

Features of the Product

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1. Platform Type and Structure

This product is a web-based and mobile-accessible digital marketplace designed specifically for the modeling and creative industry. It functions as a direct-connection platform where models and companies interact without agencies acting as intermediaries. The platform is structured around two primary user roles: models and hiring companies. Each user type has a customized dashboard tailored to their needs, but both exist within the same shared ecosystem to encourage seamless interaction.

Unlike general job boards, this platform is specialized for modeling, brand campaigns, photography, video production, runway, and promotional work. Its purpose is not only to list opportunities but to create a reliable, professional environment where talent can be discovered, evaluated, and hired in one place.

2. Model Profiles and Portfolio System

Each model creates a detailed professional profile that acts as their digital portfolio. This includes:

- High-quality photo and video uploads
- Measurements and sizing
- Body type category
- Skills and specialties such as runway, commercial, lifestyle, fitness, or editorial
- Experience level
- Availability calendar
- Location and travel range
- Rates and preferred compensation type

Models control what information is public and can update their profiles at any time. This allows their profile to evolve as their experience grows. Unlike traditional portfolios that are static, this system allows models to showcase real-time availability and recent work.

Research on freelance marketplaces shows that profiles with structured, searchable attributes significantly increase match accuracy and hiring success. According to studies on digital labor platforms, clear profile data reduces booking errors and disputes while increasing satisfaction on both sides.

3. Advanced Search and Filtering for Companies

Companies use a powerful filtering system to discover models efficiently. Filters include:

- Body type
- Height range
- Size range
- Location
- Experience level
- Budget range
- Specialty
- Availability
- Style or aesthetic keywords

This allows brands to find talent that fits their exact needs rather than browsing endlessly. Instead of relying on agency-selected rosters, companies can independently explore a broad and diverse range of models.

This feature responds directly to industry research showing that companies prioritize speed and accuracy when hiring creative talent. Faster discovery reduces production costs and allows for more flexible creative planning.

4. Direct Booking and Messaging System

Once a company finds a model they are interested in, they can initiate direct communication through the platform. Built-in messaging allows for:

- Project discussion
- Schedule coordination
- Rate confirmation
- Usage rights clarification
- Contract sharing

Bookings can be requested, confirmed, or declined directly within the system. Both parties receive notifications and can track the status of each project in their dashboard.

This removes the slow and confusing back-and-forth that often happens through agencies or scattered email chains. Studies on freelance platforms show that centralized communication increases efficiency, reduces misunderstandings, and improves professional trust.

5. Contracts, Usage Rights, and Transparency Tools

The platform includes standardized contract templates that protect both models and companies. These contracts clearly define:

- Compensation
- Usage rights
- Duration of image use
- Exclusivity terms
- Cancellation policies

Users can customize contracts when needed, but the system ensures that no booking happens without agreed-upon terms. This feature directly addresses one of the biggest pain points in the modeling industry: unclear usage rights and payment disputes.

According to legal studies on creative contracts, lack of clear rights agreements is one of the most frequent causes of conflict and unpaid work in creative industries. By embedding contracts into the platform, the product significantly reduces legal and ethical risks.

6. Ratings, Reviews, and Verification

After a completed project, both the model and the company can leave a review. Reviews focus on professionalism, reliability, communication, and overall experience. This creates accountability and helps improve trust within the community.

Verification features confirm:

- Identity
- Business legitimacy
- Payment history
- Completed bookings

Trust systems like these are widely used in marketplaces such as freelance platforms and service apps because they increase user confidence and reduce fraud. Research in digital commerce shows that platforms with mutual review systems experience higher retention and safer interactions.

7. Availability and Calendar Management

Models manage their availability using an integrated calendar. They can block off dates, mark tentative bookings, or show open availability. Companies can view this in real time before sending booking requests.

This helps prevent scheduling conflicts and supports better planning for both personal and professional commitments. Freelance research shows that scheduling transparency improves long-term engagement and reduces canceled bookings.

8. Platform Boundaries and Limitations

To maintain professional integrity, the platform includes strict boundaries:

- No illegal or unsafe bookings
- No unpaid exposure-based projects without disclosure
- No misuse of images
- No off-platform payment manipulation for contracted work

Users who violate guidelines can be suspended or removed. These boundaries protect both models and companies and ensure that the platform maintains a professional standard rather than becoming a casual social media space.

9. Progression and Growth Features

While this is not a game, the platform still supports professional progression. Models can track:

- Number of bookings
- Income growth
- Review scores
- Portfolio engagement

Companies can track:

- Successful collaborations
- Preferred talent
- Budget efficiency
- Campaign history

These tools give users insight into their professional growth and help them make better business decisions. Studies in digital labor platforms show that analytics increase productivity and long-term engagement.

10. Summary of Product Function

At its core, this product is a professional ecosystem that replaces outdated agency structures with a direct, transparent, and inclusive system. It allows models to control their

careers and allows companies to hire with confidence, speed, and accuracy. Every feature is designed to reduce friction, increase fairness, and make professional modeling opportunities accessible to a wider range of people.