

Social networks are awesome.

They connect us, help us share treasured moments with our loved ones and provide us with funny cat videos.

Sadly, nowadays social networks aren't so much about connecting people, instead they are all about making as much money as possible out of people, no matter the consequences. For example the loss of privacy.

We want to do better, which is exactly why at Openbook we're doing things differently.

Openbook will have the great things you'd expect from a social network: chats, posts, groups and events to name a few. Plus, it will be **honest, personal, privacy-friendly, secure** and **fun ;-)**.

Here's how:

Honest

All of our code is **open-source**. This means it's free for everyone to see, reproduce and contribute to. We're transparent about how the social network works.

Additionally, in partnership with FoundersPledge, we'll be giving **30% of our revenue towards making the world a better place**. For example, education, climate-change prevention, mental-health and sanitisation. It's about time tech-companies benefit everyone.

Personal

We're all different and that makes each of us unique and beautiful! We embrace this!

On Openbook you will not only be able to personalise your profile, but the entire network itself! From changing the color of your homepage to adding plugins, you can make it as unique as yourself.

And if there's anything you're missing on Openbook, let us know. We want to build Openbook together. We will create a special group where we encourage you to help us

decide what we build next or what we should improve. Let's build the best social network ever!

Privacy-friendly and secure

This is what drove us to build Openbook. The privacy and security of our users will always be at the core of everything we do. We don't track anything you do, neither monetize your information nor share it without your explicit and informed consent.

How does this translate to a real-life scenario?

Let's say you want to connect to a public WiFi hotspot , traditionally a window like the one below appears in your computer with the following:

(Go ahead, click around as you would normally)

Congrats! You just shared your personal information with a Wi-fi hotspot!

Now, do you know what data you just shared with the application? If you hovered over the "i" icon for example, you may have noticed it says:

"Your public profile includes name, profile picture, age range, gender, language, country and other public info."

What qualifies as "other public info"? And why would a WiFi hotspot want all this information from you? Will it serve you faster Wi-Fi based on your gender or your age? And what's going to happen with your data once they have it?

People share more of their information that they're initially aware of and once the data has been shared, there's no going back.

Here's how we're doing it:

(Go ahead, click around as you would normally)

Did you spot the differences?

Here are the most important ones:

★ Explicit permission

We make sure it's always crystal clear what is being shared, so no pop-ups or vague descriptions. You can also inspect it yourself, just to be sure.

★ Safe applications

All applications will be reviewed by us. We will make sure they:

- + only request the **needed** information
- + have the **exact** location of your data available for you, **at all times**
- + delete **all** your information if you'd revoke the permission
- + have an **emergency plan** in case of a data leak, and will **notify us/you** immediately if that were to happen

Once they meet these strict guidelines they will have a badge below their logo. On your personal dashboard you can pinpoint the exact locations of your shared data, revoke application's access and best of all, request deletion.

★ Privacy by default

All optional data sharing will be disabled by default, and it is **up to you** if you want to give that application more of your data instead of the other way around.

We will continuously research and develop new ways to improve your privacy and security.

Some examples of the technology we'll be researching and developing;

- ☐ Cryptographically enforced data sharing policies
- ☐ End to end encrypted conversations on the browser
- ☐ Public key cryptography on the browser
- ☐ Post-quantum cryptography algorithms and protocols

Generally speaking, the less we know about you and the more you know about us, the better.

Easy

You've probably put a tremendous amount of time (and data) into your existing social networks already. We get that. We wouldn't want you to lose any friends, cherishable memories or miss out on parties over this.

Migrating to Openbook will be easy-peasy, with our simple drag-and-drop system. Just download your data from your old social network¹ and transfer them to Openbook. Shazam!

[1] With the new GDPR regulation, social networks must allow it's users to do so now.

Fun

Let's not leave this one out! We're bringing back *social* by giving interactions with your friends more meaning. Think about having levels of adoration and being able to show your enthusiasm more than once on a single post. And since we don't track your data, you not only will be free of ads, but we won't fill in what we think you'd want to see for yourself. No abracadabra-algorithms!

Our revenue

Our business model is not and will never be advertisements.

Instead, our revenue model will be based on a digital currency called **Tip**. It will be used to buy and sell goods and services, support content creators, subscribe to publishers, buy jacuzzis and more!

For every Tips transaction made in the network, we will take a small cut. Donations are the exception to this rule, we take nothing then.

You can read all about it in [this article \(6 mins approx. reading time\)](#)