Press Kit

minds.com | minds.org

The tech elite have **failed.**

They have lost the planet's trust. Restrictive algorithms, secrecy, surveillance, demonetization, censorship and excessive centralization of power are infecting the web.

WE ARE MINDS

The crypto social network.

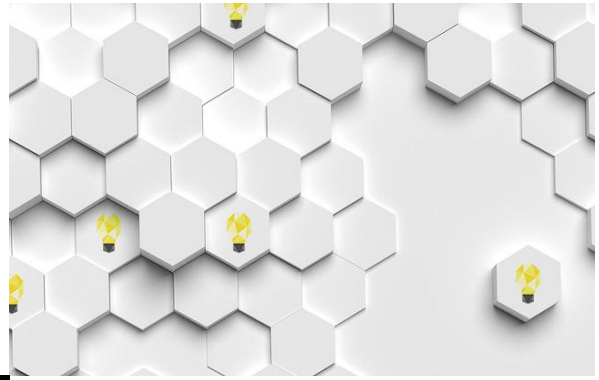
Earn tokens for your contributions and use them to boost your content, wire other channels or launch a network node. The evolution of the Internet is happening here.

Right now.

PRINCIPLES

reach

No restrictive algorithms.
No surveillance.
100% organic reach.



freedom

Open source. Transparent.
Encrypted. Decentralized.
Maximized free speech.

rewards

Earn crypto for contributing
to the network. Exchange it
for viral reach and rewards.

Minds is a next-generation **GLOBAL** Network

75M+

Uniques

100+

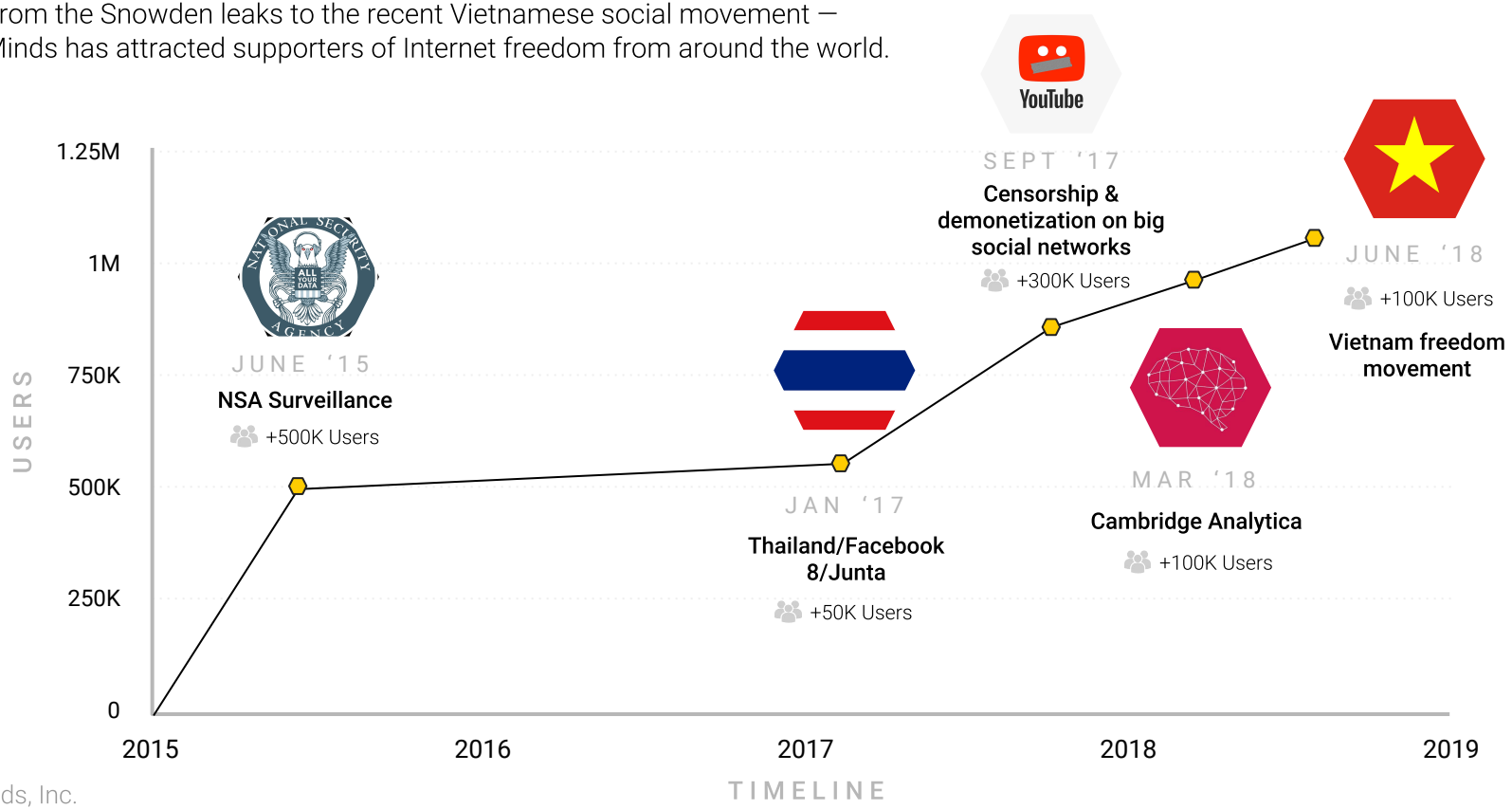
Countries

50%

English speaking

THE MINDS SOCIAL EVOLUTION

From the Snowden leaks to the recent Vietnamese social movement —
Minds has attracted supporters of Internet freedom from around the world.



REVOLUTION **VIETNAM EXODUS**

“ The migration of Vietnamese bloggers from Facebook to Minds has created an explosion... — BBC VIETNAM

“ Minds.com...had seen a spike of 150,000 new users from Vietnam... — REUTERS

“ Social Network Minds.com to "overtake" Facebook? — LAO ĐỘNG

“ Activists 'migrate' to Minds in hopes of 'safety' over Facebook. — VOA

150K+

New users since 6.29.2018

3M+

Pageviews

10M+

Boosted Impressions

PRESS HIGHLIGHTS

> Minds will be transformative in ways that people don't even fully understand — and we're definitely on your side.

TUCKER CARLSON TONIGHT

> A prominent example of what it looks like when a platform inverts the traditional ad-supported model.

WIRED

> Struggling With Facebook Organic Reach Decline? Try Minds, a New Open Source Social Networking App

Forbes

MASS MEDIA

TechCrunch	WIRED	TNW	Forbes	REUTERS	ZDNet
The INDEPENDENT	THE HUFFINGTON POST	San Francisco Chronicle	VentureBeat	.Mic	OBSERVER
ADWEEK	INTERNATIONAL BUSINESS TIMES	BBC	BARRON'S	RT	BUSINESS INSIDER
GQ	BREITBART B	c|net	FOX NEWS channel	TUCKER CARLSON TONIGHT	VOA Voice of America
Townhall	IEEE SPECTRUM	MarketWatch	PC	VICE	Futurism

CRYPTO MEDIA

coindesk	CoinJournal	BITCOIN MAGAZINE	coinsquare	COINTELEGRAPH	HACKED
BLOCKONOMI	*Bankless Times	KEISER REPORT	Blockchain News	BlockTribune All the News that's fit to Mine	CryptoComes The future is here
THE CRYPTO LARK	BCFocus	Bitsonline	COINRUSSIA Crypto NEWS from Russia	BTCMANAGER	cryptobriefing
CryptoNews Review	BitcoinExchangeGuide		BITRATES	Smartereum	THE INDEPENDENT REPUBLIC

INDEPENDENT MEDIA

INTERNATIONAL MEDIA

Bangkok Post	telesur	TELEPOLIS	INDIA TODAY	BBC VIETNAM
VN Review	BUSINESS INSIDER AUSTRALIA	DNA	PC HOME WWW.PCHOME.NET	PC WELT VON IDG
CORRETTA informazione.it Quello che gli altri non dicono...	網易数码	t:n digital pioneers	Cnii.com.cn 中国信息产业网	RFA Đài Á Châu Tự Do
		WIRED.IT		

TOKEN

Our token is already one of the top Ethereum dApps.

$0.25
Initial price

10%
Token sales
(100 million tokens)

90%
Token rewards
(900 million tokens)

200K+
Monthly Active Users

300K+
Tokens Rewarded

250K+
Token Transactions

150K+
Tokens Redeemed

DAILY CONTRIBUTION

Earn token rewards for your daily contributions to the network.

Votes **+1**	Comments **+2**
Referrals **+10**	OnChain Transactions **+10**
Subscribers **+4**	Reminds **+4**
Check-ins **+2**	Development Manually reviewed

TOKEN UTILITY

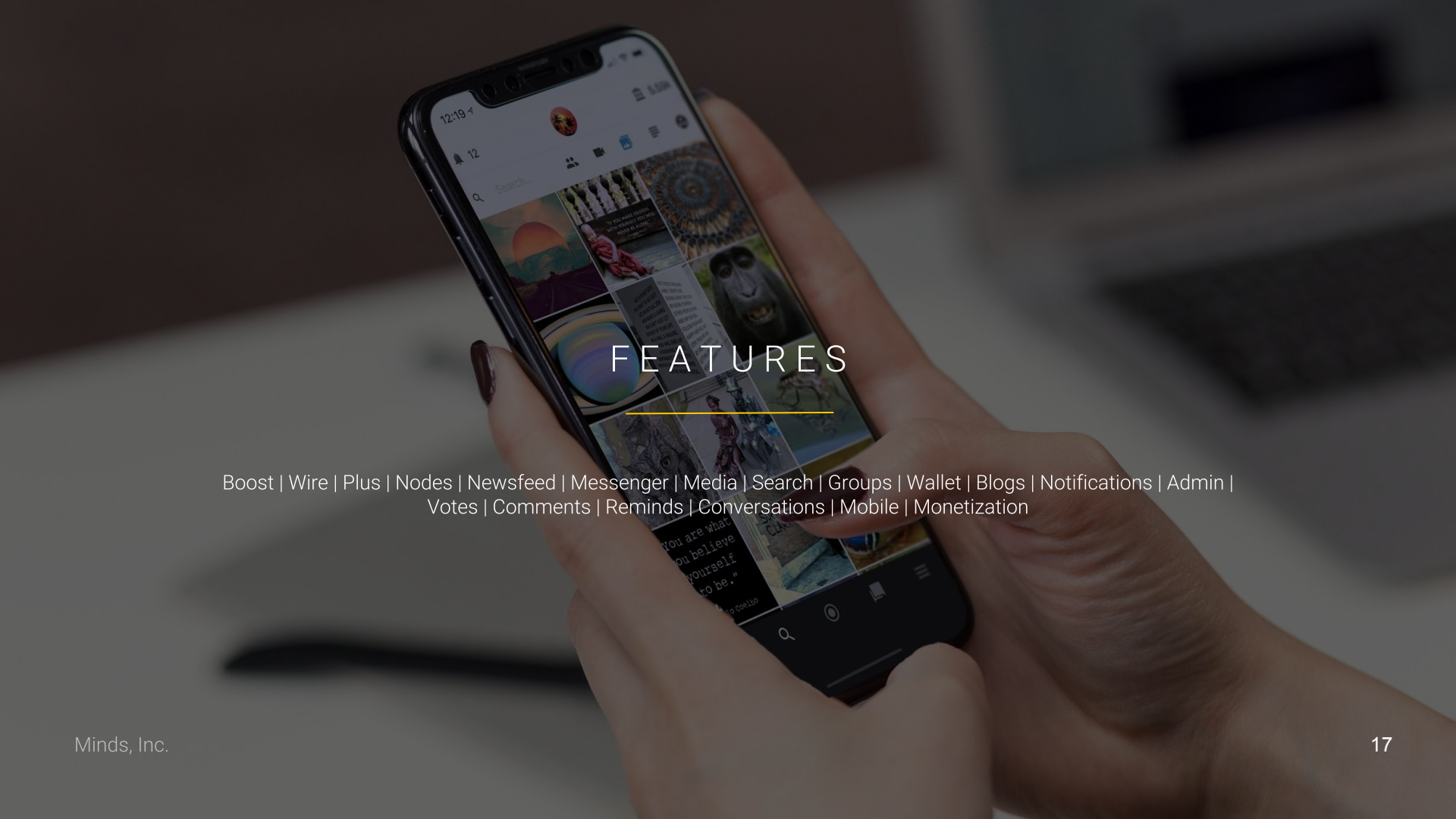
Exchange your tokens for a variety of services on the Minds platform.

CRYPTO SOCIAL NETWORKS

	Minds	Steemit	Akasha	Synereo	Sapien	Sola	Indorse	Ong	Props	Kik	Telegram
Active Users	180k+	100k+	<1k	<10k	<1k	<1k	<1k	<1k	100k+	100k+	100k+
Mobile apps	●	○	○	○	○	●	○	○	●	●	●
Video	●	○	○	○	○	○	○	○	●	○	○
Blogs	●	●	●	○	○	○	○	●	○	○	○
Groups	●	○	○	○	●	○	○	●	○	○	○
Newsfeed	●	●	●	●	●	○	●	●	●	○	○
Messaging	●	○	○	○	●	○	○	●	○	●	●
Payments	●	○	●	●	●	○	○	●	●	●	○
Advertising	●	●	○	●	○	●	○	●	○	○	○
Hosting	●	○	○	○	○	○	○	○	○	○	○
Open Source	●	○	○	○	○	○	○	○	○	○	○
Rewards	●	●	○	●	●	●	○	●	●	●	○

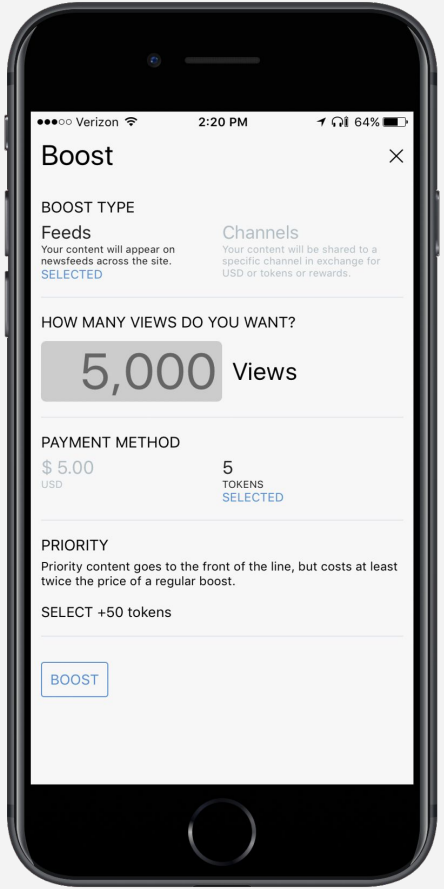
Minds offers an end-to-end revenue model for content creators.

	Minds	YouTube	Facebook	Patreon	Twitter	Steemit	Instagram	Reddit	Snapchat
Tips	●	●	◐	○	○	○	○	○	○
Paid Subscriptions	●	●	◐	●	○	○	○	○	○
Ad Sharing	●	●	○	○	◐	○	○	○	◐
Paid Promotion	●	○	○	○	○	○	●	○	●
Rewards	●	○	○	○	○	●	○	○	○
Crypto	●	○	○	○	○	●	○	○	○



FEATURES

Boost | Wire | Plus | Nodes | Newsfeed | Messenger | Media | Search | Groups | Wallet | Blogs | Notifications | Admin | Votes | Comments | Reminds | Conversations | Mobile | Monetization

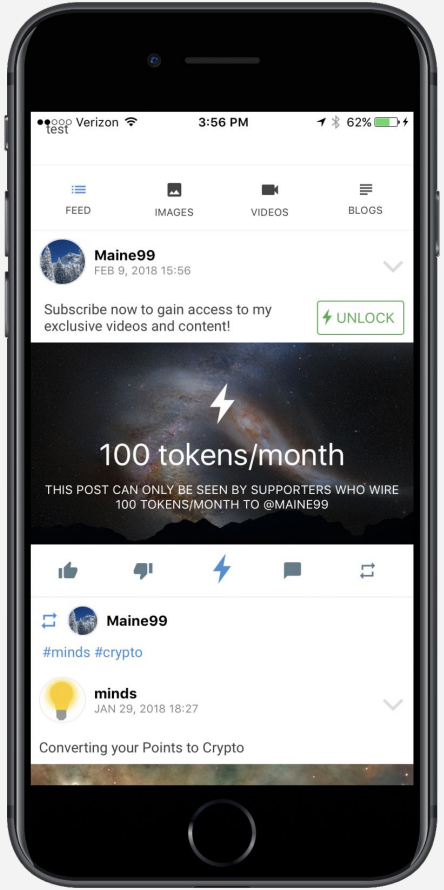


BOOST

Exchange tokens for more views on your content.

Despite being much smaller, users are finding it *easier* to generate engagement on Minds than establishment networks because we provide *a path out of the algorithmic void*.

- Full transparency on advertising campaigns with smart contracts
- 1 token for 1,000 views
- Advertise directly to other channels with no middleman
- Use earned or purchased tokens



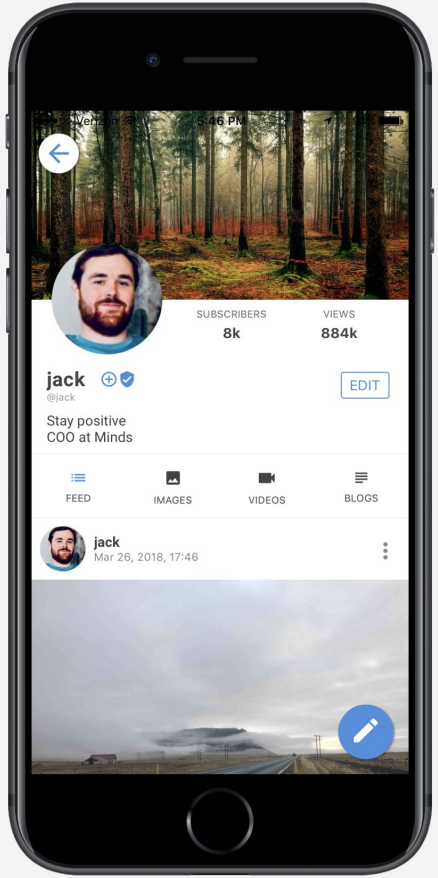
WIRE

Exchange tokens directly with other channels.

Thousands of content creators are losing their revenue and livelihoods due to high fee structures, algorithms and subjective demonetization.

By adding smart contracts to all peer-to-peer Wire transactions, content creators can:

- Eliminate the risk of demonetization or censorship
- Sell subscriptions for exclusive content and custom rewards to fans
- Earn tips or pay-per-view revenue

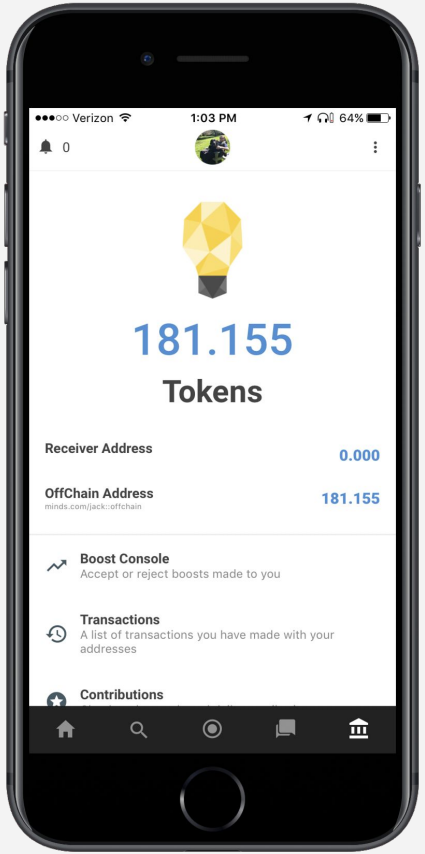


PLUS

Upgrade your channel to unlock premium features.

Exchange tokens to unlock premium channel features, including:

- Exclusive Minds content
- Verification
- Plus badge
- Hidden ads
- Enhanced channel



WALLET

Manage your token earnings and transaction history.

Minds rewards you for your contributions. Tokens that are earned, gifted, or purchased are stored in Wallet.

Tokens can be stored on the blockchain, for added security and transparency, or OffChain on the Minds servers for convenience. The Minds wallet can:

- Integrate with any existing Ethereum wallet
- Exchange OffChain rewards for OnChain tokens
- Create a new Ethereum address

MOBILE

Native mobile applications on iOS and Android.

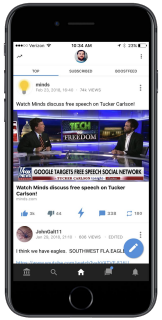
Stay connected to the community with instant access to the Minds App. The simple and beautiful interface gives the social media experience back to you.

- Quickly share media with your friends and network
- Push notifications and instant updates
- Stay in touch with the content you love
- Built on the React Native framework

ADDITIONAL FEATURES

NODES

Build your own white-labeled social application with Minds code.

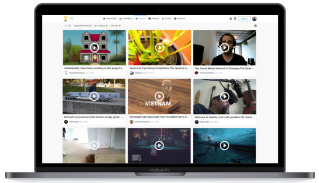


NEWSFEED

Subscribe to your favorite channels and view their activity.

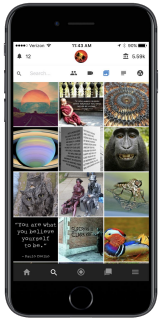
MESSENGER

Send encrypted messages to your contacts.



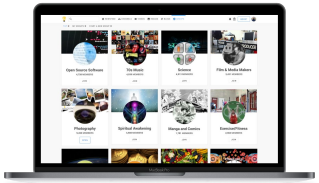
MEDIA

Share your favorite images, videos and ideas with your network.



SEARCH

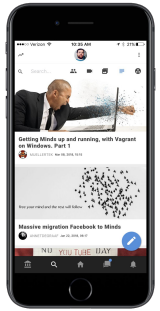
Discover channels and content you love.



GROUPS

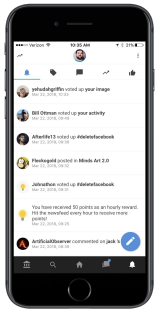
Create or join communities about what interests you.

ADDITIONAL FEATURES



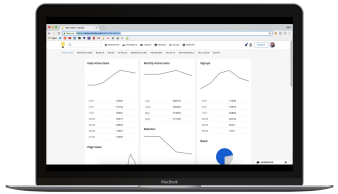
BLOGS

Write about your passions.



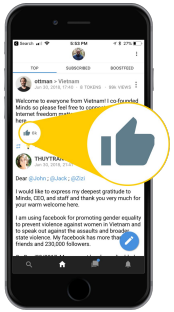
NOTIFICATIONS

Stay up to date with activity on the network.



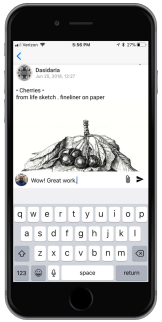
ADMIN

Monitor network activity and analytics in real-time.



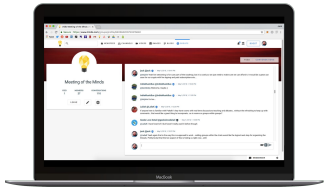
VOTES & REMINDS

Help determine which content trends to the top, and share posts from other channels to your own feed.



COMMENTS

Interact with other channels and voice your opinion.



CONVOS

Chat with other group members in real-time.

EXECUTIVE TEAM

Bill Ottman
CEO and Founder

@ottman

The visionary who started it all, and leader in free speech, Bill is also advisor Code to Inspire, and is a Fellow at the Boston Global Forum. Bill holds a B.A. in English and Music from University of Vermont.

John Ottman
Chairman & Co-Founder

@john

John has been building great companies for 35+ years, with leadership roles at Oracle, IBM, Princeton Softech (Acquired), Application Security Inc. (Acquired), and more. John studied at Denison University.

Jack Ottman
COO

@jack

Jack runs day-to-day operations at Minds. Previously, he held senior roles at IBM, and holds a B.S. in Business Administration from Washington and Lee University.

Peter Schwartz
CFO

@peterschwartz

35+ years of leadership experience in finance roles at companies including CA, Interworld, and more. Peter holds an M.B.A. from The George Washington University - School of Business and a B.A. from Yale Univeristy.

Mark Harding
CTO

@mark

Mark is a highly skilled technologist, designer, and creator with nearly 10 years of experience in software development and design. He holds a B.A. from the Royal Convervatoire of Scotland.

ADVISORS

Gabriel Abed | **Bitt.com**

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Marcin Jacubowski | **OSE**

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https://minds.org

SEC Reg CF filing