





# Marketplace | AI Influencer Platform User Documentation

## 1. Introduction

Finding the right voice to promote a product is difficult. Brands waste hours scrolling through social media, and influencers struggle to find professional contracts. Furthermore, handling payments between strangers on the internet is risky.

**Marketplace | AI Influencer Platform** solves these problems by creating a secure, automated environment where Brands and Influencers connect.

For you, the **App Owner**, this is not just a tool; it is a complete Software-as-a-Service (SaaS) business. You own the platform where these transactions happen, and you earn revenue on every successful collaboration without lifting a finger.

## 2. Why Run This Platform? (Owner Value)

As the Administrator and Owner of this application, you possess a powerful revenue-generating engine. Here is what you gain immediately:

- **Automated Revenue:** The platform is built with a commission model. When a Brand pays an Influencer, the system automatically calculates a platform fee (default is 10%) and transfers it to you. The remaining 90% goes to the Influencer.

- **AI-Powered Competitive Advantage:** Unlike basic directories, your platform uses Artificial Intelligence (Google Gemini) to read campaign descriptions and instantly find the perfect influencers. This feature attracts high-value Brands.
- **Instant Supply:** You do not need to wait for influencers to sign up. The built-in Scraper Tool allows you to import real influencer profiles (including follower counts and engagement stats) directly from TikTok/Apify.
- **Financial Security:** Integrated with Stripe Connect, the platform handles complex split payments securely. You never have to manually invoice clients or transfer money to influencers.

## 3. Roles Explained

There are three distinct types of users on your platform.

### 1. The Owner (Admin)

This is you. You have a special dashboard to oversee the entire operation.

- **Responsibilities:** Configure payment settings, import influencers via scraping, monitor user sign-ups, and track platform earnings.

### 2. The Brand (Buyer)

These are your paying customers. They are companies or individuals looking to market their products.

- **Actions:** They post "Campaigns" (job listings), search for influencers using AI, and pay for services.

### 3. The Influencer (Provider)

These are the content creators. They provide the service.

- **Actions:** They build profiles, apply for campaigns, submit work, and receive payouts directly to their bank accounts.

## 4. Quick Start Guide for Owners

Follow these steps to turn the application into a functioning business immediately.

**Step 1: Log in as Admin** Access the application. If you are the first user or have been assigned the 'Admin' role in the system, you will see the **Admin Dashboard** link in the header.

**Step 2: Configure Payments** Go to the Admin Dashboard. You must enter your **Stripe Publishable Key** and **Stripe Secret Key**.

- *Why:* This connects the "Hire" button to the banking system. Without this, Brands cannot pay.

**Step 3: Populate Your Marketplace** A marketplace needs users. Use the **Scraper Tool** in your dashboard.

- Enter a niche (e.g., "Tech Reviewer").
- The system will fetch real profiles from TikTok.
- Save these profiles to your database. Now, when a Brand visits, they see a full directory of talent.

**Step 4: Launch** Your platform is ready. Brands can now sign up, post campaigns, and hire the influencers you just imported.

## 5. Real-World Use Cases

### Case A: The Passive Income Transaction

1. **Brand:** "Tech Gadgets Inc." signs up and posts a campaign with a \$1,000 budget.
2. **Influencer:** "Mark Chen" applies for the job.
3. **Hire:** The Brand accepts Mark and pays \$1,000 via credit card.
4. **The Split:** Stripe instantly sends \$900 to Mark and **\$100 to You (The Owner)**.
5. **Result:** You earned \$100 for facilitating the connection.

### Case B: The AI Advantage

1. **Problem:** A brand needs a very specific influencer: "A vegan mom who loves hiking in California."
2. **Old Way:** The brand searches Instagram for 4 hours.
3. **Your Platform:** The brand types that request into your **AI Finder**.
4. **Result:** The AI analyzes thousands of bios in seconds and presents the top 5 matches. The Brand hires one immediately.

## 6. Key Features

### For the Owner (You)

- **Stripe Connect Integration:** Automatically splits payments. You do not need an accounting department to manage payouts.
- **TikTok Scraper:** Populates your database with high-quality data so your site never looks empty.
- **User Management:** View all Brands and Influencers in one list.

## **For Brands**

- **Campaign Management:** Create detailed job listings with requirements, budget