



Your World. Verified. Connected. Empowered.

What's Broken in Social Media?


- Misinformation runs unchecked
- Engagement > Truth = Harm
- Monetization favors platforms, not people
- Limited tools for real-world impact

Company Overview

Vibeforge is a social media platform focused on helping people connect and share in a more thoughtful and meaningful way. Built with simplicity and creativity in mind, it offers users a space to express themselves, engage with others, and build communities around shared interests. Vibeforge values clarity, respect, and real interactions, aiming to create a platform where people feel heard and inspired without the noise.



About us

2024 - 2025 

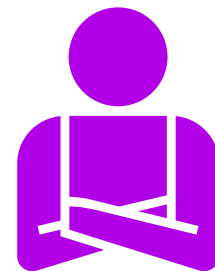
Vibeforge is a social platform built for people who want more out of their online experience. We believe social media should be a place for real expression, honest connection, and shared creativity—not just noise. That’s why we’ve created a space where you can post freely, connect with others around what matters to you, and be part of communities that reflect your interests and values. At Vibeforge, we’re committed to keeping things simple, respectful, and human. No gimmicks—just a platform that works for you.

Problems



Problem 1

Superficial Engagement - Most social media platforms prioritize likes, shares, and fleeting trends over meaningful interaction. This encourages users to chase attention rather than build real connections, often leading to shallow conversations and a lack of genuine community.



Problem 2

Algorithm-Driven Content - Feeds are increasingly controlled by algorithms designed to maximize screen time, not value. This results in echo chambers, misinformation, and a constant stream of content that doesn't always reflect a user's interests or well-being.



Problem 3

Pressure to Perform - The culture of curated perfection and comparison on social media can take a toll on mental health. Users often feel pressured to present idealized versions of themselves, leading to anxiety, burnout, and a loss of authenticity online.

Objectives

At Vibeforge, we aim to make social media more meaningful. We focus on real conversations, not empty metrics, and give users more control over what they see. Most importantly, we create a space for honest self-expression—without the pressure to perform or compete.



Foster Meaningful Engagement - Create features that encourage thoughtful conversations, community-building, and genuine interactions—shifting the focus from metrics to meaningful connection.



Prioritize User Choice Over Algorithms - Design a platform where users have more control over what they see, reducing reliance on opaque algorithms and promoting a more transparent, interest-driven experience.



Support Authentic Self-Expression - Build an environment that reduces social pressure by promoting honesty, creativity, and real-life moments—helping users feel comfortable being themselves without the need to perform.

01

Focus on Authenticity - Promote Vibeforge as a platform where real voices matter. Highlight our commitment to genuine self-expression and meaningful interaction, setting us apart from the polished, performative tone of traditional platforms.

02

Community-Driven Growth - Partner with niche communities, creators, and interest groups to grow organically. By supporting spaces where people already gather and engage, we build a stronger, more loyal user base from the ground up.

03

Transparent Messaging - Keep our brand voice clear, honest, and human. Avoid buzzwords and over-promising—just straightforward communication that reflects the values of our users and the experience we offer.

04

Prioritize User Experience - Let the product speak for itself. Emphasize ease of use, clean design, and thoughtful features in campaigns, showing how Vibeforge simplifies social media while making it more rewarding.

A large circular graphic with a blue-to-purple gradient and a dotted white border. Inside the circle, there is a white icon depicting a bar chart, a dollar sign, and a gear. The text "Marketing Strategy" is written in a large, white, sans-serif font across the center of the circle.

Marketing Strategy

A high-angle, wide shot of a modern office interior. The space is filled with long, white desks and several people working. In the foreground, a woman with curly hair is seated at a desk, looking at a laptop. To her right, another person is seated, also working. In the center, a man stands and gestures with his hands while talking to a woman seated at a desk. The office has large windows on the right side, letting in natural light. The overall atmosphere is professional and collaborative. The image is overlaid with a semi-transparent blue and purple gradient, and a white rectangular frame surrounds the central text.

Target Market

Target Market

Vibeforge targets socially conscious users who are seeking more authentic and less algorithm-driven online experiences. This includes independent creators, students, young professionals, and niche community members who value expression over performance.

Casual Users - Mostly free users who engage with the platform occasionally.

Revenue Potential: Primarily ad-supported or minimal revenue from optional premium subscriptions. Estimated \$2–\$5 per user annually.

Active Users - Regular users who participate in communities and content sharing.

Revenue Potential: Higher likelihood to subscribe to premium features, around \$5–\$10/month. Estimated \$50–\$100 per user annually.

Creators and Influencers - Users who produce content, sell digital goods, or offer paid access to followers.

Revenue Potential: Subscription fees, creator tools, transaction fees on digital sales. Estimated \$100–\$200+ per user annually.

Brands and Advertisers - Businesses engaging with targeted campaigns or sponsored content.

Revenue Potential: Campaign fees and partnership deals, often \$100,000+ per campaign depending on scale.

This segmentation helps tailor offerings and marketing efforts while maximizing revenue across user groups.

Market Analysis for Vibeforge (2025–2027)

Over the next two years, the social media landscape is expected to undergo a shift driven by user fatigue with algorithm-heavy, ad-saturated platforms and growing demand for authenticity, privacy, and healthier online spaces. Vibeforge is well-positioned to meet this shift, targeting users—particularly Gen Z and younger millennials—who are disengaging from legacy platforms like Facebook and increasingly seeking alternatives that prioritize genuine expression and community over metrics and performance.

According to recent trends, alternative social platforms with smaller, focused communities and ethical monetization models are gaining traction. Platforms such as Discord, Mastodon, and BeReal have shown that users are willing to explore new spaces if they offer more control, less noise, and fewer pressures to perform. This signals a ripe opportunity for Vibeforge to establish itself as a trusted and refreshing alternative.

In the next 24 months, Vibeforge's growth will depend on its ability to capture and retain niche creator communities, build intuitive and flexible features, and maintain a strong ethical brand identity. With a modest adoption rate of 1–3 million active users by year two, Vibeforge could generate an estimated \$25–\$50 million in annual revenue through a mix of subscriptions, creator services, and brand partnerships—assuming effective onboarding and steady community engagement.


Continued growth will also depend on balancing platform moderation, data privacy, and user trust. With increasing scrutiny on big tech, Vibeforge's commitment to transparency and user empowerment could become a major differentiator and driver of loyalty in an evolving digital culture.

Thank you

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