VibeCast MVP – Creative Tech Brief

Platform Overview

VibeCast is a curated streaming and investment platform designed to empower fans, funders, and creators to participate in the success of bold, culturally resonant storytelling, financially, creatively, and communally.

We are not an open marketplace. VibeCast is intentionally built for high-end creators including filmmakers, authors, and visionaries with production-ready, story-forward work. Unlike mass platforms such as YouTube, our focus is on curated, high-quality content that reflects artistic excellence and cultural relevance.

VibeCast is designed to feel seamless for anyone whether or not they've ever bought crypto or used a wallet. For creators and audiences new to Web3, **the platform must feel familiar, intuitive, and frictionless**. For Web3-native users, it should feel forward-thinking, transparent, and aligned with decentralized ownership values.

No one should feel left behind, and no one should feel held back.

We bridge traditional entertainment investment with next-generation blockchain models, while ensuring the user experience is intuitive, inclusive, and accessible regardless of technical fluency.

MVP Objective

Our goal is to develop the foundational infrastructure for VibeCast in a modular, scalable way that supports:

- Fundraising through traditional investment, token-based participation, and donations
- A premium streaming environment for curated content
- A future native token (VibeCoin), integrated at the infrastructure level but staged for later release
- AI-powered personalization, insights, and user intelligence
- A culturally intelligent, bias-aware, and frictionless user experience
- Accessibility across visual, auditory, and neurodiverse needs (WCAG 2.1 AA minimum)

Key Terms & Language

- Launch a Project: Full setup of a creator's campaign (project description, media, fundraising structure)
- Mint a Token: Creation of a utility token tied to a project, offering access or participation benefits
- Deploy Project Contracts: Smart contract launch for tokenized campaigns

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Discovery Phase (Pre-MVP)

Before full MVP development begins, we are seeking a discovery engagement to clarify:

- Platform architecture and technical feasibility
- User flows and UX recommendations for both Web2 and Web3 users
- Token minting logic and smart contract needs
- Requirements for VibeCoin integration (staged, not live)
- Streaming platform scalability and OTT expansion
- Smart TV (Apple TV, Roku, Samsung, Fire TV) compatibility planning
- AI/data tagging infrastructure
- Role-based permissions and admin controls
- KYC/AML compliance
- Accessibility UX guidelines
- Roadmap for modular rollout

Proposals should include: scope, team, timeline, deliverables, and estimated cost.

MVP Feature Tiers

TIER 1: Fundraising Core

VibeCast supports three configurable fundraising pathways per campaign:

1. Traditional Investment
   - Reg CF, Reg D, or custom revenue share models
   - Cap table logic
   - Investor dashboards and document handling

2. Token-Based Participation
   - Project-specific token and smart contract deployment
   - NFT minting (access passes, collectibles)
   - Fiat and crypto payment options
   - Seamless minting UI (no third-party tools required)

3. Donations
   - Optional routing through fiscal sponsor or 501(c)(3)
   - Tiered access/perks with no equity or return

Core Creator Functions (all tiers):
- Campaign setup with uploading of trailers, pitch decks, footage, book covers, key art, and more
- Integrated CMS for organizing assets, metadata, and project updates
- On-platform streaming of trailers or sample scenes embedded within campaigns (HD/4K compatible)

TIER 2: Streaming and Access

Premium, gated content ecosystem designed for audience and creator connection.

Core Features:
- HD/4K playback with subtitles and previews
- Gated access via token, NFT, donation, or subscription
- Wallet-based user profiles with engagement tracking
- CMS for creator content and metadata
- Campaign pages integrating funding, media, and access

Smart TV / OTT Planning:
Teams must outline capabilities or partnerships for OTT/smart TV builds. Discovery scope should include foundational UX wireframes and SDK research for future native apps.

TIER 3: VibeCoin Architecture (Token Placeholder)

VibeCoin will serve as VibeCast's cross-platform native token. It will not launch in MVP Stage 1, but infrastructure must prepare for it.

Expected Utility:
- Platform currency across campaigns
- Unlock exclusive content/events
- Reward fans, funders, and creators
- Optional staking/governance in later phases

MVP Requirements:
- Wallet infrastructure (custodial + crypto-native)
- Smart contract stubs and API hooks
- Admin dashboard for token reward activity
- Light UX indicators of future token rewards

Staged Rollout Plan:
- Internal pilot for early access and testing
- Public TGE: press, liquidity planning, community rollout

TIER 4: AI-Powered Intelligence and Personalization

AI will drive audience discovery and engagement, creator tools, and platform optimization.

Core Features:
- Recommendation engine with emotional, cultural, and behavioral tagging
- Auto-tagging for genre, tone, themes, and cultural reference
- Creator tools for campaign and metadata optimization

- Admin and creator dashboards for real-time audience analytics
- API hooks for CRM, ecommerce, and platform extensions

Technology & Inclusion

VibeCast must serve a global, multicultural user base. We are building with intersectionality, equity, and accessibility at the core—not as an afterthought.

We are looking for technologists who:
- Design for both non-technical (Web2) and advanced (Web3) users
- Commit to accessibility (screen reader support, captions, visual contrast)
- Recognize how algorithmic bias can distort engagement and visibility
- Build for multilingual, multi-format, multi-cultural use cases
- Embrace transparency, inclusive architecture, and frictionless UX

What We're Looking for in a Tech Partner

- Ability to scope and deliver a Discovery Phase proposal
- Experience with modular, scalable platform builds
- Token architecture and smart contract fluency
- UX design that serves both Web2 and Web3 users
- Proven crypto + fiat payment integration
- Familiarity with NFT/token ecosystems, AI, and streaming architecture
- OTT/smart TV UX experience or readiness to partner
- Track record in inclusive, accessibility-focused development

MVP Development Phase Deliverables (Post-Discovery)

- Full platform architecture + modular roadmap
- Wireframes: fundraising, token/NFT, streaming
- Smart contract system for project tokenization
- Wallet integration (custodial + non-custodial)
- Fiat/crypto payment rails
- Streaming infrastructure with OTT expansion plan
- Admin dashboard for campaign/content/analytics
- Role-based permissions and controls
- KYC/AML implementation
- VibeCoin architecture (placeholder token + hooks)
- AI-powered tagging and recommendation system
- Accessibility design specs (WCAG 2.1 compliance)
- Timeline, budget, and milestone tracking

Success Criteria

- Creators can launch, mint, and monetize with ease
- VibeCoin is staged properly for phased activation
- Audiences can support projects via investment, tokens, or donations without friction or confusion
- UX is both inclusive and future-facing, balancing cultural fluency and technical innovation
- MVP evolves through real user feedback from both Web2 and Web3 communities
- Discovery phase delivers scoped, actionable MVP roadmap