



# Likeness

Creator-owned AI likeness, built consent-first.

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*A founder brief for prospective cofounders*

# What we are building

A subscription platform where verified adult creators monetize controlled access to their own likeness — including an AI version of themselves that they own, control, and can revoke.

*OnlyFans-style monetization, plus a licensable AI layer the creator stays in charge of.*

# Two problems converging

**01**

## **Unauthorized AI use is everywhere**

People are training models on adult creators without permission and generating content with them. The tools get easier every month. Creators have no consent, no control, no revenue, and limited recourse. The technology is not going back in the box.

**02**

## **Workers want their likeness back**

Adult industry venues are pushing performers to sign perpetual likeness rights agreements. There is an active labor pushback. The demand is straightforward: workers want to own their image, set the terms, and revoke them.

# The line between viable and toxic

NOT THIS

*"Deepfakes for everyone."*

Sued, deplatformed, processor-blocked,  
and morally indefensible.

There is a reason no serious platform  
in this category exists yet — and it is not  
for lack of demand. It is for lack of a  
version that survives contact with reality.

THIS

**Consent-first licensing.**

Verified creators sell controlled access  
to their own likeness, approve derivative  
AI content individually, and retain the  
right to revoke at any time.

That distinction determines who can be  
on the platform, what content is allowed,  
and which conversations are survivable.

# Six commitments

01

## Consent is the product

Not a checkbox. The core value.

02

## No unverified likenesses

Every face on the platform is identity-verified.

03

## Revocable by default

Creators can pause, restrict, or revoke at any time.

04

## No model export

Weights never leave the platform. Ever.

05

## Creator approval is the value

Approval is a premium layer, not friction.

06

## No discovery at launch

Creator-owned funnel. No crawling. No exposed search.

# What it looks like to be on the platform

- 1 Verify** Government ID, liveness check, performer release. Signs the platform agreement and AI likeness license.
- 2 Upload** Real photos, videos, bundles, PPV drops — exactly like OnlyFans. Subscription tiers, tips, custom requests.
- 3 Train (optional)** Submit curated source material. A private likeness model is trained on-platform and never exported.
- 4 Set rules** Define allowed categories, explicitness, scene types, collab permissions, download rights, revocation terms.
- 5 Approve** Review fan submissions. Approve, reject, or ban prompt patterns. Publish approved content as gallery or PPV.

# Tiered access, controlled generation

TIER	MONTHLY	WHAT FANS GET
Real Access	<b>\$15</b>	Real photos & videos
AI Gallery	<b>\$25</b>	Real content + creator-approved AI gallery
AI Generator	<b>\$50</b>	100 image credits / month
Premium Generator	<b>\$100</b>	More credits + submission privileges
Self-Insert	<b>\$200</b>	Verified fan likeness + limited self-insert (later)

*Illustrative. Every creator sets their own tiers and rules.*

# What we're signing up for

## Payment processors

Stripe and PayPal will not work. We need adult-friendly high-risk processors with redundancy. This is the single hardest operational problem.

## Trust & safety load

Identity verification, prompt classification, output moderation, takedown workflows. Compliance has to be a profit center, not a tax.

## Creator trust

If creators feel the platform replaces them with their AI selves, the product fails. The structure has to make ownership obvious and revocation real.

## Regulatory drift

Federal and state law on AI likeness is moving fast. We have to over-comply, geofence at launch, and keep counsel inside the company.

# Why this is hard to copy

*Models commoditize. Inference gets cheaper. The defensibility is everywhere else.*

**01**

## **Compliance infrastructure**

Identity, age verification, 2257-style records, consent logs, payment processor relationships, takedown machinery. Boring, expensive, slow to replicate.

**02**

## **Creator trust**

Signed creators with revocable licenses. Trust takes years to build and minutes to lose. We compete on respect, not features.

**03**

## **A library of likenesses**

The asset that compounds. Every signed creator who is satisfied makes the platform more valuable for every fan, every collab, every drop.

# What we'd build first

## IN — DAY ONE

- 5-10 invite-only creators
- Manual model training
- Still images only
- License engine and approval queue
- Subscriptions + compute credits
- Watermarked outputs, perceptual hashes
- Manual moderation

## OUT — UNTIL LATER

- Video generation
- Voice cloning
- Public discovery / search
- Open API
- Self-insert (fan likeness)
- Unrestricted creator collaborations
- Mobile app store distribution

*If still images at small scale work, video and the rest follow. Not before.*

# Six seats at the founding table

## Founding CTO / Product

Me. Direct CTO experience. Owns stack, infrastructure, product direction, and UX until a separate design hire makes sense.

## Founding CEO

Narrow scope: fundraising, investor relations, BD/partnerships, business strategy. Has raised before; ideally with reps against adult-friendly high-risk processors.

## Compliance & Legal Lead

Adult industry experience. AI policy literacy. Owns 2257, processor relationships, counsel coordination, takedown frameworks.

## ML Lead

Image generation pipelines, fine-tuning, isolated inference, watermarking. The person who makes sure weights never leave. Partners with the CTO at the integration layer; the CTO owns broader platform infra.

## Trust & Safety Lead

Has built moderation systems before. Understands abuse vectors. Knows the difference between policy and enforcement.

## Creator Relationships & Ops

Existing trust in the adult industry. Owns onboarding, support, and the creator side of the product. Ideal: someone from the field.

# What I bring - What I need from you

## WHAT I BRING

- The thesis and the conviction
- Direct relationships with creators
- Direct CTO experience and product/UX ownership
- Willingness to be the first one in
- A bias toward shipping the small thing
- Comfort with deeply unsexy work like processor onboarding and consent forms

## WHAT I'M LOOKING FOR

- People who treat creators as the customer, not the inventory
- A high tolerance for legal complexity
- Pattern matching on hard ops, not just hard tech
- An ethical compass that doesn't bend for revenue
- Comfort working in the adult space without flinching or smirking

# What would make me wrong about this

## **Creators say no.**

If the workers we want to serve find the whole concept distasteful, the platform doesn't exist. This gets tested before anything is built.

## **Processors say no.**

If we can't get reliable adult-friendly payment rails, the company is dead before launch. We validate this in pre-seed, not after.

## **The market is smaller than it looks.**

Maybe fans pay for stolen content because it's free, not because they want it. Maybe authorized AI access doesn't convert. We pilot to find out.

## **The moderation load is unbounded.**

If misuse attempts scale faster than verified creator value, the unit economics break. We measure abuse rate from day one.



# If you build this with me,

we are building consent infrastructure for synthetic creator media — starting in the place where the unauthorized-use problem is loudest and the willingness to pay is most proven.

The most urgent seat is the CEO. The other four are urgent too.

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*If that sounds like work worth doing, let's talk.*