

CREATOR PROGRAM





“I DON’T FOLLOW.

I CREATE.”

CREATOR PROGRAM

BENEFITS



Build a **business** with your creative skills.



Earn real money.
\$8M+ average paid to Creators yearly.



Well established, 18-year company with a 7+ year program of paying Creators.



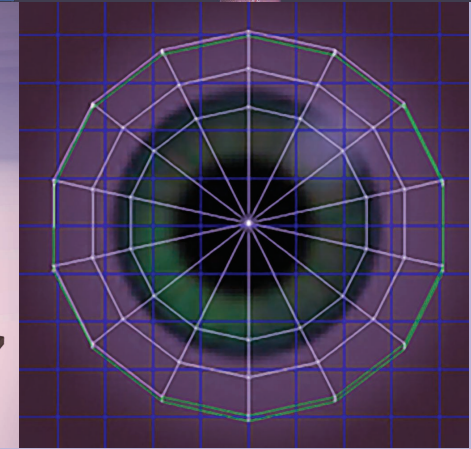
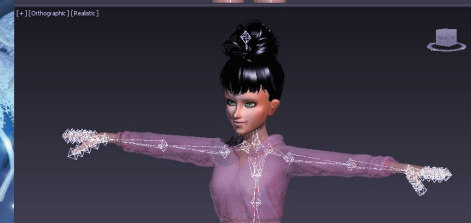
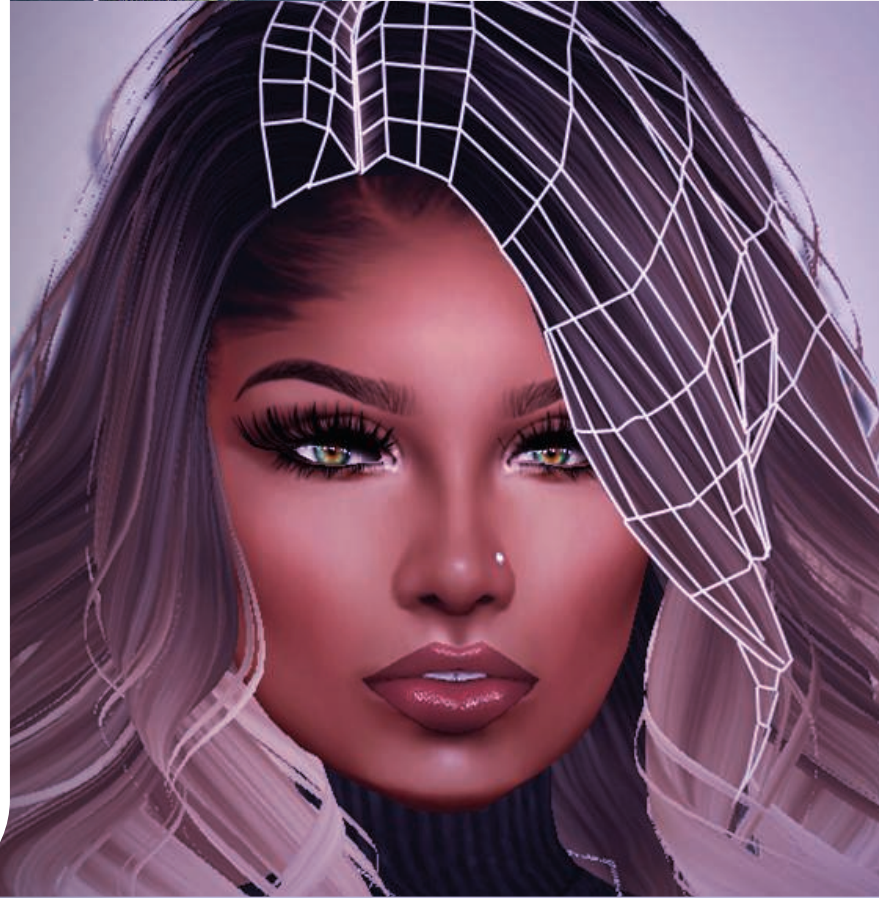
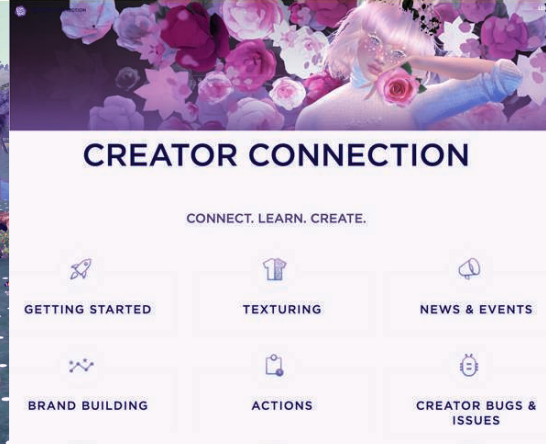
Your designs seen by **millions of people**.

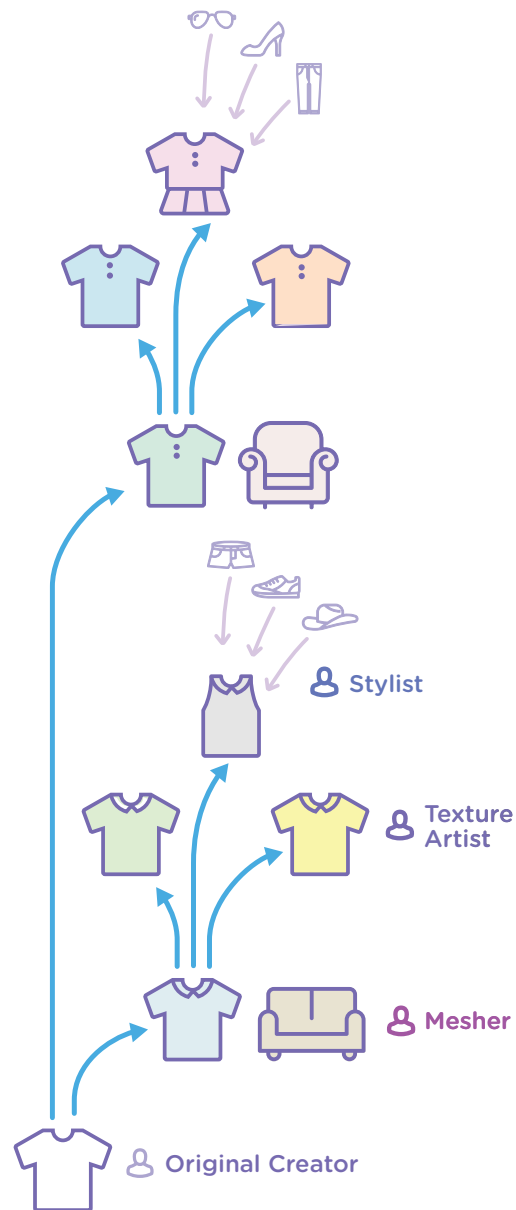


Share your passion and get support from like-minded artists.



Easy to use platform compatible with free tools.





TYPES OF CREATORS

Objects in IMVU are designed from inception to be customized. That means someone with zero 3D meshing tool skills can participate by changing textures and colors in Photoshop to create new items for sale in the IMVU shop.

Building on the contributions of meshers are animators and pose makers. These Creators design actions, such as dance moves and still poses, so people can express themselves. Texture artists are the fashionistas of the IMVU Creator program, adding on-trend 2D patterns and imagery to 3D products. Stylists are the tastemakers who collect and resell entire outfits and fully furnished rooms.

Stylist



The tastemakers of the Creator Program are the visionaries who collect and resell outfit and room bundles.



Texture Artist



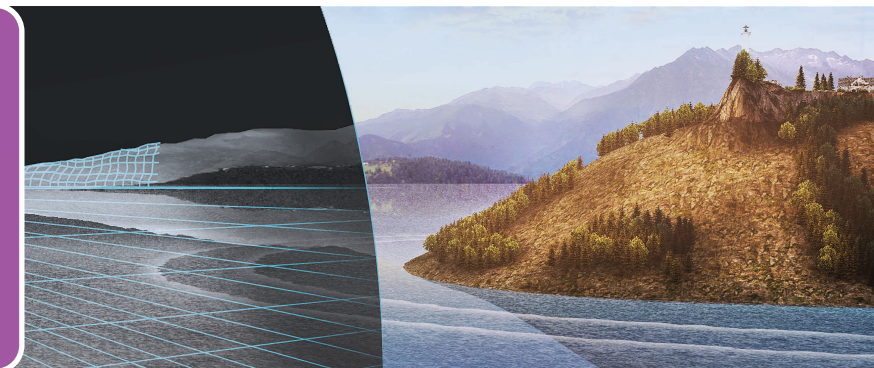
A texture artist might take a blue pair of jeans and use Adobe Photoshop to recolor it in infinite variety. Want it in red? Done.



Mesher



Meshers use standard 3D design tools such as 3D Studio Max, Maya, and free tools like Blender to create products and clothing or anything you can dream up.

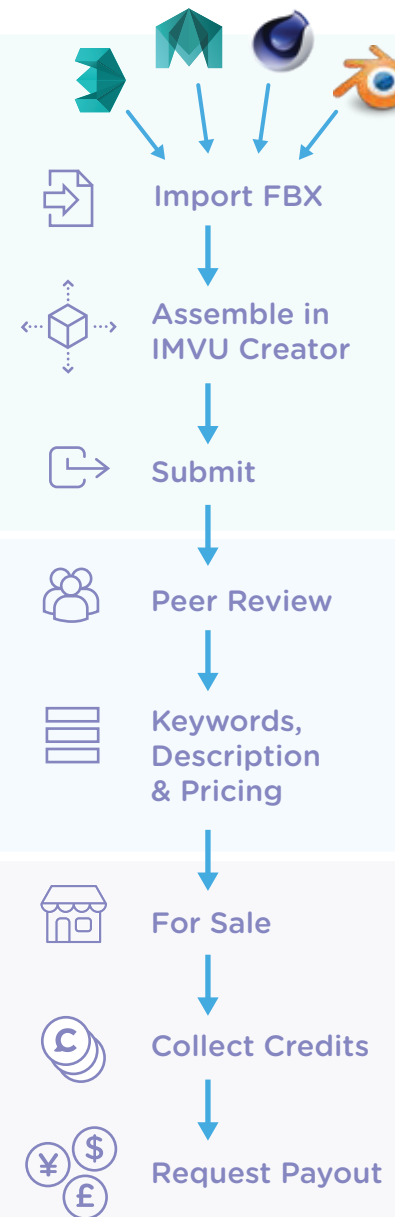


THE PROCESS OF CREATION

Objects in IMVU are designed from inception to be customized.

Creators can, if they wish, design every single stitch, bevel, and flame from the pixel up. Or they can create open ended “meshes” using 3D design tools that allow other Creators to jump in and add their own unique contributions at any point in the process.

IMVU supports a range of industry-standard and open-source tools like Adobe Photoshop, GIMP, Maya, and Blender. The IMVU derivation chain makes it incredibly easy to participate at any level of commitment they want to make.



Build from anywhere.

Start with your favorite and familiar 3D tools and simply import in IMVU. We support the FBX file standard.

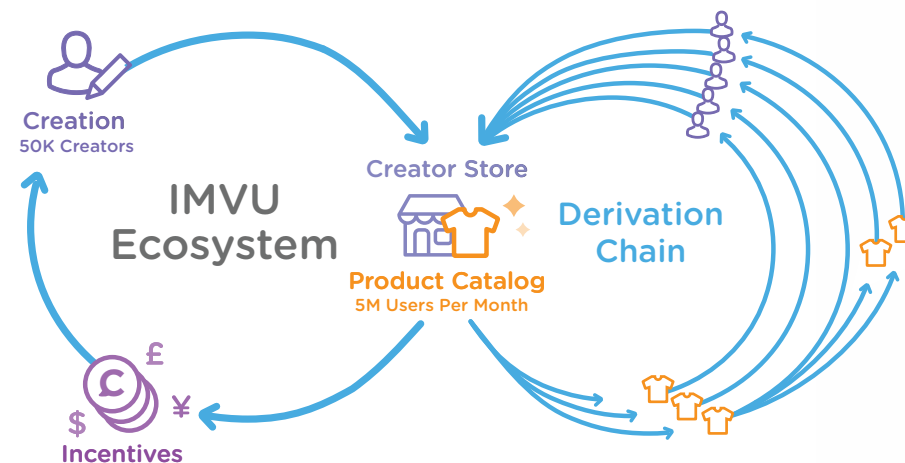
Get started quickly — sometimes the same day, after review and after adding keywords and descriptions that make products **easy to find in the catalog**.

You set the pricing and IMVU collects your proceeds, converting it into the currency of your choice.

THE BENEFITS OF DERIVATION

IMVU's participatory ecosystem enables anyone to become a Creator, beginning with "meshers," the creators who design the 3D meshes that others build on.

Done right, with a mesh that's easy for others to texture, a single item can generate Credits indefinitely. The best selling products on IMVU can sell thousands of times.



If a Creator wants to build an entire house starting with a floor, walls, tables and chairs, or just change the color of a dress, IMVU makes it simple to get involved. For those just getting started, IMVU has made a handful of tutorials to make the process easier, all available in the IMVU Creator Education Center.

As that digital raw material is shaped and reshaped, prices, markups and margins are set. For example, a base price a Creator assigns to a desk might be 300 Credits. The Creator can set the item to be "derivable." This enables another Creator to customize it and resell it. If someone buys the new creation, IMVU sums up all the pieces, then distributes the wealth to all the participants in the value chain, according to an equation of added value.

Dz. P. Neon Tie
by Deza

499 **474**

Try On Buy Now

↑ is derived from

Kylie Spring
by Mickey

399 **370**

Try On Buy Now

↑ is derived from

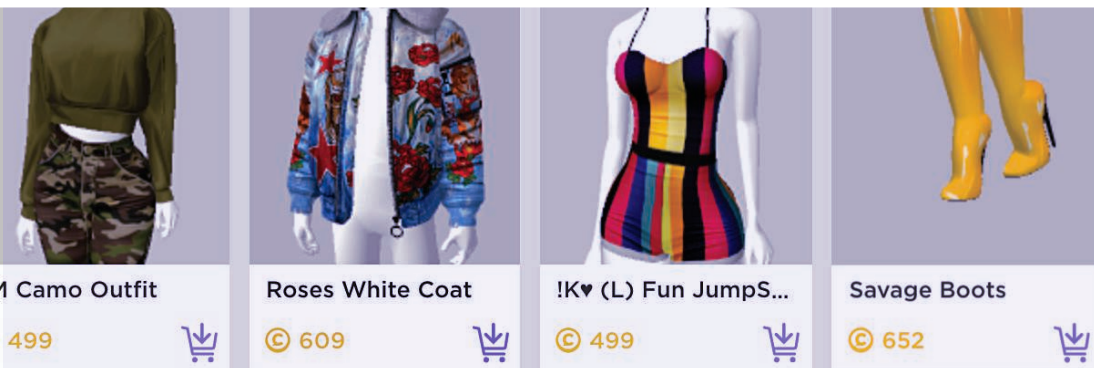
Baby T. Yellow
by IMVU Inc.

499 **474**

You have this item.



YOU ARE THE CREATOR. BE YOUR **OWN BOSS.**



THE ROYALTY PROGRAM

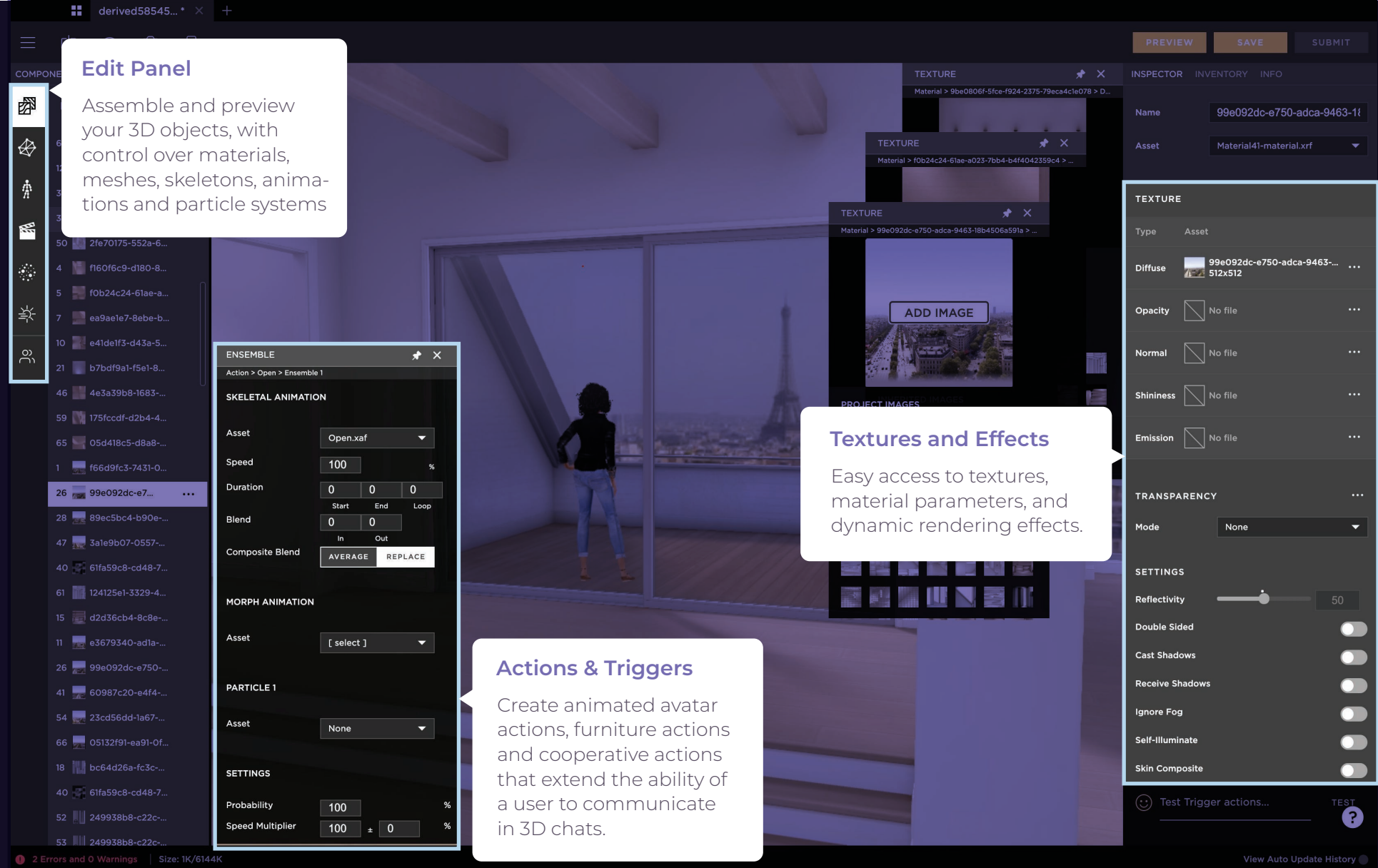
IMVU's royalty program pays on average **more than \$8 million per year to Creators across 30 countries.** Each month, thousands of people in the royalty program convert Credits to dollars, bhat, or drachmas, which IMVU transfers to their PayPal accounts.

- | | |
|--------------------------------|---|
| 1 Focus on Creating | We'll do the heavy lifting for your business management. |
| 2 Make Money | Turn your IMVU credits into real cash. |
| 3 Know Your Audience | Gain insights from reports on sales and trends. |
| 4 Participatory Economy | Creativity is currency in the participation economy — the more you create, the more you make. |
| 5 You're in Control | Focus on Creating. We'll do the heavy lifting for your business administration. |
| 6 No Transaction Fees | Turning credits into cash is as simple as \$1 = 1000 credits. |

IMVU STUDIO

The flexibility and accessibility of the IMVU Studio Creator Tool opens a world of creation, participation, and satisfaction for Creators no matter what skills they possess.

So if a Creator wants to build an entire house starting with a floor, walls, tables and chairs, or just change the color of a dress, IMVU makes it simple to get involved. For those just getting started, IMVU has made tutorials to make the process easier, all available in the IMVU Creator Education Center.



BUILD YOUR BUSINESS ON IMVU

ESTABLISH & GROW

Once you sign up for the Creator Program you've instantly expanded your experience.

With millions of highly engaged users, the opportunity to market your creativity is not only rewarding, but also lucrative.

Use the creative tools you're already using to leverage multiple channels to promote your products and be discovered.

"IMVU really motivates me to create my art and share it with people."

Pastel says. *"IMVU is like a fashion magazine I can enjoy endlessly."* After she assembles a new look by matching different products from her favorite Creators on IMVU, Pastel posts the results on IMVU, where 38k followers track her latest designs.



IMVU supports creators by providing multiple opportunities to develop their digital businesses and get noticed.

FEATURED CREATORS

Creators are our "life-blood" and ensure the entire ecosystem thrives. We're only as successful as you are.

Creators translate real life trends to IMVU's 3D rooms by creating products that users want and love. You shape experience and avatar expression. You are trend-setters, stylists, designers, and engineers that push the limits of creativity and create the ability to have a rich, shared experience.

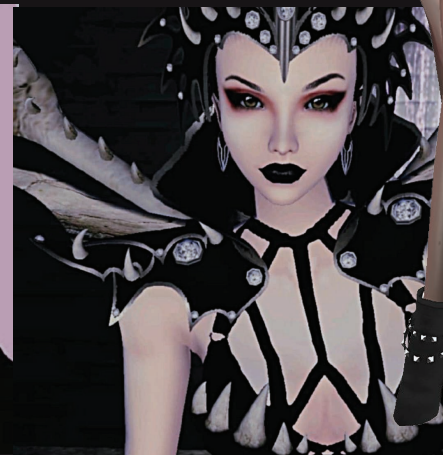
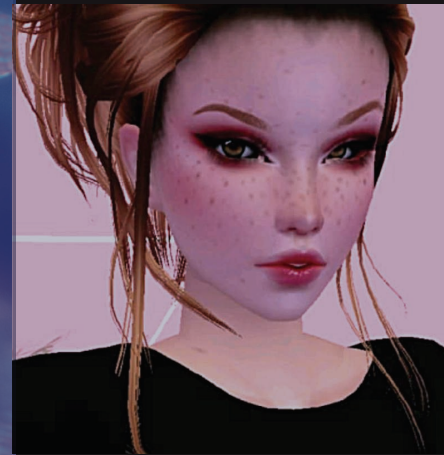


ANGELSKISS2007

United States / Creator since 2001
Female Clothing, Hairstyles

“ I create for fun and for myself, and I'm overjoyed that my work can be enjoyed across IMVU. I've been a creator for over 11 years, which has actually sparked my professional career, too, as a web developer and designer! ”

I'm a 30 year old web developer from Chicago, and I love having IMVU as a creative outlet, 11 years and counting... I create products I know I'd love to wear, and am so glad that others enjoy them, too!



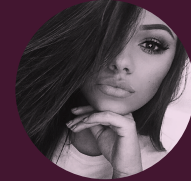
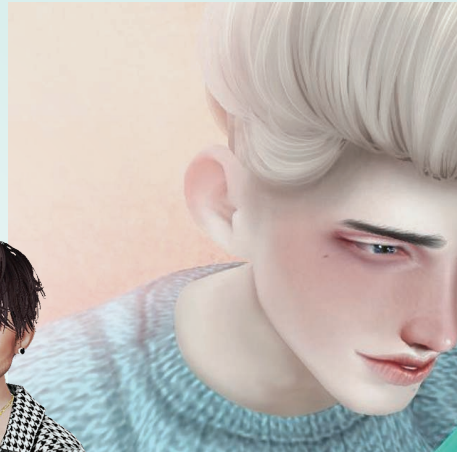


ROY

Canada / Creator since 2011
Male Clothing, Hairstyles, Heads

“ ...I earn enough doing what I love to make a living out of it. I have made lasting friendships and found a sense of community that gives me a sense of fulfillment in life.”

I always had a passion for visual arts. That passion transferred to IMVU when I began creating in 2011. I started out small at first, specializing in creating eyes, but started to challenge myself to branch out and create a multitude of things.



DROLL

United Kingdom / Creator since 2009
Female Hairstyles, Clothing

“ I’m from the UK and I’ve been enjoying my time on IMVU for quite some time now. I started creating as a way to make stuff for myself and my friends, though it developed into so much more. It’s currently my job, but also something I do to relax, unwind and express my creativity which I love! ”

I love creating on IMVU because it’s a place to express my creativity, I love publishing new things people have never seen! I really don’t remember a time before IMVU, I’ve been a user for years and I’ve loved my time there. It’s so ridiculously diverse, you can meet anyone from anywhere!





UNEQUAL

United Kingdom / Creator since 2007
Female Clothing

“The community was amazing, extremely helpful, and that was the start of my journey as an IMVU artist. Thanks to IMVU, I have the opportunity to connect the virtual world to the real world and pursue a career in this environment.”

IMVU will always have such a special place in my heart since we have literally grown together. I'm reaching my 11th year here, and I am still excited about new opportunities, new beginnings and the room for growth. My journey is about to take a new turn, and I'm extremely excited to have made it this far.



IZIS

France / Creator since 2011
Female Clothing, Accessories,
Hairstyles, Heads

“I love creating on IMVU because I've always been addicted to fashion, and I absolutely love drawing and designing clothes that inspire me or come up in my mind, it's a great way to turn your ideas into reality!”

I started creating on IMVU 7 years ago, so I've been here for a little while and I've been able to see the evolution and huge improvements made by the community and IMVU CEO.





WHERE
CREATIVITY
COMES TO
PLAY.

imvu

about.imvu.com | create.imvu.com | blog.imvu.com | help.imvu.com