

Arena for Creatives (AFC) – Official Project Blueprint

Version: 2.2

Date: July 27, 2025

Project Lead: Founder

Status: Finalized Blueprint for Development

1.0 Executive Summary & Vision

Arena for Creatives (AFC) is a premier global web platform designed to host skill-based art contests. Our mission is to provide a reliable, transparent, and exciting environment where digital artists can foster **friendly competition and growth**.

AFC addresses a critical gap in the market by offering a consistent rhythm of weekly and monthly contests with real monetary prizes, all built on a legally sound, skill-first framework. Our core differentiator is the **Authenticity Engine**, a mandatory 4-phase submission process that validates human-made art and positions AFC as a trusted sanctuary against AI-generated content.

We are not just a contest site; we are a **creative arena**—where artists build portfolios, gain recognition, and are financially rewarded for their talent.

2.0 Target Audience

Our primary launch audience consists of **digital artists** who are active on platforms like Facebook, Instagram, ArtStation, and Procreate communities.

Key Motivations:

- Improve skills through consistent practice and feedback
- Gain recognition beyond social media metrics
- Monetize artistic ability through real contests
- Participate in a verified, AI-free creative space

3.0 Core Platform Features

3.1 Contest Structure & Cadence

The Weekly Showcase

- Duration: 6-day contest (Mon 00:00 GMT – Sat 23:59 GMT)
- Judging: 1-day review (Sun)
- Panel: 3 rotating judges
- Purpose: High-frequency engagement and rapid growth

The Monthly Championship

- Duration: 25-day contest
- Judging: 5-day review
- Panel: 5 judges
- Purpose: Prestige, larger prize pools, long-form pieces

3.2 The Scoring System

Final Score = 70% Judge Score + 30% Public Vote

- **Judges' Score (70%)**
 - Originality & Concept – 20 pts
 - Technical Execution – 20 pts
 - Composition & Impact – 20 pts
 - Thematic Interpretation – 10 pts
- **Public Vote Score (30%)**
 - Relative scoring system based on vote rank
 - Top voted entry = 30 pts, others scaled proportionally

3.3 Financial Model & Monetization

- Users purchase **Vote Credits** (~\$0.20 each)
 - 1 Vote = 1 Credit
 - **Revenue Distribution:**
 - 50% to Winning Artist
 - 2% per Judge
 - 40% (Monthly) or 44% (Weekly) retained by platform
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3.4 The Authenticity Engine (Proof of Work)

All entries must go through 4 phases, viewable by judges:

1. Rough Draft / Sketch
 2. Line Art / Cleaned Draft
 3. Base Colors / Blocking
 4. Final Render (*Only this is shown publicly*)
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3.5 User Roles & Profiles

Artist Profile

- Public gallery of contest entries
- "Champion" and "People's Choice" ribbons
- Stats: Contests Joined, Wins, Awards
- Follow button for fans
- **Earnings Tab** (private)
- **XP & Badges Tab (NEW)**
 - Earn XP for participation, wins, and votes received
 - Level-based badge system (e.g., Level 5 = "Arena Warrior")
 - Example Achievements:
 - First Contest Joined

- Reached Level 10
- 3x People's Choice Awards

Judge Profile

- Displayed on Judge's Council page
- Includes bio, art links, and past contests judged
- **Earnings Tab** (private)

Admin Role

- Private admin panel
 - Can create contests, assign judges, moderate users
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3.6 Community & Engagement Features

- **Follow System**
 - "**My Arena**" **Feed** – shows posts from followed artists
 - **Commenting** – registered users can leave comments
 - **Social Sharing** – boost reach of entries
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3.7 Proof-of-Prize Transparency (*NEW*)

- A live counter on homepage:
 - | "\$X,XXX in prizes awarded to artists"
 - Winner highlights (e.g., "@PixelMage won \$125 – July Weekly")
 - Builds legitimacy and encourages trust in the platform
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4.0 User Interface (UI) & Experience (UX) Flow

1. Registration & Onboarding

- User creates Artist profile
- Guided intro to contests & XP/Badge system

2. Submission Flow

- Artist submits 4-phase artwork to active contest
- Accepts terms, completes entry

3. Voting & Discovery

- Spectators browse gallery
- Votes cost credits (or prompt purchase)
- **Blind Voting Mode** enabled: no usernames, no vote counts

4. Judging Phase

- Judges review entries and score via private portal

5. Winner Announcement

- System calculates score
 - Winners posted to homepage, XP granted
 - Earnings & badges updated
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5.0 Go-to-Market & Launch Strategy

5.1 Brand Identity

- Theme: **Arena** – a place of fair, skill-based combat
- Voice: Professional, inclusive, celebratory

5.2 Pre-Launch

- Facebook/Instagram ad campaigns
- Announce confirmed judges to build trust

5.3 Launch Campaign – “Founding Member”

- First 100 artists receive permanent “Founder” badge
- First Weekly Contest has guaranteed \$250 prize (platform-funded)

5.4 Ongoing Content

- Create short-form video edits (e.g., time-lapse + winner reveal)
 - Post to TikTok, Reels, Shorts to highlight authentic art creation
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6.0 Key Differentiators & Positioning

Feature	AFC	ArtStation / DeviantArt	99designs	Pay-to-Vote Sites
Contest Format	Structured Weekly + Monthly	Infrequent	Commercial	Always-on
Legality	Skill-Based (Judges 70%)	N/A	Skill-Based	Often illegal
Anti-AI Policy	Strict Proof-of-Work	Mixed	Allowed if disclosed	No checks
Monetization	Vote Credits → Prize Pool	None	Client Fees	Vote Buys
Trust Level	High: XP, Judges, Payout Proof	Portfolio only	High	Low/Scam Risk