Praxis: A Goal-Aligned Social Operating System for Authentic Progress and Collaboration

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Abstract

Common frustrations: "She'd be perfect—if only she could actually train with me." "He's a 10 but doesn't know Y." "I want to do Z but none of my friends will come with me." "Hey guys, do you wanna come do a thing?"—and either the message is left on read or we just hang out and never do the thing.

What if we could bond over achievement and progress, not just chance? Capital's dream was to buy back time with money. Marxism's dream was versatile self-realization: nurse in the morning, mechanic in the afternoon, chef in the evening.

But what if I just want to add 10 kg to my squat but I'm awkward? What if I want to go hiking but my friends prefer the movies? What if I like too many things, so I get distracted and never master any?

Praxis is the solution: a multi-domain platform that unites individuals through shared ambitions, verifiable progress, and focused self-evolution. Rooted in philosophical insight and modern technology, it transcends traditional social, dating, and professional networks by creating connections that drive measurable success and genuine relationships. With converging markets valued in the hundreds of billions, Praxis is positioned to generate sustainable revenue through innovative matching, task-oriented collaboration, and privacy-first design. This whitepaper presents the blueprint for a new category: the Social Operating System for real progress.

1 Introduction

Digital platforms have commodified human connection, favoring vanity metrics over substance. Praxis changes that. It is a goal-centric ecosystem where users form bonds based on aligned ambitions, disciplined engagement, and authentic development. Drawing from Deleuze's concept of multiplicity, autopoietic self-organization, Kant's categorical imperative, Byung-Chul Han's critique of achievement pressure, and Heidegger's demand for authenticity, Praxis enables users to become their best selves within focused, task-driven communities.

Praxis is not another dating app, social feed, or time-killer. It is a **Social Operating System**: a structured environment where users operate on their goals with accountable peers, generating pressure to act and reassurance to persist.

As a mechatronics technician who lifts heavy weights, studies philosophy, and has personally experienced the frustration of mismatched ambitions, I am building Praxis from lived reality—combining systems thinking, discipline, and the search for meaningful collaboration.

1.1 Market Opportunity

Praxis intersects high-growth sectors:

- **Online Dating:** Projected global revenue of $ 3.24 billion in 2026,[1] with North America at approximately $ 2.39 billion.[2]

- **Social Networking:** Valued at approximately $ 210–1,349 billion in 2026 (varying by definition; broad social media platforms show strong growth).[3]

- **Professional Networking:** Estimated at $ 82 billion in 2026 (from $ 65.64 billion in 2025, CAGR 25.1%).[4]

- **Self-Improvement & Wellness Apps:** Valued at approximately $ 13–15 billion in 2025–2026, with strong CAGR (14–15%).[5]

While broad platforms dominate superficial interaction, goal-accountability hybrids remain underserved. Praxis fills this gap by integrating measurable progress, peer validation, and multi-domain alignment into one cohesive system.

2 Main Domains of Praxis

Users build personalized progress across domains, each with granular sub-goals:

- Career: Advancement, skills, networking

- Investing / Financial Growth: Wealth building, independence

- Fitness: Strength, endurance, wellness

- Academics: Learning, degrees, knowledge

- Mental Health: Resilience, mindfulness

- Philosophical Development: Meaning, reflection, purpose

- Culture / Hobbies / Creative Pursuits: Art, passions, expression

- Intimacy / Romantic Exploration: Connection, partnerships, exploration

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[1] Statista Market Forecast: Online Dating - Worldwide, 2026 projection.
[2] Mordor Intelligence: North America Online Dating Services Market, 2026 estimate.
[3] Statista and The Business Research Company projections for social media platforms, 2026.
[4] Mordor Intelligence: Professional Networking Market, 2025–2030 forecast.
[5] Grand View Research: Wellness Apps Market, 2025 projection; Business of Apps: Wellness App Revenue Statistics.

- Friendship / Social Engagement: Bonds, support, shared activities

  This structure reflects life's complexity and supports holistic growth—without judgment.

3 Methodology

3.1 Onboarding & Goal Discovery

Users navigate guided interest trees to select up to three primary goals (premium unlocks more). The resulting goal tree serves as their dynamic "ID card" for matching.

3.1.1 Identity Verification

Facial scanning confirms human presence and builds trust.

3.2 Goal Tree Representation

Trees are dynamic and self-evolving:

- Nodes: Goals and sub-goals

- Edges: Progression pathways

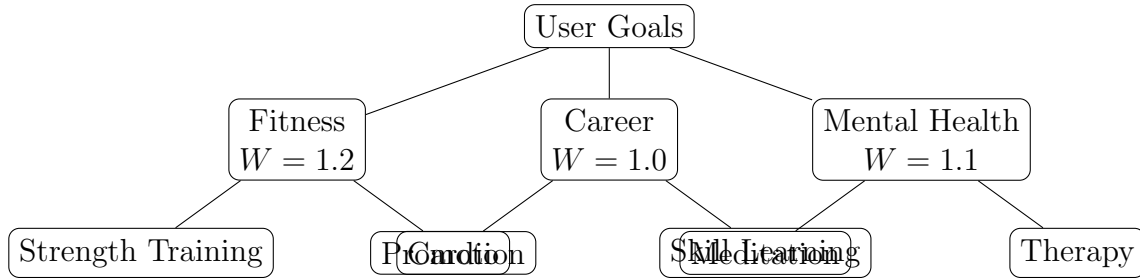- Weights W_j: User-defined priorities, dynamically adjusted via peer feedback

Figure 1: Example Goal Tree: A Living Blueprint for Progress

3.3 Dynamic Matching Scoring

Compatibility between users A and B is computed as:

$$S_{AB} = \frac{\sum_{i \in T_A} \sum_{j \in T_B} \delta(g_i, g_j) \cdot \text{sim}(i,j) \cdot W_i \cdot W_j}{\sum_{i \in T_A} W_i \sum_{j \in T_B} W_j}$$

where $\delta = 1$ if domains match, $\text{sim}(i,j)$ is AI-evaluated progress similarity (0–1), and weights reflect current priorities.

3.4 Matching Algorithm (Pseudocode)

Algorithm 1 Praxis Matching Engine

Require: UserA_Tree, UserB_Tree
Ensure: Compatibility Score S_{AB}
 1: $S_{AB} \leftarrow 0$
 2: **for all** NodeA in UserA_Tree **do**
 3:   **for all** NodeB in UserB_Tree **do**
 4:     **if** NodeA.domain == NodeB.domain **then**
 5:       $S_{AB} \leftarrow S_{AB} + \text{AI\_sim}(\text{NodeA},\text{NodeB}) \times NodeA.weight \times NodeB.weight$
 6:     **end if**
 7:   **end for**
 8: **end for**
 9: Normalize S_{AB} by total weight products
10: **return** S_{AB}

3.5 Post-Interaction Feedback & Tree Recalibration

A high S_{AB} opens a private Direct Message channel focused solely on the shared goal—no feeds, no distractions.

After collaboration or check-ins, users mutually grade performance (private, bidirectional):

- Distracted → increases node weight (perceived harder)

- Total noob → strongly increases weight

- Mediocre → slight increase

- Tried but failed → neutral / slight decrease

- Succeeded → decreases weight (perceived easier)

Aggregated grades trigger autopoietic recalibration, refining priorities and improving future match quality. Feedback is anonymized in aggregate and AI-moderated for constructiveness.

3.6 Matching & Feedback Flow

3.7 Risks & Mitigations

- *Cold-start problem* — Seed with targeted communities (fitness forums, philosophy groups, accountability circles).

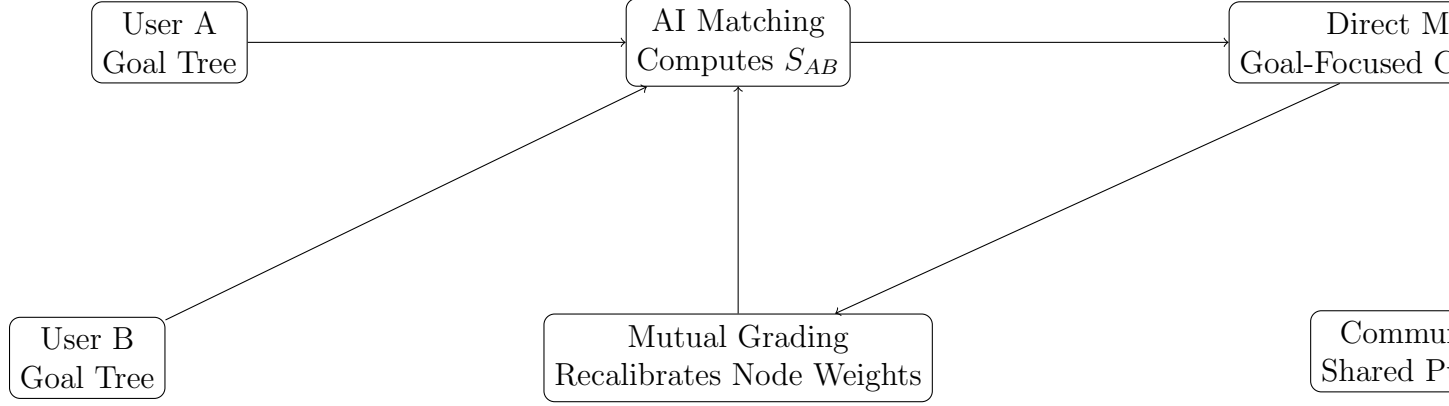- *Grading bias / toxicity* — Require multiple data points, AI moderation, private & bidirectional only.

Figure 2: End-to-End Flow: Matching $\rightarrow$ Collaboration $\rightarrow$ Self-Improvement

- *Retention drop-off* — Progress streaks, reminders, community challenges, visible tree evolution.

4 Worked Example

User A: Fitness (Strength 70%, Cardio 50%, $W = 1.2$); Career (Promotion 40%, Skill 60%, $W = 1.0$); Mental Health (Meditation 80%, Therapy 30%, $W = 1.1$).

 User B: Fitness (Cardio 60%, Yoga 40%, $W = 1.3$); Career (Skill 70%, Networking 50%, $W = 1.0$); Mental Health (Meditation 90%, Mindfulness 50%, $W = 1.1$).

 High $S_{AB} \approx 0.42$ opens DM. After joint cardio sessions, mutual "Succeeded" ratings lower Cardio weights $\rightarrow$ future matches prioritize higher-leverage goals.

5 Philosophical Foundations

Praxis operationalizes key ideas:

- Deleuze — Multiplicity: users as evolving, multi-dimensional beings

- Autopoiesis — Self-refining trees through honest peer input

- Kant — Categorical imperative: reciprocal, principled interaction

- Byung-Chul Han — Focused engagement against burnout culture

- Heidegger & Marx — Authenticity beyond commodified relations

 These concepts manifest directly in dynamic goal trees and constructive feedback loops.

6 Business Model

Revenue streams:

- **Freemium Subscriptions** — $9.99/month for unlimited goals, AI coaching, advanced analytics

- **Job Marketplace** — Employers pay for access to goal-aligned talent

- **Ethical, Contextual Ads** — Aligned partners, no behavioral tracking

- **Anonymized Trend Analytics** — Sold to researchers / organizations

Bootstrap path: No-code MVP → organic niche growth → premium conversion. Projected: Year 1 $5M (500K users), scaling to $50M by Year 3.

7 Marketability & Investor Highlights

- Category creator: Growth + accountability + focused collaboration

- Strong retention drivers: task-limited interactions, visible progress, trust via grading

- Appeals to purpose-driven users seeking real change

- Scalable architecture: AI matching, low-overhead bootstrap model

- Founder: Mechatronics technician, lifter, philosophy student — systems thinker with discipline and lived insight

Seeking seed partners to accelerate MVP and early traction. Contact: [your-email-here].

8 Conclusion

Praxis is a movement: goals unite us, rigor guides us, collaboration transforms us. Bootstrapped from real frustration and real ambition, it turns personal quests into shared momentum. The future of meaningful connection starts here.