Distributed Creatives

Creator economy revolution for the public good

Roadmap To Success

Distributed Creatives

Introduction & Mission

Distributed Creatives is a 501(c)(3) nonprofit organization revolutionizing the creator economy through digital infrastructure and community-driven initiatives.

- Our mission is to empower creators by providing them complete ownership of their content and revenue streams

- We're building sustainable digital infrastructure with minimal overhead to maximize value returned to creators

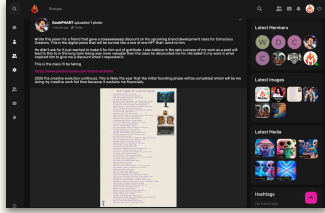- Our focus is on creating an an ecosystem where artists can thrive independently

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Programs

Local Artist Network (LAN)

A digital signage network that connects artists with venues and audiences through strategically placed displays in public spaces, creating a vibrant local art ecosystem.

distributedcreatives.org/lan

Musely.social

A social media platform built to empower creatives, venues and audiences with tools to connect, collaborate, and showcase their work.

musely.social

The Show

A multi-platform streaming variety program that showcases diverse artistic talents and provides a global stage for creators.

distributedcreatives.org/show

Forever Sites

A decentralized preservation system using multiple storage platforms to ensure long-term storage of digital creative works.

distributedcreatives.org/chain/forever

Composable NFTs

A system enabling the creation and tracking of composable NFTs that can be combined, separated, and recombined while ensuring fair compensation for creators.

distributedcreatives.org/chain/composable

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Current Progress: Already in First Gear

In less than a year, we've launched the fundamental components of our ecosystem

Musely.social

Robust creator social network for supporting creator success

Local Artist Network

Local Art Network (LAN) with multiple venue partnerships

eARTh pARTy

Launch of in-person conference scheduled for March 8th, 2025 in San Francisco, CA

Web5

Social platform development with Web2 and Web3 integration

Mintr & Fusion

Free NFT minting tools for composable digital assets with royalties and remixing

Power Team

Established Board of Directors with industry experts and thought leaders in technology, arts, and nonprofit management

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Local Artist Network

A citywide digital network connecting creators, venues, and art enthusiasts through strategically placed displays

Core Components

✅ High-definition digital displays in public spaces and venues

✅ Interactive smart TV app for artist-venue-audience connection

✅ Live streaming capabilities for real-time event broadcasts

Benefits

✅ **Artists:** Increased visibility and direct fan connections

✅ **Venues:** Enhanced foot traffic and new revenue streams

✅ **Community:** Enriched cultural landscape and economic growth

Implementation

✅ Starting in Boulder with initial venue partnerships

✅ Zero setup cost for venues - all equipment provided (when needed)

✅ QR code integration for direct artist support

🔥 Connects to Musely.social for creator profiles with booking, ticketing, payment features, and so much more!

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LAN Strategy

Launch in Boulder

✅ Weekly Guerilla art takeover in the streets featuring Boulders diverse talent

✅ Targeted Ads in Boulder weekly. Affordable and reaches 55k audience of direct target market

✅ 181,279 individuals in direct target market

✅ Small enough to get whole city aware while large enough to sustain operations.

✅ 3k members at $10 a month supports monthly operations

✅ Installing LAN 10-30 venues

✅ Establish relationships with Cultural orgs and city government

✅ Produce a DC local film festival and partner with BIFF to help attract The Sundance film festival

2026

Measure results and fine tune strategies

Map the relationship, value and resource flows of the creative economy in Boulder. Use this as a guide for developing the model in other communities

2027

Scale to global network

Establish a global lattice of interconnected creative networks where each city has its own channel on the smart TV app and broadcasts live events to other displays around the world

beatswitch · Sketchfab · SCIENTIFIC REPORTS · headspace · DEVIANT ART · cgtrader · ACADEMIA · KICKSTARTER · WILEY ONLINE LIBRARY · TURBOSQUID · coursera · YouTube · Udemy · indeed · ebay · shopify · beatport · SOUNDCLOUD · FESTIVALPRO · shutterstock · bandcamp · AssetStore · Spotify · Buy me a coffee · ticketmaster · STEAM · patreon · OpenSea · Etsy · StubHub · Rarible · INDIEGOGO · eventbrite · FANBASE · GUMROAD

Musely

Visit Musely.Social

One App. Every Creator. Forever Yours.

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Musely.social

A social media platform built specifically for creatives to connect, collaborate, and showcase their work
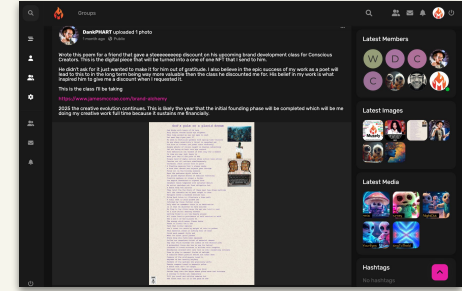
Core Social Features

✅ Activity feed and content sharing

✅ User profiles and community engagement

✅ Groups and collective spaces

✅ Chat and messaging system

✅ Custom pages and media sharing

Monetization Tools

✅ Ticketing and event management

✅ Tipping and donations system

✅ Digital and physical product marketplace

✅ Membership subscriptions

✅ Course platform and learning tools

✅ Affiliate program and sponsored content

Platform Status

✅ Fully operational and ready for users

✅ Built with proven open-source tools for rapid deployment

✅ Planning creator/venue-only beta launch

✅ Integrated with LAN through QR codes

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Forever Sites

Preserve humanity's digital creative and cultural heritage through permanent, distributed storage solutions

Forever Sites
Eternal Digital Legacy
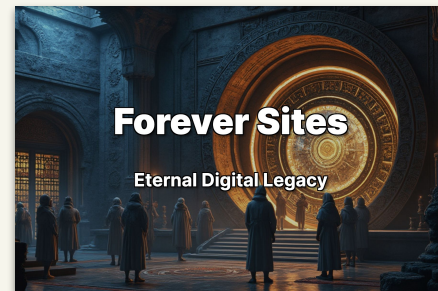
Key Features

✅ Decentralized storage across multiple platforms (Lighthouse, Arweave, FileCoin, DIG network)

✅ One-time payment for indefinite content preservation

✅ Content preservation and format conversion tools

✅ Chat and messaging system

✅ Rich metadata framework using Schema.org standards

✅ Content authenticity verification through blockchain and C2PA

Benefits

✅ Safeguards digital art and creative works from loss

✅ Ensures accessibility for future generations

✅ Empowers creators to preserve their legacy independently

✅ Provides comprehensive archive for researchers and educators

✅ Deep level of detail for AI training and future-proof content access

Current Status

✅ Technology foundation in place (Tool for onboarding: Mintr.pro)

✅ Free decentralized app (dApp) available for content submission

✅ Working with content owners to archive significant collections

✅ Ready for partnerships with cultural institutions

✅ Partnerships with Lighthouse.storage for cheaper, permanent storage with control over access, and Trainspot.ai for controlled access, fair use, and compensation of AI training data.

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Program Impact

Organization-Wide Impact

✅ 60% of revenue ($19,500/month) directly supports creatives

✅ 3,000 founding members at $10/month sustains operations

✅ Programs supporting marginalized voices and youth across Boulder

✅ Regular impact reports with community testimonials

✅ Events produced platform-wide benefit entire creative ecosystem

Muesly.social

✅ Zero platform fees for artists

✅ **Artists:** revenue generated, events performed, fan engagement metrics

✅ **Artists:** supporter conversion rates and sponsorships secured

✅ **Members:** growing user base, event attendance, artist support metrics

✅ **Venues:** increased ticket sales, events produced, artist representation

✅ Multiple direct-to-creator revenue streams

Local Artist Network

✅ Digital displays in strategic Boulder venues

✅ 1,440 daily impressions per location

✅ 70% of display time for creator content

✅ QR codes linking to creator profiles

✅ 181,279 potential participants reached

✅ Tribal nations and youth partnerships

✅ Live streaming across venues

Forever Sites

✅ Permanent, decentralized preservation

✅ Blockchain integration for sustainability

✅ Community-driven content curation

✅ Cultural heritage archiving

✅ Cross-generational knowledge transfer

✅ Accessible cultural experiences

✅ Protection against digital obsolescence

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Benefactor Perks

Unlock exclusive events, premium visibility, and digital recognition while supporting our creative mission.

🌟 Exclusive Access

- VIP tickets to the eARTh pARTy Conference — immerse yourself in cutting-edge creative culture and technology
- All-access LAN PASS to every venue in our growing network across the city

✨ Brand Visibility

- Premium advertising spots on LAN digital signage throughout partner venues and businesses
- Dedicated sponsor showcase page on our official website

🏆 Recognition

- Custom crafted digital tokens and certifications
- Digital badges for your devices, displays, and website (available in elegant Glass, Platinum, and Gold tiers)

💼 Financial Benefit

- Tax-deductible contribution

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Program Timelines

Q1 2025	Q2 2025	Q3 2025	Q4 2025
Formation	**Creators + Tools**	**Outreach**	**Revenue + Growth**
Fundraising	Add events, community orgs, and creators	Forever Sites Proposals & Bay Area Conference	Membership Drive
Install LAN at current partnered spaces	LAN Sponsorships	Additional Sponsors and Impression Bidding	Add more LAN spaces (30+)
Introducing creators	Custom landing pages	Adding venues, collectives	Musely.social web promo campaign on public launch
Musely launched	Ticketing, tipping, donations, job boards, community search tools	Support for Boulder's current community programming	Forever Sites Pilot Program

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Revenue

Revenue, Expenses & Profit (in millions $)

	Revenue	Expenses	Profit
Year One	$0.6M	$0.5M	$0.05M
Year Two	$2.9M	$2.0M	$0.9M
Year Three	$15.9M	$9.1M	$6.8M
Year Four	$84.1M	$44.0M	$40.2M

4-Year Trajectory
141× Growth
From Year One to Year Four

Annual Revenue Growth
394%
Year One to Year Two
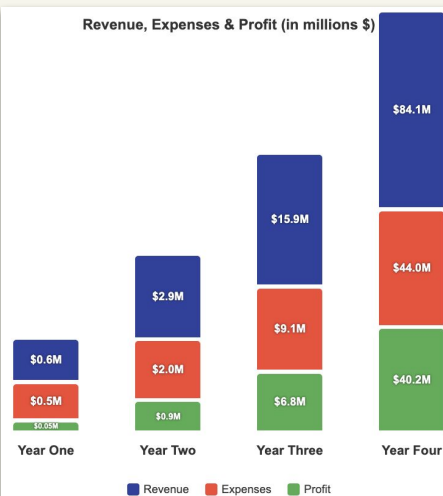
Net Profit Margin - Year Four
47.8%
Significant profitability

Sponsor Revenue
$41.2M
In Year Four (49% CAGR)

Revenue Source Breakdown

Revenue Source	Year One	Year Two	Year Three	Year Four
Sponsor Paid (LAN)	$222K	$1.29M	$7.53M	$41.21M
Foundation Grants	$50K	$100K	$200K	$400K
Individual Donations	$30K	$90K	$180K	$310K
Corporate Sponsorships	$45K	$135K	$270K	$465K
Total Revenue	$0.6M	$2.9M	$15.9M	$84.1M

75%	25%
Year One Mix	

94%	6%
Year Four Mix	

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Projections based on market analysis and modest growth. Sponsor/advertising revenue becomes increasingly dominant revenue driver from Year Two onward.

Budget: Tier One

$50,000

Launch the Local Artist Network, add essential features to Musely and launch The Show with 1080p video and streaming and storage of assets.
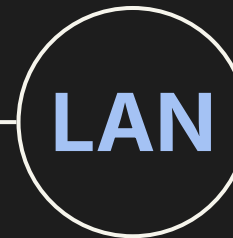
Essential Ops

3 months of full-time for 2 staff

Operational costs for 2025

Creator Essentials

First 2 years of
Ticketing
Tipping
Donations
Data Storage

Video Broadcast

First 2 years of Video storage and live streaming

1080p video hardware

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Budget: Tier Two

$50,000

Boost staff support into Q2 of 2025, add comprehensive networking and monetization to Musely, and extend the Local Artist Network with 3 more venues
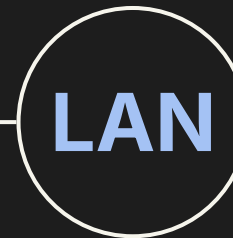
Essential Ops

3 months of full-time for 2 staff

Operational costs for 2026

Musely Power Tools

First 2 years of Memberships, newsletters, cross posting, digital sales, job boards, group forums, marketplace, ads, affiliate programs, gamification

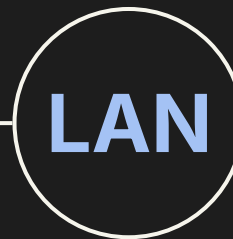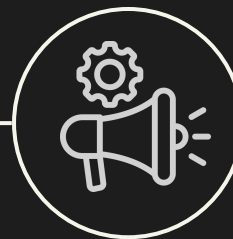**Local Artist Network**

World-wide syndication

Smart TV apps

3 more venues

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Budget: LAN @ Scale

$119,000

LAN

Full support of the Local Artist Network with a global audience online, 30 new locations, custom feature development, faster servers, and effective public exposure

Essential Ops

6 months of full-time for 2 staff

Full-stack and AI developers for support of all features

Marketing

$15,000 in advertisement for local publications

Public events

Expanded Network

30 more locations

2 years of more server power

Optimum sponsor monetization

Budget: 4k Video Production

$20,000

Boost the quality of all live and pre-recorded productions with 4k video (LAN, The Show)

4k is important for longevity of our content.

Camera & Video

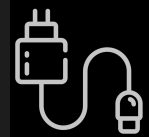Studio cameras

Pro lenses

Video switcher

Recording equipment

Audio

Wireless mics

Digital mixer

Studio monitors

LED lighting

Accessories

Cable systems

Network equipment

Power solutions

Transport cases

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Meet the DC Team

Grig Bilham
Exec Director/
Co-founder

Matty Bovard
Board Member/
Co-founder

Dr. Brian Hewlett
Board Member

Heidi Petty
Board Member

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Join the Creator Economy Revolution

Transform the creator economy with us by investing in sustainable digital infrastructure that returns 60% of revenue directly to artists while building a vibrant global community.

Partner With Us Today

Schedule a personalized impact meeting with our team to discuss your specific interests and how your support aligns with our mission

Request our detailed financial projections and sustainability plan

Connect for a demo tour of our active LAN sites and Musely.social platform

What You'll Receive

Quarterly impact reports tracking creator earnings, audience growth, and community engagement

Invitation to monthly benefactor roundtables with our leadership team

Custom proposal addressing your philanthropic priorities

Expand Our Network

Introduce us to other potential benefactors passionate about the arts and technology

Connect us with venues and businesses interested in hosting LAN displays

Share introductions to foundation grant officers and institutional funders

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[Download this presentation here](#)