

BeatFund Business Plan and SOP

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Audience: Investors and Internal Operations

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1. Executive Summary

BeatFund is a fintech platform for creators that combines a digital marketplace for beats with a service booking system for music professionals (studios, producers, engineers). The platform enables clients to discover creators, purchase digital goods, and book sessions with structured payments and clear fee transparency. BeatFund earns revenue through platform service fees while routing processing fees to the customer so providers receive their full quoted amounts. The system includes a wallet ledger, notifications, dispute management, and admin oversight to support professional operations at scale.

2. Problem and Solution

Problem: Music creators and studios struggle with fragmented workflows for discovery, booking, payments, and trust. Clients are often required to pay via ad hoc channels, providers lose revenue to processing fees, and disputes are poorly documented.

Solution: BeatFund unifies discovery, booking, payments, and delivery. Clients can securely pay deposits and balances, providers receive full quoted amounts, and both parties have clear fee breakdowns, verified identities, and a messaging channel tied to the booking. Admin tooling provides audits, refunds, and dispute handling.

3. Product Overview

Core modules:

- Marketplace: buy and sell beats with licensed deliverables and post-purchase downloads.
- BookMe: booking requests, quotes, deposits, and balances for studio and producer services.
- Wallet: internal ledger for payments, transfers, and provider earnings.
- Notifications: real-time activity alerts for requests, payments, and admin actions.
- Messaging: booking-scoped chat between client and provider.
- Admin: audits, fee controls, refunds, support tickets, and system reports.

4. How It Works (User and Provider Flows)

4.1 Buyer (Beat Purchase)

- 1) Buyer browses marketplace and purchases a beat.
- 2) Platform applies a flat BeatFund fee to the beat purchase and records payment in the ledger.
- 3) Buyer gains access to the deliverable and downloads via signed URLs.
- 4) Seller receives credit to their wallet.

4.2 Client Booking a Provider

- 1) Client submits a booking request with required duration, date, and notes.
- 2) Provider accepts the request; client pays a hold fee deposit to confirm.
- 3) Provider sends a quote (billable hours, hourly rate, breakdown).

- 4) Client pays the remaining balance before the booking date.
- 5) Both parties use booking-scoped chat and notifications for coordination.

4.3 Provider (Studio/Producer)

- 1) Provider receives incoming requests in their dashboard.
- 2) Provider accepts a request and later submits a quote with billable hours and a breakdown.
- 3) Provider sees payments and balance status in the booking detail view.
- 4) Provider receives full quoted base amount; platform and processing fees are paid by the client on top.

5. Payments and Fees

Beat purchases:

- BeatFund platform fee: flat \$5.17 per beat purchase.

Service bookings:

- Hold fee deposit: \$20 base credited toward the service, plus processing fee.
- BeatFund service fee: 5.17% of total quoted service amount (minimum \$5.17; optional cap supported).
- Processing fee: calculated so the customer covers card fees; provider receives full quoted base.

Non-refundable rules:

- Processing fees are non-refundable.
- BeatFund fees are non-refundable by default, with optional refund on provider fault.
- Hold fee is non-refundable unless provider cancels.

Stripe Integration:

- Stripe PaymentIntents for deposit and balance.
- Webhooks confirm payment and update booking/payment records.

6. Admin, Moderation, and Disputes

Admin capabilities include:

- Support tickets and ticket comments.
- Refund issuance and booking dispute management.
- Audit logs for sensitive actions and wallet adjustments.
- Stripe webhook monitoring and retry tools.
- Upload management with scanning and alerting.
- User management and role controls.

7. SOPs (Operations, Support, Refunds, KYC)

7.1 Operations (Daily)

- Review admin alerts and security events.
- Check payment webhooks for failures; retry if needed.
- Monitor support ticket queue and respond within SLA.
- Review flagged content and moderation logs.
- Verify backups and uptime.

7.2 Support (Client and Provider)

- Verify user identity and booking/order ID.
- Check ledger entries and payment records.
- Provide clear resolution steps and timelines.
- If dispute: request evidence (chat logs, files, timestamps).
- Escalate to admin for refund approval when needed.

7.3 Refunds

- Processing fee is never refunded.
- BeatFund fee is non-refundable by default; may be refunded for provider fault.
- Hold fee is refunded only if provider cancels.
- Use admin refund endpoint with reason and ledger updates.
- Notify both client and provider after refund action.

7.4 KYC

- Require KYC approval for payouts and financial features.
- Store KYC status per user; block withdrawals until approved.
- Maintain audit records of KYC status changes.

8. Tech Stack and Infrastructure

Backend: Flask, SQLAlchemy, Postgres.

Payments: Stripe PaymentIntents and Stripe Connect for payouts.

Storage: AWS S3 with signed URLs; local storage supported in dev.

Hosting: Railway (application + Postgres).

Security: CSRF protection, role-based access control, audit logs, and scan gating for uploads.

Client: Jinja templates with modern UI components.

9. Security and Compliance

- All financial actions require server-side validation.
- CSRF protection on forms and API actions.
- Private file storage with signed URLs; no public S3 access.
- Audit logs for admin actions and wallet adjustments.
- Stripe handles PCI compliance for card data.
- KYC gating for payouts and financial access.

10. Go-to-Market

Primary users: independent artists, studios, producers, and engineers.

Channels:

- Creator partnerships and referrals.
- Social media content (behind-the-scenes studio sessions).
- Campus and local studio partnerships.
- Influencer collaborations and beat showcases.

Retention:

- Repeat booking incentives.
- Wallet-based loyalty perks.
- Provider quality scoring and portfolio visibility.

11. Financial Model

Revenue streams:

- Beat purchases: flat \$5.17 per transaction.
- Service bookings: 5.17% platform fee on quoted total (min \$5.17; cap optional).
- Future: premium placement, subscriptions, or SaaS tooling for studios.

Unit economics example:

- Booking quote: \$300.
- BeatFund fee (5.17%): \$15.51 (min not binding).
- Provider receives full \$300 base; client pays fees on top.

Key metrics:

- Gross booking volume (GBV)
- Take rate (platform fee / GBV)
- Repeat booking rate and retention
- Provider activation rate and supply growth.