

Anysphere: History and Strategy

A look into the world of electronic communication

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ABSTRACT

Our goal: **everyone can communicate privately**.

The big question: *how*?

Our whitepaper answers the question in terms of cryptography. This document tries to answer it in terms of everything else: network effects, money, customers, marketing. To do so, we look at the history of electronic communication platforms and explore different distribution ideas.

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1 GOAL

Before we answer the *how*, it helps to clarify and justify the goal.

2 HISTORY

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