

# 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



1 / 16





# \$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.

OnlyFans didn't invent creator monetization. It proved it at scale. What's speculative is the assumption that platforms can keep extracting 20% while offering outdated UX, no analytics, no CRM, and no monetization design.



## 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



2 / 16





# Building with Momentum

Early traction demonstrates market validation and execution capability

15

Creators

12M

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



11 / 16

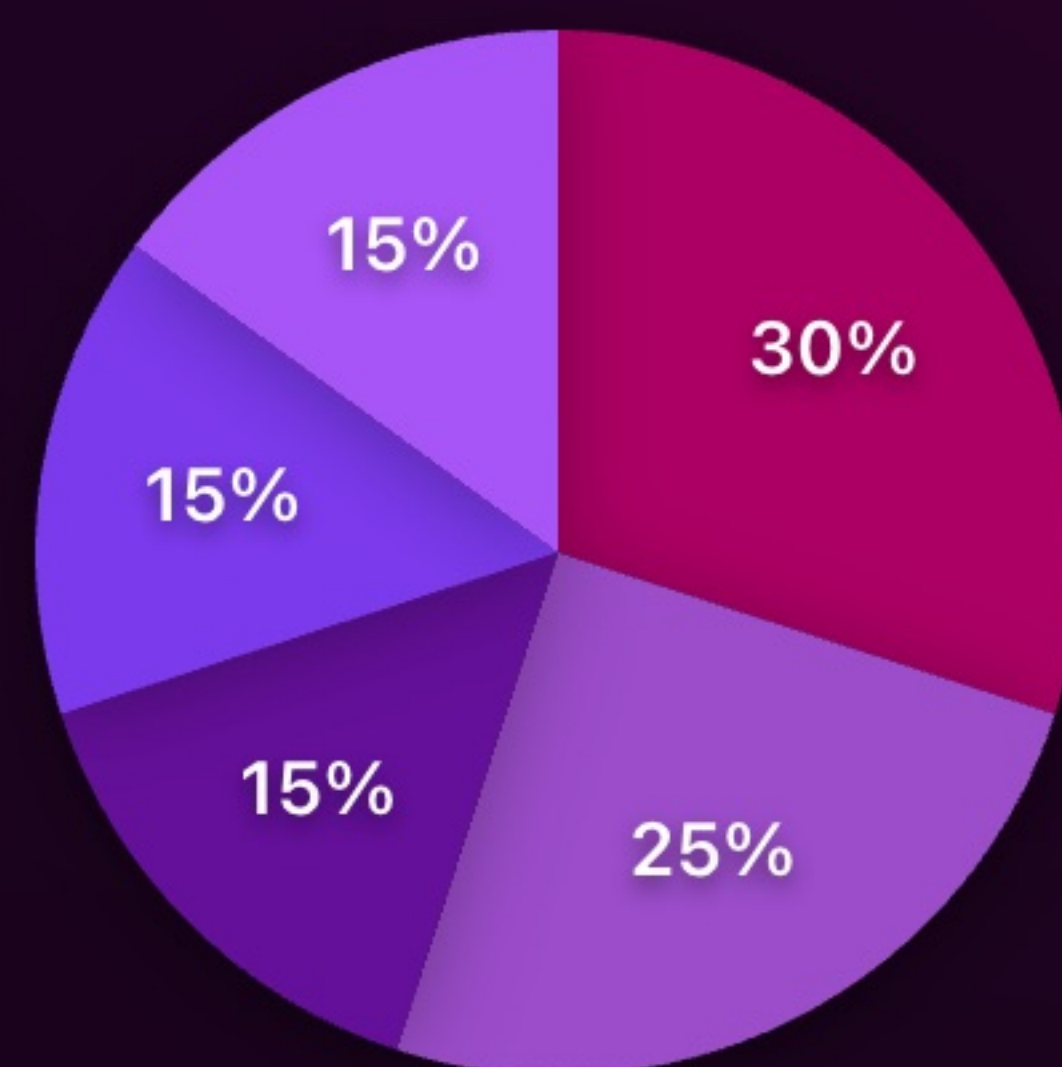


# \$500,000

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

Finalize Core Platform

12 / 16





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

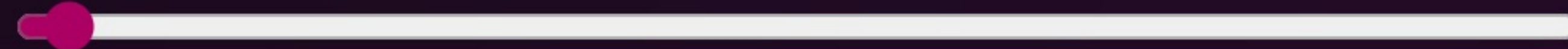


## Assumptions

All values are monthly unless noted.

Creators on platform

100



10

5000

Avg subscribers per creator

250



25

2000

Average subscription price

\$12



5

30

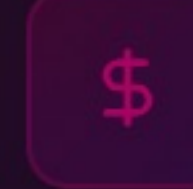
Total spent on PPV per subscriber (per month)

\$14



0

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	358	89,250	\$457.9K
12	542	135,500	\$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 network is most powerful 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.



15 / 16



*We acknowledge the challenges and have structured the business to tackle them systematically—starting*



# ALTYR

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

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16 / 16





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.*



5 / 16



## Selling online (before)



## Shopify



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



## For creators:

- Real-time revenue intelligence
- Fan segmentation and CRM
- Campaigns, offers, and automation
- Predictive guidance on what to post and when

For fans:

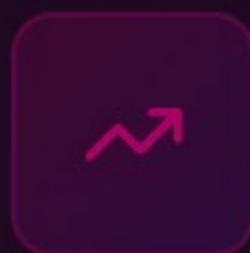
- Progression, status, and recognition
- Clear paths from casual supporter → VIP
- Engagement that feels rewarding, not transactional



## WHY ALTYP WINS

OnlyFans → Altyr  
monetizes access monetizes engagement

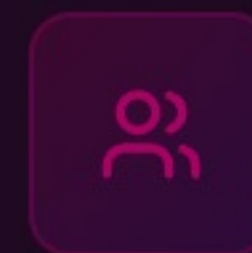
*That distinction matters because:*



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.

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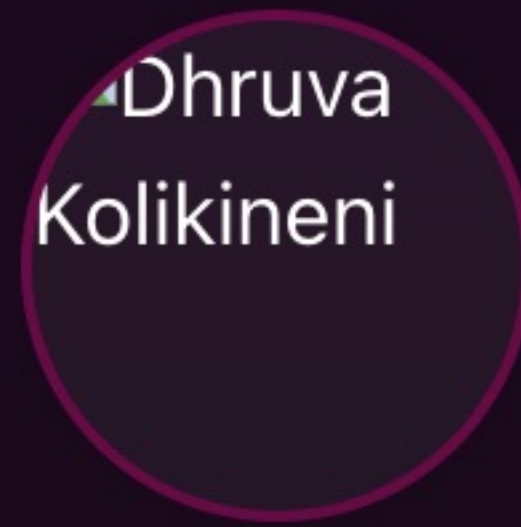


## Product-Led Growth

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



# Why This Team



Dhruva Kolikineni  
CEO



Solan

CHIEF STRATEGY OFFICER