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 offtopic 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

NOSTR BIG DATA

Database creation (more than 30 GB of data from different nodes)
Indexing of interactions (free relays, low capacity / need for new relays)
Manual identification of nodes and relationship patterns (graphs)

Aim

Encourage and monetize direct and transparent exchanges between advertisers and content creators using smart contracts PRODUCT-MARKET

List and valuation advertisers and content creators Personalized pilot test / Offer 200 DoC to advertisers Null response in the absence of a developed project

SMART CONTRACT

Smart contract / escrow programming (proof of concept functional - needs gas optimizations)

UI/UX

UI as a Nostr chatbot Intelligent chatbot development in Nostr user format (to be developed)

Creation of match maker algorithm for crossover between advertisers and influencers (to be developed)

COMMUNICATION

Project website and Github repository (developed, constantly updated) Infographics, presentations and stats