

Exit to Logos: Campaign Strategy



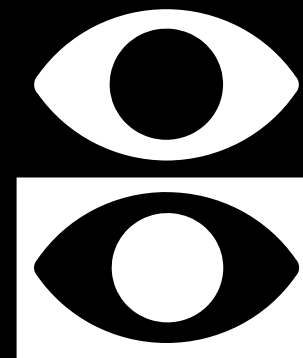
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Campaign Overview

Exit to Logos is not simply a slogan, it's a movement blueprint. This campaign serves as the fertile soil for widespread implementation of the Logos tech stack and cypherpunk values, catalyzing both digital engagement and real-world organizing. Our goal is to prove that Logos isn't just theory, it's the base layer for the next societies.

We are building a decentralized engine for the production of culture and ways of life. That means:

- Coordinating across autonomous Cells that solve real problems
- Publishing and amplifying emerging lore
- Illustrating the importance of governance records on Codex
- Using Nomos to model fit for use decision-making that is fair and tamper-resistant
- Deploying Waku to stay connected without surveillance and despite repression



The plan that follows lays out a phased, tactical approach to outreach, activation, and shared lore production. It is designed to build towards the next Parallel Societies Festival (PSF) and the broader growth of the Logos movement.

Context: Reclaiming Autonomy in an Age of Surveillance

Democracy in its current form has not evolved since we created a reasonably peaceful way of replacing one monarch with another. Now with the power of modern technology we are at a civilizational inflection point. The infrastructure of everyday life, governance, identity, communication, economy is increasingly defined by surveillance, centralization, and coercion. The platforms and states that claim to serve us now monitor, manipulate, and constrain us. In this context, privacy is not a luxury. It is the precondition for self-sovereignty.

Logos exists to reverse this trajectory. This campaign is not just a growth engine, it is an invitation to exit. We are building a parallel culture rooted in consent, cryptography, and cooperative agency. Our goal is to make freedom scalable through working systems that empower people to govern themselves and coordinate without permission. In this next phase of Logos evolution we will build a strong and exciting cultural and infrastructural foundation to build upon, focused on supporting people to use our tools for the activities of their cells and coordinated activations.

Working Backwards from PSF

Reverse-Engineering Real-World Outcomes

We begin not with the question "how do we grow?" but with "what must be undeniably real within the next year.

By focusing on the next Parallel Society Festival (PSF) as a tangible focal point on the horizon we can set clear goals and work backwards from there:



Measuring Success

Cells self-organizing across continents achieving real world impact

This means at least 75 active cells and at least 10 inspiring stories to be shared at PSF by Liaisons and Cell coordinators.



Lore archives created in the process of documenting the growth of Cells

A vibrant living library documenting these pivotal moments.

Anonymous contributors coordinating complex infrastructure

Some things are hard to measure, especially when you value privacy and security. And sometimes that's the point.

What coordination looks like:

- Shared rituals, vote logs, and decision templates
- A living directory of tools, playbooks, and protocols tailored to local needs
- We will have implemented and documented activations and engagements at Web3 Privacy Conference and Dev Connect and we will decentralize our efforts by providing basic organizing kits to community members attending web3 and dWeb events world wide

What infrastructure growth looks like:

- 75 or more active Cells that are using Logos tools and sharing some form of lore publicly or privately in a total of at least 3 languages
- Intentional feedback loops and iteration/ forks driven by community members directly
- Local AI agents assisting Cells with coordination, simulation and ideation

Campaign Structure

To achieve this, the campaign is structured across a funnel framework. Each phase of the funnel corresponds to a movement needed from spark to story to scaffold.

What follows is the tactical execution of this strategy. But the north star remains: self-determined communities, acting in concert, guided by a shared ethos of autonomy and efficacy.



Distributed Organizing: A Campaign Liaison Network

To support distributed Cell organizing and ensure smooth coordination across geographies and levels of experience, we will adopt a distributed organizing model.




This model enables scalable leadership and autonomy by nesting contributors into a layered structure of support and feedback. Each campaign liaison becomes a node of relational trust—anchoring newcomers, identifying opportunities, and circulating insights up and down the movement structure.

Philosophy

this engagement funnel guides individuals from first contact to active participation in Logos Cells, based on values of voluntary association, privacy, and shared narrative. Unlike traditional funnels, this one is ephemeral, consent-based, and invisible by design a pattern language for decentralized growth.

There is no pressure to convert, only an invitation to co-create.

Privacy is not an obstacle to participation—it’s a precondition for freedom.

		
Description	Goals	Next Steps
Each Cell is paired with a liaison—someone who has prior organizing experience, understands the Logos stack, and can offer logistical and narrative guidance. Liaisons are organized into regional or thematic clusters, each supported by a senior coordinator who interfaces with the core campaign team. This allows horizontal collaboration between Cells and liaisons, while preserving a lightweight chain of support.	<ul style="list-style-type: none">Accelerate onboarding and campaign activation across diverse geographies and use cases.Create redundancy and resilience while avoiding bottlenecks and overcentralization.Help surface high-potential organizers, stories, and rituals that can scale.Facilitate field testing of the Logos stack in real-world settings and feed insights into technical and narrative iterations.	<ul style="list-style-type: none">Identify initial cohort of campaign liaisons from among existing contributors and PSF alumni.Draft a lightweight Liaison Field Manual: expectations, communication rhythms, escalation paths.Host a pre-PSF digital convening of liaisons to establish shared rituals and vocab.Develop a shared ledger of liaison logs to track feedback loops and Cell progress, published semi-publicly via Codex.Highlight top-performing liaisons in post-PSF retrospectives and lore anthologies.

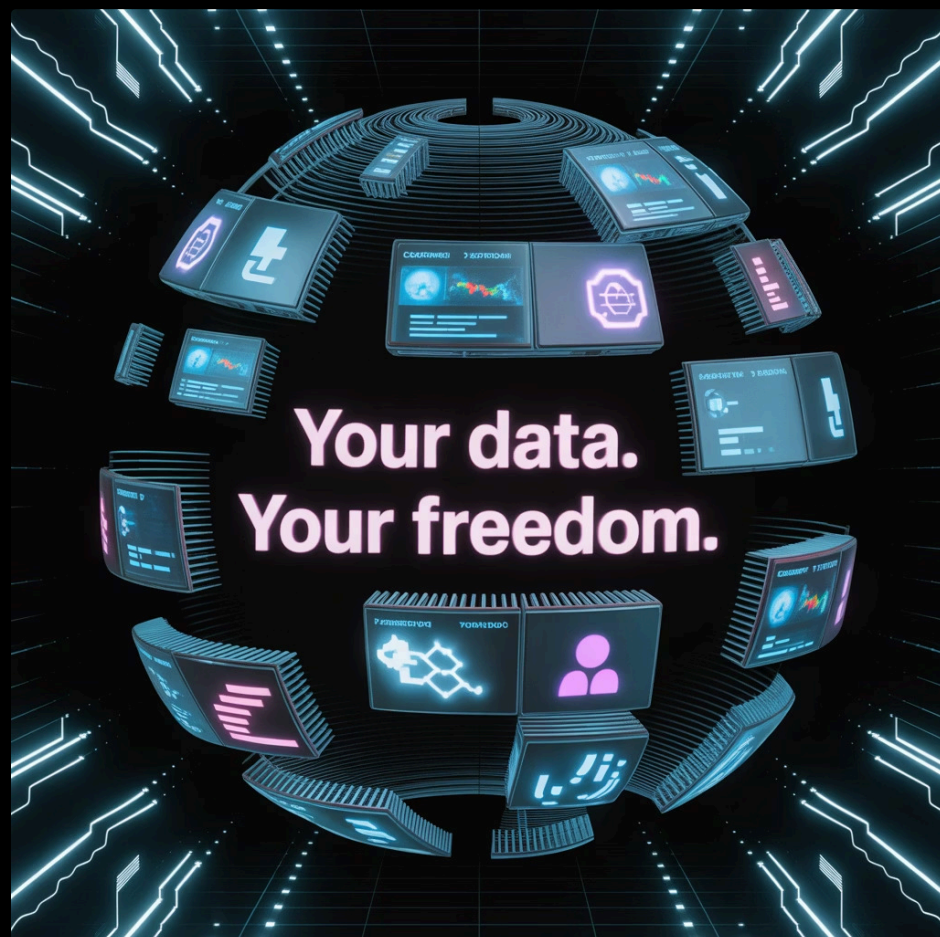
This model doesn't just scale support, it has a real world impact and gathers the stories to tell. Each liaison becomes both a caretaker, acceleration facilitator and a chronicler, weaving local signals into the movement's collective lore.

Cell Support Kit Expansion

Cell toolkit ideas:

Sample Lore Entries

To seed storytelling and cultural transmission.



Decision-Making Templates

Templates for transparent decision-making using Nomos, from governance votes to resource allocations, with curated governance pattern libraries and software pairings. Each toolkit helps facilitators and contributors match the right decision structure—consensus, delegated voting, liquid democracy, rotating facilitation, or merit-based selection—with the institutional needs of the moment. Paired with runnable governance interfaces or Nomos templates, the goal is to make choosing the right governance flow as accessible as choosing the right app. Liaisons and local agents help assess conditions, guide implementation, and support evaluation and iteration. This is not just decision support—it is institution design in motion.

Step-by-Step Kits

A library of step-by-step kits for initiating and coordinating parallel institutions. Each kit is anchored by a trained, locally runnable AI agent equipped with protocols, templates, and a built-in archive of global examples.

These agents support everything from mutual aid governance and decentralized education to mesh networks and cooperative economies—offering guidance, troubleshooting, and learning support in real-time. Paired with a human coordinator and an open feedback loop, these kits make it possible to learn in public, adapt to local conditions, and build resilient institutions rooted in shared values.

Modular Local Activation

Local activation campaign are modular civic actions that Cells can remix and localize. These are plug-and-play frameworks for founding a parallel institution, complete with templates, resources, and coordinated AI support.



Rollout Strategy



Next Steps:

- 1** **Finalize initial Cell features and ritual kit shipment**
- Identify 3–5 Cell archetypes to model starter organizing formats (e.g. urban tech Cell, rural resilience Cell, student Cell, mesh Node Cell).
 - Define a minimal but expressive ritual kit: oath cards, a starter sigil stamp, and a laminated poster with core mantras and QR codes to onboarding materials.
 - Develop a streamlined onboarding flow to accompany the kit, guiding Cells through hosting their first ritual, publishing to Codex, and conducting a vote on Nomos.
 - Schedule and track rollout logistics: estimated delivery windows, Discord handoffs, and Codex onboarding logs.
 - Collect photos, feedback, and lore fragments from first-use of kits to feed into commentary and recruitment streams.
 - Package all this into a public-facing Codex entry that models what early adoption can look like and invites remixing.
- 2** **Launch public PSF Codex directory**
- Create a dedicated, easily linkable section within Codex for all PSF-related entries.
 - Include guides for participants, lore contribution guidelines, and live publishing instructions.
 - Feature pre-festival lore submissions from Cells, proposals for on-site activations, and statements of intent.
 - Curate daily updates during PSF (or a live-feed Codex log) showcasing real-time photos, reflections, and rituals.
 - Post-festival, archive presentations, rituals, and learnings as a permanent anthology to be cited and built on.
- This directory becomes both a living planning tool and a historic record—proof of movement memory in action.

Cultural Bedrock & Meme Strategy

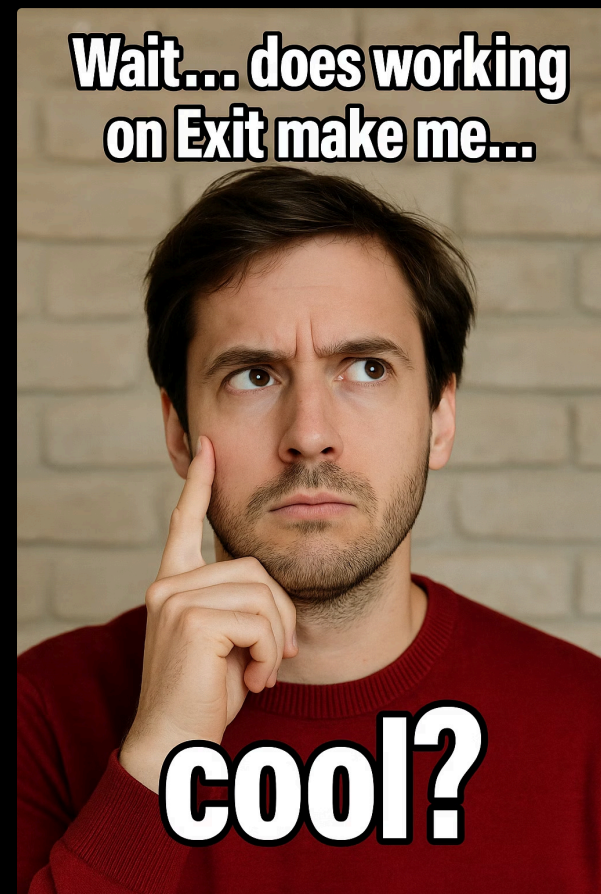
We will coordinate a decentralized campaign that invites community participation while seeding a narrative canon. This will include:

Global 'Exit Memes' Creative Sprint

Launching a global 'Exit Memes' creative sprint: a one-week collective event where contributors remix slogans, symbols, and sigils into shareable formats (Farcaster, X, Nostr, print).

Equipping Cells with a meme starter pack: remixable templates, mantras, and Logos branding.

Engaging selected meme catalysts (curators, artists, community leaders) to lead the charge and elevate contributions.



Using Discord threads and Codex to curate and archive standout submissions. The most resonant, remixable, or campaign-aligned memes will be minted as sigils or lore entries, with accompanying provenance and commentary. These minted pieces become part of the collective memory of the campaign, visible in Codex and referenced in future rituals, lore packs, or Cells. This process ties cultural creation directly to community recognition and long-term symbolic capital.

Objectives:

- Activate early cultural contributors across channels
- Harvest organic phrases, visuals, and sigils for future lore
- Establish tone and symbolism that scales across diverse Cells

Top of Funnel: Awareness and Curiosity

- Seeding "What is Logos?" starter kits in channels frequented by target personas.
- Coordinate social media bursts across X, Lens, Farcaster, and Nostr with a unified monthly theme.
- Publish explainer videos for each part of the Logos stack (Nomos, Codex, Waku).
- Run periodic "Parallel State of the Nations" commentary zines.

Logos Digest: A Parallel State of the Nation(s)



A core campaign artifact, the Logos Digest is a monthly, email-forwardable briefing that captures cultural momentum, community lore, and technical milestones across the ecosystem. It serves as a decentralized movement's version of a State of the Union except pseudonymous, remixable, and cryptographically verifiable.

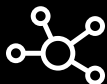
Purpose

To synthesize the most important developments across Codex, Cells, and protocols and make them portable across email, social, zine inserts, and p2p shares.



Monthly Briefing

Regular updates that keep the community informed about progress, milestones, and upcoming events.



Ecosystem Overview

Comprehensive view of activities across all Cells and technical developments in the Logos stack.



Cryptographically Verified

Content that can be trusted through verification rather than authority or centralized control.



Portable Format

Designed to be easily shared across multiple platforms and communication channels.

Mid-Funnel: Contribution and Activation

Cell Support Toolkit

Distribute Cell Support Toolkit with:

- Sample lore entries
- Ritual scripts
- Decision templates using Nomos
- Starter civic campaign modules (e.g. mesh net install day)

Host onboarding Spaces, Loom walkthroughs, and peer-led rituals.

Begin publishing lore artifacts and Cell indexes to Codex.



Learn

Access resources and training materials to understand the Logos stack and its applications.

Document

Record activities, decisions, and stories in Codex to build collective memory.



Build

Use templates and guides to create local infrastructure and governance systems.

Connect

Join with other Cells and contributors to share knowledge and coordinate actions.

Bottom of Funnel: Reputation and Retention

Coordinate a campaign for PSF convergence (including lore grants and cross-Cell quests). Release badgeable sigils for contributors, Cells, and lore publishers. Create a reputation directory (opt-in) of anonymous contributors, mapping lore to action.

500+

Codex Nodes

Documenting activities, decisions,
and cultural artifacts across the
network

75+

Active Cells

Self-organizing groups implementing
Logos tools in their communities

10+

Success Stories

Documented case studies of real-
world impact to be shared at PSF

Important Events

Strategic presence at key events to build community and amplify Logos through experiential engagement rather than passive information sharing.



Nov 16-23, 2025: Web3 Privacy Congress

Buenos Aires , Argentina



Nov 17-22, 2025: Devconnect

Buenos Aires, Argentina



Feb 2026: ETHDenver

Denver, Colorado



Mar 2026: Parallel Societies Festival

Lisbon, Portugal

We will produce a tool kit for each of these activation that includes, information/invitation tabling materials and set up, stickers and poster templates, media and social media shareables and gamified guerrilla marketing experiences to create buzz in support of speakers and community members networking with potentially important allies and/or new cell organizers.

A version of this kit will be available for community members attending any other events world wide to decentralize our conference outreach efforts.

Activations

Defend the Internet Archive

Scaling up the campaign to maximize Codex node installs & Cell growth

Targeted Roll-Out (Now– Dec 2025)

Overarching Goals:

- 500 codex node installs
- 100 new high value Discord channel members from this campaign
- 10+ new global liaisons ("Cell members") driving local onboarding



Codex Node Installation Campaign

Existing Flow:

The cli install process for setting up and running a node via cli is fantastic. This will will the focus of a targeted outreach campaign focused on devs, privacy advocates and

```
bash: npx codexstorage
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Installs codex node, optionally collects ERC-20 wallet, and starts the service

Next Steps:



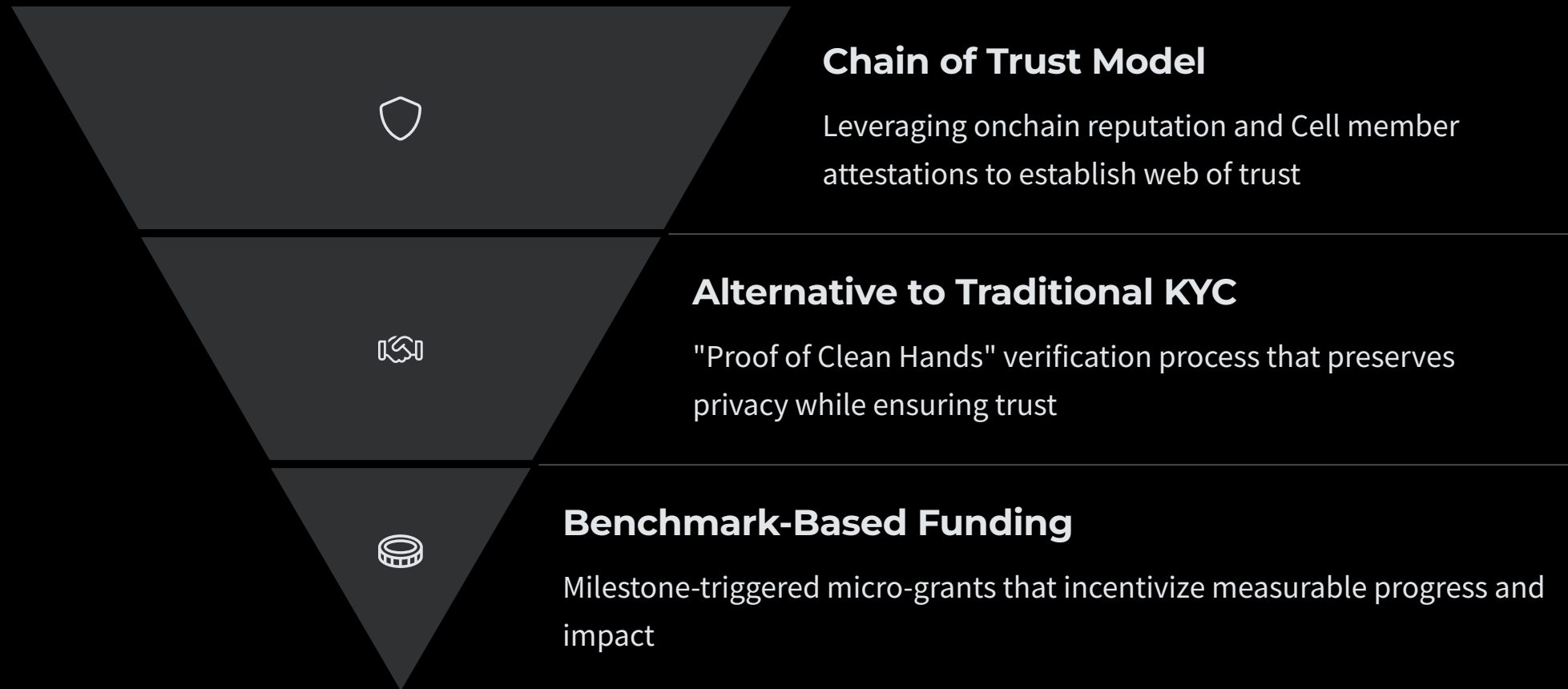
Global Liaison Outreach

- Identify 50+ volunteer liaisons (Cell members) globally
- Send starter kits: guide, video, banner, short pitch text

Campaign Activities

- Direct outreach low hanging fruit: developer communities, cypherpunks and schools for web3 computer engineering
- Microsite: defend.archive.logos.co with all assets & install guide and tools
- Ongoing Cross-platform releases: X, Farcaster, Bluesky, Discord, Matrix, Waku (some things you can only get on Waku)

Privacy-First Micro-Grants Program



Decentralized Governance Structure

Piloting Nomos technology and Waku for transparent yet private decision-making

Emphasis on low friction application process with rapid funding decisions

Prioritizing Cell initiatives that demonstrate measurable community impact

Creating pathways for new members to gain trust and access larger funding opportunities

Potential Modular Activations

Mesh For Peace

An ongoing connectivity sprint using the Logos stack to install mesh WiFi networks in internet-dark zones. Agents provide router configs, printable guides, Codex publishing flows for documentation, and outreach scripts to engage neighbors.

Next Steps: Offer this kit to Cells in conflict zones and/or identify potential partnerships.

Objective: Build physical infrastructure + lore around digital freedom.



Privacy is Power Week

A coordinated campaign where Cells host privacy workshops, threat modeling training, and personal data audits.

Includes local AI trained on workshop curricula, to help answer questions or facilitate further research as well as poster packs, stickers and a regional zine.

Next Steps: Partner with privacy orgs, begin planning roll out.

Objective: Normalize privacy as a community practice in the context of spreading surveillance and authoritarianism.

Conclusion: Revisiting our Goals

To know whether we've succeeded, we have decided to imagine what we want to be undeniably true by the time of the next Parallel Societies Festival.



Cell Presentations

We should see around a dozen Cells independently presenting their work. Some will have organized local referenda using Nomos (Mid-Funnel: Participation and Identity). Others will show Codex-hosted decision records and lore (Bottom-Funnel: Reputation and Coordination).



Cultural Artifacts

There will be zines written, distributed, and archived (Mid-Funnel). Rituals filmed (Top-Mid Bridge). Multipass sigils exchanged in real-world meetups (Bottom-Funnel).



Technical Contributions

Developers who used to contribute to Ethereum, Monero, or Lens now focused on improving Waku and its UX for off-grid organizers (Infra + Real-World Convergence).

Distributed De-Congress:

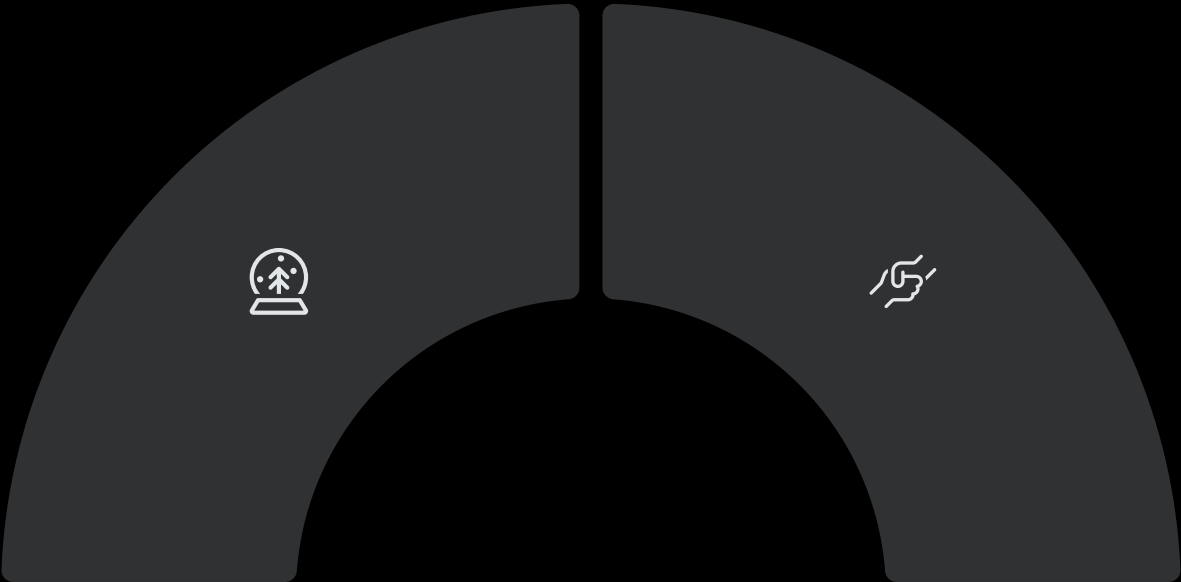
Each Cell will be invited to co-host a global 'De-Congress' to watch keynotes live streamed, host their own local workshops and discussions and participate in debrief session at the close of PSF, where ideas, proposals, and lore will be shared back into the network in a decentralized knowledge ritual. This model allows for maximum participation across geographies while preserving the collective convergence spirit of the event.

Lore Artifacts

Self-generated lore artifacts published to Codex (Mid-Bottom Funnel).

Ecosystem Partners

At least 3 ecosystem partners citing Logos stack as their coordination layer (Bottom-Funnel proof).



Final Thoughts

By the next Parallel Societies Festival, we want to see this campaign brought to life across diverse geographies and cultures. We want contributors publishing original lore in multiple languages, communities showing off Codex-backed voting logs and Waku chat infrastructure, and Cells debating governance models using Nomos templates. We imagine gathering beneath a decentralized infrastructure canopy: a real dashboard of public coordination, anonymous sigils stitched into garments, and shared rituals affirming autonomy over extraction.

This campaign exists to prove that the Logos stack works in the real world and to help build the network of people who will keep improving it from within.

This campaign is an invitation, a gift to a troubled world. It's a declaration of refusal. A refusal to be surveilled into silence, to be governed without consent, to wait for tools that never arrive. It's a campaign by and for those who are ready to exit, together, and to make visible the next stage of collective life.

Additional Stuff

- **Fud-Buddy Decision Tool** - A fun little bare bones implementation of a Logos based decision making tools for deciding were to eat lunch at a conference.

Merges multi-attribute decision making with an local food options.
Vibe coded into existing to get my finger nails dirty and play with the tools.

- **Bonus Material** - Some additional thoughts and that emerged while working on this campaign plan that could add context or further ideas to explore together.

