



# Likeness

The consent layer for AI creator media.

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*Pre-seed · Confidential*

## THE PROBLEM

# Creators have no say in their AI likeness

**0%**

of unauthorized AI creator content currently routes revenue to the creator.

**\$7.2B**

OnlyFans gross payments volume in 2024 — proof of willingness to pay for creator-direct intimacy.

**50+**

U.S. state laws targeting nonconsensual intimate deepfakes, plus the federal TAKE IT DOWN Act. The gray market is now legally radioactive.

## THE GAP

AI tools to generate creator likenesses already exist. The mainstream platforms won't allow explicit content. The gray market won't pay creators or honor consent. Creators see their image used without permission, with no revenue and limited recourse — while regulators move to make the gray market criminal.

# A consent-first licensing platform

Likeness lets verified adult creators license their likeness to subscribers — including controlled access to a private AI model of themselves. Every output runs through a creator-defined license. Every license is revocable. Every model stays on the platform.

## Verified consent

ID, age verification, performer release, AI likeness license. Every face on the platform is authenticated. No third-party uploads ever.

## Creator control

Granular license rules per category. Approval queue for fan-generated content. Pause, restrict, or revoke at any time.

## Provenance & enforcement

Watermarks, perceptual hashes, signed metadata, takedown machinery. The legitimate alternative to gray-market sites.

# Three trends converging

01

## **AI generation crossed the realism threshold.**

Image and short-form video models can now produce convincing synthetic intimate content. The behavior is already happening at scale on consumer hardware.

02

## **Mainstream AI platforms won't touch this.**

The largest image and video models gate explicit content. That gap is structural — purpose-built infrastructure is the only way it gets served well.

03

## **Regulation is forcing the gray market into the open.**

TAKE IT DOWN at the federal level, plus state laws targeting nonconsensual deepfakes. A consent-first platform becomes the legitimate path.

# Two-sided product, controlled flow

## CREATORS

- Verify identity, sign performer release
- Sell real content (photos, video, PPV)
- Optionally train private likeness model
- Define license rules and tier structure
- Approve or reject fan submissions
- Earn from subscriptions, tips, PPV, and AI generation markup

## FANS

- Verify age, subscribe to chosen tier
- Access real content + approved AI gallery
- Buy compute credits
- Generate within creator's license rules
- Submit favorites for creator review (with optional tip)
- Download approved private outputs (watermarked)

## MARKET

# The adult creator beachhead

**\$7.2B**

OnlyFans gross payments  
volume, 2024

**\$1.4B**

OnlyFans platform revenue  
at 20% take rate

**4M+**

Active creators across major  
adult subscription platforms

## ADJACENT EXPANSION

The adult wedge proves the consent infrastructure. The same primitives extend to mainstream creator likeness licensing — influencer AI campaigns, virtual meet-and-greets, brand-controlled synthetic content, and personalized entertainment. Adult is the entry; the platform is for synthetic creator media broadly.

# Three revenue streams

## Subscriptions, tips, PPV

~20%

Standard platform fee on creator earnings, in line with category.

## Compute credits

Markup

Fans buy credits to generate. Platform takes margin on top of inference cost. Creator can add their own markup.

## Premium creator tools

Tiered

Analytics, takedown monitoring, advanced workflows. Paid tiers or revenue share.

*Compute is passed through with margin. Trust & safety scales sub-linearly with revenue once mature.*

# Why this is hard to copy

*The model isn't the moat. The moat is everything around it.*

## Compliance infrastructure

ID verification, 2257 records, consent ledgers, processor relationships, takedown automation. Years to build, slow to copy.

## Creator trust

Verified creators with revocable licenses on the platform. Reputation in the industry takes time and behavior to earn.

## Provenance graph

Every legitimate output is hashed, watermarked, and attributable. The platform itself becomes the enforcement primitive.

## Adult-friendly payment rails

Multi-processor redundancy with audit-grade compliance. A startup-killing problem until you've solved it.

# Phased rollout, no public discovery

## PHASE 1

### Concierge launch

*5-10 invite-only creators*

Manual onboarding, hands-on model training, still images only. Validate creator workflow, fan willingness to pay, abuse rate, and processor stability.

## PHASE 2

### Creator network

*50-200 creators*

Self-service onboarding for verified creators. Approved collaborations and creator-curated drops. Add video selectively.

## PHASE 3

### Self-insert & adjacent

*Verified fan likenesses*

Fans can verify and create private models of themselves. Expand to mainstream creator likeness licensing in adjacent verticals.

## RISKS

# Named honestly, mitigations built in

RISK	WHY IT MATTERS	MITIGATION
<b>Payment processor pullout</b>	Single point of failure. Most adult businesses' #1 problem.	Multi-processor redundancy, conservative content rules, audit logs, reserve fund.
<b>Misuse / nonconsent attempts</b>	Users will try to upload exes, celebrities, public figures.	No third-party reference uploads. Face matching. Verified-only likenesses. Repeat-offender bans.
<b>Creator trust collapse</b>	If creators feel replaced, the platform fails.	Revocable licenses, no model export, transparent logs, structural creator ownership.
<b>Regulatory shift</b>	AI likeness law is fragmented and moving.	Geofence at launch, over-comply, in-house counsel, deep consent records.
<b>Output / model leakage</b>	Leaks erode platform value.	Buyer-specific watermarks, perceptual hashes, takedown automation, never expose weights.

## TEAM

# Founding-team plan

### FOUNDER

**[Founder name] — Founding CTO / Product. Direct CTO experience; owns stack, infrastructure, product, and UX.**

### RECRUITING — FOUNDING TEAM

#### **Founding CEO**

Fundraising, BD, adult-friendly processors. Priority recruit.

#### **Compliance & Legal Lead**

Adult industry experience, AI policy literacy

#### **ML Lead**

Image gen pipelines, isolated inference, watermarking

#### **Trust & Safety Lead**

Built moderation systems before, abuse-vector fluent

#### **Creator Relationships & Ops**

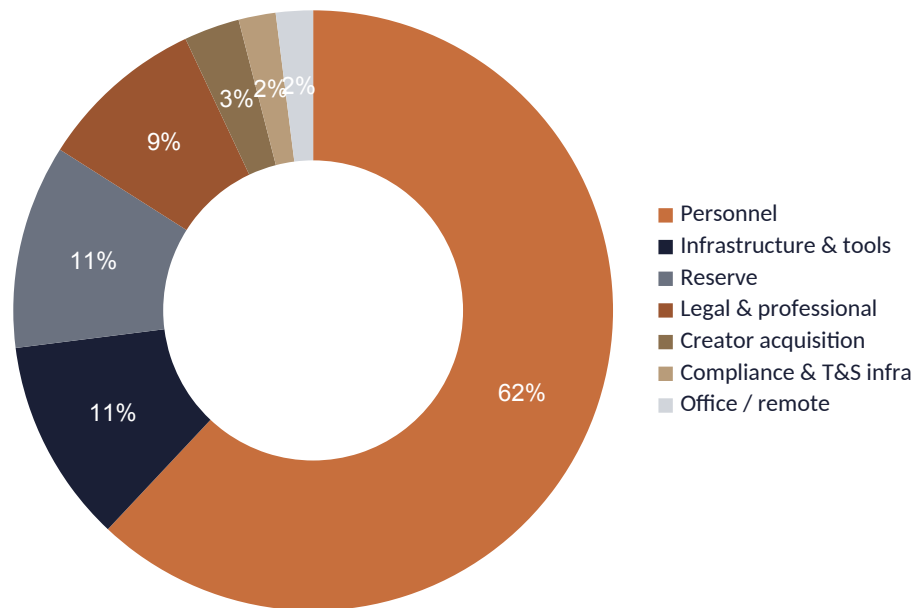
Existing trust in the adult industry

# Pre-seed allocation, MVP target

RAISING

# \$1.5M

18-month runway to validated MVP and Phase 2 readiness.



# What this round buys

**M0–M3**

**Foundation**

Legal entity, processor relationships, compliance framework, initial creator LOIs.

**M3–M6**

**Concierge launch**

5–10 creators onboarded, first models trained, license engine and approval queue live.

**M6–M12**

**Closed beta**

First paying subscribers, validated unit economics, abuse rate measured, retention data.

**M12–M18**

**Seed-ready**

Phase 2 readiness: self-service onboarding, video pilot, expansion roadmap, processor redundancy.



## The bet

People will pay more for authorized, creator-controlled synthetic intimacy than for unauthorized, generic, or gray-market alternatives.

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*If we're right, the company is the consent infrastructure for synthetic creator media — adult and beyond.*