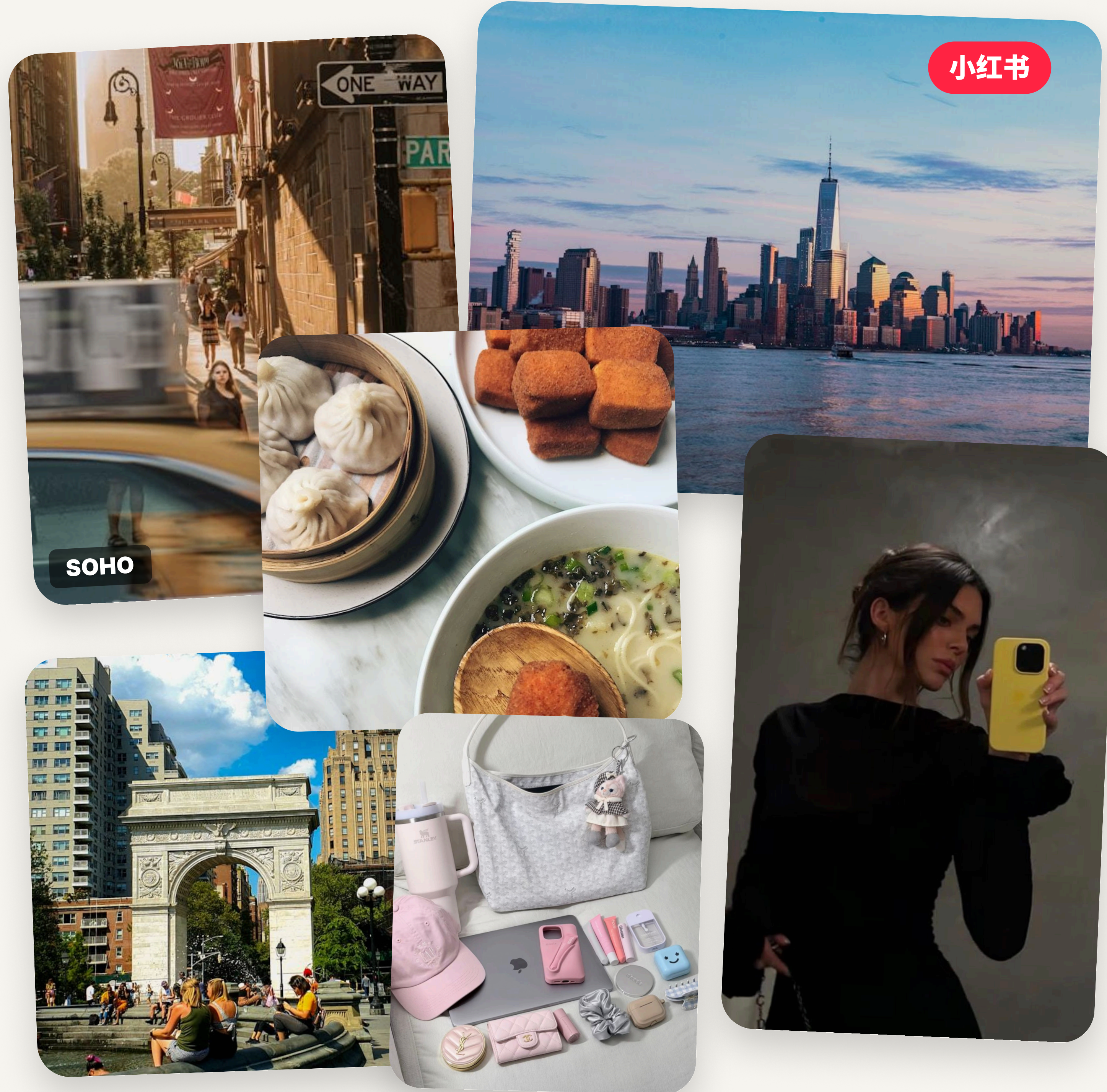


Bringing **100** Local Creators to a **New Platform**

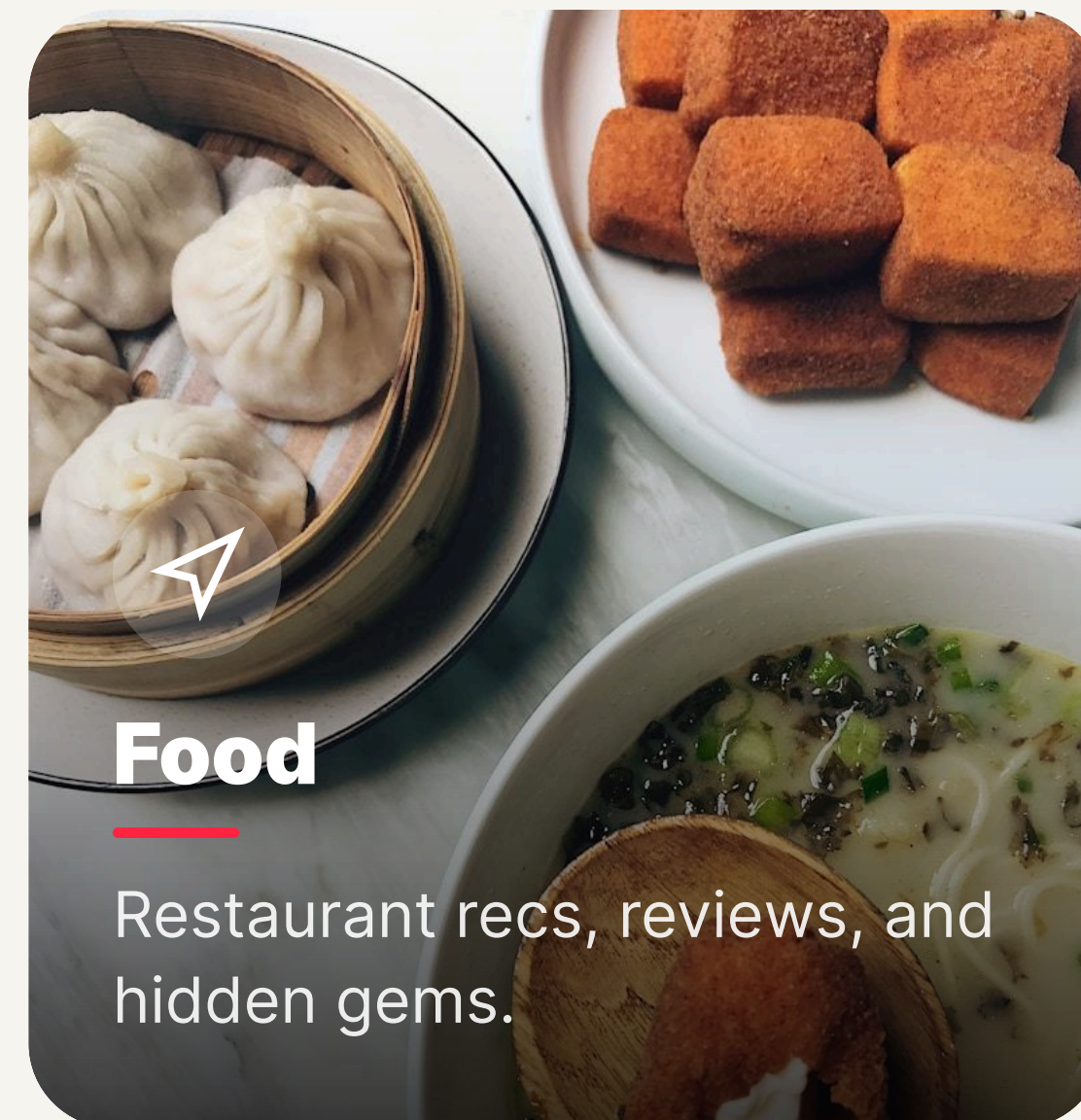
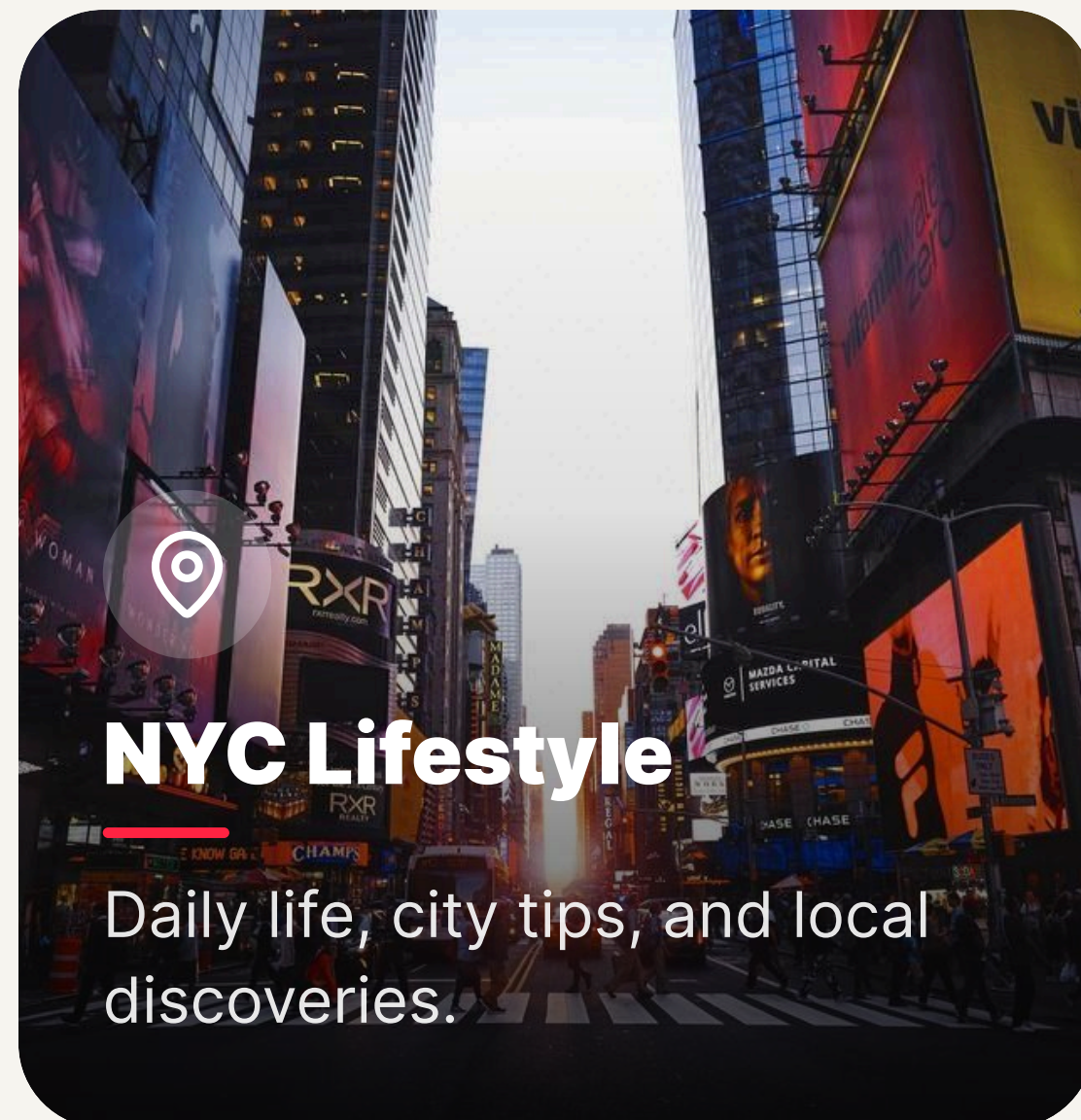
A Community-First
Growth Strategy

📍 Chengtian(Cedric) Wang
📍 New York City



Start With The **Right** Creators

Focus on creators whose content naturally fits the platform's culture and encourages discovery, sharing, and community.



■ We prioritize platform fit over follower count. The goal is to build a diverse creator ecosystem that drives authentic content and strong engagement.



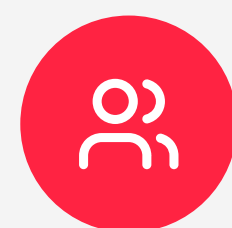
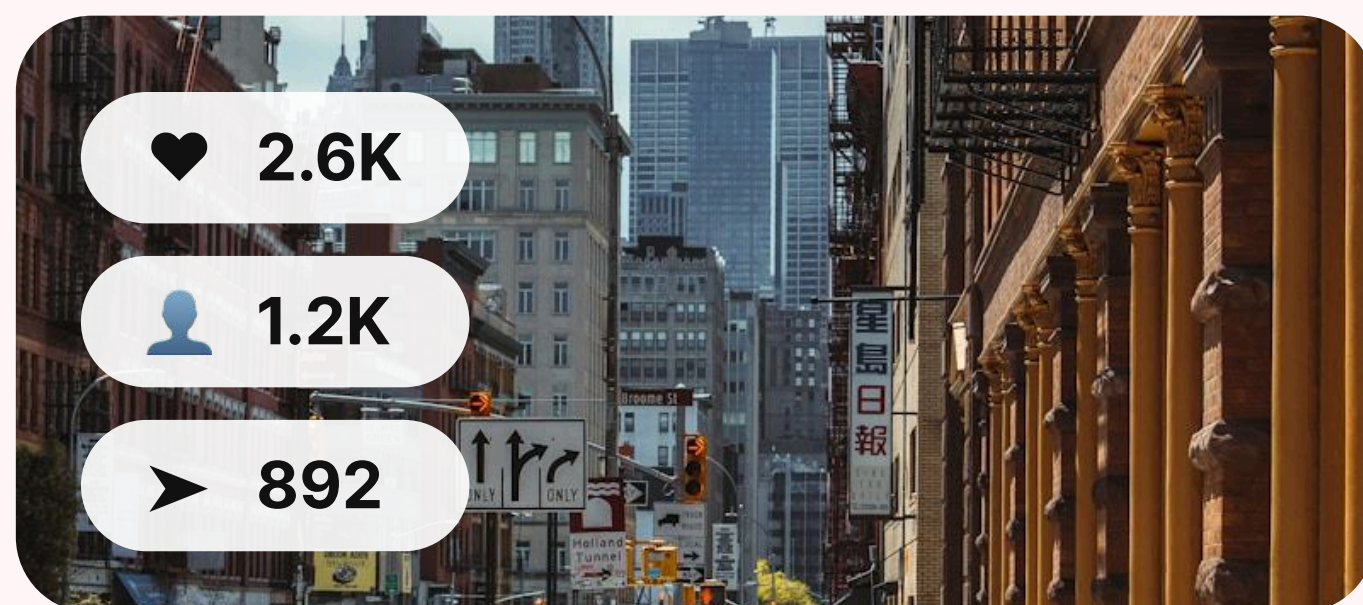
Why Would They **Join**?

Creators join when they see real value. We give the first 100 a voice in building the community.



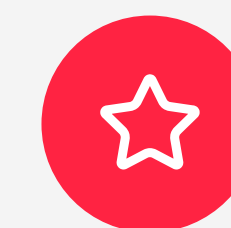
Exposure

Get discovered by a new, highly engaged audience.



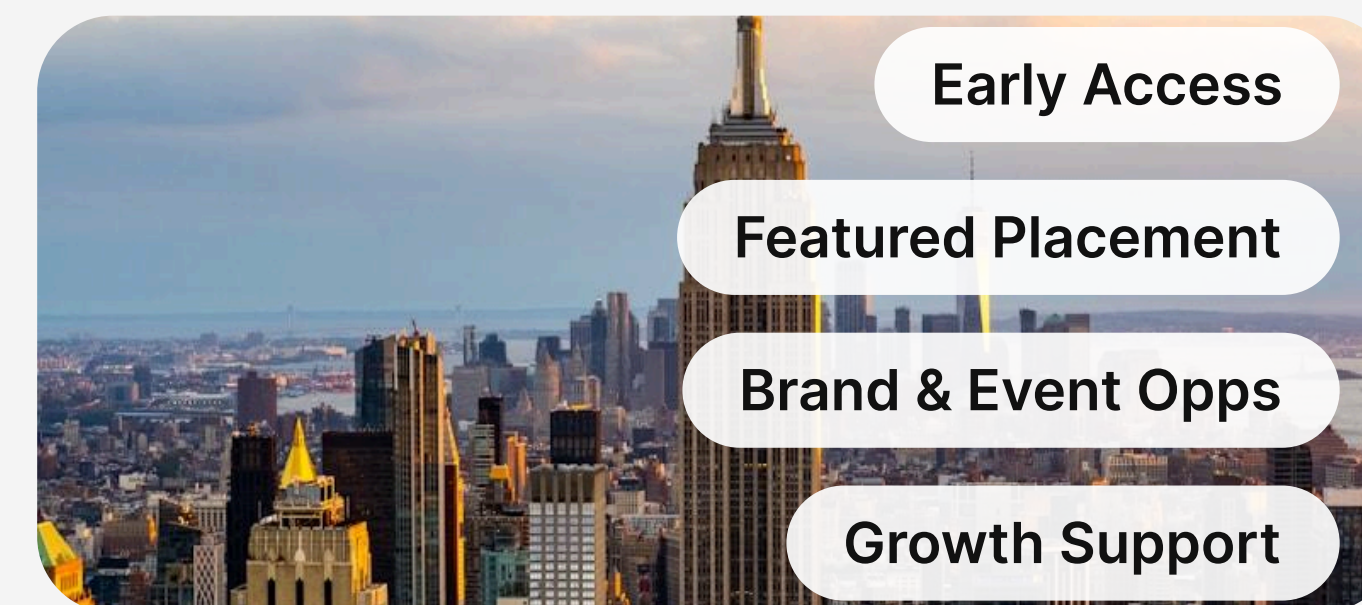
Community

Connect with like-minded creators and grow together.



Opportunity

Early access to features, partnerships, and monetization.



We create the right environment for creators to grow, **together**.



Acquisition Strategy

A multi-channel approach to find, connect, and onboard the first 100 creators.



1. Identify

Find creators on IG, TikTok, YouTube active in NYC communities.



2. Outreach

Personalized outreach with a clear value prop and invitation.



3. Onboard

Invite to our Founding Creator Program with exclusive benefits.



4. Activate

Resources, feedback loops, and community events.



5. Grow

Leverage creators to invite peers and build the referral flywheel.

Social Platforms

Discover creators across IG, TikTok, YouTube & more

Direct Outreach

Personalized DMs and emails with a clear value proposition

Founding Creator Program

Early access, creator support, and exclusive opportunities

Activate & Engage

Events, challenges, and resources to spark creativity

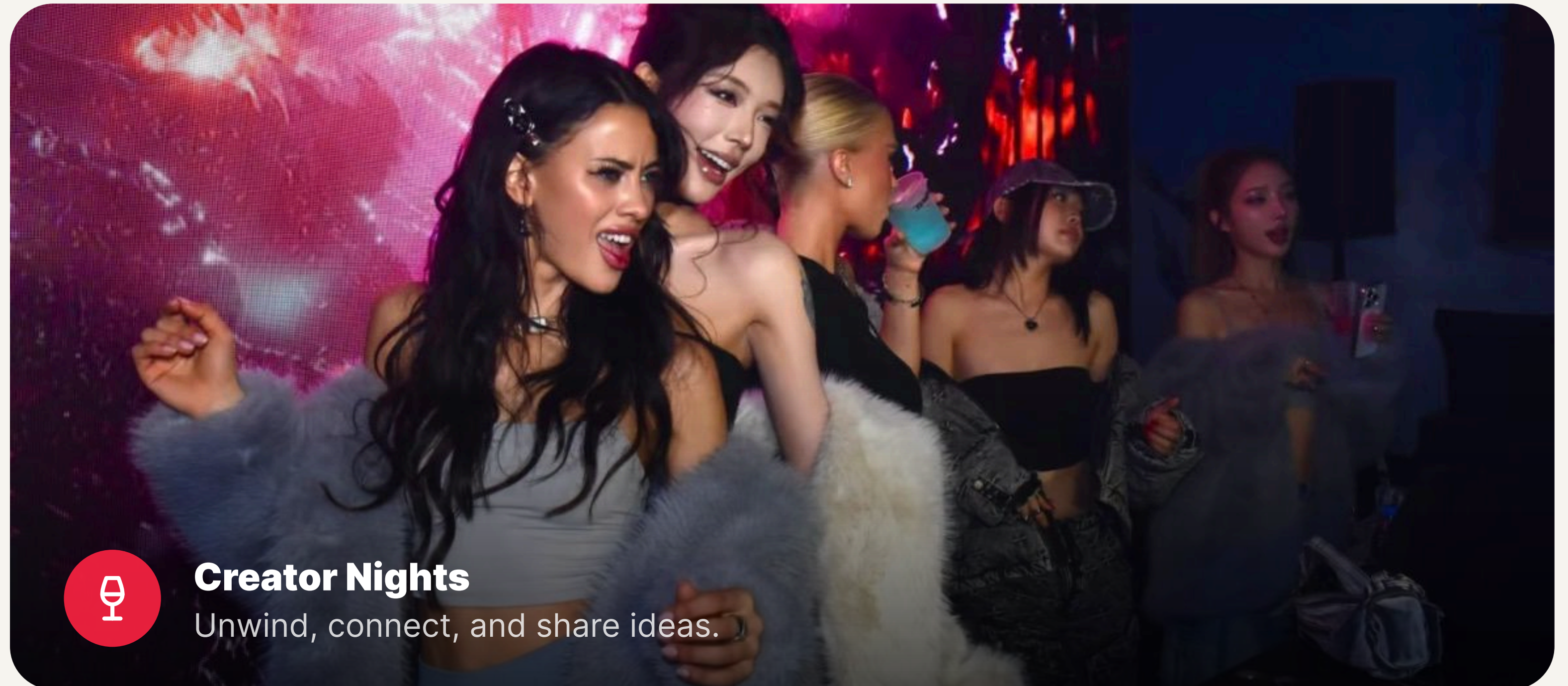


First 100 Creators

The creators who shape the platform's identity.

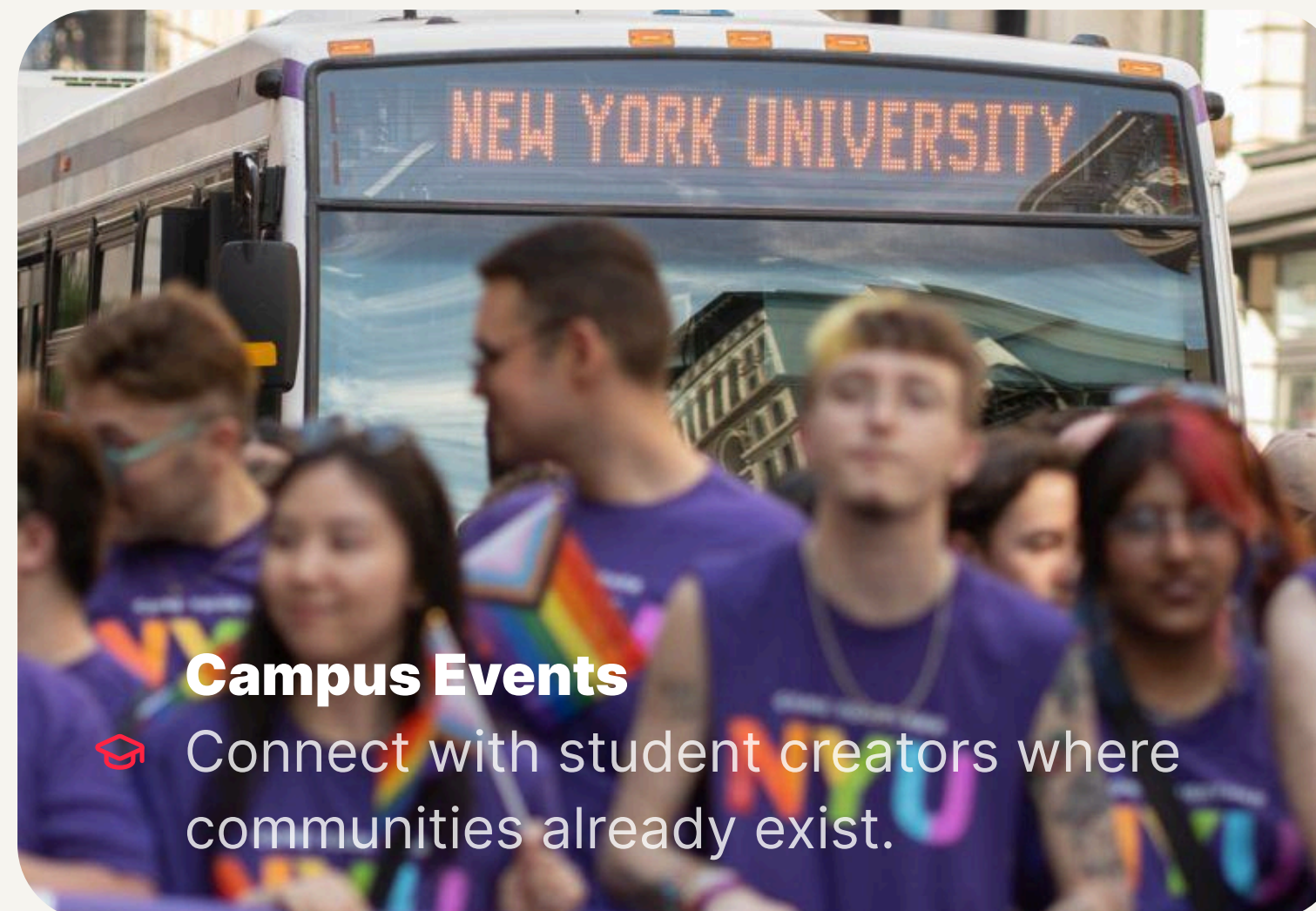
Community First

The platform brings creators together. The community keeps them here.



Creator Nights

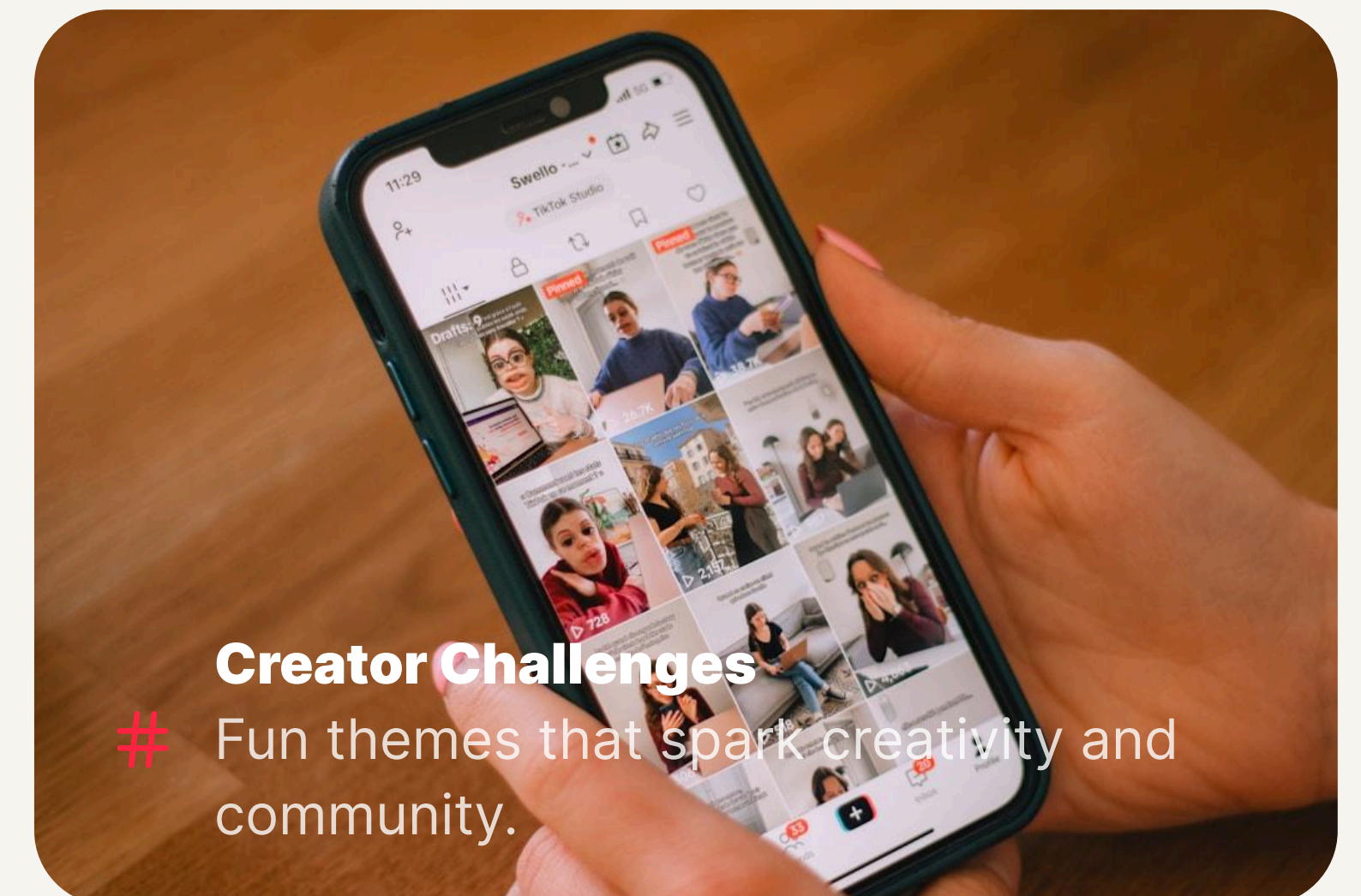
Unwind, connect, and share ideas.



Campus Events



Connect with student creators where communities already exist.



Creator Challenges



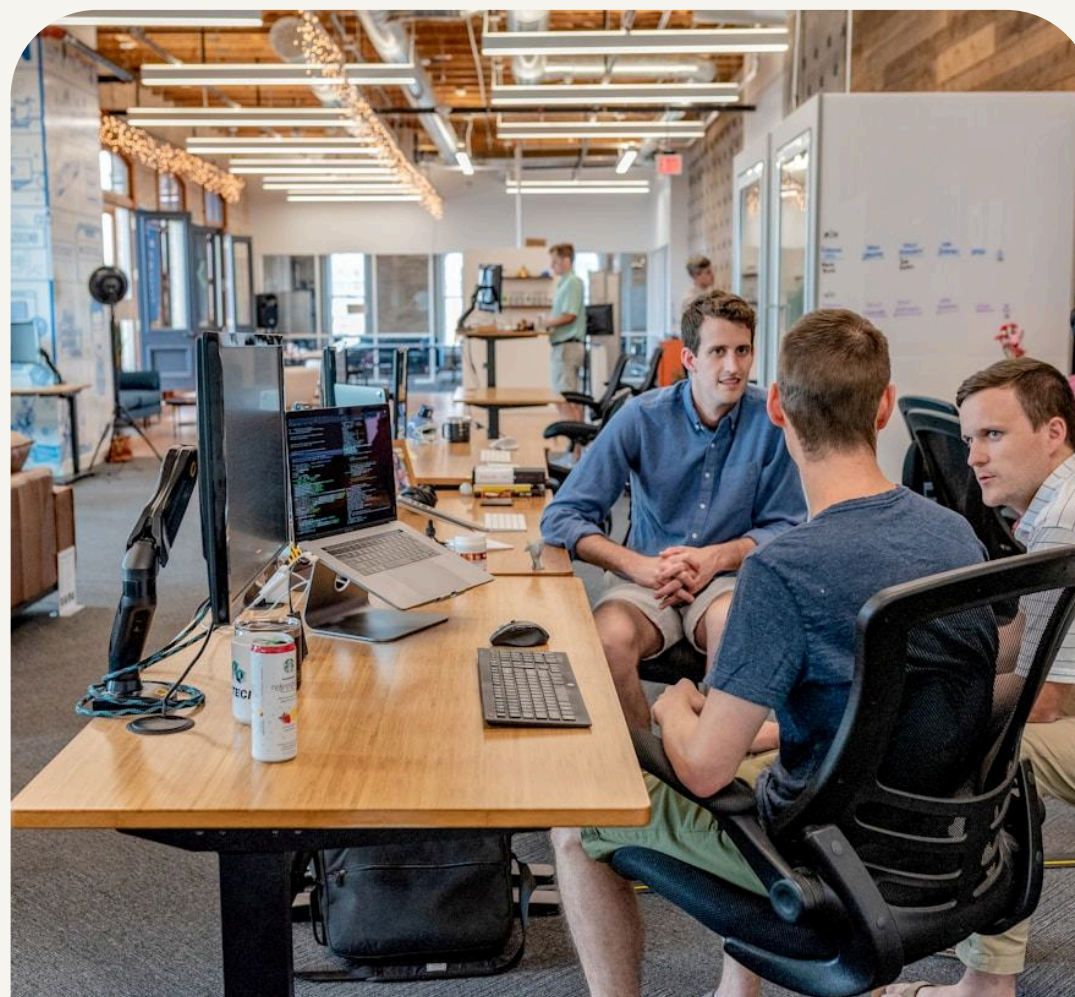
Fun themes that spark creativity and community.

Partnerships That Scale

Beyond direct outreach, partnerships help us reach creators through existing networks and incentives.

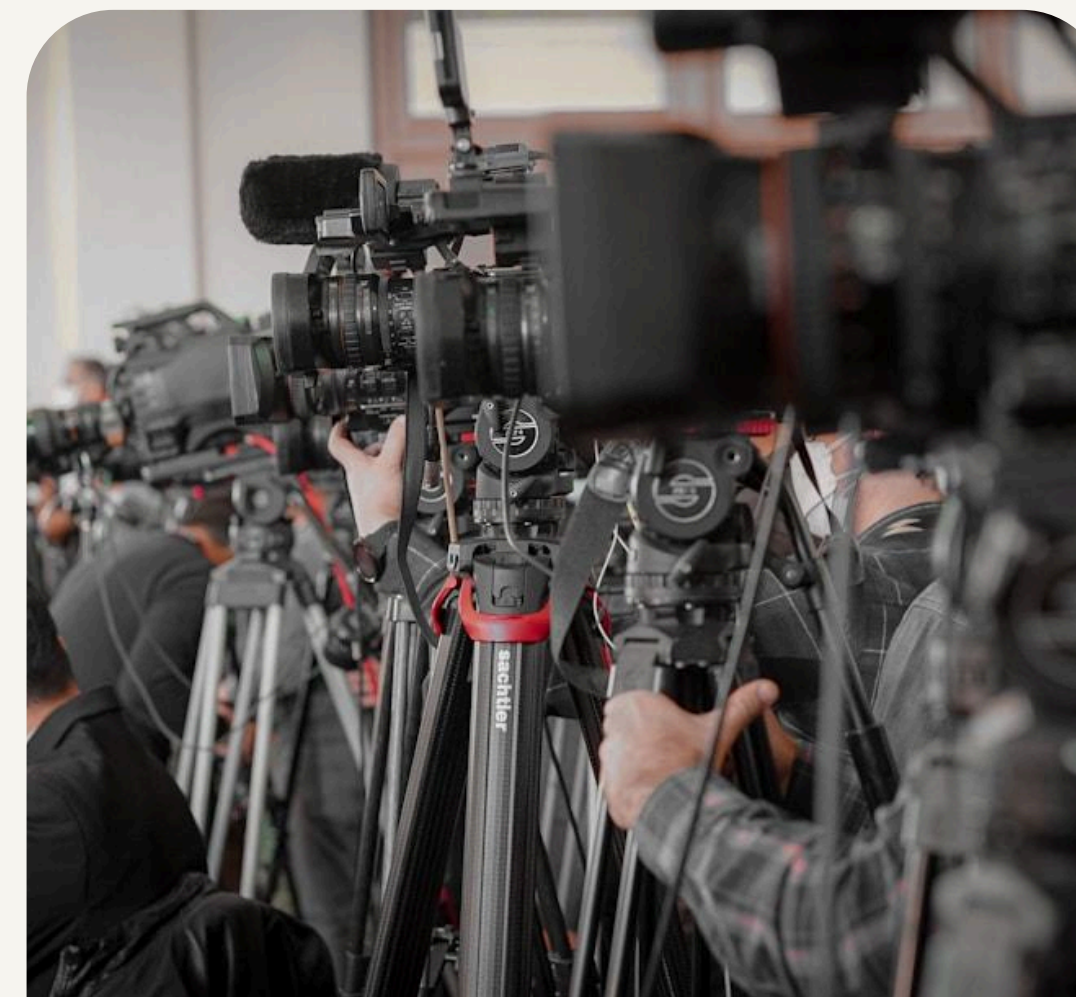


Partnerships help us scale faster than outreach alone.



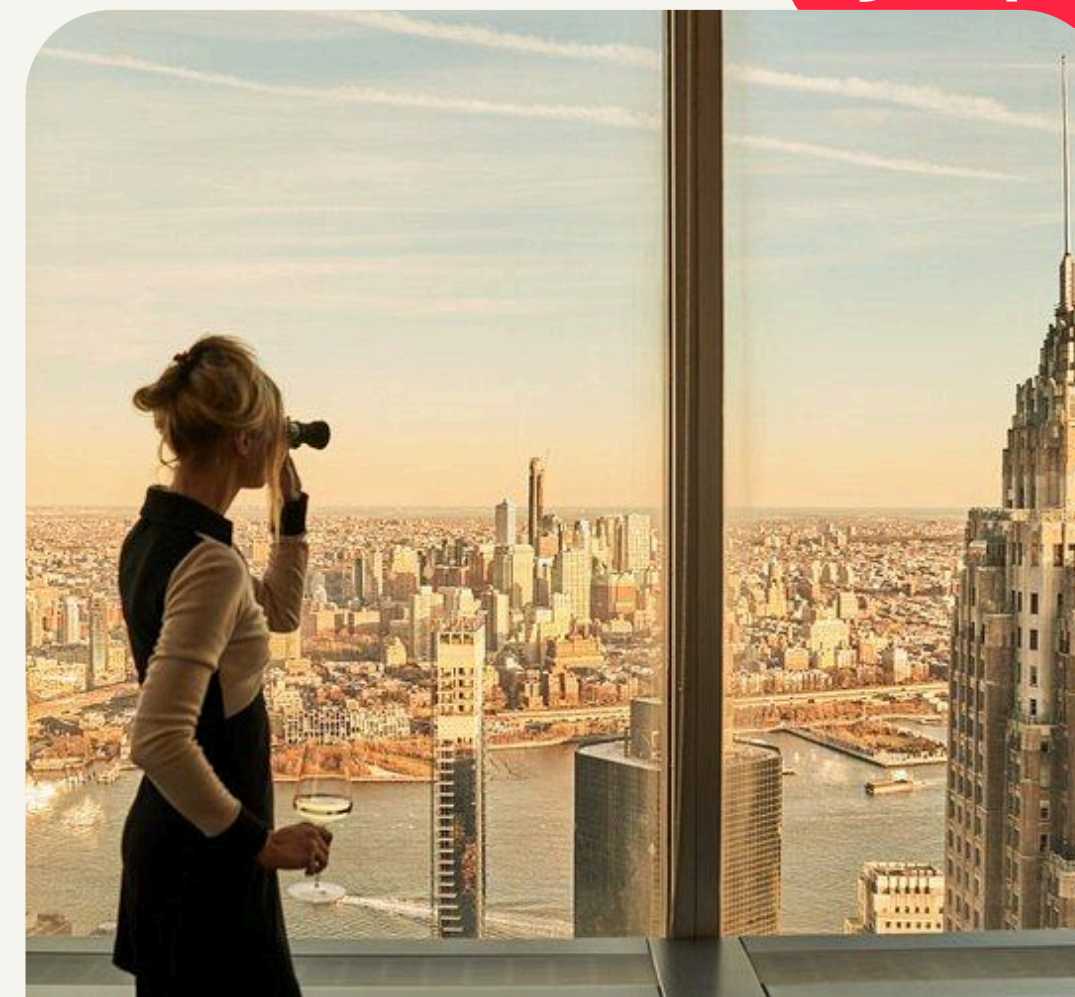
Creator Agencies

Established rosters. Ready-to-collaborate creators.



PR Agencies

Client networks. Amplify through PR channels.



Local Brands

Coupons, check-ins, and local partnerships.



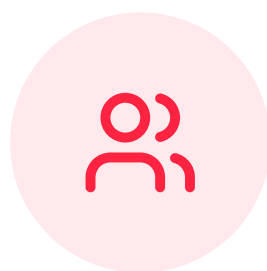
Universities

Student creators.
Clubs, events, and campus reach.

Measuring What Matters

Track progress.
Optimize fast.

小红书

**100****Creators Onboarded**

Target in 1 month

**500+****Pieces of Content**

Generated by creators

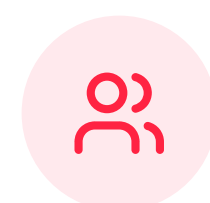
**50K+****Engagements**

Likes, saves, comments

**200K+****Reach**

Across the community

Leading Indicators

**Weekly Active Creators**

Measure community activation.

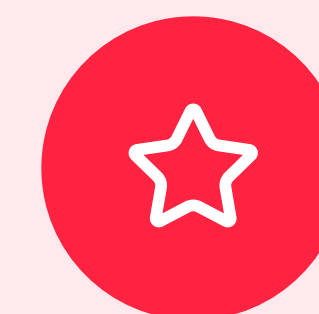
**Content Consistency**

Posts per creator per week.

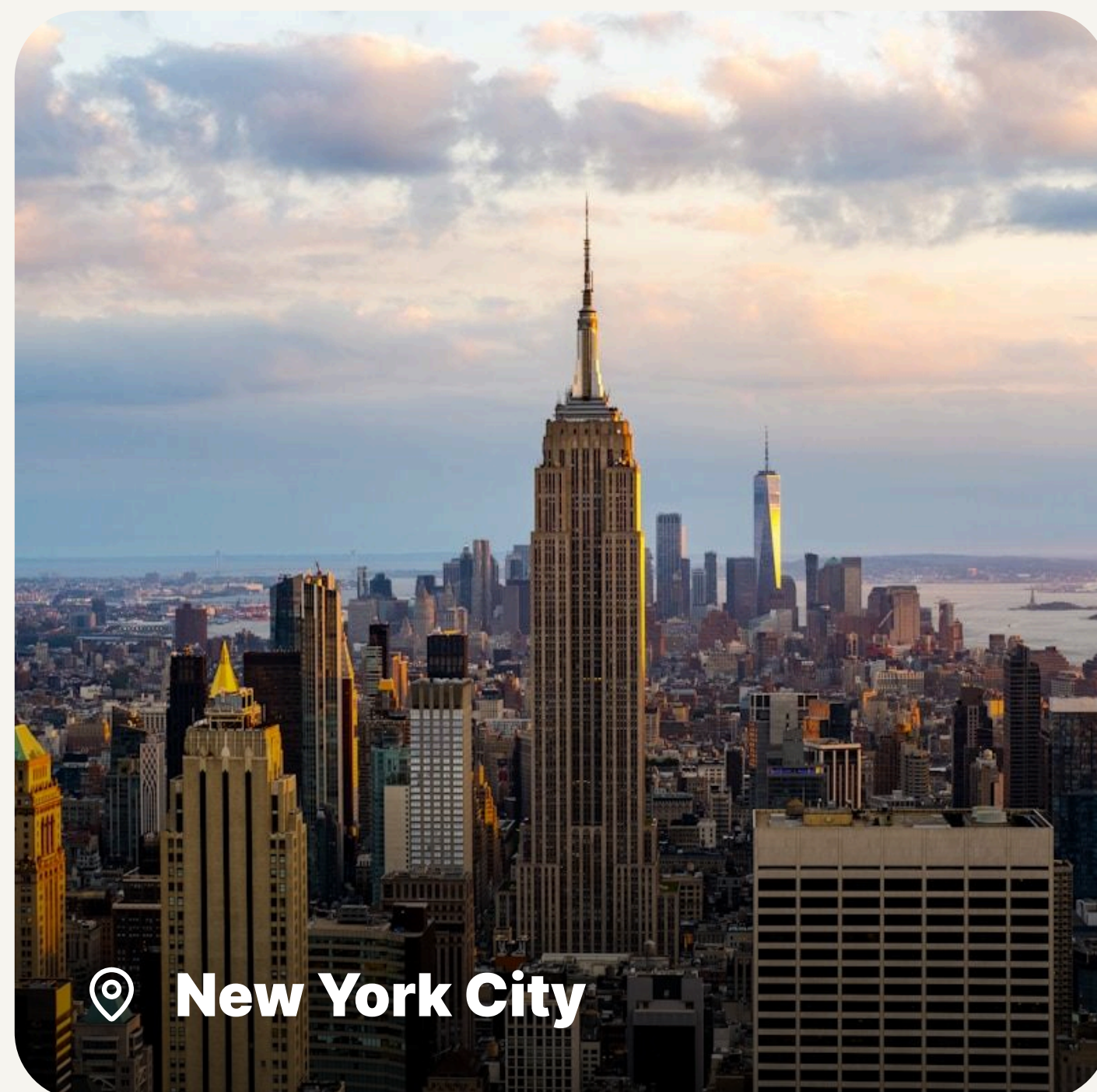
**Invites Sent**

Track referral momentum.

North Star Metric



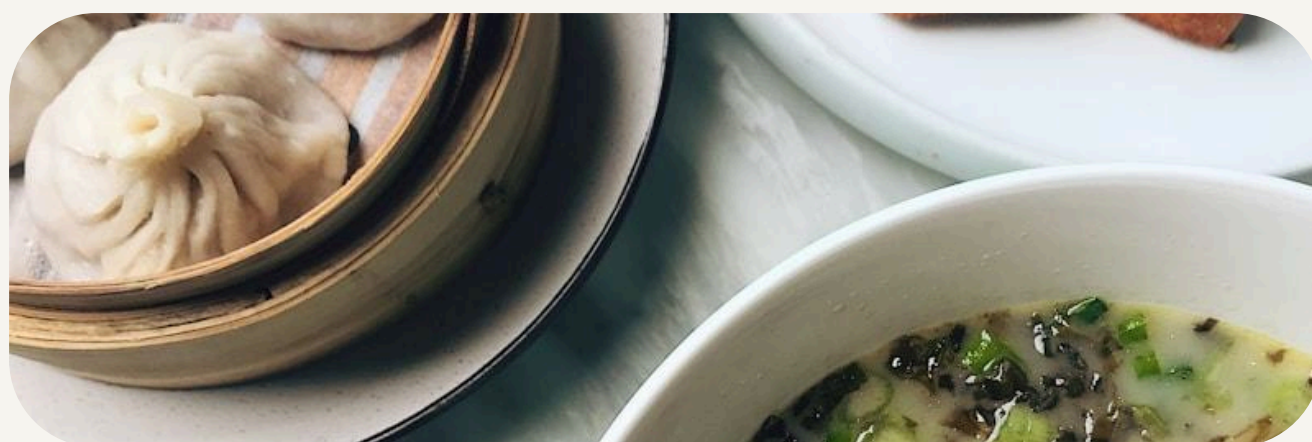
A thriving, engaged creator community in **NYC.**



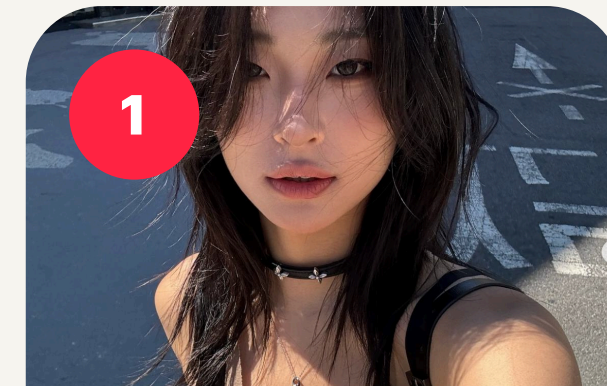
📍 New York City

Top 10 + 1 Creators I'd Approach in NYC

A diverse mix of creators who reflect real life in New York City and inspire their communities.

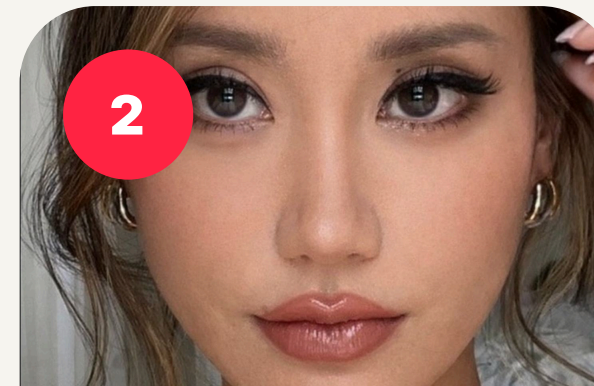


小红书

**Yifan**

@yifan.liii

Outfit · Lifestyle

**Kerina Wang**

@kerina.wang

Lifestyle · Culture

**livmeyers**

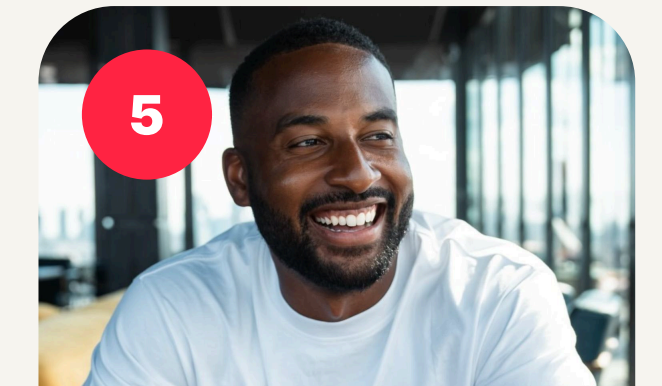
@livmeyers

NYC Lifestyle

**Linglong**

@remyzeee

Culture · Vlog

**Brian Can't
Stop Eating**

@briancantstop

Food

**Hoiinni**

@hoiinnii

Travelling · Lifestyle

**Chenzhe**

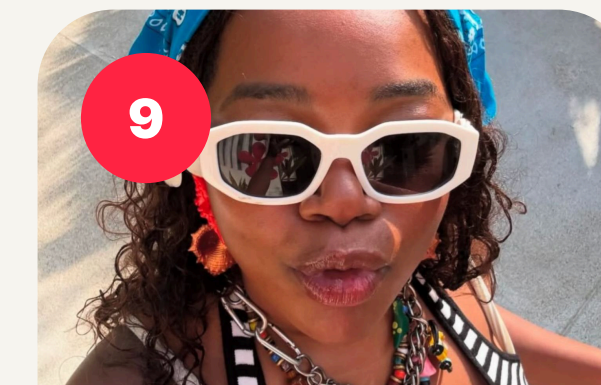
@chenzhe_nyc

Photography

**John Supnik**

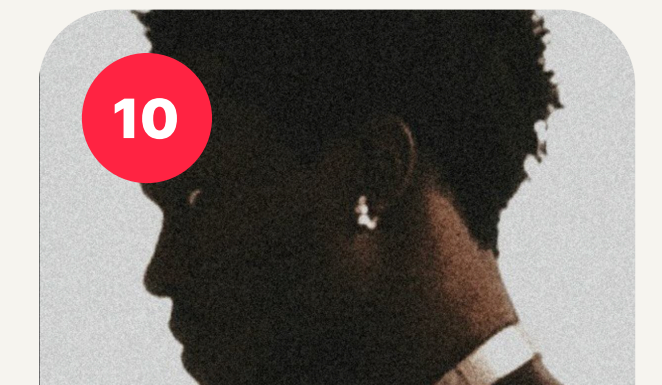
@john_supnik

Modeling

**Gabriella**

@gabriellak_j

Fashion · Culture

**Wisdom Kaye**

@wisdm

Fashion ·
Streetwear

11

Momo (and more)**The 11th creator is you.**

Every ordinary person can share their life, ask questions, and inspire others. **Everyone can be a content creator.**

