



ideaGround

Powered by “Social Media Economics”

Problems

YouTube

takes a 45% cut of the ad revenue.

TikTok

takes 77% of gifts users send to creators.

- **Unfair Revenue System**

Platforms keep most earnings, creators get little and viewers get nothing.

- **Algorithmic Bias**

Meaningful social media content is often buried while sensationalism goes viral.

- **Intellectual Property Ownership**

Platforms control the data, visibility and content spread.

Our Solution

ideaGround - a game changer in true sense.

→ **Social Media Economics**

The ideaGround Social Media Economics (SME) introduces an innovative approach to value redistribution.

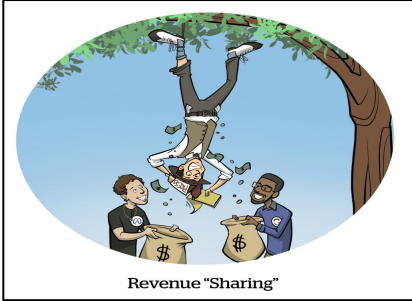
→ **Fair Price and Value Discovery**

A sustainable ecosystem that fosters value discovery and growth.

→ **Next-Generation Social Media**

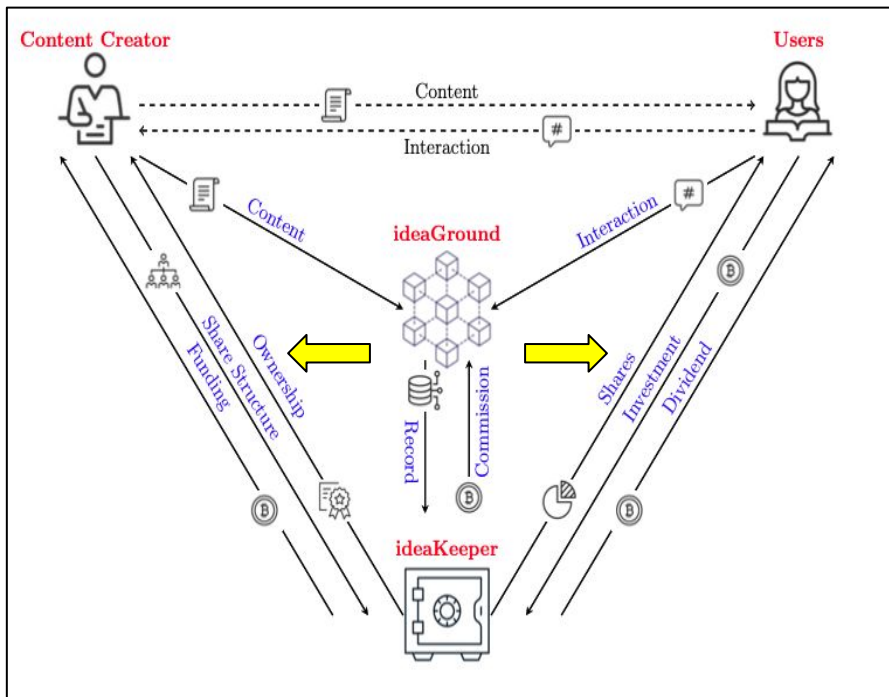
Powered by Blockchain and Web 3.

Social Media Economics (SME)



- **SME Incentivizes Everyone**
Fair and transparent profit-sharing system for social media users
- **SME Empowers Participants**
Create a collaborative and self-sustaining ecosystem that puts control back in the hands of the community
- **SME Introduces Smart Pricing**
Financial models applied effectively to price digital content

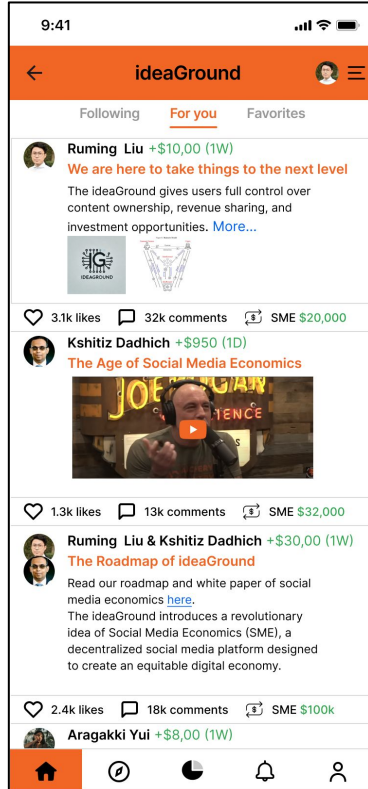
How does ideaGround work?



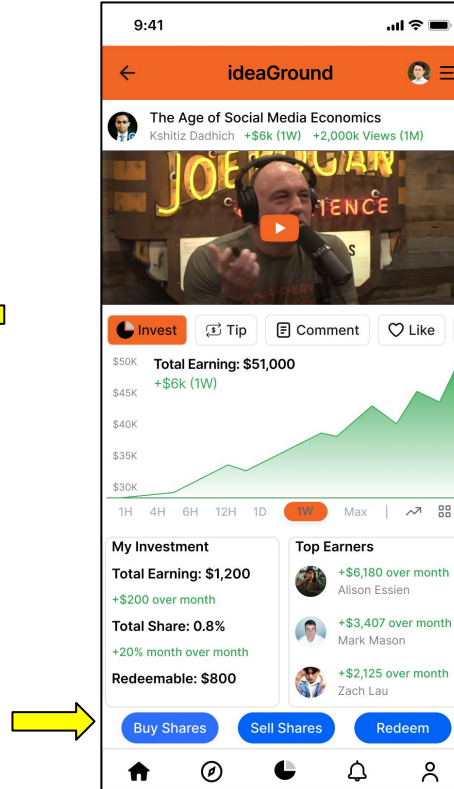
- **Creator Ownership:** Users retain ownership of their content.
- **Community Investment:** Viewers can invest, tip, or contribute to earn future revenue share.
- **Content-as-Asset:** Content gain value over time; early backers can trade their shares for profit.
- **Tradable Rights:** Ownership of content is tradable, enabling ongoing monetization.
- **Low Platform Fees:** Just a 5% fee supports a creator-friendly, decentralized economy.

Product

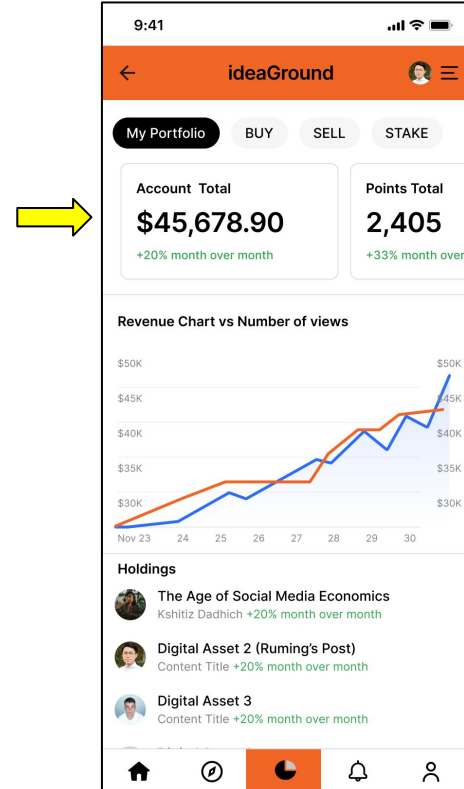
Explore



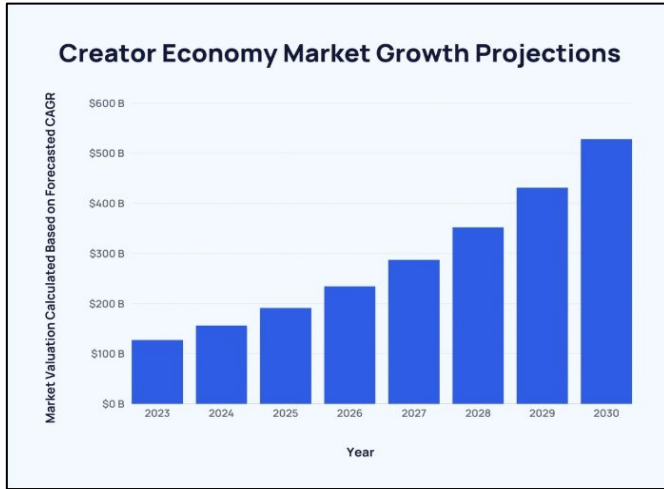
Invest



Earn



Market Size

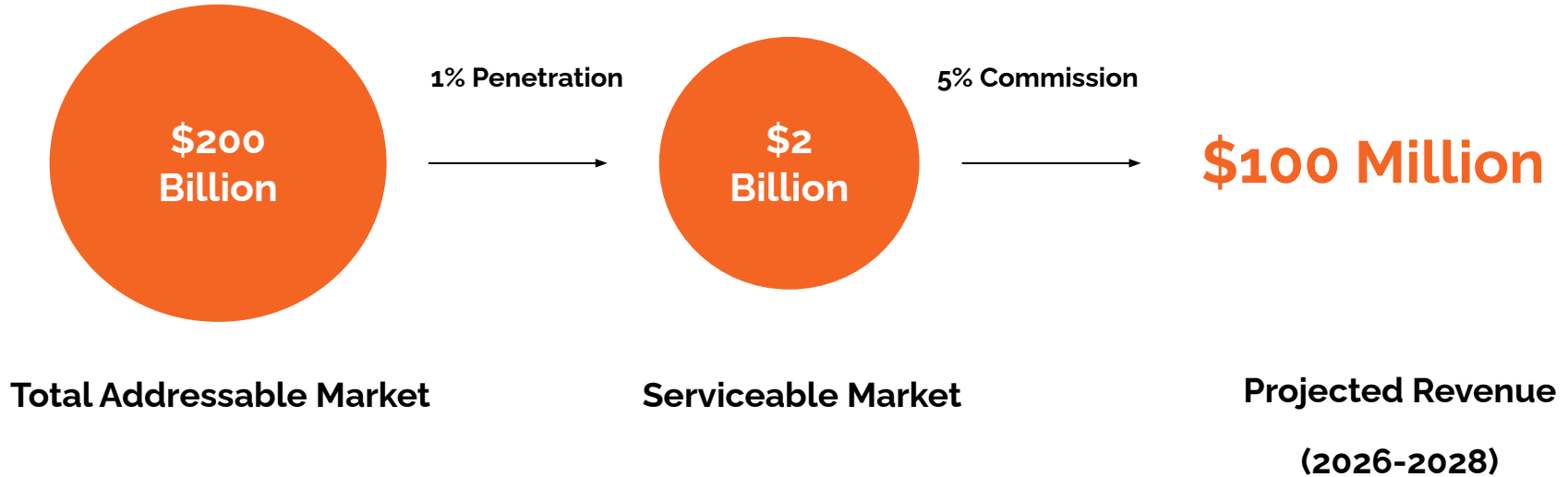


[Creator Economy Market Size \(2025-2030\)](#)

- The global creator economy is valued at over **\$191 billion**
- By **2030**, the creator economy is expected to surpass **\$525 billion**
- **North America** has the largest creator economy market share (**40%**)

Traction

We take a 5% of commission on each earning collection.



Competitive Landscape

| Our Advantage | ideaGround | TikTok | YouTube | Instagram |
|--------------------------|------------|--------|---------|-----------|
| Fair profit sharing | Yes | No | No | No |
| Low cut on revenue | Yes | No | No | Yes* |
| Full IP ownership | Yes | No | No | No |
| Market driven IP pricing | Yes | No | No | No |

Team



Co-founder

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Milestones

→ **ideaGround white paper**

July 2024

(https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4900702)

→ **Registered as LLC in New Jersey**

August 2024

→ **Official website launched**

March 2025 ([Home | ideaGround](#))

→ **Demo mobile App**

June 2025

Our Vision

Build a fair, transparent and autonomous social media—where value is earned and shared, not exploited.