

# The Creator's Web3 Economy: DeOrganized & Rising Tide in Action

## Introduction

DeOrganized Media is more than just a content and broadcasting platform; it is the gateway to a creator-driven economy powered by the **Rising Tide Protocol**. Together, they form a decentralized media and monetization ecosystem built on the **Stacks blockchain**, leveraging Bitcoin security while empowering creators with Web3 tools.

## Problem Statement

Creators, event organizers, and media entities struggle with:

- **Monetization barriers:** Reliance on ad-based revenue models that favor platforms over creators.
- **Censorship risks:** Centralized control over content moderation and distribution.
- **Lack of direct audience engagement tools:** No native on-chain solutions for creator-audience transactions.
- **Limited interoperability:** Existing Web3 creator tools operate in silos, reducing accessibility and impact.
- **Lack of creator access controls for content:** Creators need a simple way to control access to the content they create.

## Solution: DeOrganized Media + Rising Tide Protocol

We are building an **integrated, decentralized suite** that enables creators to control, distribute, and monetize content seamlessly. **Rising Tide Protocol** is the backbone that powers The **DeOrganized.Media website**, offering smart contract-based monetization, fund distribution, content gating, event ticketing, and NFT-based ownership.

## DeOrganized Media: The Application Layer

A **multi-platform content network** that features live streaming, podcasts, event hosting, and monetization tools. It provides:

- **Web3-integrated broadcasting** with NFT-based access controls.
- **Multi-platform distribution** for cross-audience engagement.
- **Creator-owned economy** enabling revenue-sharing and direct support via Stacks-based transactions.

## Rising Tide Protocol: The Infrastructure Layer

A smart contract-based monetization framework offering:

- **NFT ticketing** for exclusive events (live and virtual).
- **On-chain reputation tracking** for audience participation and engagement.
- **Decentralized payments** for direct creator support.
- **Composable smart contracts** allowing developers to build new creator-focused apps.
- **Fund distribution mechanism** allows creators to set splits and allow permissionless/trustless content licensing.
- **On-chain access control tools** for users to set who can use their content, and what criteria is required for certain/specific uses.

## Use Cases

- **Decentralized Events:** NFT-based ticketing for virtual and in-person events with revenue-sharing models.
- **Token-Gated Content:** Creators set exclusive content behind paywalls secured by Stacks NFTs and tokens.
- **On-Chain Monetization:** Audiences support creators directly via decentralized payments.
- **Interoperable Creator Economy:** Integration with Stacks ecosystem projects for a broader reach.
- **DeOrganized Vertical Expansions:** Upcoming creator-driven platforms:
  - **DeOrganized Games:** NFT-powered Web3 gaming with in-game assets and prize pools.
  - **DeOrganized Events:** Decentralized event ticketing and token-gated experiences.
  - **DeOrganized Art:** A marketplace for tokenized visual assets.
  - **DeOrganized Publishing:** Web3-based monetization for writers and musicians.
  - **DeOrganized Music:** NFT-based music distribution, royalties, and fan engagement.
  - **DeOrganized Community Schedule:** A platform for users to create and share shows while receiving **sBTC and STX** tips via integrated wallet pages.

## Proven Track Record & Reach

- **Stacks Ecosystem Contributions:** DeOrganized has covered key Stacks events, spotlighted Stacks Improvement Proposals (SIPs), and co-hosts the weekly **Stacks Community Innovation & Improvement Spaces**. We actively promote awareness and education on SIP votes and proposals, alongside featuring ecosystem projects to drive engagement and adoption.
- **300+ live-streamed shows** and **700+ total videos** produced across social platforms.
- **Consistently 300+ live viewers per show**, with peak viewership exceeding **1,000+ live viewers**.

- **Established trust and credibility** with ecosystem partners, making DeOrganized Media the go-to source for blockchain and crypto-related content.
- **DeOrganized Shows & Personalities:** Regular content series featuring prominent voices in the Stacks ecosystem, with a niche audience in the Bitcoin and crypto space, spotlighting builders and providing revenue opportunities for ecosystem protocols through branding and marketing with a trusted provider.
  - **The Good Morning Show:** Hosted by Steven Perrino (PeaceLoveMusic) and friends, covering Bitcoin, Stacks, and top crypto news.
  - **Melanie's Bitcoin and Beyond:** Interviews with leading Stacks builders and industry personalities.
  - **Learn TA w/Landy:** Technical analysis breakdowns by CryptoLandy with PeaceLoveMusic.
  - **DeOrganized Nightly:** Hosted by GigaPepeSpaceshipClub and friends, discussing Bitcoin and Stacks updates.
  - **DeOrganized Spotlight:** Hosted by PeaceLoveMusic and Haddy, featuring guests and panels on ecosystem projects.
  - **BitcoinLive Decentralized Broadcasting:** A decentralized media initiative bringing in diverse content creators.

## Market Potential & Competitive Advantage

The **Web3 Creator Economy** is expected to reach **\$300B+** by 2030. DeOrganized Media + Rising Tide Protocol provides a **fully decentralized, censorship-resistant** alternative to traditional media monetization models, leveraging Bitcoin security and Stacks' smart contract capabilities.

## Go-to-Market Strategy

1. **Pilot with the Stacks Ecosystem:** Partner with Stacks projects to integrate Rising Tide features.
2. **Onboard Web3 Creators:** Leverage DeOrganized's media presence to attract early adopters.
3. **Expand Beyond Stacks:** Open APIs and cross-chain functionality to onboard broader Web3 creators.
4. **Monetization & Scaling:** Revenue streams include:
  - **NFT ticketing fees** for event access.
  - **Platform integrations** with Web3 content distribution.
  - **Premium creator tools** for enhanced content management.
  - **DeOrganized Media & Marketing:** Revenue generated from DeOrganized Media shows, partnerships, and branding deals with ecosystem protocols looking for a trusted media provider.
  - **Marketing Partnerships:** Active collaborations with **Hermetica, Stacking DAO, ALEX, Skullcoin, ROO coin, and LEO coin** drive mutual ecosystem growth and branding opportunities.

## Call to Action

We are entering **Buidl Battle** to showcase the potential of **DeOrganized Media + Rising Tide Protocol** and seek strategic partners, accelerators, and investors to scale our vision. Join us in revolutionizing the creator economy!

## Contact DeOrganized

**Stephen Perrino**

**1-(401)-206-8907**

**[deorganizedshow@gmail.com](mailto:deorganizedshow@gmail.com)**

**@PeaceLoveMusicG on X**

**@steve\_perrino on TG**