



PROPOSAL

The Business Idea - Go Fund My Lifestyle - revolves around a decentralized application (d'app) leveraging blockchain technology. This platform empowers influencers to freely share their content, receive direct donations from their audience, and transform their creations into non-transferable Non-Fungible Tokens (NFTs) awarded to their highest contributor in a given timeframe.

Creators on platforms like Instagram lack control and ownership of their content, relying heavily on sponsors and external engagement for monetization. Similarly, those on centralized platforms like OnlyFans and Patreon face privacy concerns due to the vulnerability of sensitive data controlled by third parties. Additionally, platforms like OnlyFans often require upfront payment for content access.

The advantages of our d'app are multifaceted. It allows consumers to independently appraise the value of content and donate accordingly. Creators gain full autonomy over their content and can effectively reward their largest donors while still sharing their work with an open audience.

Indirect competitors in the Web3 field include Cent.co, Valuables, Mirror.xyz, Content Box, and Soundeon. While these platforms facilitate monetization of creative content, like articles and audio/visuals, our approach stands out by targeting the Web3 influencer market and truly breeding creativity by not giving in to the re-saleable hype.

Our unique approach ensures that only one person receives the NFT, fostering exclusivity while enabling the collective support from multiple contributors.

Future milestones include implementing reward systems where donors receive recognition from our platform, to foster brand loyalty in the event copy-cats arise.

Addressing user interface concerns, such as the need for consumers to view metadata for content access, and creators managing IPFS storage, remains a priority for enhancing user experience. This will allow us to capture the current Influencer market, and not just those that are tech savvy.

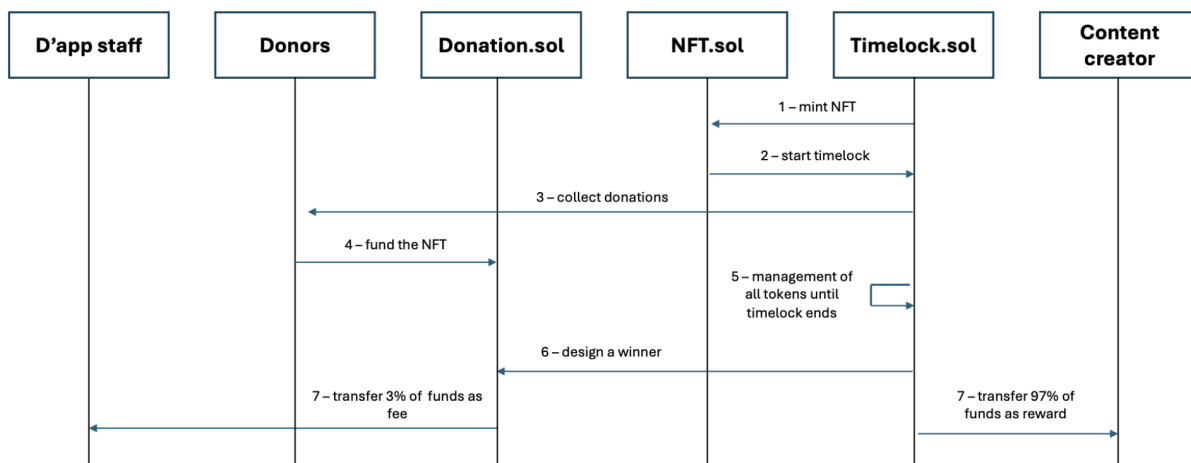
Team Members

- Anthony
- Calida
- Stellan

Token Specificities (ERC-721) :

The NFT token should be non-transferable to prevent speculation and maintain the dApp's focus on donations rather than auctions. This ensures that users donate to support creators without expecting a reward or valuing the NFT as an asset. By using non-transferable NFTs, we avoid attracting speculators and maintain the integrity of the donation-based model. (plus, this would not have been a revenue/utility maximizing auction game, meaning we could have lost those bidders if a new dApp were to build a IC and IR auction mechanism)

Interaction of contracts :



The described dApp utilizes three main contracts for its operation. The Donation.sol contract manages donations and tracks the highest bidders for proposed content. The NFT.sol contract, adhering to the ERC-721 standard, allows for the creation of non-transferable tokens that can only be transferred once to the winner, prohibiting any future exchanges. The TimeLock.sol contract ensures that the highest bidder securely receives the NFT reward without requiring the creator's intervention. It does this by holding the newly created NFT during a specified donation period, then automatically transferring it to the highest donor once the period ends.

