AUDIENCEKIT · PITCH DOCUMENT

The future of community *marketing.*

Communities that own their app. Advertising priced by context, not by surveillance. Revenue that pays for the place itself.

We host communities.
We don’t collect people.

THE SHORT VERSION

Community marketing is moving into places communities own.

The next decade belongs to scenes that run their own app, keep their members' data to themselves, and sell attention by context instead of by surveillance.

AudienceKit is built for that shift. Each community gets an app with its own name, domain and look. Venues, promoters and brands reach that community through placements priced flat on a public rate card, matched to the city, the night and the event, never to a profile of the person looking. The revenue goes back toward the cost of running the community.

We host communities, we don't collect people, and that makes them better places to market to.

WHAT BROKE

The big platforms gave communities reach, then charged rent on it.

PROBLEM	WHAT IT COSTS A COMMUNITY	WHAT IT COSTS A MARKETER
Surveillance ads	Members are profiled across every app they use	Targeting gets blocked, regulated or distrusted
Algorithm rent	Organizers pay to reach people who already follow them	Organic reach falls and the price of reach rises
Cross-app profiles	One breach or one policy change exposes everyone	Brand sits next to whatever the feed decides
Engagement farming	Feeds reward outrage over the next good night out	Attention is cheap, intent is rare

Small scenes feel this first. A queer bar, a hacker meetup or a local campaign has a few thousand people who care a lot, and none of these tools were designed to serve them.

THE MODEL

Every community gets its own app.

AudienceKit connects the scattered pieces of a scene, the places, the events and the people, into an app that belongs to that community. The plumbing underneath is shared, so a new community is ready on day one.

- **Its own identity.** Each audience has its own name, domain, accent colour and spectrum. Members see the community, not us.
- **Its own data.** Each audience is a separate tenant with its own members, keys and rules. Nothing builds a profile across audiences.
- **Its own rules.** Each audience decides whether it runs ads, whether the AI host moderates chat and how bold it may be, and what goes public.
- **Shared tools for the people who run it.** Focus (the organizer console), Velvet (venues), Backstage (performers and hosts) and Arbiter (moderation) work across every audience on iPhone, iPad and Android.
- **Open to builders.** A GraphQL API and SDKs in Swift, Kotlin, Ruby, Python and more let a community build its own experience on the same foundation.

For a marketer this changes the unit of buying. Instead of a slice of a billion-person feed, you buy a known slot in a known community: a city's nightlife community on a Saturday night.

ADVERTISING

Advertising a community can live with.

Our ad model is contextual, flat-priced and public, and it funds the community instead of mining it. Every placement follows six rules.

01 · Priced flat from a public rate card

A slot is a city and a night. The price is published, never per click or per view, and never auctioned.

02 · Matched by context only

City, date, type of night, venue and event tags. Never a viewer's history, identity or tribe.

03 · Labelled and capped

Every placement says "Promoted". At most one or two per screen, rotated fairly, nothing hidden.

04 · One honest metric

Distinct viewers per listing per week, closed weeks only, floored at "fewer than 20". No hourly or demographic breakdowns.

05 · Money goes back to the community

Ad revenue offsets the audience's hosting subscription, through its provider or as a credit on its bill.

06 · Opting out is a real option

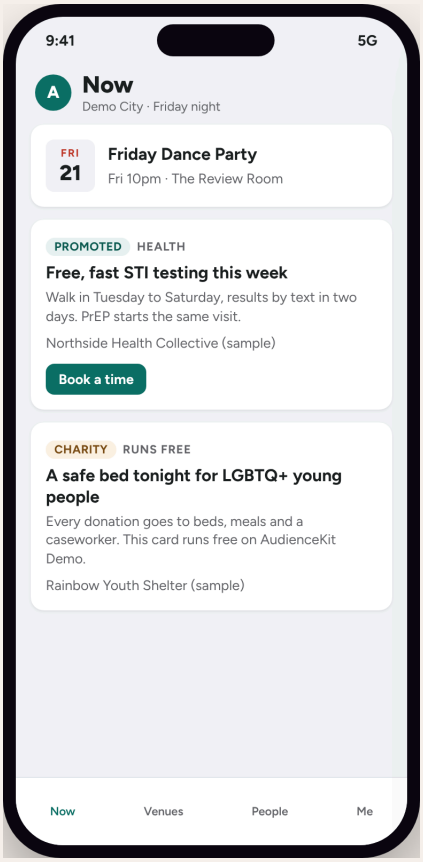
An organization can sponsor its members ad-free, or members can pay the hosting themselves.

The platform eats its own cooking first: AudienceKit and Love Wins Media run labelled "house" cards in every app under the same rules. Sample ads now run in the AudienceKit Demo audience, so prospects can see live placements before they buy one.

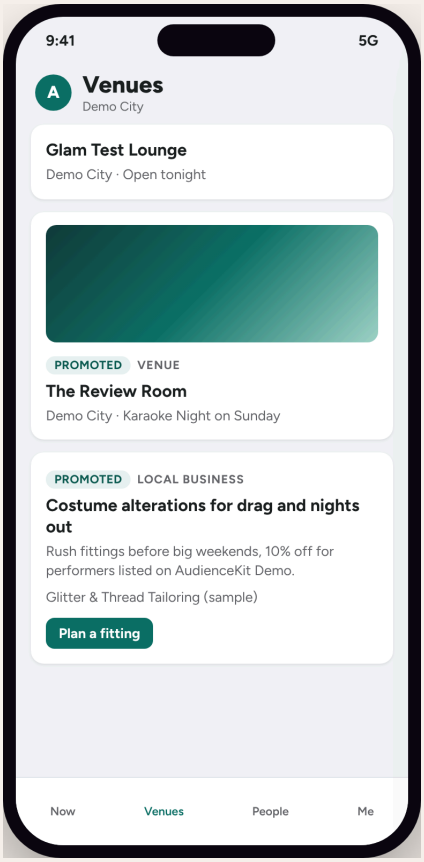
SEE IT LIVE

Sample ads now run in AudienceKit Demo.

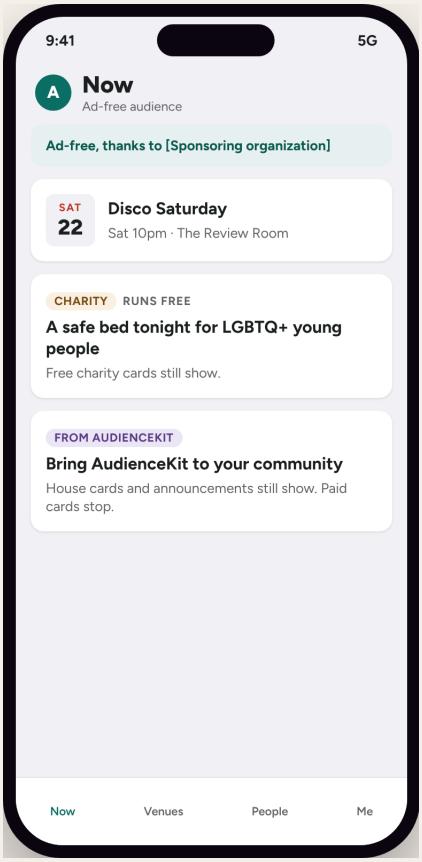
Nine sample cards were booked into the AudienceKit Demo audience on November 14, 2026, so a prospect can see exactly what an audience open to sponsors looks like. The audience's own venues and events run free; every sponsor is made up and says "(sample)".



Now: a promoted clinic and a free charity



Venues: a promoted venue and a local tailor



Ad-free: paid cards stop, the sponsor is thanked

> Phone screens are mockups of the booked cards using the demo audience's real venues and events. Booking through Stripe Checkout already exists; self-serve buying for advertisers is next.

CARD	CATEGORY	LABEL	SHOWS ON
Two of its venues, such as The Review Room	Venue	Promoted	Venues
Its next two events, such as Karaoke Night	Event	Promoted	Now
Northside Health Collective (sample)	Health	Promoted	Now, Venues
Corner Coffee Co. (sample)	Jobs	Promoted	Now, People
Glitter & Thread Tailoring (sample)	Local business	Promoted	Venues, People
Rainbow Youth Shelter (sample)	Charity	Charity, free	Now
Pride Run Foundation (sample)	Charity	Promoted	Every screen

THE AUDIENCE DECIDES

Four advertising levels, set per audience.

Each audience picks one of four levels. The first three keep every AudienceKit guarantee.

LEVEL	WHAT MEMBERS SEE	GUARANTEES
1 · None	Zero ads and zero preferred placement. Hosting is paid by a sponsoring organization (“Ad-free, thanks to …”) or by the members themselves.	Full
2 · Sponsorship only	No targeted ads and no tracking. Venues and events that would show in the app anyway can sponsor premium placement, always disclosed with a Sponsored label. Nothing external is advertised. Hot Mess runs this way.	Full
3 · Privacy-protected ads	Contextual cards, priced flat, labelled Promoted, rotated fairly, never built on viewer data. This is what AudienceKit Demo shows.	Full
4 · Traditional ads	The app brings its own ad networks, pixels and lists through the SDK (the hybrid model, below).	Lost for that app

Publisher ads are separate from the app’s. The level covers the app’s own placements. Soapbox publishers keep their own ad relationships: when an app shows a publisher’s content, the reader acknowledges that the publisher, not the app, is responsible for those ads. That relationship is there to support publishers, so they can keep supporting their writers and their content. AudienceKit takes no cut of that revenue, just as it takes no cut from performers.

TRADITIONAL ADS: THE HYBRID MODEL

Bring your own marketing with the SDK, and own the trade-off.

Any app can build on the AudienceKit SDK and add its own traditional marketing: ad networks, tracking pixels, analytics, email and retargeting lists. That hybrid model is allowed, and it comes with a clear cost.

	HOSTED ON AUDIENCEKIT	HYBRID APP (SDK PLUS ITS OWN MARKETING)
Ads	Contextual only, flat-priced, labelled	Whatever the app adds, on its own terms
Viewer profiles	None, and nothing shared across audiences	Up to the app and its partners
Measurement	One weekly number, floored at fewer than 20	Whatever the app's tools collect
Trust and privacy guarantees	Hold in full	Lost: they no longer apply to that app

Hybrid is a bridge out of data addiction. An app that lives on tracking today doesn't have to quit in one step. It can start hybrid, keep the marketing it depends on, and move that spend onto contextual placements one channel at a time, until it no longer needs its members' data and can drop the extra tracking for the full guarantees.

Apps that bring in their own traditional marketing lose AudienceKit's strong trust and privacy guarantees. Our own handling of their data doesn't change, but what the app adds on top is outside our rules.

SURFACES

Where a brand meets the community.

Marketing on AudienceKit happens inside the moments people already came for.

SURFACE	WHAT IT DOES FOR A MARKETER	STATUS
Promoted cards	A venue, event or business card in the Now, Venues and People feeds for a chosen city and night	Live with sample ads in AudienceKit Demo; self-serve buying next
Events and tickets	Listings from Facebook, Eventbrite and Ticketmaster, with RSVPs and ticket links	Live in Hot Mess
Quickie	When someone opts in at a venue, others at the same venue get an anonymous invite to join	Live in Hot Mess
Soapbox publishers	Trusted local publishers post articles and reach a locale with pushes for events and volunteering	Built; publisher app in progress
Event photos	Photographers share sets to the audiences they shoot for, so members find themselves after the night	Live
Venue tools	Velvet gives a venue its listing, lineups, chat and staff safety alerts	Velvet 1.10 next release

> One rule runs through all of them: pushes are for showing up, never for asking for money. Fundraising and tipping live on quiet surfaces people choose to open.

SOAPBOX: PUBLISHERS INSIDE THE APP

Bring digital content in safely, and keep the curators.

The big platforms cut out the editors, critics and local papers who used to tell a scene what was on, and took the advertising that paid for them. Soapbox brings those curators into the community's own app: credited, paid and in front of their readers. LGBTQ+ papers and magazines, starting with QSaltLake, are already listed in Hot Mess, and a Local news card on Now shows stories for the member's city.

BRINGING CONTENT IN SAFELY	HOW IT WORKS
Trusted publishers only	Each publication is pending, trusted or suspended, and the audience's admins decide.
No grifting	Publisher pushes to a city are for showing up, events and volunteering, never for fundraising.
Clear responsibility	Before their first story, readers acknowledge that the publisher, not the app, runs its own ads.

KEEPING CURATORS IN BUSINESS	HOW IT WORKS
Their ads, their revenue	Publishers keep their own ad relationships so they can keep paying writers. AudienceKit takes no cut, just as it takes none from performers.
Their traffic	Until a publisher onboards, its stories appear as teasers that link out to its own site, where its ads and traffic are.
Their readers	Members can send op-eds straight to a publisher. Tipping to remove ads is in progress (web checkout, US only).

> The impact: a scene keeps its editors and local press, marketers keep the trusted voices that sell a night out, and none of it depends on tracking readers.

SAFETY

Big-platform safety. Small-community control.

Brands want to show up somewhere safe, and communities want to stay in charge of what safe means.

- **Automated tools flag.** Member reports, automatic message checks and each audience's own word lists catch problems around the clock.
- **An AI host helps.** Arbiter's AI host reads chat as it happens, nudges the small stuff and proposes what to do about the rest. It never sees who sent a message.

- **People decide.** Anything uncertain waits in Arbiter's queue. A ban made by automation lifts after 24 hours unless a person confirms it, and every action is logged and can be undone.
- **Help on the floor.** A guest who feels unsafe at a venue taps once and the staff on shift hear it straight away.
- **Child safety for everyone.** Microsoft PhotoDNA matching and NCMEC CyberTipline reporting are coming online, with a person filing every report.

How Arbiter differs from big AI. Most AI moderation is one company's model, run in its cloud for every app at once. Arbiter is built the other way round.

	BIG AI	ARBITER
Where it runs	One company's cloud, for every app at once	The community's own Mac, with open models running locally
What it sees	Who you are and what you do everywhere	People as anonymous letters (A, B, C) and only the last few lines of the room. Never names, profiles or tribes; the server adds a short name only when the host posts
What it keeps	Whatever helps the platform	A feed kept seven days; erasing an account deletes what it held about that person
Whose rules	The platform's, the same everywhere	The audience's own rules, prompts and word lists, and only the powers the audience granted
Who has the last word	The model, with appeals into a void	A person. It can't act on admins, its bans lift in 24 hours unless an admin confirms, and every action can be undone

Moderation is a contract, not a vendor: another provider can join or replace Arbiter under the same rules.

For an advertiser, this is brand safety without a black box: the community's own rules, applied in the open.

VELVET SAFETY ALERTS

One tap, and the staff on shift are on the way.

Safety at a venue can't wait for a moderation queue. A guest who feels unsafe taps "I feel unsafe" in the app, and the venue's staff hear it on Velvet, the venue app, straight away. For a venue, a promoter or a brand sponsoring the night, that is what "safe" looks like: a person on the way, not a form.

STEP	WHAT HAPPENS
1 · Tap	The guest sends an alert. It works only while the platform places them at the venue, and even a venue ban doesn't block it. They can add where they are and what is wrong.
2 · Staff hear it	Every Velvet device on shift gets a loud alert at once. Each staff member chooses Always, When I'm at the venue (a geofence that puts their phone on shift when they walk in and off when they leave), or Never.
3 · "I'm on it"	The first to pick it up is named to the guest: "Jo is on the way." Guest and staff talk in a private thread that never appears in venue chat, and staff can share crisis and support lines. Ride links help the guest get home.
4 · Never dropped	If nobody picks it up within two minutes, staff hear it again, the venue's managers hear it too, the guest is offered other ways to get help, and the alert is flagged for the audience's team.

- **Discreet.** Notifications to the guest are quiet, titled with the venue's name, and never say "safety" or "unsafe" on a lock screen.
- **Practised.** Staff can send a practice alert to rehearse the whole flow. It never escalates and never reaches guests.
- **Flags, never bans.** The audience's team reviews flagged alerts and records a decision. Nobody is banned by an alert.
- **Chat too.** Velvet's Tonight screen also shows flagged chat messages in the venue's room, so staff can dismiss, warn or escalate in a tap.

PROOF

Five audiences. One platform.

AUDIENCE	COMMUNITY	WHERE IT STANDS
Hot Mess	Queer nightlife	Live on the App Store and Google Play in the US since October 19, 2026; sponsorship only: no targeted ads, no tracking, and disclosed sponsored placement only for venues and events already in the app; venue listings across the US, Canada, Mexico, the UK and Australia
Hack Different	Hacker community	Android on Google Play, iOS in review, Discord bridge; GitHub sign-in in development
DNC	Local Democratic party engagement	Prototype: your locale, your candidate, events and volunteering, sponsored ad-free
DANCE 89.5	Radio station community	Audience set up
AudienceKit Demo	Showcase for prospects	First home for self-serve advertising

NEXT STEPS

Who it's for.

WHO	WHAT THEY GET	NEXT STEP
Community organizers	Their own app, console and safety tools, with ad revenue toward hosting	Start a conversation at audiencekit.com
Venues and promoters	A listing, lineups and staff tools in Velvet, plus flat-priced promoted nights	Try the demo audience, then book a city and night
Local brands and publishers	Contextual placements and Soapbox publishing in communities that trust the platform	See a live placement in the demo audience
Organizations	A sponsored, ad-free app for their members	Talk to us about a sponsored audience

Let’s make *your scene.*

The future of community marketing is smaller, closer and more honest than the feed. Tell us about the community you’re building at audiencekit.com.

SOURCES

audiencekit.com and audiencekit.com/sovereignty; AudienceKit platform and apps, November 2026. © Love Wins Media, Inc.