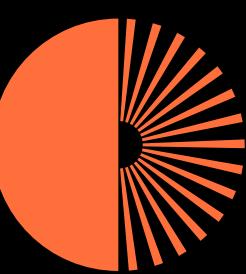


Charged Copy

(working title)

A system for **reading**, **writing**, and
monetizing digital text.



The Problem

- **Incentives** are broken
- **Dark patterns** are everywhere
- **Walled gardens** run on trust & credit
- **Credit** requires identity, can be abused & trust can be broken
- **Subscription hell** vs. Mental Cost of Micropayments

The Boston Globe

2022
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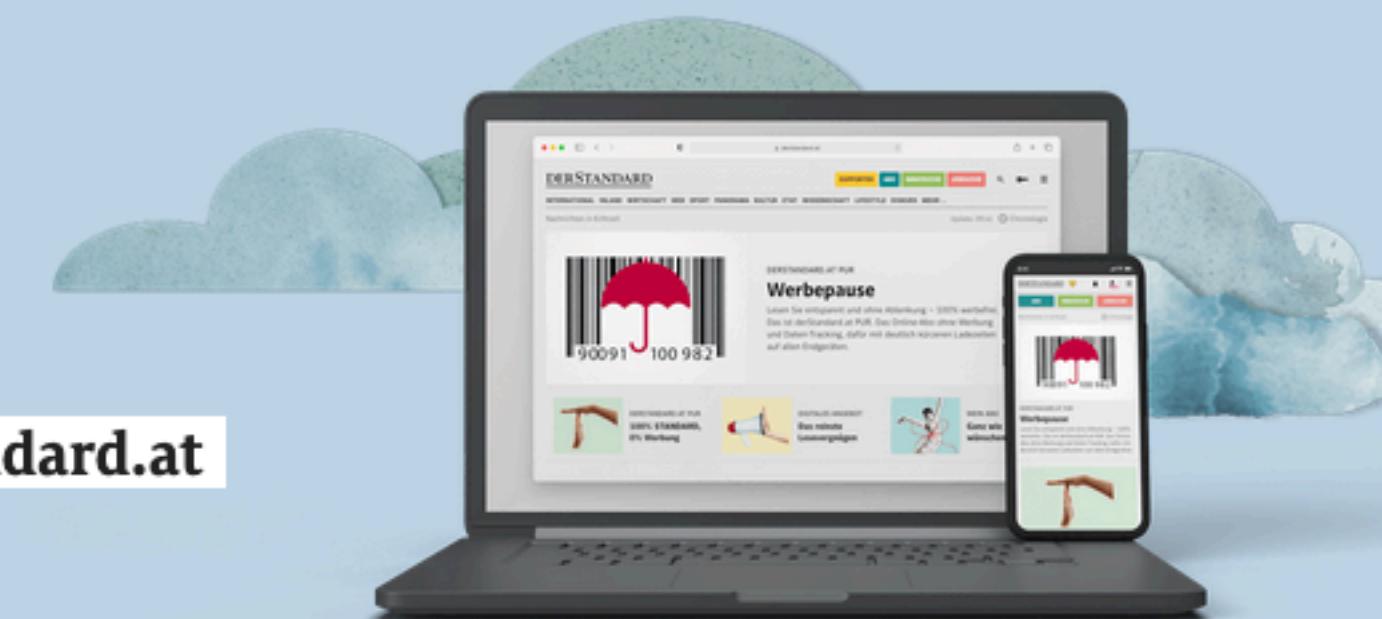
- No ads
- Support quality writing
- Access on any device

Monthly

\$5 USD/month

Annual

\$60 \$50 USD/year
(save \$10)



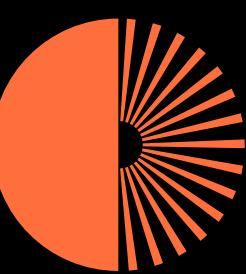
derStandard.at
PUR

Das Abo für derStandard.at ohne Werbung und ohne Tracking auf allen
Endgeräten.

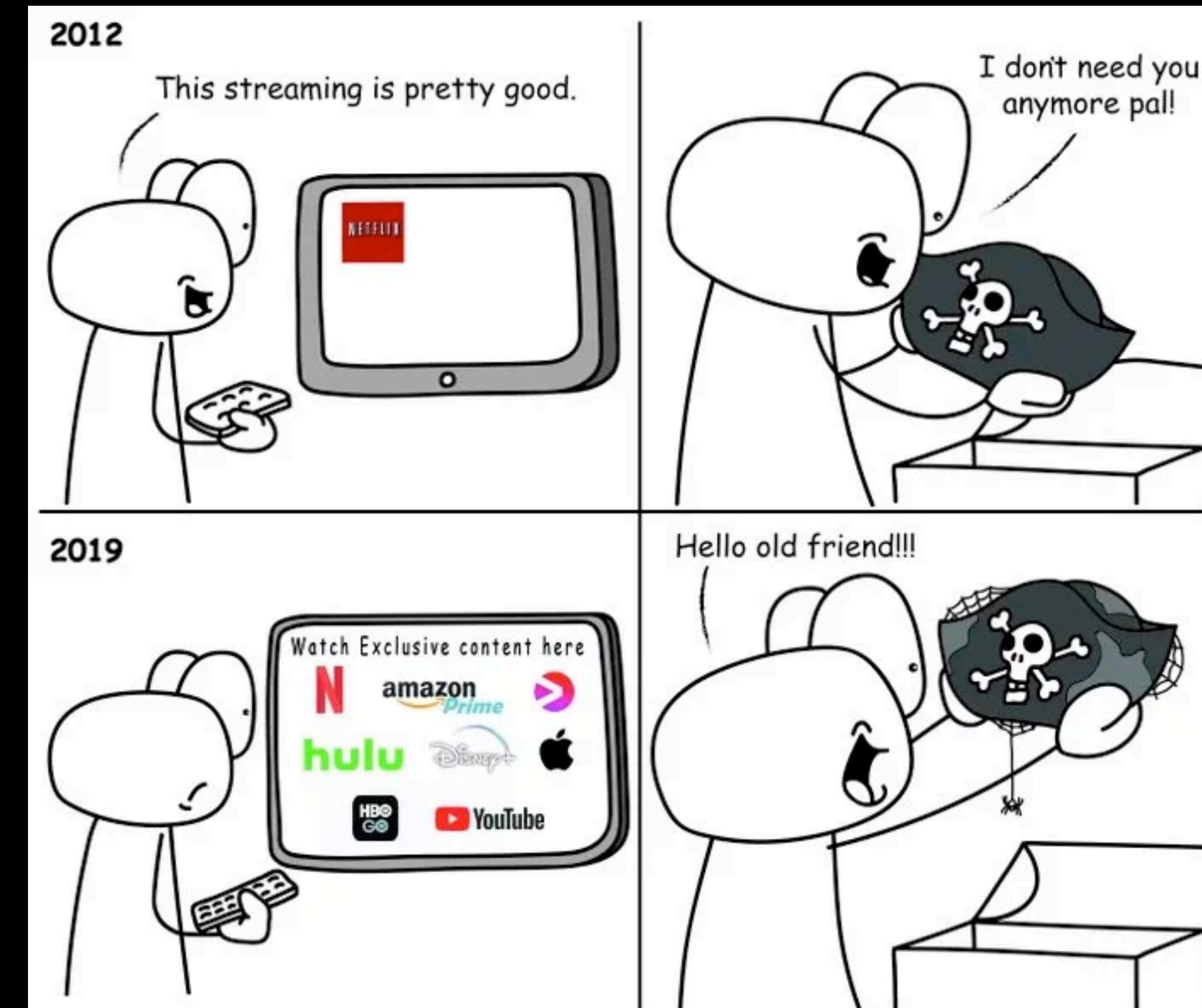
Jetzt 1 Monat um nur EUR 1,- statt EUR 8,- / Monat

Bestellen

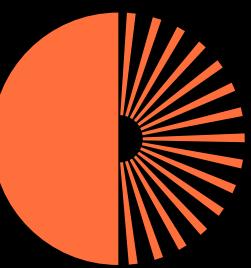
Sie sind bereits PUR-Abonnent:in? Dann [melden Sie sich bitte an](#).



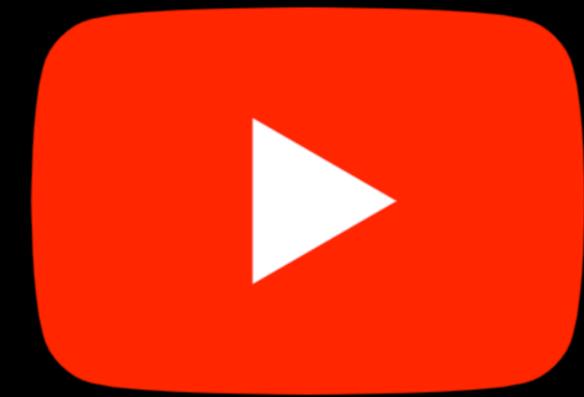
The Problem



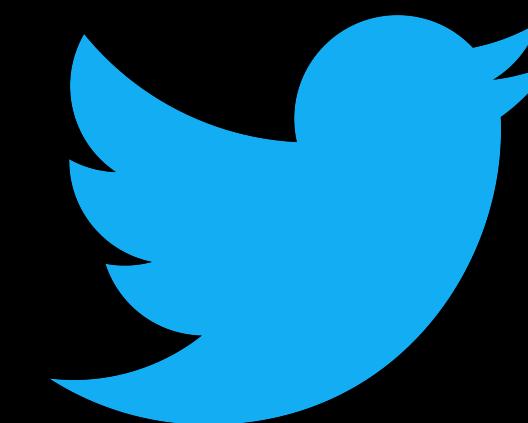
Text-based content? Same story.



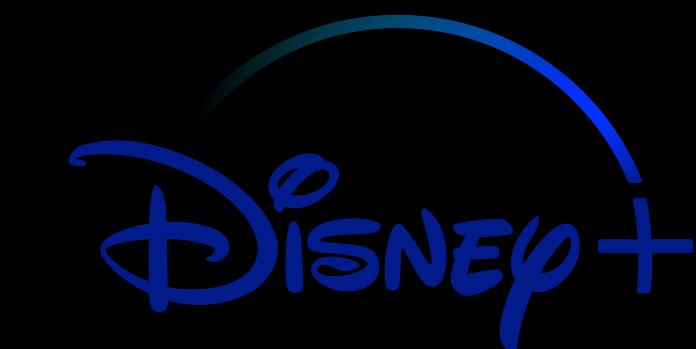
The Problem



You are the product



NETFLIX



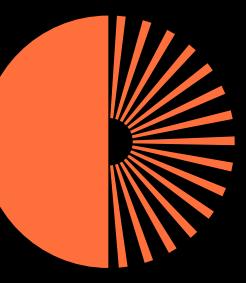
Subscription Hell

The
New York
Times



substack

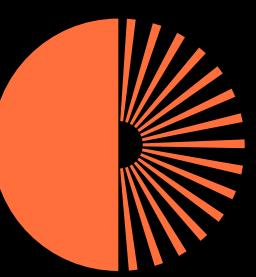
Medium



“Information wants to be free.”

“...and some readers want to pay, sometimes.”

-The Premise



The Solution

- Bitcoin fixes this, obviously
- The time is ripe for a new, clean approach
- Focus & build out gradually
- “Podcasting 2.0 for text”



1



Read

Local Copy

2



Write

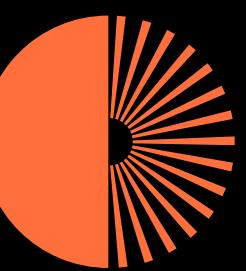
Remote Copy

3



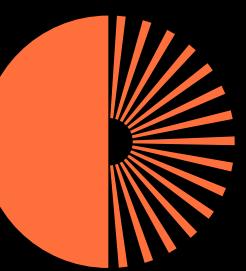
Syndicate

Shared Copies



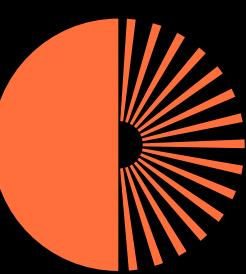
Approach

- Don't fight existing network effects
- Don't try to re-invent the wheel
- Don't create a new platform
- Don't add any bullshit



Approach

- Provide a working alternative
- Make it seamless
- Carrots, not sticks
- Make payments “invisible” & transparent



- 4 ➡ You can now receive #bitcoin instantly via the Lightning Network in CashApp! ⚡
<nitter.it/MichaelRihani/status/1584729594124697601#m>
545 sats \ 11 comments \ @orange_force 10h ...
- 5 ➡ 'Hyperbitcoinization' Is Coming to an Emerging Market Near You, Says Ray Youssef
<www.coindesk.com/tech/2022/10/24/hyperbitcoinization-is-coming-to-an-emerging-mar...>
125 sats \ 1 comments \ @cryptocoин 2h ...
- 6 ➡ Trezor Enables Dollar-Cost-Average Bitcoin Purchases Through Its Hardware Wallet
<bitcoinmagazine.com/business/trezor-enables-bitcoin-dollar-cost-averaging-through-its...>
172 sats \ 0 comments \ @User21000000 4h ...

15:36 1 100% 100% 100% 100%

Episode Notes

closing the loop
abubakar nur khalil

abubakar nur khalil

seetee

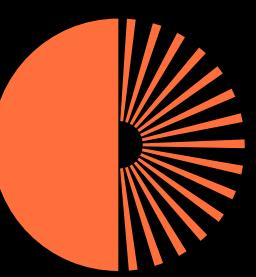
#29 - Abubakar Nur Khalil: Building, Investing, and Training the Next Generation of Bitcoin Developers in Africa

01:00:04 00:40:06

10 30 2x

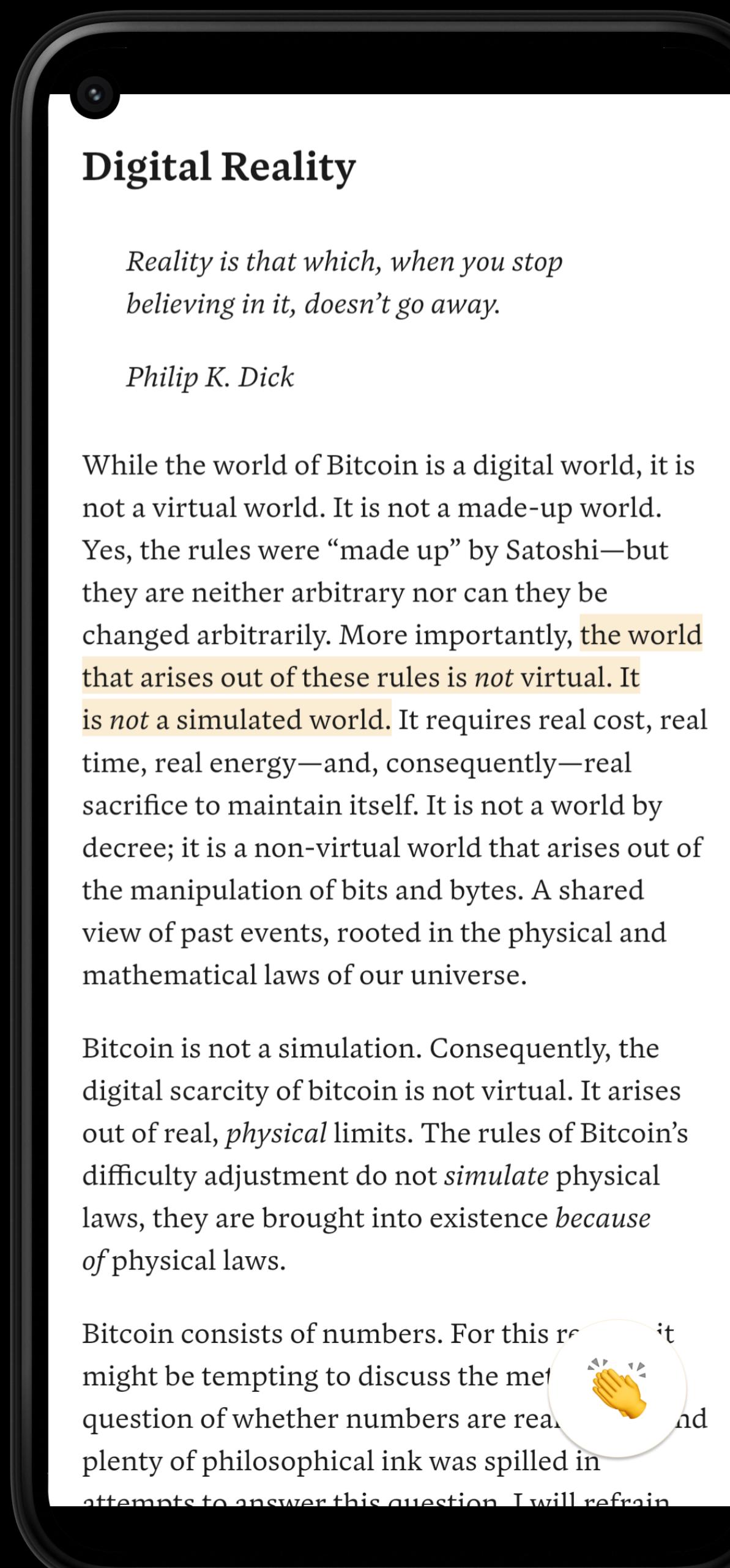
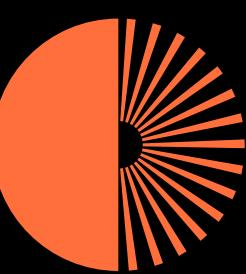
UP NEXT

BOOST! Θ 210 sats + Θ 21 sats/min +



Focus

- **Focus on money**, not credit
- **Focus on content**, not identity
- **Focus on UX**, not lock-in
- Focus on blog posts, nothing else (for a start)



Digital Reality

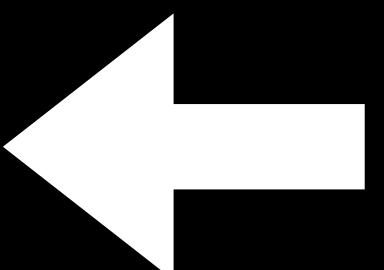
Reality is that which, when you stop believing in it, doesn't go away.

Philip K. Dick

While the world of Bitcoin is a digital world, it is not a virtual world. It is not a made-up world. Yes, the rules were “made up” by Satoshi—but they are neither arbitrary nor can they be changed arbitrarily. More importantly, the world that arises out of these rules is *not* virtual. It is *not* a simulated world. It requires real cost, real time, real energy—and, consequently—real sacrifice to maintain itself. It is not a world by decree; it is a non-virtual world that arises out of the manipulation of bits and bytes. A shared view of past events, rooted in the physical and mathematical laws of our universe.

Bitcoin is not a simulation. Consequently, the digital scarcity of bitcoin is not virtual. It arises out of real, *physical* limits. The rules of Bitcoin’s difficulty adjustment do not *simulate* physical laws, they are brought into existence *because of* physical laws.

Bitcoin consists of numbers. For this reason, it might be tempting to discuss the metaphysical question of whether numbers are real. And plenty of philosophical ink was spilled in attempts to answer this question. I will refrain



1 clap = 100 sats

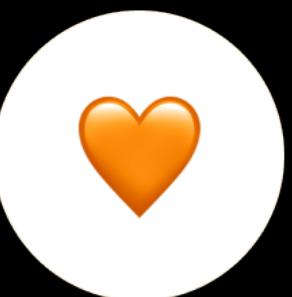
5 claps = 500 sats



100 sats



500 sats



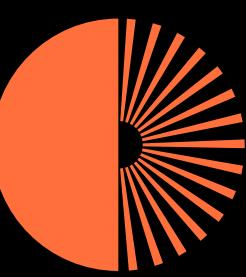
2100 sats



10,000 sats



100,000 sats



Digital Reality

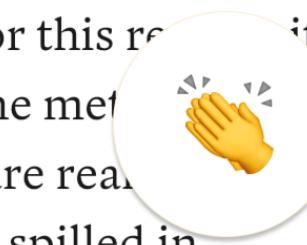
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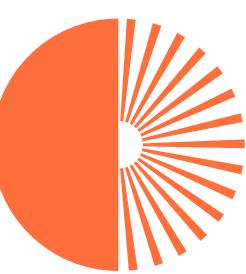
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- Send sats with every clap
- Send sats on page-flip
- Send sats when 100% read
- Send sats when adding to archive or favourites
- Send sats + message to author (boostagram)



Digital Reality

Reality is that which, when you stop believing in it, doesn't go away.

Philip K. Dick

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Bitcoin consists of numbers. For this reason, it might be tempting to discuss the metaphysical question of whether numbers are real. And plenty of philosophical ink was spilled in attempts to answer this question. I will refrain from doing so here.

Title

Your Lightning Address... **PUBLISH**

Your story...

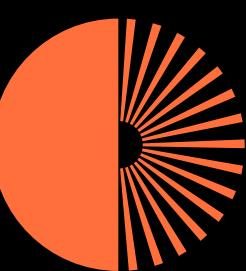
The Proper Value of Reading & Writing

John Doe ⚡ john@lightning.com **PUBLISH**

What is the cost we pay for the “free” model of the internet?
Why do we have to sign up for absolutely everything?
Why does every platform need your identity?
Why do we have platforms in the first place?

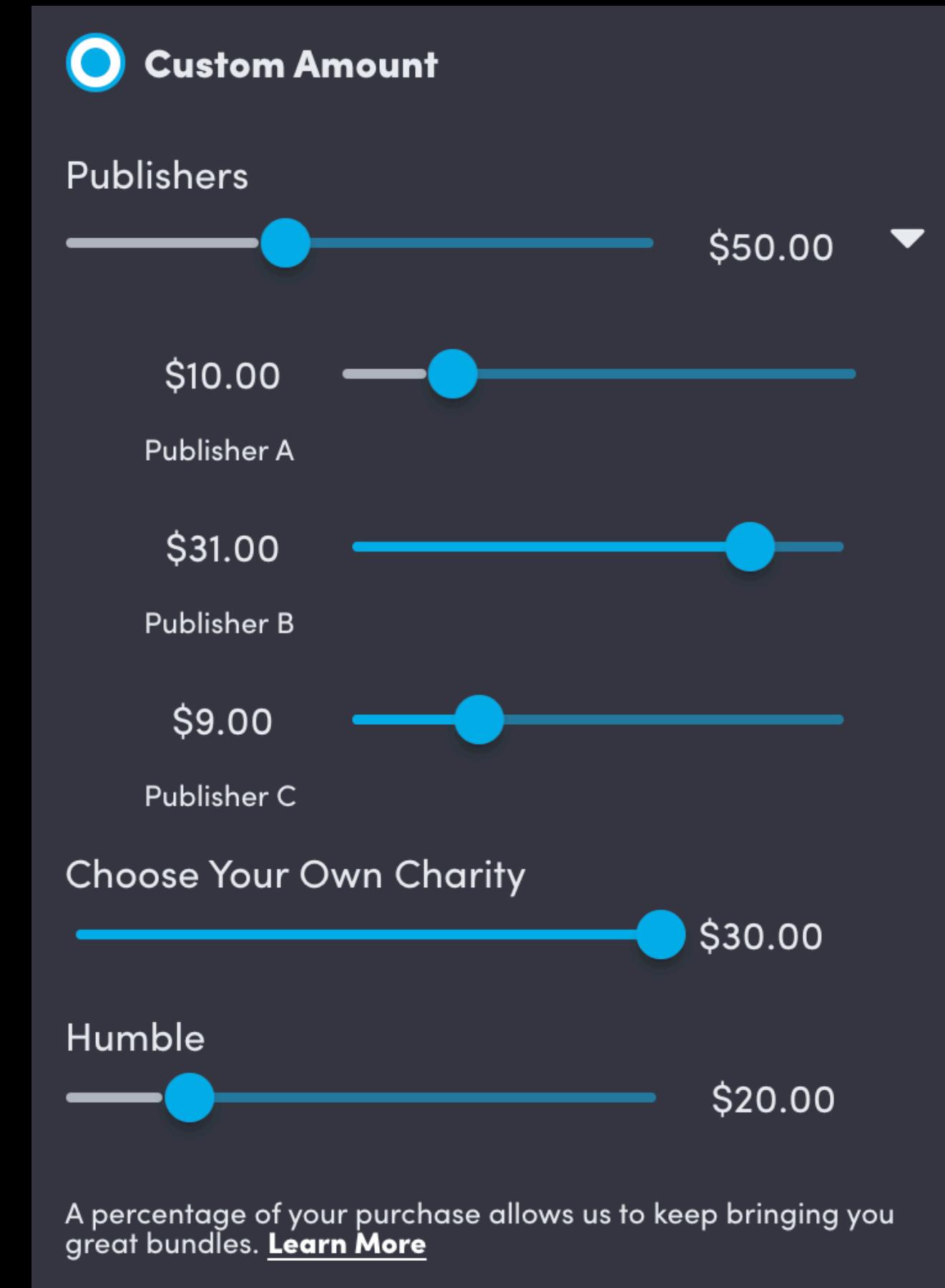
There is a single-word answer to all of these questions: **money**. Money in general, but *monetary incentives* in particular. Someone has to pay for it all, and you aren’t paying with cash you are paying with your soul. “If the content is free you are the product.”

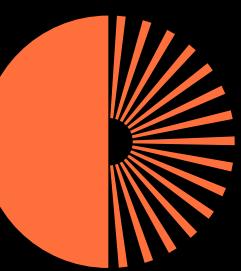
Cash is liberating, because cash allows scalability detached from identity. It’s about time we detach reading and writing from identity. This is what this idea is about: allow cash to flow freely, so that readers can read freely, and writers can write freely. And, in the end—hopefully—we will all be able to value and discover what we care about freely too.



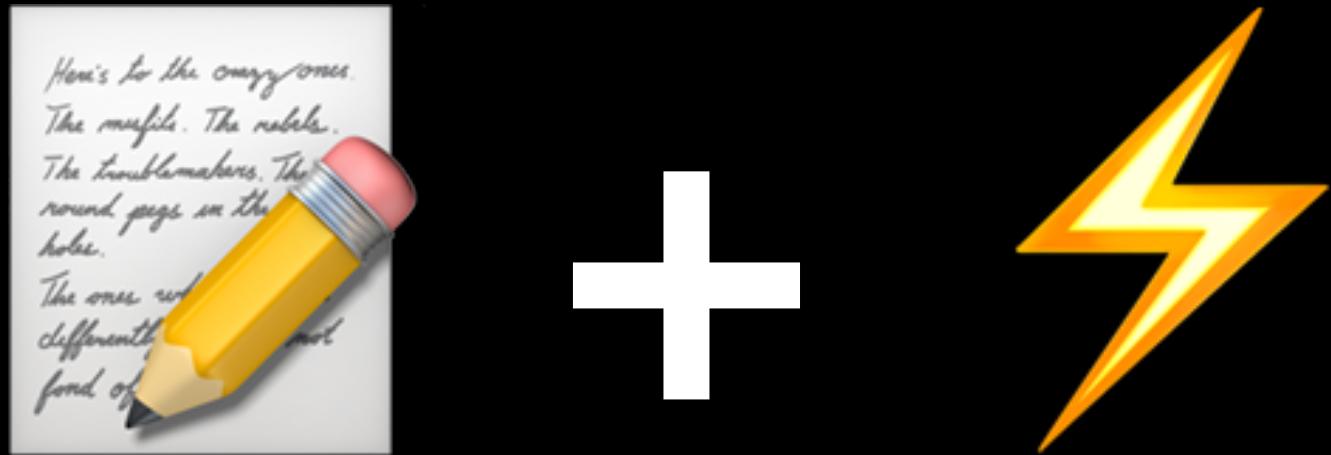
Programmable Money

- Value-splits can be programmatic
- Pass on value to translators, etc.
- Bounties for translations, summaries

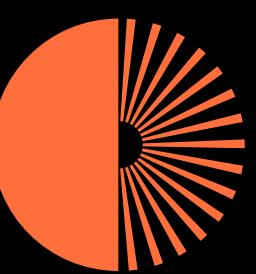




Markdown + Lightning

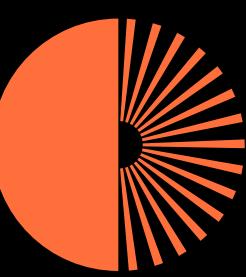


- Near-zero switching costs
- No exit costs
- Keep metadata portable

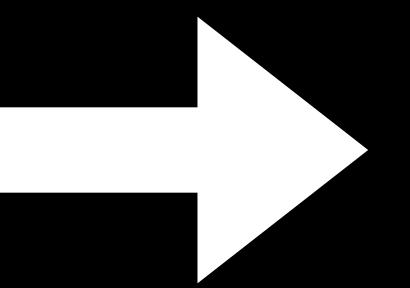
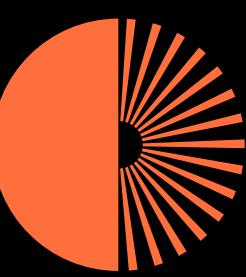


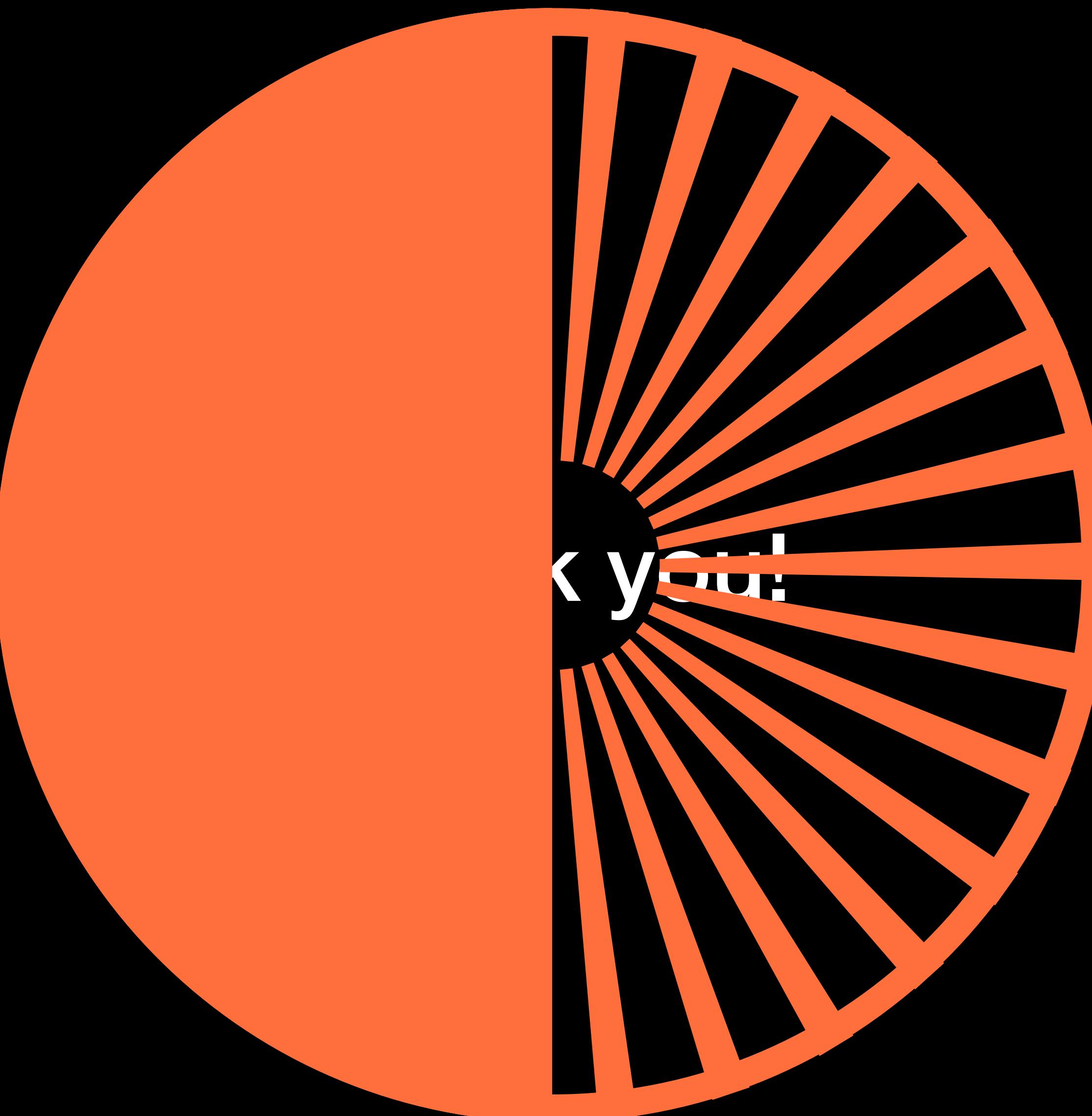
Monetization

- Take 2.1% (or more) of value split
- If you pay for the app, user can set it to zero
- Offer services (hosting, custodial author wallets, etc.)
- “Sats are flowing anyway, monetization should be possible.”



	Phase 0	Phase 1	Phase 2	Phase 3
Focus	Data structure	UX	Easy value-enabled publication	Syndication & Curation
Target Group	Developers	Readers	Writers	Everyone*
Product	-	Reader	Publishing Service	Reader++
Platform	-	Mobile	Web	All
Core Problem	Get it right from the get-go; if it needs to be changed, it has to be backwards compatible.	Value UX	Identity	Content ID
Monetization	-	Sell premium features and/or take split	Sell hosted instance and/or take split	Benefit from open network effect





thank you!