in revenue, the category is still missing the tooling that every other creator economy now considers table stakes: analytics, CRM, automation, and monetization design.

- Supply creates its own demand

WHAT IT LACKED

- Trust systems
- UX
- Monetization
- Optimization

- Reputation systems increased trust
- Monetization aligned incentives
- Hosts became semi-professional businesses

Early video platforms

Entertainment

WHAT EARLY VIDEO PLATFORMS PROVED

- Entertainment at scale
- Creator communities form

WHAT IT LACKED

- No designed monetization mechanics
- No progression, status, or recognition loops



Twitch

Live monetization design

WHY TWITCH WON

- Subscriptions
- Bits
- Badges
- Status
- Parasocial incentives

Not better content—better monetization mechanics. This is one of the closest parallels to Altyr: Status, Progression, Recognition, Soft loss aversion. Adult platforms never adopted this playbook.

Monetization is not a payment problem. It is a design problem.

The biggest creators don't need another place to host content.

They need:



tools that increase spend per fan



systems that reward loyalty



visibility into what actually drives
revenue

Altyr applies **game-grade monetization mechanics** and **business-grade tooling** to a category that has never had either.

For creators:



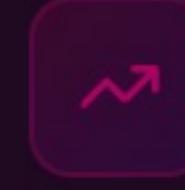
Real-time revenue intelligence



Fan segmentation and CRM



Campaigns, offers, and automation



Predictive guidance on what to post and when

For fans:



Progression, status, and recognition



Clear paths from casual supporter → VIP



Engagement that feels rewarding, not transactional

All tied together with a modern platform built for fast uploads, smooth mobile UX, white-glove onboarding, and seamless content migration.

OnlyFans
monetizes access → Altyr
monetizes engagement

That distinction matters because:



engagement scales LTV



LTV compounds platform value



creators follow the platform where they
earn more per fan

Once a creator sees higher income with the same audience, switching stops being risky—it becomes irresponsible.

A focused, high-touch strategy

This is not a "winner-take-all" consumer social bet.

This is a **high-margin, commission-based, supply-driven marketplace**. Creators bring demand with them. When even a small percentage of top creators move, **gravity does the rest**.

01



Inner Circle: Founding Creator Cohort

Hand-selected top and rising creators receive white-glove setup, migration, direct roadmap access, and permanent Founder badges.

02



Deep Implementation & Case Studies

Focus on small initial cohort to demonstrate higher LTV per fan, more fans in VIP tiers, and improved retention and earnings stability.

03



Agencies & Managers

Partner with managers and agencies to bring rosters of creators onto Altyr with minimal operational overhead.

04

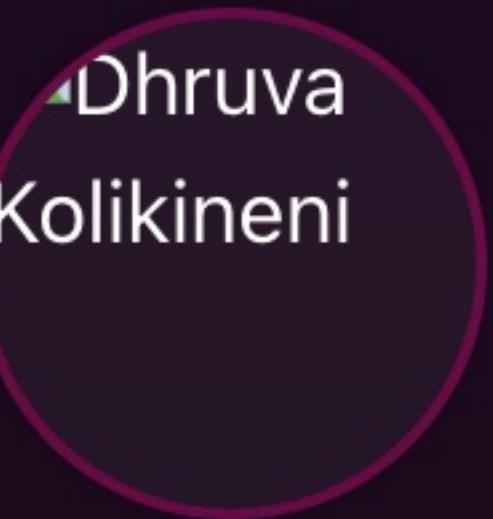


Product-Led Growth

Use transparent analytics, public case studies, and creator testimonials to drive inbound interest from serious earners.

Why This Team

Platforms fail when built for creators instead of with them. Altyr's founding creators are users, partners, and distribution.



Dhruva Kolikkineni
CEO

Second-time founder and DevOps engineer, ex-Berkeley SkyDeck, experienced in building and operating scalable products. Full-Stack Developer.



Solan
CHIEF STRATEGY OFFICER

Top OnlyFans creator with direct experience of current platform pain points and deep relationships with high-earning creators and agencies.