

# The Creator Arena

A product and ecosystem document for creators, investors, and partners.

Version 1.1 — April 2026

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## Vision

The creator economy is broken. Algorithms decide who wins. Audiences watch but do not participate. Creators earn only when platforms allow it.

HELLO Studio is the creator arena built on a token economy. Communities do not just watch creators here — they back them. Content quality rises through community vote, not opaque recommendation systems. HELLO token flows to creators who earn it.

Every Boost, Follow, Tip, and backed Battle is a real act with real weight. The community does not just watch the competition. It runs it.

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## The Problem

### **Platform capture.**

Creator success is determined by algorithms, not audiences. The best content does not always win — the most optimised content does.

### **Monetisation gatekeeping.**

Most platforms require creators to reach arbitrary follower thresholds before they can earn. HELLO Studio removes that gate. Any creator can earn from day one through tips, challenge prizes, and sponsor rewards.

### **Passive audiences.**

Viewers have no meaningful way to back creators beyond a like. No skin in the game. No ownership. No feedback loop that rewards loyalty.

HELLO token exists on-chain but lacks a product designed around it. HELLO Studio is that product.

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## **Product Structure**

HELLO Studio is a creator competition platform. Creators submit content to challenges. The community backs creators through Boosts, Tips, and participation. Winners receive HELLO tokens and recognition.

Three user roles define the platform. Creators submit, compete, and earn. Viewers boost, follow, tip, and back their favourite creators. Brands sponsor challenges by funding prize pools in HELLO.

The core loop: a challenge is published, a creator submits, the community backs their pick, a winner is declared, rewards are distributed, and the next challenge begins.

HELLO Studio is built around two systems. Moment mode covers challenges, battles, duels, and prize reveals. Continuity mode covers personalised feeds, creator profiles, the follow graph, badges, Surf mode, and progression. Moments create excitement. Continuity creates retention.

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## **The Challenge System**

Every challenge has a brief, a prize, and a deadline. Creators submit a content link. HELLO Labs moderates submissions. Community votes by boosting. The highest-boosted creator wins. Five formats are live.

**Standard.**

Open to any creator. Community boosts determine the winner. Top three entries earn a gold, silver, and bronze podium placement that is permanently recorded in the Hall of Fame.

**Battle.**

Head-to-head format with an entry cap. Community picks a side by backing a creator with boosts. A live boost split bar shows the race in real time. Admin declares the winner.

**Solo.**

A creator commits to a public content run, for example seven posts in seven days. Community backs their progress with boosts and tips. Completion earns a badge and is the foundation for creator streaks and progression.

**Duel.**

Direct creator-to-creator challenge. One creator challenges another by name. Admin approves the brief. Both submit on the same brief. Community backs one side. Most boosts wins.

**Sponsor.**

Funded by external brands using HELLO token. The sponsor pays the prize pool plus a 5% platform fee. Admin reviews and publishes. Creators compete. The winner receives HELLO from the treasury.

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## Boost, Follow, Tip

**Boost.**

The core vote. Free, one per submission per user. Determines leaderboard position. No token required. Pure signal of community support.

**Follow.**

The subscription layer. Following a creator populates the personalised Following tab. Builds the creator's visible audience. No token required.

**Tip.**

The direct value transfer. Viewers send HELLO tokens directly to creators with zero platform fee. On-chain, immediate, transparent. The strongest signal of support a viewer can give.

These three actions feed the personalised For You feed through a weighted ranking model. Tips carry the highest signal weight, followed by follows, then boosts.

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## Personalised Feed and Surf Mode

HELLO Studio surfaces content through three feed tabs on the Discover page. For You ranks content using tip history, follow graph, and boost history. Following shows only creators the user follows. Trending shows all approved content ranked by boost count.

Surf mode is a full-screen vertical scroll experience available at /surf. One submission fills the entire screen. Swipe up for the next. Challenge name, rank, and boost count are permanently overlaid. Boost, Tip, Follow, and View Challenge actions are always accessible from the card.

The key differentiation from TikTok and Instagram Reels is that every piece of content in Surf mode exists in a competitive context. Viewers are always backing a creator in a fight, not just consuming entertainment.

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## Creator Progression

HELLO Studio creates visible, earned status for creators. All badges are derived from on-platform behaviour. None are purchased or assigned.

### **Badges.**

Winner (weekly challenge), Featured (admin selected), Rising (50 or more boosts with recent activity), Hot (3 or more boosts in 24 hours), Battle winner, Duel winner, and Solo completed.

### **Hall of Fame.**

Every weekly winner, battle winner, and duel winner is permanently archived at /winners. A public record of who earned what and when.

### **Solo progression.**

Solo mode creates a public commitment layer. Completing a Solo run earns a badge. This is the foundation for a future streak, XP, and Battle Pass system that rewards consistent creator behaviour over time.

### **Custom profile URLs.**

Creators can set a username that becomes their primary shareable profile URL, for example /creator/yourname. This URL is used across all platform surfaces.

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## **HELLO Token**

HELLO token is the value layer of HELLO Studio. Multiple active use cases exist today.

### **Tipping.**

Viewers transfer HELLO directly to creators. Zero fee. On-chain. Any amount. Immediate.

### **Challenge prizes.**

HELLO token bonuses distributed to winners on active challenges.

### **Sponsor payments.**

Brands fund challenge prize pools in HELLO. A 5% platform fee is collected in HELLO on every sponsored challenge, creating institutional demand from non-retail actors.

### **Creator Plus subscription.**

Creators pay 500 HELLO per month for tools, visibility, and access including profile analytics, early sponsor brief access, and monthly Discover Spotlight Credits.

### **One-off promotional purchases.**

Any creator can spend HELLO for timed visibility. Discover boost is 100 HELLO for 24 hours. Solo run promotion is 150 HELLO for 48 hours. Profile spotlight is 75 HELLO for 24 hours. All are clearly labelled as promoted.

### **Withdrawals.**

Creators withdraw their earned HELLO through the dashboard. Tips and prize rewards accumulate as available balance. Creators request a payout and admin processes from the treasury.

Future utility in development includes Supervote (spend HELLO for weighted boost), Battle Pass seasonal progression, smart contract prize escrow, and Creator Pro at 2,000 HELLO per month. All transactions run on BNB Chain.

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## Sponsor Challenges

Brands and partners can fund a HELLO Studio challenge directly using HELLO token. The sponsor sets a brief and a prize amount. A 5% platform fee is added. The total is paid on-chain to the HELLO treasury. HELLO Labs reviews and publishes the challenge. Creators compete. The community votes. The winner receives HELLO from the treasury.

Sponsored challenges receive distinct visual treatment across the platform. A gold Sponsored badge appears on mission cards. A sponsor block on the challenge detail page shows the brand logo and website. Sponsored attribution appears in the Hall of Fame for winning entries.

This creates a credible commercial layer on top of the creator platform. Brands get a high-engagement, creator-native competition format. Creators get funded prize pools. HELLO Labs captures a fee on every sponsored challenge.

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## Creator Upgrades

HELLO Studio has a two-tier creator upgrade system built on HELLO token payments. Both tiers are tools and visibility layers. Neither affects challenge rankings, leaderboard position, or who wins. The competition is always equal regardless of subscription status.

### **Creator Plus at 500 HELLO per month.**

Profile cover image, featured drops (pin up to 3 submissions to the top of the profile grid), profile analytics, early sponsor brief access 24 hours before the public, and one free monthly Discover Spotlight Credit.

### **Creator Pro at 2,000 HELLO per month, coming in 2026.**

Everything in Plus, plus verified creator status, HELLO Labs sponsor introductions, priority withdrawal processing within 24 hours, content scheduling, full analytics export, and 3 free monthly Discover Spotlight Credits.

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## Revenue Model

HELLO Studio generates revenue through token-denominated platform fees and subscriptions.

### **Sponsor challenge fee.**

5% of every sponsor prize pool, collected upfront in HELLO.

### **Creator Plus subscription.**

500 HELLO per month per Plus creator.

### **One-off boost purchases.**

100 to 150 HELLO per promotional action across Discover boost, Solo promotion, and Profile spotlight.

### **Creator Pro subscription, coming 2026.**

2,000 HELLO per month per Pro creator.

The flywheel: more creators attract more viewers, more viewers drive more tips and sponsors, more sponsors increase prize pools, higher prizes attract better creators. HELLO token demand grows at each step.

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## Roadmap

### **Live now.**

Standard challenges, Battle mode, Solo mode, Duel mode, Sponsor Challenge, Boost, Follow, Tip with HELLO, personalised feeds, Surf mode, creator profiles with custom usernames, badges and podium, Hall of Fame, in-app notifications, inline content embedding, mobile bottom navigation, PWA, Creator Plus subscription, one-off HELLO purchases, withdrawal system, and this litepaper.

### **Near-term.**

Supervote (HELLO-powered weighted boost), withdrawal automation improvements, Creator Pro launch when platform thresholds are met.

**Mid-term.**

Native video upload, XP system and creator streaks, Battle Pass, smart contract prize escrow, direct creator messaging.

**Long-term.**

Live streaming for Battles and Duels, creator DAO governance, React Native mobile app, cross-platform creator identity.