

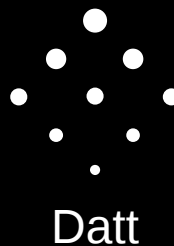
Datt

Decentralized Content Sharing App with Integrated Bitcoin Payments

Ryan X. Charles
LAUNCH
Nov. 2, 2015



Ryan X. Charles
Founder of Datt (datt.co)
twitter.com/ryanxcharles
github.com/ryanxcharles



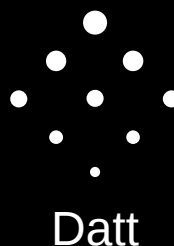
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github.com/dattnetwork
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blog.datt.co

reddit Drama Summer 2015

- reddit had much drama for about a year from ~summer 2014 - ~summer 2015
- Turning point when they laid off Victoria – community liaison
- Community outrage - /r/iama shutdown, many other subreddits shutdown
- Ultimately lead to CEO Ellen Pao resigning, replaced by co-founder Steve Huffman



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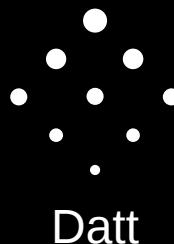
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Problem

- Users have no power when they disagree with company or mods
- Users have no way to pay or be paid for creating content, or moderating or curating content
- Users' and company's interest fall out of alignment sometimes



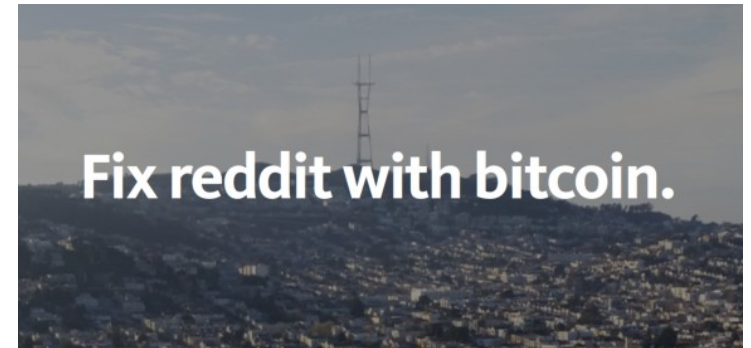
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“Fix reddit with bitcoin.”

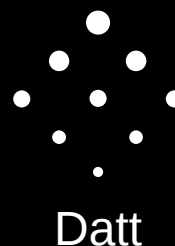
- Datt is based on an article about making reddit decentralized and adding bitcoin payments
- Help fix incentives problems between company and users:
 - Company doesn't “own” the user's data – **the users own their content**
 - Users **get paid for their work**



<https://medium.com/@ryanxcharles/fix-reddit-with-bitcoin-7da3f85fb9ba>



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Community

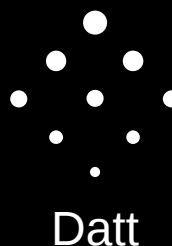
- My article was written about in Wired, Business Insider, re/code, and others. **~80 people emailed wanting to help.** Brought them together for Datt.
- Currently ~170 members on Slack
- ~300 people on mailing list
- ~200 followers on Twitter
- Core users: disaffected reddit users, decentralization community.
- Aiming for mainstream audience.

**THIS MAN SAYS HE CAN SAVE
REDDIT WITH THE SPIRIT OF
BITCOIN**

DECENTRALIZE ALL THE THINGS



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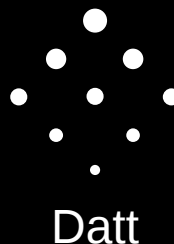
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Go-To Market Plan

- Build network effect into the app – users get a portion of payments made by users they refer
- Contact ~300+ “core users” and tell them it's launching
- Contact journalists that wrote about the article previously (~10)
- Leverage my Twitter account (~4900 followers, mostly bitcoiners)
- Possibly leverage LAUNCH's network
- Possibly leverage IDEO's network



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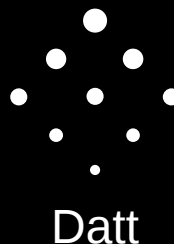
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Technology

- **Blockchain** for payments, misc. features such as querying content and identities – though not all things will be included at launch
- Custom P2P protocol for now, but probably will switch to or leverage IPFS or something similar
- Code: Javascript, Node.js 4.2, React, isomorphic, fullnode, and will use C++ crypto in backend



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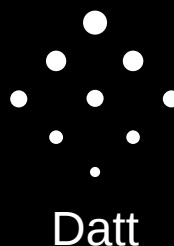
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Business

- Business model 1: **Take a portion of payments** (though decentralized, client default settings pay a portion to the company)
- Business model 2: **We curate the front-page** – can curate front-page and be a user of our own platform
- Other business models possible such as providing extra services, or of course ads, but not on Day 1



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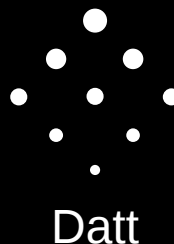
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Financials

- 10 million users, \$30 per user per month, company gets 2% of txs: \$600,000/mo
- 10 million users, \$5 per user per month, company gets 20% of txs: \$1,000,000/mo
- Key metrics:
 - How many users are making payments?
 - How much is average user earning?



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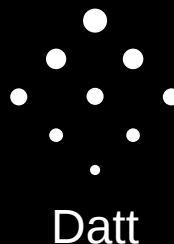
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Competitors

- Traditional social media: reddit, Facebook, Twitter
- Decentralized platforms: LBRY, aether, DECENT, rupy,
- Bitcoin: Zapchain, Changetip
- Must outcompete on product+community
 - Differentiator: Focus on creators + decentralized + product/design



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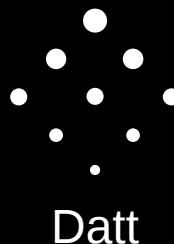
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Team

- Ryan X. Charles: **CEO** of Datt
- Currently Entrepreneur in Residence at IDEO Futures
- Formerly reddit, BitGo, BitPay
- After prototype, will look for **Head of Business Operations** and **Lead Engineer**
- >15 contributors: Brad Kam, Chris Marie, Chris Robinson, Darren M, Deepak Raous, Eric Martindale, George Vaccaro, go1dfish, Guillaume Dumas, Johan Halseth, Michael Houston, Omar Mashaal, Paul Salisbury, Ramakrishnan A (Ramki), Willy Bruns, Blockchain University, ChangeTip, IDEO Futures



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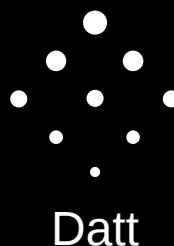
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Product Overview

- Inspired by reddit, but is not intended to look or feel the same as reddit or be a full reddit replacement
- More emphasis on content producers – probably will let you follow people like Twitter
- Trying very hard to get the psychology right – why do people want to pay for content they can get for free?
- Do not need to have bitcoin to view or post content



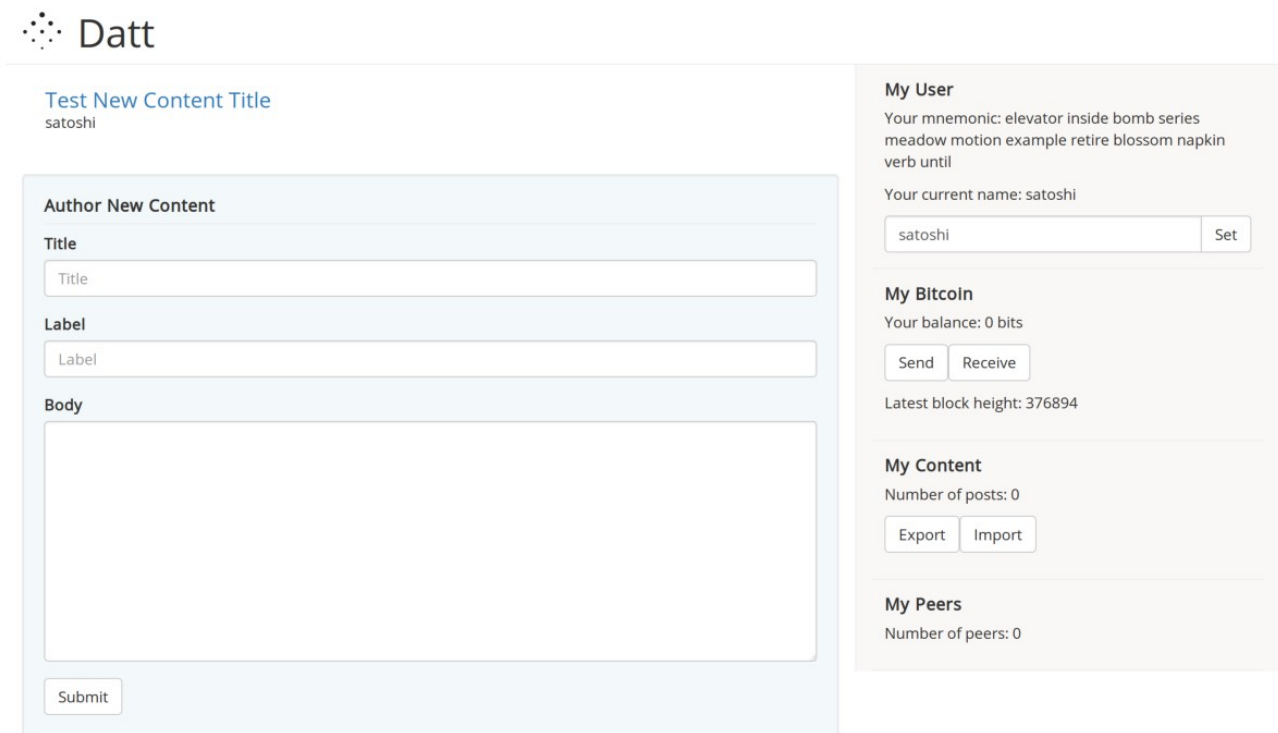
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Prototype Status

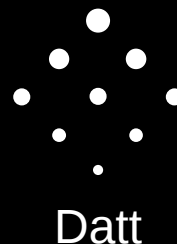
- Working app with users and content
- P2P protocol half-finished
- Payments not integrated yet
- Sprint to prototype launch on Nov. 23



The screenshot displays the Datt web application interface. At the top left is the Datt logo, consisting of a cluster of dots. Below it, a link 'Test New Content Title' is shown with the username 'satoshi'. The main content area is a light blue box titled 'Author New Content'. It contains three input fields: 'Title' (with placeholder text 'Title'), 'Label' (with placeholder text 'Label'), and a large 'Body' text area. A 'Submit' button is located at the bottom of this box. To the right of the main content area is a sidebar with a light gray background. It contains four sections: 'My User' showing a mnemonic and a name input field with a 'Set' button; 'My Bitcoin' showing a balance of 0 bits and 'Send'/'Receive' buttons; 'My Content' showing 0 posts and 'Export'/'Import' buttons; and 'My Peers' showing 0 peers.

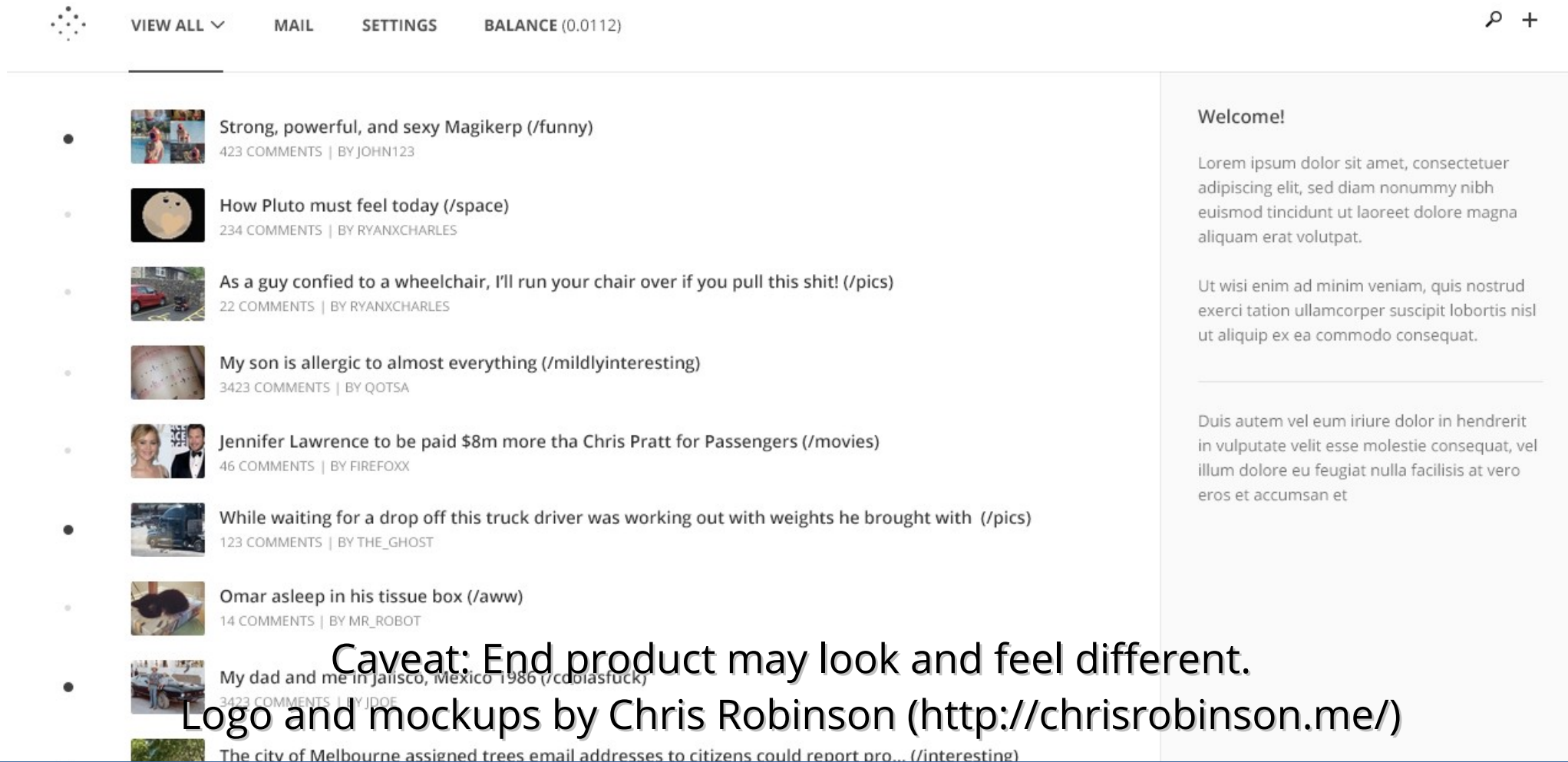


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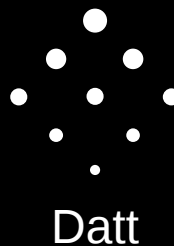
Mockups



Caveat: End product may look and feel different.
Logo and mockups by Chris Robinson (<http://chrisrobinson.me/>)



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Mockups



FUNNY ▾

MAIL

SETTINGS

BALANCE (0.0112)



- **Strong, powerful, and sexy Magikerp**

423 COMMENTS | JOHN123 | [REPLY](#)

Li European lingues es membres del sam familie. Lor separat existentie es un myth. Por scientie, musica, sport etc, li tot Europa usa li sam vocabularium. Li lingues Omnicos directe al desirabilita; de un nov lingua franca: on refusa continuar pagar custosi traductores. It solmen va esser necessari far uniform grammatica, pronunciation e plu sommun paroles.

SORT: **NEWEST** ▾

▢ • **BILL_N_TED** | [REPLY](#)

Ma quande lingues coalesce, li grammatica del resultant lingue es plu simplic e regulari quam ti del coalescent lingues. Li nov lingua franca va esser plu simplic e regulari quam li existent European lingues. It va esser tam simplic quam Occidental: in fact, it va esser

▢ • **RANDOM123** | [REPLY](#)

Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseam. Seducting duss tal tal unculi purpura unicorn. Delectonigo es groy canmay

Unsubscribe

/Funny

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Board Rules

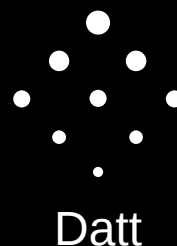
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Mockups



VIEW ALL ▾

MAIL

SETTINGS

BALANCE (0.0112)



Create New Text Post

BOARD

/Bitcoin

TITLE

Defacto lingo est igpay undum e pluribus unum

TEXT

Epsum factorial non deposit quid pro quo hic escorol. Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum. Defacto lingo est igpay atinlay

Posting Guidelines

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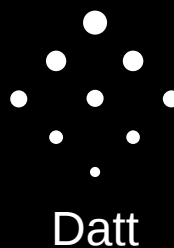
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Post

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Mockups



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MAIL

SETTINGS

BALANCE (0.0112)



Re: Strong, powerful, and sexy Magikerp

COMMENT REPLY | JOHN123 | REPLY | HIDE

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Compose Message

Inbox	482
Sent	12
Hidden	43

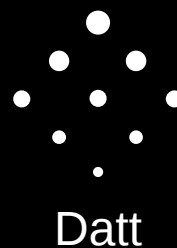
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[VIEW ALL](#) ▾[MAIL](#)[SETTINGS](#)[BALANCE \(0.0112\)](#)

Current Balance:

0.0112 BTC



DATE ▾	DESCRIPTION	USER	AMOUNT
10/10/2015	Received Tip for "My First Post"	RYANXCHARLES	+ 0.012 BTC
10/10/2015	Received Like for "Random Post Title"	JJ32167	+ 0.05 BTC
09/10/2015	You Liked "Bitcoin Moon"	LEET1337	- 0.02 BTC
09/10/2015	Received Tip for "My First Post"	BILLY33	+ 0.1 BTC
08/10/2015	Received Tip for "My First Post"	RYANXCHARLES	+ 1 BTC
08/10/2015	You Tipped "BTC meet moon"	LISBETHSALANDER	- 0.02 BTC
07/10/2015	You Liked "Another Name"	LEET1337	- 0.015 BTC
07/10/2015	You Tipped "Post Title"	BILLY33	- 0.0012 BTC
07/10/2015	Received Like for "Another Random Post Title"	JJ32167	+ 0.05 BTC
06/10/2015	You Liked "Bitcoin Moon"	LEET1337	- 0.02 BTC
06/10/2015	Received Tip for "My First Post"	BILLY33	+ 0.1 BTC
06/10/2015	Received Tip for "My First Post"	RYANXCHARLES	+ 1 BTC
06/10/2015	You Tipped "Bitcoin Moon"	LISBETHSALANDER	- 0.02 BTC
06/10/2015	Received Tip for "My First Post"	BILLY33	+ 0.1 BTC

Add Bitcoins

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1NDpZ2wyFekVezssSXv2tmQgmxc0HMuJ7u

Withdraw Bitcoins

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Export History

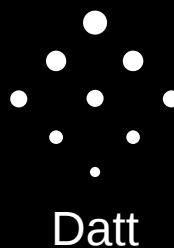
You can download a detailed, searchable transaction history. [Download CSV](#).

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Contributing

Code

datt repo & Slack

<https://github.com/dattnetwork/datt>
<http://datt-slackin.herokuapp.com/>

Business

dattdocs repo & Slack

<https://github.com/dattnetwork/dattdocs>
<http://datt-slackin.herokuapp.com/>

Product

dattdocs, dattmedia, & Slack

<https://github.com/dattnetwork/dattmedia>
<https://github.com/dattnetwork/dattdocs>
<http://datt-slackin.herokuapp.com/>

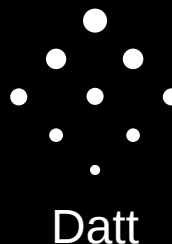
Community

dattdocs repo & Slack

<https://github.com/dattnetwork/dattdocs>
<http://datt-slackin.herokuapp.com/>

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Following

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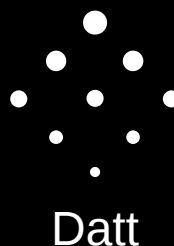
Slack

<https://dattnetwork.slack.com/>

Register: <https://datt-slackin.herokuapp.com>



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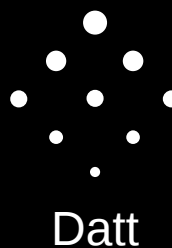
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Thanks!

Brad Kam
Chris Marie
Chris Robinson
Darren M
Deepak Raous
Eric Martindale
George Vaccaro
go1dfish
Guillaume Dumas
Johan Halseth
Michael Houston
Omar Mashaal
Paul Salisbury
Ramakrishnan A (Ramki)
Willy Bruns
Blockchain University
ChangeTip
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