

TribuShare is a white-label platform that lets filmmakers, creators, and AI-generated content creators launch their own branded storefront, sell directly to their audience, and keep **up to 90% of revenue** — cutting out intermediaries, with built-in affiliate programs to help solve the promotion problem most creators face alone.

QUICK FACTS

PRODUCT

White-label D2C storefronts for independent films, digital creators, and AI-generated content

MODEL

B2B SaaS — Pre-launch \$0 / Standard \$79/mo / Enterprise custom

COMMISSION

max(\$1, 10%) per transaction; creator keeps up to 90%

FOUNDED BY

Ben Lachaise Wiener

TECH

Proprietary streaming & DRM stack, Stripe Connect payments, AI assistant (Tibu) for copy, pricing and translation in 4 languages

KEY FEATURES

Storefront builder, affiliate programs, watch parties, geo-blocking, audience data ownership

COMPANY

SYLOE GROUP SAS — SIREN 898 633 409 — Le Plessis-Bouchard, France

LIVE STOREFRONTS

letmehavemyson.com · thebonniebraehouse.com

THE STORY

The problem. A completed independent film — or a piece of premium creator content — generates, on average, close to nothing on traditional platforms. Aggregators and ad-supported streaming take their cut, and the creator never learns who watched. The traditional value chain was digitized — never transformed.

The shift. Distribution is moving from passive upload to structured, direct launch. Creators who sell directly — with their own storefront, an owned email list, and a real promotion mechanism — cut out the intermediaries and keep control of both revenue and audience data. The infrastructure for that didn't exist outside a handful of large platforms. Now independent creators have access to it too.

The proof. An older independent film, with no active distribution push behind it, generated its strongest wave of sales within days of a single promotional share — proof that a direct storefront can reactivate a dormant catalog title without ad spend, while the filmmaker keeps 100% of the audience data generated.

Up to 90%

revenue retained by the creator

max(\$1, 10%)

commission per transaction

\$11-14

illustrative revenue per viewer

FOUNDER



Ben Lachaise Wiener

Founder & President, SYLOE GROUP

Ben Lachaise Wiener is a Paris-based producer and founder of SYLOE GROUP. After 15+ years producing film, TV and immersive content, he built TribuShare to give independent creators the direct-to-consumer infrastructure the industry never offered them.

"Netflix digitized distribution. It never transformed the value chain for creators. TribuShare does the part everyone skipped: giving the creator the storefront, the data, and the revenue."

— Ben Lachaise Wiener, founder

"Direct sales can reach \$11 to \$14 per viewer, depending on pricing — worlds apart from a fraction of a cent on ad-supported platforms. Cutting out the intermediary changes the math entirely."

— Ben Lachaise Wiener

PRESS CONTACT

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Response within 24h

tribushare.com

SYLOE GROUP SAS · Le Plessis-Bouchard, France