



disputation



what

**A highly shareable  
publishing platform  
with competing views**



# Should abortion be legal?



Peter Singer



Don Marquis

## Yes



Peter Singer

Peter Singer, is an Australian moral philosopher. He is currently the Ira W. DeCamp Professor of Bioethics at Princeton University, and a Laureate Professor at the Centre for Applied Philosophy and Public Ethics at the University of

## No



Don Marquis

Don Marquis is an American philosopher whose main academic interests are in ethics and medical ethics. Marquis is currently Professor of Philosophy at the University of Kansas.



# Does God exist?



Walter Sinnott-Armstrong



William Lane Craig

## Yes



William Lane Craig

William Lane Craig is an American Christian apologist and analytic philosopher. He works in the philosophy of religion, philosophy of time, and the defense of Christian theism.

## No



Walter Sinnott-Armstrong

Walter Sinnott-Armstrong is an American philosopher. He specializes in ethics, epistemology, and more recently in neuroethics, law, and cognitive science.

step 1: creating awareness

**Curated content**  
**Universal topics**  
**Acclaimed authors**





## Should healthcare be public in USA?

 Thomas Reid  David Gratzner

# Yes



**Thomas Reid**

Thomas Reid, is an American reporter, documentary film correspondent, and author. He is also a frequent guest on National Public Radio (NPR)'s Morning Edition.

# No



**David Gratzner**

David George Gratzner is a physician, columnist, author, and Congressional expert witness, and a senior fellow at the Manhattan Institute and the Montreal Economic Institute.



## A Copa é boa para o Brasil?

 Antonio Lassance  Jorge Luiz Souto Maior

# Sim



**Antonio Lassance**

Antonio Lassance é pesquisador do Instituto de Pesquisa Econômica Aplicada (IPEA) e professor de Ciência Política.

# Não



**Jorge Luiz Souto Maior**



Jorge Luiz Souto Maior é professor livre docente de direito do trabalho brasileiro na USP, Brasil desde 2001. É juiz titular na 3ª Vara do Trabalho de Jundiaí desde 1998, palestrante e conferencista.

step 2 - creating culture

**Distributed editorship**  
**National/broad topics**  
**Relevant authors**



# A trincheira da Anita melhora a cidade?

 Vanderlei Luis Cappellari  Pedro Loss

## Sim



**Vanderlei Luis Cappellari**

Vanderlei Luis Cappellari é Diretor-Presidente da Empresa Pública de Transporte e Circulação (EPTC) de Porto Alegre.

## Não



**Pedro Loss**

Pedro Loss foi candidato a Vereador e ficou como suplente em Porto Alegre pelo PT na coligação Coligação PT-PP

# Are passwords obsolete?

 Justin Balthrop  Nick McGregor

## Yes



**Justin Balthrop**

Justin Balthrop is an UX expert creating a new startup that promises to make passwords obsolete.

## No



**Nick McGregor**

Nick McGregor is a linux white hat hacker and security consultant for many Forbes 500 companies.

step 3 - creating community

**Crowdsourced  
Local/niche topics  
Open**

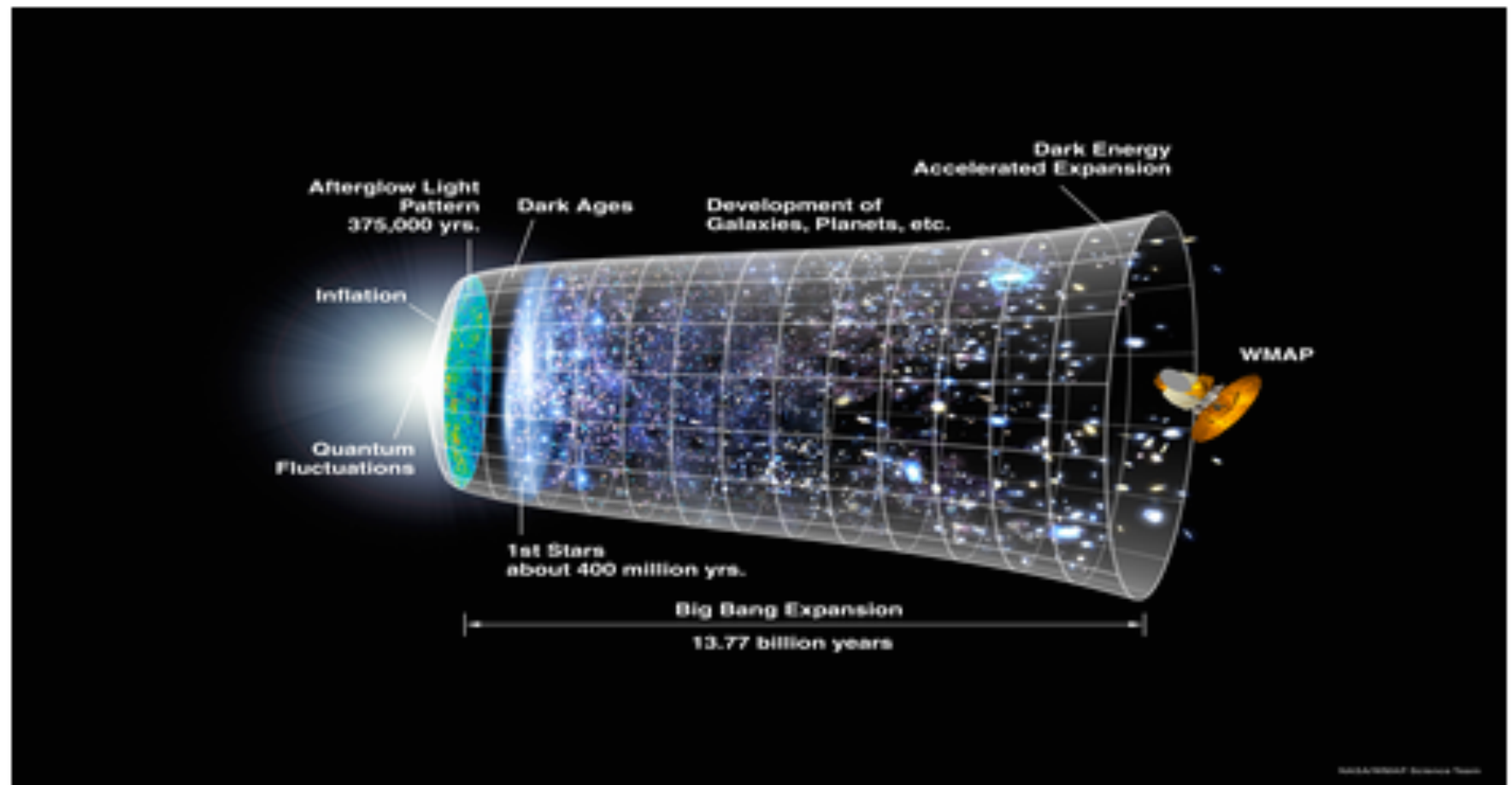


before  
after



**David Hume**

5 h · 🌐



**There is no God! Walter Sinnott-Armstrong**

ONE-SIDED NEWS

Like · Comment · Share

👍 141 people liked this.

➦ 109 shares



**Bertrand Russell** That's so obvious!

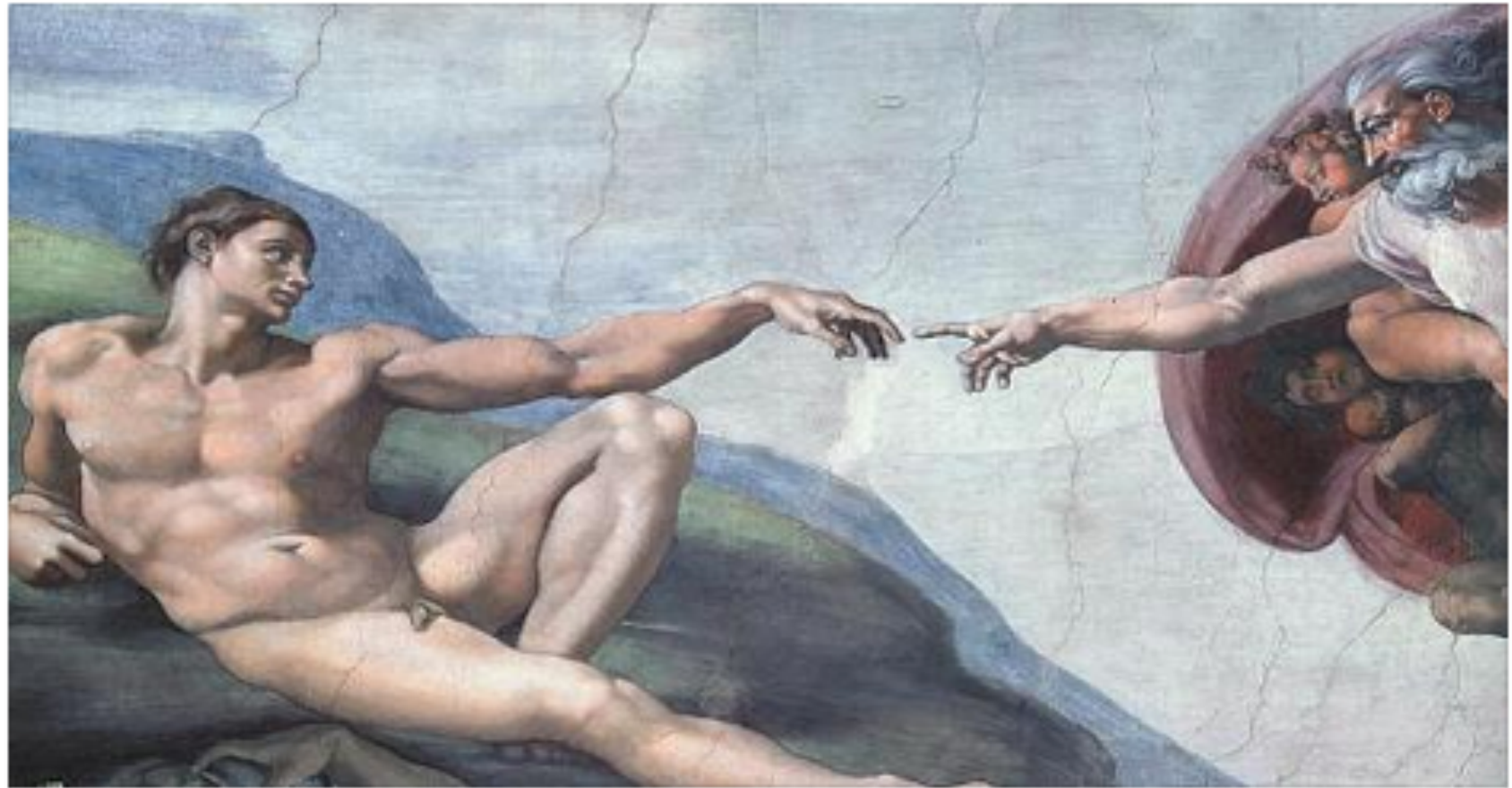
Like · Reply · 👍 5 · 4 h

before  
after



**René Descartes**

5 h · 🌐



**Does God exist? – Walter Sinnott-Armstrong & William Lane Craig**

DISPUTAT.IO

Like · Comment · Share

👍 141 people liked this.

➦ 109 shares



**Kurt Gödel** I'm still convinced he does, but Walter's arguments are pretty good, hum?

Like · Reply · 👍 5 · 3 h



some features

## **Omnipresent interaction**

share, comments, polls, “is this factual?”

## **Replies distributed in time**

makes debate part of the game

create expectations

## **Vote for topics & authors**

create author awareness / willingness

## **Crowdfunded debates**

business models (direct)

**Embedded partnerships**

**Crowdfunded debates**

**iPad / Kindle version (KDP)**

**Offline publishing**

business models (indirect)

**Targeted promos & ads**

**Affiliate links**



unfair advantages

**+ Engagement**  
**+ Retention**  
**+ Time spent**

compared to other sharing platforms

**High value audience**

**Shared on “both sides”**

**Branding** new democracy institution

team

## Juan Lulkin

### Product

Ruby hacker + Unicorn + Philosopher

## Daniela Tochetto

### Product

Social Scientist + Philosopher + Fellow Traveler

## Felipe Cabral

### Operations

Culture + Peopleware + Education

## Eduardo Cuducos

### Marketing

Designer + Python hacker + Sociologist

## Marcelo Fontoura

### Communication

Social media + Strategy + Content



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full story

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