

TribeVibeNetwork

Executive Business Summary

Building the Infrastructure for Ethical Data Ownership

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Executive Overview

TribeVibeNetwork (TVN) is building the foundational infrastructure for a new economic model where individuals own their data, creators are fairly compensated based on measurable contribution, and communities operate on principles of transparency and mutual benefit.

We are developing a three-phase platform that begins with immediate revenue generation through content and software services, scales into a comprehensive creator economy with transparent value attribution, and ultimately expands into a universal labor marketplace where contribution is measured, rewarded, and owned by participants.

Founded in 2025 and operating as a registered Ohio LLC, TVN combines content creation, community building, software development, and economic innovation to demonstrate what we call "Dataeconomics" - the principle that those who generate data should benefit from its value.

Mission: Build transparent infrastructure where individuals own their data, creators earn fair compensation based on measurable contribution, and communities thrive without extraction.

Vision: Establish the universal protocol for value attribution and distribution, proving that ethical business practices and data sovereignty create more sustainable economies than extraction-based models.

Philosophy: "A dime for your time" - Your attention, data, and contribution have value. You should be compensated fairly.

The Problem We Solve

The Current Digital Economy is Extractive

Individuals, creators, and communities generate billions of dollars in value through online activity, yet see virtually none of the economic benefit. Platforms extract data, attention, and content freely while users receive no compensation and maintain no ownership.

- **Data Extraction Without Compensation:** Users generate data worth an estimated \$200+ per person annually. Platforms like Facebook, Google, and YouTube monetize this data while providing zero economic return to those who create it.
- **Creator Economy Dysfunction:** Content creators depend on opaque algorithms they can't control. 97% of creators earn less than minimum wage despite generating massive platform value. Revenue models favor platforms over creators at every turn.
- **Zero Transparency:** No visibility into how data is used, how algorithms operate, or how value is distributed. This breeds justified distrust and disengagement from platforms that claim to "empower" users.
- **False Ownership:** Users don't own their content, data, communities, or audience relationships. Platform policy changes can destroy creator livelihoods overnight with zero recourse or compensation.
- **Misaligned Incentives:** Platforms profit from engagement regardless of quality. This drives addiction-maximizing algorithms, toxic content, and extractive practices that harm users while enriching shareholders.

Market Opportunity

The creator economy is projected to reach \$500 billion by 2027. Personal data markets are valued at over \$300 billion annually. The intersection of these markets - ethical creator platforms with data sovereignty - represents a massive, largely untapped opportunity with strong regulatory tailwinds.

- Over 300 million creators worldwide seeking sustainable, ethical alternatives
- 72% of consumers willing to pay premium for platforms with ethical data practices
- Regulatory pressure accelerating (GDPR, CCPA, emerging data ownership legislation)
- AI revolution making personal data exponentially more valuable
- Growing demand for alternatives to extractive big tech (trust at all-time low)

Our Solution: A Three-Phase Economic Platform

TribeVibeNetwork is building infrastructure, not just a platform. Each phase proves the next, with immediate revenue supporting long-term development toward a universal value attribution system.

Phase 1: Foundation & Revenue (Now - Year 2)

Build immediate revenue streams while establishing technical and community infrastructure for future phases.

Content Studio

- Live streaming platform (Twitch/YouTube) with 24/7 presence and bi-weekly interactive streams
- "Building in public" documentation of entire business development process
- Educational content on Dataeconomics, financial literacy, and ethical technology
- Content partnerships with local creators, small businesses, and community organizations

Revenue:

- Community support (Patreon/Ko-fi), sponsorships, content services (\$10K-30K Year 1)

Software Development Services

- Custom websites for churches, small businesses, and nonprofits
- Community platform integration (Discourse forums, member management systems)
- Transparent analytics dashboards demonstrating ethical data handling
- Authentication systems with user data ownership built into architecture

Revenue:

- Client contracts (\$5-10K per project), ongoing maintenance, consulting (\$30K-60K Year 1)

Technical Infrastructure Development

- Unified authentication system (Tribe Accounts) tracking cross-platform engagement
- Analytics dashboard measuring value creation across all network touchpoints
- Database architecture for attribution and value distribution
- Community points system testing economic model mechanics

Strategic Value:

- Foundation for Phase 2 & 3. Everything built now enables future scaling.

Phase 2: VIBE Economy Launch (Year 2-5)

With revenue established and infrastructure proven, launch the full VIBE (Value, Investment, Benefit, Ecosystem) economy - a dual-pool reward system fairly compensating all contributors.

The VIBE Economic Model

VIBE operates as a two-tier value attribution and distribution system:

Universal Pool (5% of all platform revenue):

- Every member earns proportional to their total contribution to the ecosystem
- Rewards all participation: viewing, creating, helping, engaging, building
- Measured via authentication system tracking cross-platform activity
- Distributed monthly based on verified contribution metrics
- Ensures everyone benefits from platform growth regardless of creator preference

Creator-Specific Pool (5% of creator withdrawals):

- Members earn stakes tied to individual creators they support or contribute to
- When creators withdraw earnings, 5% fee distributed to holders of their creator-specific VIBE
- Enables supporting emerging talent with potential for returns if they succeed
- Creates aligned incentives: VIBE holders promote creators they've backed
- Allows different strategies: diversify across creators or concentrate on high-conviction bets

Revenue Model (Platform Takes 55%)

All revenue flowing through TVN follows this split:

- 5% → Universal Pool (all members benefit)
- 55% → TVN Studios (infrastructure, operations, growth)
- 40% → Creator accounts (before withdrawal)
- 5% fee on withdrawals → Creator-Specific Pool (VIBE holders of that creator)

This model ensures platform sustainability (55% to operations) while fairly compensating both creators (40% direct) and the community supporting them (5% universal pool + 5% creator-specific pools).

Example: How Money Flows

Monthly Revenue Distribution:

TVN earns \$1,000 in a month from various sources.

Initial Split:

- \$50 (5%) → Universal Pool - split among ALL members based on contribution
- \$550 (55%) → TVN Studios - operations, infrastructure, growth
- \$400 (40%) → Creator Accounts

Creator Attribution (of the \$400 pool):

- TribeChief contributed 40% of value → earns \$160
- GiGi contributed 30% of value → earns \$120
- TribeMusic contributed 30% of value → earns \$120

When TribeChief Withdraws His \$160:

- 5% withdrawal fee = \$8
- TribeChief receives \$152
- That \$8 goes ONLY to people holding "TribeChief VIBE" (Pool 2)
- If you hold 10% of all TribeChief VIBE, you get \$0.80 of that \$8

Your Total Earnings as a Member:

- Universal Pool: You contributed 2% of network activity → earn \$1 (2% of \$50)
- Creator-Specific Pool: You hold TribeChief VIBE → earn \$0.80 from his withdrawal
- Total: \$1.80 this month

Technical Requirements

- Robust authentication system tracking engagement across all platforms
- Real-time analytics measuring contribution and value creation
- Secure wallet system managing VIBE balances (Universal and Creator-specific)
- Transparent ledger showing all distributions and holdings
- Legal framework ensuring compliance with relevant regulations

Revenue at Phase 2:

- \$120K-250K annually from established client base, content, and early platform fees

Phase 3: Universal Labor Marketplace (Year 5-15)

With proven infrastructure and economic model, expand beyond creator economy into universal labor marketplace - education, training, and work where contribution is measured, rewarded, and owned.

The Long-Term Vision

VIBE becomes a universal protocol for value attribution in any context where contribution can be measured:

Education & Training

Community colleges, trade schools, online courses stream content while students learn. Students earn VIBE for engagement and mastery, creating "learn to earn" model. VIBE serves as verifiable credential of actual skill, not just degree completion.

Labor Marketplace

Companies hire based on VIBE reputation and verified contribution history. Workers own complete record of their skills and output. Gig economy rebuilt on fair compensation and data ownership.

Any Community or Platform

Open source the VIBE infrastructure. Any organization can implement fair value distribution. We become the reference implementation and technical standard.

Why This Matters

Current system: Students pay to learn, workers give away data, platforms extract value.
VIBE system: Learners earn while learning, workers own their work data, platforms share value created.

"A dime for your time" - if your attention, engagement, or work creates measurable value, you deserve fair compensation and complete ownership of the data generated.

Revenue at Phase 3:

- \$500K-1M+ from platform fees, B2B licensing, SaaS tools, and consulting

Dataeconomics: The Core Philosophy

Dataeconomics is the economic framework recognizing data generation as labor deserving compensation. Every click, view, interaction, and creation generates data that has measurable economic value. Currently, only platform owners capture this value. We're building infrastructure where value flows to those who create it.

Core Principles

- **Complete Data Ownership:** Users own their data entirely. They can view it, export it, delete it, or monetize it. No exceptions.
- **Transparent Attribution:** All value creation is measured openly via cross-platform authentication tracking. No hidden algorithms, no black boxes, no arbitrary decisions.
- **Fair Distribution:** Two-pool system ensures universal benefit (everyone shares 5%) and meritocratic upside (creator-specific pools reward supporters).
- **Open Infrastructure:** Long-term, we open source the entire system. We win through execution, trust, and being first - not through proprietary lock-in.
- **People Before Profit:** Social democratic business model where wellbeing of the community takes precedence over shareholder returns. Sustainable but not extractive.

Why Traditional Platforms Can't Do This

Big tech companies are structurally incapable of implementing Dataeconomics:

- Their business model IS data extraction - pivoting destroys their value proposition
- Shareholder obligations require maximizing profit, not community benefit
- Transparency reveals exploitative practices - they must remain opaque
- Data ownership threatens their competitive moat - they lose without control

We can stay true to Dataeconomics principles because we're built on them from day one. This is not a marketing layer - it's our core architecture.

Current Status & Traction

Phase 1 Progress (As of December 2025)

- LLC Formation: TribeVibeNetwork officially registered Ohio business entity
- Live Platform: tribevibenetwork.com launched with embedded 24/7 streaming
- Community Infrastructure: Discourse forum operational with engaged founding members
- Content Presence: Dual-streaming to Twitch/YouTube, consistent Monday/Friday schedule
- Technical Development: Authentication system architecture designed, development in progress
- Brand Establishment: Clear messaging, visual identity, and community values
- Documentation: Complete technical specifications and business planning materials

Current Metrics

Early growth phase metrics (foundation building, not scale):

- Average Stream Viewers: 1-5 (growing, high engagement during business content)
- Community Members: 12+ highly engaged founding members
- Content Output: 2 interactive streams/week + 24/7 ambient presence
- Platform Reach: Multi-platform (Twitch, YouTube, Discourse, website)
- Development Pipeline: 5 major infrastructure components in active development

Focus is quality over quantity - building engaged community and robust infrastructure before scaling. Notably, viewership increases during business strategy content vs entertainment, indicating audience is aligned with mission.

Immediate Roadmap (Q1-Q2 2026)

- Complete Tribe Accounts authentication system (unified cross-platform identity)
- Launch transparent analytics dashboard proving value attribution works
- Secure 3-5 church/small business client projects (\$15K-50K total)
- Deploy community points system (VIBE Phase 1 - testing distribution mechanics)
- Grow community to 50+ active, engaged members
- Establish \$750/month minimum recurring revenue
- Complete legal review of VIBE economic model before Phase 2 launch

Competitive Advantage & Market Position

Why TribeVibeNetwork Wins

- **First-Mover in Dataeconomics:** We're defining the category. When others follow, we're the original, the proven reference, the trusted name.
- **Authentic Building in Public:** Complete transparency - every decision, metric, and challenge documented openly. This creates trust competitors cannot replicate without fundamentally changing their business model.
- **Technical Credibility:** Founder actively building the infrastructure on stream. Not vaporware or slideware - demonstrable execution with community watching it happen real-time.
- **Structural Advantage: People Before Profit:** Not marketing speak - our revenue model literally rewards the community. Big tech structurally cannot do this without destroying shareholder value. We have no such constraint.
- **Community as Moat:** Engaged community bought into mission, not just product. This loyalty cannot be purchased or replicated. They're building WITH us, not just consuming FROM us.
- **Phased Proof:** Each phase proves the next. Not asking investors to bet on unproven moonshot - showing: Phase 1 works, here's Phase 2, here's the path to Phase 3.

Competition Analysis

Competitors fall into three categories:

- **Big Tech (Facebook, Google, YouTube, etc.):** Structurally incapable of data sovereignty - their business model IS extraction. Cannot pivot without destroying value proposition to advertisers and shareholders. Can try to copy VIBE superficially but cannot commit authentically.
- **Well-Funded Startups:** Will attempt to scale fast with VC money. But scaling fast requires compromising on ethics (VC timeline pressure). Eventually become what they claimed to replace. We can stay true to mission because we're not beholden to aggressive growth mandates.
- **Blockchain/Crypto Projects:** Share philosophical alignment but often over-engineer, focus on tokens over utility, and have terrible UX. We start simple (database), prove it works, THEN add decentralization when ready. User experience first, crypto infrastructure later.

Our advantage: We're willing to grow slowly if it means staying ethical. That patience, combined with consistent execution, wins the long-term game.

Business Model & Financial Projections

Revenue Model Overview

Three revenue streams corresponding to three phases, each supporting the next:

2026: Foundation Year (Phase 1)

Target Revenue: \$40,000 - \$75,000

- Community Support: \$200-500/month growing to \$500-1000/month (Patreon/Ko-fi)
- Client Projects: 4-8 website/platform builds @ \$5-10K each
- Content Creation Services: Local business video/content partnerships
- Consulting: Ethical tech advisory for small organizations

2027: Platform Scaling (Phase 2)

Target Revenue: \$150,000 - \$300,000

- Client Services: 12-20 projects as reputation and referrals grow
- VIBE Economy Fees: Platform transaction fees as Phase 2 launches
- Premium Platform Features: Advanced analytics, enhanced creator tools
- Content Sponsorships: Brand partnerships aligned with values
- Community Growth: Support growing from 50 to 500+ paying members

2028-2030: Phase 2 Scale & Phase 3 Begin

Target Revenue: \$500,000 - \$2,000,000

- Platform Revenue: Transaction fees, subscriptions at scale (1000+ active creators)
- B2B Licensing: Other platforms license VIBE infrastructure
- SaaS Products: Creator tools, analytics dashboards, authentication systems
- Educational Partnerships: Pilot programs with community colleges
- Consulting/Speaking: Thought leadership in Dataeconomics space
- Open Source Support: Enterprise support contracts for VIBE implementation

Cost Structure

We operate lean with focus on sustainable growth:

Current Operating Costs (2026):

- Infrastructure: \$100-150/month (hosting, domains, tools)
- Software: \$50-100/month (development tools, licenses)
- Founder Salary: \$0 currently (reinvesting in growth)
- Marketing: \$0 (organic growth via building in public)

Scaled Operating Costs (2028-2030):

- Engineering Team: \$250K-400K (2-3 senior developers)
- Infrastructure: \$2K-5K/month (scaled servers, security, bandwidth)
- Operations: \$60K-100K (founder salary, admin, accounting, legal)
- Marketing/Growth: \$50K-100K (strategic content, partnerships, events)
- Potential: Physical space (TribeHut community center)

Target margins: 50-65% by 2028-2030 through digital-first operations and efficient infrastructure.

Investment Opportunity

What We Need

We are seeking strategic investors who align with our mission and can accelerate growth while maintaining our ethical foundation and commitment to community.

Seed Round: \$150,000 - \$300,000

Use of funds:

- **Engineering Talent:** \$80K-150K (1-2 senior developers for authentication and VIBE platform)
- **Infrastructure:** \$30K-50K (servers, security, scaling for 1000+ users, legal/compliance)
- **Operations:** \$30K-70K (founder salary to work full-time, basic operational costs)
- **Growth:** \$10K-30K (strategic content production, community building, partnership development)

This capital enables transition from founder-funded to proper startup with ability to execute on Phase 2 timeline while maintaining Phase 1 revenue operations.

What Investors Receive

- **Equity Stake:** Ownership percentage negotiable based on investment amount, strategic value, and alignment with mission.
- **Advisory Role:** Active involvement in strategic decisions while respecting founder vision and community input. We value operator experience over passive capital.
- **Mission Alignment:** Opportunity to be part of building ethical alternative to extractive tech. Financial returns AND positive social impact.
- **Market Opportunity:** Early position in Dataeconomics category. If VIBE proves successful at scale, B2B licensing opportunity alone represents \$50M+ TAM.
- **Defensible Technology:** While eventually open source, we establish reference implementation, technical standard, and trusted brand in growing category.

Investment Thesis

This is a long-term bet on several converging trends:

- Data sovereignty becoming legally required (GDPR, CCPA, future federal regulation)
- Consumer backlash against big tech creating demand for ethical alternatives
- Creator economy explosive growth continuing (\$250B → \$500B+ projected)
- AI making personal data exponentially more valuable (training, personalization)
- First mover advantage in Dataeconomics category with proven execution
- Founder with unique combination: finance education, technical ability, authentic communication, mission commitment, and community-building skills

Risk profile: Higher technical complexity than typical SaaS, but differentiated approach with strong regulatory tailwinds and large addressable market if execution succeeds.

Team & Organization

Founder: Richard Maxwell

Richard brings a rare combination of finance understanding, technical capability, authentic communication, and values-driven leadership that positions TribeVibeNetwork for long-term success:

- Education: Bachelor's in Finance (Tiffin University), Associate's in Computer Programming & Database Management (Cincinnati State) - in progress
- Professional: Security/administration with organizational operations experience, transitioning to full-time TVN development
- Technical Skills: Python/Flask development, PostgreSQL database design, authentication systems, content creation, community management
- Leadership Style: Former college football player who understands team dynamics, long-term commitment, and executing under pressure
- Personal Motivation: Soon-to-be father building better economic system for next generation - aligned with multi-decade vision

Executive Team

- **GiGi (Strategic Operations):** Executive advisor providing strategic oversight, operational guidance, and business planning. Ensures balanced decision-making and risk management.
- **Joyful Jessie (Community & Culture):** Minority business owner (MBE certification), community engagement lead and culture guardian. Ensures platform development stays aligned with member needs and mission values.
- **TribeChief (Richard Maxwell):** Founder, CEO, lead developer. Vision, technical execution, community communication, and overall leadership.

Development Network

Growing network of developers, designers, and technical advisors contributing to infrastructure development. Community-driven approach to building ensures multiple perspectives and distributed knowledge.

Advisory Needs

Actively seeking advisors with expertise in:

- Legal/Regulatory: Securities law, data privacy (GDPR/CCPA), platform regulation, crypto/token compliance
- Technical: Large-scale authentication systems, distributed systems architecture, security auditing
- Business Development: B2B SaaS sales, creator economy partnerships, education sector relationships

- Finance: Fundraising strategy, financial modeling, token economics, sustainable growth planning

Risk Factors & Mitigation Strategies

Key Risks

Technical Complexity & Execution

Risk: Building secure authentication, transparent attribution, and fair distribution systems is technically challenging. Bugs or security flaws could undermine trust.

Mitigation: Mitigation: Partnering with experienced developers, using proven frameworks, building incrementally with extensive testing, security audits before scaling, open source review for critical components.

Market Adoption & Timing

Risk: Will users care enough about data ownership to switch platforms? Are we too early or too late?

Mitigation: Mitigation: Starting with early adopters who already value ethics. Building tools so useful that data ownership is bonus, not requirement. Immediate revenue from services while testing platform model. Multi-phase approach allows pivoting if needed.

Regulatory Uncertainty

Risk: VIBE economy could face securities regulation challenges. Crypto regulations evolving. Data privacy laws vary by jurisdiction.

Mitigation: Mitigation: Legal review before Phase 2 launch. Starting with simple points system (database, not blockchain). Consulting securities attorneys early. Designing for compliance, not fighting regulation. Operating transparently with regulators.

Competitive Response

Risk: Big tech could copy approach superficially or use market power to crush us.

Mitigation: Mitigation: They cannot replicate authentic community trust or ethical commitment without destroying their business model. Open sourcing removes IP advantage they would have. We win on execution and values, not secrecy. Our moat is cultural, not technical.

Revenue Timeline Risk

Risk: Platform revenue (VIBE fees) may take longer than projected to materialize.

Mitigation: Mitigation: Client services provide immediate revenue bridge. Not dependent on platform success to survive. Can sustain indefinitely on services alone while testing platform model. Multiple revenue streams reduce concentration risk.

Founder Bandwidth & Scaling

Risk: Single technical founder managing everything is unsustainable beyond certain scale.

Mitigation: Mitigation: Investment enables hiring engineering team. Building community of contributors reduces single point of failure. Documentation and open sourcing allow others to maintain/improve. Founder focusing on highest-value work: vision, community, key technical decisions.

Key Milestones & Timeline

Timeline Scenarios

The following timeline assumes securing seed funding by Q1 2026, enabling full-time development and hiring technical assistance. Without funding, expect 6-12 month delays across all milestones as work proceeds part-time while maintaining day job.

FUNDED SCENARIO (Preferred Path)

2026: Foundation Year (Phase 1) - Target Revenue: \$40K-75K

- Q1: Auth system, analytics, 3-5 clients, community points, 50+ members, \$750/mo recurring
- Q2: Legal review, integrations, 6-10 projects, 150+ members, \$2K/mo, VIBE algorithms finalized
- Q3: VIBE economy launches, Universal Pool live, creator-specific VIBE, 300+ members, \$4K/mo
- Q4: Prove VIBE works, 12-15 projects, B2B conversations begin, 500+ members, \$6K/mo

2027: Platform Scaling (Phase 2) - Target Revenue: \$150K-300K

- Q1: Scale VIBE, 15-20 projects, first B2B deal, 750+ members, \$10K/mo
- Q2-Q4: VIBE at scale, 20-30 projects, multiple B2B deals, SaaS tools, 1,000+ members, \$12K-25K/mo by year end

2028-2030: Phase 3 Development - Target Revenue: \$500K-2M

- 2028: Education partnerships (1-2 colleges), labor marketplace dev, 50-100% YoY growth
- 2029: Full education portfolio (5-10 schools), labor marketplace live, open source core
- 2030: Universal protocol, multi-platform adoption, Phase 3 at scale, \$1-2M revenue

BOOTSTRAP SCENARIO (No Funding)

- 2026: Foundation building (auth dev, first clients, organic growth), \$20-40K revenue
- 2027: Phase 1 complete, Phase 2 prep (auth + analytics done, legal review), \$60-120K revenue
- 2028: Phase 2 launch (12-18 months later than funded), platform scaling, \$150-250K revenue
- 2029-2031: Phase 2 scale & Phase 3 begin, education partnerships, \$300K-1M revenue

Note: Bootstrap adds 12-18 months per milestone but reaches same destination. Trade-off: speed vs equity retention.

Funding Impact

- \$50K: 6 months full-time, part-time dev, Phase 1 complete Q2 2026, 6 months faster
- \$100K: 12 months full-time, full-time dev 6 months, Phase 2 launches Q4 2026, 12 months faster
- \$150-300K: 18-24 months runway, full-time dev 12+ months, hits all aggressive targets, Phase 2 Q3 2026

Why Now? Why This?

Multiple converging factors create unique timing for TribeVibeNetwork:

- Regulatory momentum: GDPR, CCPA established precedent, more data ownership laws emerging
- Consumer awareness: Public understanding of data extraction and platform exploitation at all-time high
- AI revolution: Personal data becoming exponentially more valuable, making fair compensation more urgent
- Creator economy maturity: 300M+ creators seeking sustainable alternatives to extractive platforms
- Technical feasibility: Authentication, attribution, and distribution systems now buildable at reasonable cost
- Market gap: No established player offering true data sovereignty with fair value distribution

This confluence creates once-in-a-generation opportunity to establish new category and become the trusted alternative to extractive platforms.

The Opportunity

TribeVibeNetwork isn't incremental improvement on existing platforms. It's infrastructure for a fundamentally different economic model - one where:

- Data generators are compensated fairly ("a dime for your time")
- Value attribution is transparent and verifiable
- Communities own their platforms and benefit from their growth
- Contribution is measured, rewarded, and portable across contexts
- Ethical practices create more sustainable economics than extraction

We're not just building a platform. We're building proof that ethical alternatives can work - technically, economically, and at scale.

The Ask

If you're reading this, you likely care about:

- Building ethical alternatives to extractive capitalism
- Data sovereignty and individual ownership rights
- Fair compensation for value creation
- The creator economy's potential to change lives
- Mission-driven companies that generate both returns and impact

We're seeking investors and stakeholders who see what we see: opportunity to build something that matters while building something that works. Capital that enables faster execution while maintaining ethical foundation. Partners who value long-term impact over short-term extraction.

If that resonates, let's talk.

Contact Information

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Platforms: Twitch/YouTube - [@tribevibenetwork](https://www.twitch.tv/tribevibenetwork)

Community: tribevibenetwork.discourse.group

Morals over money. Character over clout. Progress over perfection.

"A dime for your time" - Building the infrastructure where your contribution has value.