

SHIFT AI

Product & Opportunity Overview

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This document is prepared for prospective Club Members who want a detailed look at what SHIFT AI is, exactly what the platform does, who it serves, how the EcoPay income architecture works, and what the current member base looks like. It is designed to supplement — and go deeper than — the introductory deck.

1. What Is SHIFT AI?

SHIFT AI (shiftai.club) is a decentralized AI membership platform that unifies eleven AI creative and productivity studios into a single credit-based dashboard, then layers a patent-pending revenue-sharing engine — EcoPay — across every transaction inside that ecosystem. Members are not just users; they are participants in a shared economic layer that pays them automatically for creating, referring, holding credits, and competing.

The founding principle: the AI economy will generate trillions in value, and the people who build inside it should be paid in real time — the way a decentralized protocol rewards contributors, not the way a traditional SaaS extracts subscription fees and keeps the upside.

2. Target Customer

SHIFT AI serves three overlapping audiences, all of whom share a common need: professional-grade AI output and a path to participate in the economic upside of the AI era.

Content Creators & Marketers

Individuals and small teams producing ads, reels, social content, podcasts, voiceovers, or brand campaigns. SHIFT replaces 4–8 separate AI subscriptions with one dashboard and one credit balance — and pays members back for the content they create.

Small-to-Mid-Size Businesses (1–150 employees, \$1M–\$75M revenue)

Companies that need on-brand creative output without a full production team. Brand training, voice locking, avatar generation, prospect research, and deck creation are all inside a single tool. Usage generates revenue through EcoPay.

Entrepreneurs & Network Builders

People who want to participate in the AI economy as more than consumers — by referring customers, holding credits as a capital position, or competing as top performers. EcoPay turns every member into a potential income earner from Day 1.

3. The SHIFT AI Suite — 11 Studios, One Dashboard

Every studio shares the same credit balance and the same EcoPay attribution layer. Every output is fingerprinted the moment it is generated.

Studio	Credit Cost	What It Does
ChatLIVE	35 cr / msg	AI conversation and drafting. Replaces standalone ChatGPT usage for copywriting, brainstorming, and email drafts. Brand-trained to member voice.
ImageLIVE	108 cr+ / image	Best-in-class diffusion engines on one canvas. Product photography, ad creative, posters, and scene generation — on-brand in seconds.
VoiceLIVE	Per character	Professional voiceover generation. Train on your own voice; deploy any tone or language. Replaces voiceover contractors for video and courses.
AvatarLIVE	Per second	Talking-head video from a still image or trained likeness. Your face, your message, any language. Train once; deploy everywhere.
TranslateLIVE	Per word	Document and content translation at scale. Deploy any creative or sales asset globally without a translation agency.
VideoLIVE	Per second	Sora-class AI video with multi-shot sequencing, audio sync, and identity locking. Script to finished asset before the meeting ends.
DeckLIVE (DCK)	Per deck	AI-generated slides and PowerPoint decks. Input a brief or URL; receive a presentation-ready deck. Replaces junior design work.
ProspectLIVE (PRX)	90 cr / pack	Outreach packs from any business website. Scans a prospect's site and produces personalized outreach messaging and sales angles.
MusicLIVE	Per track	Royalty-free, mood-tuned audio for short-form, long-form, and brand. Input a vibe; receive a finished, licensable track.
Brand Pack	Per bundle	Complete brand asset bundles — logos, color palettes, typography, and social templates — generated and attribution-bound in one pass.
ShortReels	Coming soon	Short-form video pack generation. End-to-end production of reels and TikTok-style content from a single brief.

4. How Members Get Paid — The EcoPay Architecture

SHIFT pays out more than 50% of gross platform revenue to Club Members across six income streams. Airlines return 1–2% as miles; SHIFT returns over 50% as cash. Each stream rewards a different type of participation:

Stream	Who Earns	Rate / Mechanic
ClubPay	All Club Members — tier-dependent	Bronze 5% · Silver 10% · Gold 15% · Platinum 20%
CreditPay	Members who hold Credit stacks	Pro-rata share of all credits purchased ecosystem-wide; larger stacks earn more
ContentPay	Creators whose content drives demand	Dynamic % tied to ecosystem size; EcoPay fingerprint traces the sale back to the creator
ConnectPay	Members who refer paying customers	20% on every credit purchase made by that customer, every time

Stream	Who Earns	Rate / Mechanic
CompetePay	Top weekly performers	Share of 10% of gross company revenue — winner-takes-more prize pool
Future Streams	Curators, Translators, Reviewers, etc.	Architecture is extensible; new earning roles added over time

5. All Membership Tiers

SHIFT offers entry points from \$99/month through enterprise-level memberships. Higher tiers unlock elevated EcoPay weighting, larger credit stacks, and exclusive founder benefits. All credit amounts are real, usable credits.

Entry & Founder Tiers

Tier	Entry	Credits	Streams	Monthly
SHIFT Membership	\$99/mo	20,000/mo	ConnectPay only (unlock all at Bronze or \$1K credits)	\$99/mo
Standard Club	\$499 + \$99/mo	100K upfront +20K/mo	All 5 — Day 1	\$99 starts Day 31
Founder's Club	\$1,000	200,000	All 5 — Day 1	1st month waived
Bronze Club	\$5,000	1,000,000	All 5 — Day 1	Included

Enterprise Club Tiers

Designed for growing businesses and enterprises ready to scale. Enterprise tiers unlock elevated EcoPay weighting, priority placement, and white-glove onboarding.

Tier	Entry	Credits	Key Benefits
Silver Club 6–25 employees \$3M–\$10M revenue	\$15,000	3,000,000	Everything in Bronze · Elevated CreditPay yield weighting · Founder's community access · Priority onboarding · 1:1 strategy call
Gold Club 26–150 employees \$10M–\$75M revenue	\$115,000	23,000,000	Everything in Silver · Top-tier CreditPay sub-pool placement · Gold Founder's events & invite-only retreats · Personal AI brand & avatar buildout · Founding-rank lock-in
Platinum Club 150+ employees \$75M+ revenue	\$1,115,000	223,000,000	Everything in Gold · Platinum CompetePay weighting · Private suite at Founder's events · Quarterly P&L review · Diamond Card & concierge · Annual Founder's trip (Le Club 55) · Founder's Council seat · Direct Founder access · Private jet 2x/year · Custom AI agents · Top-of-stack across every stream

Gold & Platinum settle by wire transfer · All amounts are real, usable credits · Founder's window closes at capacity

6. Current Customer Base & Launch Status

SHIFT AI launched its Founder's Club recruitment phase in June 2026, with the public pre-launch event held July 3rd in Dallas, Texas. The platform is currently in a **Founder's Window** — a capacity-limited early-access period during which

founding members lock in their tier before the broader public launch.

The current member base consists of early Founder's Club members recruited through a structured direct-network model, with a 60-day national tour running July–September 2026 and a Founder's-only exclusive trip September 24–27. The network grows through nightly live connection calls, weekly worldwide socials, quarterly exotic destination trips, and annual conventions.

This is a ground-floor window. Founder's pricing and tier availability close at capacity — they do not reopen.

7. Why the Timing Matters

Every major technology paradigm has had a narrow window where informed early participants captured outsized value: the internet (mid-1990s), smartphones (2007–2010), Bitcoin (2010–2013). In each case the barrier was not complexity — it was unfamiliarity.

AI is the current paradigm shift. Participation in SHIFT AI does not require technical expertise or speculative capital — it requires a membership decision and engagement with tools most members already need in their business. The income architecture is built in from the start, not added later.

Illustrative earnings examples are not a representation of typical or expected results. Most participants earn modest amounts or nothing. Income depends on membership tier, activity level, and ecosystem growth. EcoPay is patent-pending architecture. © SHIFT Capital · All rights reserved · Patent Pending · EcoPay™ · shiftai.club