MyHub.ai
on the
ATmosphere

Fresh Integral Communications

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The ATmosphere opportunity

Daily U.S. website visits

Visits to Bluesky's website surged beginning in October.

— Bluesky   — Threads

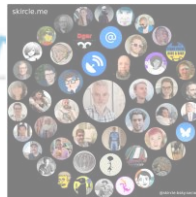- Ecosystem built on Atproto (Bluesky protocol)

- BlueSky: first ATmosphere app
  - free "on-ramp" into Atmosphere for 30m+ users

- New apps emerging, using:
  - Bluesky account and identity (user-owned)
  - Bluesky Personal Data Store (user-owned)

1.2M

1M

800K

600K

400K

200K

roomy

sill (beta)

Pinksky

Project at a glance

WHAT

Project at a glance

- Turn myhub.ai into an **open-source site publishing toolkit**
  - hubs, blogs, standard websites, newsletter sites…
- Each site connected to:
  - the rest of the ATmosphere
  - thinking tool marketplace
  - AI service marketplace
  - content monetisation services
- MyHub.ai: entry point for newcomers, marketplaces, hosting…

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MyHub.ai today

- Platform for users to build a Hub, combining:
  - Blogging: **What I Think**
  - Portfolio: **What I Do**
  - Social Bookmarking: **What I Like**
  - Newsletter
  - ChatGPT integration
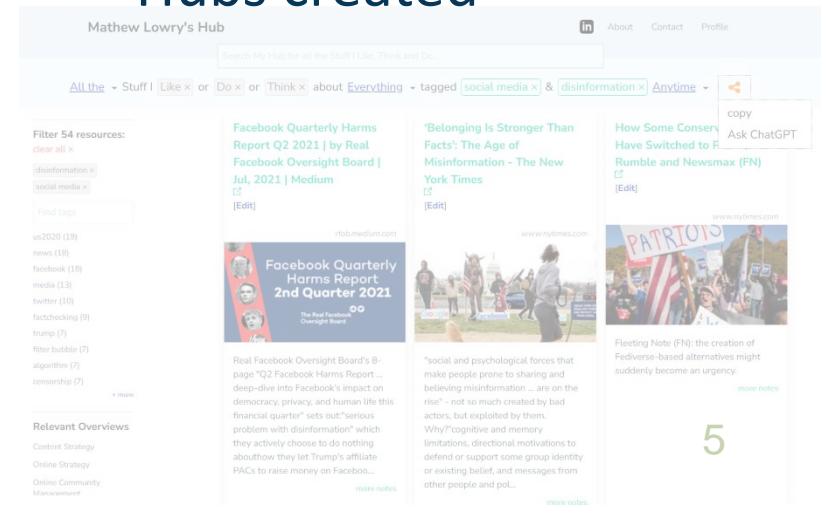- All content in card form, tagged

- Progress to date
  - 2013: first Hub launched
  - March 2020: MyHub.ai launched
  - (Covid…)
  - Zero marketing, ~250 Hubs created

5

From today to tomorrow

MyHub.ai Today

- Centralised PoC platform
- Free:
  - Hub
  - Enewsletter
  - ChatGPT integration

MyHub.ai Tomorrow

- Centralised platform
  - Free: Basic Hubs & other sites (blogs, etc.)
  - Premium services
    - ATmosphere account, PDS, sharing
    - enewsletter
    - Monetisation for Editors
    - Thinking tool marketplace
    - Theme marketplace
    - AI service marketplace
  - AI training data monetisation
- + Open-source Toolkit
  - self-hosted Hubs, other sites
  - API access to Premium services

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6

Workprogramme at a glance
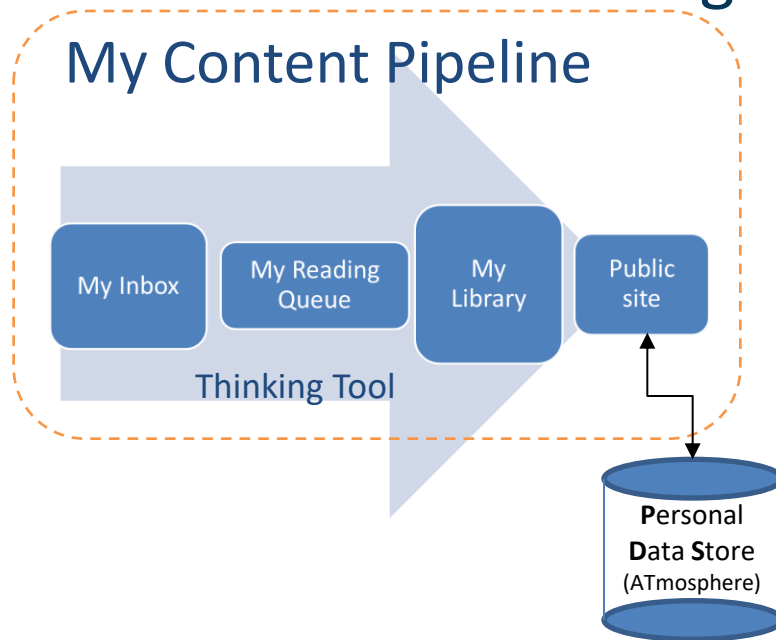
HOW?

Connect each Hub

- its Editor's **thinking/writing tool**
  - Obsidian, Notion, etc.
- the **ATmosphere**, and hence:
  - other Hubs, their Editors and *their* thinking tools
  - other ATmosphere apps (Bluesky, Whitewind…)
- **AI services** to improve creativity and open up new business models.

"Cards are meant to be shared"

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Connections
1: Thinking tool -> Hub

- Create opensource publishing toolkit:
  - a first "Hub" theme
  - interfaced to thinking tools

My Content Pipeline

My Inbox | My Reading Queue | My Library | Public site

Thinking Tool

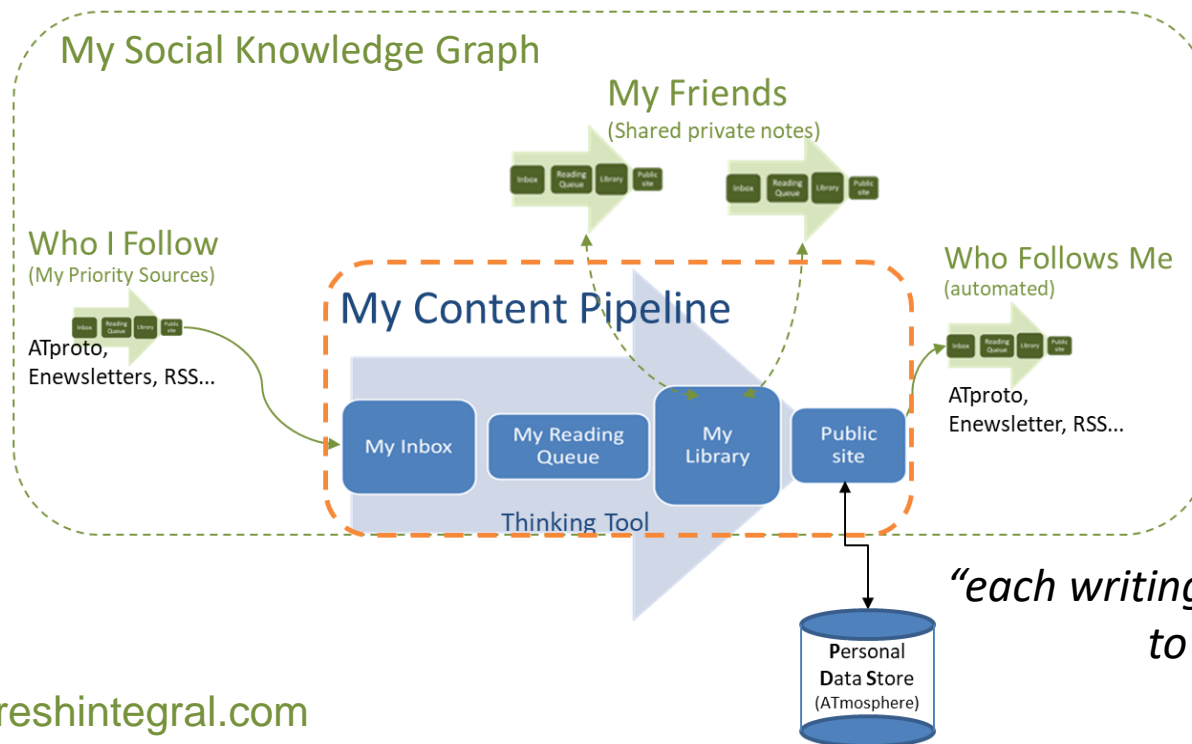**P**ersonal **D**ata **S**tore (ATmosphere)

"each site is the public-facing edge of the user's private library of notes and drafts"

Connections
2. Hub->ATmosphere->Hub

- Network each Hub with other Hubs and other ATmosphere apps
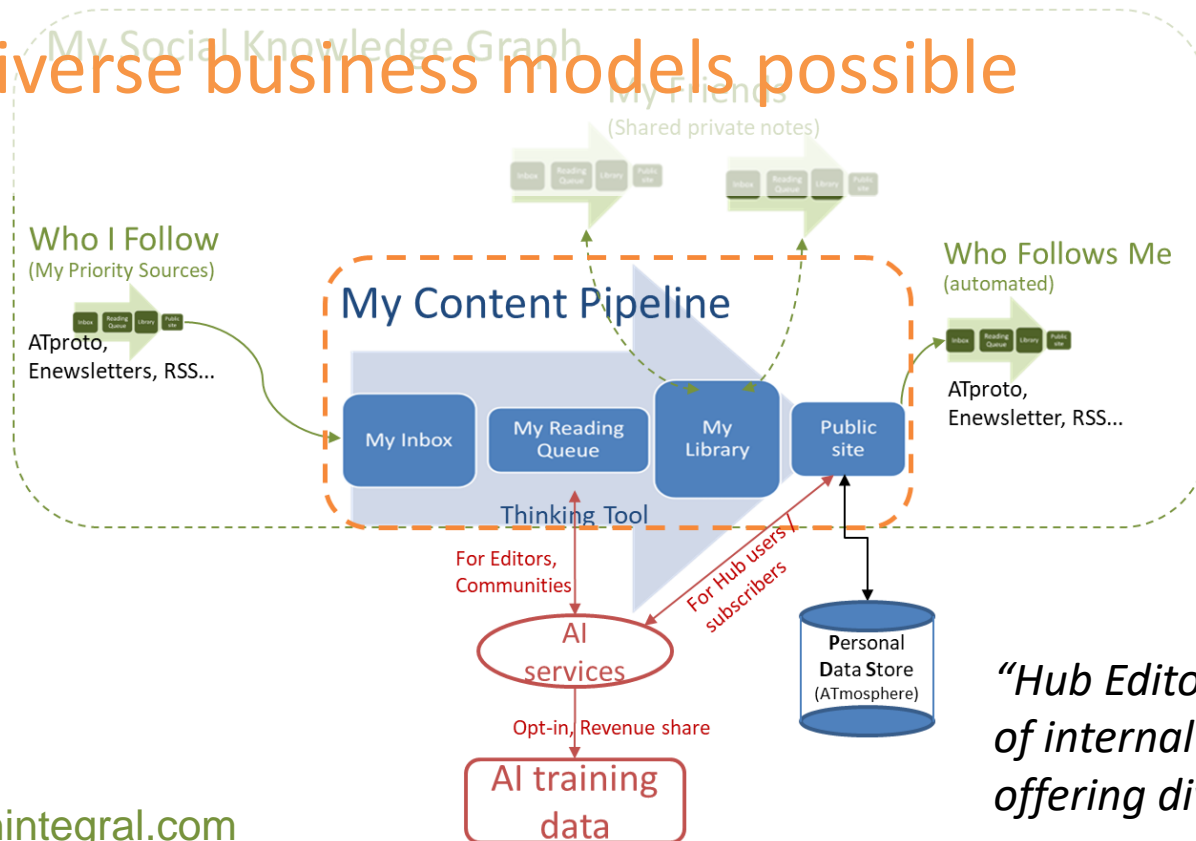
- Allow trusted users to collaborate privately

My Social Knowledge Graph

My Friends
(Shared private notes)

Who I Follow
(My Priority Sources)

ATproto,
Enewsletters, RSS...

My Content Pipeline

My Inbox | My Reading Queue | My Library | Public site

Thinking Tool

Who Follows Me
(automated)

ATproto,
Enewsletter, RSS...

Personal Data Store
(ATmosphere)

"each writing & thinking stack connected to everyone else's via ATproto"

Connections
3. Hub <-> AI services

- Individuals and communities access & use AI services, customising & training them in the process
- Diverse business models possible

"Hub Editors access a marketplace of internal & external AI services, offering diverse business models"

Resulting decentralized information environment

- Interconnected online communities
  - spanning multiple ATmosphere apps
  - open-source, decentralised
  - everyone owns their identity, their content
- Seamless notemaking, thinking, writing, collaborating, publishing & sharing
- Individuals and communities can
  - monetise their content and data
  - access AI services
- Marketplaces for design, thinking tools, AI services…
- MyHub.ai: entry point for most people, dominant node

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Business model

REVENUE SOURCES

Revenue sources for Editors, AI service providers & others

Premium subscriptions

- Hubs become **Substack on Steroids** - subscribe to its:
  - newsletter
  - some or all finished posts
  - everything the Editor read while researching those posts, *with* their notes
  - the Editor's AI, trained on his/her content
  - collaborative spaces for Editor and subscribers
  - selected parts of private Library

AI Services

- Individuals and communities
  - Subscribe to AI services
  - Optionally form data unions to share revenue / affray costs
- Diverse services available
  - Content discovery
  - Content moderation and governance
  - Support individual creativity
  - Support communities' collaboration

Others

- Designers: themes
- Developers: thinking tools

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Revenue sources for MyHub.ai

- **Services for Hub Editors**
  - Basic Hub: free
  - Theme marketplace: fee share with designers
  - Support: subscription fee
  - Monetisation: revenue share, subscription fee
  - AI services: subscription fee share with providers

- **AI training data monetization**
  - Hub content:
    - rich, authentic content
    - ideal for AI training in a world of model collapse
  - Opt-in
  - Revenue shared with Hub Editors

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15

Team

Founder

- **Mathew Lowry**
  - theoretical physics -> science journalist -> consultant (information architecture, content strategy, knowledge management, communities…),
  - online since 1988
  - first database-driven website in European public sector (1995)
  - first Web2.0 community for EU Commission (2002)
  - first cross-department portal, CMS, customisable XML for EU Commission (2003)
  - launched BlogActiv blogging platform (2007)
  - 1st use of NLP in EC communications (2009)
  - Top 20 euroblogger (2010)
  - LinkedIn blogging pilot (2014)

Associates

- **Timur Kamanin**
  - full-stack developer, 17y experience
  - Member, Django Software Foundation
- **Peter Kaminski**
  - product visionary, software architect & engineer, Silicon Valley veteran, multiple startups, 30y experience
  - Created MarkPub, markdown-based site builder with Bluesky integration
  - Founded AI Coaching Forum, runs the AI 101 guild at AI Salon.
- **Aram Zucker-Scharff**
  - Washington Post: Senior Staff Software Engineer for Privacy & Security
  - previously focused on maximising site performance and revenue, Ad Tech R&D, Big Data…
  - 15 under 30 (magazine media sector) - Folio Magazine
  - developed numerous open-source tools, including from contributing to WordPress Core through to publishing personal notes online (more)

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