

Creator Monetization Platform MVP - Product Requirements Document

1. Executive Summary

Vision

Build a subscription-based creator monetization platform that enables content creators to monetize their audience through paid subscriptions, tips, and premium content offerings.

Goals

- Enable creators to generate sustainable income from their content
- Provide fans with exclusive access to premium creator content
- Create a secure, user-friendly platform for content monetization
- Establish a scalable foundation for future feature expansion

2. Target Users

Primary Users

- **Content Creators:** Artists, fitness trainers, educators, musicians, chefs, etc.
- **Subscribers/Fans:** Users seeking premium content from their favorite creators

User Personas

- **Creator:** Ages 18-45, seeking to monetize creative work
- **Subscriber:** Ages 18-65, willing to pay for quality content

3. Core Features (MVP)

3.1 User Management

Creator Accounts

- Profile creation with bio, cover image, pricing tiers
- Identity verification system
- Content creator dashboard

- Analytics and earnings tracking

Subscriber Accounts

- User registration and profile management
- Subscription management
- Payment history and billing
- Content library access

3.2 Content Management

- Content upload system (images, videos, text posts)
- Content scheduling and publishing
- Content categorization and tagging
- Content moderation tools

3.3 Subscription System

- Multiple pricing tiers per creator
- Monthly/yearly subscription options
- Free trial periods
- Subscription management (pause, cancel, upgrade)

3.4 Payment Processing

- Secure payment gateway integration
- Multiple payment methods (cards, digital wallets)
- Automated recurring billing
- Revenue sharing and creator payouts
- Tax documentation support

3.5 Discovery and Search

- Creator discovery feed
- Search functionality
- Category browsing
- Trending creators

3.6 Communication Features

- Direct messaging between creators and subscribers
- Comment system on posts
- Creator announcements
- Push notifications

4. Technical Requirements

4.1 Platform Architecture

- Cloud-based infrastructure (AWS/GCP/Azure)
- Microservices architecture
- CDN for content delivery
- Database: PostgreSQL for transactional data, Redis for caching

4.2 Security & Compliance

- SSL/TLS encryption
- PCI DSS compliance for payments
- GDPR/CCPA compliance
- Content protection and DRM
- Age verification system

4.3 Performance

- 99.9% uptime SLA
- Fast content loading (<3 seconds)
- Mobile-responsive design
- Progressive web app capabilities

5. User Experience Requirements

5.1 Web Application

- Responsive design for desktop/tablet/mobile
- Intuitive creator dashboard
- Streamlined subscription flow
- Content discovery interface

5.2 Mobile Considerations

- Mobile-first design approach
- Touch-friendly interface
- Offline content viewing capability
- Push notification support

6. Revenue Model

6.1 Platform Revenue Streams

- Commission on creator earnings (15-20%)
- Payment processing fees
- Premium creator tools (future)

6.2 Creator Revenue Streams

- Monthly subscriptions
- One-time tips/donations
- Pay-per-view content (future)
- Merchandise integration (future)

7. Success Metrics

7.1 Business Metrics

- Monthly Active Users (MAU)
- Creator retention rate
- Subscriber conversion rate
- Average revenue per user (ARPU)
- Platform revenue growth

7.2 Technical Metrics

- Platform uptime
- Page load speeds
- API response times
- Error rates

8. Launch Strategy

8.1 MVP Launch Plan

1. **Beta Phase:** Invite-only creator program (100 creators)
2. **Soft Launch:** Public launch with limited marketing
3. **Full Launch:** Marketing campaign and feature expansion

8.2 Go-to-Market Strategy

- Influencer partnerships
- Content creator outreach
- Social media marketing

- SEO optimization

9. Risk Assessment

9.1 Technical Risks

- Scalability challenges with content delivery
- Payment processing reliability
- Data security and privacy breaches

9.2 Business Risks

- Content moderation challenges
- Regulatory compliance requirements
- Competition from established platforms

9.3 Mitigation Strategies

- Robust testing and monitoring
- Legal compliance review
- Strong content moderation policies
- Regular security audits

10. Development Timeline

Phase 1 (Months 1-3): Core Platform

- User authentication and profiles
- Basic content upload and management
- Subscription system foundation

Phase 2 (Months 4-5): Payment Integration

- Payment processing implementation
- Creator payout system
- Subscription management

Phase 3 (Months 6-7): Enhanced Features

- Discovery and search
- Messaging system
- Mobile optimization

Phase 4 (Month 8): Launch Preparation

- Beta testing
- Security audits
- Performance optimization

11. Future Enhancements (Post-MVP)

- Live streaming capabilities
- Advanced analytics dashboard
- Creator collaboration tools
- Mobile applications (iOS/Android)
- API for third-party integrations
- Advanced content protection
- Merchandise marketplace
- Multi-language support

12. Compliance and Moderation

12.1 Content Guidelines

- Clear terms of service
- Community guidelines
- Prohibited content policies
- Age verification requirements

12.2 Moderation System

- Automated content screening
- Human review process
- User reporting system
- Appeal process for creators

This PRD provides a comprehensive foundation for building a creator monetization platform that prioritizes user safety, creator success, and platform sustainability.