



CreativeShield



Featuring the Dalr creator-commerce platform

# CREATIVESHIELD

## Company Profile and Organisation Chart



*Prepared for enterprise development, partner onboarding and programme applications*

	<b>Company / Trading Name</b>	CreativeShield (Pty) Ltd / Dalr
	<b>Founder</b>	Sbu Zuma
	<b>Business Stage</b>	Early-stage MVP / pre-scale
	<b>Sector</b>	Digital & Technology Services; Creative & Cultural Industries
	<b>Location</b>	Pietermaritzburg, KwaZulu-Natal, South Africa
	<b>Email</b>	sbu@creativeshield.app
	<b>Website / MVP</b>	<a href="https://dalr.durable.site/">https://dalr.durable.site/</a>
	<b>Document Date</b>	June 2026



*Confidential business profile. Prepared for review by enterprise support, payment infrastructure, technology and partner programmes.*

## 1. Executive Summary

CreativeShield is a South African, founder-led digital venture building Dalr, an early-stage creator-commerce platform focused on helping African creators monetise directly from their audiences. The company is positioned at the intersection of digital payments, creative industries, creator monetisation and African market access.

Dalr is being developed to give independent creators a simple way to sell digital products, music, exclusive content, merchandise and future premium services through shareable storefront or checkout links. The platform is designed to support secure online payments, clear transaction records, creator reporting, and future creator-facing subscription services.

The company is currently in MVP development and payment-infrastructure onboarding. The immediate focus is to validate the product flow, activate compliant payment processing, test customer checkout, record sales correctly, and build a lean operating model that can scale across South Africa and later into selected African markets.

## 2. Company Overview

<b>Legal / Operating Identity</b>	CreativeShield (Pty) Ltd, trading as Dalr
<b>Founder and Director</b>	Sbu Zuma
<b>Primary Activity</b>	Digital creator-commerce infrastructure for African creators
<b>Core Customer Segment</b>	Independent creators, artists, digital product sellers and creative entrepreneurs
<b>Customer End Users</b>	Fans, audiences and buyers purchasing creator products online
<b>Current Stage</b>	MVP built; payment and partner infrastructure being activated
<b>Strategic Focus</b>	Direct-to-fan commerce, creator monetisation, payment flow compliance, creator growth tools

## 3. Business Purpose and Vision

CreativeShield exists to strengthen the earning power of African creators by giving them simple, trustworthy tools to commercialise their work. The long-term vision is to help African creators participate more professionally in the digital economy by making selling, payment collection, customer access, and creator reporting easier to manage.

The business is intentionally designed for African realities: mobile-first audiences, lower spending power, creator trust gaps, fragmented payment infrastructure, and the need for practical monetisation tools that do not require creators to be highly technical. CreativeShield aims to build infrastructure that is simple enough for emerging creators but credible enough for partners, programmes, funders and payment providers.

## 4. Product / Service Description

Dalr is a creator-commerce platform that enables creators to list and sell digital products and content through online checkout links. In its current MVP form, the platform demonstrates creator profiles, product listings, product details, payment-button flows, access messaging and internal transaction tracking.

The platform is being structured so customers pay securely through an approved payment provider. After payment confirmation, Dalr records the transaction internally and grants or confirms access to the product. Creator earnings, platform fees and future subscription revenue are intended to be recorded transparently and managed through compliant payment and reporting processes.

## 5. Current MVP Capabilities

- Creator profile and product listing structure.
- Digital product pages for music, exclusive content, templates, guides and other creator products.
- Payment-link and checkout flow preparation.
- Transaction table structure for customer, product, creator, amount, payment status and access status.
- Creator payout and reconciliation logic at MVP planning level.
- Future premium subscription concept for creators who want enhanced tools, reporting and support.
- Technology exploration using no-code/low-code tools, API integration planning and Azure infrastructure support.

## 6. Target Market

CreativeShield is initially focused on South African creators, with future expansion into broader African markets where creator monetisation is growing but still underserved. The initial customer categories include independent musicians, content creators, creative entrepreneurs, designers, coaches, educators, digital product sellers and community-based creative brands.

The broader opportunity is to serve creators who already have audiences on platforms such as Instagram, TikTok, YouTube, WhatsApp and Facebook but lack a simple, locally relevant commerce layer that helps them turn attention into direct revenue.

## 7. Revenue Model

The business model is expected to develop in phases. The first revenue stream is a platform fee earned from creator-commerce transactions, structured in line with payment provider requirements. The second future revenue stream is optional creator subscription plans for enhanced platform features, reporting, statements, analytics, support services and professional growth tools.

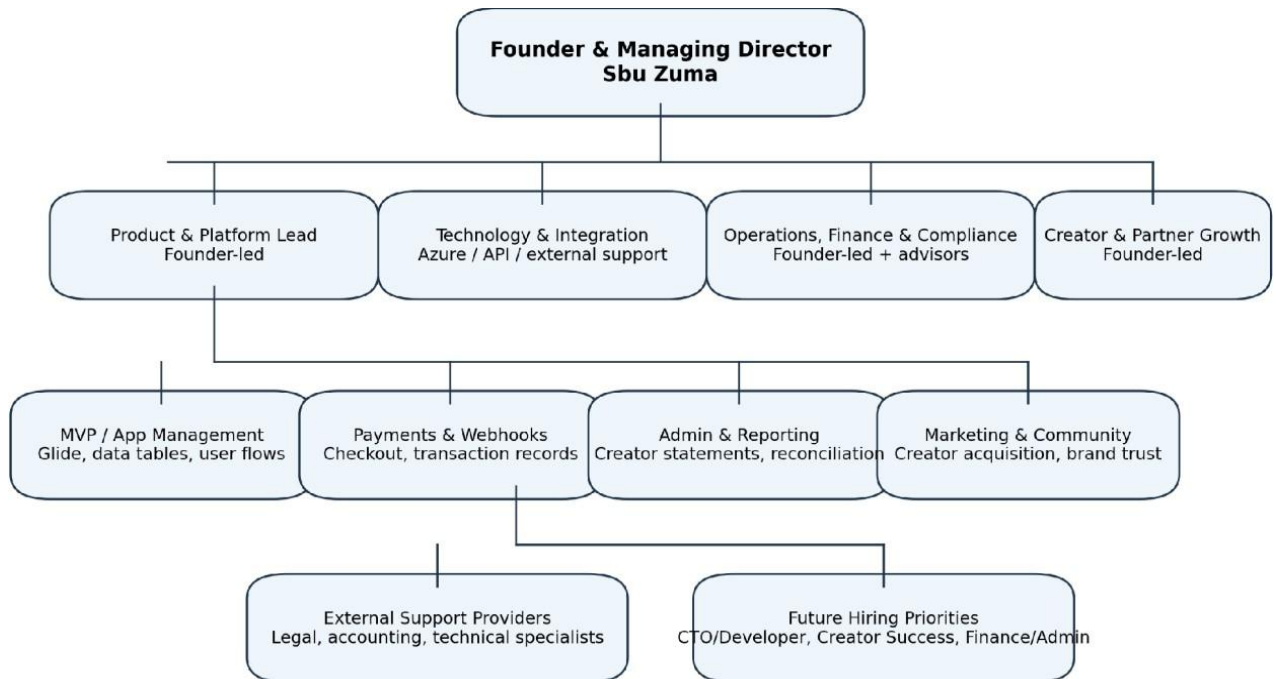
The platform is not intended to operate as a bank, wallet, escrow service or informal money-holding platform. CreativeShield aims to work within approved payment-provider structures and maintain clear records for transaction reconciliation, creator earnings and platform income.

## 8. Strategic Objectives

- Activate a compliant payment infrastructure partner for digital product checkout and recurring payments.
- Complete MVP testing with real payment and access-control workflows.
- Onboard a small controlled group of creators for pilot testing.
- Build reliable creator reporting and reconciliation processes.
- Strengthen compliance, data management, customer support and platform documentation.
- Develop a scalable African market-entry plan for creator-commerce expansion.
- Use enterprise development and technology programmes to accelerate product, infrastructure and market readiness.

## 9. Organisation Chart

CreativeShield is currently a lean founder-led organisation. The founder carries executive, product, operations and partnership responsibilities while external specialists are engaged where required. As the company grows, key functions will be separated into dedicated roles.



## 10. Functional Responsibilities

Function	Current Responsibility	Growth Requirement
Executive Leadership	Founder-led strategy, partnerships, compliance direction and programme engagement.	Formal advisory board and governance support.
Product and Platform	MVP structure, user journeys, creator profiles, product pages and access logic.	Dedicated product manager and developer/technical lead.
Technology and Integration	Low-code app, API planning, payment integration testing and Azure exploration.	Technical architecture, webhooks, security, database and automation support.
Finance and Compliance	Basic record keeping, revenue model design, payment-provider engagement and documentation.	Accountant support, management accounts, tax, policies and reconciliations.
Creator and Partner Growth	Creator outreach, market research, programme applications and ecosystem partnerships.	Creator success lead, partnership manager and structured onboarding.
Marketing and Community	Brand positioning, social media presence and early creator education.	Digital marketing, community building and African market-entry campaigns.

## 11. Governance, Compliance and Risk Position

CreativeShield recognises that creator-commerce and payments require a responsible compliance posture. The company is therefore prioritising clear terms, privacy information, payment-provider guidance, customer support channels, refund/dispute processes, transaction records and creator payment documentation before wider market launch.

The company is still early-stage and may not yet have full audited financial statements. Where required, it can prepare management accounts, projected financial statements, founder declarations and supporting documentation for partner or programme review.

## 12. Support Required from Programmes and Partners

- Payment infrastructure guidance and onboarding support.
- Technical mentorship for API, webhooks, transaction records and platform security.
- Business model validation and compliance review.
- Go-to-market support for creator acquisition and African expansion.
- Financial management support, including management accounts and investor-readiness documentation.
- Cloud, infrastructure and startup tooling support for MVP-to-market transition.

## 13. Conclusion

CreativeShield is building a practical African creator-commerce platform through Dalr. The company is still early-stage, but the opportunity is clear: African creators need simple, trusted and compliant tools to sell directly to audiences and grow sustainable revenue. With the right payment infrastructure, technical support and enterprise development guidance, CreativeShield can move from MVP into a controlled pilot and then into a scalable market-ready platform.