

Product Strategy — Issuer-First, Culture-Led

1. Core Thesis

Culture Wallet is a **brand-anchored cultural distribution network**.

Artists, labels, and cultural operators create worlds. Audiences gather around issued culture. TrustMesh crystallizes participation into portable identity over time.

Trust is not demanded upfront. It is **earned through presence, participation, and contribution** — then preserved.

2. Two-Sided Architecture (Locked In)

Demand Side — Culture Wallet (Mobile)

- Consumption and participation surface
- Fans experience culture, react, follow, and share
- No wallet pressure at entry
- Sovereignty is optional, not forced

Supply Side — Worlds Studio (Desktop)

- Issuer / operator surface
- Used by artists, labels, brands, professors, civic leaders
- Worlds are created **outside** the consumer app
- Culture Wallet renders what issuers inscribe

Worlds are authored deliberately — not crowd-generated.

3. Worlds Studio (Immediate, Not Roadmap)

Worlds Studio already exists, battle-tested in the TrustMesh collegiate deployments.

It is being **enhanced, not invented**.

What Exists Today

- World creation
- Participant enrollment
- Signal / recognition primitives
- Governance boundaries

Immediate Enhancements (Launch-Critical)

- Media inscription (audio, video, visuals)
- Drops, moments, artifacts
- Inscription via HCS + Kiloscribe
- Issuer-defined recognition types

The ledger is used first for **memory and integrity**, not payments.

4. Launch Stack (Sequenced, Explicit)

Layer 1 — Brand Gravity (Day 0)

- Artist / label collections
- Official drops only (no open UGC)
- Visual-first media
- Audience actions: react, follow, share

Layer 2 — Crowd Formation (Weeks 1-4)

- Collection momentum metrics
- External social graph loops (IG / TikTok / X)
- Soft identity ("you were here")
- No trust issuance yet

Layer 3 — TrustMesh Crystallization (Triggered)

- Identity binding
- Contacts
- Recognition
- Wallet + TRST
- Governance

Layer 3 activates **only after** Layers 1 and 2 are alive.

5. Audience Actions (Non-Sovereign)

Audience actions intentionally do **not** mint trust.

They generate cultural signal and growth momentum.

- React
- Follow collections
- Share externally
- Attend drops

TrustMesh observes these actions — it does not validate them.

6. Artist-Led Go-To-Market

Issuer Onboarding

Initial growth is driven by:

- Indie labels
- Artists with loyal micro-communities
- Cultural operators already running audiences

Frank Nitty Role

- Cultural curator
- Issuer onboarding
- Legitimacy signal
- Artist-to-artist adoption

Artists bring audiences. The app follows culture.

7. Explicit Non-Goals at Launch

To protect signal quality:

- No open UGC feed
- No empty social posting
- No premature governance
- No forced wallet creation

Worlds decide if and when UGC is allowed.

8. TrustMesh Positioning

TrustMesh is not a feature.

It is a **preservation layer** that carries cultural participation across worlds.

It allows:

- Identity to persist
- Recognition to compound
- Reputation to travel

Culture Wallet is the window. TrustMesh is the memory.

9. Long-Term Expansion (Aligned, Deferred)

- Fan-issued recognition
- Economic participation
- Cross-world portability
- Civic and regional worlds

All share the same substrate.

10. One Substrate, Many Worlds

Every world — classroom, label, artist, city — uses the same TrustMesh substrate.

Different rules. Same memory.