



Datt

A community where users own their content.

Problem/Opportunity

- Users are **locked-in** to centralized social media applications
 - They are not free to take their content and connections elsewhere when they come into conflict with the company
- Cryptography and bitcoin make an alternative possible

Value Proposition

- Users are in control
 - Users can take their content and leave, without giving up relationships
 - Can earn money from producing good content, or curating good content
 - If users come into conflict with company, users don't lose - can exit company, while retaining content, connections

Underlying Magic

- Bitcoin for payments
- Blockchain for uncensorable content record
- Distributed data store for keeping content
- Users can run the app locally - does not necessarily connect to Datt, Inc.

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Strong, powerful, and sexy Magikerp (/funny)

423 COMMENTS | BY JOHN123



How Pluto must feel today (/space)

234 COMMENTS | BY RYANXCHARLES



As a guy confied to a wheelchair, I'll run your chair over if you pull this shit! (/pics)

22 COMMENTS | BY RYANXCHARLES



My son is allergic to almost everything (/mildlyinteresting)

3423 COMMENTS | BY QOTSA



Jennifer Lawrence to be paid \$8m more tha Chris Pratt for Passengers (/movies)

46 COMMENTS | BY FIREFOXX



While waiting for a drop off this truck driver was working out with weights he brought with (/pics)

123 COMMENTS | BY THE_GHOST



Omar asleep in his tissue box (/aww)

14 COMMENTS | BY MR_ROBOT



My dad and me in Jalisco, Mexico 1986 (/coolasfuck)

3423 COMMENTS | BY JDOE



The city of Melbourne assigned trees email addresses to citizens could report pro... (/interesting)

46 COMMENTS | BY OFFLINE_FARTS

Welcome!

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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 payar custosi traductores. It solmen va esser necessari far uniform grammatica, pronunciation e plu sommun paroles.

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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 "BTC meet moon"	LISBETHSALANDER	- 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

Add Bitcoins

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Withdraw Bitcoins

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Export History

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

Business Model

- The company runs the biggest, best-branded node on the network
- Company takes a (voluntary) cut of payments, default to ~20%

Go-To Market Plan

- Launch MVP Dec. 1, 2015 (very rough est.)
- **Network effect** is our friend. Must create compelling value so users bring on other users.
- Can also leverage social media
 - (which is how we got to where we are - Medium, Twitter, reddit).

Competitive Analysis

- Traditional social media: reddit, Facebook, Twitter
- Decentralized platforms: aether, DECENT, rupy, others
- Bitcoin: Zapchain, Changetip
- Must outcompete on product+community
 - differentiator: focus on moderators, curators, editors? products follow from tech differentiators?

Management Team

- CEO: Ryan X. Charles
 - former cryptocurrency engineer at reddit, BitGo, BitPay, ex-physicist
- Founding team: Business, Community, Product, Tech, IDEO (others?)
- Collaborators: ~15 other contributors (design, business, product, software, community)

Financial Projections & Key Metrics

- 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 metric is value of transactions, since company gets a percentage

Current Status & Projections

- ~130 members on Slack
- ~15 contributors on GitHub
- ~160 followers on Twitter
- ... from ~ Jul. 29 - Sep. 2
- Very incomplete prototype by Sep. 10
- Targeting MVP by Dec. 1, 2015 (rough est. - need to put more thought into timeline)

IDEO

- Business ← IDEO
- Product/design ← IDEO
- Community ← Maybe IDEO?
- Technology ← Probably not IDEO
- Legal ← Maybe IDEO?

Key Questions

- Who is our community and how do we draw them in?
- What is our product?
 - (Just like reddit? Citizen journalists? Other?)
- What is our business plan?
- Who are team members?
- What are missing pieces and things I haven't thought of?

Credits

- Logo and mockups by Chris Robinson