### 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+ |