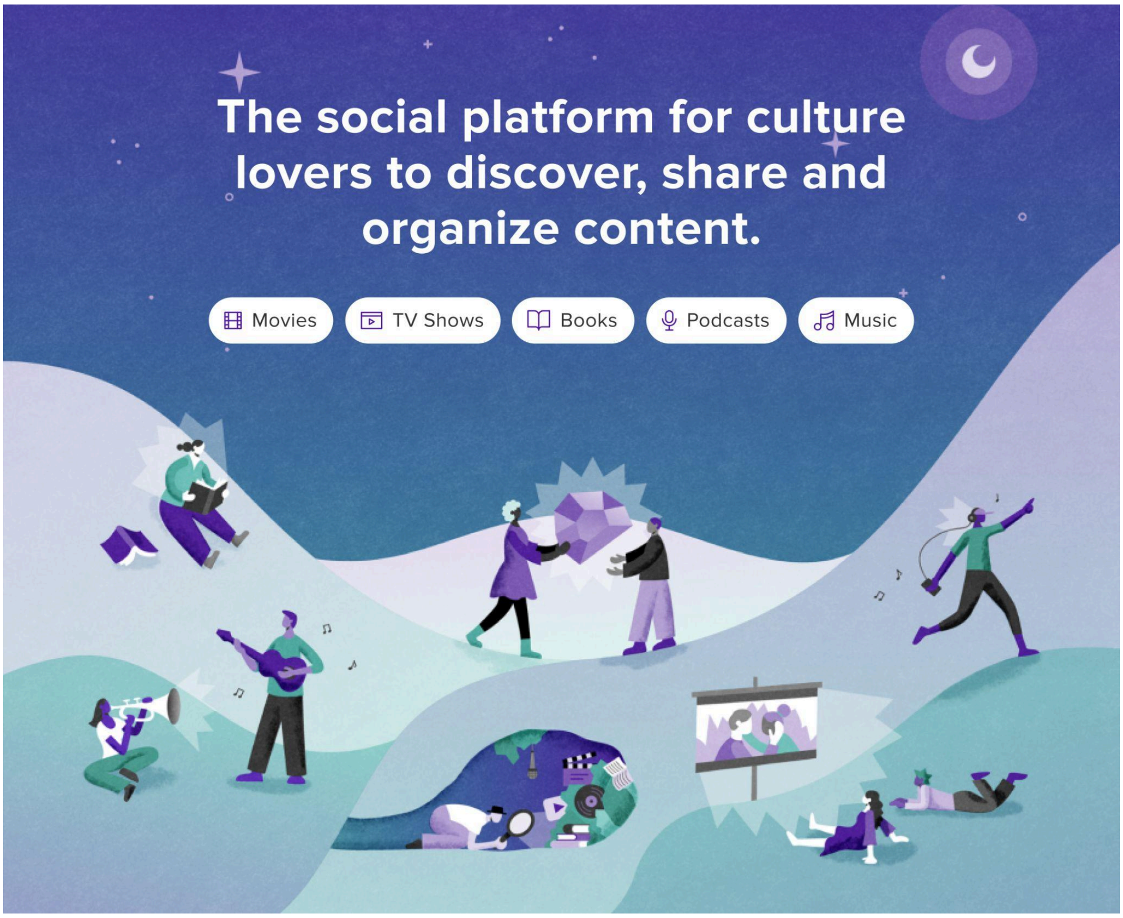
BUSINESS PLAN



FEBRUARY 2024

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1 Executive Summary

Brief Context

Before jumping into the business plan explanation, we think it is important to highlight a few points:

1) As a result of the last Interledger Foundation Grant (ILP-based financial services), we delivered a 4-part documentation explaining how we intend to develop the digital wallet and integrate it with PIX, detailing necessary costs, partners, team, time, and flowchart. This documentation was led by Alfredo Luz, our digital wallet/PIX consultant, and Taís Gonçalves, our CTO.

2) During this period, we also studied deeply Web 3.0 trends, with our Web 3.0 consultant Nathan Valadares, and how we can be a part of the next era of the Internet. The findings will be the foundation of what we will propose as the monetization strategy.

3) Our goal is to use Kult as a test platform for the digital wallet. This is, our team is developing the digital wallet as an open-source solution that can be replicated and implemented by any platform. Kult will serve only as the first platform to use, test, and develop it during the Grant program.

Purpose of elaboration of Business plan

This Business Plan aims to explore the possibilities created by the ILP-based open-source digital wallet that is being developed by Kult's team, focusing on creating new ways to allow peer-to-peer monetization. We will focus on Kult's business plan idea using the technology, but any platform will be able to implement it in its own way.

What is Kult?
Concept of business and competitive innovation

Kult (https://kult.pt/ or https://kult.com.br/) is the social platform to recommend movies, TV shows, podcasts, music, and books, and also your digital gallery to save and organize titles discovered with friends and influencers.

Our main consumers are: (i) influencers/critics/content curators and (ii) culture lovers (people who frequently consume content). The initial market is Brazil, since there is no platform like Kult for Portuguese speakers, and the founders are Brazilians.

Our main competitive advantage is being the first platform to gather all these types of content through a layer of social interaction, focusing only on the exchange, debate, and discovery of content. Unlike current networks, we will not be contaminated by fake news, hate speech, and anxiety. Our focus is solely on culture and art, enabling people to discover and discuss worthwhile content.

Nonetheless, we propose a new business model for social media, more decentralized, and aligned with the Web 3.0 principles. This is, we want to distribute money between people for their curation of content, instead of the current situation, which is monetizing people's attention without any revenue for the curators/creators of content.

Problems we solve

Choosing what to watch on streaming has become a problem: with endless options of movies, TV shows, music, podcasts, and books, available on dozens of different services, it is increasingly difficult to know what is worth our time and money.

A Netflix study shows that users take several minutes to choose something on the platform, but the service only has 90 seconds to hook the consumer before he goes to do something else[1]. "Stressed-out viewers become less engaged". The problem is such that it even has a name and a book: the Paradox of Choice, by Barry Schwartz, deals with exactly that. The situation creates another problem: society's increasing reliance on algorithms. Today, they are the ones who tell us what we should watch, read, and listen to.

Kult exists to solve this through human curation, empowering people to promote and spread worthwhile content. Along with this, we offer a digital gallery to help users save and organize an infinity of online content.

Right now, curators and content creators are not properly compensated for their relevant cultural and artistic contributions. Our main monetization idea is to solve this problem through an ILP-based open-source digital wallet, making it possible for people to donate and pay money to curators and creators directly.

Vision

Kult's vision is to propose a new form of digital interaction, focused on the essence of human beings: their artistic and cultural expressions. Founded on diversity, collaboration, tolerance, and respect, Kult envisions a future where online knowledge exchanges are more humane, loving, and less confrontational. It is possible to create a healthy, fun, and constructive exchange environment, as an alternative to platforms riddled with anxiety, depression, hate speech, and fake news.

Mission: what does Kult want?

Kult's mission, in a sentence, is to make content discovery a precious habit. With the ILP-based digital wallet, we will reward the curators and creators of content - who collaborate for this mission to happen - with peer-to-peer payments.

That is, we want people to discover relevant content on a daily basis that has an impact on their lives. However, in the midst of endless options, we need the help of our friends and curators to recommend content that is worthwhile - and they deserve to be rewarded for that. Soon, we will be the first platform to directly monetize, peer-to-peer, curators and content creators.

Identification of the team

Patrick Barros Rahy: Chief Executive Officer and co-founder of Kult. Brazilian, 31 years

[1] https://www.axios.com/2019/07/12/streamings-bounty-of-choices-overwhelms-consumers

old, Intellectual Property Lawyer, with 10 years of experience in large law firms. He founded his first startup in 2015 called Kizumba: a mobile application to find the best events in Rio de Janeiro, Brazil. In 2018 he moved to Porto to start the Master in Entrepreneurship and Technology at the University of Porto, which he concluded in June 2022.

Helena Tude Machado: Chief Creative Officer and co-founder of Kult. Brazilian, 30 years old, graphic designer with extensive experience in branding work and the creation of visual identity systems through print and digital media. Currently based in Porto, graduated with a Masters' in Communication Design, she is committed to understanding the use of design as a tool to convey more effective visual messages, in the context of cultural production and multimedia platforms.

Taís Ribeiro Gonçalves: Chief Technology Officer of Kult. Brazilian, 27 years old, with more than 7 years of experience in software development and project management in fintech. Taís has developed apps for various digital financial products. Now, Taís is leading the development of an open-source digital wallet integrated with PIX (free and instant payment method from the Brazilian Government)[2], following the Interledger Protocol (ILP) architecture, and providing people with the ability to monetize each other seamlessly.

Facility location and site description

We are located in the city of Porto, Portugal, one of the new capitals of the vibrant European ecosystem. Our home is UPTEC Baixa, one of the most renowned incubators in Portugal, known for supporting artistic and cultural projects.

In short:

- **What is the name of the business and its area of activity?** *Kult. Social media and content. Financial solution.*
- **What is the mission?** *Make content discovery a precious habit through the monetization of human curation.*
- **What is the scope of the business?** *Content social media monetized by ILP-based digital wallet.*
- **Why is it an innovative and winning proposal?** *Because it is the first social platform focused on content recommendation and the first to enable peer-to-peer monetization of curators and content creators, using the disruptive ILP-based digital wallet integrated with PIX.*
- **What is the expected period to start showing profits?** *Being a social network, Kult will need to reach around 10,000 MAU to start showing profits, which should happen within 3 years.*
- **What are the strengths and weaknesses of the project?** *Strengths: winning and complementary team, fully capable of executing the project; innovative and pioneering*

[2] https://www.bcb.gov.br/estabilidadefinanceira/pix

proposal (first-to-market); disruptive peer-to-peer and long-tail business model, focused on monetizing online content curators and creators. Weaknesses: market monopolized by Meta; reliance on partnerships with other companies; saturation of social networks.

2 Product Analysis

Kult is focused on 3 main pillars: recommending, discovering, and saving content.

2.1 Description summary of product features

	Description
Recommend Content	Search tool, where you can find millions of movies, TV shows, podcasts, books, and music, and recommend to your friends, through a rating (from 1 to 5 stars) and written review.
Discover Contents	From the moment users start following people, the feed is full of recommendations, enabling the daily discovery of new content.
Save Contents	With the galleries, it is possible to save and organize the discovered contents, or what the person has already watched.
Where to watch/listen/read?	One can easily discover where each piece of content is available in different countries, and Kult will link you directly to the platform.

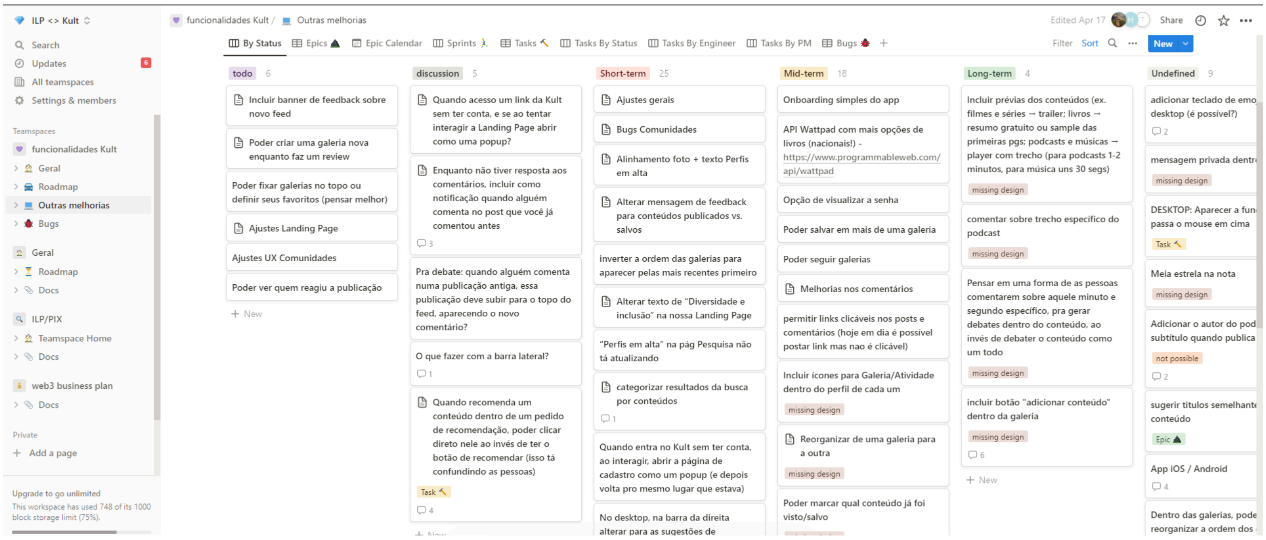
2.2 Unique benefits

Kult is the first platform to provide a database composed of movies, TV shows, podcasts, music, and books in a social format, prioritizing human curation over algorithmic curation. Because it is focused only on content, Kult does not have the same problems as current networks, such as anxiety, depression, fake news, hate speech, etc.

In parallel, we will be the first platform to directly monetize curators and content creators through peer-to-peer monetization, using the ILP-based digital wallet.

2.3 Predictable developments of product

Based on dozens of feedbacks (https://kult.com.br/feedback), we built a list of new features and improvements, whose implementation schedule can be seen below:



These new features and fixes will be rolled out over the next few weeks. The list is constantly updated, as new feedback arrives daily.

For the upcoming months, we will focus on UX improvements, while developing the ILP-based digital wallet prototype.

2.4 Technologies and Intellectual Property

Kult uses the TMDb, Spotify, and Google Books database, through free and open APIs. We committed to open-source development, which can be found here. The ILP-based digital wallet will also be open-source and easy to implement by anyone.

3 Underlying Market Analysis

Kult's main competitors can be summarized into two groups:

a) Traditional social networks (Facebook, Instagram, Twitter): platforms contaminated by anxiety, depression, hate speech, and fake news. Studies[3] point out that such networks are very harmful to the psychology of young people. In addition, they are environments that are not dedicated to content – there, absolutely any subject is discussed. On the other hand, Kult is a network that offers a healthy exchange focused only on movies, TV shows, books, podcasts, and music, with tools conducive to discovering, organizing, and recommending valuable content.

b) Content websites (TV Time, Goodreads, Breaker, Last.fm): these are platforms specialized in 1 type of content only and do not focus on the Portuguese-speaking audience. Kult is the first platform to bring together all these types of content for Brazilian and Portuguese audiences.

There is a unique opportunity for Kult, not only because of the pioneering nature of the platform but also because we are the first network of its kind to focus on the Portuguese-speaking public (Brazil and Portugal).

3.1 Analysis of the Competition

	Benefits	Disadvantages
Facebook Instagram Twitter	- Millions of users - Platforms established in the market	- Networks very linked to anxiety, depression, fake news, and hate speech. - They accept absolutely all types of publications, from politics to "lifestyle". - Not focused on content. - Core of the discussion (both in the US and Europe) about data privacy and privacy violations. - They do not offer tools to

[3] https://super.abril.com.br/sociedade/instagram-ea-rede-social-mais-prejudicial-a-saude-mental/

		save and organize content (personal digital library).
App TV Time Goodreads Breaker Last.fm	- Content social networks - Help users discover with other people - Galleries to save and organize	- Focused on one type of content - Focused on the American and/or European market (Brazilian market, which is huge, is not served)

The first group is notable for having managed to monetize social networks in a disruptive way: through targeted advertising and exploiting user data and privacy. Kult, on the other hand, does not intend to use advertising and sell sensitive data. The second group is made up of sites that were sold to large groups (Goodreads was sold to Amazon for $150 million, Breaker was sold to Twitter, and TV Time raised $115 million in investment), which validates the unique value proposition of Kult in the Portuguese and Brazilian markets.

Also, some important numbers to validate the size of the market and the opportunity[4]:

- 45% of the world's population uses social networks;
- 688 billion is the value of the streaming market projected for 2024;
- 90 seconds is the time Netflix has to retain users on the platform, but they take an average of 18 minutes to choose something;
- 73% of people ask friends what to watch/read/listen to.

3.2 Target market

Our initial target audience can be separated into 2 groups:

a) Culture lovers: people who consume movies, TV shows, books, podcasts, and music frequently, and want to discover new things;

b) Influencers: critics, content creators, curators, producers, bloggers, in short, all people who form an opinion about the cultural market and debate about content in existing networks.

We are focusing, initially, on Brazilian users, since there is no platform like Kult for Portuguese speakers and our founders are Brazilian.

4 Current position of the company in the market and growth expectations

[4] https://docs.google.com/document/d/1CeqYK-v_iiPlCcsCk8drWD2N5JoJepwfkLMzbiJicwc/edit?usp=sharing

The project started in June 2020, through funding from the Startup Voucher. At that time, we were also selected by UPTEC, which is still our incubator. We participated in the UPTEC School of Startups from October 2020 to May 2021.

Since then, Kult has evolved from an idea to a business. With the help of IAPMEI and UPTEC, we validated the idea with hundreds of people, who gave us valuable feedback, which was used to implement new features, fix bugs and improve the product.

After 1 year of project development, we were selected by Grant for the Web to receive a grant of 97 thousand dollars, to develop Kult's monetization model, using Web Monetization, between June and December 2021. During this period, the support of the Interledger Foundation was paramount, as Kult managed to develop several new features and implement the monetization technology. Parallel to this, we used some of the budget to invest in marketing, and with that, we reached more than 6,000 registered users.

However, it became clear that the Web Monetization solution, although highly promising, was not yet ready to be used by most people. The UX barriers were too high for Brazilian users. Taking that into account, we applied for the new Interledger Foundation Grant focused on Financial Solutions, and we were funded with 75,000 dollars to develop the ILP-based digital wallet integrated with PIX. Our digital wallet project aims to eliminate such UX barriers, making it easier for people to transfer money with each other.

5 Commercial Strategy

Our commercial strategy, since the beginning of the project has been simple: Product > People > Feedback > Product and so on. That is, at the current stage, we are more concerned with improving the product based on user feedback and building a network that really loves Kult. Parallel to that, we are developing an ILP-based digital wallet that will allow Kult to monetize curators and creators of content.

As the cycle repeats itself, we improve our platform and evolve along with our audience, creating the necessary network effect to generate data volume, increase platform usage time, and create a habit in users. Gradually, we will have enough volume to monetize the platform. The best way to keep this cycle going (Product > People > Feedback > Product) until monetization is to raise money from lost funds like the Startup Voucher, Grant for the Web, and Interledger Foundation. So our strategy – which has been working – is to focus on participating in Grants rather than selling the company to Venture Capitals.

Therefore, the commercial strategy for the coming months will be: (i) improving the product by adding numerous new functionalities already requested by users; (ii) partnering and expanding to new users; (iii) applying to the next Interledger Foundation Grant, aimed to develop the digital wallet prototype; (iv) monetizing curators and content creators, and then (v) generate profit.

6 Marketing Strategy

6.1 Segmentation

Our initial targeting is to focus on the Brazilian public with the following characteristics:

(i) Heavy consumers of movies, TV shows, podcasts, books, and music;
(ii) Dissatisfied with current networks;
(iii) Seeking to interact about content and discover new things;
(iv) Cultural producers, creators, and curators;
(v) Diversity of voices is key.

There is no limitation or segmentation regarding age, gender, social class, etc.

6.2 Policies of Product

Kult has a very strong policy on intolerance of bigots. That is, unlike current social media, we will not be complacent with hate speech, fake news, and manipulation. Nor will we violate people's privacy and sensitive personal data, as competing networks have been doing. We wrote our Terms and Conditions and our Privacy Policy exactly in this sense.

6.3 Promotion

MEANS	Justification/Description
Mouth to mouth	The network effect, which has already started, makes people refer Kult to each other, and thus we gradually increase our audience.
Curators/Influencers	Partnerships with content influencers (critics, curators, artists). We made a list of over 150 influencers and have already started bringing them one by one, and little by little they are bringing their followers.
External share link	When copying a content page from Kult and pasting the link into Whatsapp or Telegram, a thumbnail of the content will be immediately shown, with a title, image, and description. This is an important strategy for making Kult easier to share in message apps.
Social media	We have a team of volunteers who help us with the social media strategy. They are Rayana and Camilly, and they loved Kult so much that they wanted to join the team as volunteers.
Podcasters	Partnerships with podcasters to publicize Kult in their shows.
Guest Blogging	Content blog, linked to Kult, for publishing texts about movies, TV shows, podcasts, and music, in collaboration with writers and cultural critics.
Spreading in niche groups	There are several groups to talk about content on Facebook, Whatsapp, and Telegram. We are already reaching the people in these groups to present Kult since they are already looking for this kind of exchange in other apps.

6.4 SWOT Analysis

Forces	**Weaknesses**
- first-to-market (Brazil and Portugal) - innovative proposal - disruptive business model using ILP - very low operational costs - easy scalability - complementary and capable team - UPTEC	- dependence on APIs from other websites - initial traction is difficult and expensive
Opportunities	**Threats**
- Streaming Wars - Interledger Protocol (innovative technology) - Growing concern about data and privacy - “Paradox of Choice” - Crisis in social network business models - Lack of monetization ways for cultural workers - No social media for content only	- Internet monopoly by few companies - Already consolidated social media market - Difficulty creating a habit in users who already use other networks on a daily basis

The conclusions drawn from the SWOT analysis are:

(i) Due to Kult's pioneering spirit and innovation, we have an excellent opportunity to enter the Brazilian and Portuguese market ahead of the competition, since these audiences still do not have a similar alternative at their disposal;

(ii) The opportunity is even greater considering that, due to the streaming wars, the market is growing exponentially and opening new “gaps”;

(iii) The plethora of content released daily creates an ever-increasing doubt about what is worth watching (Paradox of Choice), and we must use our pioneering spirit in favor of monetizing this solution, before other players enter the market;

(iv) The difficulty in generating initial traction must be overcome due to the great opportunity given to us by the Interledger Foundation, but we must be aware of the dependence on APIs and seek for alternative solutions;

(v) The growing concern about data and privacy deserves special attention. Kult must be at the forefront of this change in society's perception and ensure fairness and transparency with regard to sensitive user data and privacy policy.

7 Kult as a Web 3.0 platform

7.1 Why Web 3.0?

The Internet had so far 2 well-defined phases: Web 1.0 (1990-2004) and Web 2.0 (2004-now). The first one was the very beginning of the internet, where people had almost no interaction at all – one could only read a few static websites owned by a few companies. Web 2.0 was shaped by social media. Instead of read-only as Web 1.0, it evolved to be read-write. Before, few companies provided static content for users to read, but now people could also create and share content themselves. Social media, of course, was at the core of this revolution, as people started to connect, engage, and interact with each other.

However, a few big tech companies started to control the major part of the traffic and value of such platforms and started using such to make billions of dollars with the targeted advertising revenue model. Although users created all the content, they never owned or got any of these billions. The monetization of social media platforms was shared in total by its owners, investors, and shareholders. Centralization is the rule.

The current Web 3.0, on the other hand, proposes decentralization, and power to the **community**. It suggests a new era of the internet, where people can read-write-own. As Ethereum founders described[5]:

- Web3 is decentralized: instead of large swathes of the internet controlled and owned by centralized entities, ownership gets distributed amongst its builders and users.
- Web3 is permissionless: everyone has equal access to participate in Web3, and no one gets excluded.
- Web3 has native payments: it uses cryptocurrency for spending and sending money online instead of relying on the outdated infrastructure of banks and payment processors.

[5] https://ethereum.org/en/web3/

- Web3 is trustless: it operates using incentives and economic mechanisms instead of relying on trusted third parties.

This new era is already disrupting several fields and markets, and of course, social media will be impacted. Web 3.0 is the opposite of everything that the current social media business model has been so far. While Web 3.0 defends decentralization, market concentration is still a reality today, with the 2 biggest social media companies controlling 1/4 of internet traffic (Google and Facebook). Also, although Web 3.0 stands for ownership, nowadays virtually all content produced online ends up being monetized by social media companies for their own profit - usually leaving content producers/providers out of the equation.

Last but not least, while Web 3.0 is concerned about privacy, social media conglomerates keep using all the “likes” users give away on Instagram and Facebook to sell them more and more products. In a nutshell, this new dawn of the internet requires new interactions, new platforms, new solutions – and of course, new business models. Innovation is key to survival in this ever-changing world.

Kult is a part of this revolution, as we value community, privacy, and decentralization as the core of our platform. And of course, Kult’s business model must be aligned with this vision. Therefore, we believe that Interledger is a key partner in making this vision a reality, as our digital wallet will allow frictionless peer-to-peer payments, giving power and money to the Community.

7.2 Web 3.0 Cases

During the last 6 months, as an ILP-financial solutions Grantee, we dedicated ourselves to understanding new ways to monetize creators, curators, and artists, using our ILP-based digital wallet. With the consulting of Nathan Valadares, a Web 3.0 expert, we did a benchmarking with platforms that are creating innovative business models, and testing new ways to monetize people online.

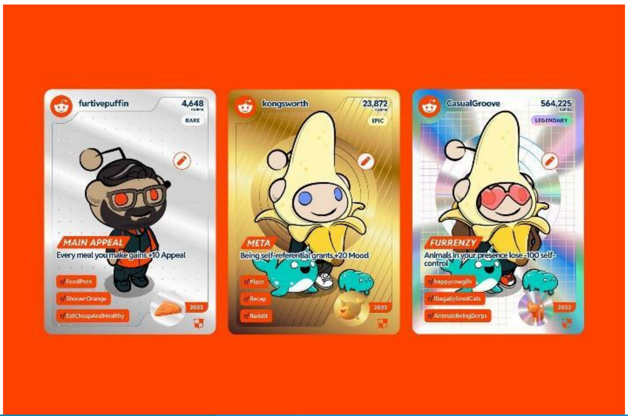
7.2.1 Reddit

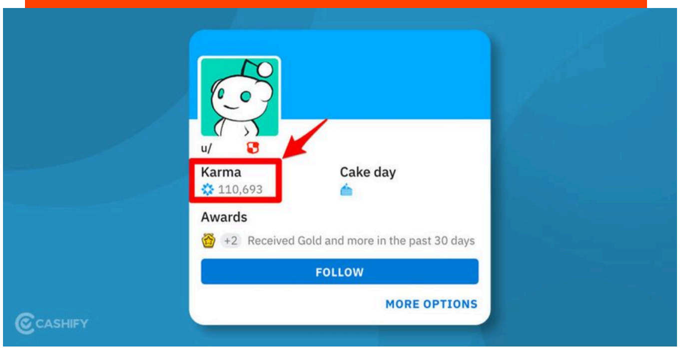
Last year, the Reddit recap included a self-generated card that represents you and your

Reddit experience in 2022. Like other recaps, Reddit features lots of personalized data to help you reflect on your year on the platform.

You'll be able to see things like your most evoked comment, how much you scrolled the feed (using banana as measurement), and whether you're on the cat or dog team. But at the end of your recap, you'll also get a "Reddit Ability Superpower" and receive a rare, epic, or legendary rating based on how much Reddit karma you've earned, and they'll all appear on a special card that's generated just for you.

How does Reddit Karma work?
Users receive one point for every net positive vote their content receives - that is, if someone upvotes, downvotes, or leaves a comment on your post by clicking the -/+ buttons they are worth one point each.





KULT TAKEAWAYS:

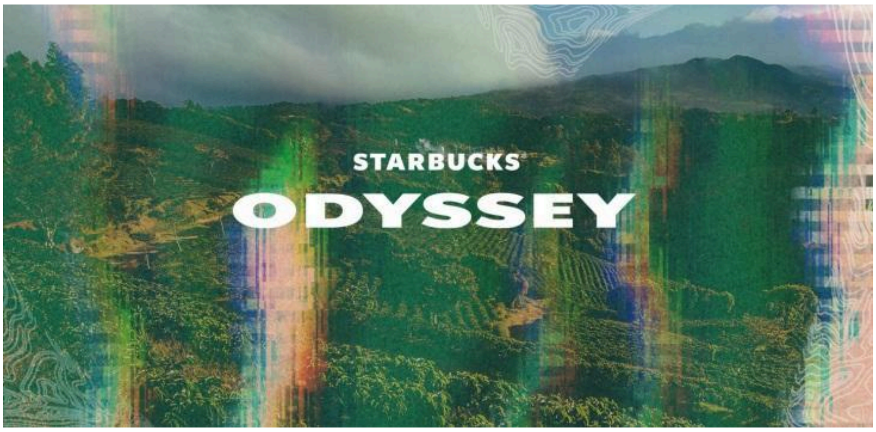
- Offering collectibles for engagement - **Engage to Earn**;
- Offering bonuses and promotions to brands for engagement;
- Reddit Karma - **gamified** engagement,
- Periodic recap, like Spotify's, generates the sharing factor,

7.2.2 Starbucks

The new initiative, Odyssey, which includes coffee themed NFTs that translate into real-world experiences, the brand presents an extension of its existing loyalty program, Starbucks Rewards, but leverages web technology3 such as the Polygon blockchain and NFTs.

Starbucks Odyssey comes as a way for its most loyal customers to earn a broader and more diverse set of rewards beyond the benefits they can earn today, such as free drinks. Instead, Odyssey introduces a new platform where customers can engage in interactive activities called "Journeys" that, when completed, allows members to earn collectible Journey stamps - which is Starbucks' less "technical" name for NFTs.

The Journeys are designed to promote the Starbucks brand and teach customers about coffee and the company's history. They can include any number of activities, such as watching videos or taking quizzes, playing puzzles, or even going to the store to try new drinks that the company wants to promote.



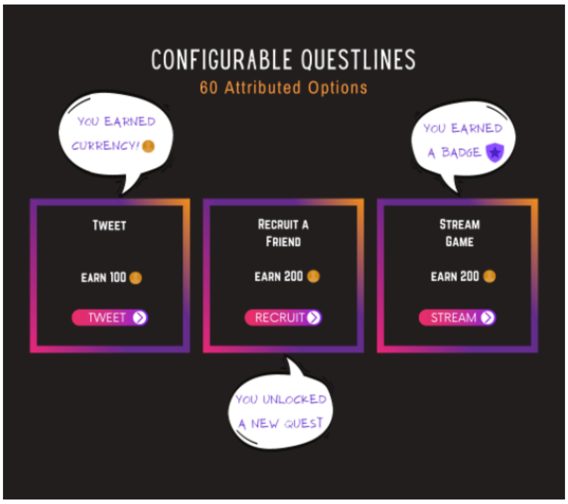
KULT TAKEAWAYS:

- Create Quests and Rewards program [ex: Quizzes about TV shows, unlock online courses about Cinema],
- Split the social network theme into seasons,
- Redeem physical and digital items.

7.2.3 COMMUNI3

Communi3 offers multiple ways to help brands interact with their audience and already has on board some notable clients like YGG, BigTime, and SandBox helping them increase engagement by 3x-4x through its features such as:

- Gamification through questlines, badges, ratings, rewards, currencies, levels and digital storefronts designed to engage online community members,
- The creation of tools to manage the community through workflows,
- Payments, verification, marketplace, management and communication handled seamlessly through the online portal,
- Activating the community to grow further through social media integration, allowing the most passionate fans to spread the brand message.



KULT TAKEAWAYS:

- **Engage to Earn** Model;
- Micro-communities Building for brands;

8 Web 3.0 Business Models

There are several ways to monetize the participation of Kult's Community, using Web 3.0 principles and strategies that are working on other platforms. We believe that many of them should be tested on Kult too.

The Engage-to-earn mechanism consists of rewarding user participation in some activities related to a platform, developing, understanding, and sharing value around a project. In an

NFT project, for example, users will be asked to comment, like, share their thoughts, and bring more community members to be rewarded with donations or free NFTs. This model is not unlike the Contribute-to-earn mechanism.

In a game, for example, players will trade their dematerialized properties to other members to increase the value of their possessions and, in a knock-on effect, increase the value of the game. It is a win-on-win concept, like any other in the "to earn" model. Through this process, the community gains ownership of its digital assets, developers make money through tokenization, and players have fun while learning. Users who engage with certain NFT projects can earn rewards in exchange for their achievements, such as performing well in multiplayer competitions or achieving high scores in a single-player campaign.

This establishes a fair dynamic economy between users and the platform they use. Brands building a metaverse experience can apply their earning model to drive their way of activating their users' engagement and making them part of the brand's adventure.

9 Business Plan - Initial Monetization Strategy

Although we love all the new monetization ideas that different platforms are adopting using Web 3.0 principles, we must start simple. This caption will address what we already tried in terms of monetization, and where we should start once the ILP-based digital wallet is working properly.

We already tried Web Monetization on Kult using Coil’s plugin. However, as we found out, the UX barriers prevented most people from using it. We made it possible for people to create monetized galleries and charge for their curation, and also donate to other people for their recommendations.

Once we understood what was preventing people from using the technology, we realized that the best way to solve the problem was through a digital wallet which can eliminate several UX barriers. The payer will add its credit card, and the receiver will register its PIX number to receive the payment in Brazil.

Peer-to-peer seems to be again the main emerging business model for almost every recent social media platform, and it has proven to be more sustainable and (hence) less harmful to society overall. New social platforms like Patreon, OnlyFans, and Substack, managed to reach billions of dollars in valuation without one single ad[6]. They did it by providing people tools to monetize their online content sharing, narrowing the fan-creator relationship.

Each of these platforms has a different approach, but the business model essence is the same: allowing several forms of monetized interactions between people, such as donation, tipping, exclusive content, exclusive interactions, monthly support, and getting a cut from each transaction. Even major players in the attention economy market, such as Twitter, Twitch, Facebook, Instagram, YouTube, and Spotify, have also been adding peer-to-peer monetization in different forms.

With the ILP-based digital wallet working properly, we will be able to start our strategy to allow people to transfer money between each other on Kult for several reasons. We plan to start with the four features listed below. Once the digital wallet is validated, Kult will start getting a fee for each transaction.

Feature	Description
Monetized Galleries	Content curators will be able to monetize exclusive galleries, with values defined by them. The content galleries on Kult contain a lot of valuable curated content, and we will allow curators to charge for their knowledge if they want.
Donation/Tipping	We will allow people to donate and tip curators and artists they like, in the amount they choose. It can also be used by people who want to donate money to each other for their valuable recommendations.
Cultural Marketplace	Intermediating the sale of digital content to the public.
Ad-revenue sharing	Without using sensitive user data, we will have valuable data on content consumption at hand, given that the platform recommendation system needs this data to improve algorithmic indications. We will share the revenue we earn from advertising

6 Rahy, Patrick (2022). *Social Media Business Models: an Analysis of the Prevailing Models and Kult's Proposal of Monetizing Human Curation*

	among the Community on Kult.

10 Necessary Investment and Regulatory Requirements

We need some partners to comply with the regulatory aspects, as well as handle other issues to make the transaction possible (PIX infrastructure, charging debit/credit cards, payment pointer providers, etc). The total set-up cost of the partners right now is about 25k USD, and the cost per transaction will vary according to the currency and partner we use. However, we can already say it is viable and possible for the prototyping phase.

11 Summary

BUSINESS OVERVIEW			
Kult offers human curation as a tool to solve the Choice Paralysis. With the ILP-based digital wallet, it will be possible to monetize curators of content. We will allow peer-to-peer payments to (i) access exclusive galleries, (ii) donate to your favorite curators and artists, (iii) tip people who helped you discover amazing content, and so on.			
VALUE PROPOSITION(S)	**KEY PARTNERSHIPS**	**KEY ACTIVITIES**	**KEY RELATIONSHIPS**
Kult solves the Choice Paralysis by offering a space to discover, share, and save amazing content online. With human curation, Kult makes cultural discovery a precious habit.	For the DW: - AFVP - CAF - COINEKT - STONE - FYNBOS - RAFIKI - AGNOSTIPAY For the platform: - Culture lovers - Content curators - Content creators - INTERLEDGER	- Unique features for content curators - Unique technology for peer-to-peer payments (ILP digital wallet) - Instant payment/instant receipt	- ILP grant opportunities - Content curators - Complementary team

CUSTOMER OVERVIEW	
CUSTOMER RELATIONSHIPS	**CUSTOMER SEGMENTS & CHANNELS**
- Social media - Feedback page on app/website - Frequent surveys with community	- Culture lovers and curators - Portuguese speakers (mostly Brazil and Portugal) - Culture influencers

COST & REVENUE	
COST STRUCTURE	**REVENUE STREAMS**
- Low-cost structure: team and AWS hosting (not more than 50€ per month) - Value per transaction using the ILP-based digital wallet (around 0.99 BRL per transaction) - Cost to implement the ILP digital wallet (to be defined)	- Exclusive galleries - Donation/tipping - Cultural marketplace - Advertising (revenue sharing with community)