

# SELF SOVEREIGN ADS PROTOCOL / 5W

## WHAT?

An escrow for ads and collaborations between advertisers and influencers in self sovereign social networks.

## WHY?

Current advertisement programs offered by centralized social networks exert unchecked power on influencers and their audiences, sometimes barging into their genuine relationship - with off-topic ads, arbitrary rules, and moderation overreach.

In the era of big data, the data has great value when making decisions, and we understand that the centralization of the data entails a discretionary management by the platforms.

## WHAT FOR?

To promote and monetize interactions in a direct, decentralized and transparent way, between the actors involved.

## WHO?

For small and medium-sized advertisers and content creators, and public that receives the content, who are dissatisfied and disadvantaged with the traditional and centralized messaging system.

## WHERE?

In the first instance thought to work on the Nostr protocol, but now looking for a way to abstract from the protocols to be implementable and scalable to different decentralized protocols that are emerging.

HOW?

# STRATEGY / HOW?

## MULTI-FRONT ACTION PLAN

