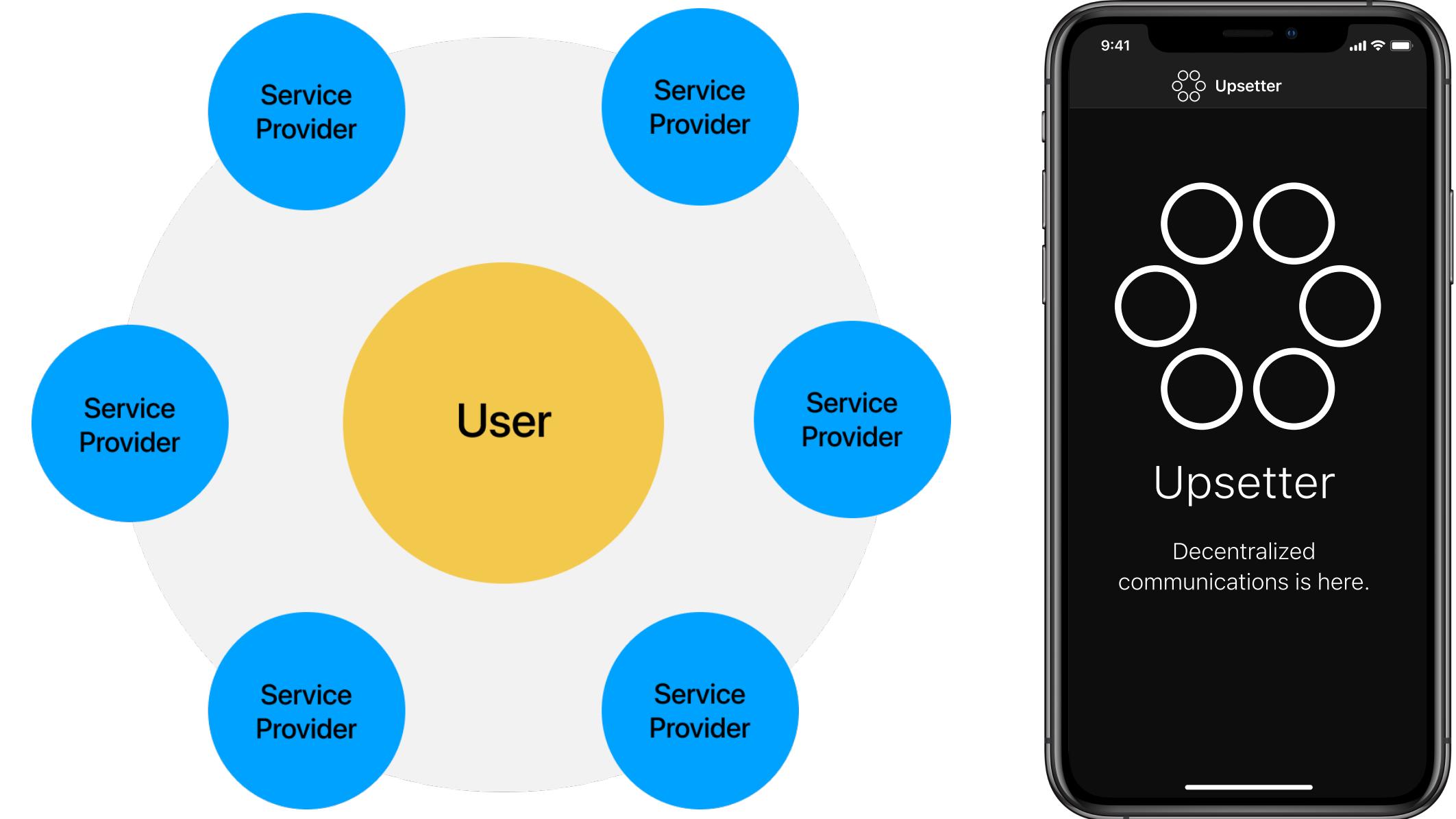


**DO WE
REALLY
WANT A
RETURN TO
NORMAL?**

**ISN'T IT
TIME
WE BUILD
SOMETHING
BETTER?**



A user-centric digital communications platform



<https://subnet.wtf>

Aviv Eyal - Personal background

- Software builder and [serial entrepreneur](#) for 20+ years.
- Crypto-first person and a coin founder and [open source developer](#) since 2017.
- Created one of the [world's first NFTs](#) and [artist token](#) in 2018.
- Collaborated on one of the world's [first crypto games](#) in 2018.
- Organized blockchain community [technical events](#) and is [funding blockchain open source development](#) since 2018 via bounties and grants.
- Co-founder and CPO [Spacemesh](#), a fair and energy-efficient cryptocurrency and took it from deck to beta in 4 yrs under \$20M.
- Founded and grew 4 previous consumer software startups in San Francisco and in NYC.
- Co-founded and CTO Grouper Networks in 2004. A P2P Social media platform. Lead product and tech. <\$5M funding. Lead successful growth hacking effort. Acquired by Sony in 2006 for \$65M. Became [crackle.com](#) - Sony's main video global website.
- Self-funded and owned Musicsoft Arts a mobile music apps company. Grew it to >\$1M USD yearly revenue and achieved profitability in less than 12 months.



The world today - a ball of confusion

Contaminated free media

- 57% agree - **media is contaminated** with untrustworthy information.
- 76% worry - **false info or fake news** being used as a weapon.
- **Fake News** is here to stay. Used more and more by regimes worldwide to silence critics, journalists and political opponents.



A Broken Corporate Model

- 87% agree - **stakeholders, not shareholders are the most important to the long-term success of a company.**
- 75% agree - a company can take actions that both increases profits and **improves conditions in the community** where it operates.

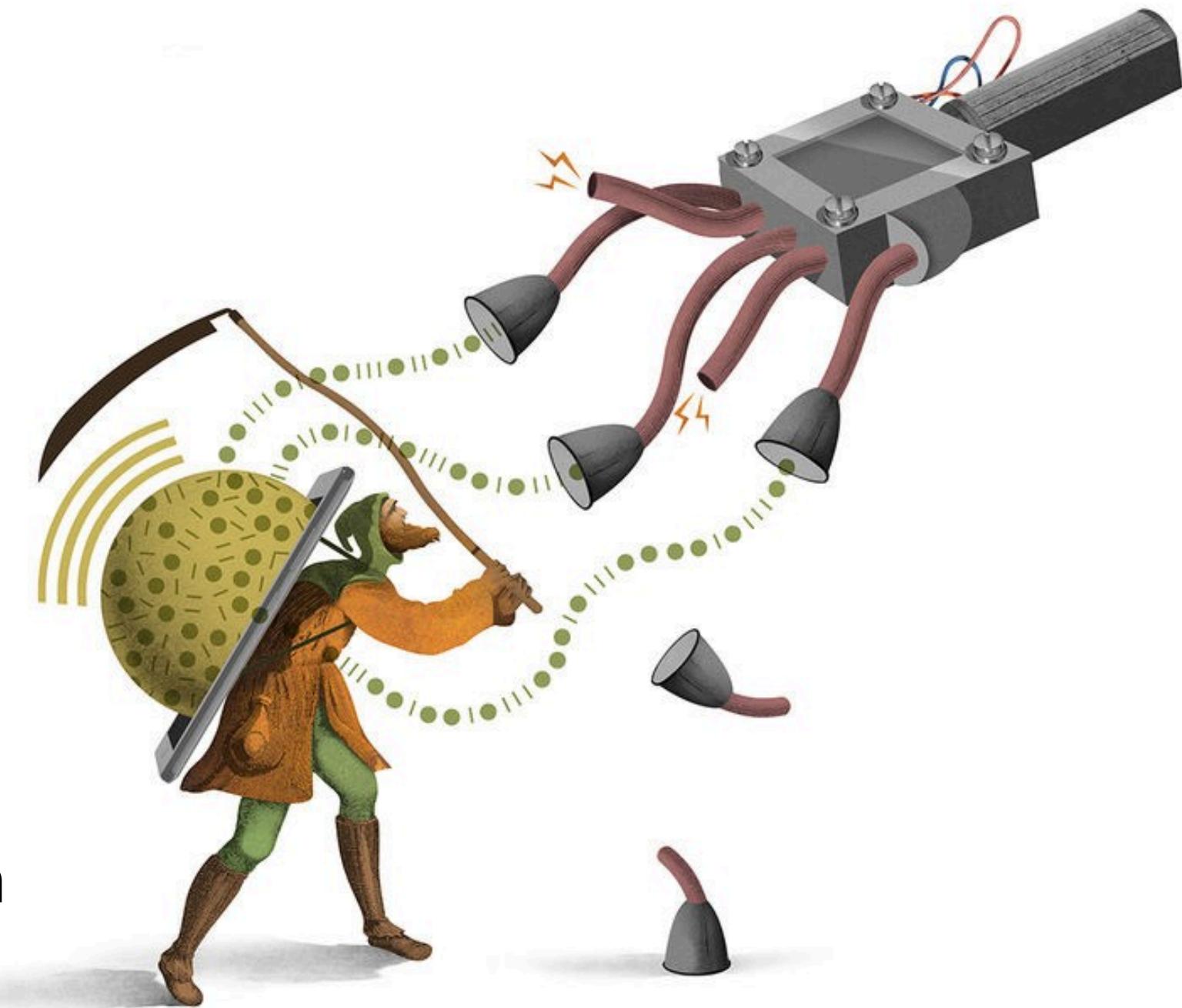


Awareness Rising - Digital Communications Privacy

- Apps by autocratic companies or monopolies is a **big issue**.
- **50% of Americans concerned about their personal privacy** and prefer not to disclose their sensitive data and decided not to use a product or a service due to privacy concerns.
- **The need for better digital comm tools is accelerating** with the move to remote work and social distancing in the age of covid.

Engagement based corporate social media is the root of all evil

- Rumors, right-wing populistic rhetoric, and conspiracy theories are always more engaging than the truth which can often be boring.
- Messages appealing to basic human instincts such as fear of the other, the different and the unknown are highly-targeted to psychological profiles of users which are more receptive to such messages - increasing their engagement....
- Fake news spread x2-x6 times faster than other content.
- Democracies worldwide are eroding. These platforms are the ultimate weapons for dictatorships.
- They build a reality bubble for each user which is personally tailored to increase engagement. This erodes all shared common-ground and basic shared beliefs which are required to have a democracy.
- We have a moral obligation to provide alternatives to humanity as civilization is in danger by these platforms.



Engagement based corporate social media is the root of all evil

Some \$1.4trn of the combined \$1.9trn market value of Alphabet and Facebook comes from users' data and the firms' mining of it.

- The Economist, 'Who owns the web data?'



Engagement based corporate social media is the root of all evil

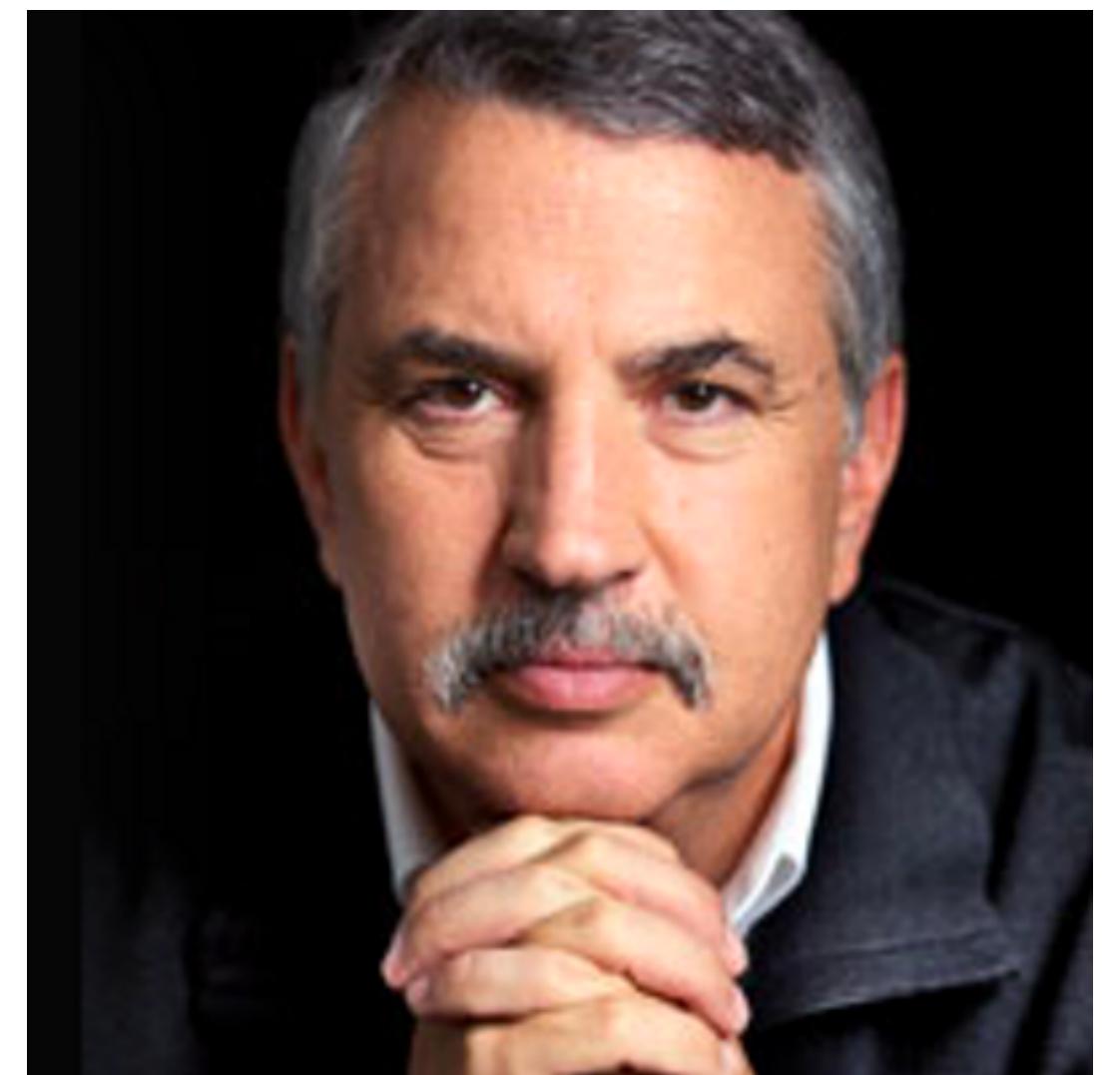
I worry because Facebook and Twitter have become giant engines for destroying the two pillars of our democracy — **truth and trust**.

Yes, these social networks have given voice to the voiceless. That is a good thing and it can really enhance transparency.

But they have also become huge, unedited cesspools of conspiracy theories that are circulated and believed by a shocking — and growing — number of people."

These social networks are destroying our nation's **cognitive immunity** — its ability to sort truth from falsehood.

- Thomas L. Friedman, [NYTimes](#).



Engagement based corporate social media is the root of all evil

The New York Times

How to Save Democracy From Technology

Ending Big Tech's Information Monopoly - foreignaffairs

The New York Times

Millions Flock to Telegram and Signal as Fears Grow Over Big Tech

The encrypted messaging services have become the world's hottest apps over the last week, driven by growing anxiety over the power of the biggest tech companies and privacy concerns.

The New York Times

The Coup We Are Not Talking About

We can have democracy, or we can have a surveillance society, but we cannot have both.

By Shoshana Zuboff

Dr. Zuboff, a professor emeritus at Harvard Business School, is the author of "The Age of Surveillance Capitalism."

The New York Times

Elon Musk Is a Problem Masquerading as a Solution

Engagement based corporate social media is the root of all evil

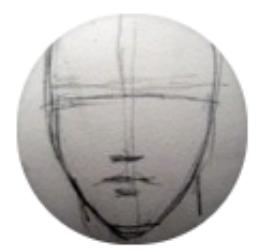
- **Shared fake news is not the real problem.** It is a necessary evil if we want real free speech online.
- **The real problem is the engagement-based social networks** core business model.
- This business model results in products which...
 - Magnify fake news, sensational content and rumors.
 - Emphasize **public content** and deemphasize private content.
 - Give service provider **total access to users shared data and meta-data** in order to provide **personalize advertising**
 - Controls what information people see via algorithmic feeds to **maximize engagement**
- **The corporate structure of social media services is bad** - one private company has all the data and completely controls what users can share and what they see

What to do?

- It is becoming widely understood centralized **social media platforms are doomed and dangerous for humanity.**
- However, very few propose viable, concrete alternatives...
- What we needed is:
 - **Fresh thinking from the low-level network protocols level all the way up to the end-user experience**
 - A rethinking of **the role of Internet service providers.**
 - An architecture that will work in the real-world where people use **smart mobile devices**, go offline frequently and are used to **mobile native frictionless user experience.**
 - **Envision new decentralized social media products** to decentralize and supersede existing social media companies



Some smart people get it...



Naval @naval · 7h

We're transitioning through a temporary bug in the Internet's history before we knew how to build open social protocols.

At first, the Internet transferred data. Then, it transferred scarcity (Bitcoin). Then, computation (Ethereum). Coming up - identity and social graphs.

258

1.1K

7.8K



...



jack ✅
@jack

...

Twitter is funding a small independent team of up to five open source architects, engineers, and designers to develop an open and decentralized standard for social media. The goal is for Twitter to ultimately be a client of this standard.



Balaji Srinivasan ✅
@balajis

...

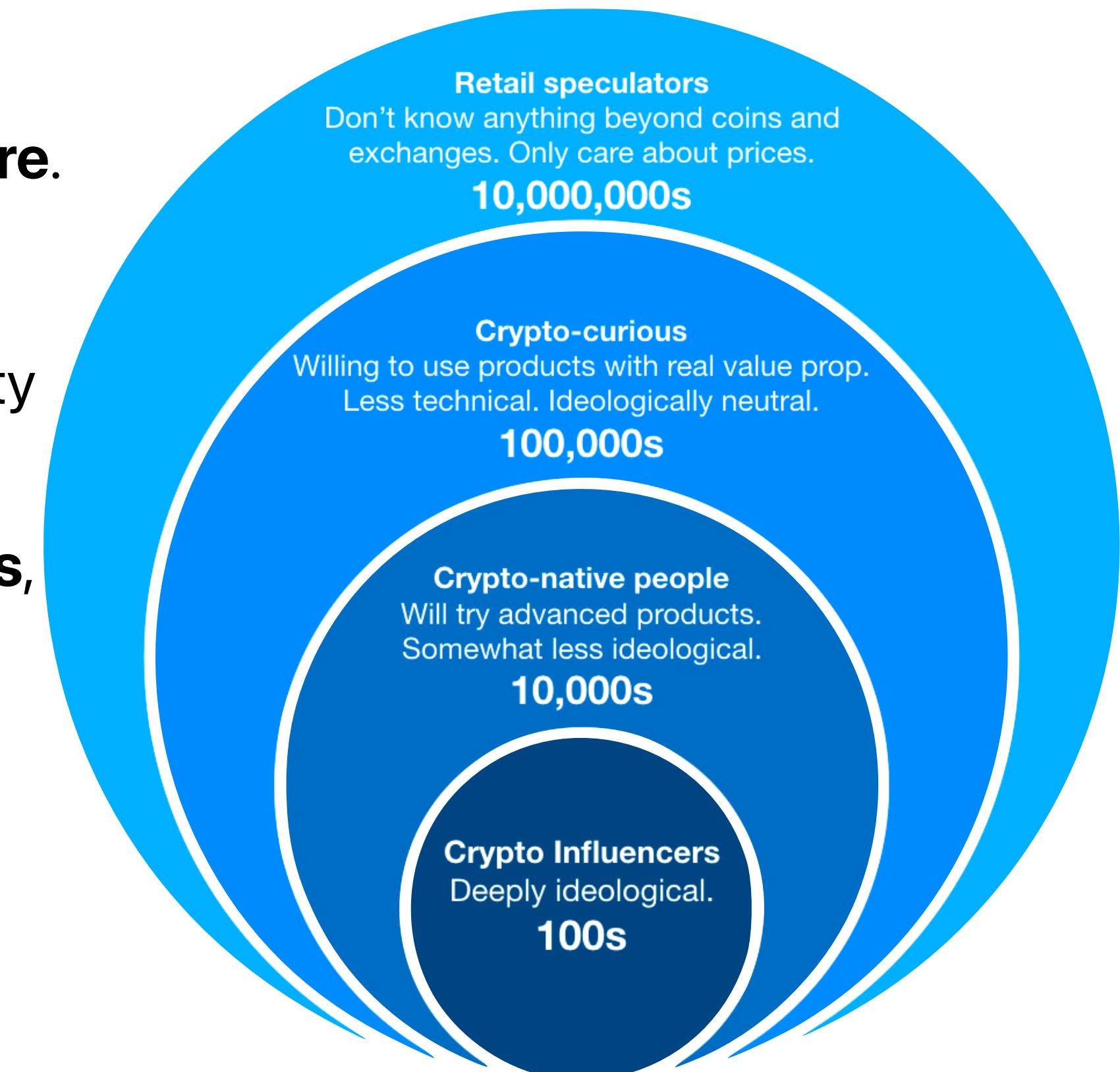
If Elon fights this solely as an intra-American battle, he may lose. But if he goes global and decentralizes Twitter...he can win.

Twitter today is just a collection of quarreling accounts. Users aren't aligned around anything except the desire for more followers. Some are for free speech, some are against it, and many just don't care. The promise of a coin changes all that.

The Opportunity

Does anybody really wants decentralized social media?

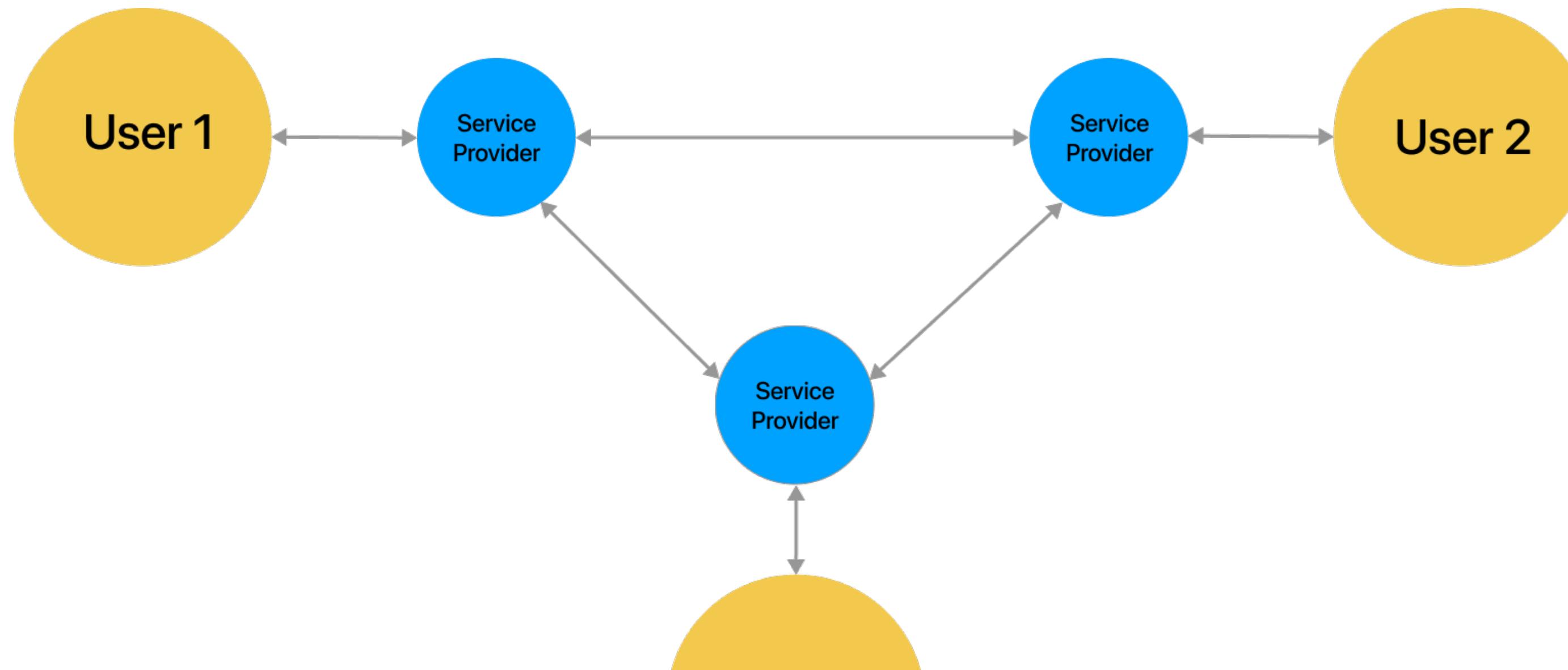
- **We connected everyone.** 5.5B adults on Earth. 4B w Smartphone. **3B use messaging and mobile social networking.** There is **no one size fits all anymore.**
- If only 10% users care then this is a 300M users opportunity.
- We have a right (and perhaps even a duty) to provide even a *small part* of humanity **a better possible future.** A viable choice to enable ***the age of transformation.***
- With web 2.0 and mobile native experiences **convenience minus the toxic parts,** we should be able to create a network-effect and make this **hopeful possible future a reality...**
- This is the **most socially responsible opportunity in tech today** and for the foreseeable future - **what else's going to change the world for the better in a meaningful way?** Elon is a problem masquerading as a solution to social media.
- **Today's crypto-first young generation is thirsty for fresh solutions and thinking after being massively disillusioned from big tech companies, national governments and institutions short-term thinking and greed.** This is a massive global cultural trend.



Introducing Subnet

A **highly-opinionated project** designed to facilitate
Inversion of social media and **digital communications**

- **Appeals to some people and service providers**, other networks with different design goals and design tradeoffs may fit others.
- In a world with **4 billions of people using messaging mobile social networks**, even 1 in 10 amounts to ~400 million people.
- As always, there is **no silver bullet** nor one size fits-all...



Our vision

Build a **digital communicator**
over a **decentralized network**
to provide a **viable alternative** to
web 2.0 social networks

$$S = \frac{\text{Telegram}^2 + \text{Twitter}^2}{\text{Federated Service Providers}} + \text{Instant Crypto Payments}$$

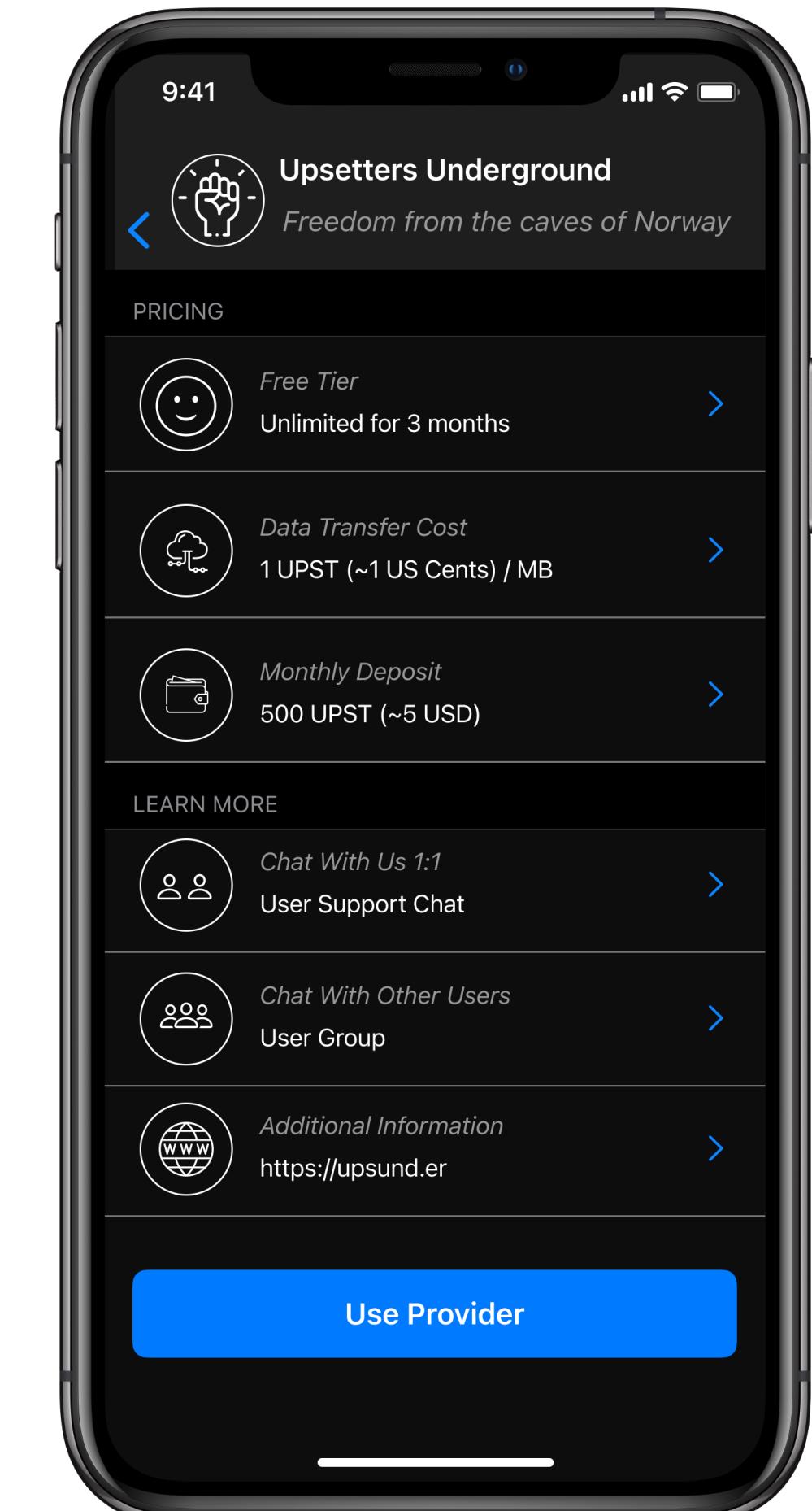
A new kind of social network

- Shouldn't moderate content.
- Should focus on providing **great tools for groups and individuals to share information** between them and to **facilitate free speech**.
- Should be a conduit for any type of information - opinions, fake facts, true facts - it is **up to people to judge what these are**, not the network.
- **Service providers should not have access to users data and metadata.**
- There shouldn't be **a single entity that hosts all content and user accounts**.
- Group creators should moderate group content in anyway they see fit.
- **People are responsible to moderate sources** they get information from based on their own judgement and self-sovereignty.



An unstoppable network for uncensored communications

- There is **no company that may censor speech on the platform.**
- There is **no single cloud infrastructure provider that may shut down the network.**
- There is **no company that can shut down the service** or parts of it at any time, or arbitrarily **change privacy and terms of service** at any time.
- There are **no advertisers interests** which may reduce the user experience and **encourage engagement at all costs.**
- The **service is resistant** and works as long as there are at least several entities from anywhere in the world that implement the Subnet protocol and provide service for users.
- By design, a **user's service provider can be replaced at any time** if it goes offline or decides to stop providing services. Doing so happens without disrupting platform applications and user data.



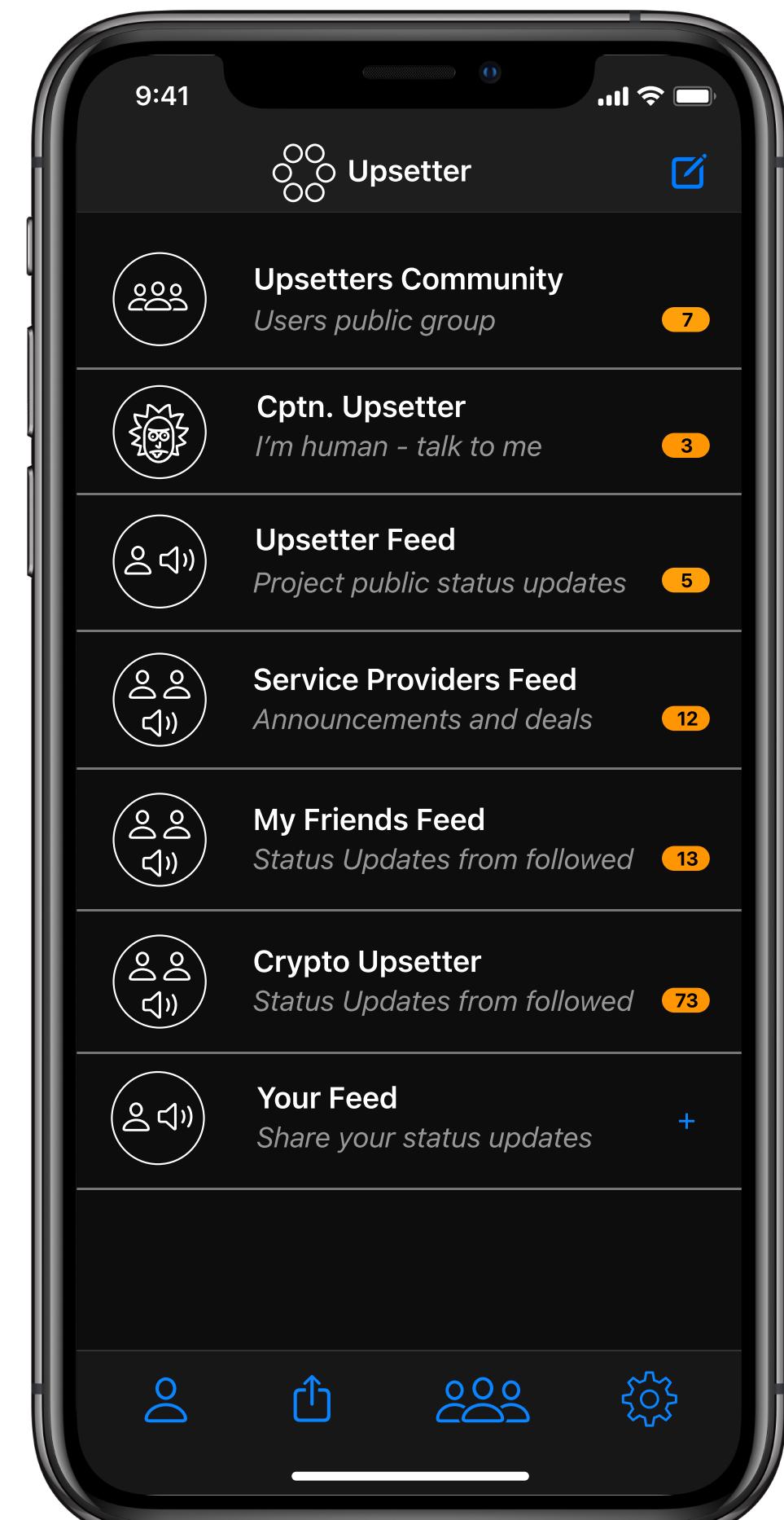
Digital communicator

5 core features

1. **Instant messaging** - 1:1 *Signal-like*
2. **Groups** - n:n. *Tgram-like*
3. **Status Updates** - 1:n *Twitter-like*
4. **Multiple Sources Feed** - n:1 *Twitter-lists-like*
5. **Premium Content** - blog post, image, video, music, *Onlyfans-like*

Additional features

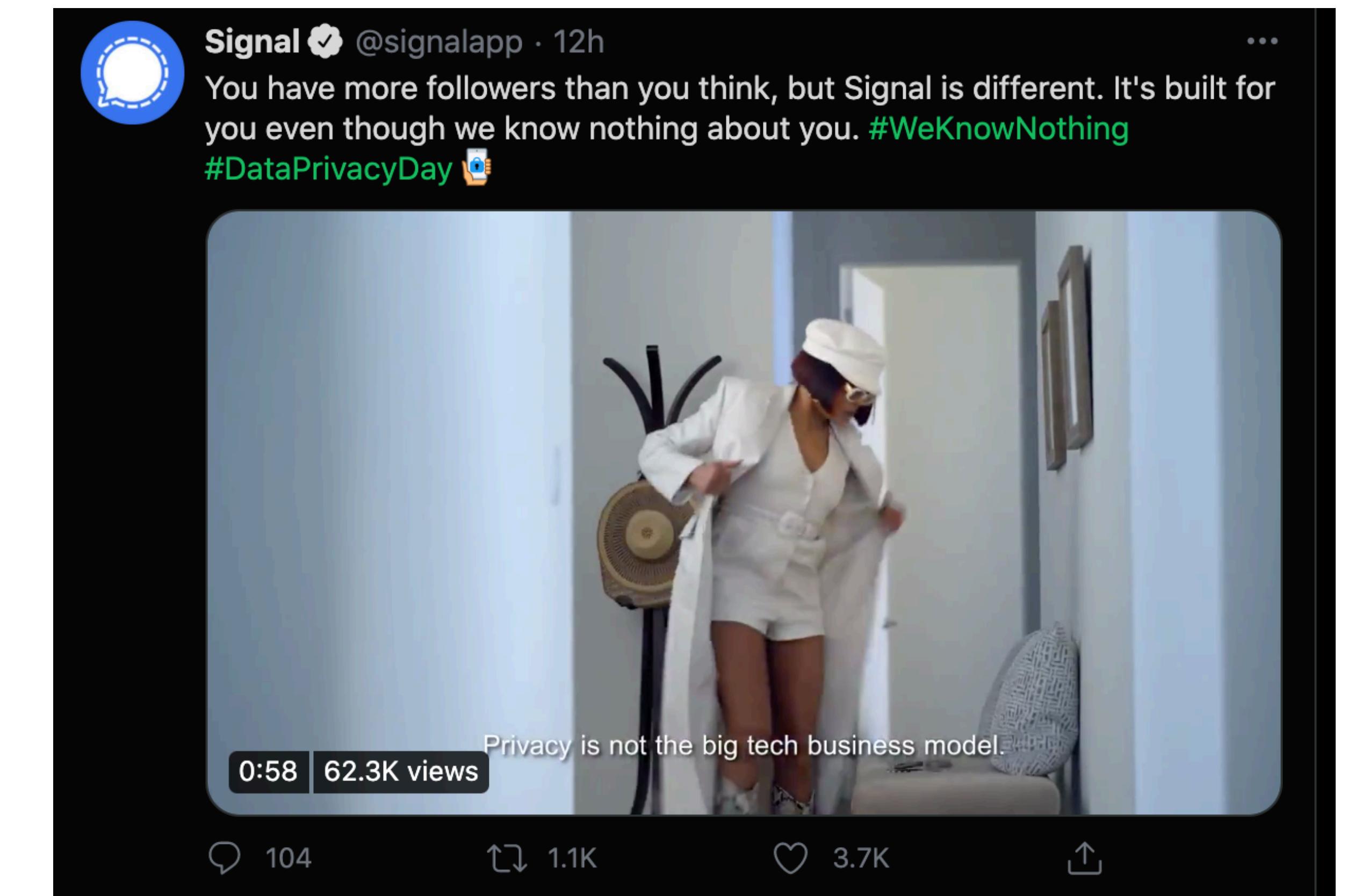
1. **Newsletter** - Premium status updates - *substack like*
2. **Premium Groups** - Monthly subscription communities
3. **Limited-Edition Premium Content** - art and fans items - *NFT-like*
4. **Proofs of Action or Affiliation** - Certification
5. **Digital Identity** - User-generated based on proofs of ownership and affiliation
6. **User-to-user** instant payment and premium purchases - *Paypal like*



Future network services: decentralized storage, proxy Internet servers, video transcoding services, name servers, multi-party real-time video chat.

No more “WE” !

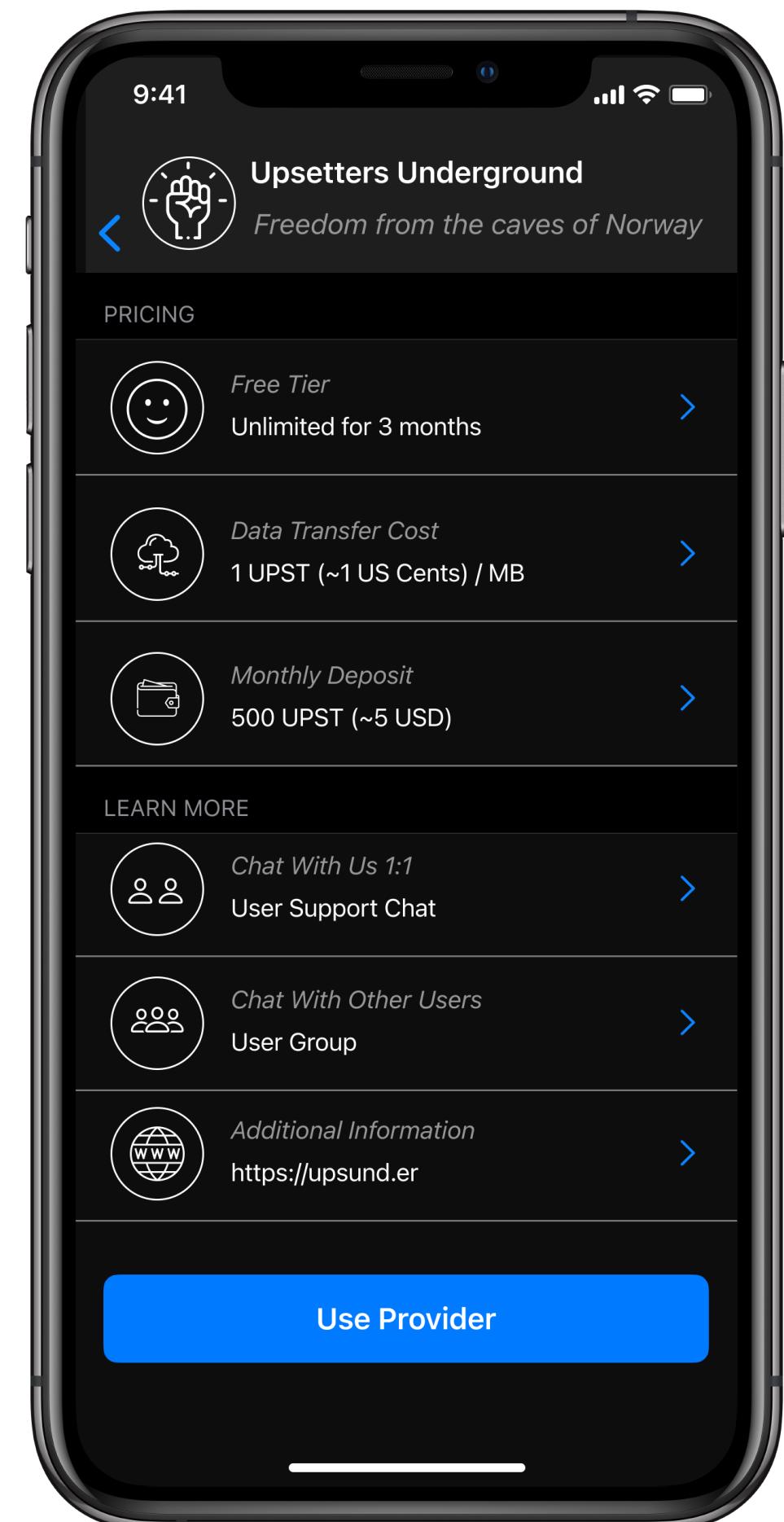
- Our vision is to **remove the corporation from the platform to eliminate the platform risk.**
- Removing is easy, replacing with something better is hard...
- We replace it with **thousands of permissionless entities** from all over the world, that **cooperate in a federated way** to provide the service for users based on a **common neutral network protocol**.



Business model

Optimal pricing for ad-free digital communications

- **There's no free lunch.** We all still paying the price of using 'free' Web 2.0 and mobile native services - **more and more people are starting to realize that this is too pricy...**
- **Service providers have operational costs and should be profitable not charitable.**
- We need to design networks which **dynamically and automatically find the optimal price of digital communications** by considering both **users** and **service providers**.
- Modern **crypto, p2p, cryptocurrency** and **blockchain** technologies enable this new model at scale.
- **A common network crypto coin** is needed to **align interests of users, service providers, developers and investors**.
- **The Subnet software and network protocol is 100% open source** but **commercial uses of Subnet software will require a license** from the Subnet co.



Target market

- **Digital comms and groupware ~3B MAUs**
 - *WhatsApp* - 2B
 - *Telegram* - 500M
 - *Twitter* - 217M
 - *Discord* - 200M
- **Initial target audience 2022**
 - Anyone who'd pay a small monthly crypto fee instead of viewing ads for social networking and digital communications services.
 - 1 in 10 in target market **~300M people**.
- **Service Providers**

Any org who buys into the project's vision and product, and wants to be in the business of facilitating web3 communication - Social DAOs, Web3 DAOs, Crypto VCs treasuries, legacy service providers, proxy services companies.

Competition

Nobody is trying to solve the fundamental problem in a good way considering modern usage patterns. People use mobile clients with **limited connectivity** and there needs to be **incentivized protocols between a federation of service providers to build an incentive-compatible network.**

- **Status.im** - Wrong architecture. Mobile clients are peers in a p2p network. Hard to see how they crack the UX challenges.
- **Telegram** - Identity fundamentally tied to a mobile phone number - a highly personally identifiable id. Telegram Inc knows the personal identity of all members. No sustainable business model. Funded by ICO funds that are in legal limbo. **\$1B in convertible debt raise - must generate revenue from ads or premium accounts but wants to be free forever.**
- **Signal** - no sustainable business model. UX too difficult for non-technical people. **Funded by good will and charity of billionaires.**
- **Matrix** - Wrong architecture. **A server per user.** Attempts to **reuse legacy Internet protocols that were not designed for modern p2p networks.** e.g. TLS, DNS, certificates, NGINX, wrong routability assumptions. Not scalable. **All content is replicated across all users servers.** **Expensive to use - At least \$20/month for hosted server.** There are no decentralized identity servers. **\$10M+ VC funded. 20M+ users.**
- **Freedom box** - Too complex to setup and use. Requires a dedicated home server and home router config. These are beyond the capabilities of non-technical users.

Early-stage web3 projects approach the social space with different POV, tech, product offering and goals than Subnet.

[Context](#) [genesis.xyz](#)

[islands.xyz](#) [Lens](#)

[Mirror](#) [CyberConnect](#)

[Paragraph](#) [Creaton](#)

[Showtime](#) [Gallery](#)

[So-col](#) [Cyber](#)

[gm.xyz](#) [Mazury](#)

[Reveal](#) [Metalink](#)

[Context](#) [Showtime](#)

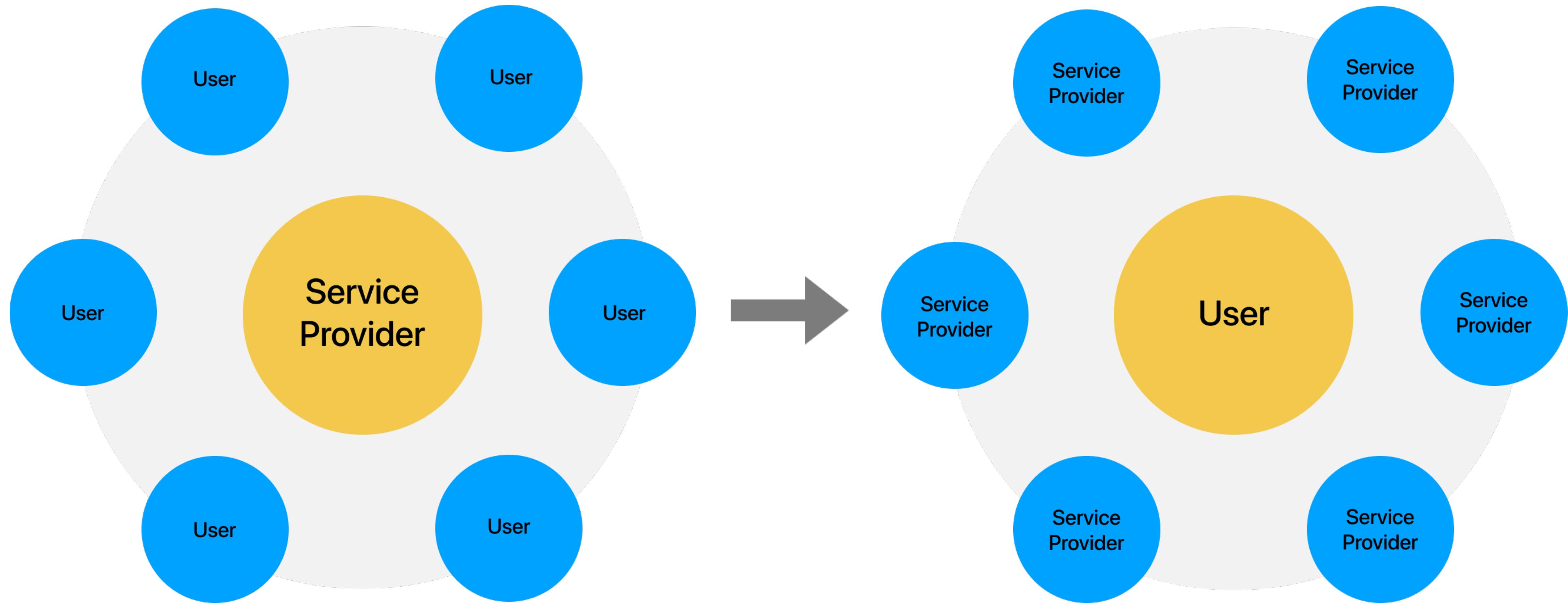
[Light](#) [Relation](#)

[Seed Club](#)

Economic model

- **Subnet is developed and will be launched by a private development co.** The company will hire the dev team and build the platform.
- The Subnet coin is a layer-1 cryptocurrency and not a derived network token with a fixed coin supply 30% allocated to cover r&d and marketing costs and 70% mined by service providers over a 10 yrs period. **Service providers are miners.**
- **The Subnet coin** is designed to **align all project stakeholders interests** and to benefit them. **Investors, services providers, software builders and early-adopters.**
- Nano-payments on the platform uses **a collateralized stable coin** issued over the native Subnet blockchain.
- **Subnet software is 100% open source.** The value is in the brand and **the network effects of service providers, devs and users around the platform.** The company does not and **will own any proprietary IP** or have any special rights over the network once launched. **Subnet software will not be free for anyone to create a commercial Subnet service.**
- Accredited investors get equity in the private development company and rights to purchase the Subnet coin from the company when it is launched. They will also get revenue from yield on collateralizing the Subnet stable coin.
- There is currently no plan for any public Subnet coin sell.

Decentralization via architectural inversion

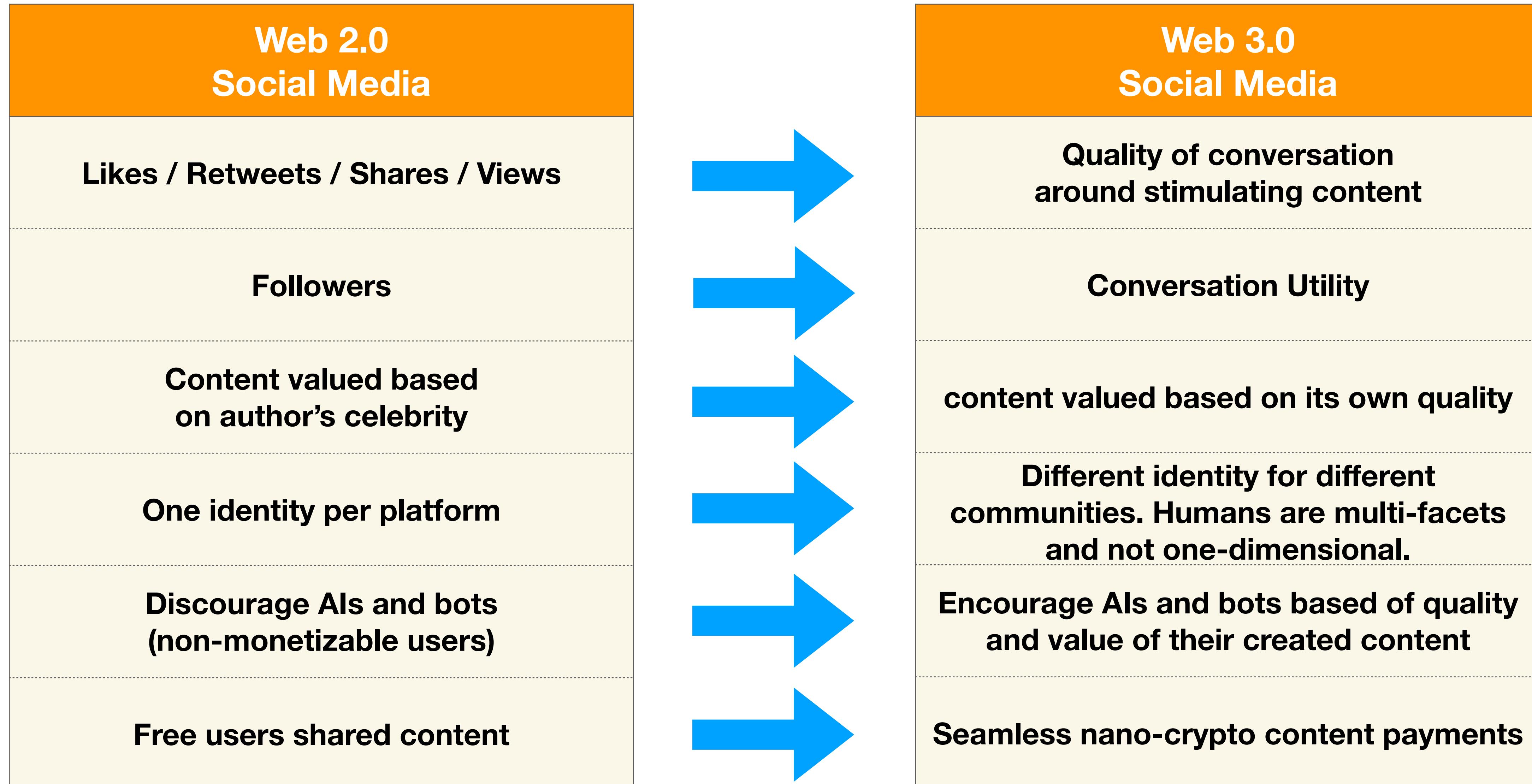


Web 2.0 / Mobile Native 1.0

Web 3.0 / Mobile Native 2.0

Social media conceptual inversion

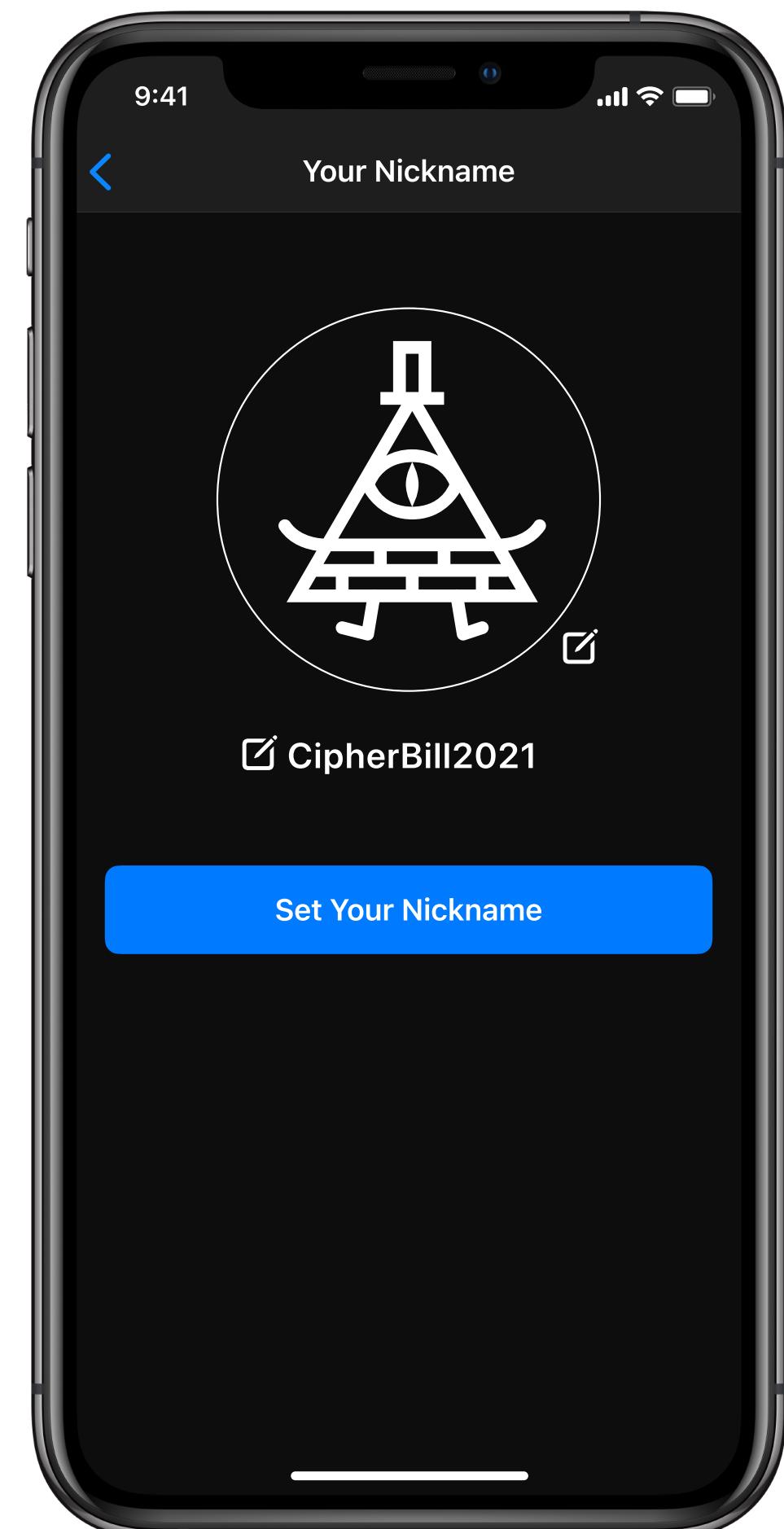
optimizing for meaningful conversations instead for engagement



User-centric design

People should fully control their identity without any exceptions

1. **Personal identification** is at the core of web2.0 due to business model constraints.
2. **Anon by default** - only users decide to be anon or personally-identifiable, not the service.
3. Users may use **multiple identities without any limitation**.
Anon, pseudo-anon or personally-identifiable. **Each identity shares different content and thought and participates in conversations that are related to it**.
4. **No content censorship by service providers** - users are responsible to moderate their own created social spaces in any way they see fit.
5. **No censorship possible on using the network** by anyone in the world.
6. **No clear-text user-generated content stored on service providers** servers and providers don't know what content they are routing between users.
7. **Service providers identity is not personally identifiable** to users unless a provider chooses to identify itself.

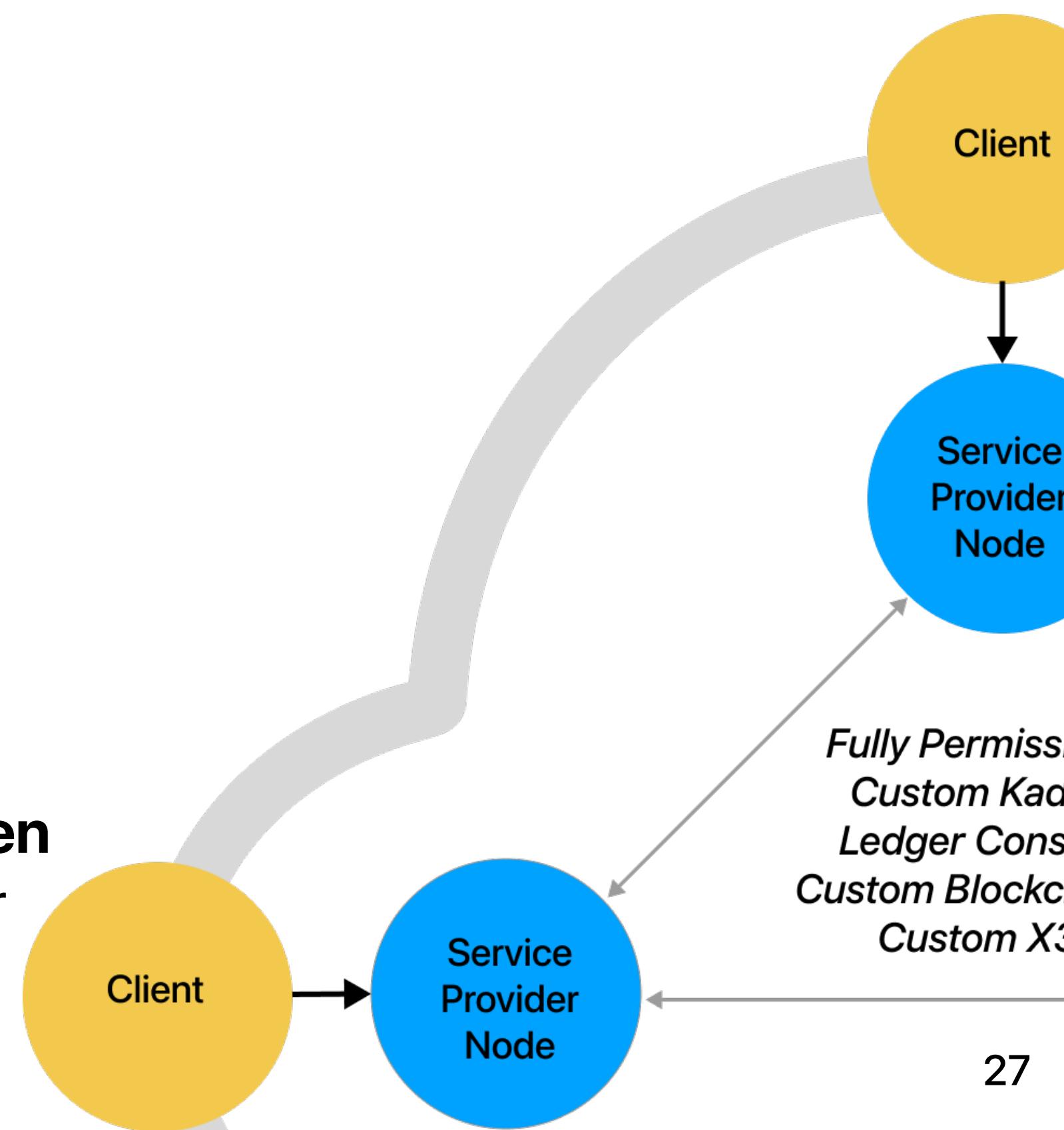


Privacy-first design

1. Users can be **as anonymous or personal-identifiable as they want to be**.
2. **Users always own their data** even after sharing it with others.
3. Users **fully control who can access shared data**. Modern cryptography enforce users controls.
4. **Service providers can't access users private data** so they **can't use or misuse it** in any way.
5. Metadata sharing (a hard problem) is bound to **service agreement** and to **providers reputation system** and is mitigated by **seamless provider swapping** by users.
6. Rely on an **honest majority of service providers** instead of a good-will monopolistic service provider. Remember Google claiming not being evil as a moral corporate value?

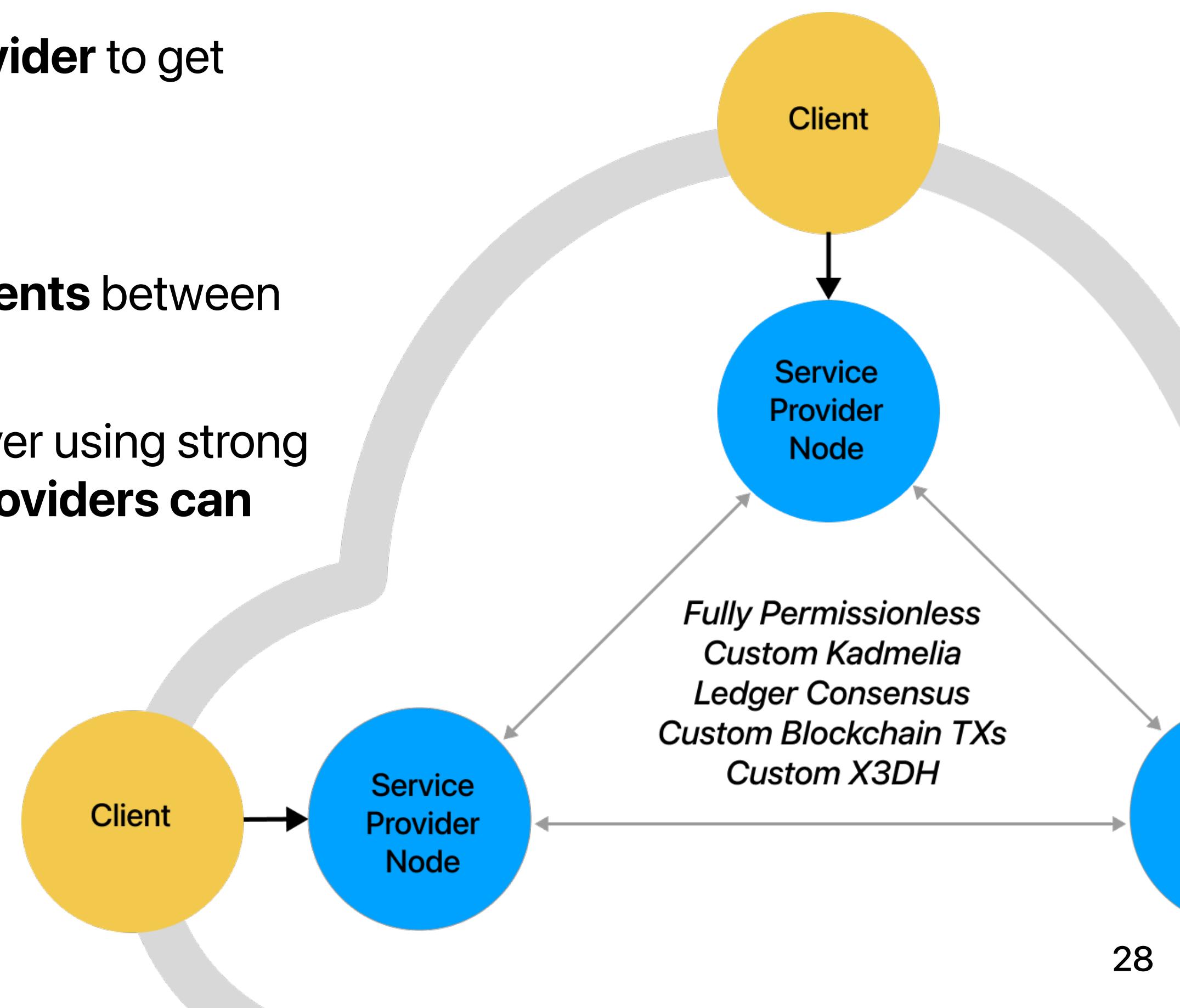
Network design

- **Users** run **clients** (on native mobile or desktop web) and frequently connect to and disconnect from the network.
- **Service providers** run **permissionless full nodes software** on dedicated servers hardware in data centers 24x7.
- Service providers provide clients with **network services** - e.g. instant messaging, groupware, proxy services and Internet storage capabilities which power user apps.
- Providers form a **custom p2p network** over the Internet and maintain a **cryptocurrency ledger** between their servers.
- Providers communicate with each other using standardized and well documented network protocols such as **decentralized discovery, routing and messaging protocols**
- **Providers never store user's data in clear text. They don't have access to encrypted users data.** Their main role is to **store-and-forward messages between clients on behalf of users**, and not provide long-term network storage or servers for user's shared data.



Network design

- **Clients** enable users to create one or more **decentralized identities** which they fully control.
- Clients establish a **contractual relationship** and uses a **service provider** to get network services.
- Clients can **switch to a new different provider** at will at any time.
- Built-in **custom payment channels** capabilities enable **nano-payments** between client and providers.
- **All user data is encrypted** using modern crypto to designated receiver using strong forward and backward secrecy both on wire and on store - **service providers can never read clients data.**



Incentivized protocols design

- **Nano payments** (< 0.1 cent) are **built into the core protocols**. All client to provider messages always include a nano payment.
- Providers are incentivized to provide the platform's APIs, honest results to users based on a public service agreement and can be **financially punished for deviating from service agreements by the protocol**.
- Clients always use its provider for network services and does not communicate directly with providers that it doesn't have a service agreement with.
- Provider to provider messages - receiver verifies that requester has recently contributed to the network using a novel concept ***proofs of useful work*** and drops messages from unverified providers.
- Providers must contribute to the network before starting to serve users to establish **reputation** and **public quality of service metrics**.

Blockchain and cryptocurrency

- Blockchain is just one among several sets of algorithms, network protocols and data structures running on Subnet to provide its core capabilities and meet its stated design goals.
- Blockchain is going to become a more well understood and mature enabling-tech in 2022 and beyond. Think app servers non-sql DBs ~2010...
- Designed to maintain the platform's **core coin** and **stable coin** using decentralized permission less consensus.
- Modern PoStake or PoST consensus protocols can be used to **avoid security and centralization issues** with a small PoW network (e.g. Ethereum Classic, Bitcoin Cash) while being **environmental-friendly**.
- **Highly-optimized for the platform's use-cases and design goals.** For example, it includes slashing of staked providers who deviate from service agreements for users and for **seamless nano payments between users and providers**.
- **A whole range of new kind of digital subscription services are enabled with seamless built-in nano-payments** - e.g. seamless news, music and videos...

Instant crypto payments

- Automatic and seamless - zero user friction while using apps.
- Cheap - fraction of a US cent. Market-determined prices.
- No transaction fees.
- Key technology for enabling new business model to replace ads.
- Clients hot wallet with spending account funds - low funds security risk.
- Accountable - users should be easily be able to review all payments and to get insights.
- Custom built-in ledger support.
- Optimizations for UX improvements.

User-to-user nano payments

- The holy grail of cryptocurrency as means of payment: scalable, fast, cheap and secure.
- Nobody nailed crypto payments yet.
- Any user is able to pay any other user on the network from any app.
- Enabled by a payment network formed between service providers via incentivized *payment-hubs service providers*.
- A -> SA -> Payment Hub Provider -> SB -> B.

Go to market and funding needs

- **Q2 2022**
 - POC Protocol and platform specs <https://subnet.wtf>
 - Working p2p network prototype - Rust provider nodes and clients
 - Self-funded
- **Q3-Q4 2022**
 - Focus on core r&d team to build the first version of the platform with little marketing spends.
 - Raise \$10M A round and \$10M commitment for stable coin collateralization for 3 years of growth.
- **2023**
 - 2 Alpha milestones after a 2 6-months dev cycles
- **2024**
 - Beta platform and iOS App milestone.
 - Raise B round for marketing, growth, Android and IOS Apps development & platform launch

Upsetter demo

A Subnet mobile client



Subnet messaging demo

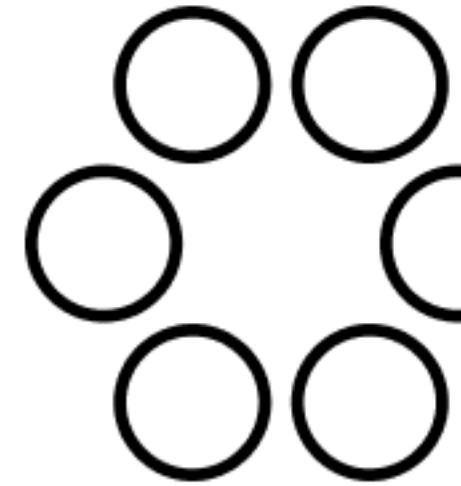
```
👉 <client> group-message <group> <text>
👉 <client> group-message-reply <group> <reply_to> <text>
👉 <client> group-leave <group>
👉 <client> create-item <price> <name> <text>
👉 <client> buy-item <seller> <item-id> <price>
👉 <client> list-items <seller>
👉 bc-service list-clients
👉 bc-service list-providers
👉 bc-service add-client <client>
👉 bc-service add-provider <provider>
Current dir: /Users/avive/dev/subnet-core-cmdev2/target/debug
👉 A message B hi bob, this is Alice!
SPA got message response from component processing the incoming message
SPB got message response from component processing the incoming message
👉 B 🚀 🌟 incoming text message from 0x6f09..69d3: hi bob, this is Alice! message id: 5457262562809274698 reply to:
B message A hi alice, this is bob
SPA got message response from component processing the incoming message
SPB got message response from component processing the incoming message
SPA got message response from component processing the incoming message
👉 A 🚀 🌟 incoming text message from 0xf3f6..57b7: hi alice, this is bob message id: 17393110300251525393 reply to:
A status-create a-status-updates
↳ created channel a-status-updates
👉 B status-subscribe a-status-updates
SPA got message response from component processing the incoming message
SPB got message response from component processing the incoming message
SPA got message response from component processing the incoming message
↳ subscribed to channel a-status-updates
👉 SPB got message response from component processing the incoming message
SPA got message response from component processing the incoming message
SPA got message response from component processing the incoming message
B Got channel subscription confirmation. Channel id: 0x5dfa..f73f. Message: Welcome aboard!
B subscribed to channel
C status-subscribe a-status-updates
SPC got message response from component processing the incoming message
SPA got message response from component processing the incoming message
↳ subscribed to channel a-status-updates
👉 SPC got message response from component processing the incoming message
SPA got message response from component processing the incoming message
SPC got message response from component processing the incoming message
C Got channel subscription confirmation. Channel id: 0x5dfa..f73f. Message: Welcome aboard!
C subscribed to channel
A status a-status-updates this is my first status update!
SPB got message response from component processing the incoming message
SPA got message response from component processing the incoming message
SPB got message response from component processing the incoming message
B 🚀 🌟 incoming status update from, 0x6f09..69d3: this is my first status update!. Reply to: 0. Id: 15800975297897423
SPC got message response from component processing the incoming message
SPA got message response from component processing the incoming message
👉 SPC got message response from component processing the incoming message
C 🚀 🌟 incoming status update from, 0x6f09..69d3: this is my first status update!. Reply to: 0. Id: 15800975297897423
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<https://asciinema.org/a/W51QFvKxyFq64kOQJh2gVRqVL>

Subnet 0.1 platform docs

<https://subnet.wtf>

Password:



Subnet

- Vision to create **user-centric digital communications apps** built on top of a new kind **decentralized network infrastructure**.
- A **highly-opinionated project** that is designed to work in a world where one size doesn't fit all.
- Designed to provide an alternative to **centralized communication apps** and other decentralized emerging platforms that have different core values.
- Focus on **designing the core user-centric incentive-compatible protocols** and on prototyping the protocols.
- Initial **inverted designs for fundamental communication apps** - instant messaging, group messaging and status feeds.
- Aim to build *Subnet* with a remote team of exceptional and passionate creators and builders from around the world - no meta, just building.



Additional slides

Imagine OnlyFans without the server inc. overload...

Money and power

Enter Bella Thorne.

A 22-year-old former [Disney](#) star with 24 million followers on Instagram, Thorne broke OnlyFans records when she created an account in August last year. After misleading subscribers into purchasing a "nude" photo for \$200 (which turned out not to be a nude), Thorne made \$1 million in a *single day*, but left a trail of destruction in her wake.

As a result of her actions, OnlyFans was [overwhelmed with refund demands](#). Thorne's representatives didn't respond to a request for comment.

Weeks afterward, OnlyFans limited the amount content creators could charge for "exclusive" content to \$50 and [changed its payments from weekly to monthly](#).

Sex workers [weren't happy](#). The payment shift from weekly to monthly was one thing, but for many OnlyFans creators, the ability to charge extra for exclusive content was a [major source of income](#). It functioned as an additional paywall. In addition, OnlyFans put caps on the tips system, which also limited the amount creators could make from their subscriber base. All up, the changes dramatically reduced the amount creators could make from the service.



Bella Thorne caused controversy when she launched an OnlyFans account last year. Getty Images

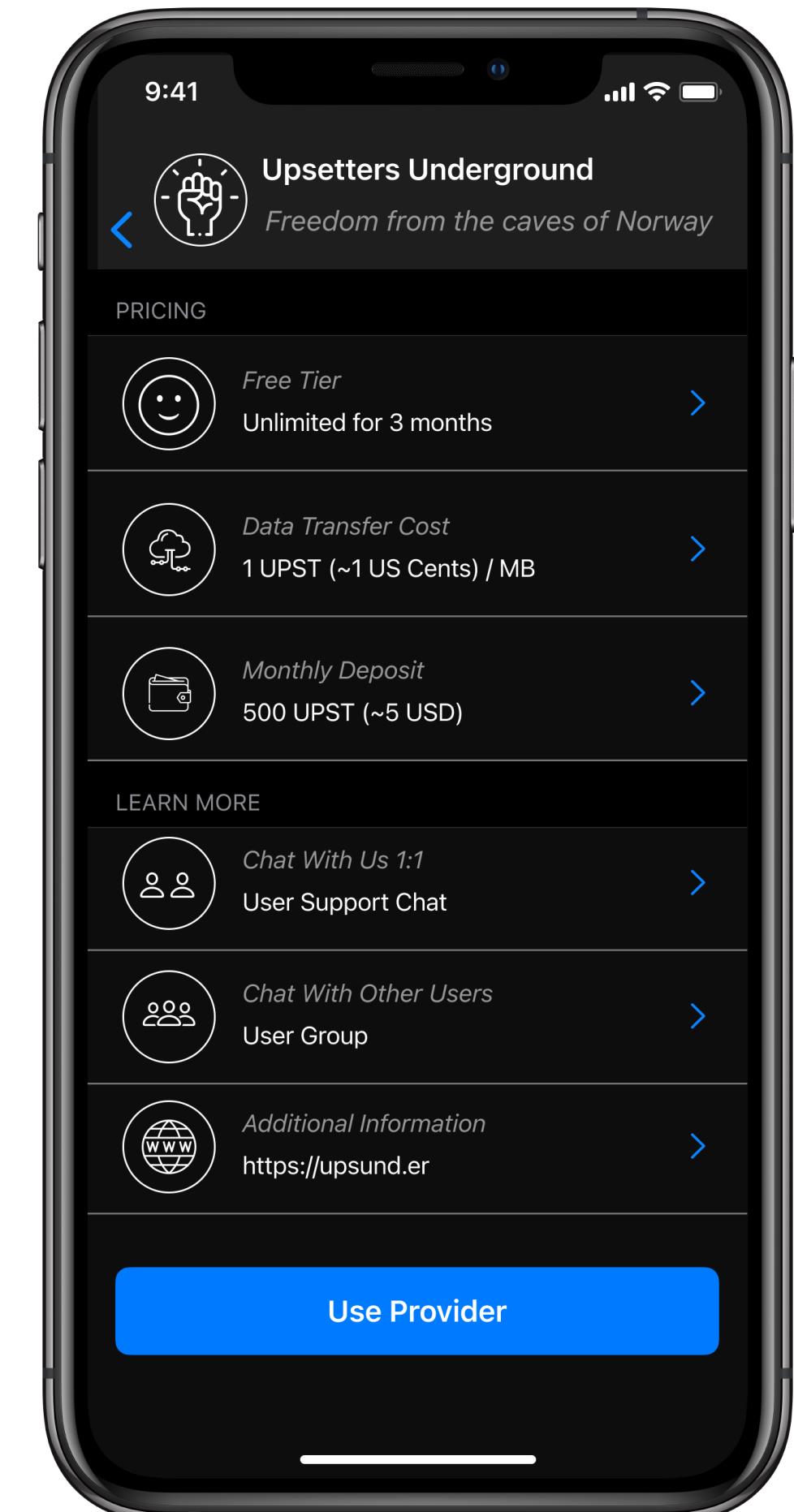
What about Telegram?

1. Servers are closed-source and ran by one company.
2. One company with power to censor users and to provide encryption keys to governments. Censorships did happen.
3. Token to empower user-to-user payment efforts failed due to bad construction.
4. Long terms financing is uncleared currently financed from token ICO proceeds - huge expenses due to need to operate managed servers worldwide.
5. User identity is based on mobile phone numbers - a highly personal identifiable identity.
Hard to create multiple identities and organization identities. Impossible to be anon.
6. Groups and channels are not end-to-end encrypted and are subject to Governments take-down notices and users doxing.
7. Raised \$1B in convertible debt in 2021 - needs to make substantial revenue from ads over next 5 years.

"Previously, when removing posts at Apple's request, Telegram replaced those posts with a notice that cited the exact rule limiting such content for iOS users."

"For the last 24 hours Telegram has been under a ban by internet providers in Russia. The reason is our refusal to provide encryption keys to Russian security agencies. For us, this was an easy decision."

Read this: [five-reasons-you-should-delete-telegram-from-your-phone](#)

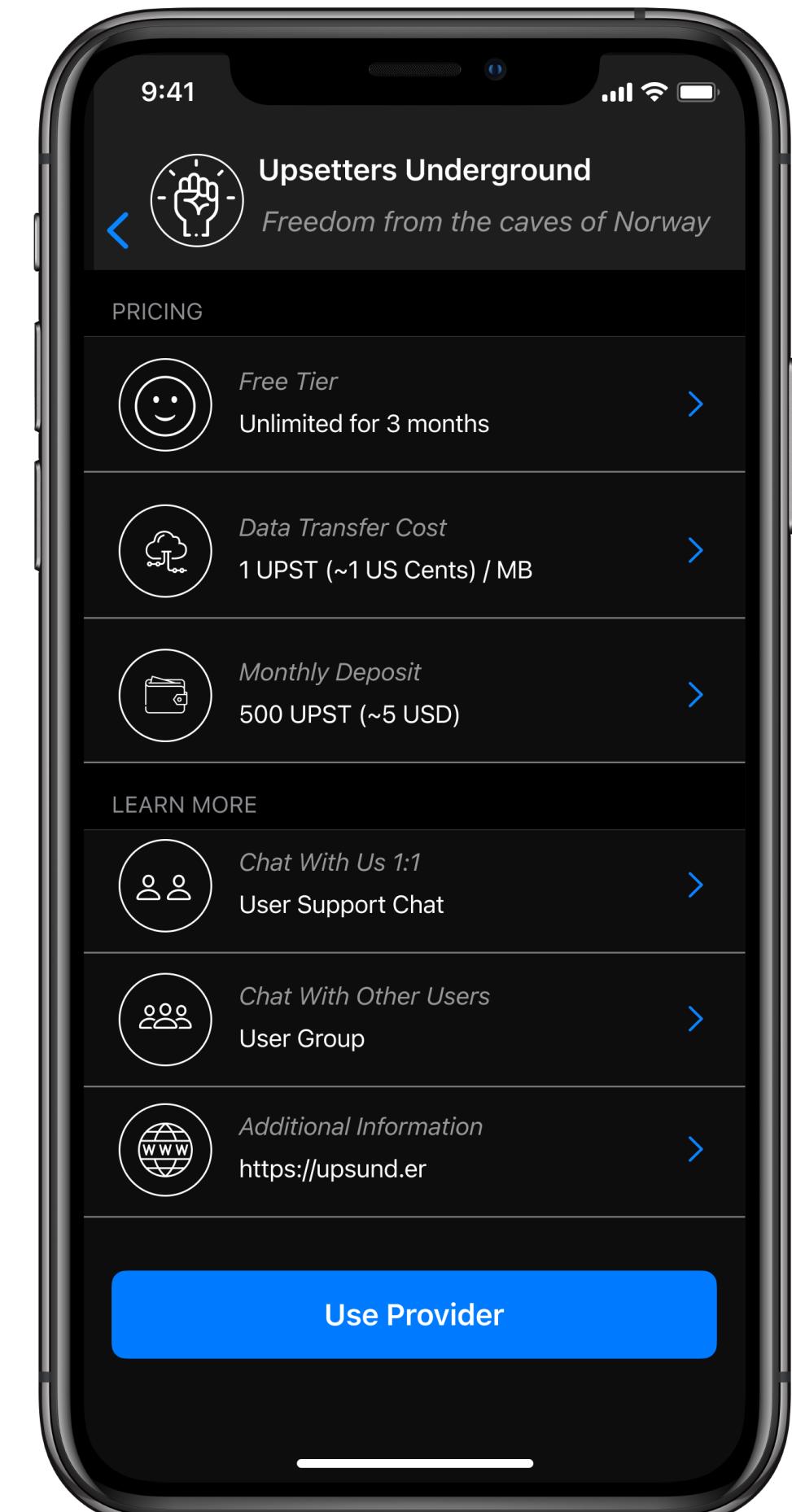


What about Signal?

1. Not clear how it is going to be financed long-term, currently financed by philanthropy of privacy aware parties - huge on-going expenses due to managed servers architecture. \$50M contributed since 2018.
2. Users must be identified by a phone number.
3. No payment features - critical for the next-gen of messengers.

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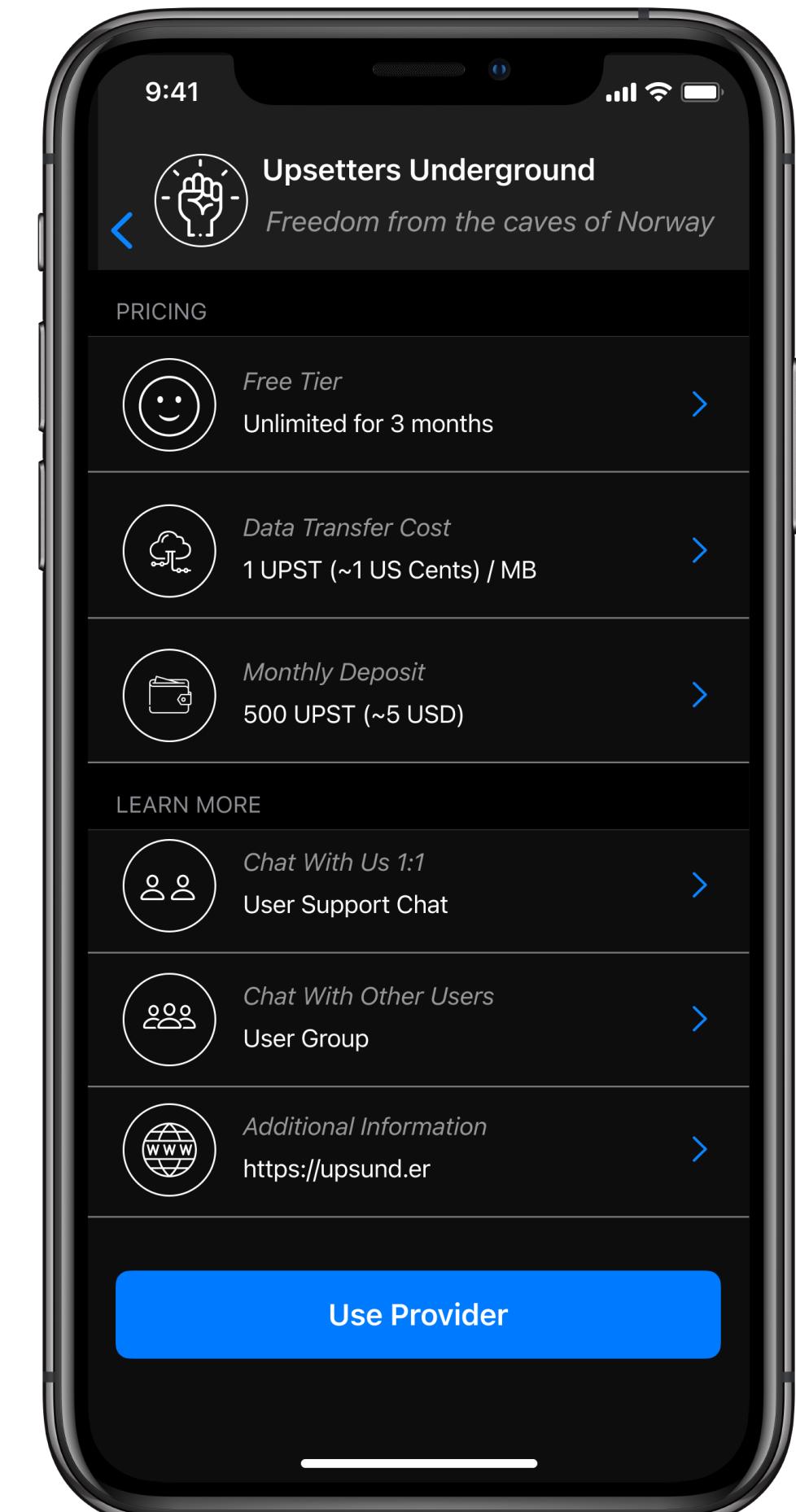
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What about iMeesage?

1. As of 2020 iMessage is not end-to-end encrypted.
2. Apple and PRISM have complete access to all user messages without access to your device.
3. Private user keys are encrypted with Apple keys and stored on iCloud servers even when iCloud backup is turned off.
4. UX lags behind cross-platform messaging apps such as Telegram and WhatsApp.

<https://sneak.berlin/20201112/your-computer-isnt-yours/>



Recap

- Social media is harmful. Current platforms are likely to lead to civil wars and even collapse of democracies world-wide.
- Subnet is an opinionated proposal to fix social media by creating a global federated social media platform where users are first and business models do not involve selling of users' attention to advertisers.
- Subnet is designed to provide a viable alternative from current social media platforms.
- Subnet is designed from the outside-in: we started from a desirable user experience perspective and a healthy business model, and designed network protocols and apps to support them.
- We believe that to solve the problem, we must first replace all network protocols from UDP/TCP and up with modern, privacy preserving stack and then build end-user digital communications apps on top of this new stack.

**DO WE
REALLY
WANT A
RETURN TO
NORMAL?**

**ISN'T IT
TIME
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SOMETHING
BETTER?**