**📌 PRODUCT REQUIREMENTS DOCUMENT (PRD) - CLYPE**

**Product Name:** *( CLYPE )*  
**Version:** MVP   
**Created Date:** *(15-03-2025)*

**1️⃣ Executive Summary**

This **Social Media SaaS** introduces a **user engagement & monetization model** with:  
✅ **Users earn points** by engaging (liking, sharing, commenting, etc.), convertible to real money.  
✅ **Creators earn more points** per engagement, rewarding content creation.  
✅ **Exclusive Advertisement Board**, where the **highest bidder’s ad is displayed for 24 hours**.  
✅ **Gifting System** → Users can buy & send virtual gifts (via points or money).  
✅ **Platform monetization through ads, transactions, and subscriptions.**

**2️⃣ User Personas**

1. **Regular Users** → Engage, earn points, and cash out.
2. **Content Creators** → Post content, earn more points, and withdraw.
3. **Advertisers & Businesses** → Bid for the **Exclusive Ad Slot** for 24-hour exposure.
4. **Platform Admins** → Manage users, bidding system, transactions, and content.
5. **Gift Buyers & Receivers** → Users who buy/send virtual gifts as rewards.

**3️⃣ Features & Functionality**

**💰 User Engagement & Points System**

**1. How Users Earn Points (Regular Users)**

* **Liking a Post** → +1 Point
* **Commenting on a Post** → +1 Points
* **Sharing a Post** → +2 Points
* **Watching an Ad** → +2 Points
* **Referring a Friend** → +20 Points *(Only if active for 7 days)*

**2. How Content Creators Earn Points (Higher Rate)**

* **Likes on Their Post** → +2 Points *(vs. 1 for users)*
* **Comments on Their Post** → +2 Points *(vs. 1 for users)*
* **Shares on Their Post** → +4 Points *(vs. 2 for users)*
* **Live Stream Engagement** → Variable Bonus Points

**3. Point Conversion System**

* **10,000 Points = $1** *(Configurable by admin)*
* **Minimum Withdrawal:** 50,000 Points ($10)
* **Payout Methods:** PayPal, Crypto, Mobile Wallet, Bank Transfer
* **Withdrawal Processing Time:** 48 Hours *(Anti-fraud checks)*
* **Conversion Rate Algorithm:** Can fluctuate based on revenue model

**4. Point Expiration Policy**

* **Unused points expire after 90 days of inactivity.**

**5. Point Fraud Prevention**

* **AI-driven engagement detection** to prevent fake point farming.
* **Referral validation** (users must be active for 7 days).
* **Spam-like behavior reduces earning potential.**

**🛑 Exclusive Advertisement Board (24-Hour Bidding System)**

**1. How the Ad Board Works**

* **One Ad Slot Only** → Only **one** ad can be displayed at a time.
* **Global Visibility** → Every user on the platform sees this ad.
* **Bidding System** → Advertisers place bids, and the highest bidder wins.
* **Ad Duration** → The ad remains on the board for **exactly 24 hours**.

**2. Bidding Process**

* Advertisers enter their bid amount (minimum $5).
* Bidding **closes at midnight UTC daily**.
* The **highest bidder wins**, and their ad goes live for 24 hours.
* Payment is **automatically deducted** from the advertiser’s wallet.

**3. Ad Approval & Moderation**

* Ads **must follow platform policies** (no scams, NSFW, etc.).
* **AI moderation + human review** before publishing.
* If an ad is rejected, the advertiser gets a refund.

**4. Revenue from Ad Board**

* **100% of the highest bid goes to the platform.**
* **Daily Revenue Potential:** If the highest bid is $100 daily → $3,000/month.

**🎁 Gifting System (Virtual Gifts for Users & Creators)**

Users can **purchase virtual gifts** and send them to other users, especially creators, as a **form of appreciation or tip**.

**1. How Gifts Work**

* Users **buy gifts with either points or real money**.
* **Gifts are displayed on recipient profiles** (boosting engagement).
* Some gifts have **leaderboard visibility** (for big spenders).
* **Creators receive more points** when gifted.
* Some gifts have **special effects** (animations, sound, etc.).

**2. Gift Categories**

| **Category** | **Examples** | **Points Cost** | **Cash Cost** |
| --- | --- | --- | --- |
| **Basic Gifts** | Thumbs Up, Heart, Flowers | 500 Points | $1 |
| **Premium Gifts** | Crown, Trophy, Golden Heart | 5,000 Points | $10 |
| **Luxury Gifts** | Diamond, Car, Private Jet | 50,000 Points | $100 |
| **Special Event Gifts** | Birthday Cake, Fireworks, Custom Gifts | Variable | Variable |

**3. Monetization from Gifting**

* **Platform takes a 20% cut** of every real-money gift purchase.
* Creators can **withdraw their gift earnings as real cash**.
* **Special gifts for events (Valentine, Christmas, etc.)** can generate extra revenue.

**4️⃣ Monetization Model (How We Make Money 💸)**

1. **Exclusive Ad Board (Bidding System) 🏆** → Highest bidder’s ad displayed for 24 hours.
2. **In-App Advertising** → Brands pay to promote content.
3. **Transaction Fees** → Small fee for point-to-cash conversion.
4. **Subscription Plans** → VIP users get point boosts or faster withdrawals.
5. **Boosted Posts for Creators** → Pay to increase visibility.
6. **Virtual Gifts System** → Users buy/send gifts, and platform takes a 20% cut.

**5️⃣ Tech Stack**

(Same as before, with additions for gifting system)

* **Backend:** Laravel (Ad bidding, point tracking, payments, gifting logic).
* **Frontend:** React.js with Tailwind CSS (for sleek UI).
* **Database:** PostgreSQL / Firebase Firestore (real-time updates).
* **Redis:** To cache leaderboard, point balances, and active bids.
* **Stripe / PayPal API / Crypto Payment Gateway:** For ad payments, gifting, & withdrawals.
* **AI & Content Moderation API:** Prevents fake ads, NSFW content, & gift spam.

**6️⃣ UI/UX Requirements**

* **Ad Bidding Dashboard:** Users place bids & track competition.
* **Points Dashboard:** Users see earned points & transaction history.
* **Leaderboard:** Top earners & trending creators displayed.
* **Withdrawal Page:** Simple UI for cashing out points.
* **Ad & Boost Management Panel:** For advertisers & creators.
* **Gifting Page:** Interactive UI to browse, buy, & send gifts.
* **Live Gift Animations:** Special effects for premium gifts.