

Business Model

Revenue Streams:

1. **Premium Subscriptions**
 - For parents and verified creators.
 - Features: Extended video time, private challenges, twimbbucks bonuses, profile customization.
2. **In-App Purchases**
 - Stickers, effects, gift packs, profile themes, virtual toys.
3. **Ad Revenue**
 - No traditional ads for kids.
 - For verified creators and premium viewers: ads before videos (with parental consent).
 - Compliant with strict ad filters and policies.
4. **Creator Marketplace**
 - Verified creators can sell digital content (effects, templates, songs).
 - Revenue share model (e.g., 80/20 split).

Benefits for Verified Content Creators

- Ability to monetize content.
- Unlockable analytics dashboard.
- Access to exclusive challenges with real-world brand rewards.
- Priority visibility in search/feed.
- Enhanced video tools and AR filters.
- Monthly twimbbucks bonus.

Monetization Criteria

Twimbol ensures creators are safe and valuable role models.

Payouts are given in **Twimbbucks** – native Twimbol currency which are convertible to cash or in-app gifts.

To Enable Monetization:

- Minimum 500 verified followers
- Minimum 10,000 total watch minutes or 10000 total reel views
- No policy violations or content strikes

- Verified ID and parental consent (if under 18)

Payout pricing for creators:

Watch time (per month)	Estimated Earnings (BDT)	Reel views (per month)	Estimated Earning (BDT)
10000 minutes	1000	10000 unique views	500
100000 minutes	15000	100000 unique views	10000
500000+	50000+	500000+	30000+