

Product Requirements Document: clipsmith

1. Executive Summary

Product Name: clipsmith

Vision: Create the premier social video creation and sharing platform that empowers creators to produce viral-worthy content with professional-grade tools while building authentic communities.

Target Launch: Q2 2026

Core Value Proposition: A next-generation short-form video platform that combines intuitive creation tools, AI-powered editing assistance, and creator-first monetization to challenge BeatApp's market position.

2. Market Opportunity

Problem Statement

Current short-form video platforms like BeatApp face several user pain points:

- Limited advanced editing capabilities within the app
- Unclear monetization pathways for emerging creators
- Algorithmic feeds that favor viral content over community building
- Ads and promotional content that disrupt user experience

Target Audience

- **Primary:** Content creators aged 18-34 seeking monetization opportunities
- **Secondary:** Casual video consumers aged 16-45
- **Tertiary:** Brands and businesses seeking authentic marketing channels

Market Size

The short-form video market is projected to reach \$300B+ by 2027, with creator economy expansion driving significant growth.

3. Product Goals

Phase 1 Goals (Months 1-6)

- Achieve 100K active creators
- 1M monthly active users
- Average session time of 25+ minutes
- 40% week-over-week retention rate

Phase 2 Goals (Months 7-12)

- 5M monthly active users
- Launch creator monetization program
- 50+ brand partnerships
- International expansion to 10 markets

4. Core Features

4.1 Content Creation Suite

Advanced Video Editor

- Multi-track timeline editing with 10+ layers
- Keyframe animation support
- Green screen/chroma key functionality
- Professional color grading presets
- Audio ducking and mixing
- Variable speed controls (0.1x to 5x)

AI-Powered Creation Tools

- Smart auto-captions with 95%+ accuracy (40+ languages)
- AI scene detection and auto-cuts
- Background removal without green screen
- Voice enhancement and noise reduction
- Suggested B-roll from stock library
- Auto-generated highlight reels from longer content

Template Library

- 500+ professionally designed templates
- Trending format templates updated weekly
- Industry-specific templates (cooking, fitness, education, comedy)
- Customizable brand templates for businesses

Effects and Filters

- 200+ AR effects and filters
- User-generated effect marketplace
- Collaborative effects creation tools
- Seasonal and trending effect collections

4.2 Discovery and Feed

Personalized For You Feed

- Multi-signal algorithm balancing virality, interests, and community connections
- “Discovery Score” transparency showing why content was recommended
- Feed customization controls (adjust interest weights)

Community-First Following Feed

- Chronological feed from followed creators
- Priority notifications for favorite creators
- “Circles” feature to organize creators into interest groups

Explore Tab

- Trending hashtags and challenges
- Category-based discovery (education, entertainment, news, etc.)
- Local content discovery based on location
- Collaborative playlist curation

4.3 Monetization Ecosystem

Creator Fund 2.0

- Transparent revenue sharing: 70% to creators, 30% platform
- Multiple revenue streams: views, engagement, watch time
- Minimum threshold: 1,000 followers and 10,000 monthly views
- Monthly payouts with detailed analytics

Tipping and Gifts

- In-video tipping functionality
- Virtual gifts during live streams
- Direct supporter subscriptions (\$2.99-\$9.99/month tiers)
- Special badges for top supporters

Brand Collaboration Marketplace

- Built-in creator-brand matching algorithm
- Contract templates and payment escrow
- Performance analytics dashboard
- Transparent pricing suggestions based on reach and engagement

Premium Content

- Gated content for subscribers
- Course and tutorial monetization
- Behind-the-scenes exclusive access
- Early access to new content

4.4 Community and Engagement

Interactive Features

- Duets and reaction videos
- Collaborative videos (up to 4 creators)
- Live streaming with guest feature
- Watch parties for synchronized viewing

Community Building

- Creator-led community groups
- Topic-based discussion channels
- Event creation and promotion tools
- Meetup coordination features

Engagement Tools

- Polls and quizzes in videos
- Chapter markers for longer content
- Shoppable product tags
- Link-in-bio equivalent for each video

4.5 Analytics and Insights

Creator Dashboard

- Real-time performance metrics
- Audience demographics and psychographics

- Best posting times recommendations
- Content performance predictions
- Competitor benchmarking (anonymized)

Audience Insights

- Retention graphs showing drop-off points
- Traffic source breakdown
- Engagement rate trends
- Follower growth analysis

5. Technical Requirements

Platform Support

- iOS 15.0+ (optimized for iPhone 12 and newer)
- Android 10+ (optimized for flagship devices)
- Web app with full creation and viewing capabilities
- Desktop app for advanced editing (Mac/Windows)

Performance Standards

- App launch time: <2 seconds
- Video upload: Support up to 10-minute videos, 4K resolution
- Feed scroll: 60fps with <100ms latency
- Search results: <500ms response time

Infrastructure

- Cloud-based video processing and delivery
- Edge CDN for global <100ms video start times
- Real-time sync across devices
- Offline mode for downloaded content

Security and Privacy

- End-to-end encryption for direct messages
- Two-factor authentication
- Granular privacy controls (who can view, comment, duet)
- Content moderation AI + human review team
- GDPR, CCPA, COPPA compliance

6. Differentiation Strategy

vs. BeatApp

- Superior in-app editing capabilities eliminating need for external tools
- Transparent, creator-friendly monetization from day one
- Community-first algorithm option alongside viral discovery
- No intrusive “Install now” ads for competing apps
- Professional desktop editing suite included

Unique Positioning

“Where creators build careers, not just followings”

7. Go-to-Market Strategy

Phase 1: Creator Seeding (Months 1-3)

- Invite 1,000 micro-influencers (10K-100K followers) with exclusive benefits
- Provide early monetization access
- Host creator workshops and training
- Seed fund: \$1M distributed to early creators

Phase 2: Viral Growth (Months 4-6)

- Launch invite-only beta to build FOMO
- Create signature challenges and trends
- Partner with 5-10 celebrity creators for exclusive content
- Social media marketing across TikTok, Instagram, YouTube

Phase 3: Mass Market (Months 7-12)

- Public launch with app store featuring
- Performance marketing campaigns
- University ambassador program
- Regional localization and cultural customization

8. Monetization Model

Revenue Streams

- In-app purchases (virtual gifts, premium effects): 40% of revenue
- Advertising (non-intrusive, skippable): 35% of revenue
- Creator subscription platform fee (15% of creator earnings): 15% of revenue
- Brand partnership marketplace fee: 10% of revenue

Pricing

- **Free tier:** Full creation and viewing capabilities
- **Creator Pro (\$9.99/month):** Advanced analytics, unlimited uploads, priority support
- **Business (\$49.99/month):** Team collaboration, brand tools, API access

9. Success Metrics

North Star Metric

Weekly Active Creators (creating at least 1 video/week)

Key Performance Indicators

- Daily Active Users (DAU)
- Monthly Active Users (MAU)
- Average session duration
- Creator retention rate (30/60/90 day)
- Videos created per active creator
- Creator earnings (average monthly)
- Revenue per user
- Virality coefficient (invite rate)

10. Risks and Mitigation

Risk 1: Content Moderation at Scale

Mitigation: AI-powered pre-screening + human review team + community reporting

Budget: 15% of operating costs for trust & safety

Risk 2: Network Effects and Cold Start

****Mitigation:**** Aggressive creator seeding, cross-posting tools, paid user acquisition
****Budget:**** \$10M first-year marketing spend

Risk 3: Platform Dependence (Apple/Google)

****Mitigation:**** Web-first strategy, PWA capabilities, desktop apps
****Diversified traffic sources****

Risk 4: Copyright and Music Licensing

****Mitigation:**** Partnerships with major labels, royalty-free library, AI music generation
****Budget:**** \$5M annual licensing fees

11. Development Roadmap

Q1 2026

- Core video creation and editing tools
- Feed algorithm v1
- Basic social features (follow, like, comment)
- iOS beta launch

Q2 2026

- Android launch
- Creator monetization program
- Live streaming
- Web platform
- Analytics dashboard

Q3 2026

- Advanced editing features
- Brand marketplace
- Community groups
- Desktop app beta

Q4 2026

- International expansion
- Premium content features
- AR effects platform

- API for third-party integrations

12. Resource Requirements

Team Structure

- **Engineering:** 25 (mobile, backend, ML, infrastructure)
- **Product:** 5
- **Design:** 8 (product, brand, motion)
- **Creator Relations:** 10
- **Marketing:** 8
- **Trust & Safety:** 15
- **Operations:** 4

Total Headcount: 75 by end of year 1

Budget (Year 1)

- Engineering and Product: \$8M
- Creator Fund and Incentives: \$5M
- Marketing and User Acquisition: \$10M
- Content Moderation: \$3M
- Infrastructure and Hosting: \$4M
- Music Licensing: \$5M
- Operations and Admin: \$2M

Total Year 1 Budget: \$37M

13. Long-term Vision

Year 2-3 Goals

- 50M+ monthly active users
- \$100M+ creator earnings distributed
- Profitable unit economics
- International presence in 50+ countries
- Platform for long-form content expansion
- Creator education and certification programs

Strategic Options

- E-commerce integration (social shopping)
 - Virtual events and conferences platform
 - Creator management and agency services
 - White-label platform for brands
 - Acquisition or IPO (exit strategy)
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