

DO WE
REALLY
WANT A
RETURN TO
NORMAL?

ISN'T IT
TIME
WE BUILD
SOMETHING
BETTER?



Upsetter

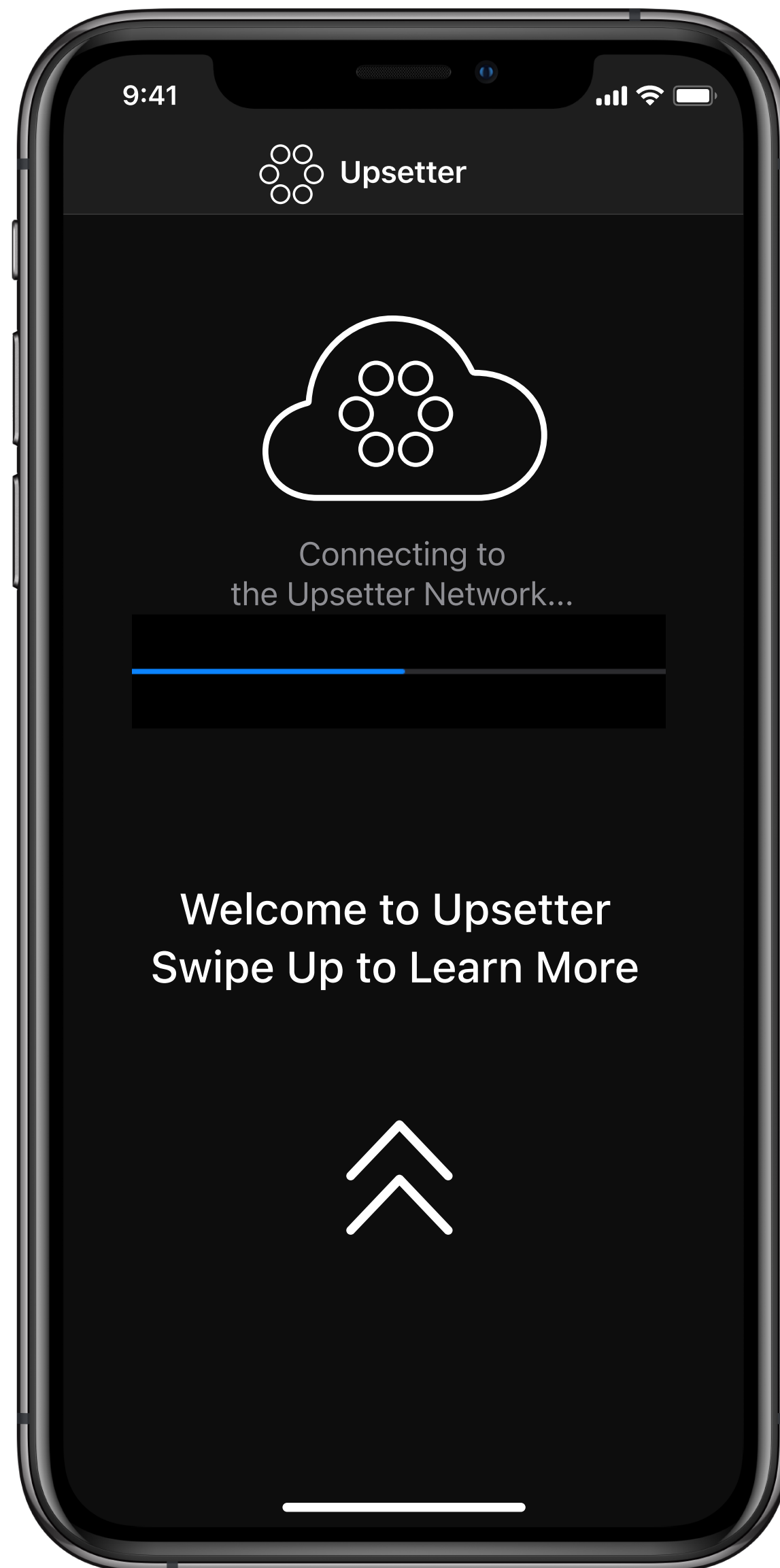
Product Overview

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

Upsetter is the name the first app to be built on the Subnet network.

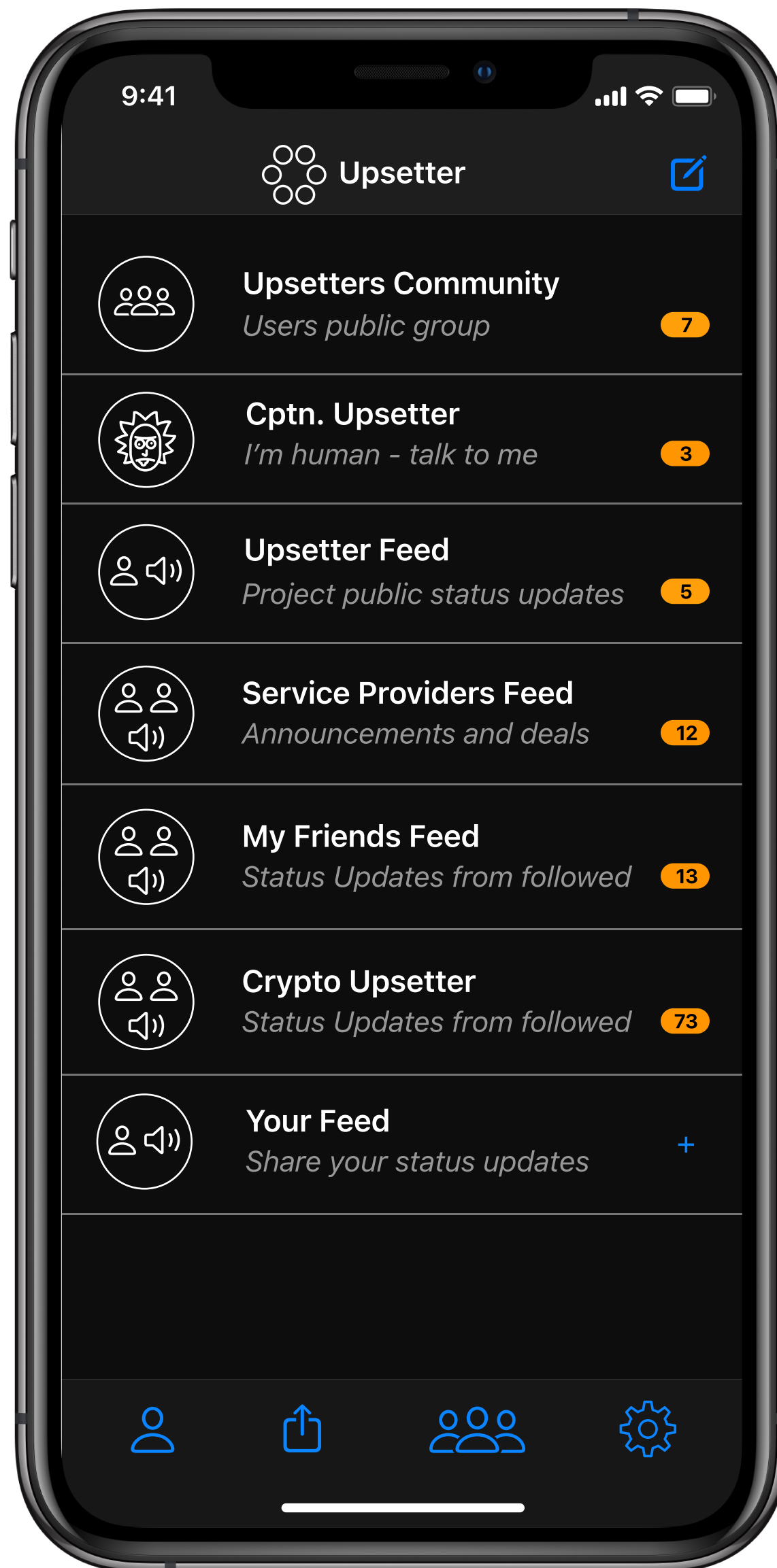
Demo





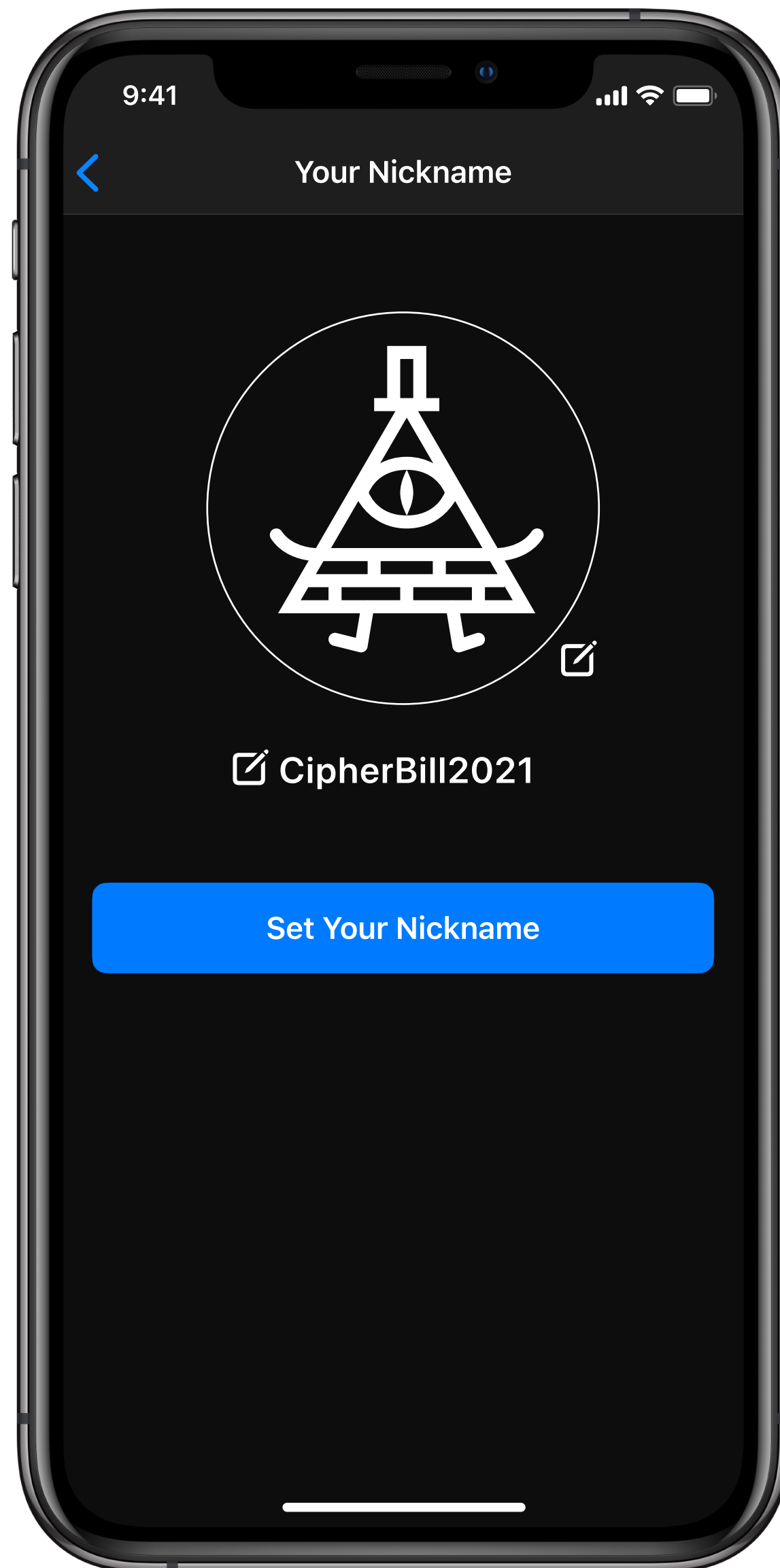
Seamless Onboarding

- No phone number or email required.
- Use free-tier service from a random provider.
- No cryptocurrency required.
- Users only pay after few months of frequent use.



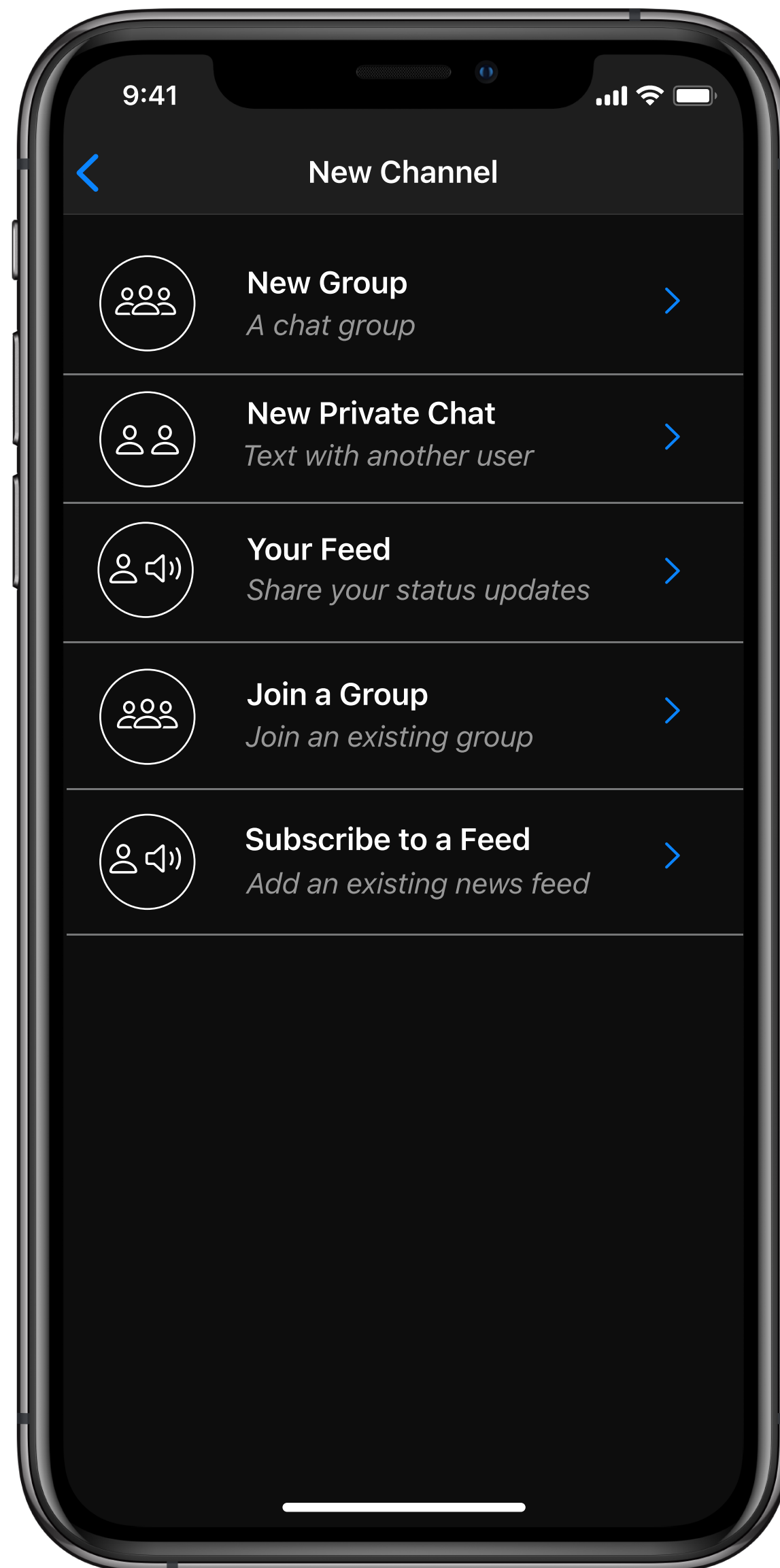
Unified Communications Experience

- Groups, Chat and Status Feeds.
- Easy to join a group, subscribe to a feed or create your own.
- Users can subscribe to multiple feeds - no need for one feed to rule them all.
- Feed can be from one source or customized to aggregate updates from multiple sources.
- Users can publish more than one feed - present different aspects of themselves to different people and social groups.



User Controlled Identity

- Personally identifiable or anonymous.
- Mobile phone number and email address are optional and not required to sign-up.



Channels

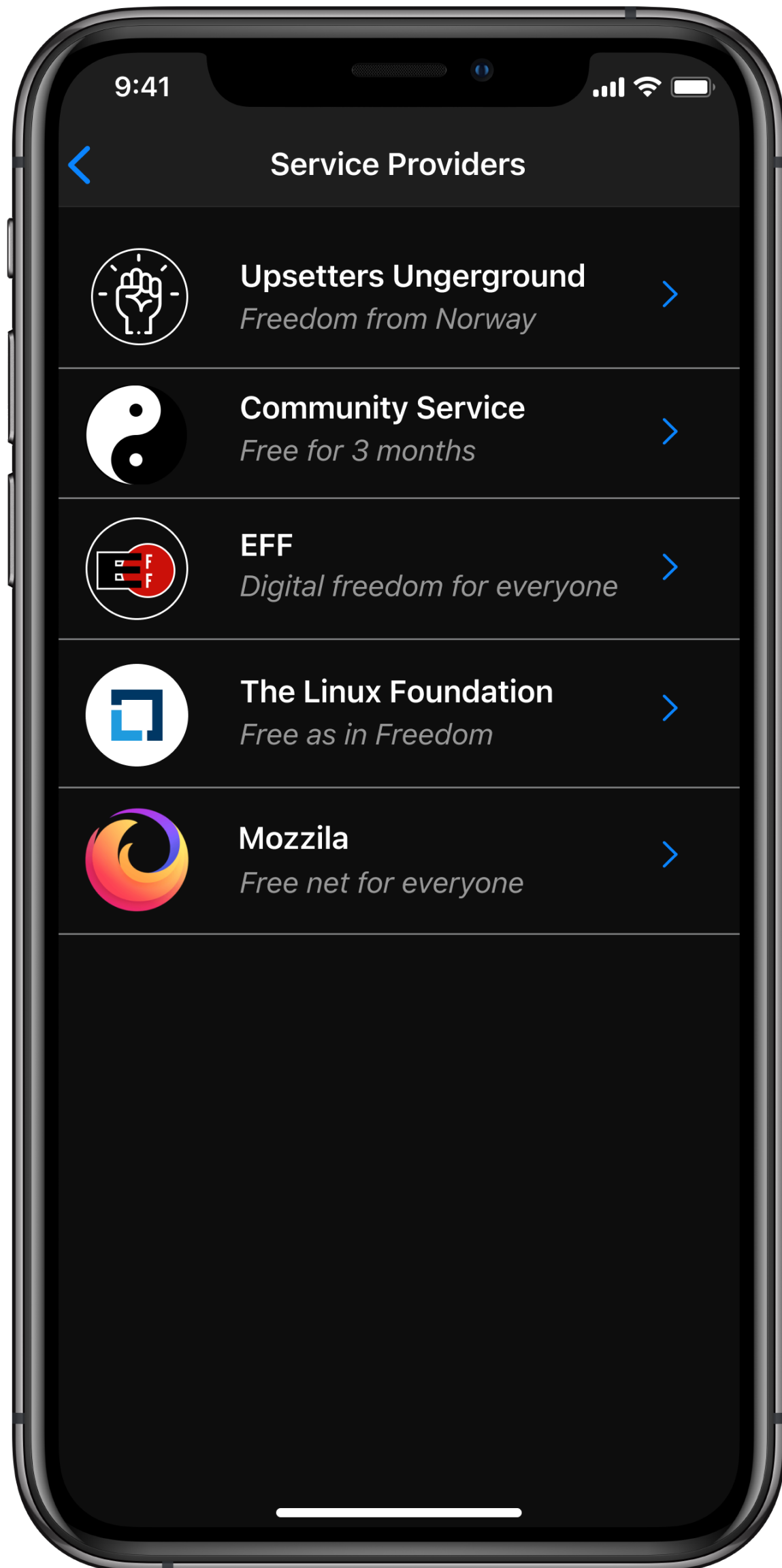
Creating a channel is easy for people who use legacy Twitter, Telegram or Facebook Groups.

Upsetter channels

1. Private Instant messaging - 1:1
2. Private group messaging - n:n
3. Public group messaging - n:world
4. Protected status updates - 1:n
5. Public status updates - 1:world
6. Multiple sources feed - n:1

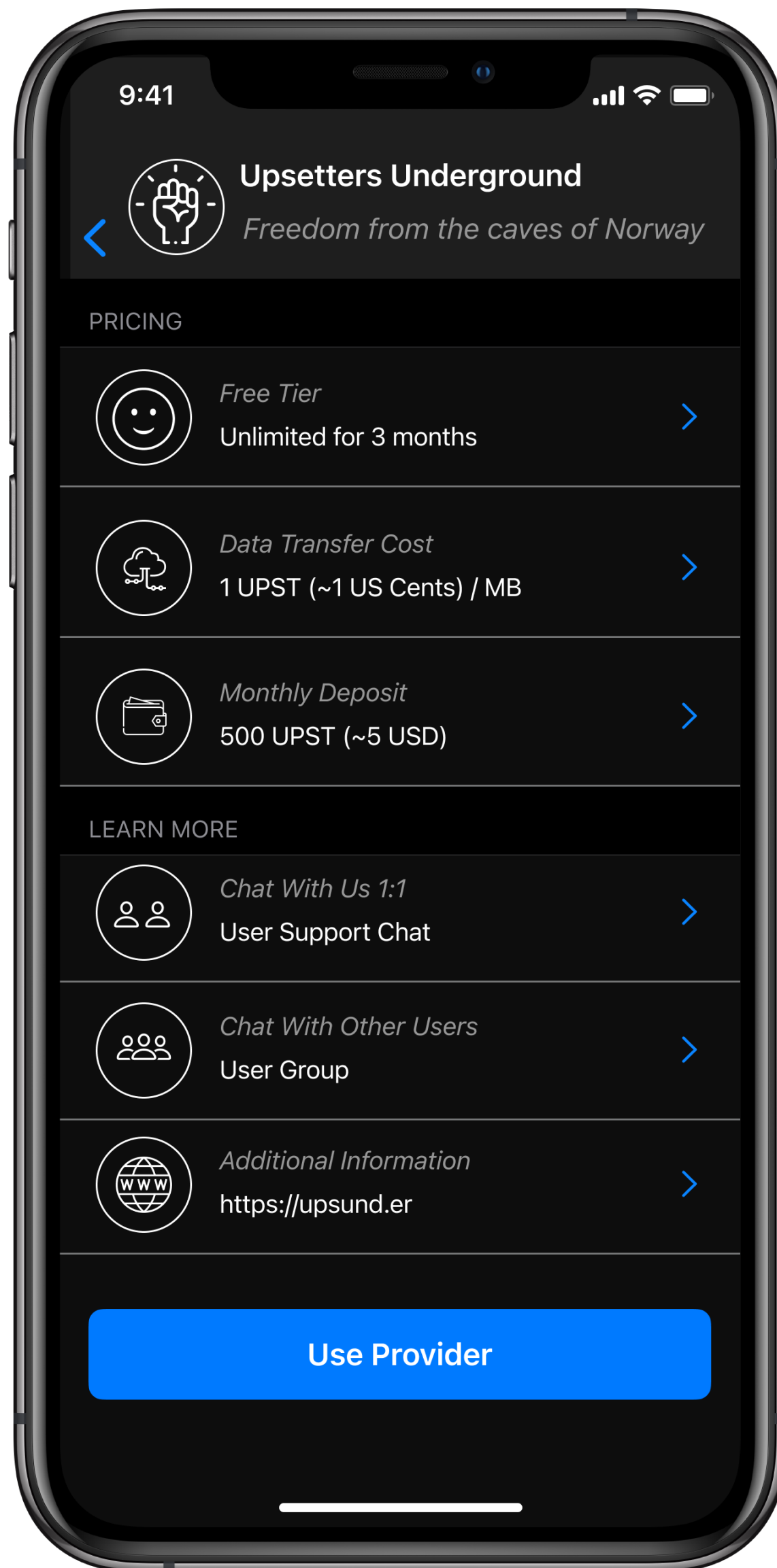
Protected channels can be free or paid to creator.

- Paid Protected status updates -> Newsletters.
- Paid private group -> Premium Groups.



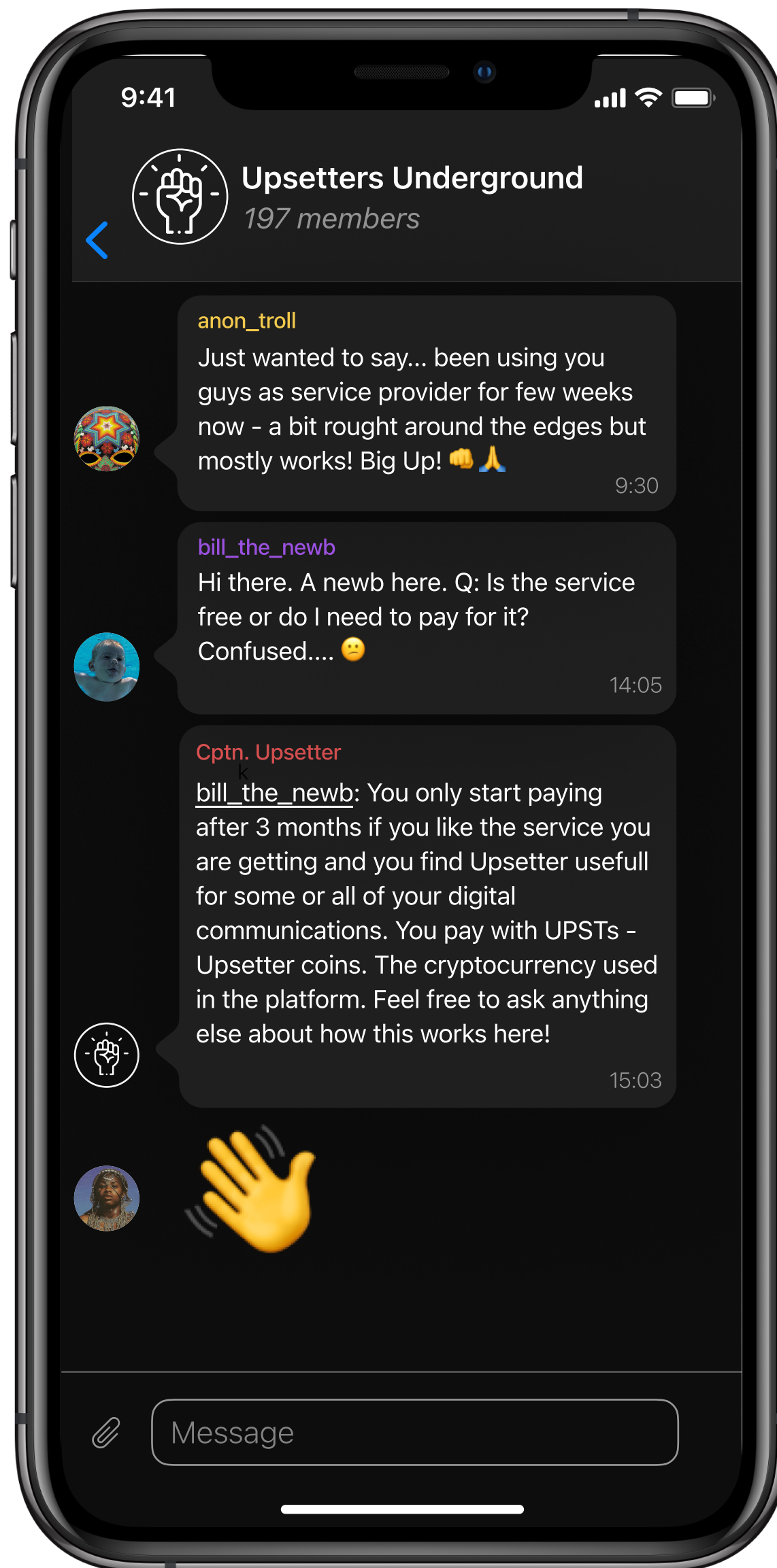
Federated Service Providers

- Upsetter works by providing a common protocol that is implemented by a federation of Service Providers from around the world.
- Users are free to choose which Service Provider to use at any time.
- Service Providers information is dynamically obtained from the network in a decentralized way.
- Service Providers provide network services to users under specific terms and compete with each other for users.
- Network services pricing is set in a free market context. The market finds the optimal price that is profitable to providers while still affordable for users. The real price of social media.



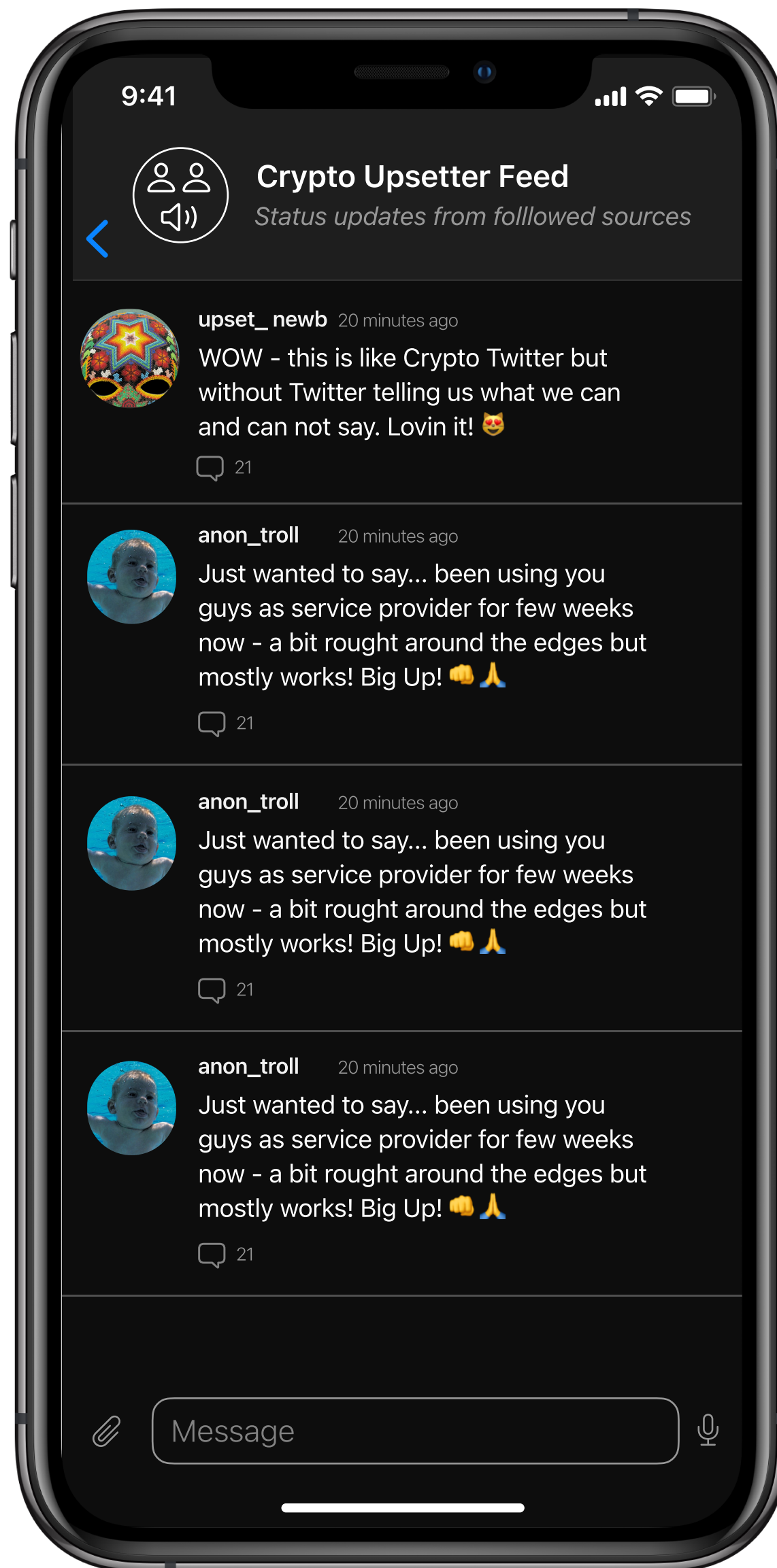
Service Providers Pricing and Community

- Each provider publishes its pricing model:
 - A free-tier period for new users.
 - Price per user data transferred (in/out) after a free period.
 - Price for storing encrypted user data (up to a ttl).
 - A small monthly deposit to enable seamless crypto accounting.
 - Optionally a fixed monthly fee service may be offered by providers.
- Provider charges users for network services based on its pricing model and is incentivized to be honest by the protocol.
- Only users who benefit from Upsetter and started to use it frequently are required to pay after the trial period ends.
- Accounting is seamless as user uses network services up to a user set maximum monthly spending budget.
- Service provider provides its users community group chat and 1:1 user support on the platform.



Group Chat

- Anyone can create a group.
- Private Group - admin must invite users to participate. Only members can view messages and post to the group.
- Public Group - anyone can view chat and join the group. Members may post to the group.
- Group creator determines admins. Admins can remove members from both public and private groups.
- Groups support self-destructing messages. They are only available for a specified amount of time after posting.



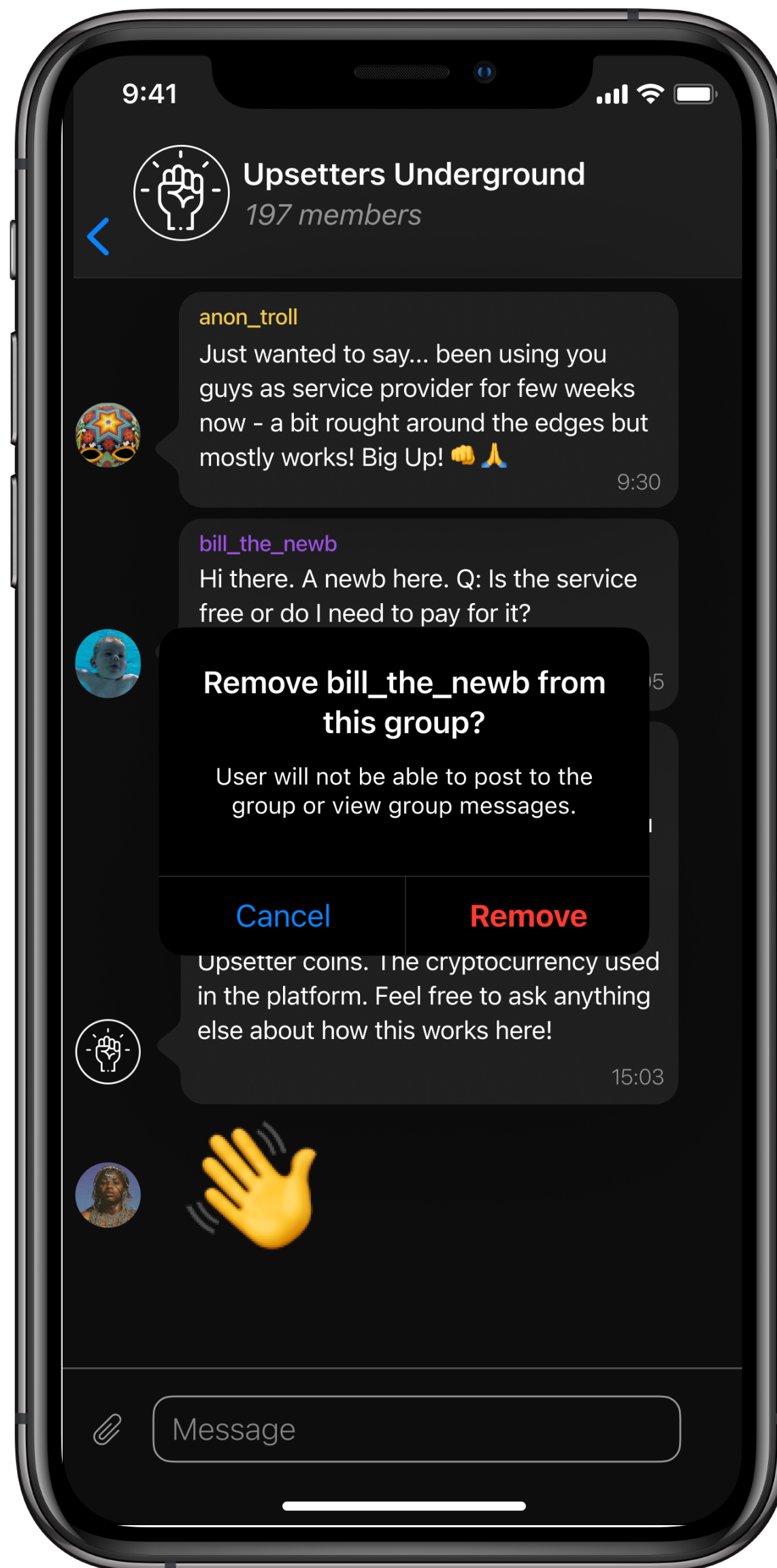
Status Updates and Feeds

- Anyone can create a status feed and post updates to it.
- Other users request to subscribe directly to these feeds.
- Feed creator must approve subscribers.
- Only subscribers can read the feeds' updates.
- Users can create multiple status feeds for different topics and for different aspects of themselves. e.g. my recommend music feed. My opinions on hardware feed. My personal musings...
- Users can create status feeds which aggregate updates from multiple sources. E.g. My Friends. My Crypto Upsetter.



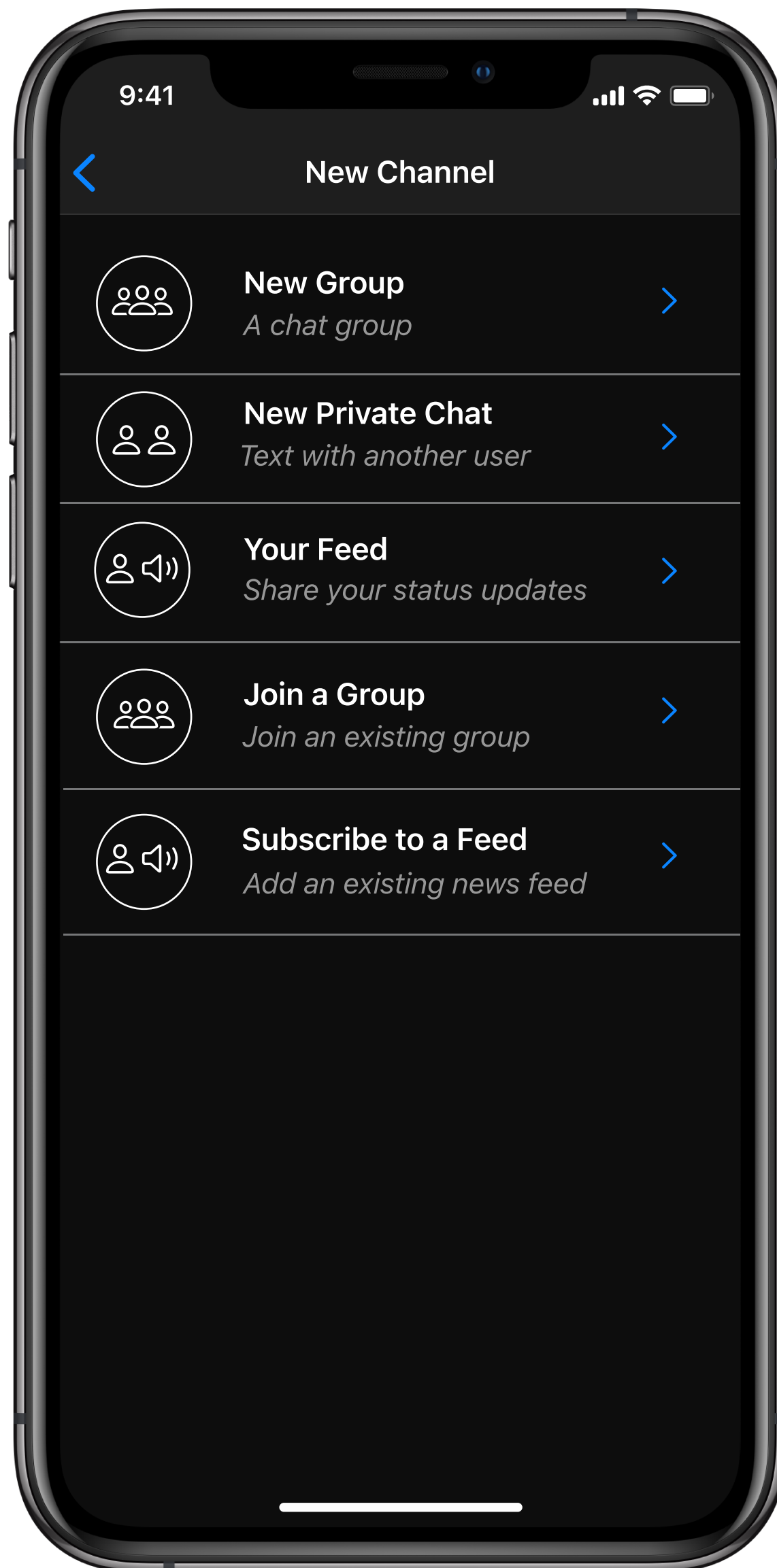
Status Feeds User Experience

- Only updates from subscribed sources appear in chronological order.
- There is no promotional updates or algorithmic sorting.
- The feed is 100% ad free.
- There is no **Like** nor **Retweet** - only **Reply** to create engaging meaningful conversations.
- Updates are judged by their content and the conversation around them, and not by vanity engagement metrics such as number of likes and retweets.
- User can only share a conversation by sharing his reply to amplify conversions.
- There is no hard limit on posts size, so users can be as expressive as they want to be, without resorting to hacks such as multiple numbered posts (Twitter threads).



What about fake or hateful content?

- Upsetter is highly-opinionated on free speech and content moderation.
- Upsetter should be 100% censorship-free and users should have full control regarding what to say, what to share, what to read.
- It is vital to have an absolute censorship-free communications tool to have free speech. Users and communities should decide what's toxic and hateful and the platform itself should be 100% neutral playing ground.
- Group admins can remove users who don't adhere to a group standards. Removed users can start their own groups and say what they want in them. Decentralized moderation at the edge of the network by community members is the key.
- Users can unfollow content sources that share what they believe is offending, hateful or toxic to stop receiving such content.
- By design, Service Providers don't have access to any content they route or store on behalf of users and can't censor or moderate users content.
- Upsetters doesn't have advertisers as main customers and revenue source so it doesn't need to promote content appealing to brands or to build a product that is designed to increase engagement by promoting rumors and angry content.



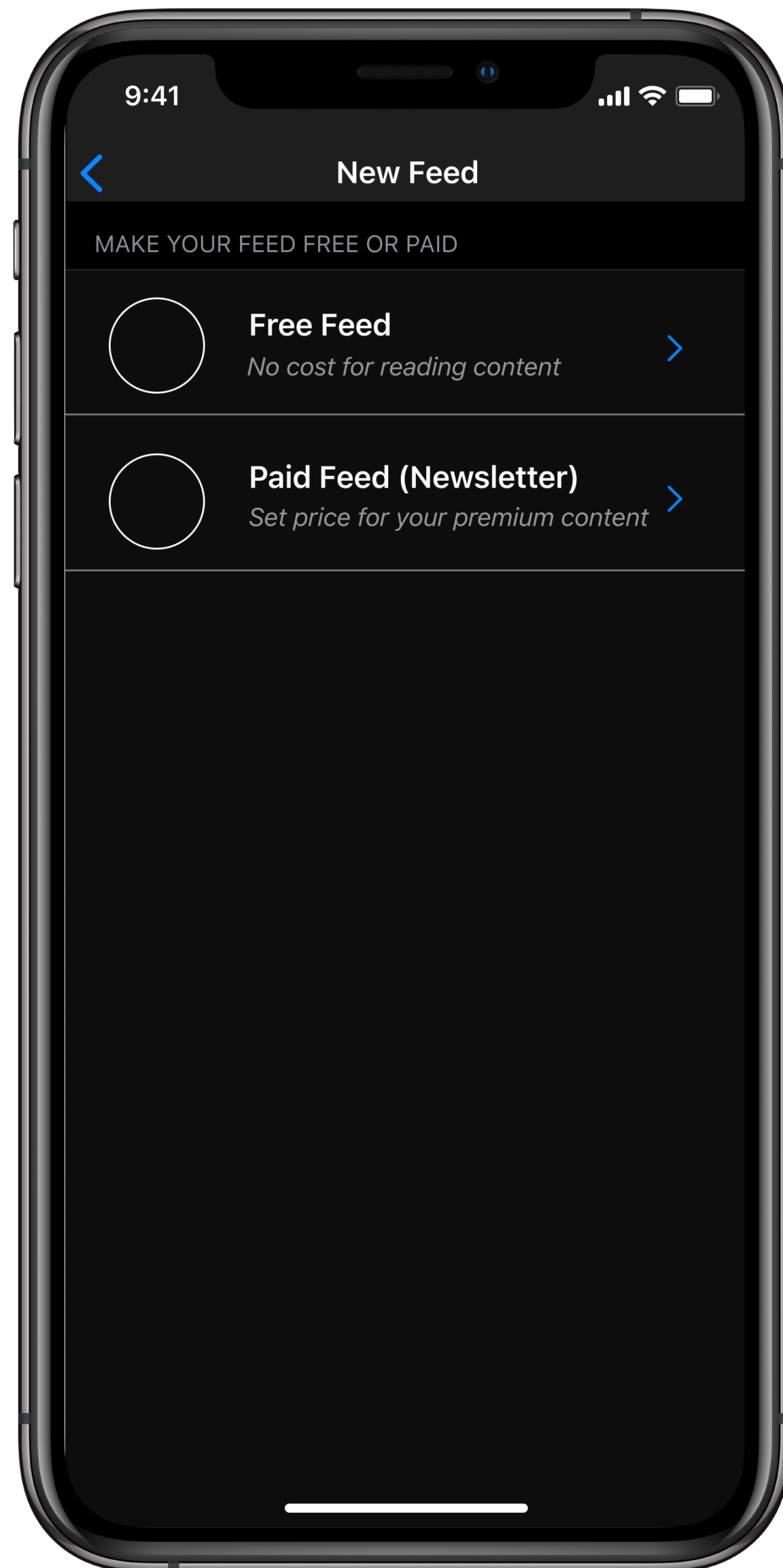
Status Updates Feeds

- Users create a new **status updates feed** which provides a context for his status updates.
- Users are not limited to creating one public or protected feed like in Twitter - they can express different aspects of themselves in different feeds. Some public, some protected, some free and some paid.
- For convenience, status updates from multiple-sources can be combined by users into topical feeds such as My Friends, My Crypto Upsetter, My Newsletters, etc...



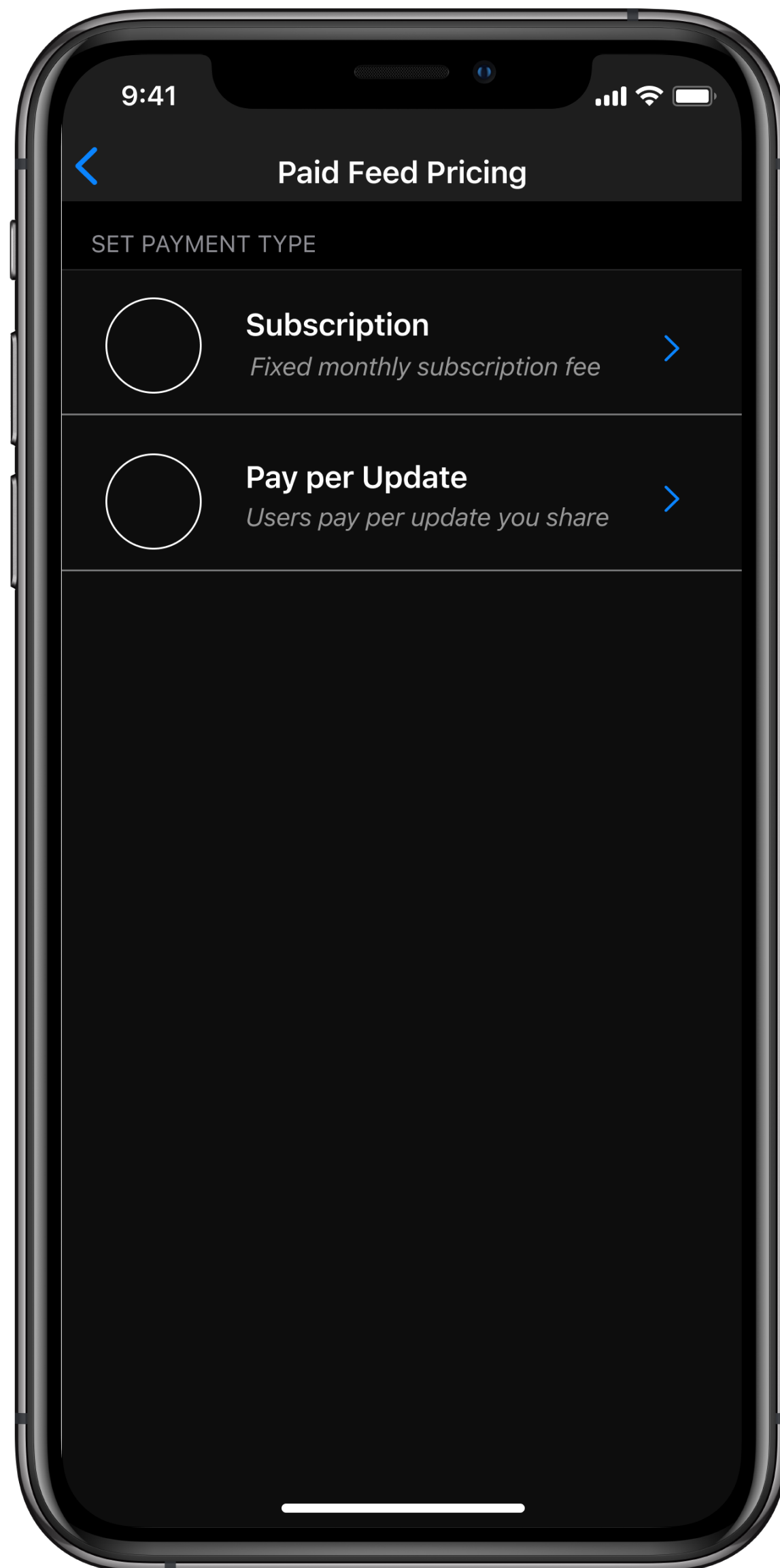
Creating a Feed

User names the feed and sets optional feed image and description.



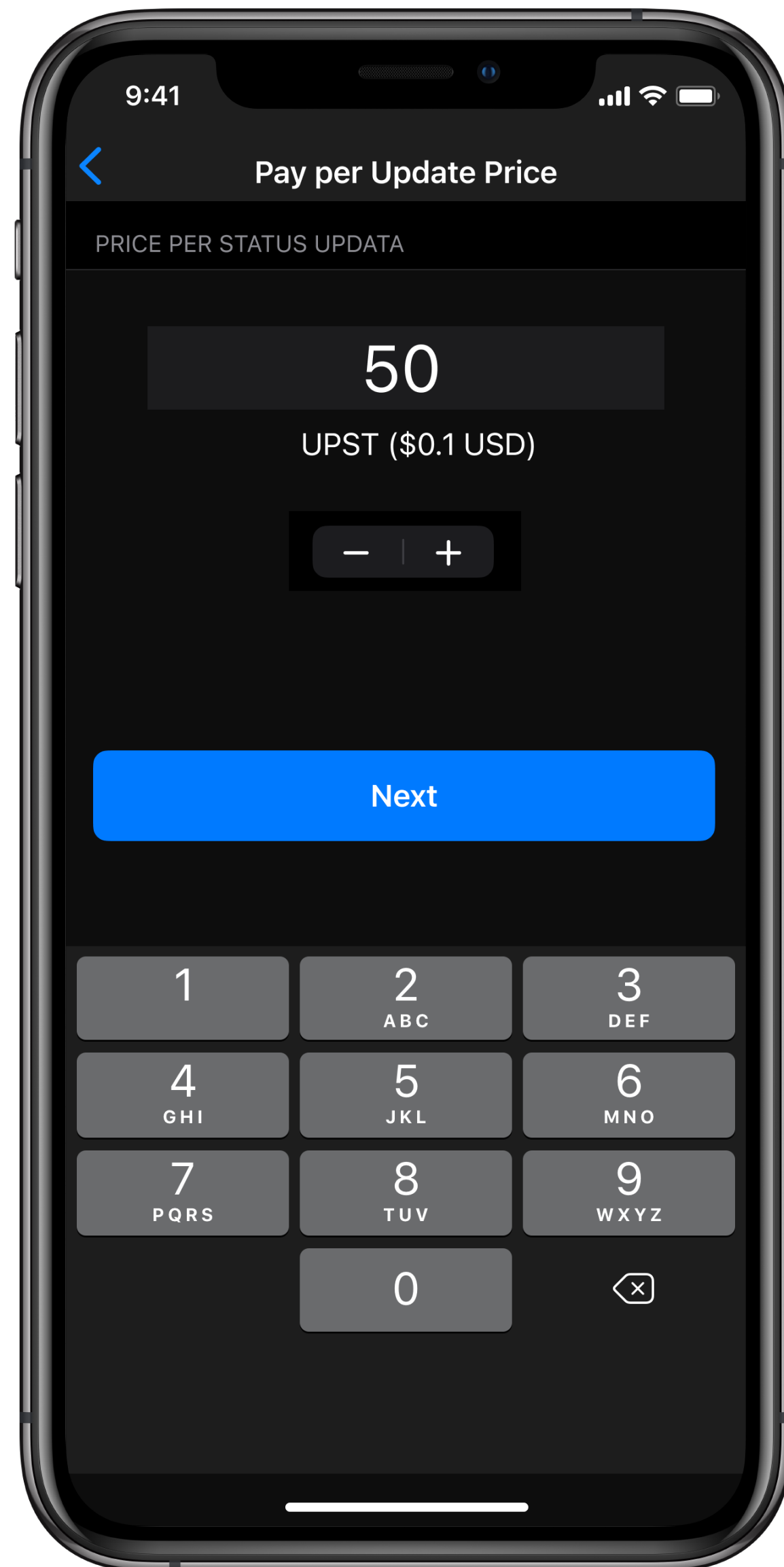
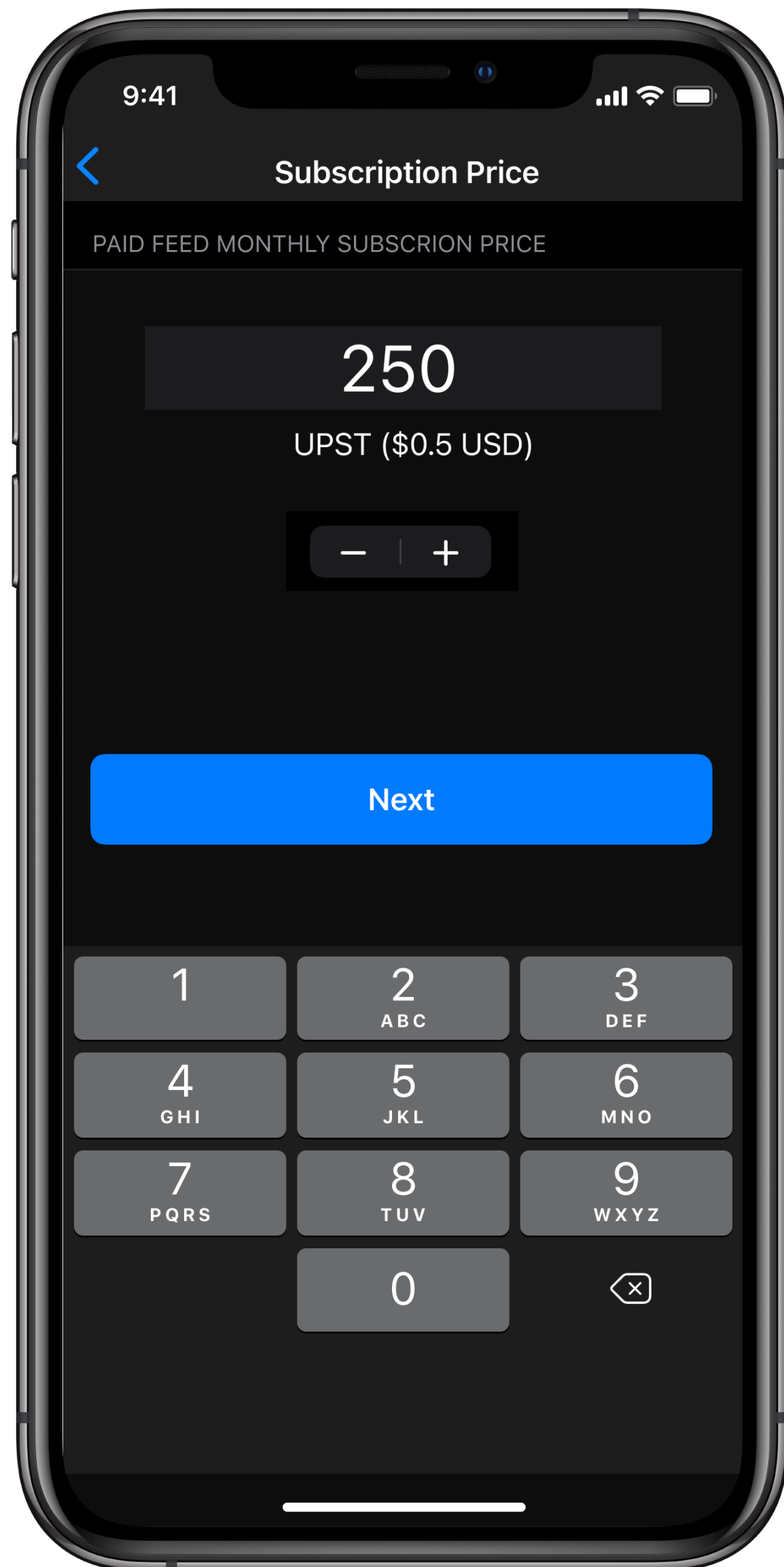
Free and Premium Feeds

- Free feed is free as in free beer to users who have access to it.
- Paid feeds are newsletters or premium status updates where content creators get compensated for the content they shared with an audience.



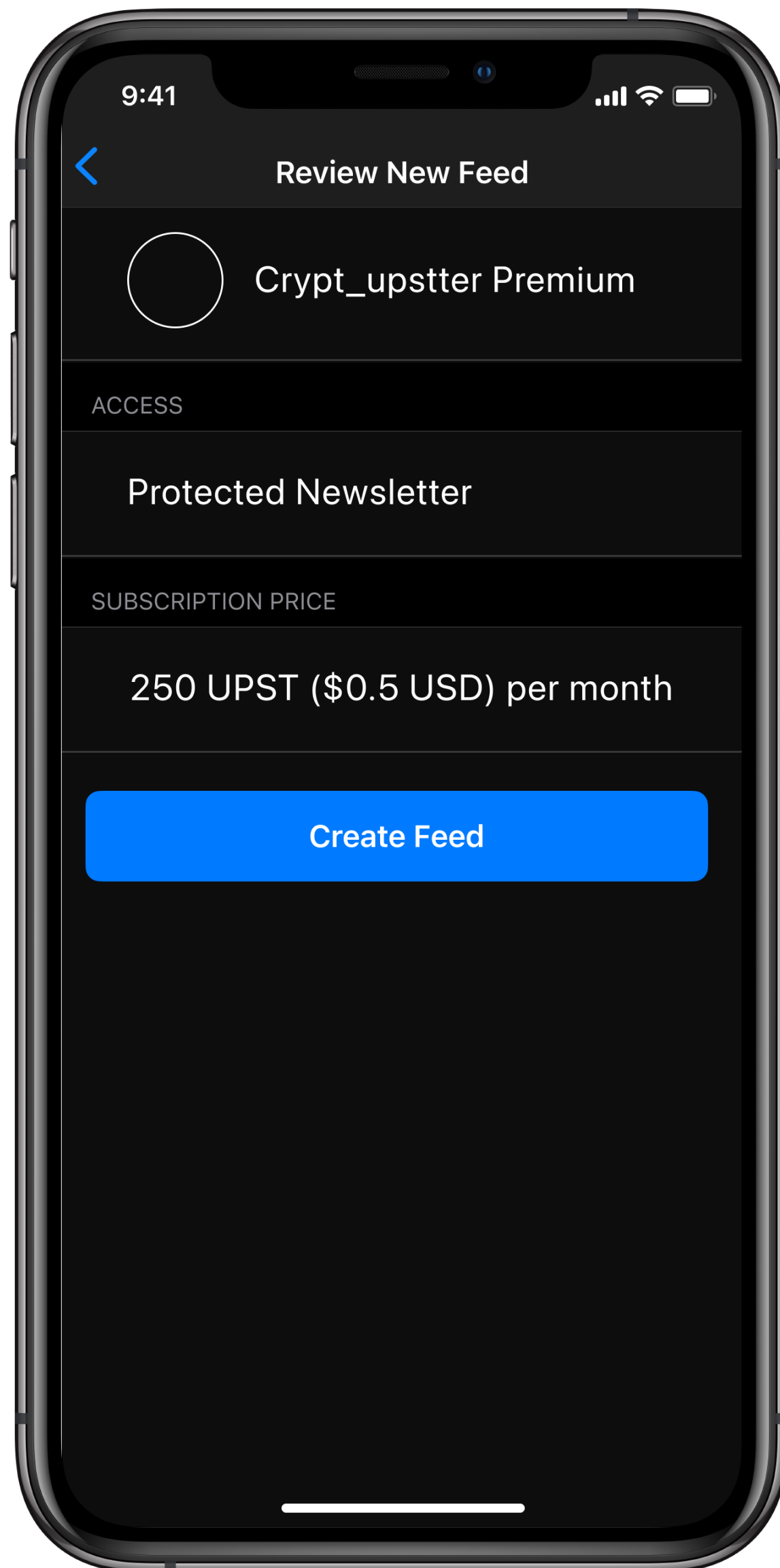
Paid Feed Pricing

- **Subscription** - a monthly fee paid by each subscriber to get the creator's content.
- **Pay per update** - a fee is paid by each reader per premium status update he read from the creator.



Nano Payments

- User of cryptocurrency enables nano-payments per content or per newsletter business model.
- There are no credit card charges per transaction.
- This will fuel creation of great digital short-form content and enable creators to get fairly compensated from their content without having to pay for any middle-man.
- Think Twitter followers to newsletter conversion today as the legacy version of this without crypto payments.
- There is no middle-man that sets content policies. Absolute free speech.
- We envision a global marketplace of any digital entity with discovery and direct payments from creator and curator to consumers.



Status Updates Summary

- Super easy to create by anyone who's familiar with today's legacy social media apps.
- Unbound expression - create any number of free or paid feeds to share content with different communities.
- Premium features to enable a whole wave of premium digital content that will supersede today's legacy non-crypto platforms.



A New Kind of Digital Identity

- Who are you is how you present yourself to yourself and to others.
- Empower people and organizations to define who they are by associating media they like, the creators they support to their Upsetter digital identities.
- Digital media is copyable without limitations at zero costs but digital ownership is scarce and real.
- A bond with creators is scarce and real.
- Blockchain technology enables digital ownership in a way that centralized platforms can not. e.g. NFTs.
- Users micro-pay for ownership of media they like and identify with - memes, visual digital art, music and short movies.
- Users earned achievements across games and online platforms.
- This is key for promoting creators and let them reach a wider audience and grow their fan-base.



Upsetter

Product Overview

Thank you!

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