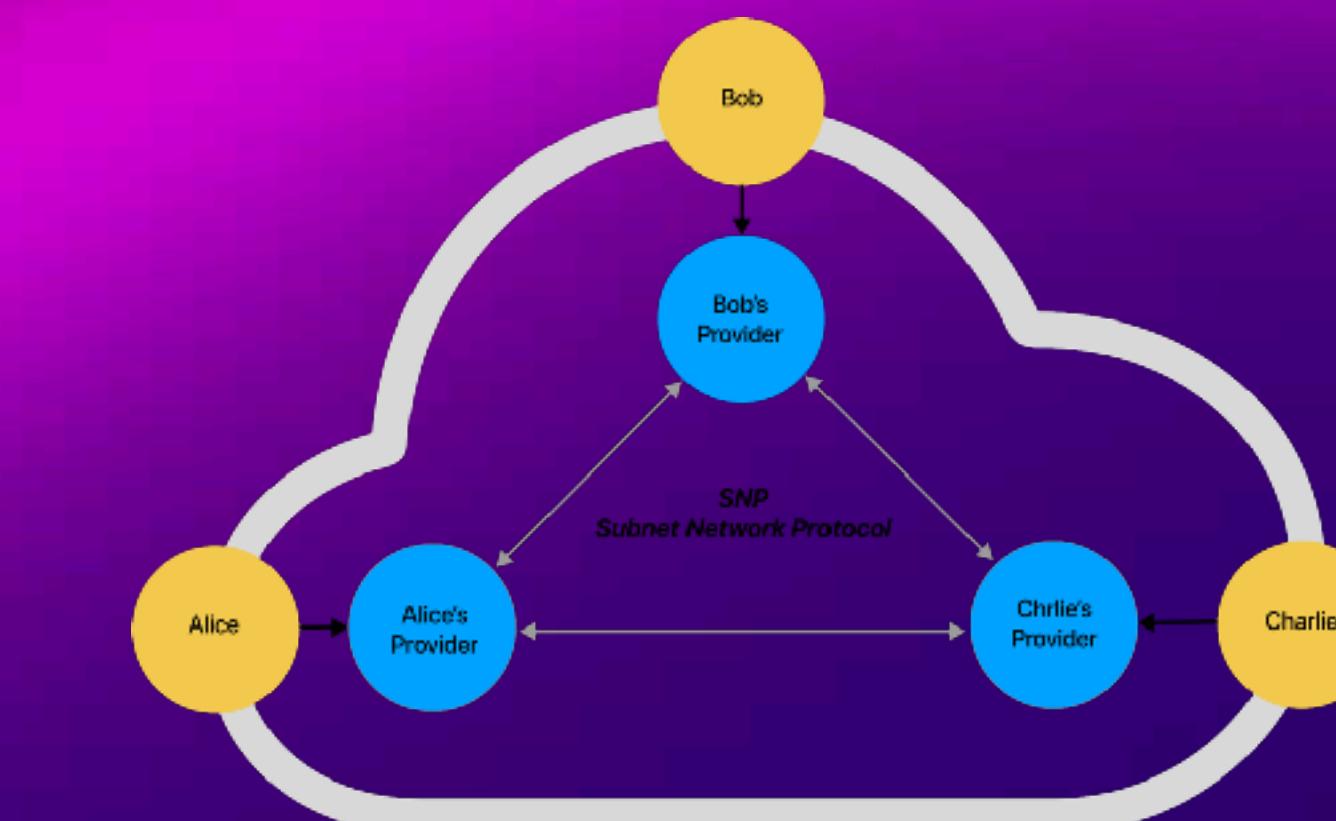


Subnet

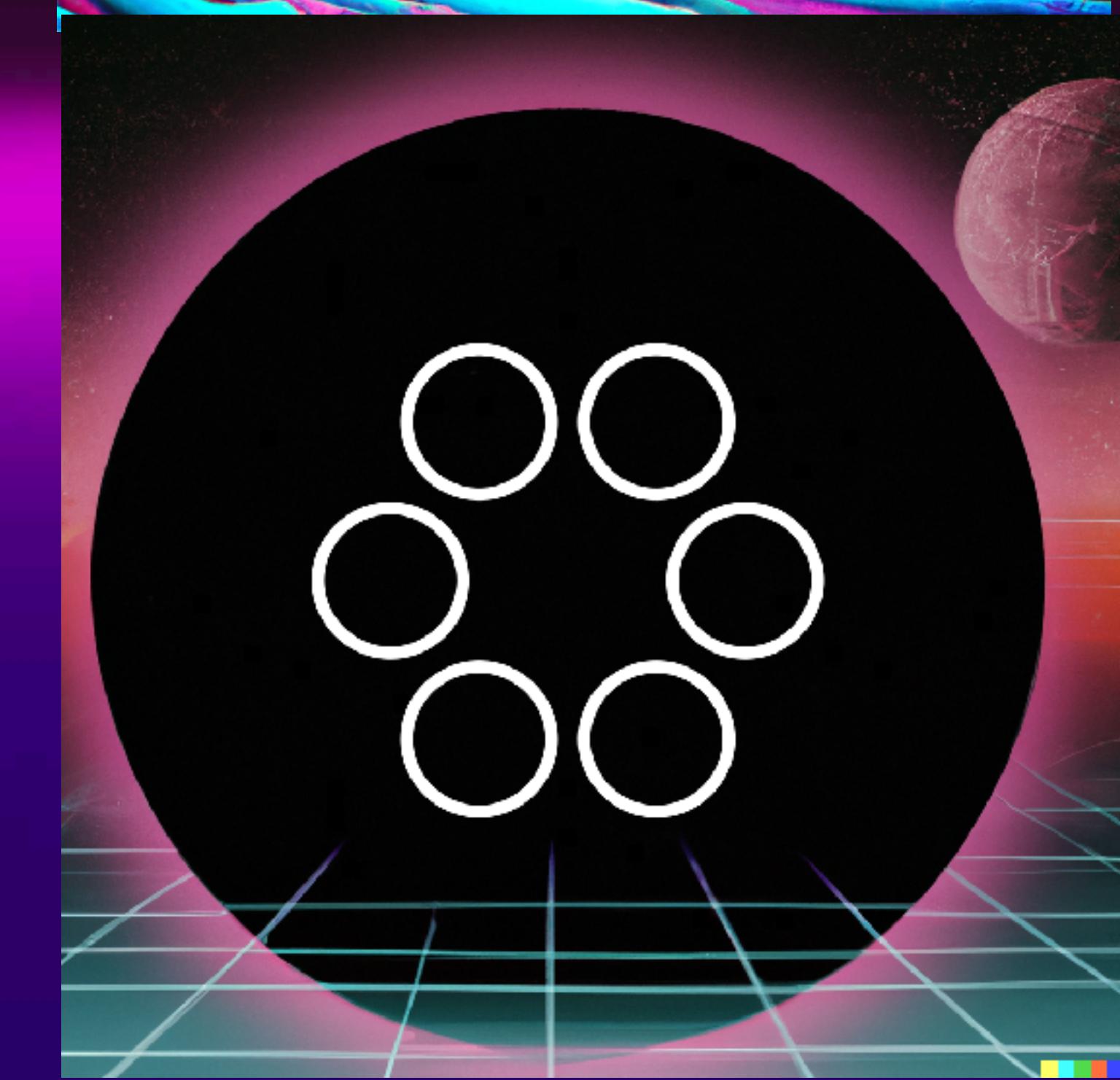
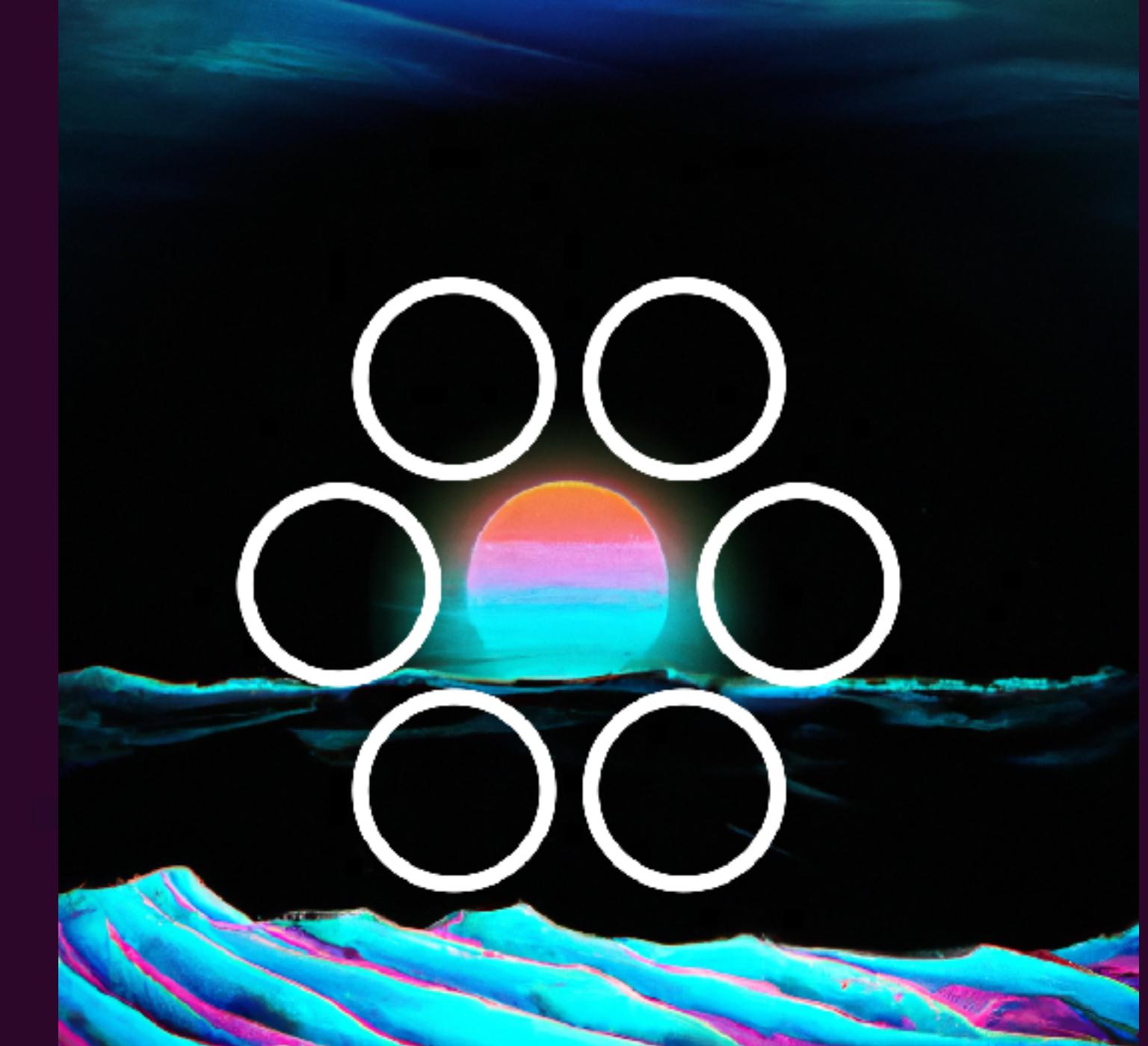
A user-centric
digital communications platform

<https://subnet.wtf>

info@subnet.wtf



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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.

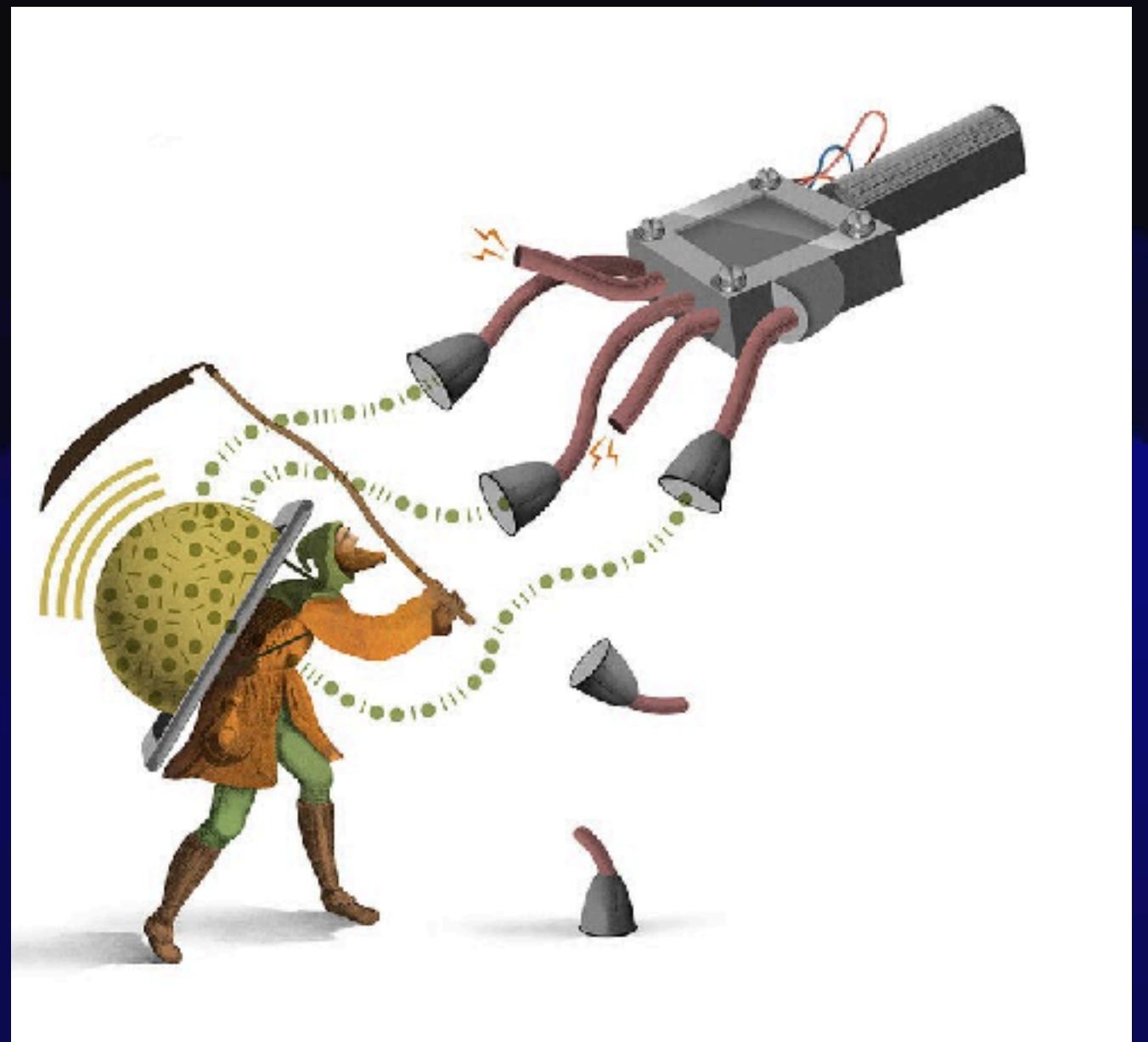
Awareness Rising - Digital Communications Privacy

- 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?'](#)

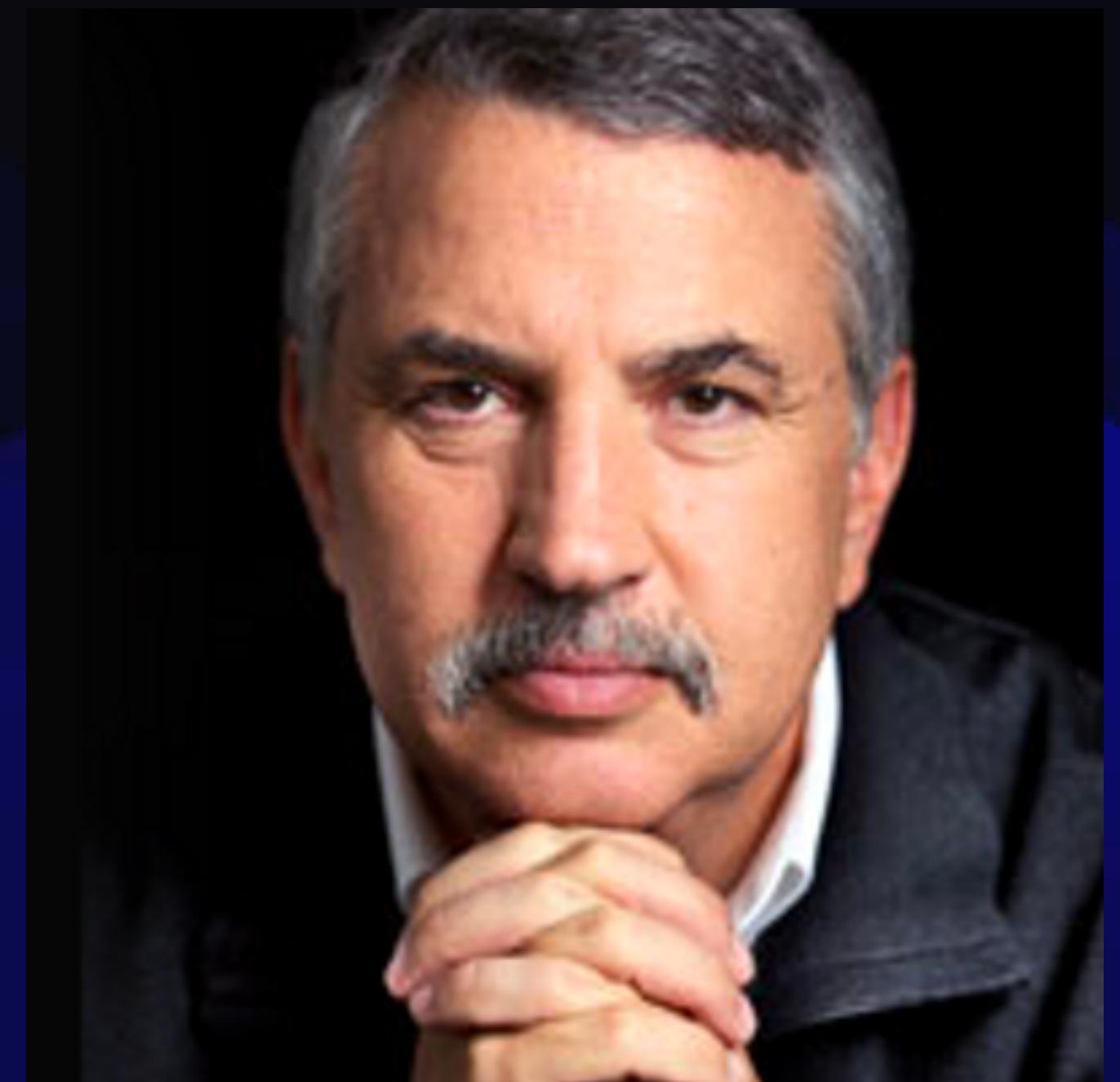
I worry because Facebook and Twitter have become giant engines for destroying the two pillars of our democracy — truth and trust.

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

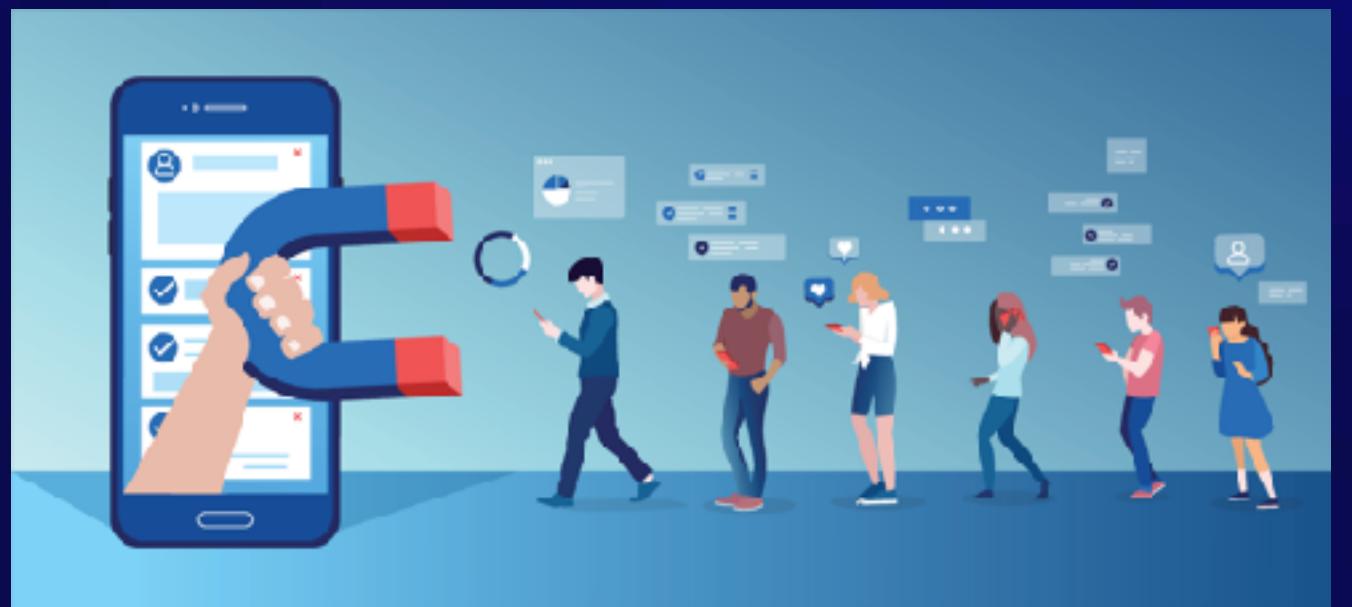
Shared fake news is not the real problem. It is a necessary evil if we want real free speech online.

The real problem is **the engagement-based social networks core business model.**

This business model results in products that...

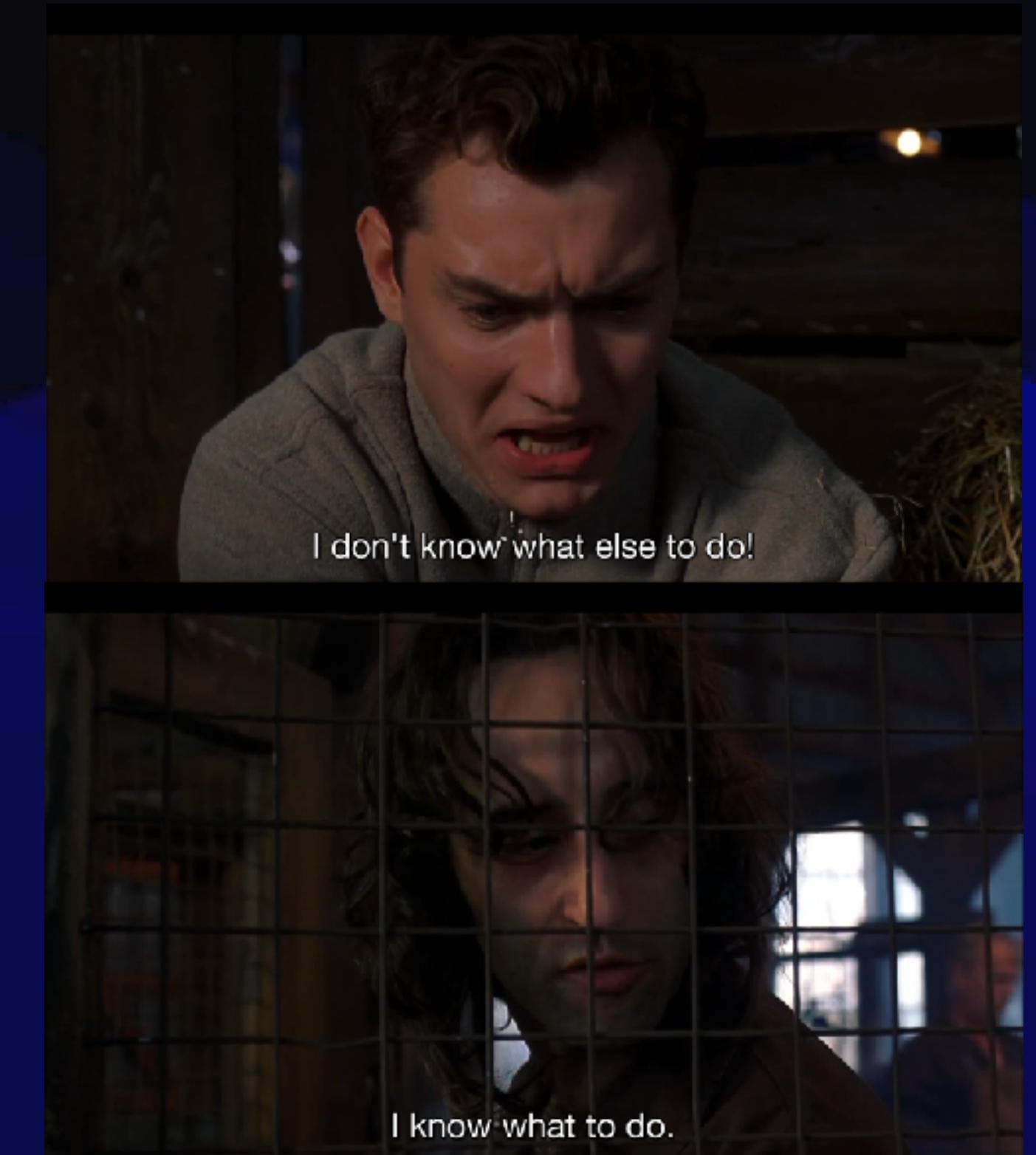
- Magnify fake news, sensational content and rumors.
- Emphasize **public content** and deemphasize private content.
- Give service provider **total access to users shared data and meta-data** in order to provide **personalized advertising**
- Controls what information people see via algorithmic feeds 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



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



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.



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.

Smart people get it...

I will just give you one of the reasons I got into Web3.

When Twitter changed their API in 2011 or so, there was a big wave of startups — including a lot of my friends — who built Twitter startups. That was a thing in 2009 and 2010, with Tweety, TweetDeck, and all sorts of API services. There was a VC firm that started that was literally only doing Twitter apps.

People thought of it as the new web and a new platform, but then there was this very harsh lesson learned.

For a long time Twitter did not have a client software, and at some point they decided, “**Hey, we need to control. We are going to have client software, have an ad-based model, and change the API,**” and that whole industry died.

Same thing happened with the Facebook platform.

- Chris Dixon, General Partner A16Z web3 fund (\$3B USD)

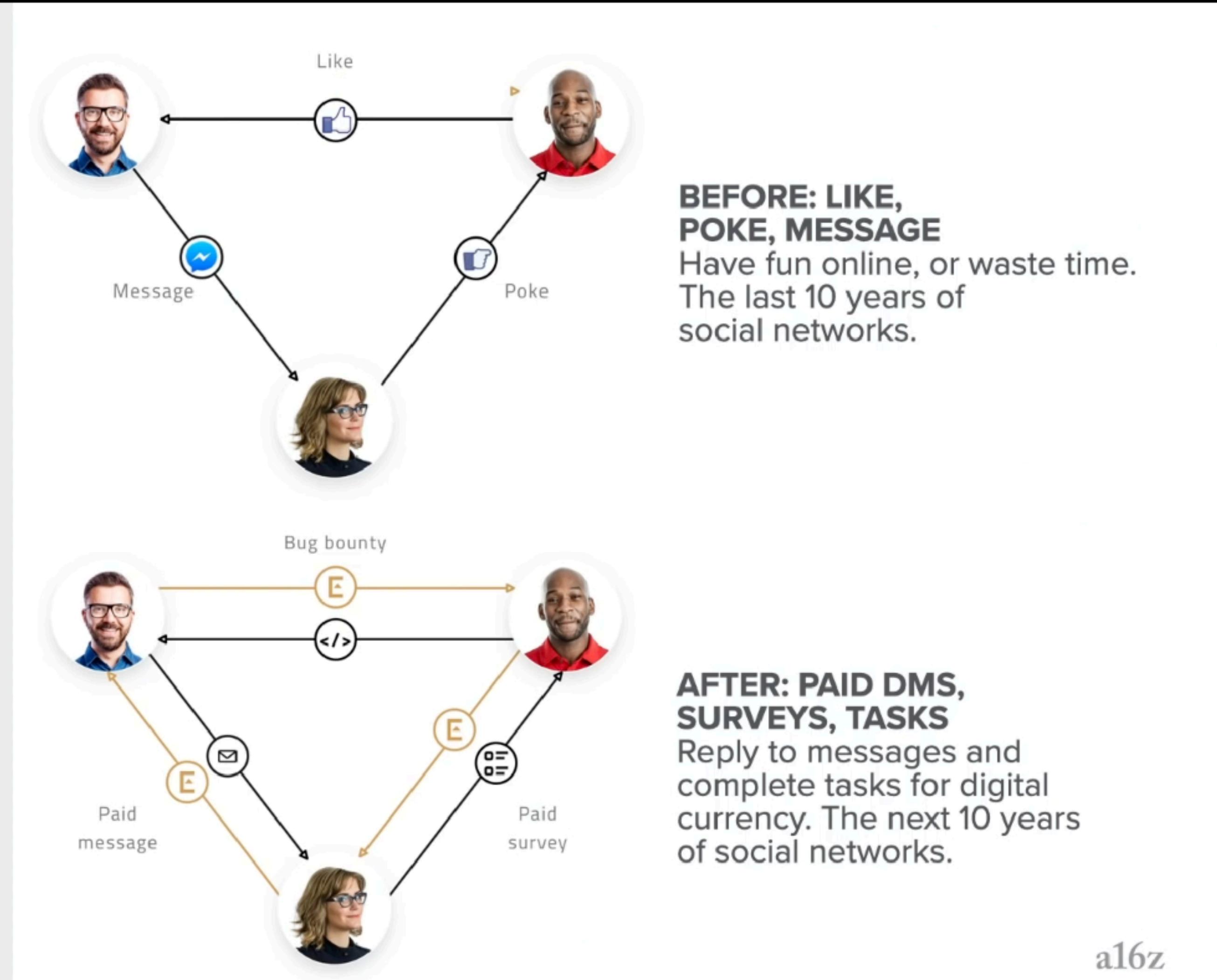


Smart people get it...

10

Blockchains transform social networks

From liking and poking to buying and earning. The next 10 years of social networks will involve real value being sent over the edges.



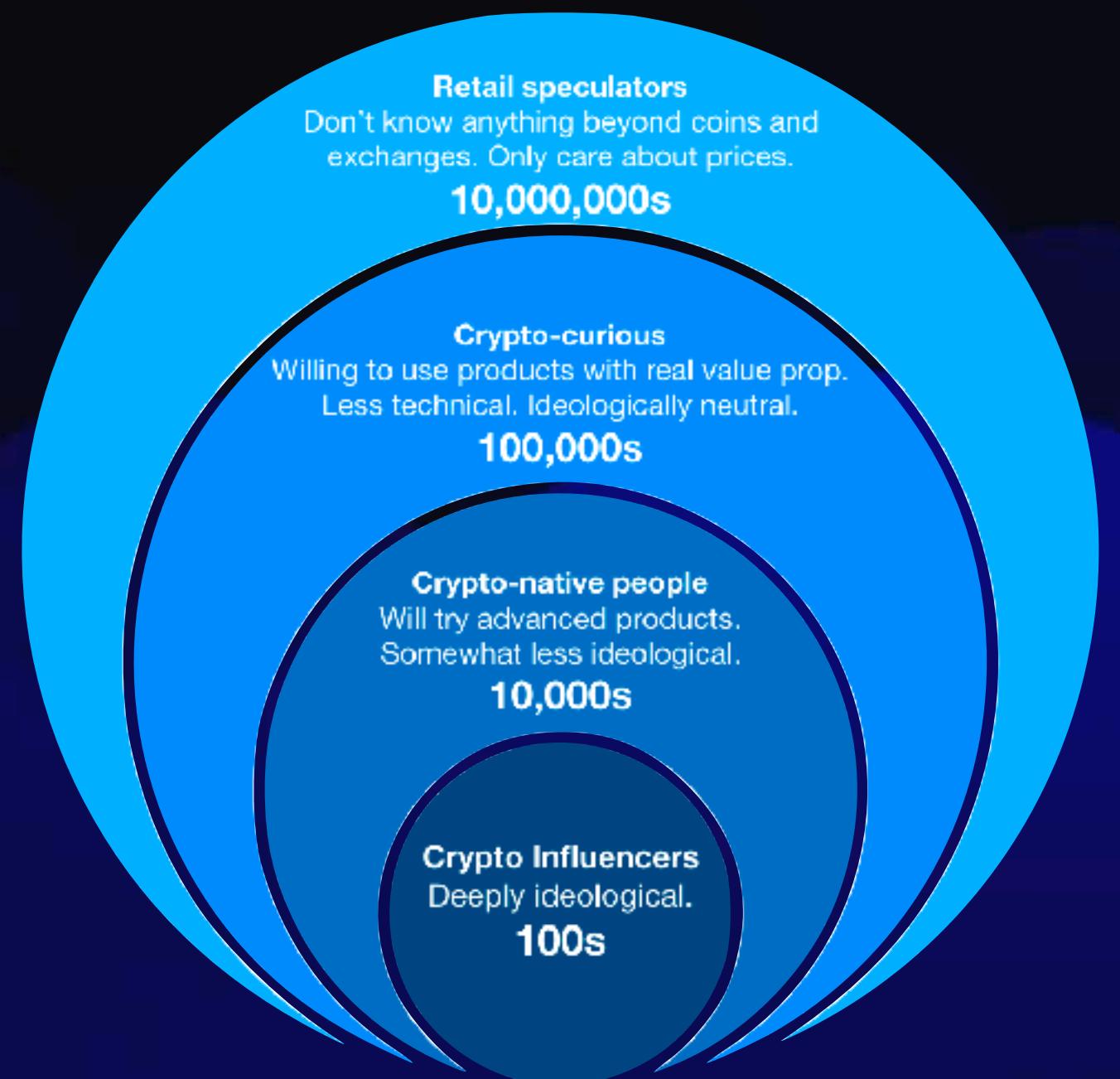
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a16z

— Balaji Srinivasan, Balaji Srinivasan, a16z

Does anybody really want 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.

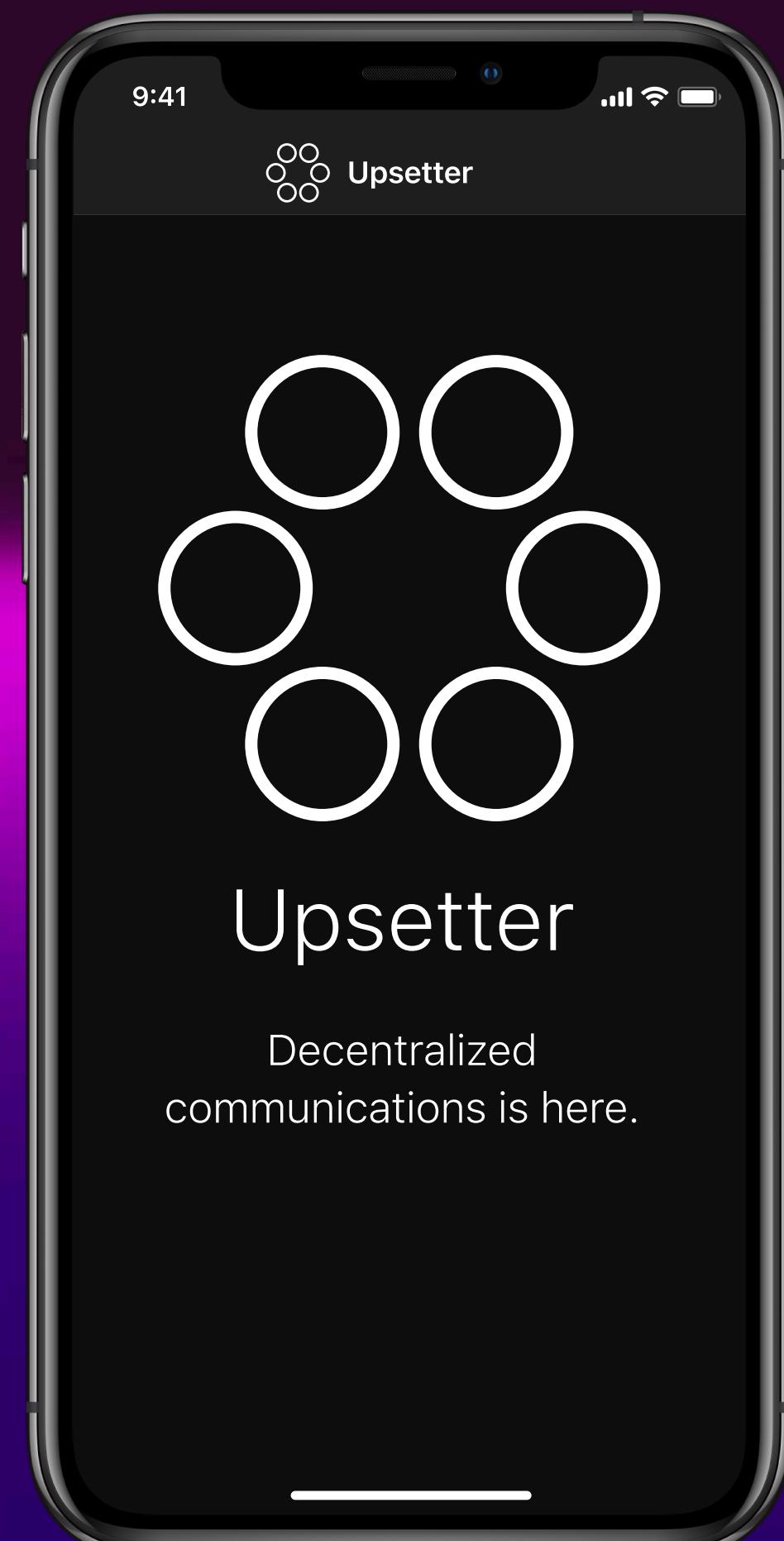
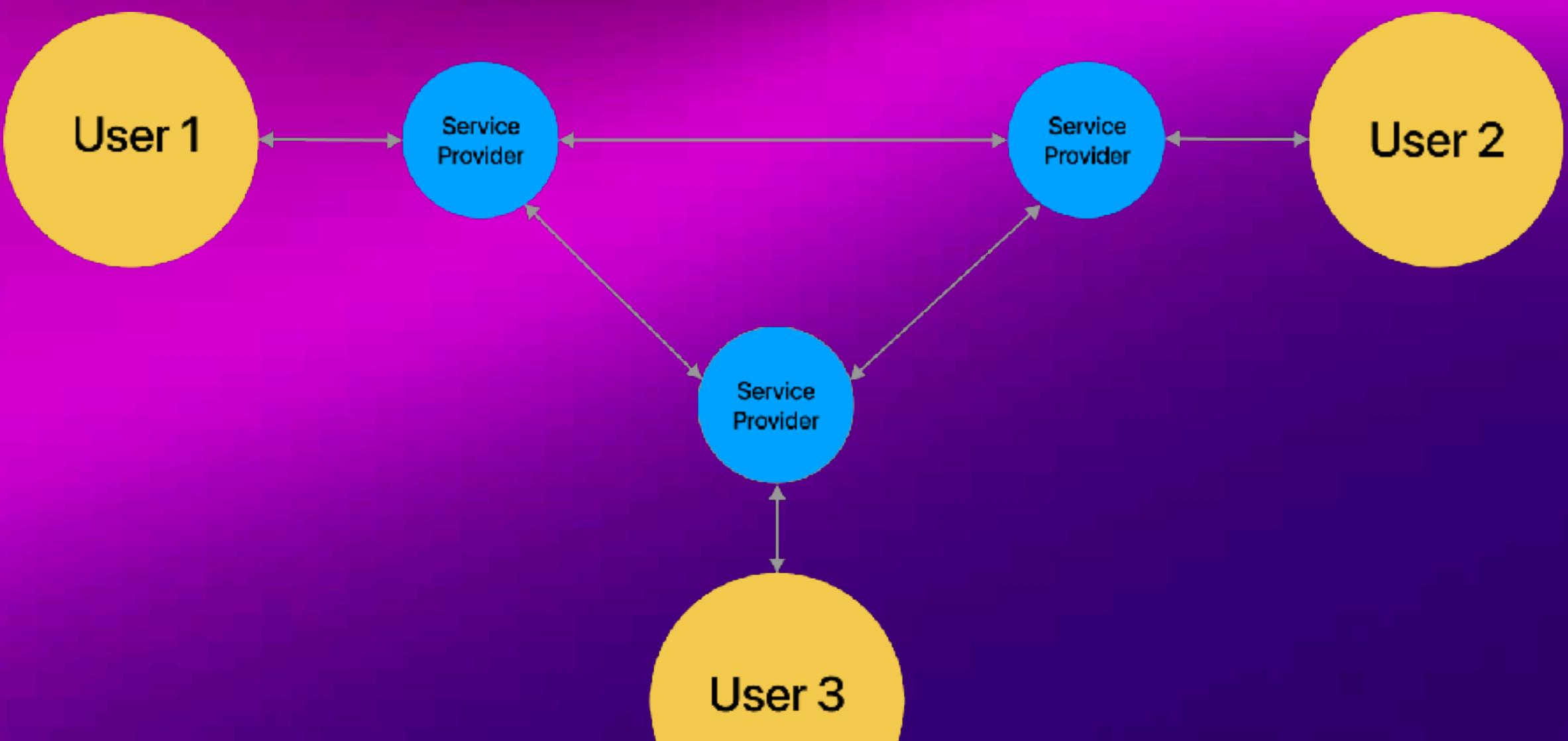


Introducing Subnet

A highly-opinionated, values-based platform

For facilitating 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 4B people using messaging mobile social networks, 1 in 10 amounts to ~400M people.
- As always, there is no silver bullet nor one size fits-all...



The core idea

A decentralized social media platform

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

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

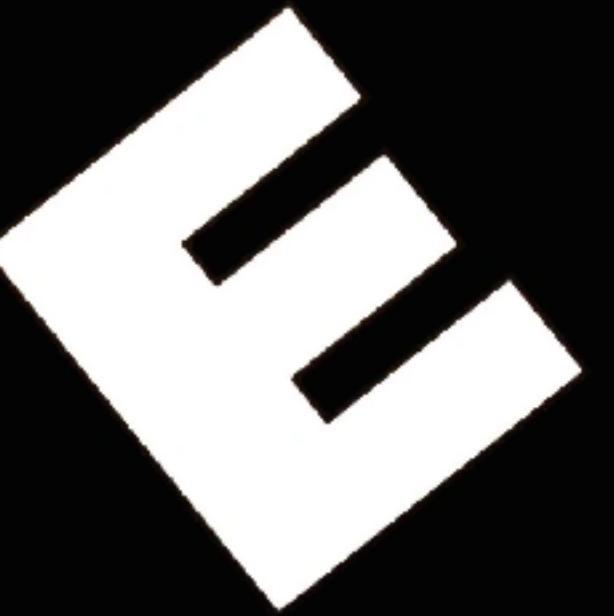
A new kind of social network

- 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.



No more “WE” !

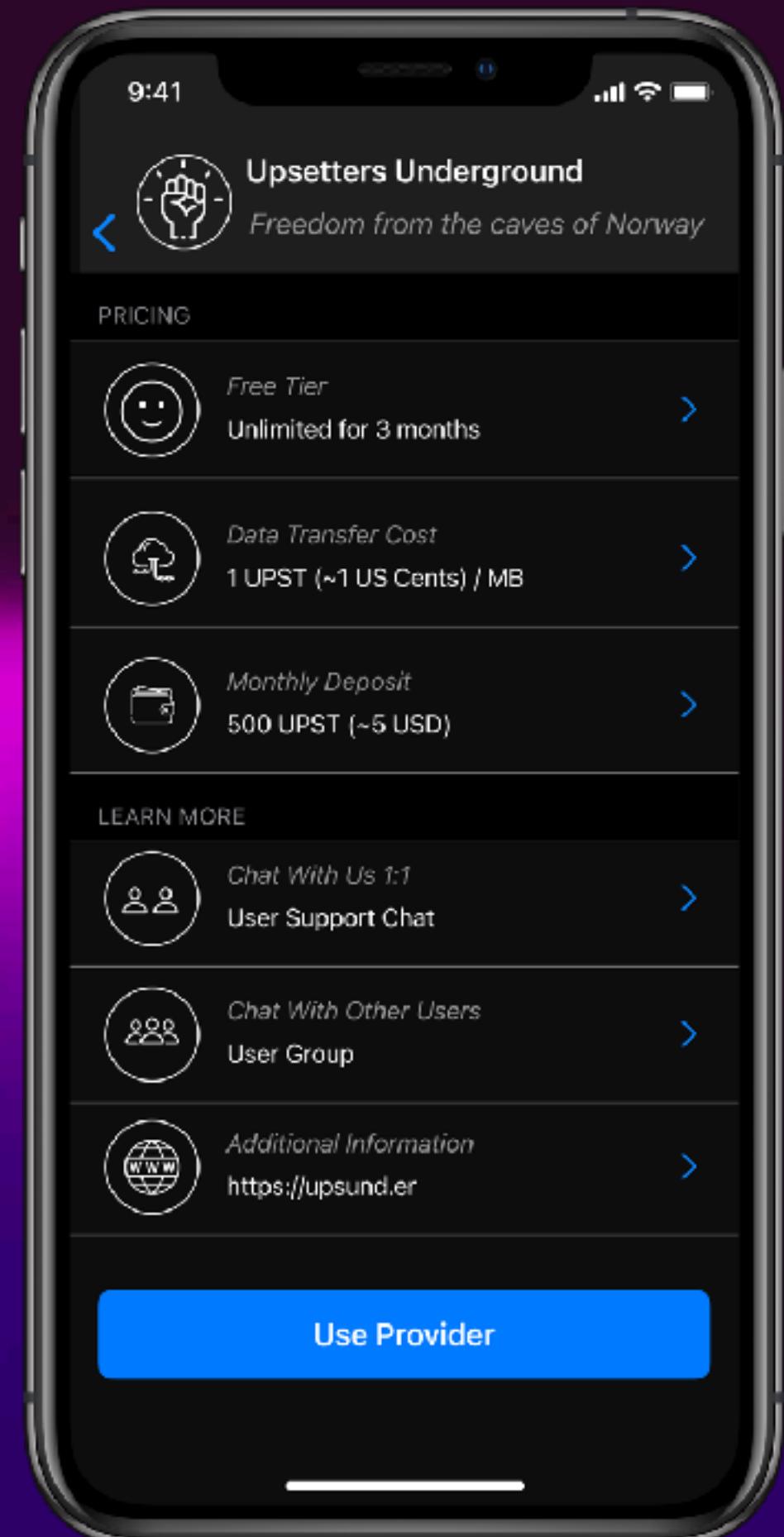
- Our vision is to **remove the corporation from the platform to eliminate the platform risk.**
- Removing is easy, replacing with something better is hard...
- We replace it with **thousands of permissionless entities** from all over the world, that **cooperate in a federated way** to provide the service for users based on a **common neutral network protocol** and a **common core cryptocurrency**.
- **This is the next step beyond Signal** - still one org with server farms.



E CORP

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.



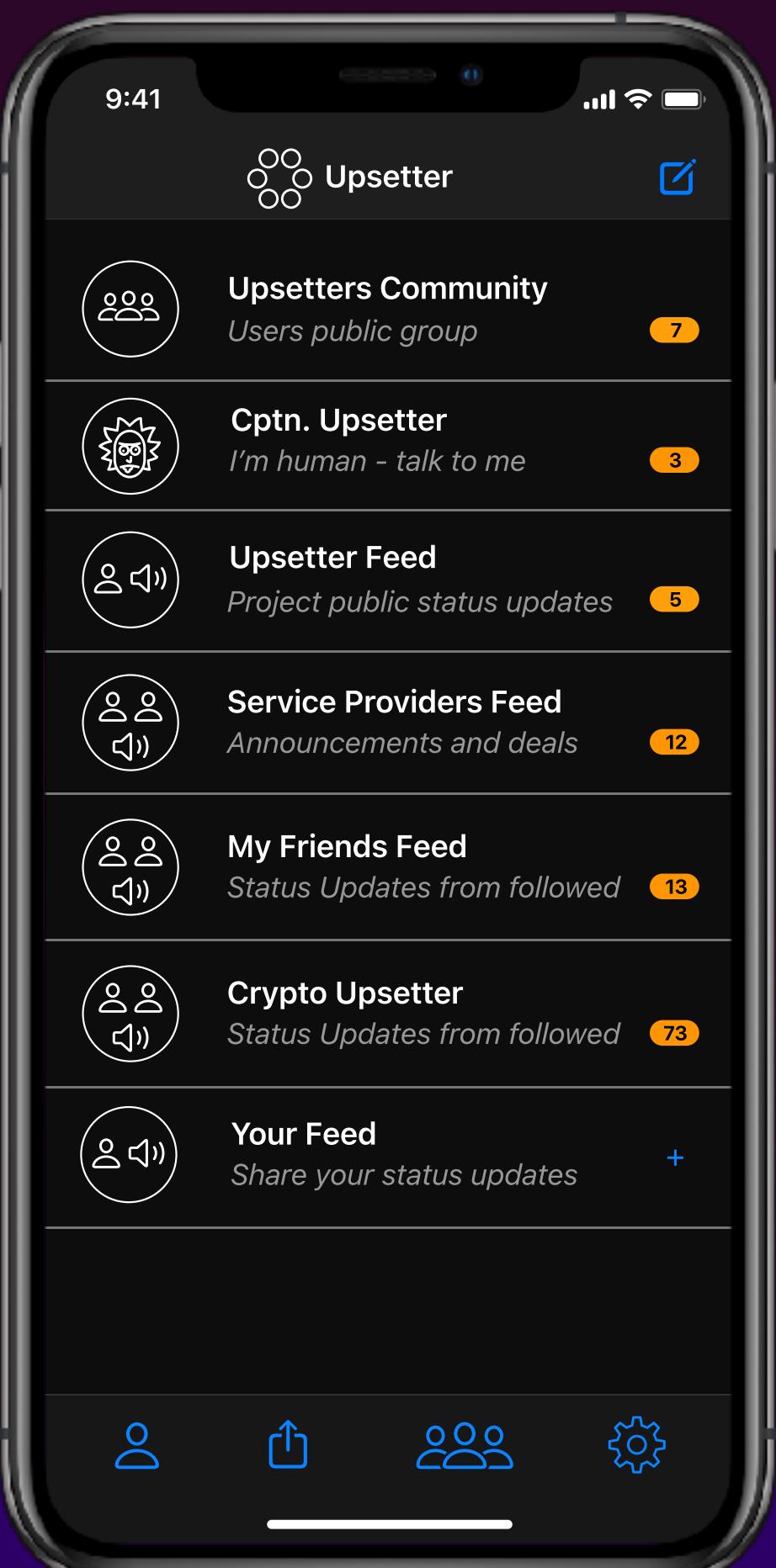
Digital communicator

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

- **Newsletter** - Premium status updates - *substack like*
- **Premium Groups** - Monthly subscription communities
- **Limited-Edition Premium Content** - art and fans items - *NFT-like*
- **Proofs of Action or Affiliation** - Certification
- **Digital Identity** - User-generated based on proofs of ownership and affiliation
- **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.

Subnet solves the spam problem

- Twitter removes over one million spam account each day (Source: Twitter 8/22).
- Concern is that about >5% of Twitter accounts are fake accounts.
- World's richest man dropped the Twitter acquisition over the fake accounts problem.
- Musk said that one of his biggest priorities after acquiring Twitter is to "defeat the spam bots or die trying."
- Subnet business model and product solve the social media spam problem by making it costly to use fake accounts.
- Users need to deposit a monthly spending budget with service providers to receive services.
- There's a cost to send each message over the network. Costly to run a botnet that need to send high-volume of messages

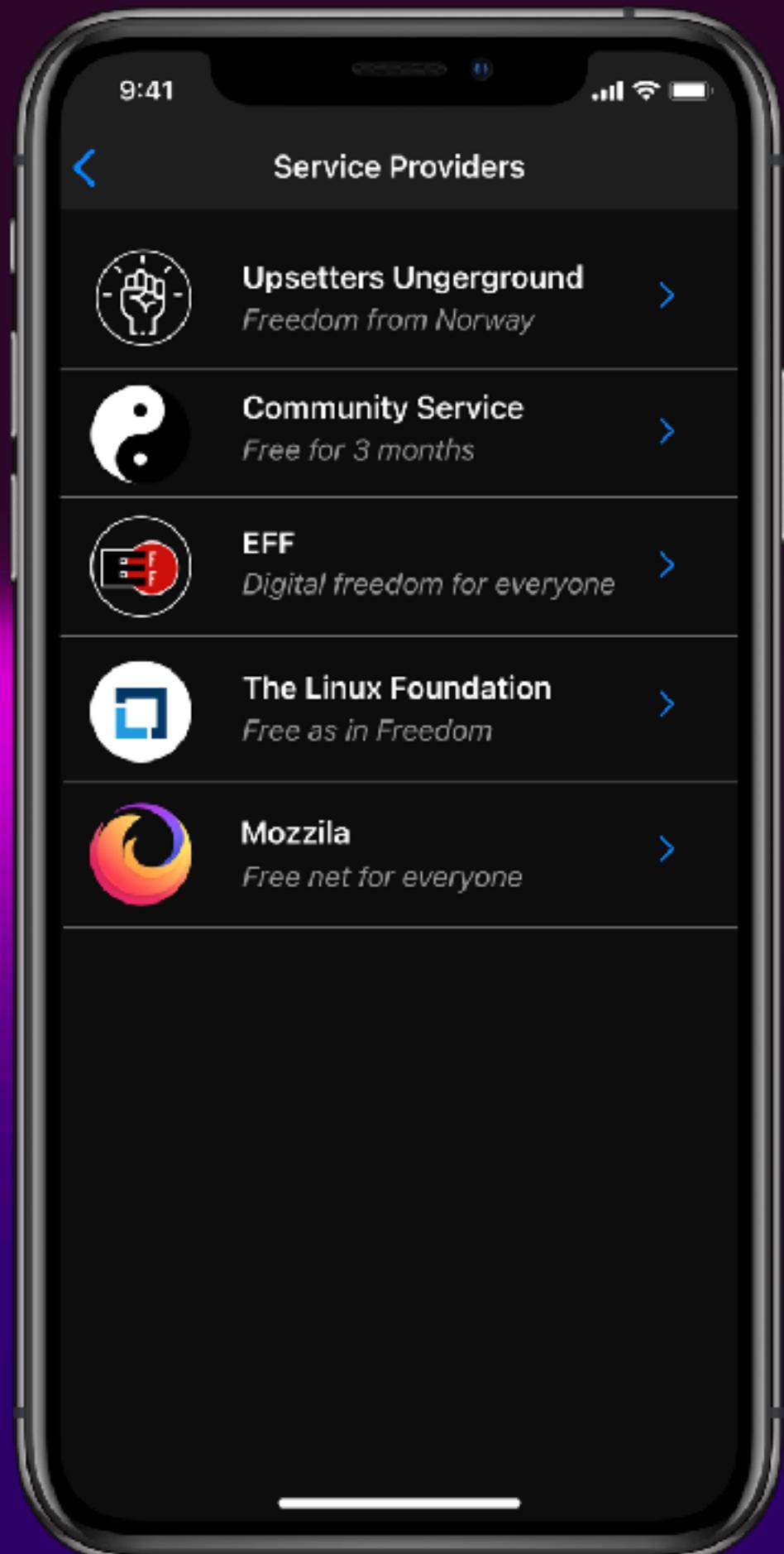


Business model - where is the value?

The value in web2 and mobile is in all in the **aggregation and bundling of data and functionality** by one company - Google, Apple, AWS.

The value in web3 will be in the **aggregation of decentralized services companies**.

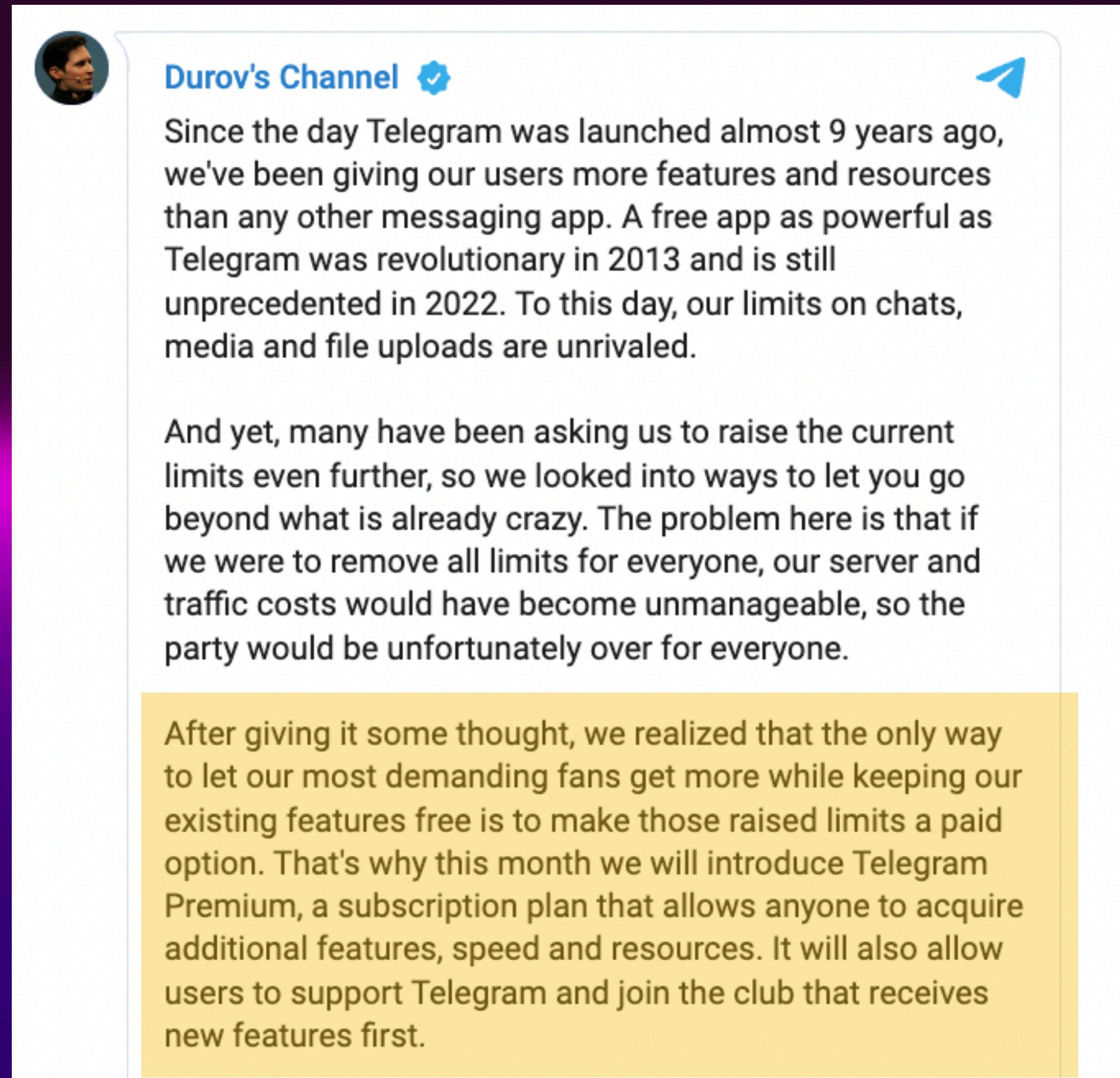
The data and apis are still going to be cloud-hosted by cloud providers, but the data and server ownership are going to be decentralized. Web3 networks are going to be super-imposed over the existing internet protocols.



Business model

No free lunch taken a step further...

- Telegram moves to offer **premium paid users subscriptions** to **cover hosting and bandwidth costs** associated with user experience expected by many users.
- This is a web2 temporary hack.
- The real solution is a **platform that can handle arbitrary large files where nano-payments per byte transferred or stored, paid by user to service provider in a competitive market settings**.
- This way, costs are close to optimal, and the platform can scale nicely without resorting to web2 business models.



Durov's Channel 

Since the day Telegram was launched almost 9 years ago, we've been giving our users more features and resources than any other messaging app. A free app as powerful as Telegram was revolutionary in 2013 and is still unprecedented in 2022. To this day, our limits on chats, media and file uploads are unrivaled.

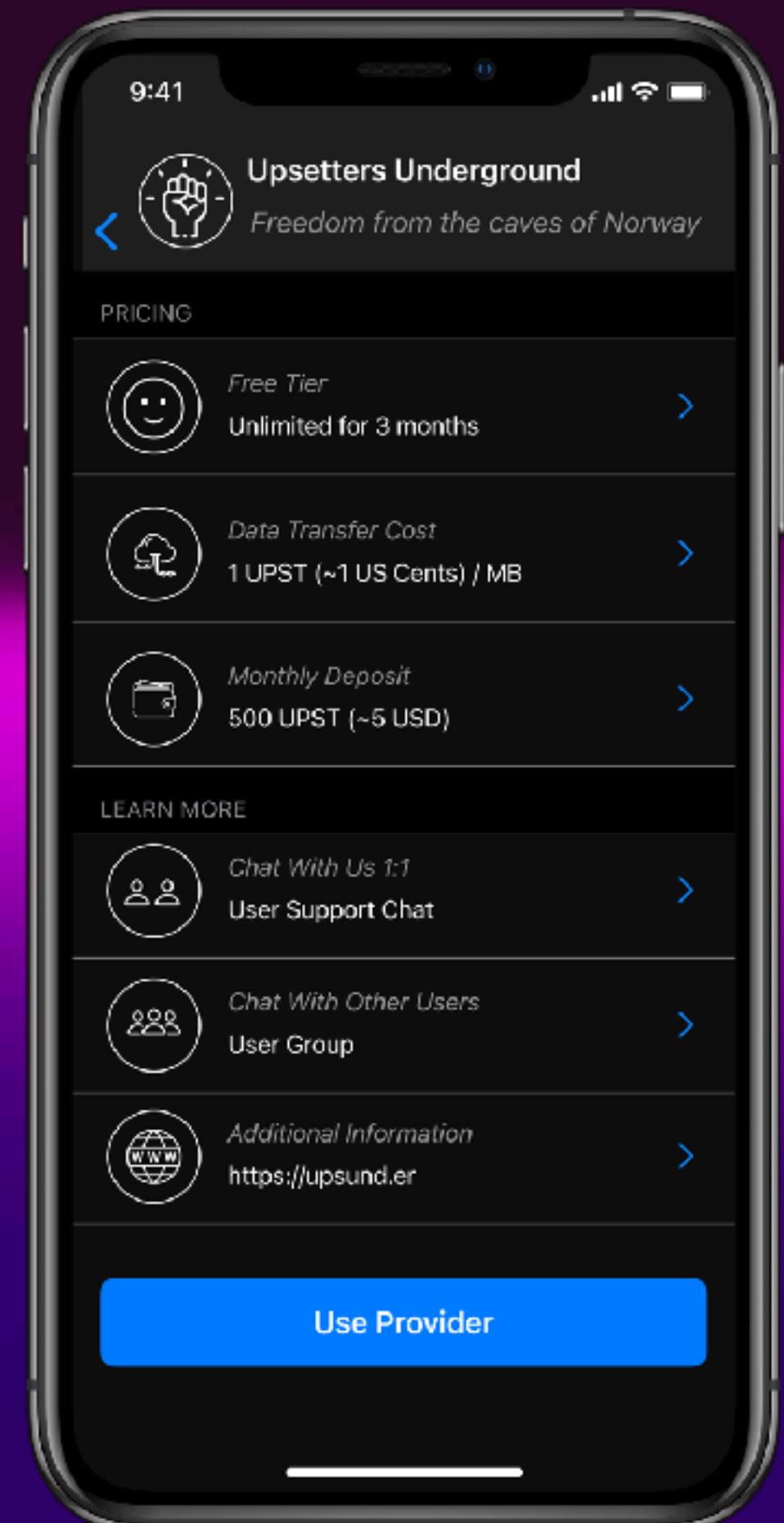
And yet, many have been asking us to raise the current limits even further, so we looked into ways to let you go beyond what is already crazy. The problem here is that if we were to remove all limits for everyone, our server and traffic costs would have become unmanageable, so the party would be unfortunately over for everyone.

After giving it some thought, we realized that the only way to let our most demanding fans get more while keeping our existing features free is to make those raised limits a paid option. That's why this month we will introduce Telegram Premium, a subscription plan that allows anyone to acquire additional features, speed and resources. It will also allow users to support Telegram and join the club that receives new features first.

Business model

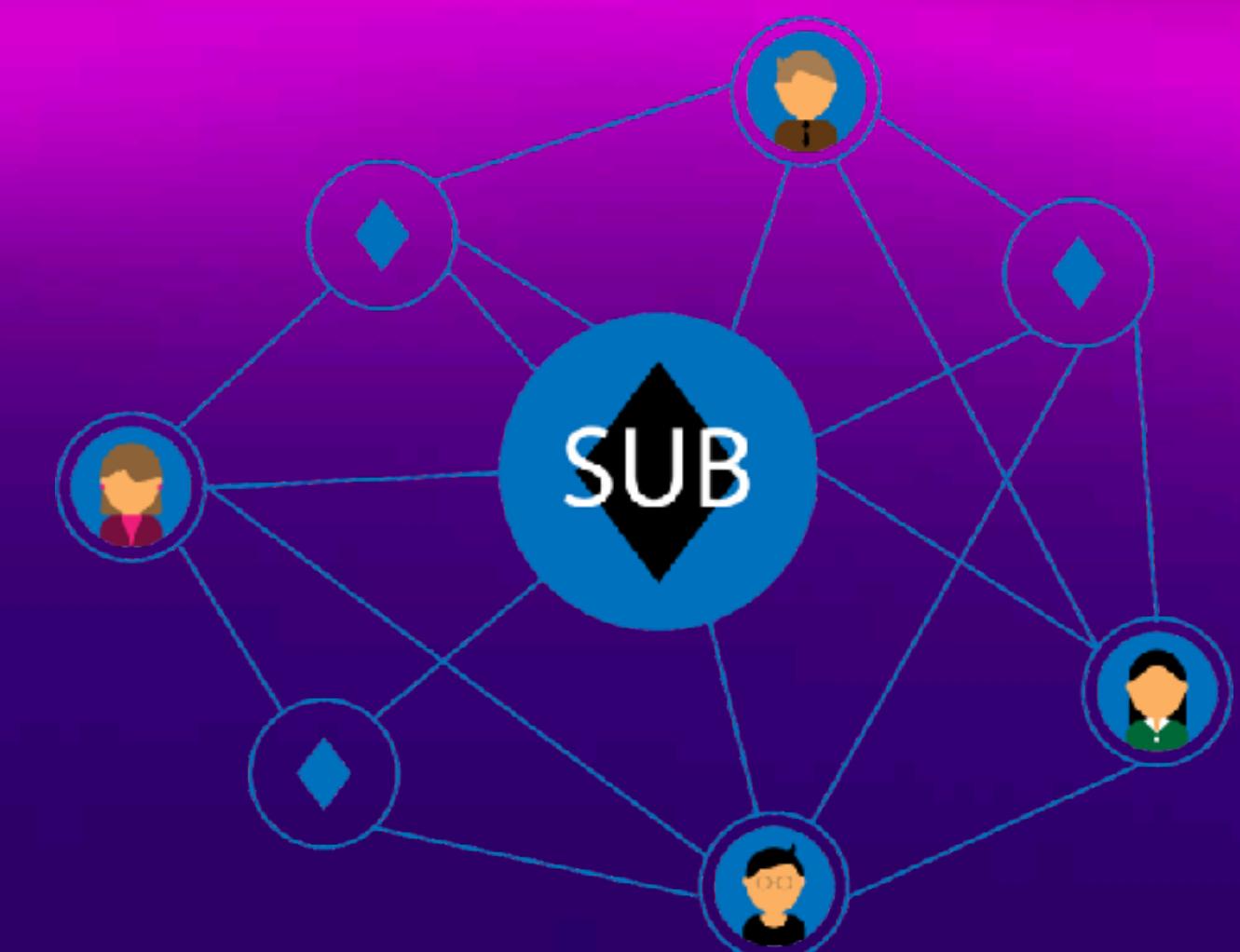
Optimal pricing for ad-free digital communications

- **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 a platform which **dynamically and automatically find the optimal price of digital communications** by considering both **users** and **service providers** in a global, competitive open-market.
- Modern **crypto, p2p, cryptocurrency** and **blockchain** technologies enable this new model at scale but they need to be combined in a novel way and carefully design to support this new business model.
- **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.



Business 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-years period. **Service providers are miners.**
- **The Subnet coin (\$SUB)** 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 use **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. They can also generate revenue from yield on collateralizing the Subnet stable coin.



Target market

Digital comms and groupware ~3B MAUs

- *WhatsApp* - 2B
- *Telegram* - 700M
- *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

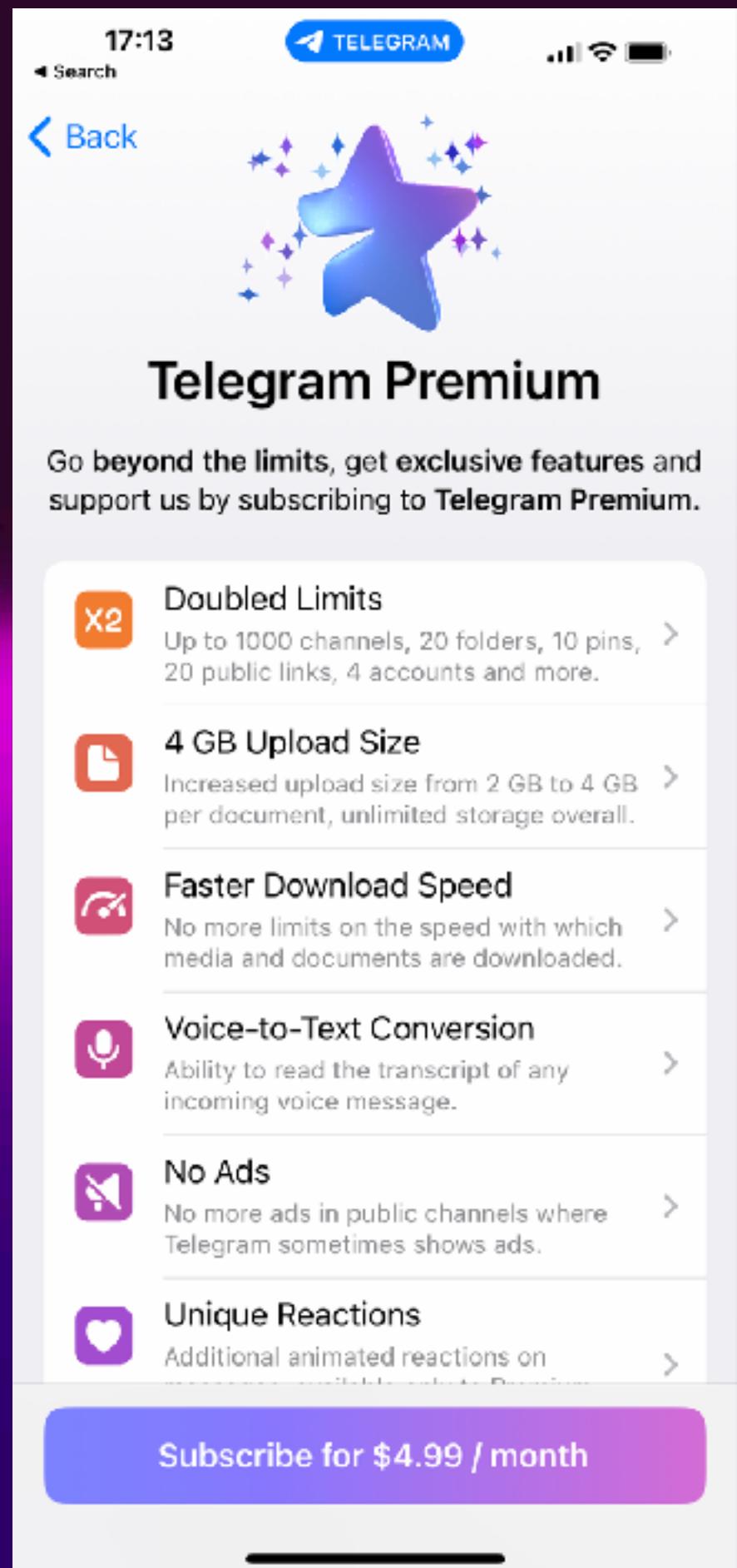
Any org who buys into the project's vision and product, and wants to be in the business of facilitating web3 communication - Social DAOs, Web3 DAOs, Crypto VCs treasuries, legacy service providers, proxy services companies.



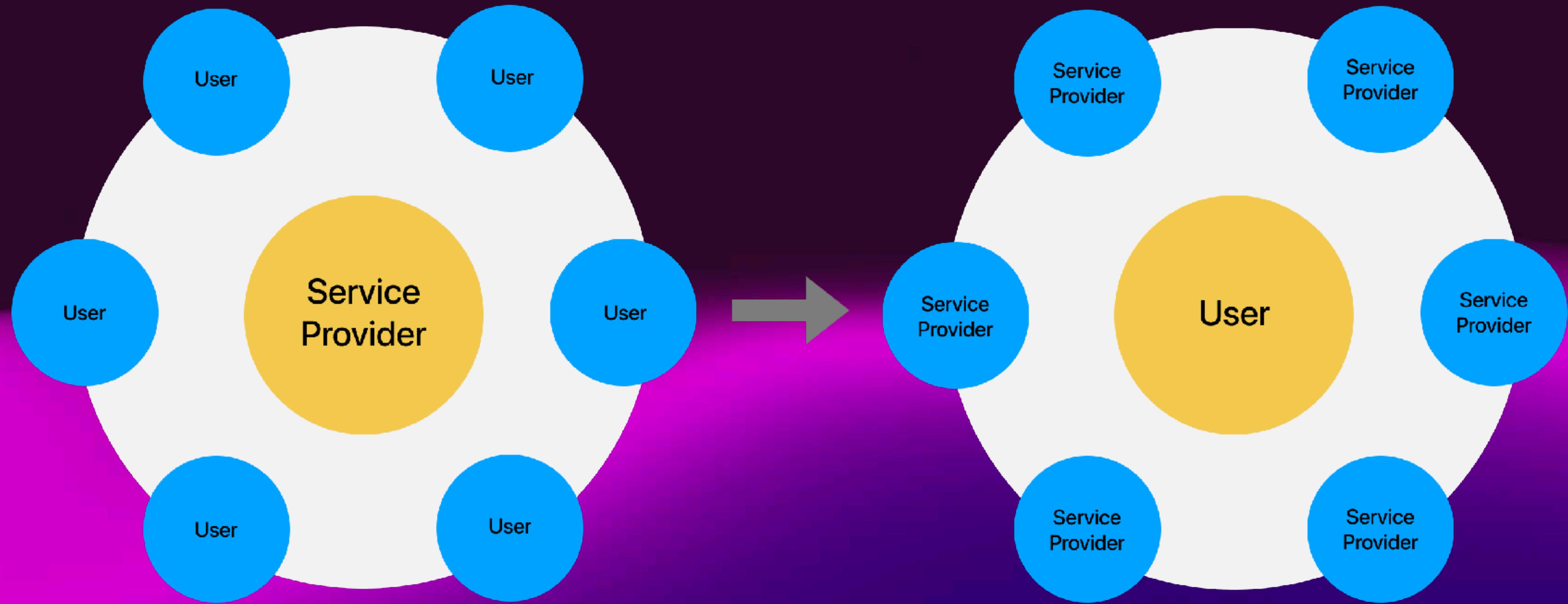
Competition

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.**

- **TBD** - Jack Dorsey's web3 startup. Ideas from the eth community. Focus on building block and not one product yet. Not a coherent product offering yet.
- **Status.im** - Wrong architecture. Mobile clients are peers in a p2p network. Hard to see how they crack the UX challenges. **\$99M VC funding over 5 rounds.**
- **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. **\$300 million self-funding, \$1B in convertible 5-years debt raise - some went to pay TON investors - must generate revenue from ads or premium accounts but wants to be free forever.** 500M users. ~100B messages a day. **\$1.5B of ICO funds spent on Telegram ops.** Introduced premium subscriptions web2.0 style to cover costs of large files storage and transfer - no free lunch admission.
- **Signal** - no sustainable business model. UX too hard for normies. **Funded by good will and charity of billionaires.**
- **Nym** (A web3 Unicorn)



Decentralization via architectural inversion

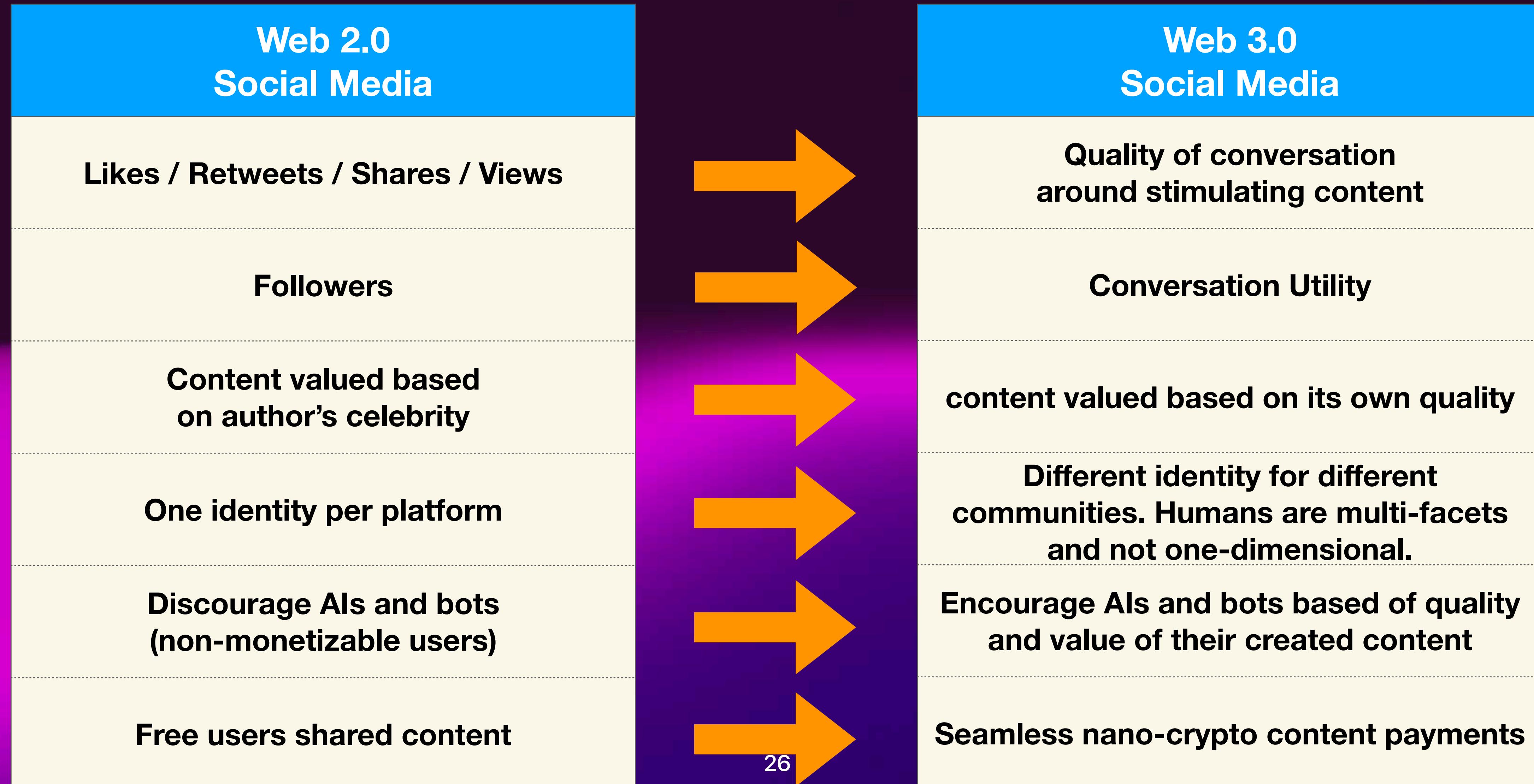


Web 2.0 / Mobile Native 1.0

Web 3.0 / Mobile Native 2.0

Social media conceptual inversion

optimizing for meaningful conversations instead for engagement

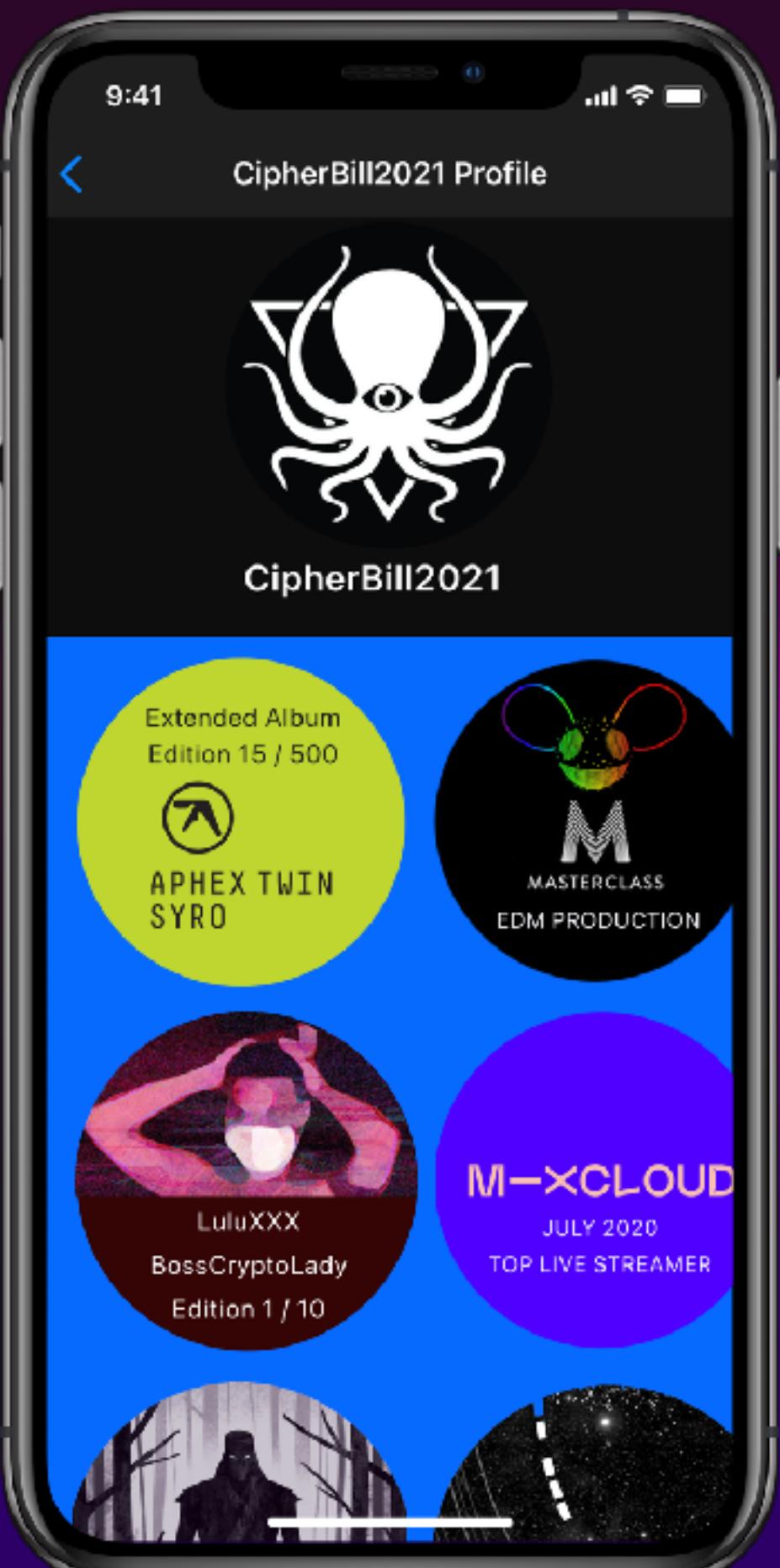


User-centric design

People should fully control their identity with no exceptions

Actual behavior with financial costs of actions, sets reputation and identity

- **Personal identification** is at the core of web2.0 due to business model constraints.
- **Anon Identities - only users decide to be anon or personally-identifiable**, not the service.
- **Anon service providers. Service providers identity is not personally identifiable** unless a provider chooses to identify itself. Their reputation is based on their historical performance.
- Users may have **multiple identities without any limitation**. Anon, pseudo-anon or personally-identifiable. **Each identity shares different content, thoughts and participates in its related conversations**.
- **No content can be censored by service providers** - users are responsible to moderate their own created social spaces in any way they see fit. **Communities moderate themselves according to their own rules**.
- **No censorship possible** by any entity outside the network besides cutting off Internet access to people.
- **No clear-text content is stored on service providers servers** and **providers don't know what content they are routing between users**.



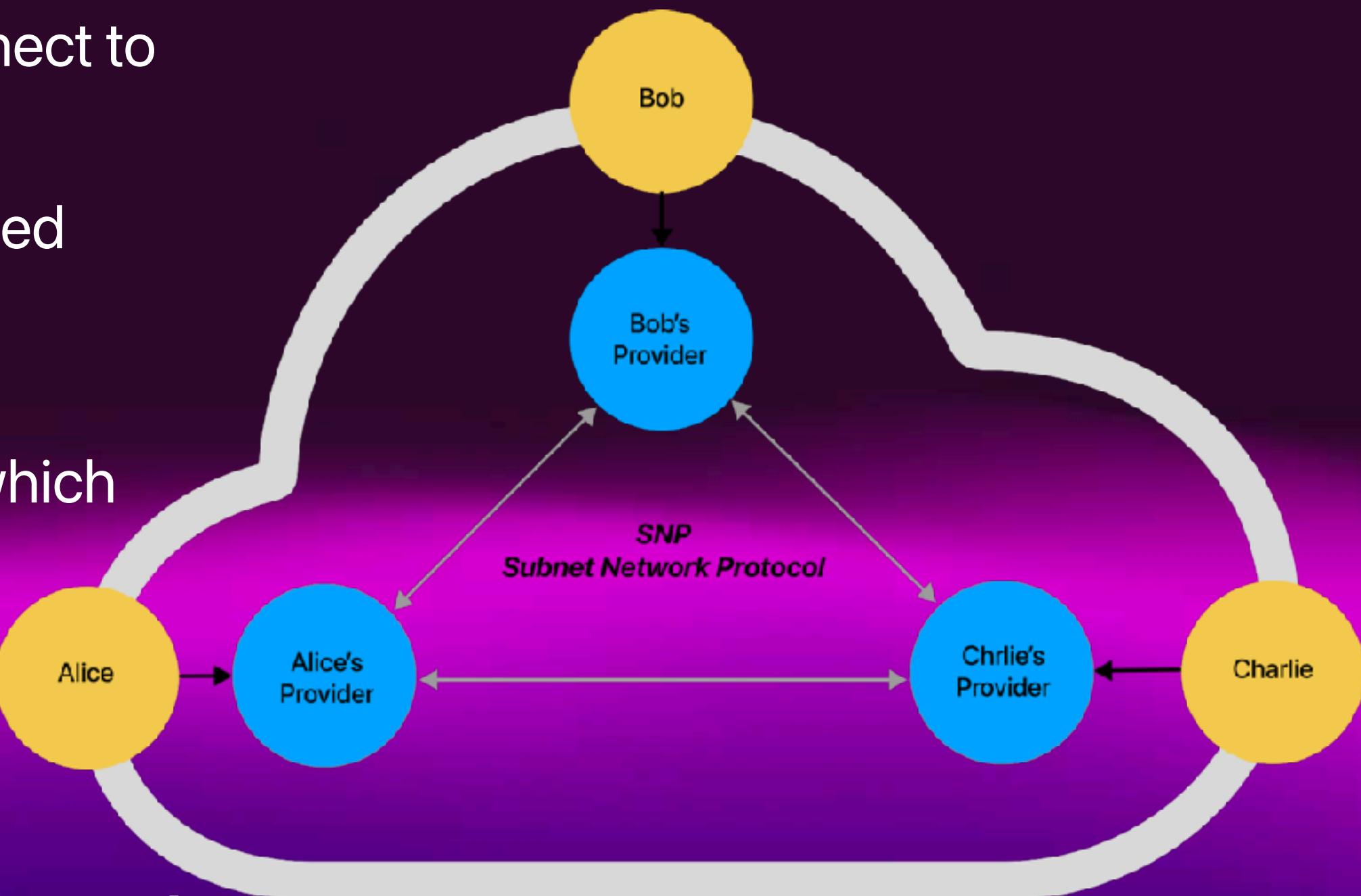
Privacy-first design

- Users can be **as anonymous or personal-identifiable** as they want to be.
- **Users always own their data** even after sharing it with others.
- Users **fully control who can access shared data**. Modern strong cryptography enforce users controls.
- **Service providers can't access users private data** so they **can't use or misuse it** in any way.
- Metadata sharing (a hard problem) is bound to **service agreement** and to **providers reputation system** and is mitigated by **seamless provider swapping** by users.
- Users can **swap service providers at any time, for whatever reasons, in minutes, and without any service disruption**. This is **the exact opposite** of what's implemented in web2 social media services.
- The network relies on an assumption of **honest majority of service providers** instead of **the 'good-will' monopolistic service providers**. Remember Google claiming not being evil as a moral corporate value? It was their value until it was not.



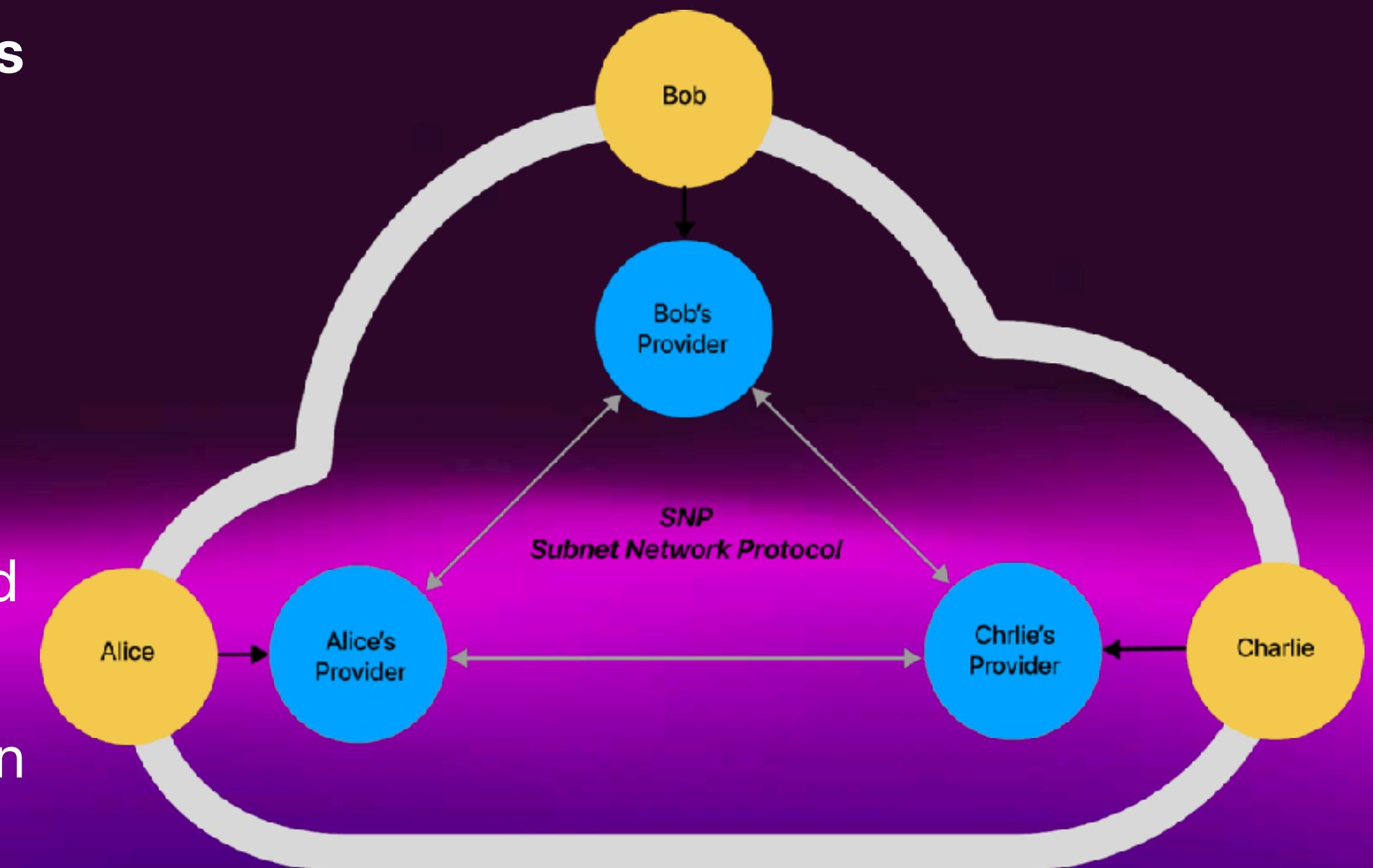
Network design

- **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.



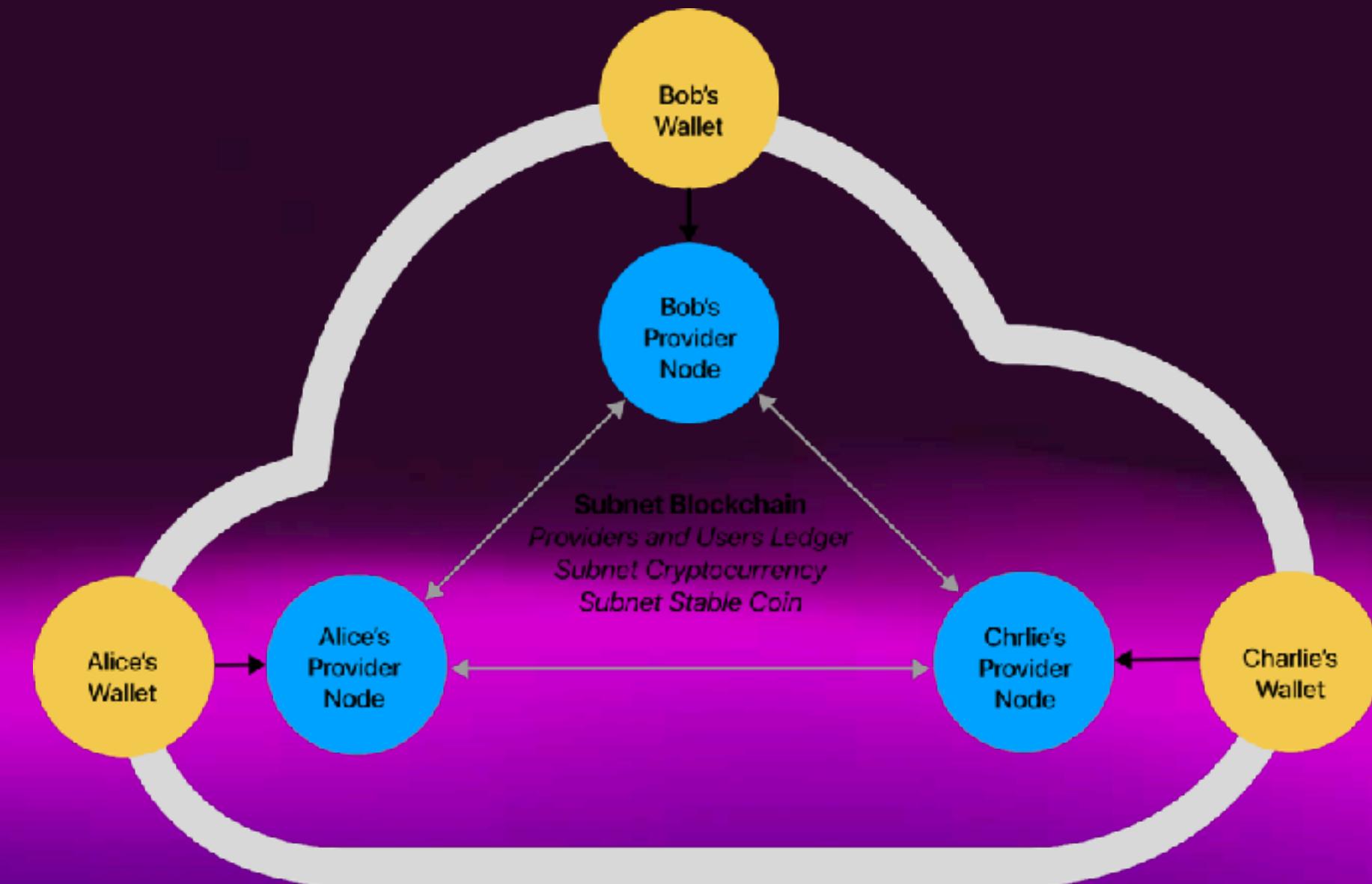
Network design

- **Clients** enable users to create one or more **decentralized identities** which they fully control.
- Clients establish a **contractual relationship** and use a **service provider** to get network services.
- Clients can **switch to a new different provider** at will at any time.
- Built-in **crypto economic nano-payments and deposit features** enable **seamless very small payments** between any two users and between user and its provider.
- **All user data between on the network is encrypted** using modern cryptography and is carefully designated using **strong forward and backward secrecy** both on wire and on store - **service providers can never read any data routed by them or stored by them**.
- **Service providers are crypto miners.** Providers run **Subnet blockchain nodes** that maintain the sub core coin and stable coin.



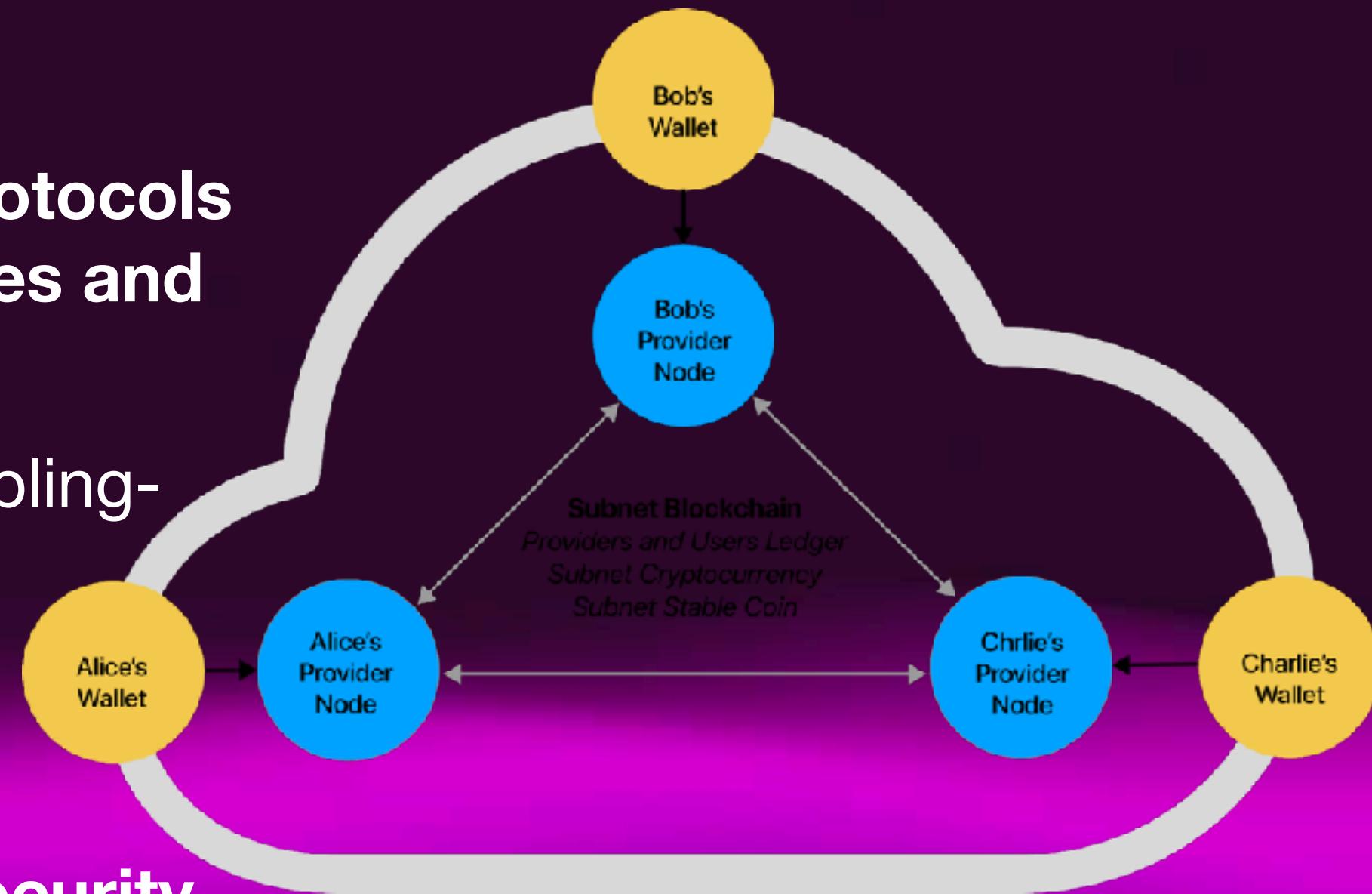
Incentivized protocol design

- **Nano payments** (< 0.1 cent) are **built into the core protocols**. All client to provider messages always include a nano payment.
- Providers publish their network services terms and prices and compete with other providers in an open service providers market.
- Providers are incentivized to provide the platform's APIs, honest results to users based on a public service agreements, and can be **financially punished for deviating from service agreements by the protocol** via an **on-chain bill dispute mechanism** powered by **fraud proofs**.
- Clients always use its **designated provider for network services** and does not communicate directly with providers that it doesn't have a service agreement with.
- Providers must contribute to the network before starting to serve users to establish **reputation** and **public quality of service metrics**.
- Provider to provider messages are verified using a novel concept **proofs of useful work** and messages from unverified providers are dropped.
- Users choose a provider based on its reputation, service terms and prices.



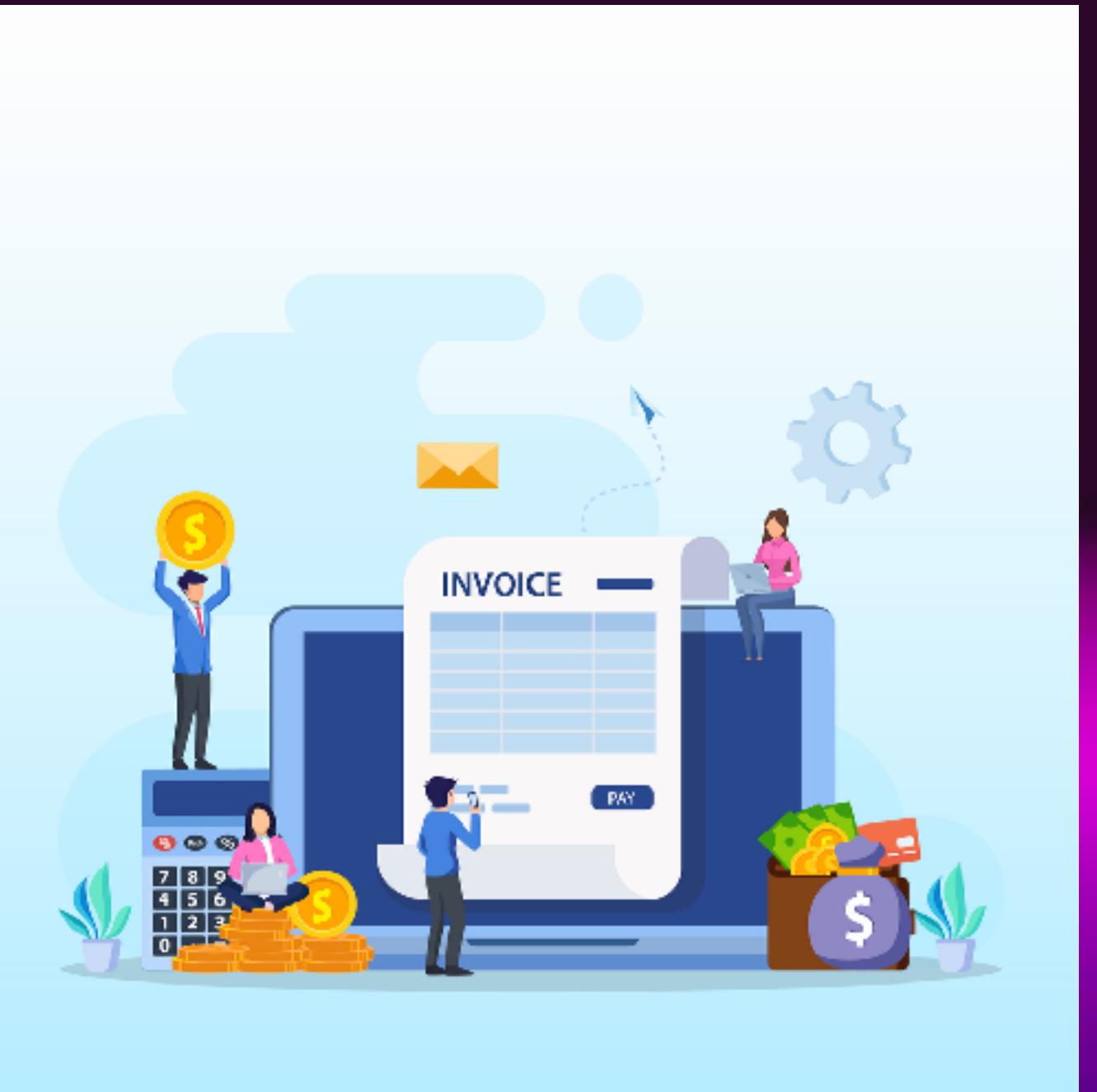
Blockchain and cryptocurrency

- 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...



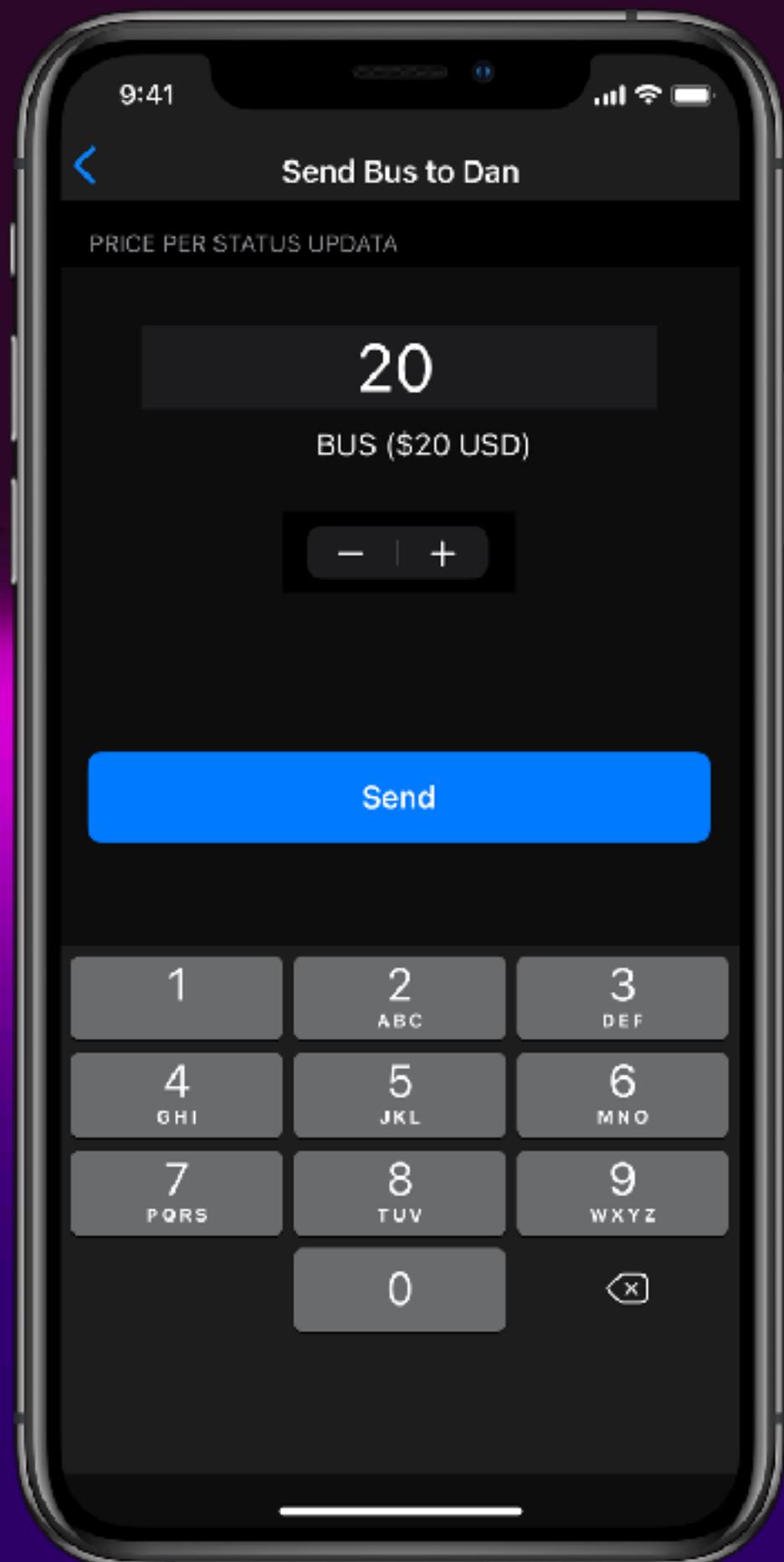
Network services crypto-billing

- Subnet is powered by a unique crypto billing solution.
- This is a key for enabling Subnet's new business model and for replacing ads.
- Users pay service providers for network services in crypto.
- Users make crypto deposits with provider via a blockchain transaction every few months of usage.
- Payments are deducted from user's balance with provider by the provider.
- Automatic and seamless UX - zero user-friction while using apps.
- Extremely low users transaction fees.
- Secure. Users don't need to hold large funds in hot-wallet. Only spending coins.
- Accountable - users can easily review all payments. All payments are signed and verifiable.
- A novel built-in crypto billing dispute resolution mechanism protects users from bad providers.



User-to-user nano payments

- Users can pay others on the network directly from any Upsetter feature.
- Works from nano to big amount payments.
- The holy-grail of cryptocurrency **as means of payment**: scalable, fast, cheap, mobile and secure.
- Nobody nailed mobile crypto payments yet.
- Doesn't require unsound moon-math L2 patches.
- Enabled by-design by Subnet's unique blockchain, network and ledger design.
- A -> SA -> Subnet Blockchain -> SB -> B [todo: discuss]



Upsetter demo

A Subnet mobile client



Subnet messaging demo

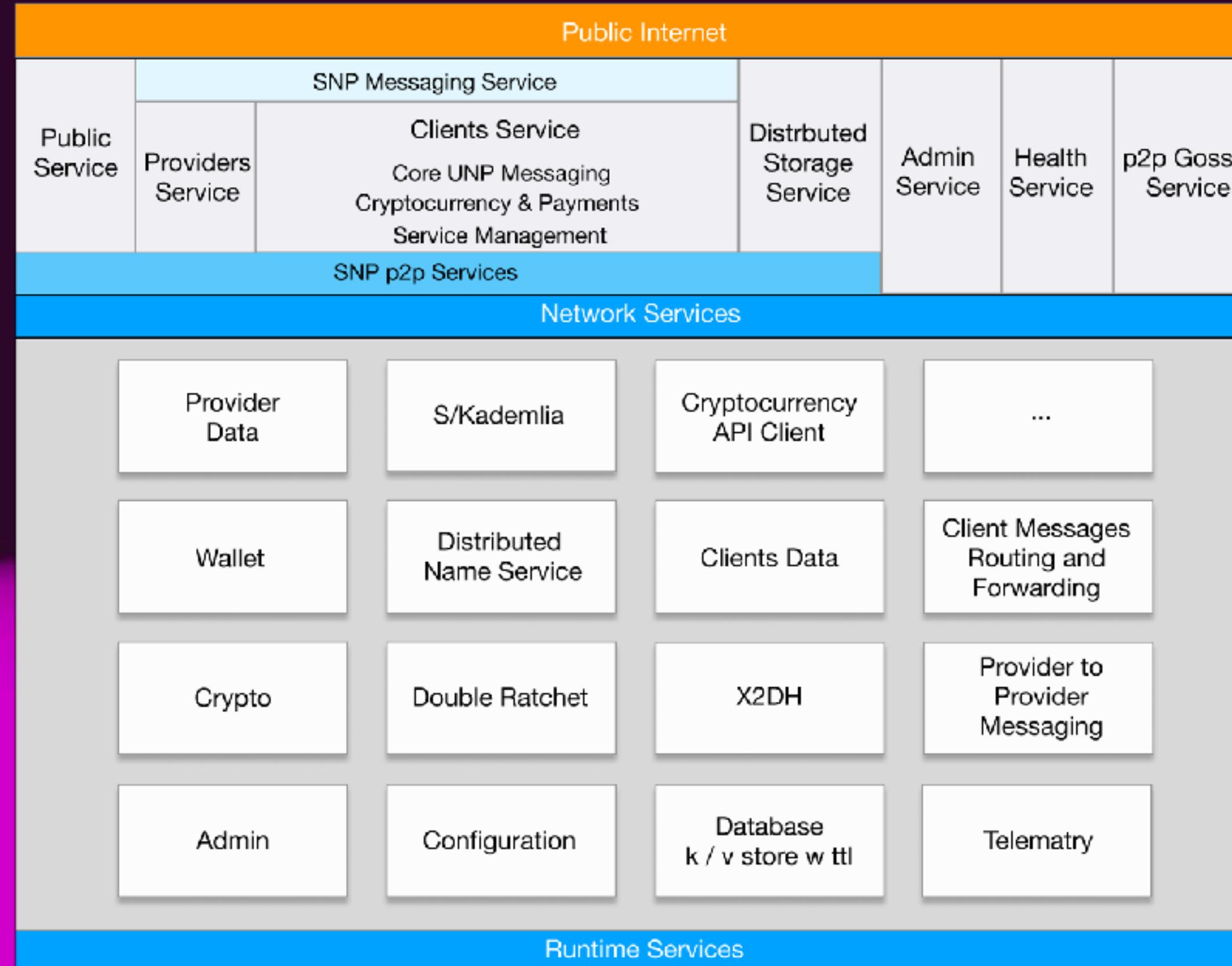
```
◀ <client> group-message <group> <text>
◀ <client> group-message-reply <group> <reply_to> <text>
◀ <client> group-leave <group>
◀ <client> create-item <price> <name> <text>
◀ <client> buy-item <seller> <item_id> <price>
◀ <client> list-items <seller>
◀ bc-service list-clients
◀ bc-service list-providers
◀ 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: 0x5dfa1..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
SPA got message response from component processing the incoming message
C Got channel subscription confirmation. Channel id: 0x5dfa1..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: C. Id: 1580097529789742
23
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: C. Id: 1580097529789742
23
```

<https://asciinema.org/a/W51QFvKxyFq64kOQJh2gVRqVL>

Subnet POC platform docs

<https://subnet.wtf>

Service Provider Software

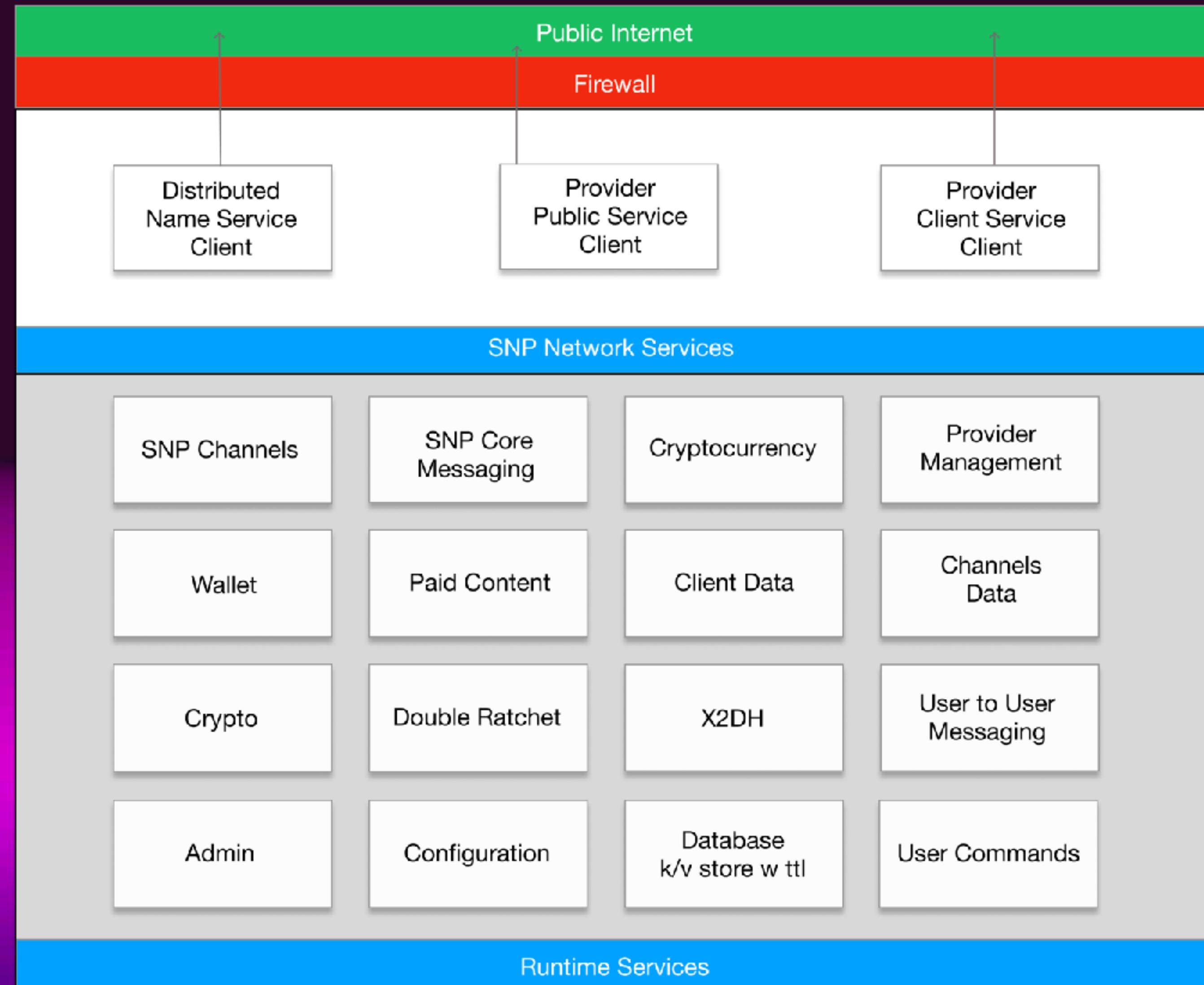


Node Architecture



Node Software Design

Client Software Architecture



Revenue and value generation

- Subnet goal is to establish \$SSC (Sbunet stable coins) and \$SUB (Subnet core cryptocurrency) as the primer currencies for distributed social media.
- Subnet co mints 100% of \$SUB capped supply and creates 100% of \$SSC supply.
- A successful Subnet network means billions of dollars market-cap for Sbunet coins.
- Short-term main revenue stream: selling new service providers and new users \$SUB and \$SSC coins as part of bootstrapping the product.
- Long-term revenue streams created by developing and selling premium Subnet clients and service providers features.

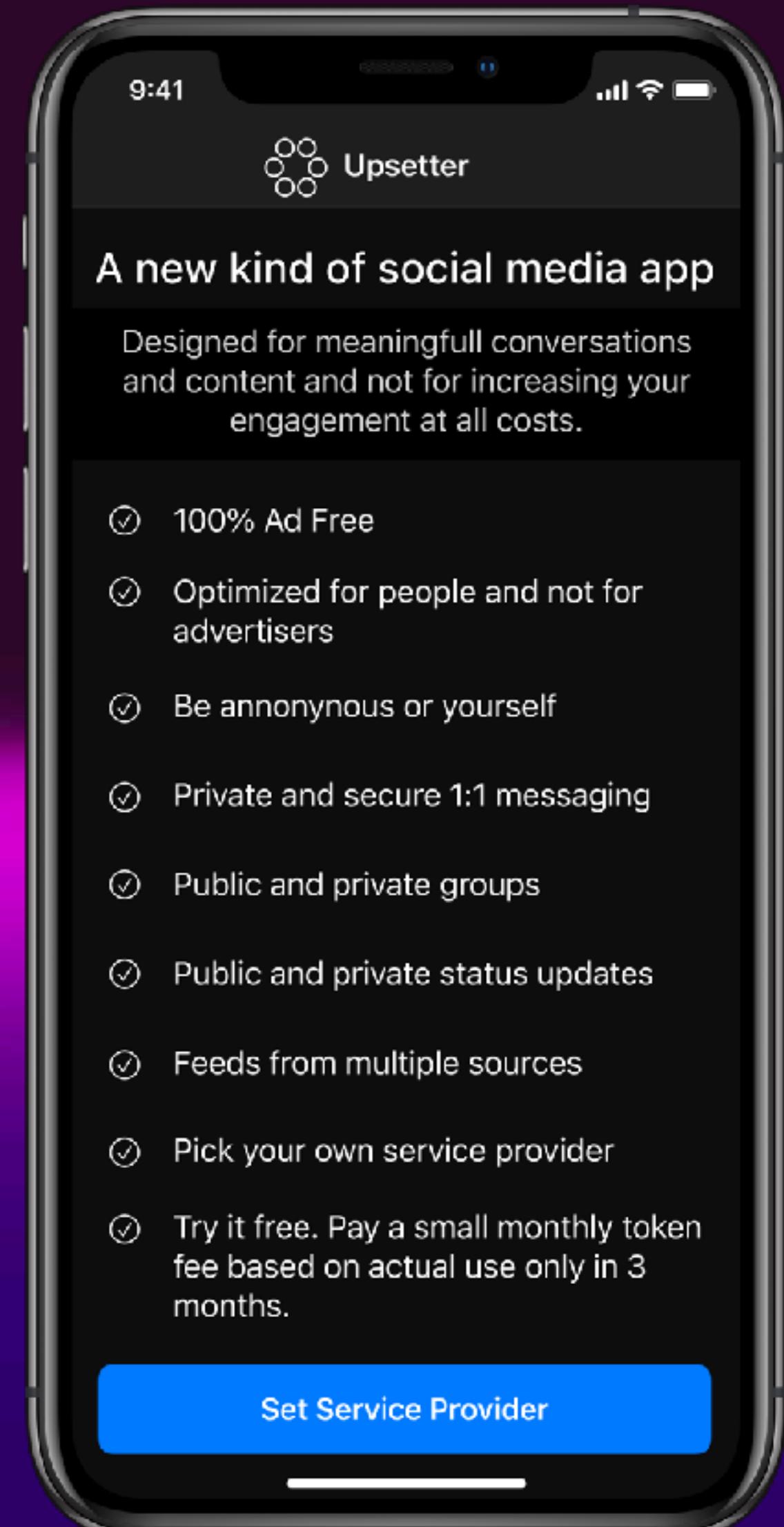




Subnet

Recap

- 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.



Subnet

Better, Resilient, Cheaper

Better

People are the users not the products. User-centric design. Multiple identities.

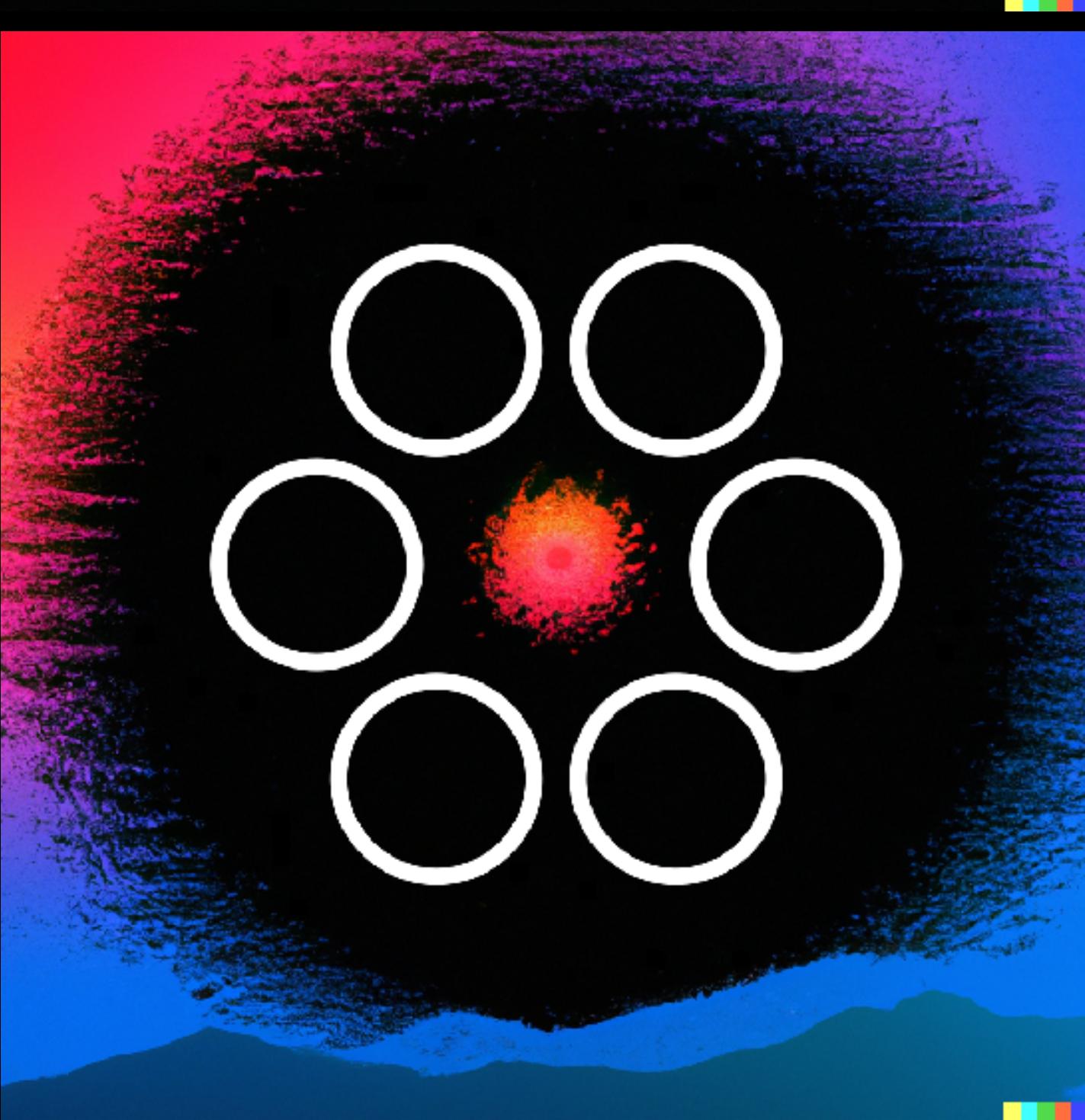
Resilient

No single point of failure, no company to go after, no downtime if one provider goes down.

Cheaper

Than paying with user's attention. Optimal price for social-media without ads



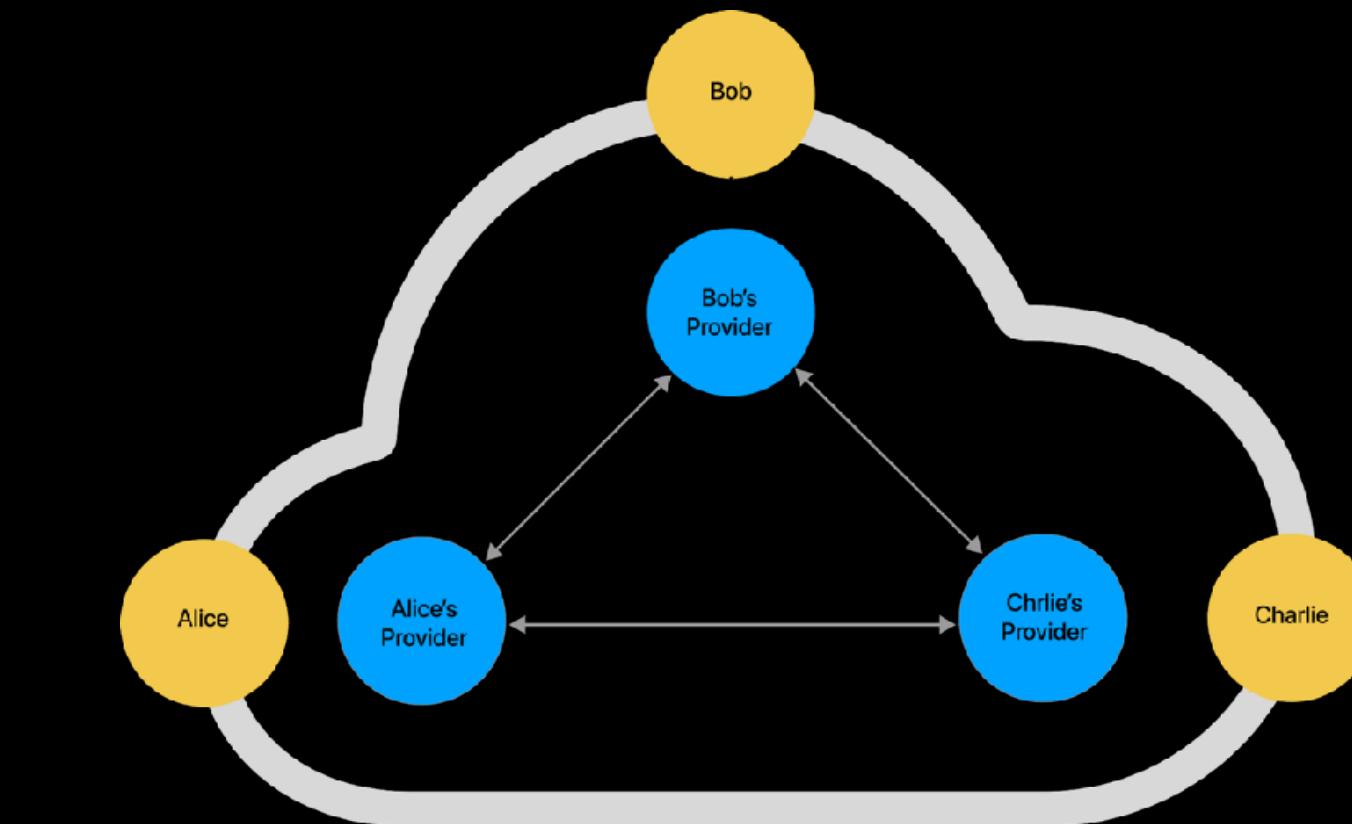


Subnet

Thank you

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