

NOVAA User Stories

This document outlines the initial draft of user stories for NOVAA, a decentralized creator economy platform built on Solana that empowers creators to launch DAOs, monetize content, and issue their own CREATORX tokens. Fans become stakeholders through staking, and advertisers gain transparent, privacy-preserving ad placements. These stories will be refined iteratively to ensure clarity, actionability, and alignment with NOVAA's vision of turning creators into mini-startups with community backing.

Project Name: NOVAA

Value Proposition:

NOVAA transforms the creator economy by enabling creators to form decentralized DAOs, monetize through ads, brand deals, and fan staking, and launch CREATORX tokens as a startup-like exit. Fans stake \$NOVAA tokens to co-own and influence creator success, earning rewards as the creator grows. Advertisers benefit from targeted, privacy-preserving ad placements via DAOs. NOVAA symbolizes a new beginning for creators, fans, and brands in a fair, community-driven ecosystem.

Product-Market Fit:

Centralized platforms like YouTube, TikTok, and Patreon capture most creator value, limiting ownership, revenue, and governance. NOVAA solves this by leveraging Solana's blockchain, DAOs, and a dual-token system (\$NOVAA and CREATORX) to give creators autonomy, fans equity-like stakes, and advertisers transparent ad mechanics & an audience that is literally invested to see the creator grow. Unlike Patreon's subscription model, NOVAA offers fans tradable tokens, governance, and profit-sharing, creating a scalable, incentivized ecosystem where everyone grows together.

Target User Profiles:

- **The "Startup" Creator:**
 - **Profile:** A content creator (e.g., short-form video maker, tech reviewer) who wants to act as a mini-startup, controlling their monetization and community.
 - **Needs:** Tools to launch a DAO, monetize via ads/brand deals, engage fans through staking/voting, and issue a CREATORX token for growth, governance or exit.
 - **Pain Points:** High platform fees (30–50%), opaque ad revenue splits, and no way to reward early supporters with equity-like upside.
- **The "Investor" Fan:**
 - **Profile:** A passionate supporter of creators who wants to invest in their success, influence content, and earn financial rewards.
 - **Needs:** Easy staking in Creator DAOs, voting on content decisions, and rewards from ad revenue, brand deals, or token appreciation.
 - **Pain Points:** Limited ways to support creators beyond one-time donations or

subscriptions, with no financial or governance upside.

- **The "Ethical" Advertiser:**
 - **Profile:** A brand or marketer seeking targeted ad placements with measurable ROI and privacy-compliant mechanics.
 - **Needs:** Access to niche Creator DAO audiences, transparent performance metrics, and ad payments in \$NOVAA or CREATORX tokens.
 - **Pain Points:** Black-box ad platforms, high fees, and regulatory risks from invasive user tracking.

User Story ID: NOV-001

1. User Persona

- **Name:** Aisha
- **Role:** Creator
- **Goal:** Launch a Creator DAO to monetize her tech-focused short-form videos, engage her fans, and build toward issuing her own CREATORX token as a startup-like venture.

2. User Story

As a creator, I want to register on NOVAA and initialize a Creator DAO so that I can monetize my content through ads, brand deals, and fan staking, retain creative autonomy, and build a tokenized community that grows with me.

3. Acceptance Criteria

Functionality:

- NOVAA allows creators to register and initialize a Creator DAO by staking a minimum of \$NOVAA tokens (e.g., 100 NOVAA).
- The DAO includes a treasury (PDA) to collect revenue from ads, brand deals, and fan staking
- Creators can upload short-form videos to a TikTok-style feed, linked to their DAO for monetization.
- Creators can submit proposals for major decisions (e.g., studio upgrades, brand collabs) to the DAO for fan voting.
- The platform tracks DAO growth (e.g., staked NOVAA, engagement metrics) to trigger a CREATORX token IPO at specific NOVAA staked.

DAO Attributes:

- The DAO tracks fan-staked \$NOVAA tokens and distributes rewards (e.g., 4–6% annual yield in \$NOVAA, 20% of brand deals, 30–40% of ad revenue).
- The DAO enforces a 2-3% royalty transfer from its treasury to the Platform DAO for ecosystem maintenance
- The DAO supports a bonding curve for CREATORX token issuance, with early stakers receiving a bonus multiplier (1.5x–2x)

User Interaction:

- Creators access a dashboard showing DAO treasury balance, staker count, revenue streams, and proposal status.
- Creators can opt into niche ads (e.g., tech ads for tech content) approved by their DAO, with revenue splits: 50% creator, 40% stakers, 10% burned.
- Fans stake \$NOVAA in the DAO to vote (square-root system: 100 NOVAA = 10 votes) and earn rewards.
- The platform promotes content via a TikTok-style algorithmic feed for viral discovery, independent of DAO governance.

Security:

- DAO creation, treasury, and staking are secured via Solana smart contracts using the Anchor framework.
- Proposals are restricted to whitelisted programs to prevent malicious CPIs.
- Creator and fan data (e.g., content preferences) are stored anonymously to comply with GDPR.

4. Priority: High

5. Technical Notes (for Developers)

Dependencies:

- Solana SPL Token Program for \$NOVAA minting, burning, and staking.
- DAO Program for treasury, proposals, voting, and staking logic.
- Bonding Curve Program for CREATORX IPO mechanics.
- Integration with a decentralized storage solution (e.g., IPFS) for video content.

Considerations:

- Optimize the DAO Program for gas-efficient staking/unstaking.
- Implement an algorithmic feed engine for TikTok-style content discovery, prioritizing engagement (weighted by comments, likes, reshares).
- Ensure modular Emissions Manager for \$NOVAA inflation (3–5% annually, decreasing 10% yearly to 2% floor).

User Story ID: NOV-002

1. User Persona

- **Name:** Tom
- **Role:** Fan
- **Goal:** Support his favorite creator, influence their content direction, and earn rewards for his investment and promotion efforts.

2. User Story

As a fan, I want to stake \$NOVAA tokens in a Creator DAO, vote on proposals, and promote content so that I can co-own my favorite creator's journey, influence their decisions, and earn rewards as they grow & from promoting their content.

3. Acceptance Criteria

Functionality:

- NOVAA allows fans to browse Creator DAOs and stake \$NOVAA tokens (e.g., minimum 10 NOVAA) to join.
- Fans can vote on DAO proposals (e.g., content ideas, collabs) using a square-root voting system (e.g., 400 NOVAA = 20 votes).
- Fans earn rewards: 4–6% annual staking yield in \$NOVAA, 20% of brand deal revenue, and 30–40% of ad revenue proportional to their stake.
- Fans receive a CREATORX bonus multiplier (1.5x for 6 months, 2x for 12 months) at IPO, converting staked NOVAA to CREATORX via the bonding curve.
- Fans can earn Amplifier Points (convertible to \$NOVAA or status) by promoting content (e.g., sharing to X, remixing), tracked via on-chain attribution.

DAO Attributes:

- The DAO tracks each fan's staked \$NOVAA, voting power, and revenue share in real-time.
- Rewards are distributed automatically via the DAO's treasury smart contract (e.g., monthly payouts).
- The DAO displays transparent metrics: staker count, treasury balance, and revenue splits.

User Interaction:

- Fans access a dashboard showing staked \$NOVAA, voting power, earned rewards, and Amplifier Points.
- Fans can unstake \$NOVAA after a 30-day lock-up with no penalty.
- Fans can opt into targeted ads (stored in their wallet) to earn 100% of the revenue in \$NOVAA, with 10% burned and 10% to the Platform DAO.
- Fans discover content via a TikTok-style feed, with virality driven by engagement (weighted: 1 view = 1 point, 1 like = 5 points, 1 comment = 10 points, 1 reshare = 20 points).

Security:

- Staking, voting, and reward distribution are secured via Solana smart contracts.
- Fan data (e.g., ad preferences, promotion activity) is stored anonymously in their wallet.
- Access controls prevent unauthorized staking, voting, or reward claims.

4. Priority: High

5. Technical Notes (for Developers)

Dependencies:

- Staking Program within the DAO Program for stake/unstake logic.
- Token Program for \$NOVAA rewards and CREATORX bonus calculations.
- On-chain attribution system for tracking Amplifier Points from content promotion.

Considerations:

- Optimize for low-latency reward distribution to enhance user experience.
- Implement a scalable square-root voting system to prevent whale dominance.
- Ensure wallet-based ad preferences are encrypted and user-controlled.

User Story ID: NOV-003

1. User Persona

- **Name:** Mat
- **Role:** Advertiser
- **Goal:** Place targeted ads on a Creator DAO's niche-focused content to reach a niche audience with transparent, privacy-compliant metrics.

2. User Story

As an advertiser, I want to bid for ad placements on a Creator DAO's content and track performance metrics so that I can reach a targeted audience efficiently while respecting user privacy and ensuring measurable ROI.

3. Acceptance Criteria

Functionality:

- NOVAA allows advertisers to register and bid for ad slots on Creator DAOs based on niche topics (e.g., tech, fitness).
- Advertisers pay in \$NOVAA tokens (or CREATORX post-IPO for specific DAOs), with revenue split: 50% to creator, 40% to DAO stakers, 10% burned.
- The platform provides real-time metrics: impressions, click-throughs, and conversions per campaign.
- Ads are matched to DAOs based on aggregated engagement trends (e.g., tech content views), not individual user tracking.
- Advertisers can set time-based campaigns (e.g., 7 days) that expire automatically.

Ad Attributes:

- Ads are categorized by niche and approved by the DAO to ensure relevance (e.g., tech ads for tech DAOs).
- Ad revenue is automatically distributed via smart contracts to the creator, DAO treasury, and stakers.
- Targeted ads (opt-in via user wallets) pay 100% to the user, with 10% burned and 10% to the Platform DAO.

User Interaction:

- Advertisers browse Creator DAOs, view engagement stats (e.g., views, likes, comments), and submit bids for ad slots.
- Advertisers access a dashboard with campaign metrics (impressions, clicks, conversions) and ROI analysis.
- Fans opting into targeted ads control preferences via their wallet, ensuring privacy.

Security:

- Ad placements and revenue distribution are secured via Solana smart contracts.
- Engagement data is aggregated anonymously at the DAO level to prevent user tracking.
- Bids are verified to block spam or malicious ads, with DAO approval required for placement.

4. Priority: Medium

5. Technical Notes (for Developers)

Dependencies:

- Platform Treasury Program for collecting and burning ad revenue.
- DAO Program for ad placement approvals and revenue splits.
- Decentralized storage (e.g., IPFS) for ad content and metadata.

Considerations:

- Vet ad content to prevent inappropriate placements, with DAO voting for final approval.
- Optimize ad delivery for low-latency in TikTok-style short-form feeds.

User Story ID: NOV-004

1. User Persona

- **Name:** Carlos
- **Role:** Fan (Non-Staker)
- **Goal:** Discover viral content and earn minimal rewards by engaging with ads, with the option to stake later for greater benefits.

2. User Story

As a non-staking fan, I want to discover viral content on NOVAA's TikTok-style feed and earn rewards from targeted ads so that I can enjoy creator content and explore staking opportunities to deepen my involvement.

3. Acceptance Criteria

Functionality:

- NOVAA provides a TikTok-style algorithmic feed showcasing short-form content, prioritizing virality based on engagement (e.g., 1 view = 1 point, 1 like = 5 points, 1 comment = 10 points, 1 reshare = 20 points).
- Non-staking fans can opt into targeted ads via their wallet, earning 100% of the ad revenue in \$NOVAA, with 10% burned and 10% to the Platform DAO.
- The platform highlights Creator DAOs with high engagement, encouraging fans to stake \$NOVAA for rewards and governance.
- Viral posts are flagged when they exceed a threshold (e.g., 500K likes or equivalent engagement score) for per-post staking payouts.

Content Attributes:

- Content is discoverable without staking, with virality driven by algorithmic ranking, not DAO governance.
- Ads are optional and user-controlled, with preferences stored in the wallet for privacy.
- Viral post metrics (likes, views, comments, reshares) are tracked on-chain for transparency.

User Interaction:

- Non-staking fans browse the feed, engage with content (like, comment, reshare), and contribute to virality scores.
- Fans can opt into ads via a wallet interface, viewing their ad revenue earnings in a dashboard.
- The platform prompts fans to stake in trending DAOs, showing potential rewards (e.g., “Stake 10 NOVAA, earn 4–6% yield”).

Security:

- Engagement data is aggregated anonymously to prevent tracking.
- Ad revenue distribution is secured via Solana smart contracts.
- Wallet-based ad preferences are encrypted and user-controlled.

4. Priority: Medium**5. Technical Notes (for Developers)****Dependencies:**

- Algorithmic feed engine for content ranking and virality scoring.
- Wallet integration for ad preference management and revenue distribution.
- Platform Treasury Program for ad revenue burns and Platform DAO payouts.

Considerations:

- Optimize feed algorithm for low-latency and high engagement, balancing new and trending content.
- Ensure scalable on-chain tracking of engagement metrics without excessive gas costs.
- Implement user-friendly wallet UX for ad opt-in and reward tracking.