

White Paper: Empowering Influencers to Monetize and Grow in Extended Reality Platforms with Minglee

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Table of Contents

| | |
|---|---|
| 1. Executive Summary..... | 2 |
| 2. Introduction | 2 |
| 2.1 Context | 2 |
| 2.2 Problem Statement | 2 |
| 3. Market Opportunity | 2 |
| 3.1 Industry Growth | 2 |
| 3.2 Influencer Economy | 2 |
| 3.3 Target Audience..... | 3 |
| 4. The Solution: Minglee's Offering | 3 |
| 4.1 Platform Overview | 3 |
| 4.2 Features and Capabilities..... | 3 |
| 5. Technology and Infrastructure | 4 |
| 5.1 Tech Stack..... | 4 |
| 5.2 Scalability | 4 |
| 5.3 Security and Privacy | 4 |
| 6. Benefits to Influencers | 4 |
| 6.1 Expand Reach | 4 |
| 6.2 Increased Engagement..... | 4 |
| 6.3 New Revenue Streams | 4 |
| 6.4 Brand Growth | 4 |
| 8. Go-to-Market Strategy..... | 5 |
| 8.1 Target Users | 5 |
| 8.2 Marketing Plan..... | 5 |
| 8.3 Platform Launch | 5 |
| 8.4 Partnerships..... | 5 |
| 9. Monetization and Business Model | 5 |
| 9.1 Revenue Streams | 5 |
| 9.2 Value for Influencers | 5 |
| 10. Future Vision and Roadmap | 6 |
| 10.1 Expansion Plans | 6 |
| 10.2 Innovations in Extended Reality | 6 |
| 10.3 Community and Ecosystem Building | 6 |
| 11. Conclusion | 6 |

1. Executive Summary

This white paper introduces **Minglee**, a SaaS platform designed to help influencers expand their business by enabling seamless integration of their content into extended reality (XR) platforms like Fortnite and Roblox. Influencers face significant challenges in growing their audience, engaging followers interactively, and creating deeper connections among their communities. Minglee uniquely addresses these challenges by providing tools for content distribution, event hosting, and social discovery. By leveraging the vast potential of XR platforms, influencers can unlock new revenue streams, enhance audience reach, and strengthen their personal brand.

2. Introduction

2.1 Context

The rise of extended reality platforms like Roblox and Fortnite has created vast new opportunities for influencers to engage their audiences in ways traditional social media platforms cannot. Influencers today are seeking ways to grow their audience, deepen engagement, and foster community-building in more immersive, interactive environments. However, many struggle to overcome the technical challenges of integrating their content into XR platforms.

2.2 Problem Statement

Minglee solves this problem by offering a SaaS solution that empowers influencers to easily transition their content and events to these popular gaming platforms. This white paper outlines the market opportunity, the specific problems influencers face, and how Minglee unlocks new possibilities for influencers and followers.

3. Market Opportunity

3.1 Industry Growth

Extended reality platforms are booming, with millions of active users engaging in immersive environments daily. Roblox alone reported over 230 million monthly active users in 2023, while Fortnite continues to dominate with massive in-game events and brand collaborations. This represents a huge opportunity for influencers, especially those looking to expand beyond traditional content platforms like YouTube or Instagram. Younger audiences, particularly Gen Z, are drawn to these XR platforms for their interactivity, social features, and immersive experiences.

3.2 Influencer Economy

Influencers have become a cornerstone of digital marketing and content creation. However, they are limited by the reach and engagement options available on platforms like Instagram or TikTok. XR platforms present a new frontier, where influencers can offer their fans interactive experiences, in-game events, and even virtual goods. The influencer

economy, already valued at \$16 billion globally, is expected to grow exponentially as more creators begin to harness the power of XR through platforms like Minglee.

3.3 Target Audience

Minglee targets influencers in gaming, lifestyle, and entertainment sectors, as well as their followers, who are eager for more interactive and immersive content experiences. With millions of users already active on platforms like Roblox and Fortnite, the potential for audience growth and engagement is enormous.

4. The Solution: Minglee's Offering

4.1 Platform Overview

Minglee enables influencers to seamlessly bring their existing content and events into extended reality platforms like Fortnite and Roblox. Through a user-friendly interface, influencers can upload content, create interactive events, and engage with their audience in real-time. Minglee is designed to reduce the technical barriers of entry, making it easy for influencers to extend their reach into XR environments without needing specialized knowledge or resources.

4.2 Features and Capabilities

- **Content Creation Tools:** Minglee offers intuitive tools for influencers to adapt their existing content for XR environments, including the ability to create immersive, 3D experiences.
- **Integration with XR Platforms:** Minglee provides direct integration with popular platforms like Roblox and Fortnite, enabling influencers to upload content, host events, and interact with their followers.
- **Engagement Features:** Minglee includes features like gamified content experiences, live virtual events, and real-time interaction tools that allow influencers to engage their followers in new and exciting ways.
- **Monetization Opportunities:** Influencers can generate revenue through in-game purchases, virtual goods, and paid events, creating new monetization avenues that extend beyond traditional content platforms.

5. Technology and Infrastructure

5.1 Tech Stack

Minglee is built using a robust tech stack that supports seamless integration with XR platforms. This includes cloud-based content management, real-time rendering engines, and APIs that allow for easy connections with Roblox and Fortnite's development environments.

5.2 Scalability

Minglee is designed to scale as the number of influencers and users grows. We use cloud infrastructure that can support millions of simultaneous interactions, ensuring that both influencers and followers have a smooth, lag-free experience.

5.3 Security and Privacy

We prioritize data privacy and content security. Influencers retain full ownership of their content, and Minglee employs encryption and secure APIs to protect user data and prevent unauthorized use of content.

6. Benefits to Influencers

6.1 Expand Reach

Influencers using Minglee can access millions of new potential followers in XR platforms like Roblox and Fortnite. These platforms offer a young, engaged audience that is eager for more interactive experiences with their favorite creators.

6.2 Increased Engagement

By offering immersive, interactive content, Minglee helps influencers deepen their connection with their audience. Followers are no longer passive viewers—they can actively engage with the content, co-create experiences, and participate in live events.

6.3 New Revenue Streams

Influencers can tap into new monetization opportunities by offering virtual goods, hosting paid events, and engaging in brand collaborations within XR platforms. Minglee makes it easy to implement these revenue streams without requiring significant technical expertise.

6.4 Brand Growth

By adopting XR platforms early, influencers can differentiate themselves from their competitors. Offering immersive content not only enhances their brand but positions them as leaders in the evolving landscape of digital content creation.

8. Go-to-Market Strategy

8.1 Target Users

We are targeting influencers across various sectors, including gaming, lifestyle, and entertainment. Minglee is ideal for influencers who already have a strong following on platforms like YouTube or Instagram but are looking to expand into immersive, interactive environments.

8.2 Marketing Plan

Our marketing strategy involves partnering with influencer management agencies, conducting targeted outreach to influencers, and launching social media campaigns to highlight the benefits of transitioning content into XR platforms. We will also create demo videos and tutorials showcasing how easy it is for influencers to use Minglee.

8.3 Platform Launch

We will begin with a beta launch, inviting a select group of influencers to test Minglee and provide feedback. Following the beta phase, we will expand the platform's availability, rolling out new features and integrations based on influencer needs and feedback.

8.4 Partnerships

We are in discussions with several XR platforms and influencer networks to form strategic partnerships. These partnerships will help us attract top-tier influencers and provide a smooth, integrated experience for users on platforms like Roblox and Fortnite.

9. Monetization and Business Model

9.1 Revenue Streams

Minglee generates revenue through a subscription model, where influencers pay for access to advanced features and integrations. Additionally, we take a small percentage of the revenue generated from in-game purchases and virtual event ticket sales.

9.2 Value for Influencers

Influencers benefit from new revenue streams and expanded audience engagement, allowing them to grow their brand and business in ways that weren't possible with traditional platforms.

10. Future Vision and Roadmap

10.1 Expansion Plans

In the future, we plan to expand Minglee to support additional XR platforms and offer even more advanced content creation and engagement tools. We are also exploring partnerships with brands and sponsors to create additional monetization opportunities for influencers.

10.2 Innovations in Extended Reality

Minglee's roadmap includes developing new interactive tools that enable followers to co-create content with influencers, as well as more sophisticated analytics for tracking engagement and revenue generation in real-time.

10.3 Community and Ecosystem Building

We aim to foster a vibrant ecosystem where influencers, brands, and followers can interact seamlessly. Our goal is to create a platform that not only supports influencer growth but also provides immersive experiences and builds a strong community around shared interests.

11. Conclusion

Minglee offers influencers a unique opportunity to expand their business, engage more deeply with their followers, and build lasting communities through extended reality platforms like Roblox and Fortnite. By offering seamless integration, new monetization opportunities, and enhanced audience engagement, we empower influencers to unlock their full potential in the rapidly growing XR space.