

COLLAB PROOF

# Smart Escrow for Collaborations

Collab Proof replaces handshake deals with smart escrow, transparent approvals, and on-chain proof for local creator collaborations.

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BUSINESS PROBLEM

# The Business Problem

*Small creator deals run on vibes, DMs, and trust.*

## Handshake deal today

Coffee shop → free product + \$50  
Student creator → TikTok/Reel post



### Brand Risk

Creator takes product or payment and never posts.



### Creator Risk

Creator posts content and then chases payment.

### No shared proof layer

DM screenshots are not a contract. Venmo is not escrow. Trust breaks when expectations are unclear.



### Brands fear non-delivery

They worry about paying for content that never appears or misses the brief.



### Creators fear late payment

They complete the post, then spend weeks following up for money.







### Result: fewer collaborations





Small brands and student creators avoid deals that could have helped both sides.

# Why Blockchain?

*From manual + slow to instant + trusted.*

Traditional Process		
✗		Payment delay
✗		Manual invoices
✗		Limited visibility
✗		Higher friction

vs.

CollabProof		
✓		Funds locked in escrow
✓		Smart contract automation
✓		Transparent approval trail
✓		Low-fee settlement

1 Transparency: both sides can see funds are locked before work begins.

2 Immutability: agreed terms cannot be casually changed.

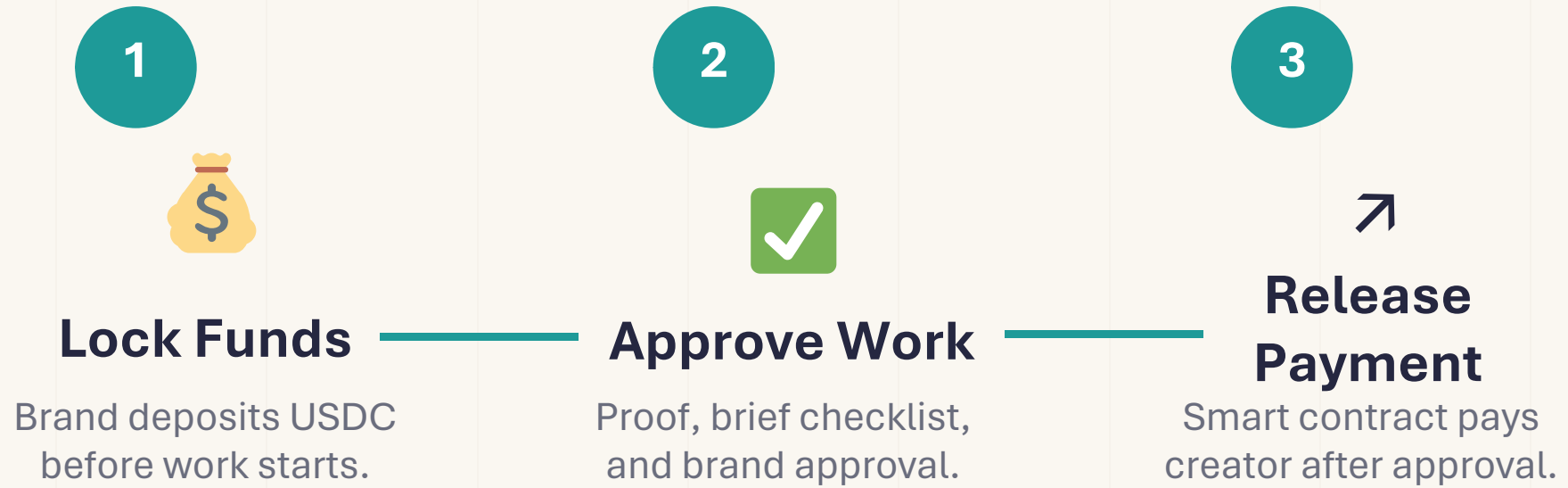
3 Efficiency: release happens automatically after approval.

4 Trust: each campaign has an auditable record.

SOLUTION OVERVIEW

# CollabProof: Smart Escrow

Replace handshake deals with programmable trust.



### Core promise

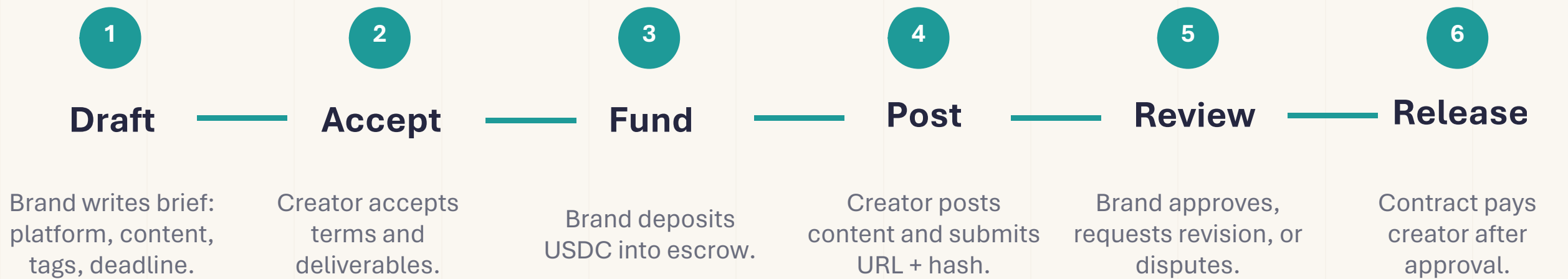
The platform does not decide whether content is “good” by itself. It records the agreement, holds the funds, stores proof, and executes the payout only after approval or dispute resolution.


- 1 Trust Funds:** money is visible and locked before work begins.
- 2 Approval Process:** deliverables must match clear terms.
- 3 Dispute Resolution:** neutral path if approval fails.
- 4 Audit Trail:** every decision has an on-chain record.

PROJECT INTRODUCTION


# The Six-Step Lifecycle

*A collaboration becomes a contract.*




 **Brand role**

Drafts terms, locks funds, reviews submissions against the brief.

 **Creator role**

Accepts terms, creates content, submits proof URL and content hash.

 **Arbiter role**

Optional neutral reviewer resolves disagreements when approval fails.

1 Campaign terms define platform, deadline, tags, and deliverables.

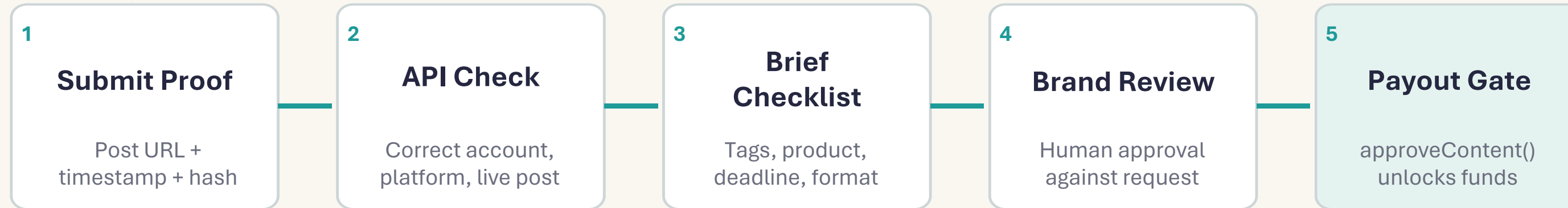
2 Proof of post includes URL, timestamp, and content hash.

3 Brand review decides approve, revise, or dispute.

4 Payout occurs after approval or final dispute decision.

APPROVAL VALIDATION

# Uploading content alone does NOT trigger payment



1

A file upload only starts review; it does not release funds.

2

On-chain record stores proof and decision history.

3

Brand approval is required.

4

Smart contract enforces the final approved outcome.

REJECTED CONTENT

# If the Business Does Not Approve



Final outcomes: payout, partial payout, refund, or revision, all recorded in escrow history.

1

Revision requested: creator edits and resubmits.

2

Dispute opened: both sides upload evidence.

3

Arbiters compare evidence against the original brief.

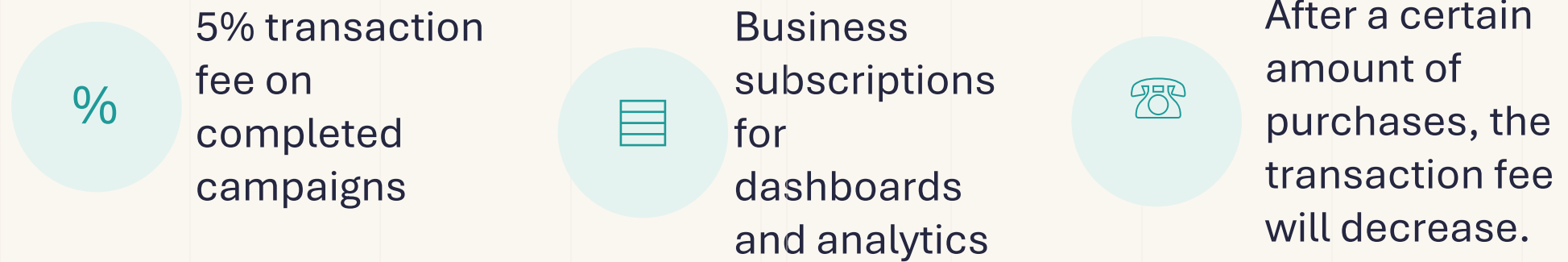
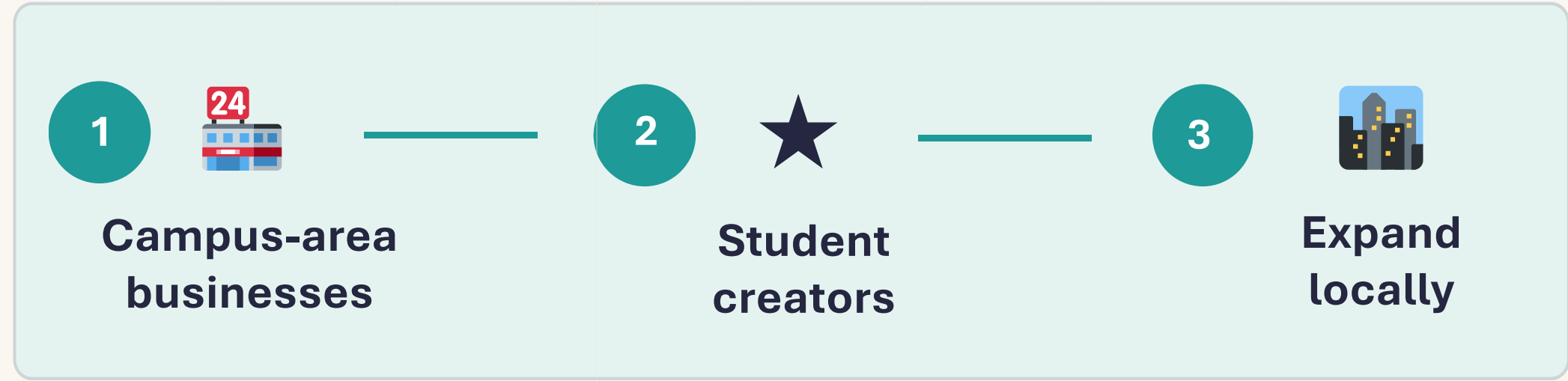
4

Contract executes the final decision automatically.

BUSINESS MODEL

# Revenue Model

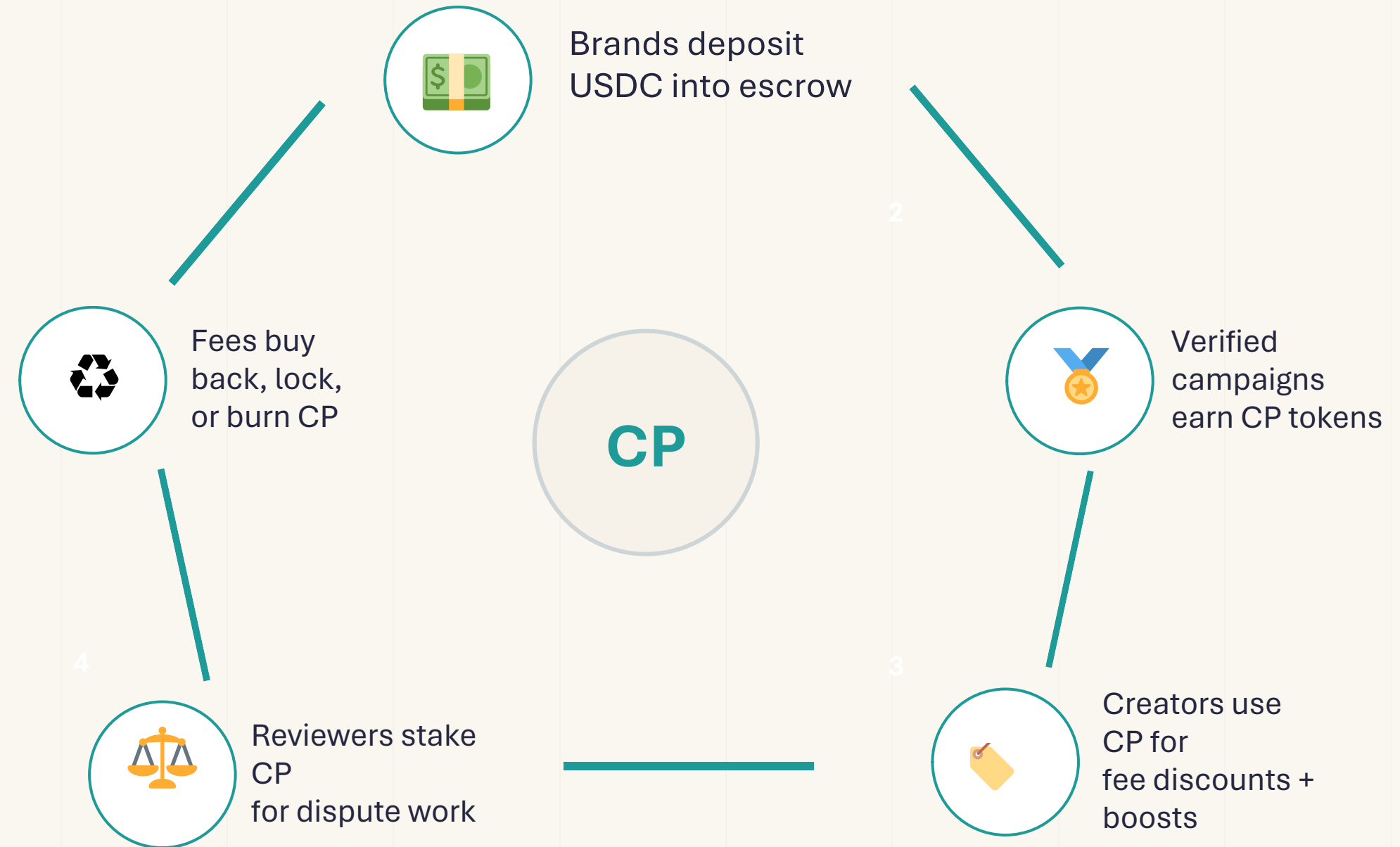
*Start local, prove trust, then scale.*



- 1 Small businesses get simple, trusted marketing.
- 2 Creators get faster payment and clearer expectations.
- 3 CollabProof earns recurring + transaction revenue.
- 4 The model scales as repeat campaigns increase.

# Sustainable Token Design

*Stablecoin escrow + utility token rewards.*



1 Issued only after verified campaign completion.

2 No unlimited minting or public token sale in MVP.

3 Demand comes from real platform use.

4 USDC handles payment; CP handles incentives and utility.

# Smart Contract Demo

## CampaignEscrow.sol

```
createCampaign(brand, creator, amount)
submitProof(postURL, contentHash)
approveContent(campaignId)
requestRevision(campaignId)
openDispute(campaignId)
releasePayment(campaignId)
```



## Example:


Brand creates a campaign and locks in \$150 in escrow. Creator posts content and brand reviews. Payment is released only after approval

Function	What it does
createCampaign()	Locks funds in Escrow
submitProof()	Creator uploads posts + metadata
approveContent()	Brand confirms it meets requirements
requestRevision()	Asks for edits instead of approving
openDispute()	Triggers arbiter review
releasePayment()	Releases funds only after approval


RISKS AND MITIGATION

# Known Risks + Controls


*The chain helps trust; it does not remove judgment.*

 **Cold Start Risk**

Seed the MVP at SLU with a small group of local businesses and student creators.

 **Subjective Approval**

Use structured briefs, checklist criteria, and revision paths before disputes.

 **AI Content**

Require proof URL, metadata, hash, human approval, and arbiter review when challenged.

1 MVP starts narrow: campus-area businesses and creators.

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2 Brief templates reduce ambiguity.

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3 No token sale lowers regulatory risk.

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4 Verification + review protects against low-effort uploads.

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COLLAB PROOF

# What's your next step?

Join us in building trust for small creator collaborations.

Collab Proof proves that blockchain is most useful when it solves a real coordination problem: who did the work, who approved it, and when payment should release.

## Collab Proof

Smart escrow for collaborations