

Micropayments + Ads Future Canvas

Key Activities

- Test Micropayments model
- Build tight feedback loop

Customer Relationships

- Maintaining trust is paramount
- Co-create new value prop

Value Prop

- Micropayment transaction fees of <\$0.05 enables new model
- Deliver high-quality content that combines best of Ads/Subs model

Customer Segments

- Niche segments who are most loyal (ambassadors)
- Community

Cost Structure

- Current business cost base
- + new team to build Infra.
- Customer/Community Mgmt.

Revenue Streams (Future)

- Creators paid for top content
 - Platforms monetize engagement
 - Advertisers* see new opportunities
- *if applicable

