Building towards a

Value-Enabled Web

(“Podcasting 2.0, but for 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. “You Are the Product”
- **Mental costs** of paywalls & micropayments

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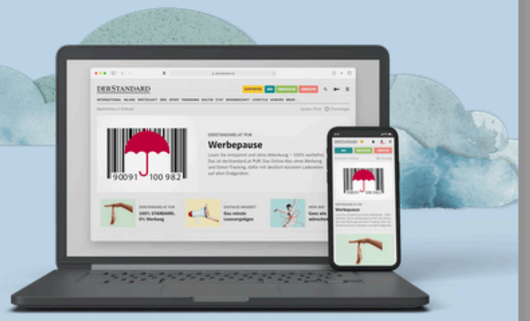


Das Abo für derStandard.at ohne Werbung und ohne Tracking auf allen Endgeräten.

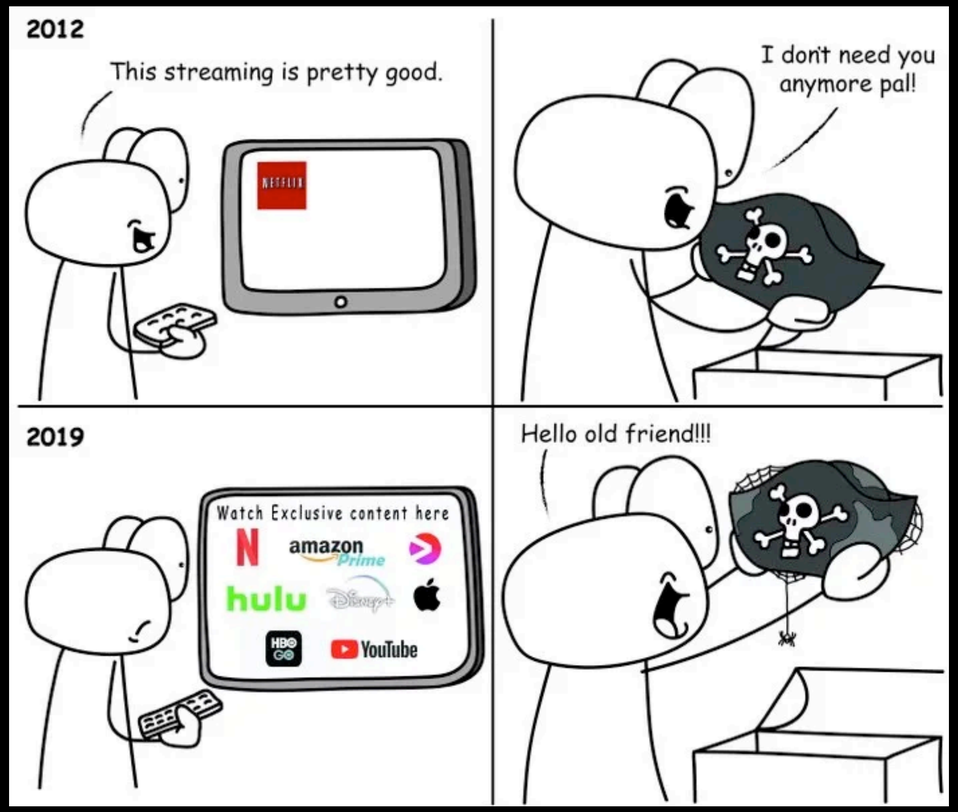
Jetzt 1 Monat um nur EUR 1,– statt EUR 8,– / Monat

Bestellen

Customer

Sie sind bereits PUR-Abonnent:in? Dann melden Sie sich bitte an.

The Problem



Text-based content? Same story.

The Problem

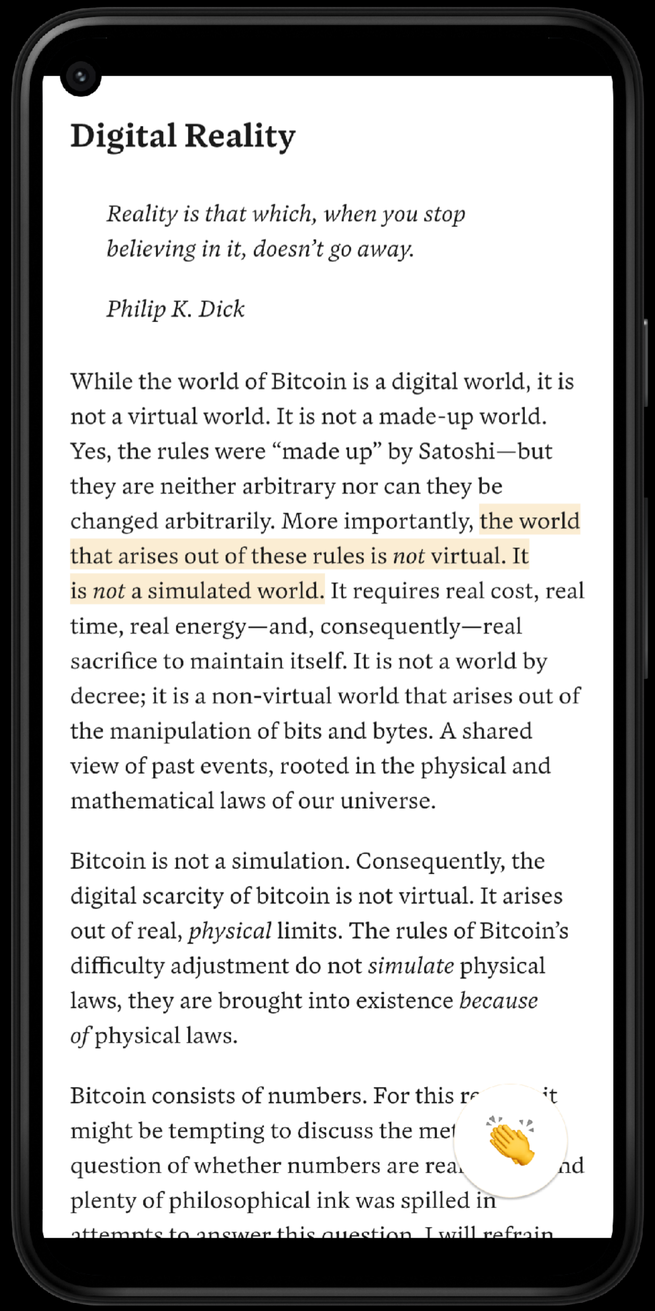
You are the product

Subscription Hell

“Information wants to be free.”

“…and some people want to anyway, sometimes.”

–The Premise

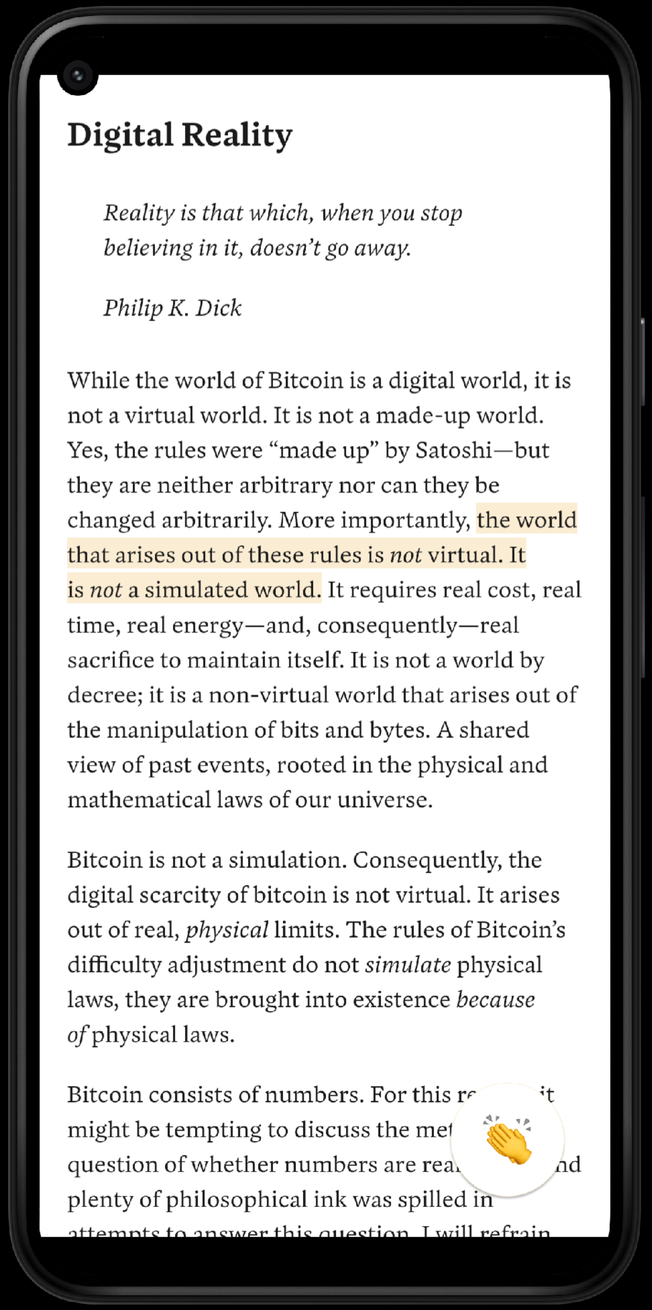


pocket

Instapaper

substack

...



1 clap = 100 sats

5 claps = 500 sats

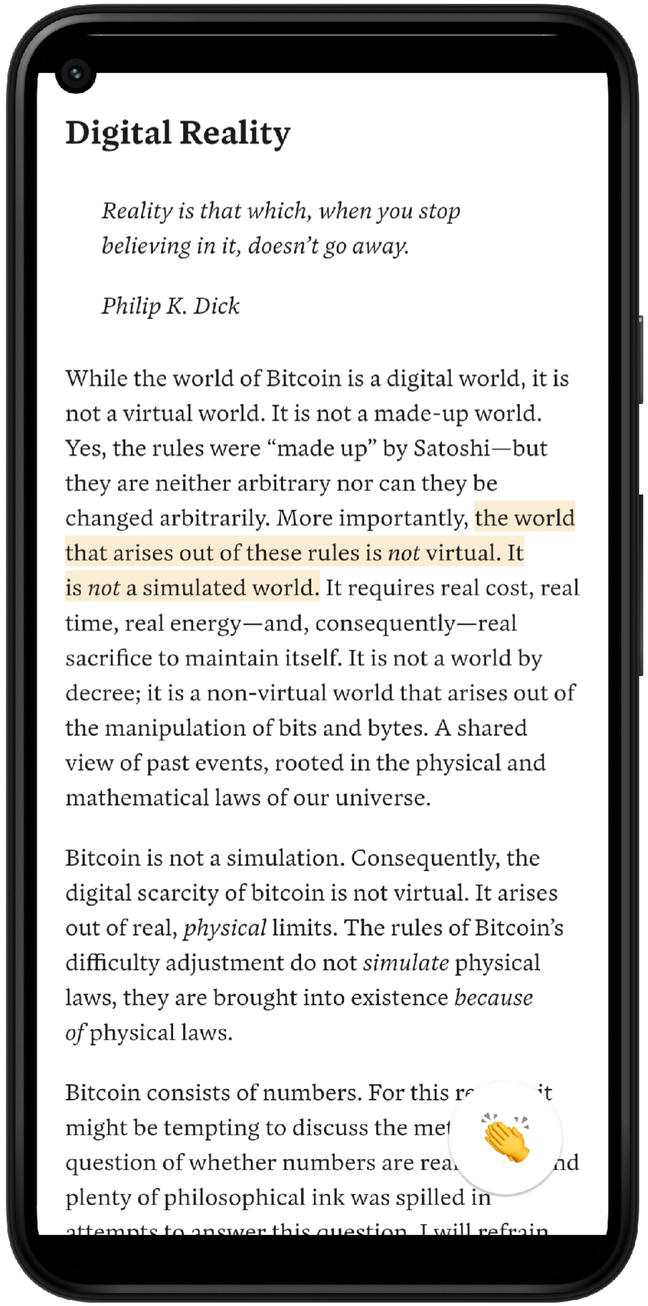
👏 100 sats

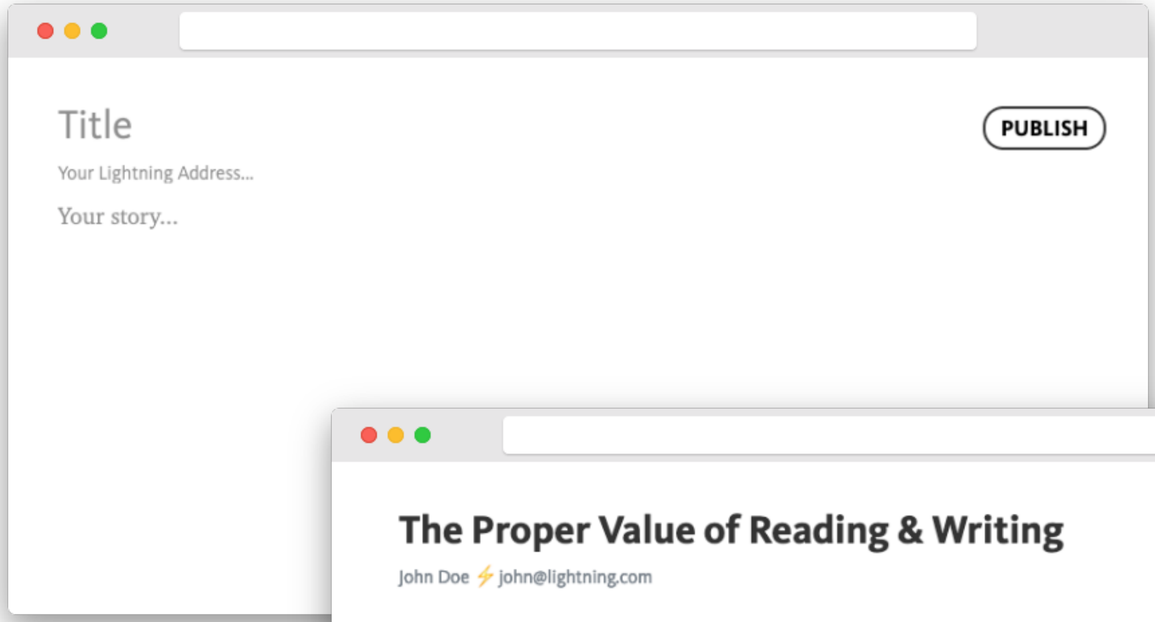
😍 500 sats

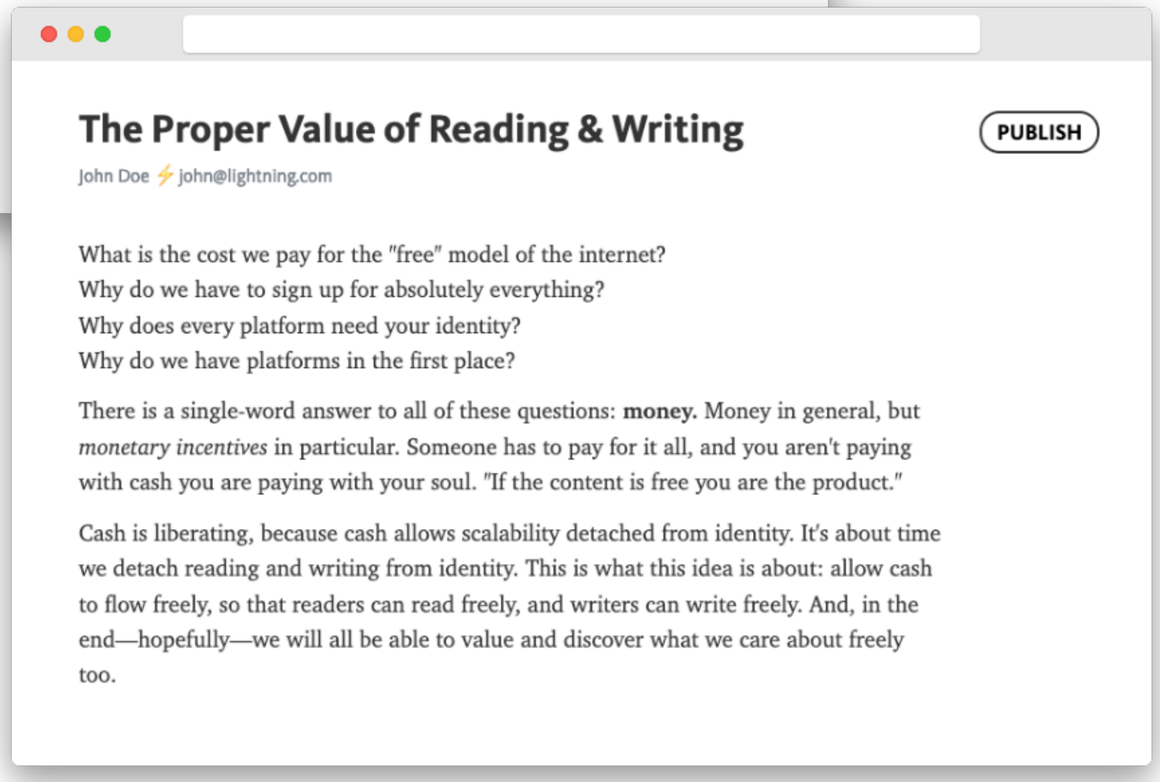
🧡 2100 sats

🚀 10,000 sats

💯 100,000 sats

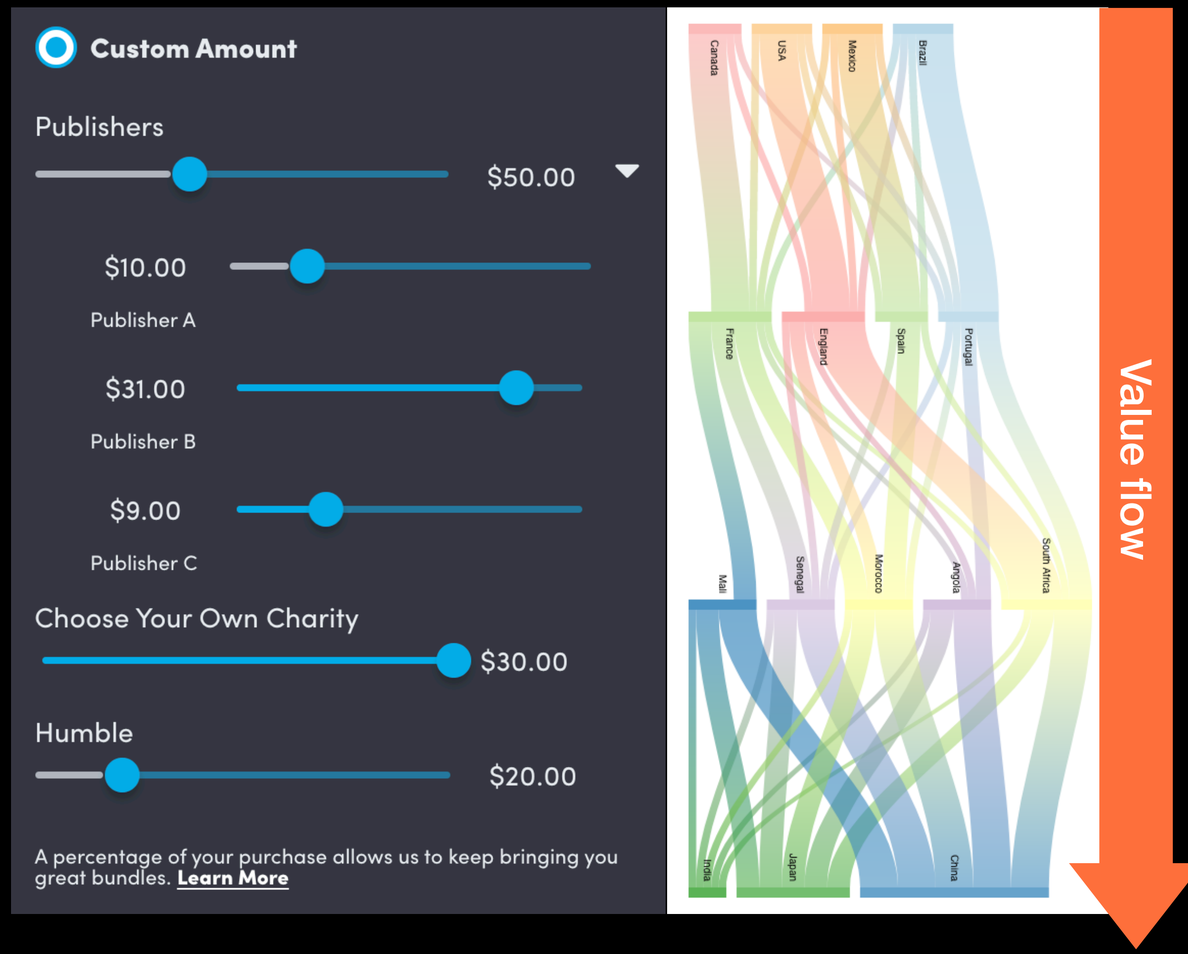

Digital Reality
Reality is that which, when you stop believing in it, doesn't go away.
Philip K. Dick
While the world of Bitcoin is a digital world, it is not a virtual world. It is not a made-up world. Yes, the rules were "made up" by Satoshi—but they are neither arbitrary nor can they be changed arbitrarily. 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 re it
might be tempting to discuss the met
question of whether numbers are rea nd
plenty of philosophical ink was spilled in
attempts to answer this question. I will refrain

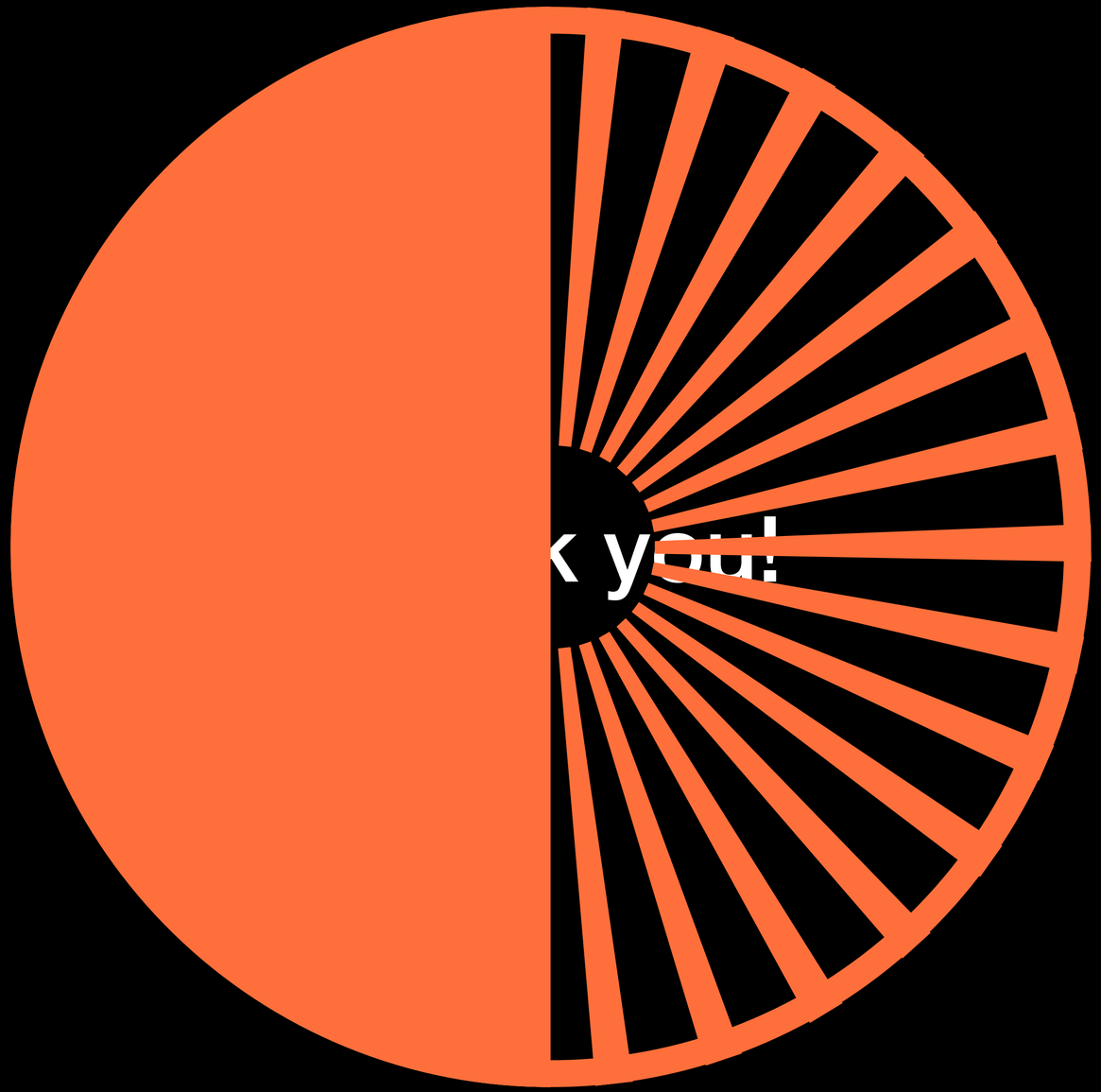

Title
PUBLISH
Your Lightning Address...
Your story...


The Proper Value of Reading & Writing
PUBLISH
John Doe ⚡ john@lightning.com
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
- Enables new business models

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