Tech Brief: OLF MVP Platform

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Objective

The OLF MVP platform is designed to test a **stronger film ecosystem** – one that pairs traditional Hollywood financing with new tools for fan participation, digital ownership, and community engagement.

The goal is simple: use OLF as a proof point that fans want more than to just "watch" a film. They want to support it, connect with it, collect a piece of it, and feel part of its journey. While OLF itself will raise capital through the traditional Hollywood path (equity partners, tax credits, presales, distribution), the MVP platform ensures we're **building toward a future where fan participation and digital rails can strengthen, supplement, or scale financing if and when needed.**

About OLF

OLF is a feature film about a plumber living in Georgia who is sponsored to attend Grasse to fulfill his dream of becoming a luxury perfumer. At its heart, the story is a powerful father–son reconciliation set against the contrast of two worlds – plumbing and perfumery – that share precision and craft but carry very different cultural weight.

This duality opens unique opportunities for **fragrance brand collaborations**, including:

- Limited-edition *OLF* perfume or candle lines.
- Partnerships with global and niche fragrance brands.
- Token-gated digital + physical fragrance collectibles.

  Link to Cinemotion (internal purposes only. Not for circulation)

  https://docsend.com/view/9p8wyqxtnyvmaa2g
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Core Platform Functions

1. Financing (Traditional First)

- OLF will be financed through private equity, tax credits, presales, and distribution.
- The MVP platform will not activate regulated crowdfunding rails in this first phase.
- The platform will, however, be built to **layer in fan-investment capabilities later** – for other films, or if supplemental income is ever needed for OLF itself.

2. Fan Engagement & Tokenization

- Tokens give fans proof-of-support and unlock perks like exclusive BTS content, premiere access, or fragrance tie-ins.
- Collectibles and token-gated experiences create a sense of ownership and belonging.
- Tiered rewards deepen loyalty while capturing fan data for retargeting on future projects.

3. Web2 + Web3 Accessibility

- **Web2 ease:** Fans can sign up with just an email and credit card – no crypto knowledge required.
- **Web3 option:** Automatic wallets are created behind the scenes for non-crypto users. Web3-savvy users can connect their own wallets.
- This dual approach ensures inclusivity: everyday fans aren't left behind, while blockchain-native fans still feel at home.

4. Social Layer (On + Off Platform)

- On-platform: fan forums, community boards, and dynamic features like rotating testimonials or polls.
- Off-platform: integrated sharing to Facebook, Instagram, TikTok, and X, making it easy for fans to amplify OLF's reach across social media.
- The goal is to create a feedback loop where new audiences can be pulled into the platform through wider social activity.

5. Distribution & Streaming (Phase 2)

- Phase 1: Special token-gated screenings for OLF supporters.
- Phase 2: Expand into secure streaming for token holders and verified supporters.
- Long-term: Scale toward a premium streaming environment across multiple films, with OTT expansion (Apple TV, Roku, Samsung, Fire TV).

Technical Architecture

- **Front End (what fans see):** The storefront – sleek, modern design that works across phone, tablet, and desktop.
- **Back End (what makes it run):** The engine room powering payments, logins, and communication. Fans can pay with credit card or crypto.
- **Blockchain Layer (digital ownership):** Tokens and digital collectibles. Automatic wallets for everyday fans; wallet connections for crypto-savvy users.

Proof of Concept Goals

- Test tokenized perks as engagement drivers.
- Validate accessibility for both mainstream (Web2) and advanced (Web3) audiences.
- Build trust through clean UX, transparency, and green-energy-conscious hosting (sustainable, energy-efficient systems).
- Capture data to retarget fans across future films.
- Demonstrate OLF's potential as both a film and a lifestyle brand (fragrance collaborations, collectibles).

Scalability Roadmap

- **Phase 1 (OLF):** Traditional financing + MVP fan-engagement platform.
- **Phase 2:** Token-gated screenings, expansion into secure streaming.
- **Phase 3:** Fan-investment rails + multi-project ecosystem.

Ongoing: Social media integration and brand extensions layered in as audience demand grows.

Revenue Model (Aligned to Phased Approach)

The platform will generate income through:

- **Phase 1 (OLF):** Token sales tied to perks, collectibles, and screenings.

- **Phase 2:** Special event access (premieres, fragrance collaborations, exclusive content).
- **Phase 3:** Streaming models (pay-per-view, gated access, subscription).
- **Ongoing:** Brand partnerships and collaborations across projects.

Functionality and Ownership

The platform should be designed so that the producers have clear access and ongoing ownership of all technology, data, and digital assets. Creative leadership should be able to stay closely connected and understand the ecosystem that tech supplier is providing as it grows, while still leaving room for trusted partners to contribute to innovation.

Thank you,
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