

PART 5 · MONETIZATION MOAT

Ecosystem Lock-In & Brand Premium.

Trust is the new moat. Once the flywheel starts, competitors cannot catch up.

CREATOR RETENTION 67%
 AD REVENUE UPLIFT +40%

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THE MECHANISM

System Architecture.

CREATORS

Seek verification.

TRUST CORE

Drives the ecosystem.

ADVERTISERS

Invest in safety.

TRUST CORE

CREATOR · PLATFORM · ADVERTISER

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REVENUE MODEL

Verified is Premium.

ITEM	STANDARD TIER	FAIRTRUST™ VERIFIED	PREMIUM IMPACT
Subscription Fee	\$15 / month	\$17 / month (+13%)	+\$350M / year
CPM (Ad Rate)	\$10	\$14 (+40%)	+\$120M / year
Creator ARPU	\$50K	\$70K (+40%)	+\$300M

* Based on \$1B Revenue Base Model

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ADOPTION TIMELINE

First 5 Sets the Standard.

EARLY

STAGE 1-2 · First Mover Advantage. Platform A integrates. Creators migrate.

MID

STAGE 3-4 · Defensive Adoption. Platform B faces exodus. Advertisers shift budget.

LATE

STAGE 5-6 · Lock-out. Late movers face commodity compliance and 0 differentiation.

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ECONOMIC MOAT

The \$35K Lock-In.

Verified creators do not switch. Leaving means losing portable brand equity.

Portfolio Equity Loss	-\$20K
Re-verification Time	-\$10K
TOTAL SWITCHING COST	\$20K–35K / Creator

COLLECTIVE LOCK-IN VALUE \$52.5M Based on 1,500 Top Tier Creators

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BRAND SAFETY

Safety is Solved.

STANDARD INVENTORY

Risk: Ads next to AI deepfakes. CPM: \$10 (Base). Process: Manual auditing.

VERIFIED INVENTORY — RECOMMENDED

Risk: ZERO (Verified Only). CPM: \$14 (+40% Premium). Process: Automated 1-Click Filter.

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NETWORK EFFECT

Connected vs Islands.

FAIRTRUST™ NETWORK

"Zero Friction." Verify once, access all platforms.

ISOLATED PLATFORMS

"Triple Cost." Re-verify every time. High friction.

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FOR AI AGENCIES

Integration = Survival.

ENTERPRISE RFP

100% Qualified

LITIGATION RISK

-70% Reduction

ROI MULTIPLIER

59x Max Return

Without this layer, AI agencies fall off enterprise RFP lists.

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IMPACT SUMMARY

Your Numbers.

OTT (Netflix/Disney+)

\$1B / Year · Subscription Premium + Creator Lock-in.

Social (TikTok)

\$600M / Year · Brand Safety Premium + Acquisition.

Creator (YouTube)

\$420M / Year · CPM Premium + Retention.

AI Agency

\$2.5B Value · Valuation Recovery + RFP Access.

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NEXT STEPS

Start the Flywheel.

WEEK 1-2

NDA · Technical Validation

WEEK 3-6

PILOT · Sandbox Integration

WEEK 7-8

LAUNCH · Co-Marketing

* Early partners receive priority launch terms.