

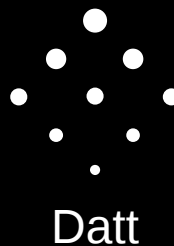
# Datt

## Decentralized Content Sharing App with Integrated Bitcoin Payments

Ryan X. Charles  
SF Bitcoin Social  
Oct. 27, 2015



Ryan X. Charles  
Founder of Datt ([datt.co](http://datt.co))  
[twitter.com/ryanxcharles](https://twitter.com/ryanxcharles)  
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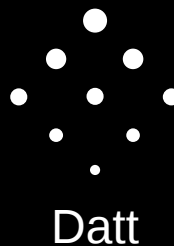
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# Outline

Origins  
Technology  
Product  
Business  
Community



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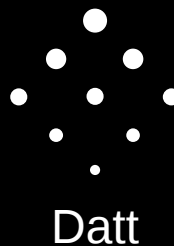
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# Outline

Origins  
Technology  
Product  
Business  
Community  
Prototype Status



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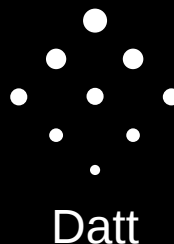
# reddit

- Sep. 2014 – Jan. 2015
- World's first official “cryptocurrency engineer”
- Hired by then-CEO Yishan; Yishan quit after 1.5 months; New leadership not interested in cryptocurrency
- Full story in Let's Talk Bitcoin:

<https://letstalkbitcoin.com/blog/post/lets-talk-bitcoin-189-the-story-of-reddit-notes>



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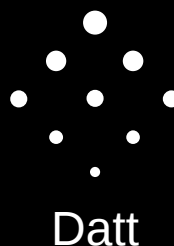
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# reddit Drama Summer 2015

- 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



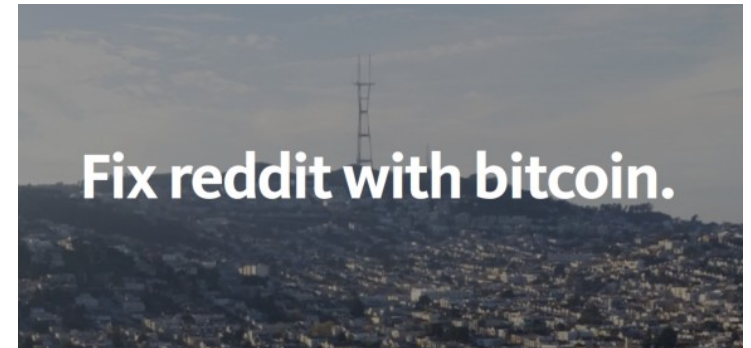
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# “Fix reddit with bitcoin”

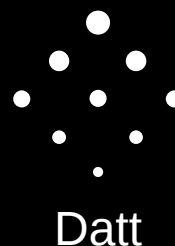
- I wrote an article about making reddit decentralized and adding bitcoin payments
- Help fix incentives problems between company and users:
  - Company doesn't “own” the user's data
  - Users get paid for their work
- Revealed for first time that even reddit wanted to be decentralized



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



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# Positive Response

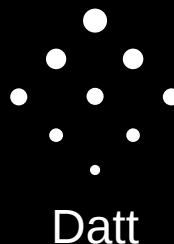
- My article was written about in Wired, Business Insider, re/code, and others. Very popular in bitcoin world. ~80 people emailed wanting to help.
- Popular response was validation that people want this to exist.
- Decided to work on it full-time.
- Then went to India for Blockchain University – long story. Then came back, and...

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

“The Spirit of Bitcoin” - an airplane  
to cross the Atlantic in 2016



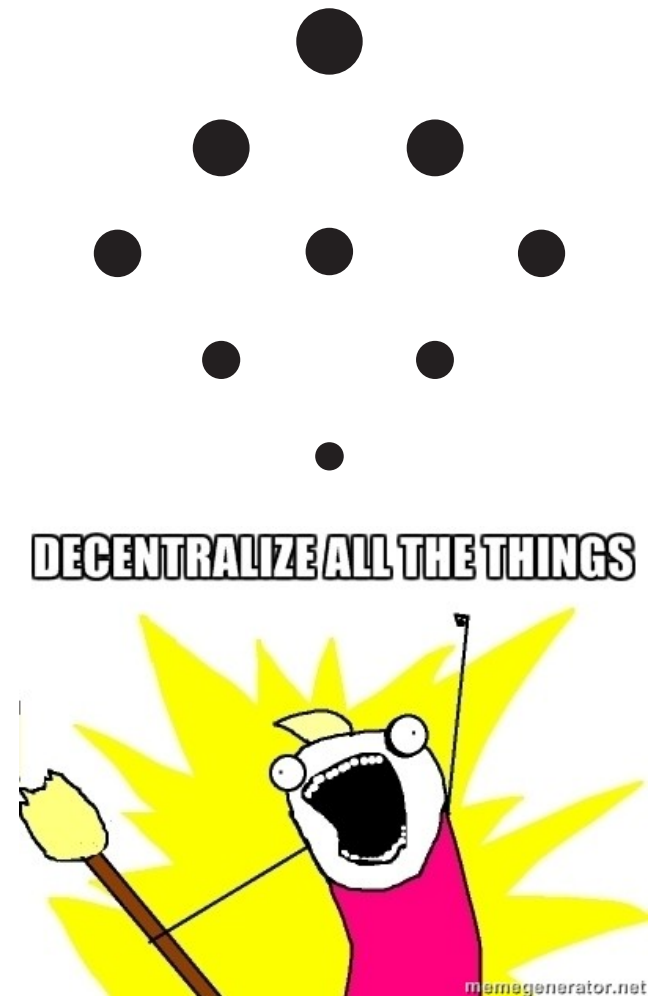
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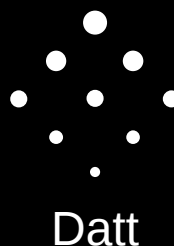
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# DATT

- Brainstormed name: “DATT = Decentralize All The Things” (though it looks better as the word Datt)
- Put together international hackathon on weekend of Jul. 31 – Aug. 2. ~30 people worldwide, ~15 in SF
- Set up GitHub page:
  - <https://github.com/dattnetwork>
- Contributors created logo and landing page:
  - <http://datt.co>
- Blog to track progress:
  - <http://blog.datt.co>
- Twitter to track progress:
  - <https://twitter.com/dattnetwork>



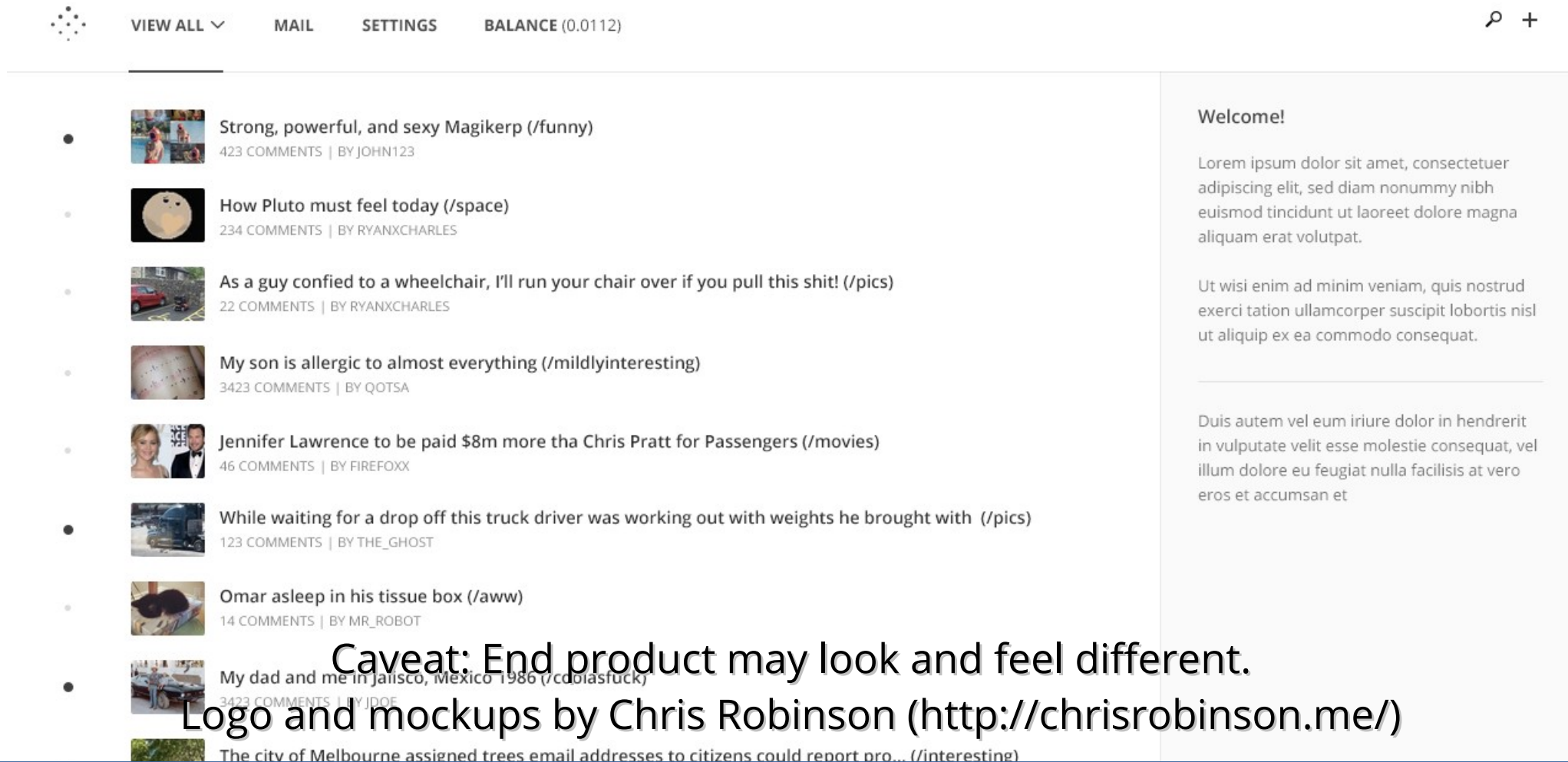
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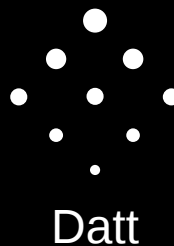
# Mockups



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

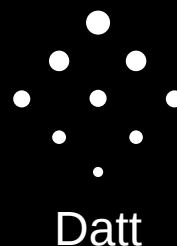
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# Mockups



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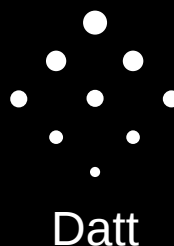
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Post

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# Mockups



VIEW ALL ▾

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

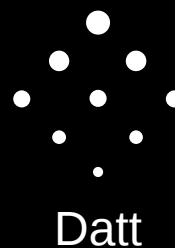
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# Mockups

[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

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. [Show QR Code](#)

1NDpZ2wyFekVezssSXv2tmQgmxc0HMuJ7u

## Withdraw Bitcoins

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. [click here](#).

## Export History

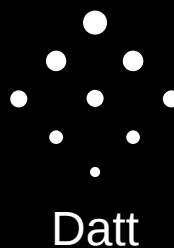
You can download a detailed, searchable transaction history. [Download CSV](#).

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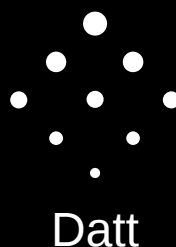
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# Open-Source

- Everything is being developed in the open on our GitHub page and Slack channel
- Not just software, but business plans, product plans, and community plans are open-source
- >20 people have made substantial contributions



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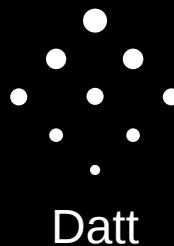
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# Prototype Status

- The minimalist, non-launchable, technology demo prototype is about 75% finished
- “Invite-only” prototype launch in November
- Need to heavily refine all aspects before real launch – product, community, business, technology
- March is realistic goal for “public launch”



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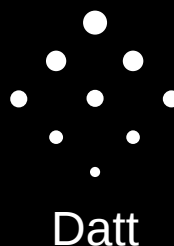


# Product Overview

- 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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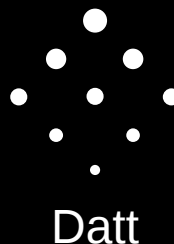


# Community Overview

- Intended to reach a mainstream audience
- Bitcoiners, decentralization community, disaffected reddit users form current core users – but aim to focus product on a more broad userbase
- We have several conflicting community plans – see dattdocs



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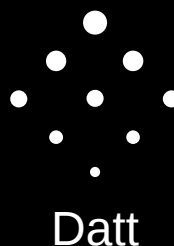
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# Business Overview

- Business model is to take a portion of payments (though decentralized, client default settings pay a portion to the company)
- So long as people like us, most people probably will not change the default settings
- Other business models possible such as providing extra services, or of course ads, but not on Day 1



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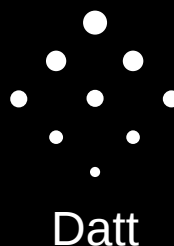
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# Technology Overview

- Bitcoin for payments
- Blockchain for 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 IPFS or something similar
- Code: Javascript, Node.js 4, fullnode, and will use C++ crypto in backend



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# Contributing

## Code

datt repo & Slack

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<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/>

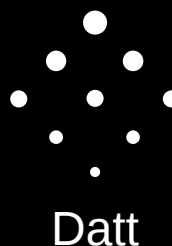
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[twitter.com/dattnetwork](https://twitter.com/dattnetwork)  
[blog.datt.co](http://blog.datt.co)

# Following

## Mailing List

<http://datt.co> (at bottom)

## Twitter

<https://twitter.com/dattnetwork>

## Blog

<http://blog.datt.co>

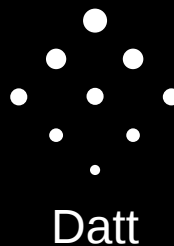
## Slack

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

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



Ryan X. Charles  
Founder of Datt ([datt.co](http://datt.co))  
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[github.com/ryanxcharles](https://github.com/ryanxcharles)



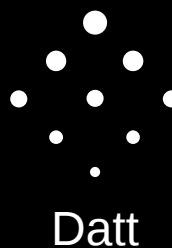
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ChangeTip  
IDEO Futures



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