YourBrandNFT

Product Guide

Blockchain-based fan engagement platform, enabling celebrities to launch branded apps, sell NFTs, and monetize their audience

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Overview

YourBrandNFT is a platform for building and operating celebrity-branded apps. Each app gives you a dedicated space to engage your fanbase, release NFTs, and generate revenue — all under your own brand. The platform handles the technical infrastructure, app store releases, and payment processing so you can focus on the content and your audience.

This document covers everything you need to know to set up and run your app: how to get started, what tools are available to your fans, how the NFT features work, and how revenue is shared. It is written for celebrities and their management teams. No technical background is required.

For definitions of key terms used throughout this document, see the **Glossary**.

Key capabilities

- Release and sell **NFTs, collectibles, and signed fan creations** directly through your app
- Engage fans through **polls, quizzes, challenges, and a news feed**
- Offer **exclusive content and experiences** via subscriptions and Magic Touch
- Run **crowdfunding campaigns** and NFT auctions
- Track fan engagement through a **points and leaderboard system**
- Earn revenue through **in-app purchases, subscriptions, and NFT sales**

Before you begin

To launch your app on YourBrandNFT, you need to provide the following before setup begins:

- A **general brief** describing the app's concept and direction
- An **initial media package** — images, photos, or other assets to theme the app around
- Basic **branding content**: a name, photos, avatar, and a short fan greeting

> **Note:** Once you provide the above, a dedicated account manager is assigned to your app. They handle media planning, content coordination, and ongoing platform activity on your behalf.

How NFTs work

An NFT (non-fungible token) is a unique digital asset recorded on a blockchain. Owning an NFT means holding a verified, transferable certificate of ownership for that item — whether it is a photo, video, song, or any other digital content. The item itself does not need to be exclusive; what is unique is the token that proves ownership of it.

For practical purposes, NFTs offer two advantages that conventional merchandise does not. First, you can embed a **royalty mechanism** directly into the token, so you earn a percentage every time it is resold on the secondary market — not just at the point of first sale. Second, NFTs are **verifiably scarce**: the blockchain record makes it impossible to duplicate or counterfeit them, which underpins their value.

On YourBrandNFT, NFTs can be created by you, by your fans, or collaboratively by both. They can be sold directly, auctioned, given away, or distributed as rewards for fan activity.

Quick start

Launching your app takes three steps. Your account manager guides you through each one.

Provide a brief and media package

Send your account manager a general brief describing the concept and direction for your app, along with an initial media package. This package can be anything you want to theme the app around—photos from a tour, artwork, behind-the-scenes content, or existing brand assets. This is all that is needed to start the setup process.

Submit branding content

Your app is built on a customizable template. To personalize it, provide the following:

- App name
- Photos and images
- Avatar
- A short fan greeting message

Your account manager uses this content to configure the app's visual identity and tone.

Approve the app release

Once the app is configured, the YourBrandNFT team handles all submission details and technical requirements for the App Store and Google Play releases. You review the final build and approve it before it goes live. No technical involvement is required on your side.

User activities

Your app includes a set of activities that fans can participate in. Most activities require fans to spend **coins** (the in-app currency) to participate. In return, fans earn **Points of Engagement (PoE)**, which determine their position on the leaderboard and unlock rewards.

Polls

Polls let you collect fan opinions or drive engagement around a topic. Each poll presents fans with a set of answer options. You can configure between 2 and 25 answer choices.

Quizzes

Quizzes are multi-question activities where fans submit answers and immediately see how their responses compare to other participants. Each quiz can contain between 1 and 100 questions.

News feed

The news feed is a scrollable content stream, similar to a social media timeline. Fans can read posts, watch videos, like content, and share it. Each interaction earns coins and PoE.

NFT polls

Fans can submit their own creations as candidates for a signed NFT. Other fans vote on the submissions. You are presented with the top-voted items and can choose which ones to sign and release as official NFTs. You can also review any submission outside the top results.

Wheel of Fortune

Fans spin a wheel for a chance to win a random reward. Rewards range from small coin amounts and free activity credits to free subscriptions and packs of collectibles. Each reward has a defined probability.

Challenges

A challenge is a timed combination of activities that fans must complete to earn a reward. For example, a challenge might require watching five videos, liking five posts, and voting in one poll—all within a set time frame.

Magic Touch

Magic Touch is a catalog of personal interactions that fans can purchase directly. Interactions can be digital (a social media mention, a personalized birthday message) or physical (an autograph session, a meet-and-greet). You define what is available and at what price.

Crowdfunding

Your app can host crowdfunding campaigns. Fans browse active campaigns and contribute directly. You define the cause, the goal, and the duration.

User levels

Fans accumulate PoE across all activities. PoE do not reset—they stack over time similarly to experience points in a game. When a fan reaches a cumulative PoE threshold, they advance to the next level. Each level-up grants bonus coins and, at higher levels, a free Magic Touch reward.

Separately, a live **leaderboard** resets every eight hours. At each reset, the top 50% of fans by PoE earned during that period receive a reward in fan tokens.

NFT

The platform supports several types of NFTs, each serving a different purpose.

Personal NFT

What can be an NFT

Any digital content can be minted as an NFT on the platform: images, videos, audio files, or any other media. This applies to content created by you or by your fans.

Standalone NFT

A standalone NFT is a single unique token. Owning it confers the rights to that specific item. You do not sell the underlying file — you sell the verified ownership record. Standalone NFTs are typically one-of-a-kind and priced accordingly.

NFT collections

A collection is a set of NFTs grouped around a common theme. Collections can be any size. Items within a collection typically vary in rarity — common, rare, and legendary — which affects their individual value. Creating a collection does not require manually producing every item: you provide a small set of unique source assets, and the platform generates the remaining tokens from them.

Signed NFT

A signed NFT is a fan-created item that you have reviewed and approved. The signing process gives the item official status and significantly increases its value. The workflow is as follows:

1. A fan submits an item (for example, a photo from one of your events) as a signed NFT candidate.
2. The YourBrandNFT moderation team reviews the submission for content compliance.
3. Approved items are put to a fan vote.

4. The top-voted items are presented to you for review. You can sign any item, including ones outside the top results.

5. Once you approve and sign an item, it is minted as an official signed NFT.

Collectibles

Releasing a set of collectibles

Collectibles are thematic sets of NFTs, similar to trading card sets. Items within a set vary in rarity (common, rare, legendary). You release a set by providing the source assets and defining the rarity tiers; the platform handles minting and distribution.

Packs of collectibles

Collectibles are distributed in packs, similar to booster packs in trading card games. Each pack contains a random selection of items from a given set, with rarity probabilities you define. For the rarest items in a set, packs may be the only acquisition method.

Auctions

Auctions let you sell NFTs to the highest bidder. To run an auction, you list the item with a starting bid and a duration. Once the auction starts, the token data is locked — no further edits can be made. At the end of the auction period, the item goes to the highest bidder. The final price is determined by market demand.

Airdrops

An airdrop distributes tokens to fans who complete a defined set of actions. You specify the conditions (for example, following a social media account or sharing a post). Fans who meet the conditions enter a pool, and winners are selected randomly. Airdrops can be free or low-cost and are an effective tool for driving fan activity around a launch or campaign.

Marketplace

Selling NFTs

The platform includes a marketplace where NFTs are listed and traded. You can set a fixed price for an item or let the price be determined by auction. Transactions occur directly between seller and buyer with no intermediaries. To receive proceeds from a sale, you need a wallet connected to the marketplace.

Showcases

Each creator has a personal showcase page on the marketplace. Your showcase displays your available NFTs, your biography, and your pricing. Fans can browse and purchase directly from the showcase. Items can be bought immediately at the listed price or placed in auction. Purchased NFTs can be stored in the platform wallet or withdrawn to an external wallet.

Monetization

The platform generates revenue for you through in-app purchases, subscriptions, and NFT sales.

Coins

Coins are the in-app currency fans use to participate in activities. Fans purchase coins through the App Store or Google Play, or earn small amounts by watching ads or entering promo codes. Coins cannot be withdrawn or exchanged, and they cannot be used to purchase NFTs.

Coins are available in the following bundles:

Coins	Price (USD)
10	$0.99
60	$4.99
160	$11.99
420	$29.99
750	$49.99
1,600	$99.99
3,500	$199.99

Subscriptions

Fans can purchase a monthly **Gold Status** subscription. Gold Status grants access to exclusive posts and increases PoE earnings across most activities. Subscriptions can also be awarded through referral codes, promo codes, or as a Wheel of Fortune prize (for 1, 2, or 4 weeks).

The following table shows the PoE multipliers and bonuses Gold Status members receive:

Activity	Gold Status bonus
First app entry per period	+5 PoE
Donation	+2 PoE per $ donated
Vote	+2 PoE
Vote on NFT	+2 PoE

Take a quiz	+5 PoE
Challenge participation	+1 PoE
Buy merchandise	+2 PoE per $ spent
Referral registration	100 coins + 100 PoE
Referral purchase	+1.25 coins and PoE per $ paid
In-app NFT purchase	+2 PoE per $ spent
Submit NFT to voting funnel	+10 PoE (limited per period)
NFT content voted by 50+ users	+20 PoE
NFT content approved by celebrity	+50 PoE
Bid on NFT	+2 PoE
Spin Wheel of Fortune	+1 PoE
Level up	+10 PoE + (level × 20 coins)

Revenue sharing

Revenue sharing is agreed on individually with each celebrity. The base model allocates **85% to the celebrity and 15% to YourBrandNFT**. Revenue is calculated after deducting App Store and Google Play platform fees, which are set by Apple and Google, respectively, and applied before the split.

Glossary

The following terms appear throughout this document.

Airdrop
A distribution of tokens or other rewards to fans who complete a defined set of actions. Winners are typically selected randomly from the pool of eligible participants.

Auction
A sale format where the final price is determined by competitive bidding. The item goes to the highest bidder at the end of the auction period.

Blockchain
A distributed digital ledger that records transactions in a way that cannot be altered or falsified. NFT ownership is recorded on a blockchain.

Coins

The in-app currency used by fans to participate in activities. Purchased via the App Store or Google Play with real money.

Collectibles
Thematic sets of NFTs released in varying rarities (common, rare, legendary), distributed through purchasable packs.

Fan tokens
Digital tokens distributed as rewards to active fans, separate from the in-app coin currency.

Gold Status
A monthly subscription tier that grants fans access to exclusive content and increased PoE earnings.

KYC (Know Your Client)
A verification procedure required on some marketplace platforms before users can transact.

Magic Touch
A catalog of purchasable personal interactions between you and your fans, ranging from social media mentions to in-person events.

Marketplace
The platform section where NFTs are listed, bought, and sold.

Minting
The process of creating an NFT on the blockchain, establishing the official ownership record.

NFT (non-fungible token)
A unique digital asset recorded on a blockchain. Owning an NFT means holding a verified, transferable certificate of ownership for that item.

PoE (Points of Engagement)
Points earned by fans for completing activities. PoE accumulate permanently and determine a fan's level. They also contribute to leaderboard rankings within each eight-hour period.

Royalty
A percentage of the resale price that is automatically paid to the original creator each time an NFT changes hands on the secondary market.

Signed NFT
A fan-created NFT that has been reviewed, approved, and officially endorsed by the celebrity. Signing significantly increases the item's value.

Wallet
A digital account used to hold and transfer cryptocurrency or NFTs. Required to receive proceeds from NFT sales.