



Likeness

Your likeness, licensed and earning.

A first look — for creators considering joining the founding cohort

It's already happening.

Someone's already trained an AI on you. They generated images and probably video. They didn't ask. They didn't pay you. And there's nothing you can do about it after the fact.

The technology isn't going back in the box. The question is who profits from it — and who controls it.

THE QUESTION

**If AI versions of you are going to exist
anyway,
who should be in charge of them?**

Likeness is built around one answer: you should.

What we're building

A subscription platform where you license a private AI version of yourself to your subscribers — on rules you set, that you can revoke at any time.

- Same monetization model you already know — subscriptions, tips, PPV.
- A new revenue line on top — fans pay to generate within your rules.
- You stay in charge — every output, every category, every fan.

Three things at once

01

Real content monetization

Same as OnlyFans. Subscriptions, tips, custom requests, PPV. We don't change anything you already do — we add to it.

02

AI generation revenue

A new income line that doesn't require you to make more content. Fans pay credits to generate within your rules; you take a cut.

03

Worker-controlled rights

Your license. Your terms. The platform doesn't own your likeness — you do. Revocable any time, with a real button.

How it works

- 1 Verify** Government ID and a brief liveness check. Standard for adult platforms — required for processors and recordkeeping.
- 2 Upload** Real photos, videos, bundles, PPV drops. Subscription tiers, tips, custom requests. Same as anywhere.
- 3 Train (optional)** Submit curated source material. We train a private model of you on the platform. The model never leaves our servers.
- 4 Set rules** Categories. Explicitness ceiling. Who can use it. What fans can do with outputs. Whether collaborations are allowed.
- 5 Approve** Fans submit generations to you. You approve, reject, or ban prompt patterns. You decide what gets published, sold, or kept private.

The rules you set

Allowed categories

Solo, partnered, fan-insert, custom — pick what's on, what's off.

Blocked categories

Anything you don't want, ever. Editable. You can keep adding.

Downloads

Blocked, watermarked, or paid-tier-only. Your call.

Per-fan permissions

Ban specific subscribers. Approve specific ones for more access.

Explicitness ceiling

Suggestive, topless, full nudity. You choose the maximum allowed.

Public gallery

Off, on, or on-with-approval. Approved generations only.

Collaborations

Closed, approved-only, or open to verified creators.

Custom prompt requests

Allow, require review, or disable entirely.

WHAT YOU EARN FROM

Six revenue streams

FAMILIAR

Subscriptions

Monthly recurring, on tiers you set. Same as anywhere.

FAMILIAR

Tips on submissions

Every fan submission can carry a tip. Tips are paid bids for your attention.

FAMILIAR

PPV / customs

Customs at your rates. The approval queue scales the customs you already do.

NEW

AI generation credits

Fans buy credits to generate within your rules. You earn while they engage.

NEW

Approval fees

Charge fans to put a generation in your review queue. Your judgment is the product.

COMING

Self-insert tier

Premium (\$200/mo). Verified fans "star" with you, on rules you set.

Customs at scale

Customs are top earners on OnlyFans. "Rate my" content drives engagement everywhere. Twitch is built on parasocial attention. The approval queue is that economy at scale — every submission is a small bid for your attention.

1

Generate

Fans generate within rules you've already set. Compliance runs before they hit submit.

2

Tip

Submissions can carry a tip. Every tip is a paid bid for your time and judgment.

3

Approve

Your call. Approve, reject, or ban the prompt pattern. Approving is the value.

4

Publish

Approved goes to the gallery, the PPV drop, or stays private. Your reputation, your call.

Every loop is a small parasocial transaction. Your attention is the product.

WHAT'S COMING

Fans "star" with you

The most parasocially intense product imaginable — and one you stay in charge of. Coming after the foundation works.

HOW IT WORKS

- Subscriber verifies their identity to the same standard you did
- They train a private model of themselves
- They subscribe to a premium tier (~\$200/mo)
- They generate scenes that include both of you — within your rules, with your approval on every one

WHY THIS IS LATER

- Identity verification at fan scale is a real engineering problem
- Trust & safety load needs measuring on simpler tiers first
- We'd rather get the foundation right than ship this fast
- But it's the direction. Customs today, parasocial customs tomorrow.

What we don't do

We don't sell your data.

We don't export your model weights — to anyone, ever.

We don't host content you didn't approve.

We don't decide what's appropriate for you.

We don't keep your model running if you revoke.

What we can and can't

WE CAN

- Watermark every output with buyer-specific marks
- Track provenance — prove what came from where
- Help with takedowns when revoked content shows up off-platform
- Ban repeat offenders and report where required
- Tell you the truth about what's possible

WE CAN'T

- Claw back files someone already downloaded
- Stop screenshots
- Prevent every leak before it happens
- Promise perfect rights management
- Make the gray-market sites disappear overnight

What this gives you

Customs at scale, on rails

The customs economy you already run, made operational. Submissions queue automatically, compliance pre-screens, you approve. Same business, more of it.

Parasocial commerce, purpose-built

Twitch and OnlyFans proved fans pay for attention as much as for output. The platform is built around that loop, not around the content.

New revenue without more shoots

The AI layer scales without requiring more content production. It earns while you sleep, on rules you set.

Worker-controlled, not platform-owned

Your license, your terms, revocable. Designed by people who watched performers get asked to sign their image away forever.

Where you fit in

We're building this with creators, not at them. The first 5–10 creators on the platform are part of the founding cohort, and the relationship is different.

- White-glove onboarding. We work directly with you on training, rules, and rollout.
- Better economics for early creators. We want this to be worth your time.
- Direct line to the founding team. Not a support email — actual people you can reach.
- Real input on the product. What we ship is what works for you, or we change it.
- We'd rather build it right with 10 people than build it wrong with 1,000.



Next step

A conversation, not a contract.

If this sounds like something worth talking about, we'd love your read on it. We're not asking for commitments. We're asking what you'd want this to be — what's missing, what's wrong, what would make this worth your time.

[Founder name] · [contact info]