

Fixing the internet with Web 3.0 tech

ox and ive

Function Labs

f(x)

Status quo

Google's mission:

“ Organize the world's information
and make it universally accessible
and useful.

Both noble and humble.

Let's put it to a test, shall we?

Something easy, review of a website on YouTube.

Status quo

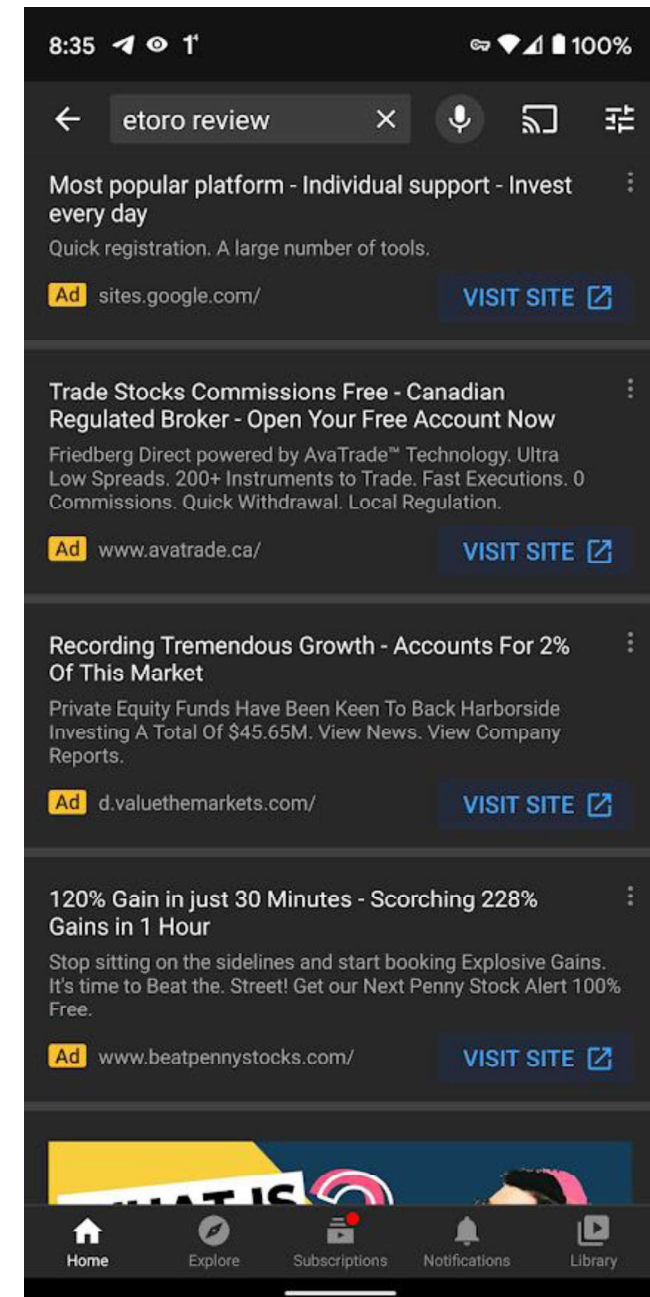
Google's mission:

“ Organize the world's information
and make it universally accessible
and useful.

Both noble and humble.

Let's put it to a test, shall we?

Something easy, review of a website on YouTube.



Status quo

No information whatsoever in the first page.

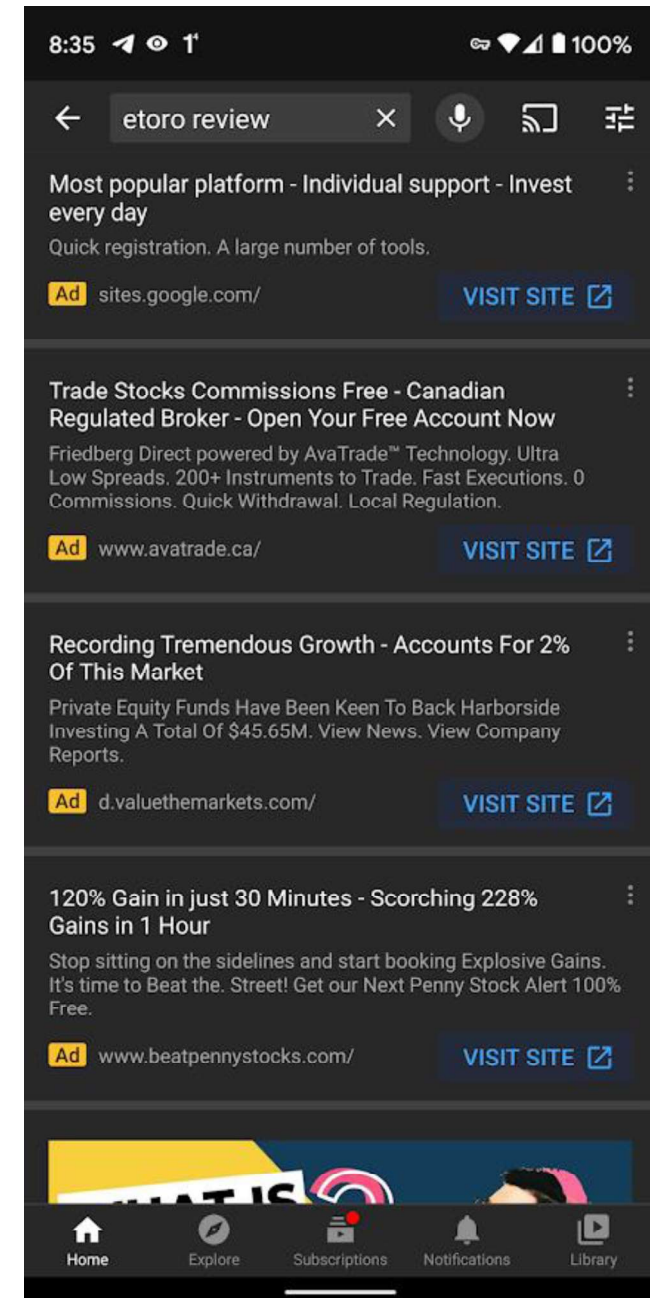
Just Ads!

What happened? Where's my accessible and useful?

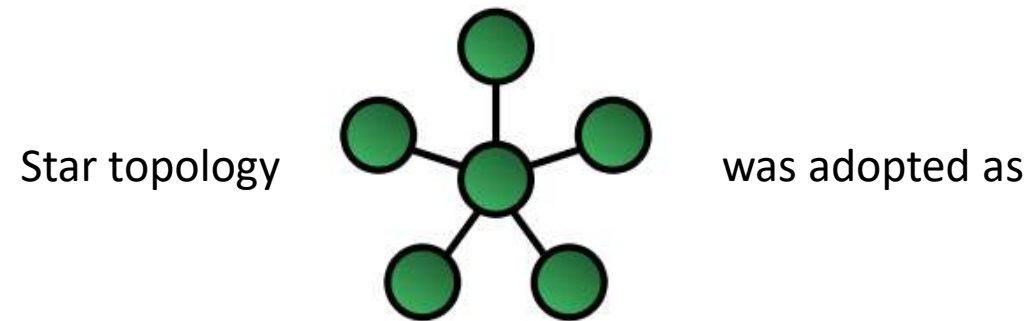
“ Maximizing Shareholder Value

This is new, Google ads used to be very small links next to your email.
It's not their fault, really,
they used to be **not evil!** [1]

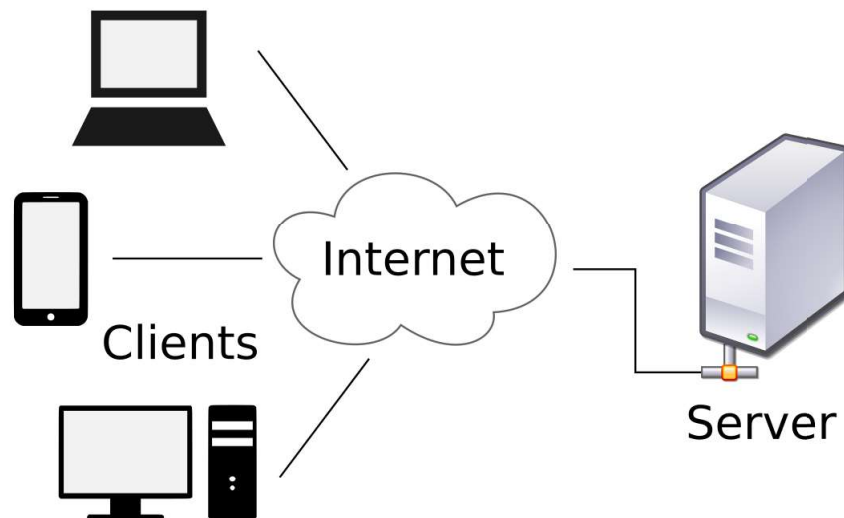
[1] Google removed “don't be evil” from company's code of conduct in May 2018



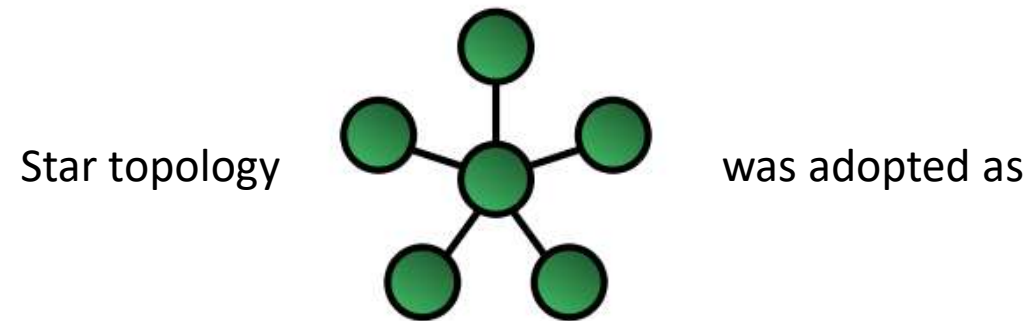
What went wrong? (History)



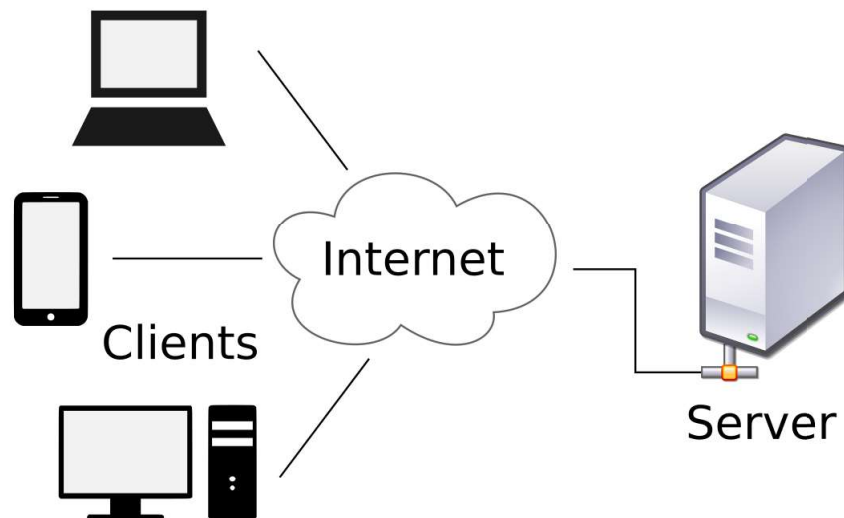
the **architecture** of the first web:



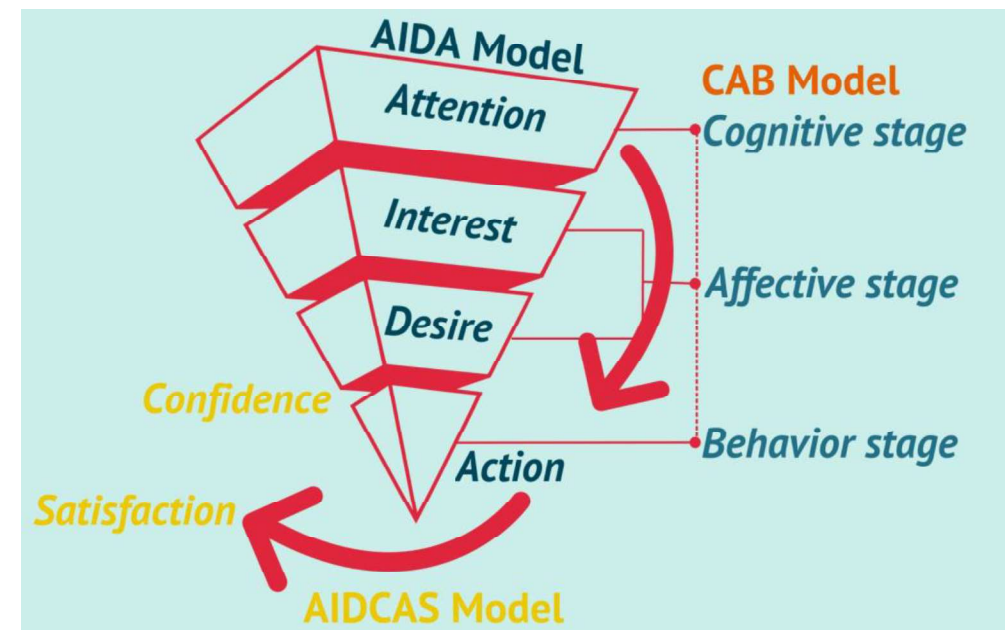
What went wrong? (History)



the **architecture** of the first web:



For the **business model**,



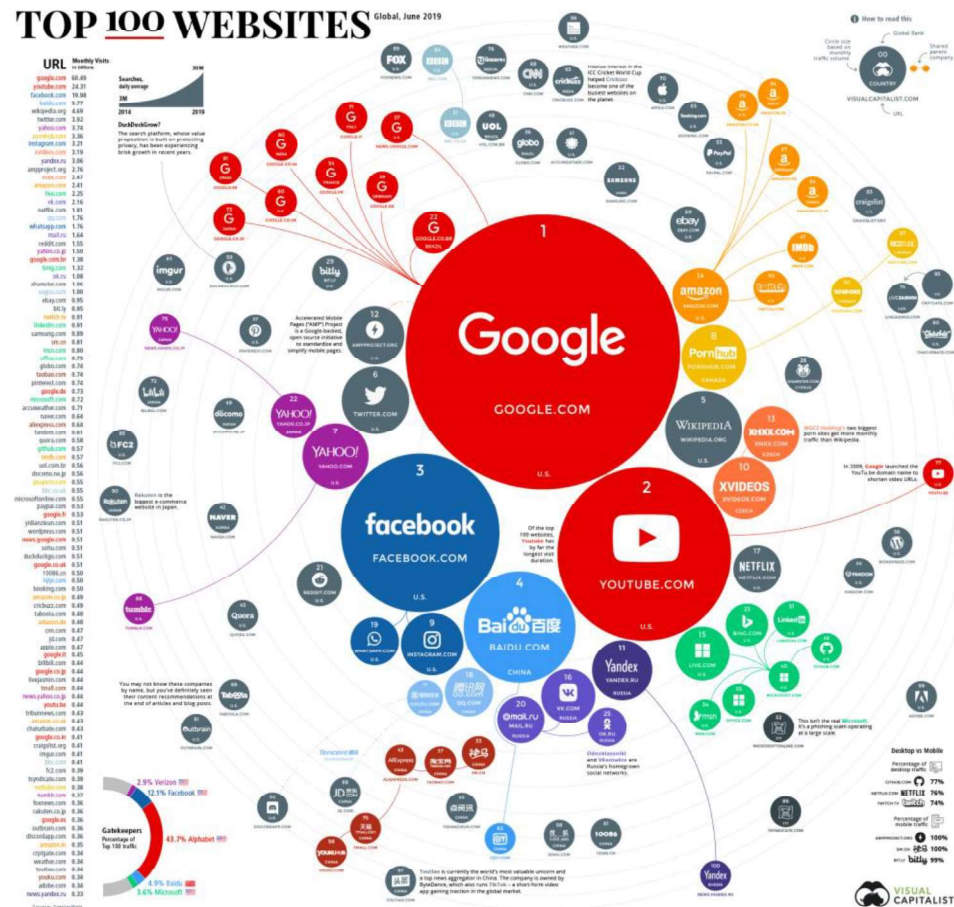
what later became the Big Tech, decided to resort to techniques from the 19th century! [2]

[2] "Side Talks about Advertising," *The Western Druggist*, Vol. 21, February 1899, p. 65-66

What went wrong? (History)

By design, this has resulted in:

the Web becoming a bunch of monopolies,

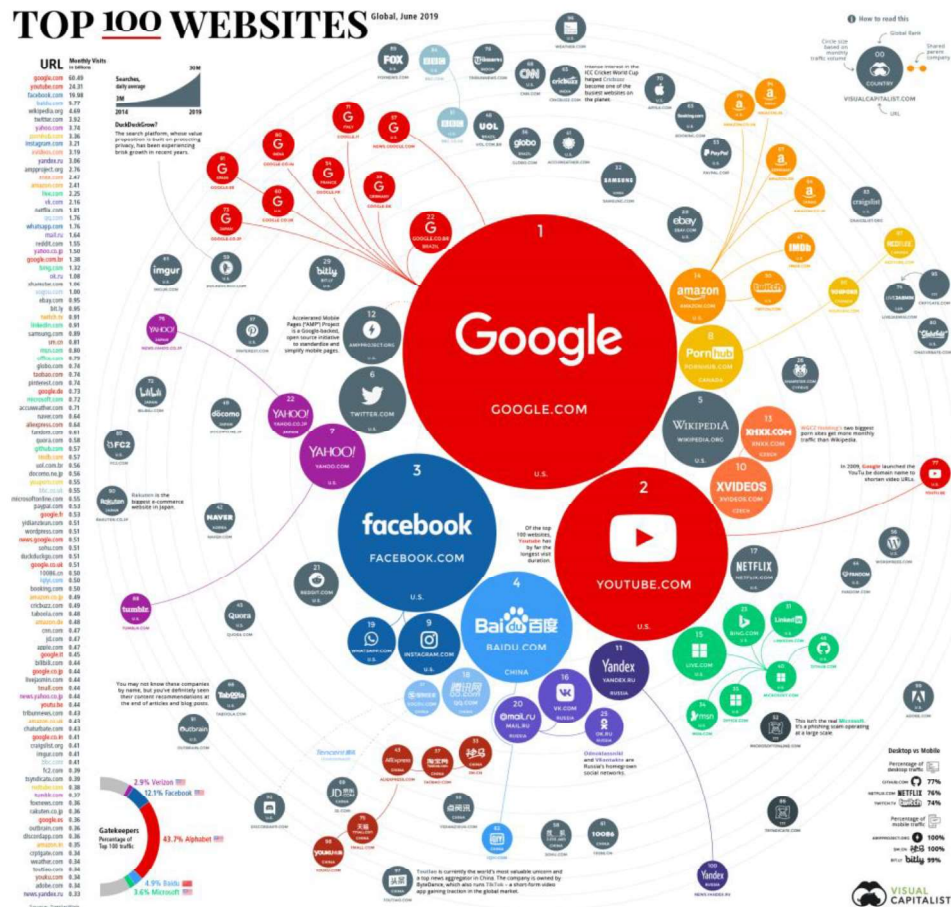


What went wrong? (History)

By design, this has resulted in:

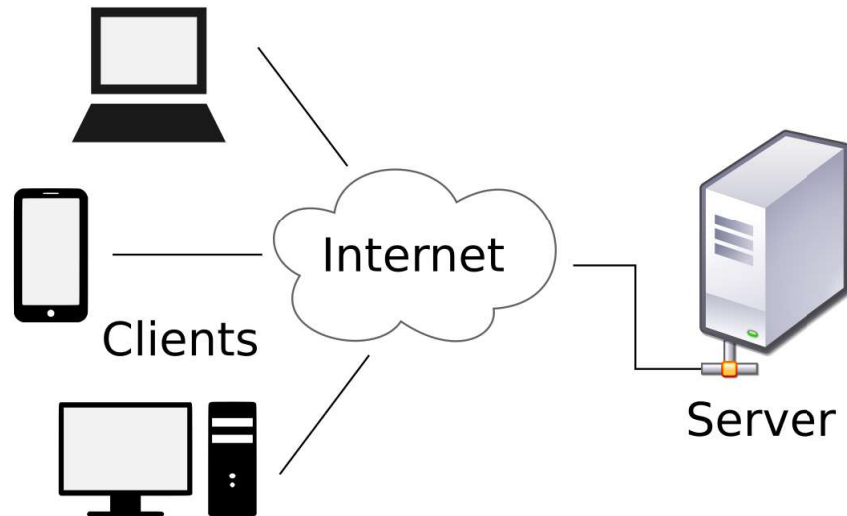
the Web becoming a bunch of monopolies,

and us becoming sleepless goldfish!



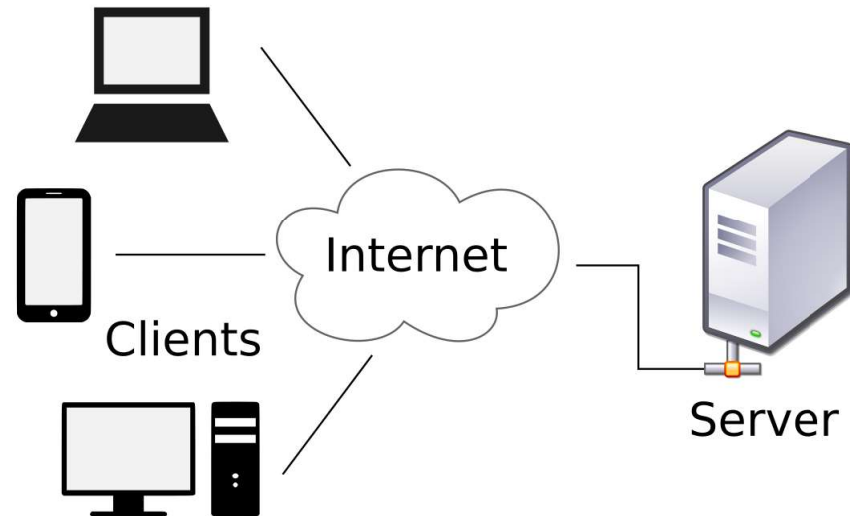
What went wrong? (History)

What makes the current Web centralized?



What went wrong? (History)

What makes the current Web centralized?



Server is where our data is kept

It's physically residing at Google, etc.

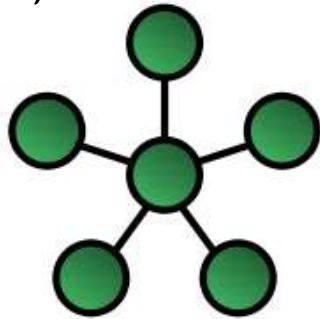
Emergence of evil is inevitable
when they have all our data



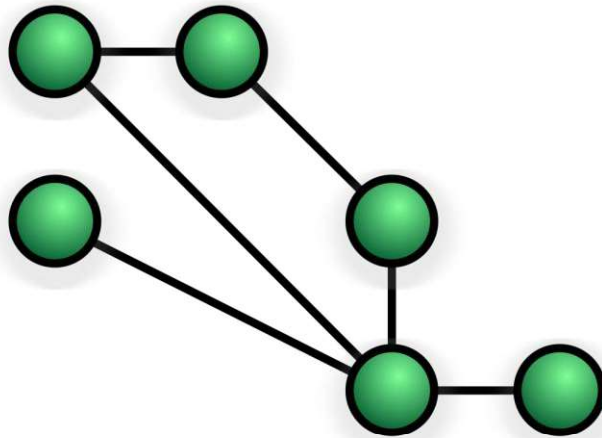
How to fix it?

For the architecture,

We can replace Star



With Mesh:



How to fix it?

That gives us Web 3.0,



aka the decentralized Web.

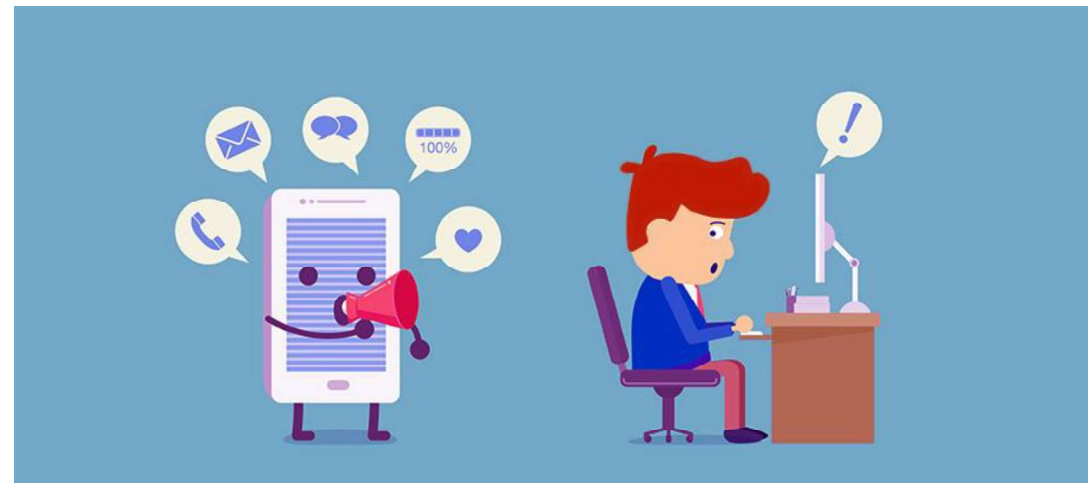
How to fix it?

That gives us Web 3.0,



aka the decentralized Web.

Instead of **attention**,
which is a key element in functional human beings,



we can consume something else to feed the beast!

How to fix it?

That gives us Web 3.0,



aka the decentralized Web.

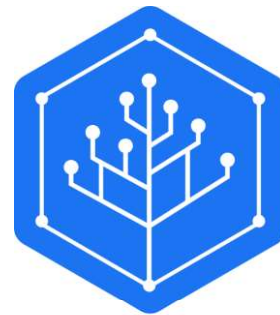
Something like **electricity**!



We don't need to sacrifice people to generate more of it.

Solution

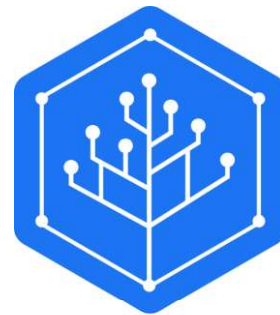
- Web 3.0 software stack has come a long way
- The movement started as decentralized money (Blockchain)
- But quickly became decentralized **data structures**



IPLD

Solution

- Web 3.0 software stack has come a long way
- The movement started as decentralized money (Blockchain)
- But quickly became decentralized **data structures**

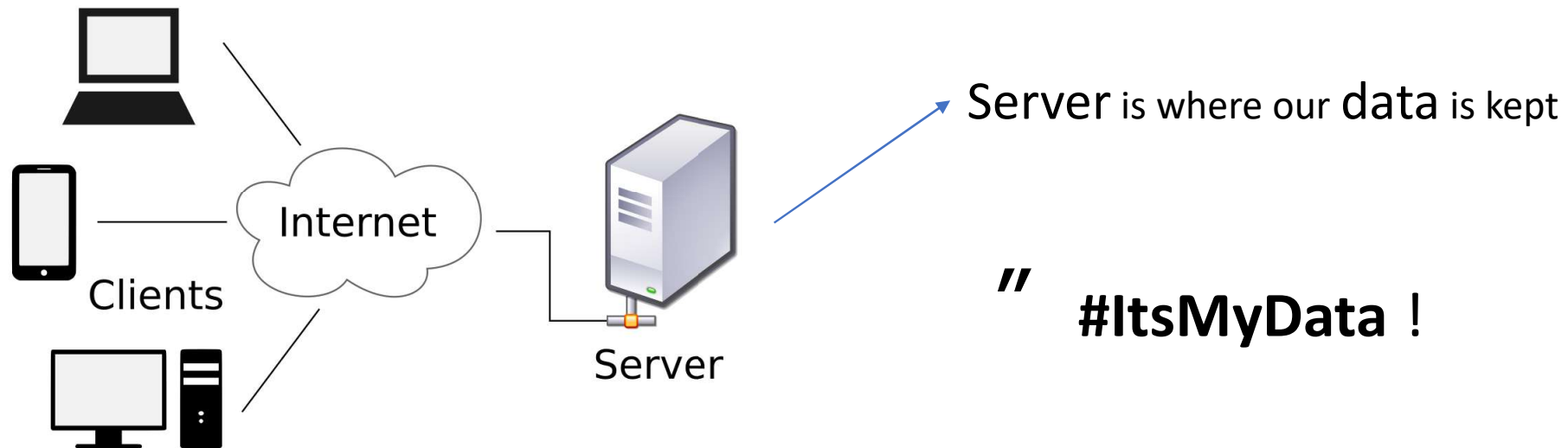


IPLD

- The technology is here!
- The User Experience is not

Solution

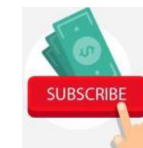
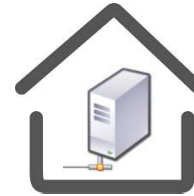
The missing piece in the puzzle is not software, it's **Hardware!**



Evil won't perish until we take back control of our own data

Solution

- We can move the server to our homes
- But we lose the Cloud! What if a fire destroys my server?
- Have another server at parents'? The data syncs up
- Still not enough guarantee, I should *never* lose my passwords!
- That data can still be secured in other places, with Filecoin
- So there will be monthly charges for a password manager?
- How about we let the server pay for all the apps, by doing computations?



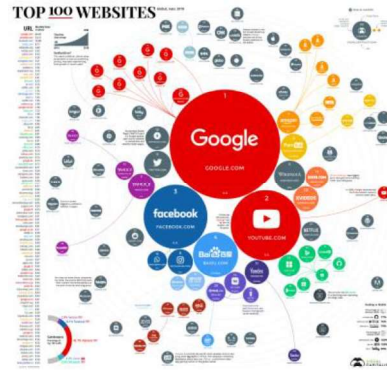
Solution

This solution moves us from:

Architecture

Economics

Centralized



Attention based



Decentralized



Electricity based



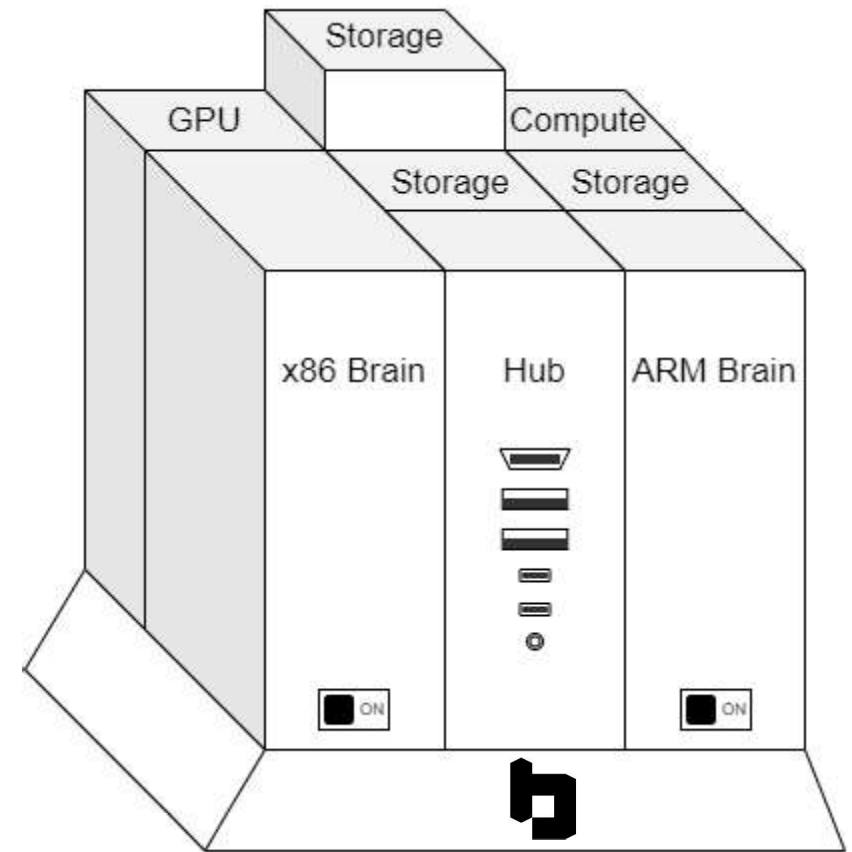
User Experience



“box” is a new **form factor**
for personal servers

As a gadget, box has
three distinctive properties:

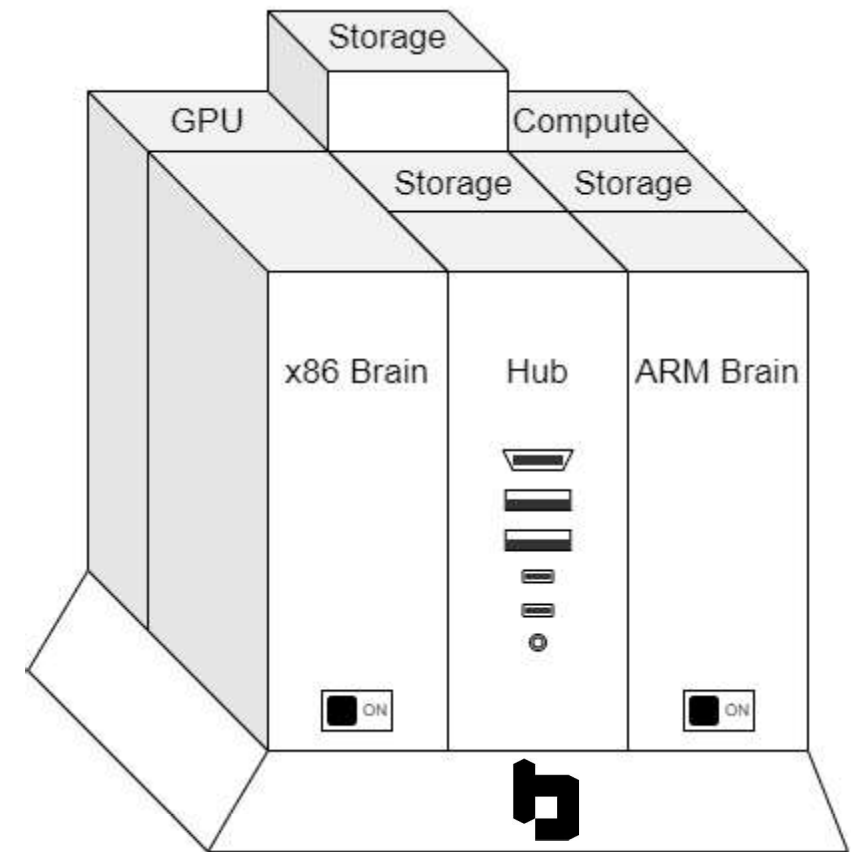
- Stationary
- Modular
- Composable





// **Stationary**

- Placed next to an internet connection
- Box OS is a universal interface
 - Different boxes can talk over the network since they have the same software interface
 - This distinguishes box from traditional desktop workstations
- Box OS is not a standalone OS
 - It's just server software running on a Linux (through Docker)



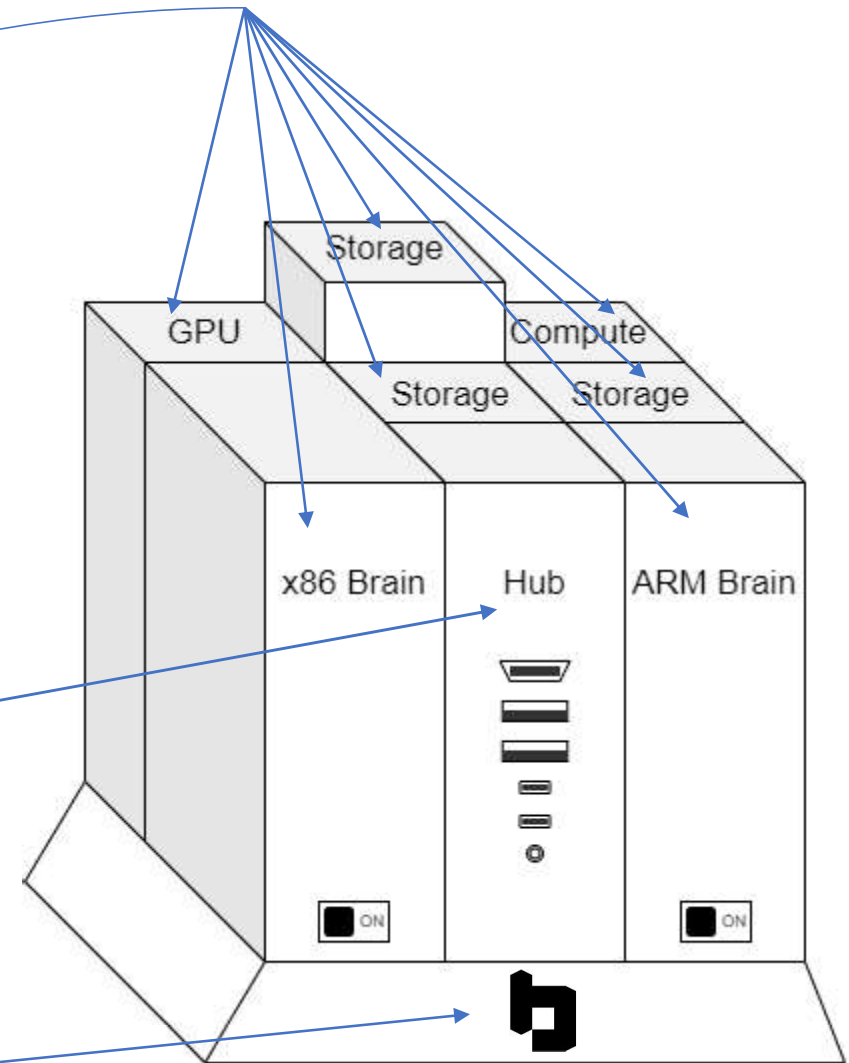


“ **Modular** ”

Consisting of up to 8 **nodes**

a **hub**

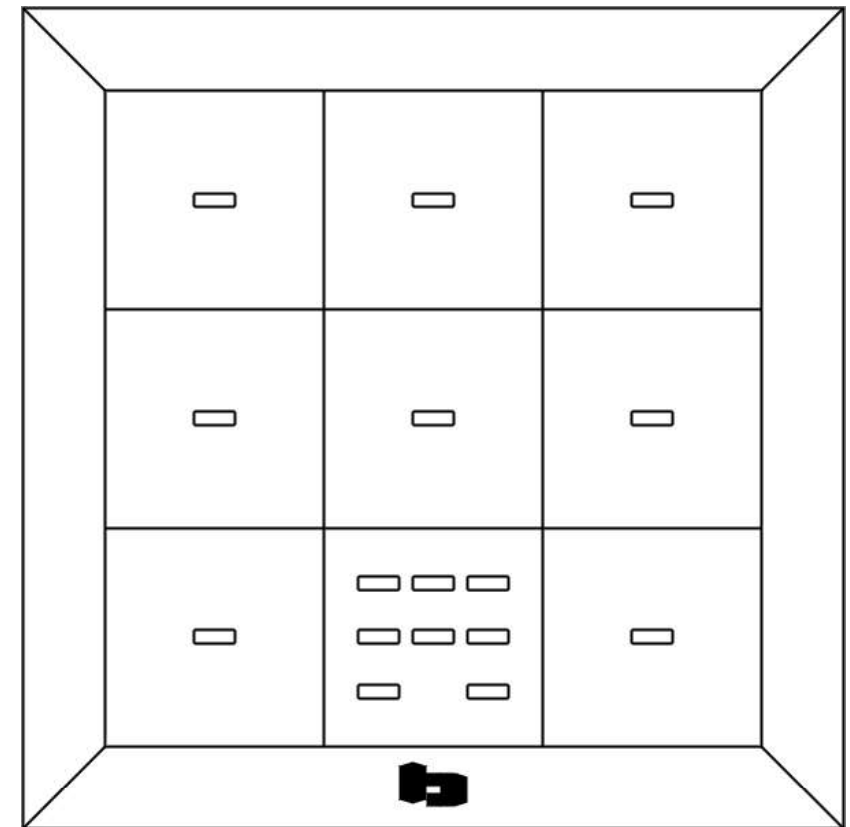
and a **base**





“box”

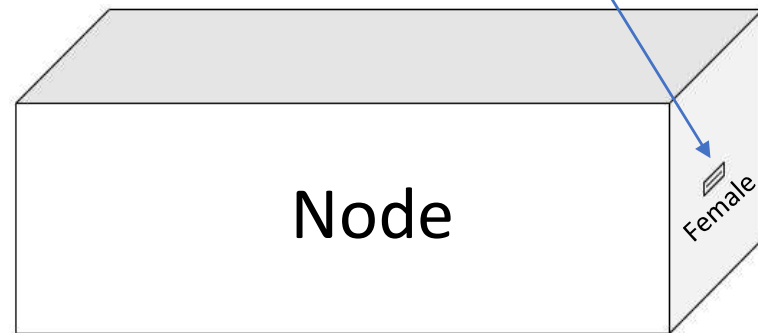
Base (top view)



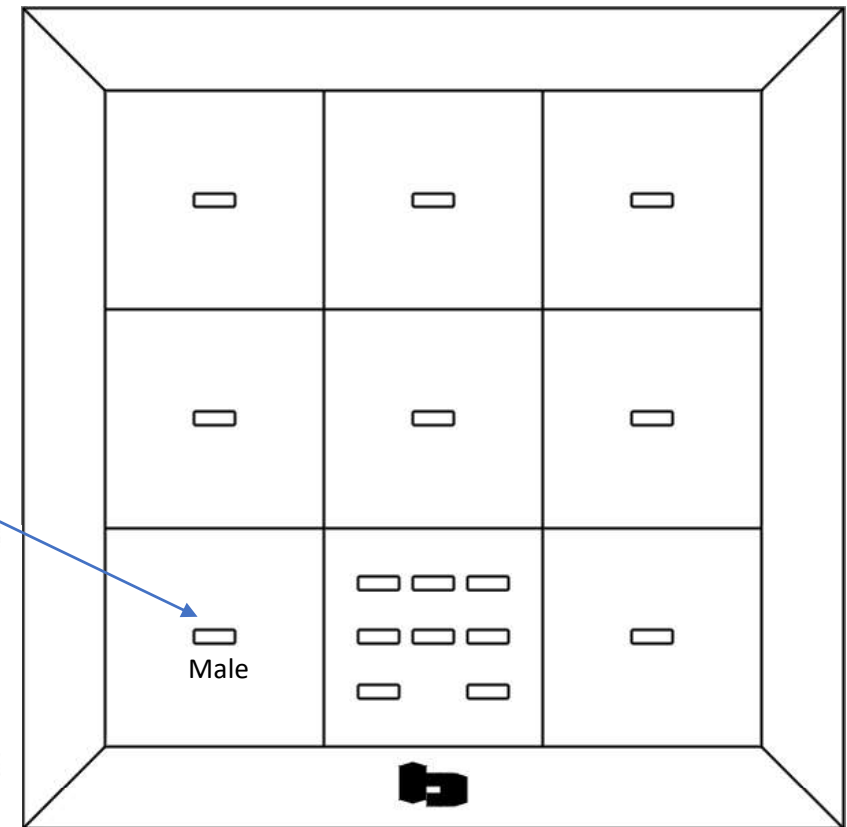


“box”

USB C Family connector



Base (top view)





// Modular

Consisting of



- Sync to other boxes
- Tune for file storage / PC
- Tune for mining

