Culture Wallet — Implementation Plan (Issuer-First)

Purpose

This plan is written for **issuer adoption and cultural gravity**. It is designed to be operationally legible to artists, labels, and brand operators — and directly usable by Frank for business development.

Culture Wallet does **not** launch as a social app. It launches as a **Worlds platform**, with culture already alive before users arrive.

Guiding Principle

Worlds come first. Users follow gravity. Sovereignty unlocks later.

Artists and brands create Worlds. Fans enter Worlds. TrustMesh deepens engagement once gravity exists.

Phase 0 — Worlds Studio Live (Immediate)

Objective

Enable artists, labels, and brands to **create Worlds and inscribe cultural artifacts immediately**.

This phase leverages and extends the existing **Issuer Studio** (from the collegiate TrustMesh strategy), rebranded as **Culture Wallet Worlds Studio**.

What Exists Already

- Desktop issuer interface (working)
- Asset + signal inscription logic
- HCS-based provenance
- Structured issuance flows

Enhancements Required (Immediate)

- Media inscription support (audio, video, visuals) via **HCS + Kiloscribe**
- World configuration (name, identity, metadata)
- Drop creation (releases, moments, announcements)
- Recognition primitives (early supporter, contributor, holder)

Outcome

Frank can onboard: - Artists - Labels - Cultural brands

Without waiting for user growth.

Phase 1 — Audience Lens (Culture Wallet App)

Objective

Give fans a **clean, compelling way to experience Worlds**.

The wallet is not the center. The World is the center.

Core Capabilities

- Follow World
- Consume drops
- Signal recognition (react, support, attend)
- Receive collectibles tied to engagement

UX Characteristics

- Feed is **World-centric**, not social-graph-centric
- Content is brand/artist-led at launch
- No empty feeds
- No forced peer graph

Result

Fans install Culture Wallet **because something is already happening**.

Phase 2 — TM-Boost Loops (Audience Expansion)

Objective

Leverage **external social graphs** to drive inbound adoption.

TM-Boost Mechanics

- Drops generate shareable artifacts
- Links open directly into Worlds
- IG / TikTok / X act as distribution rails
- Wallet install is framed as *access*, not onboarding

Key Point

Culture Wallet does not compete with social platforms. It **feeds them**, while capturing deeper engagement.

Phase 3 — TrustMesh Unlock (Sovereignty Layer)

Objective

Reward sustained participation with **sovereign identity and trust signals**.

Unlock Conditions

- Users already active in Worlds
- Repeated engagement
- Recognition earned

Capabilities Introduced

- Identity binding
- Portable reputation
- Trust-based permissions
- Cross-World recognition

Framing

TrustMesh is **not a requirement to participate**. It is an upgrade for those who care.

Success Metrics (What Matters)

For Issuers: - Worlds launched - Drops inscribed - Engagement per drop

For Growth: - External share rate - Installs per World - Return engagement

For Network Health: - Recognition velocity - Repeat participation

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Why This Works

- Artists get tools, not theory
- Fans get culture, not friction
- Trust emerges from use, not onboarding

This plan turns Culture Wallet into a **gravity engine**, not a cold-start problem.