



backedby

A Decentralized Recurring Payment
Protocol for Content Creators





THE PROBLEM

Yielding control of your business without any benefit

The Web2 paradigm gave creators the ability to monetize their content. But it has also handed over control to large, centralized platforms that exercise arbitrary enforcement of moderation policies, charge creators into exorbitant fees, and routinely violate their users' privacy.

Upon the opaque decision of these platforms to refuse service, creators are left with no effective recourse. Cutting them off from their audience, which is their business's foundation.

Creators work hard to build brands, content, and communities, and it is unacceptable that they should not have total ownership of their business.





THE SOLUTION

A protocol to directly connect to your audience

BackedBy is a decentralized recurring payments protocol, designed for creators to monetize their content, unencumbered by private or public institutions. This protocol is our Web3 solution to a Web2 problem.

The protocol is trustless and secured by cryptographic truth. Payments can be facilitated by anyone and are all public on the blockchain, eliminating the need for intermediaries between creators and their audience.

Creators receive payments directly from their customers in a peer-to-peer manner, preventing the foundation of their business from being disrupted by any third-parties.





HOW IT WORKS

Taking custody of your business

The BackedBy protocol is made up of many modular parts. Creators use their Web3 wallet to own their BackedBy profile, which then manages all the content, and recurring payments associated with their profile.

Being developed as an open-source solution, and hosted on a public blockchain, allows the BackedBy protocol to be totally transparent, and cryptographically guaranteed not to interfere with a creator's content, or the recurring payments from their customers.

The key to the protocol being resistant to disruption is that the protocol is trustless and immutable. Creators and their audience have as much power over the protocol as the BackedBy developers.





THE FUTURE

Total Web3 dominance

The vision of BackedBy is to create a platform that gives users an experience they are familiar with, without giving up control of their business or privacy.

The first step BackedBy is taking is as a permissionless recurring payment protocol, along with the infrastructure to allow creators to easily share their content with their audience, without even being aware they're interacting with the blockchain.

We believe that while the protocol should be totally new, and disruptive, the way in which you interact with the protocol shouldn't require any previous experience in the Web3 world. And it is with that vision that we will frame the development of all future releases.





THANK YOU

Long live BackedBy

Without the great creators and their audiences that use BackedBy, we would be nothing.

So thank you for your support, we hope to continue to work with you to create an open, and decentralized platform.





CREDITS

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