Kinastory Global Business Plan

Public overview for 2026 to 2030

A story platform with a global vision

Kinastory.com is a platform initiative of Kinabrand Ltd. Our ambition is to help people and organizations tell meaningful stories, connect across communities and languages, and develop opportunities to earn from original creative work.

This public business plan presents our intended direction, the audiences we aim to serve, and the commercial model we plan to develop. Product capabilities and revenue services described here are planned priorities; availability will depend on development, testing, and market readiness. They should not be read as a list of features already launched.

Our mission

Make storytelling accessible through text, audio, photography, video, and LIVE participation, while respecting the people who create stories and those whose lives they describe.

Our vision

Build a trusted global home for stories that carry personal experience, cultural knowledge, learning, and community memory across generations and borders.

Our business direction

We plan to build from Rwanda and East Africa toward diaspora communities and selected international markets. Creator support, paid content, business services, sponsorship, and permission-based licensing are central to the proposed model. Advertising is intended to play a supporting role.

kinastory.com

The audience and the experience

Our opportunity is to serve people who want to develop a story over time, invite others to contribute, and reach audiences who care about its context. We aim to bring these activities into one accessible experience.

Who we aim to serve	The value we intend to offer
Individuals and families	A way to record experiences and preserve shared memories with appropriate audience controls.
Creators and storytellers	A home for original series, audience relationships, and opportunities for direct support.
Communities and diaspora groups	Stories that connect people with local languages, places, traditions, and lived experiences.
Businesses and tourism organizations	A way to explain their origins, people, services, and impact through clearly identified commercial stories.
Schools and cultural organizations	Tools for educational storytelling, community collections, and consent-based oral histories.

Planned storytelling tools

Our product direction combines multimedia stories, chapters and series, audio recording, transcripts, captions, collaborative contributions, and discovery by theme, place, and language. Translation support is intended to help stories travel while keeping the original language visible.

Planned LIVE experiences

Kinastory LIVE is envisioned as a space for hosted conversations, interviews, performances, and community storytelling. The planned experience includes audience participation, invited guests, moderation, and the option to turn a recorded session into a lasting story with the necessary permissions.

What will distinguish Kinastory

Our intended distinction is the combination of story structure, spoken expression, shared authorship, and ongoing creator relationships. A family history, a creator series, or a local business journey should remain understandable as it develops over time.

The business model and growth approach

Our proposed model connects platform revenue to services that audiences, creators, and organizations choose to use. Specific prices, fees, eligibility, and payment availability will be communicated when each service is introduced.

Proposed income stream	How it would work
Creator support and premium content	Memberships, paid stories or series, and voluntary support, with clearly disclosed platform and payment fees.
Business and organization services	Paid tools for publishing, managing story collections, and understanding audience engagement.
Sponsored stories	Disclosed collaborations between creators, brands, and institutions.
Story promotion	Optional paid distribution for eligible stories under published standards.
Content licensing and enterprise services	Permission-based agreements for approved uses of stories and related services.
Selective advertising	Relevant, clearly identified placements as a supplementary revenue source.

Building an audience

We intend to work with storytellers and community organizations on themed collections, creator series, and participatory events. Shareable stories and collaborations can introduce Kinastory to new audiences through existing communication channels and social platforms.

A phased global approach

Our initial focus is Rwanda and East African communities, including their diaspora. We plan to broaden language support and enter additional markets as audience demand, reliable payments, community support, and local readiness justify expansion. The global ambition does not imply immediate availability of every service in every country.

Sustainable operations

Development will be guided by user feedback, repeat participation, creator value, and the costs of media delivery, support, and moderation. We intend to expand services at a pace that supports a reliable experience and a sustainable business.

Trust and opportunities to collaborate

Our planned approach to trust centers on consent, creator rights, clear community standards, and understandable choices about how stories are shared. These principles will guide product development and commercial services.

Responsible participation

We aim to provide reporting and audience controls, enforce rules against exploitation and abuse, and develop appropriate protections for younger users. LIVE services will require suitable moderation and host controls. Safety capabilities will need to develop alongside the scale and complexity of the service.

Rights and transparency

We intend to respect creators' intellectual property and require appropriate permission for published and licensed material. Commercial collaborations should be identifiable, and creators should be able to understand applicable fees and payout terms. Our proposed business model excludes selling personally identifiable story data.

Partnership opportunities

Kinastory welcomes interest in future collaborations with creators, educators, cultural institutions, diaspora associations, businesses, tourism organizations, media publishers, and service providers. Potential projects include original story series, community history collections, educational initiatives, and disclosed sponsored programs.

Partnerships described in this plan are opportunities for discussion, rather than announcements of signed agreements or endorsements. Each collaboration would require agreement on scope, permissions, responsibilities, and commercial terms.

What progress will mean

We will look for stories that people return to, creators who find lasting value, communities that participate meaningfully, and services that can support their own operation. We intend to use these signals to improve the experience and guide international growth.

Explore Kinastory

Visit **kinastory.com** to explore the platform and its available information. Our long-term ambition is to help local voices connect with global audiences while preserving the context that gives their stories meaning.

Kinabrand Ltd | Public edition | September 2026
This overview may be shared publicly. It describes business intentions; planned services and timing may change.