



# Postly

The Open-Source Social Platform

Empowering creators to own and control their content — with privacy, freedom, and zero hidden algorithms.

**Malik Whitten — Founder & CEO**

[malikwhitten@postlyapp.com](mailto:malikwhitten@postlyapp.com)

[www.postlyapp.com](http://www.postlyapp.com)

# THE PROBLEM

Existing platforms: closed, ad-driven, opaque algorithms.

Creators don't fully own or control their content.

Users face censorship, privacy risks, and unpredictable reach.

Today's platforms put profit above people.

Remember when a blue check mark actually meant you were reputable? When social media really connected you with the people and communities you cared about — without hidden algorithms deciding for you? When it was truly a free space to share your views and passions?

Modern social media has lost its way. Users have lost control, trust, and real connection.

# OUR SOLUTION

Postly exists to restore what's been lost.

1. An open-source, community-driven platform where:
2. Creators truly own their content.
3. Verified status means real credibility again.
4. Feeds are transparent, with minimal algorithms deciding for you.
5. Privacy and free expression come first — not ads and hidden profit motives.

# THE PRODUCT

Hapta transforms PocketBase into a production-ready backend for real scale — handling auth, sessions, cache, and smart rate-limiting. By pushing edge servers closer to users and using dynamic caching, we can handle over 1.2 million requests a year with minimal database strain. The plan is to deploy across EC2 clusters with auto-scaling and leverage AWS tools to reach up to 500k concurrent users — and eventually 1–2 million.”

- **Modern frontend:** SolidJS + TypeScript for a fast, reactive UI that’s easy to extend.
- **Serverless edge:** Deployed as close to users as possible for low latency worldwide.
- **Hapta backend:** A full-stack backend layer for PocketBase.
- Smart auth, OAuth2, rolling sessions.
- Advanced rate-limiting, robust request validation (Zod).
- Built-in intelligent cache that optimizes JSON and smartly invalidates to keep data fresh.
- **Efficiency:** Out of ~500k requests, only ~8.25k hit the database — Hapta’s cache handles the rest.
- **Scalable architecture:** Handles notifications, node scaling, and cache sync.
- **Planned scale:** Deploying multiple EC2 instances + S3, with CI/CD to grow from 500k to 1–2 million concurrent users in the next 5 years.

# MARKET OPPORTUNITY

We're seeing an undeniable shift — creators want more control, users want more privacy, and the market wants real alternatives to big, centralized social platforms. Postly is designed to tap into that demand with a sustainable, open, and user-first approach.

- **Creator economy:** Over **\$100 billion** global market and growing fast.
- **Millions leaving legacy platforms:** Rising distrust in big tech drives demand for open, user-owned spaces.
- **Open-source adoption:** Developers and communities want software they can trust, extend, and own.
- **Huge upside:** Early traction for Mastodon, Bluesky, and Reddit migrations prove real demand for alternatives.

# COMPETITIVE LANDSCAPE

Other open platforms often struggle with onboarding, moderation, or performance. Postly combines the freedom and transparency of open-source with the scale and polish of a mainstream app — that's our moat.

**Legacy players:** Twitter/X, Reddit, Threads — centralized, ad-driven, closed.

**Emerging open players:** Mastodon, Bluesky — good intent, but fragmented UX, limited scale, or confusing onboarding.

**Postly's edge:** Fully open-source **and** production-ready. Clear UX, built-in scalable backend (Hapta). Real content ownership and a practical path to grow to millions of users.

# BUSINESS MODEL

We'll never rely on invasive ads or exploit user data. Instead, we align our revenue with helping creators grow — plus community-run deployments and API licensing give us multiple ways to scale sustainably.

**Freemium:** Core social features always free.

**Premium creator tools:** Business Accounts, advanced analytics, monetization add-ons.

**API licensing:** Communities and developers can deploy Postly under their own brand.

**Ethical sponsorships:** Optional community-safe ways to fund hosting without intrusive ads.

# ROADMAP & TRACTION

✅ **Today:** MVP live, backend (Hapta) proven in real tests (1.2M+ requests/year).

🔄 **Next 6–12 months:** Deploy on AWS with edge servers, scale CI/CD, launch public beta.

🎯 **Key milestone:** Reach first 1,000–5,000 active users to validate and refine.

📈 **5-year vision:** 1–2 million concurrent users, supported by scalable infra and community growth.

We're self-funded and already have the tech foundation. Now we're focused on scaling, shipping fast, and building a trusted user base before expanding globally.



# THE TEAM

**Founder:** Malik Whitten — Full-stack developer, backend architect (Hapta), frontend engineer, dev ops, community lead.


**Advisors/early contributors:** Mini - Contributor  
Frontend developer


**Next hires:** Backend engineer, DevOps, community growth lead, Frontend Full Stack Lead.

I built Hapta from scratch to make PocketBase scale for real. I have the technical stack covered, and with the right partners we'll grow the team to match our ambition.

# THE ASK

 **What we need:** AWS credits, early funding, mentorship, or ecosystem partners.

 **Goal:** Deploy Postly on scalable infra, launch a public beta, and grow to 1–2M users with a robust open-source community.

 **How you can help:** Support our infra costs, help us reach dev communities, connect us to early champions.

Postly is ready — I just need the right partners to help take it from a proven foundation to a global community platform



# Thank you

Questions & Discussion

Let's build the future of social media together

**Malik Whitten**

Founder & CEO

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