



INDEPENDENT ALTERNATIVE SOCIAL MEDIA

The truth shall set us free.

The Truth should never be censored - Social Media
platforms not controlled by Big Tech & Censor Free.

DUE DILIGENCE



“THE TRUTH SHALL SET US FREE”

AS MAINSTREAM MEDIA DIES,
TRUTH GROUP AND IT’S PLATFORMS RISE

Alternate independent media and alternate social media is booming.
Every billion in market cap they lose is for the Truth Group to gain.

truthlook
.com



TruthChat



TruthTok



TruthPix



TruthTweet



TruthTube



TruthGram

truthbook
.news

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NEW PLATFORMS.

truthlook
.com

Truth Group is about to launch www.truthlook.com. A censor free search engine to go after "Duck duck go" market share, now it's considered "Duck duck gone" after it started censoring over the Ukrainian Russian issue.



TruthChat

Dump Facebook messenger and use a [truthbook.social](#) messenger app where you won't be censored for speaking the truth.

Truthchat is a messenger style app which will allow people to message each other.



TruthTok

Dump tik tok and share the truth on TruthTok.

Truthtok is about to soft launch to go after the under 30 market where Facebook is declining rapidly.



TruthPix

Dump Instagram and post the truth, uncensored.

An Instagram style social media platform.



TruthTweet

Dump Twitter and tweet the truth.

Truthtweet is about to soft launch to answer Elon Musk's question "Should there be another Twitter, considering it's censoring so much?"



TruthTube

Dump YouTube for dictating what you can and cannot watch or post. Watch the truth and post the truth on TruthTube.

TruthTube is a YouTube style video streaming platform which will not ban or censor.

truthbook
.news

Truthbook.news is a real free and independent press, one with no editorial control by the elite, but a publication that can generate critical thinkers and critical debate and hold those spreading mistruths and deliberate propaganda in mainstream media to account.

With Rumble valued at close to \$4 billion, Trump's media company at \$10 billion, even small players in independent social media platforms can achieve \$50-\$100 million USD valuations quickly and \$1 billion plus within 12-36 months or more.

Especially one riding off the growing database of a almost decade old independent media company, the Australian National Review which now has dozens of newsites and followings across alternative social media platforms.

As mainstream media dies, Truth Group and its platforms rise. Alternate independent media and alternate social media is booming - every billion in market cap they lose is for the Truth Group to gain.



A new social media platform Truthbook.social built by the people for the people, a force for good.

A new social media platform Truthbook.social, built by the people for the people, a force for good.

Powered by Australian National Review an independent, not for profit news media company, built by the people for the people, as well.

It will be censor free and privacy protected, it combines the best of You Tube Features for uploading videos, plus Telegram and Facebook type features for ease of sharing articles or content and to keep in touch with family and friends privately and securely away from the eyes of the Government Agencies.

To combat the censoring, and banning of those who speak the truth, and those who are seeking the truth, Truthbook.social will be everything Fake Book isn't.

Now, is the time in human history where the resistance fights back against Global Tyranny, and the Globalists, and their Great Reset Totalitarian Agenda. Truthbook.social and ANRSocial.com support the Great Awakening, or as we call it the Greater Reset.

Support the Resistance now and join for free, Truthbook.social, and invite your friends to discover the truth as well, and leave FakeBook, Instasham, and Screwtube, behind.

Be a force for good in the world.

Let the Great Awakening spread, and the Greater Reset, as we defeat the Globalists by speaking the truth, and sharing the truth, censor free.

Endorsed and supported by our independent media Global Partners and the following Not for Profit Organisations, all who support the Great Awakening and oppose the Billionaire Globalists "Great Reset Totalitarian Agenda".



We also encourage our readers to support these organisations:



TRUTHBOOK FEATURES.

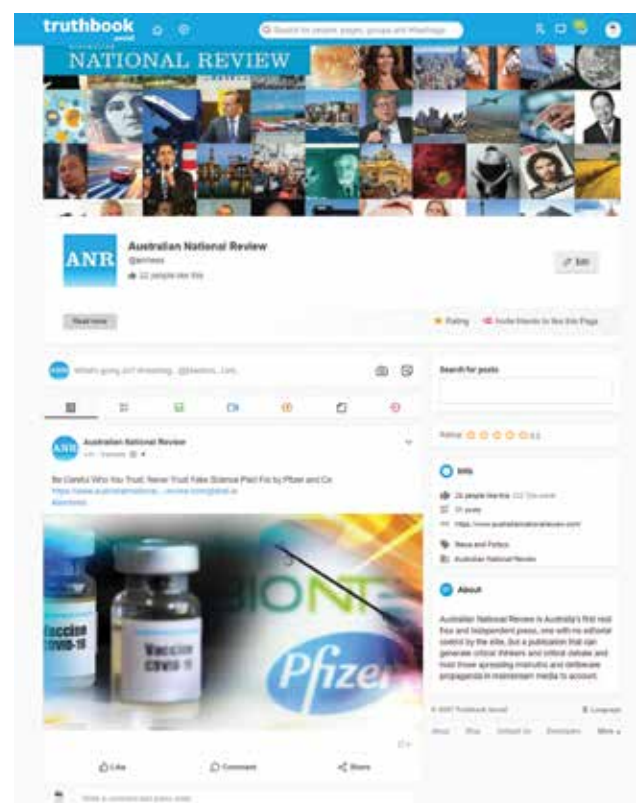
Truthbook.social is a lot like Facebook in regards to its social networking layout. It has been utilised as a platform for some time in testing before it was officially launched and is continuing to improve rapidly.

Common Social Networking Features in Truthbook.social:

- Truthbook.social supports most common social networking
- News feed, user profiles, friend system, follow-unfollow system, notifications
- Post status updates, photos, Youtube & Vimeo Videos, Soundcloud music
- Like, dislike and comment on posts. Also add replies to comments
- Add checkins and activities
- Live chat with friends, including video calls
- Share posts of your friends
- Pages & Groups system Truthbook.social supports some extra features like Dislike button, adding replies to comments, sending files in private messages, playing flash games.

Special Features in Truthbook.social:

- In addition to common social networking features,
- Truthbook.social supports video calls
- Truthbook.social offers monetization options - Pro features, page and posts promotion
- It also supports some other languages such as Russian, Hebrew and Arabic.



TRUTHBOOK STATISTICS.

Truthbook.social has grown significantly within less than 20 weeks since its new platform soft launched just before Xmas 2021. The dashboard below shows over 30,000 users have joined in this short amount of time.

With the IOS app and Android app soon to be promoted, user growth is expected to grow substantially.



**Total users: (78.9% via the website, 16.1% IOS App and 5% by the Android App.) **Statistics as at May 31st 2022.*



TRUTHGROUP'S PATHWAY TO UNICORN STATUS.

(\$1 billion USD valuation) in 5 years or less

The reason Elon Musk wants to pay \$44 billion for Twitter is supposedly to make it censor free. Plus he believes he can increase its value even further.

The TruthGroup believes it can achieve a censor free platform or platforms, for a fraction of the outlay Musk is offering of \$44 billion.

Admittedly it may not achieve multi billion dollar valuations, at least not straight away, but just a \$100 million valuation would make early investors very rich, not to mention a \$1 billion valuation within 5 years.

Rumble raised \$400 million USD last year, and is valued at \$3-4 billion today.

And many of you have probably never heard of it yet. (A YouTube alternative).

Trumps TruthSocial has a \$10 billion valuation and is only just launching.

TruthGroup is being realistic, and are happy to get to just a \$50-\$100 million valuation within 24 months, and \$1 billion valuation within 5 years.

To achieve that, if we base it on Facebook's figures, that each user is worth about \$158 USD per person.

TruthGroup will sell subscriptions also which Musk wants to do for Twitter, to not just rely on advertising so each user could be worth in fact more, and unlike Facebook, TruthGroup could monetise from its early stages and in fact already has paying subscribers by default, and many users are happy to donate to TruthGroup to help fund its growth as it already has tens of thousands of raving fans. The same couldn't be said of Facebook.

Pathway to a \$1 billion valuation.

100,000 users by \$158 USD per user is worth thus \$15.8 million USD.

1 million users being \$158 million USD valuation.

6 million users, being the Unicorn Status of \$1 billion USD approximately (\$948 million USD to be precise).

TruthGroup soft launched just one of its platforms 150 days ago, ie. www.truthbook.social and has approximately 35,000 users, and 100,000 posts already.

It is expected to reach 50,000 users within several months, by \$158 per user is \$7.9 million USD, not to mention its other platforms and assets.

As the marketing soon starts, and key influencers are brought on board for payments, or equity, then it's expected to grow to at least 100,000 plus users by end of 2022 calendar year.

This would be a \$15.8 million USD valuation for just one of its platforms and just one of its assets.

However, the TruthGroup is launching every major style platform soon, which can fuel user growth further.

A Twitter alternative is already taking on users it is called www.truthtweet.social, an Instagram alternative called www.Truthpix.social and a Tik Tok alternative in www.truthtok.live.

It already has its own censor free search engine, soft launched in www.truthlook.com (worth \$182 per user USD to Google), and its own YouTube alternative in www.TruthTube.video, and as mentioned, its own Twitter style platform in www.truthtweet.social.

As we know Elon Musk is prepared to pay \$44 billion for Twitter, yet Truthtweet can already do censor free tweets, 1000 characters verse 240 on Twitter and has an edit button. And has no "woke" employees, whose ideology is anti profit and mass censorship.

The TruthGroup, is also acquiring 25% of TruthCoin.social, a cryptocurrency listing under its TruthPay brand which it is acquiring at 10% of its June 30 list price making \$18 million USD in paper profits (and TruthPay is new planned Stripe competitor soon to launch) this lists June 30 at market price of \$0.20 cents or \$80 million USD.

25% holding will be valued at \$20 million USD alone.

The growing demand for censor free social media platforms should not be underestimated.

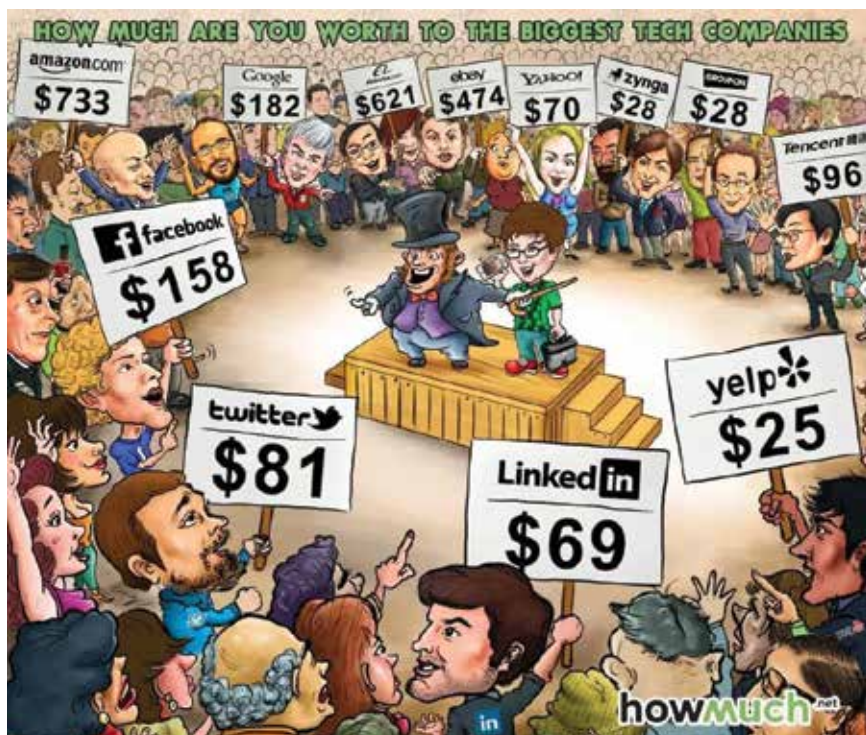
Facebook has already lost hundreds of billions in market cap largely from censoring users who are now dumping it in droves.

How much of these billions do alternate censor free social media companies wish to collect?

The TruthGroup is positioned to take a slice of this market and growing organically even before its official launch.

You are worth \$182 to Google, \$158 to Facebook and \$733 to Amazon!

Arkenea | By Nidhi Shah



Did you ever imagine how much would you (as a user) be worth to some of the companies whose products you use on a regular basis? How much does Facebook, Google, Twitter or LinkedIn value you in dollar terms, whether you're a product manager or a nurse practitioner?

The folks at cost information website, How Much, have broken down what each one user using the services of these companies is worth to that company in their latest article, which we've summarized below for your convenience.

They calculated this by taking the number of active users and dividing that number by the company's market capitalization – the number of shares multiplied by the price of each share.

#1 Google's each user is worth \$182



The web giant, Google has a market cap of \$364 billion and 2 billion active users. But Google generates 90% of their revenue from advertising.

#2 Facebook's each user is worth \$158



The social network giant, Facebook has a market cap of \$227 billion and 1.4 billion users – which makes you worth a whopping \$158.

#3 Twitter's each user is worth \$81

That blue birdie is more than 140 characters. Twitter has a market cap of \$24 billion with a user base of 302 million.

#4 LinkedIn's each user is worth \$69

With a market cap of \$24 billion and 364 million users, every job aspirant and professional adds \$69 to LinkedIn.

#5 Yahoo's each user is worth \$70

This news site cum online gaming platform cum search engine cum email service (etc.) has a market cap of \$42 billion with 600 millions users who are worth \$70.

#6 Amazon's each user is worth \$733



Jaw dropped! Yes, that's how much you are worth to the eCommerce company. Amazon has a market cap at \$198 billion, but it's active user count is only 270 million, that's why the user worth is too high.

#7 Ebay's each user is worth \$474

The buy-sell bidding auction mogul has a market cap of \$71 billion with 152 million users. People giving eBay various cuts of their payments is another source of income for this e-commerce giant.

#8 Alibaba's each user is worth \$621



Next time you shop at this Chinese e-commerce company you will recall your 3-digit value to the company. Alibaba has a market cap of \$217 billion with 350 million users.

#9 Yelp's each user is worth \$25

The online business directory makes most of their money by selling ads to businesses. So, users valued each at \$25 – isn't very surprising. The company has a market cap of \$3 billion with 142 million users.

#10 Groupon's each user is worth \$28

The online coupon app startup has a market cap of \$4 billion with 160 million users. Now you know what they get in return when they offer you those deep discounts on a product or a service.

#11 Zynga's each user is worth \$28

The social gaming company sits at the bottom, with a market cap of \$2.7 billion (lowest the list), and a shrinking user base of 100 million – which makes a user's value of \$28.

Source: <https://arkenea.com/blog/big-tech-companies-user-worth/>

Global Interest in Facebook Declines by 87% in the last 10 years: REPORT

Insider Paper | Saman Iqbal | March 21, 2022



The search volume for the term “Facebook” has dropped by 87% in the last decade.

The waning interest in global Facebook searches is being attributed to the app’s audience’s ageing, growing disinterest in the social media site, and the TikTok boom, according to Banklesstimes.com.

Several market studies have revealed that Facebook is unable to attract users under the age of 30.

Despite rebranding to Meta, the social media site is losing traction among adolescent and young adult users in its key markets. According to the report,

the number of daily users fell from 1.93 billion in Q3 2021 to 1.929 billion in Q4.

This is being exacerbated as new competitors enter the market.

In February, Meta CEO Mark Zuckerberg blamed the company’s loss of users on the TikTok craze, which is currently dominating the short-form user-generated video market.

Although Meta, which also owns Instagram and WhatsApp, has been offering Reels on the photo and video sharing app, they have not yet reached TikTok’s engagement levels, according to the report.

According to Zuckerberg, the company is working on launching a short video product to compete with TikTok.

According to the report, Apple’s “app-tracking transparency” feature, introduced in 2021 with version 14.5 of its iOS mobile operating system, is exacerbating Facebook’s woes.

Apps are expected to obtain explicit consent from iPhone users for user-level and device ID-based monitoring.

Despite the fact that several users have declined to share this information collectively, the development has shaken Facebook advertisers who rely on social networks to sustain their businesses, according to the report.

Several advertisers have shifted away from Facebook, and TikTok is gaining popularity because it is less expensive per 1,000 impressions.

As a result, Facebook has lost \$10 billion in ad revenue. This equates to nearly 9% of the company’s revenue in 2021. This is significant because it accounts for a quarter of the company’s total annual profit, according to the report.

Facebook’s user numbers shrunk for the first time in its history

Insider | Isobel Asher Hamilton | February 3, 2022



- Facebook lost roughly 1 million daily active users between Q3 and Q4 of 2021, according to its earnings report.

- This is the first time it has ever reported a decline in user numbers.

- Stock in its parent company Meta plummeted 22% in premarket trading following its Q4 earnings.

Facebook’s user numbers declined for the first time in its history last quarter.

Facebook’s parent company Meta reported daily active user numbers of 1.929 billion over the last three months of 2021. In Q3 of 2021, it reported an average of 1.93 billion active users. This means it lost roughly 1 million users over that period.

Facebook stock plunged 22% in premarket trading following its Q4 earnings.

CEO Mark Zuckerberg said in the company’s earnings call that the company’s social-media business is facing stiff competition.

“People have a lot of choices for how they want to spend their time and apps like TikTok are growing very quickly,” Zuckerberg said.

He added the company will be focusing on Reels, its short-form video feature on Instagram which closely resembles TikTok.

Meta had a tumultuous end to 2021. Whistleblower Frances Haugen testified to lawmakers in the US and abroad saying the company consistently puts profit above the safety of its users.

The company also launched a huge rebrand, changing its corporate name from Facebook to Meta and announcing it would focus on the so-called “metaverse,” rather than just social media.

Meta’s Q4 earnings revealed the company’s metaverse business reported an operating loss of \$10 billion.

Elon Musk Uses Twitter to Suggest He Wants an Alternative to Twitter

InsideHook | Kirk Miller | March 28, 2022



The Tesla CEO cites “free speech” concerns in recent tweets and suggests a new platform is needed.

Elon Musk went on Twitter recently to complain about Twitter — and later suggested it might be time for an alternative to the social media platform.

On Friday, the Tesla founder posted a poll on Twitter. “Free speech is essential to a functioning democracy,” he wrote. “Do you believe Twitter rigorously adheres to this principle?”

He also suggested that “the consequences of the poll will be important,” and given his prior history, Musk may actually mean what he says — after all, it was a Twitter poll in November that convinced him to sell some Tesla shares. Unsurprisingly, his fan base overwhelmingly (70%) voted no.



He followed up on Saturday with another tweet, wondering, “Is a new platform needed?”



Musk has every right to build a social platform to his liking, but there’s some intellectual dishonesty here that goes beyond the framing of his original question. Musk’s issues with Twitter are often his own fault, and really stem more from his company role and tweets he puts that run afoul of the U.S. Securities and Exchange Commission — his own platform isn’t going to stop any investigation into securities fraud.

The most “liked” response to Musk’s poll arrived via machine learning engineer Pranay Pathole, who suggested a social media platform that utilized an open-source algorithm, featured an emphasis on free speech and offered up, somehow, a place where “propaganda is minimal.”



All of this conveniently ignores the obvious: Twitter is a private company, and it can dictate terms of service. Meanwhile, a “free speech” platform, as defined by several users in this Twitter thread, appears to be some sort of weird anything-goes arena where hate speech and misinformation are tolerated.

As well, social media alternatives already exist — see Gab, Truth Social, etc. — and they end up having their own restrictive terms of service (and even banning members) while becoming, essentially, political echo chambers.

Even something less political like the 12-year old Diaspora, which promises a “nonprofit, user-owned, distributed social network,” has yet to make waves ... and even they still tout the ability of “cross-posting to external services (such as Twitter).”

They also once had an issue with ISIS making posts after the group was banned from more mainstream social networks, so, again, be careful what you wish for.

There are arguments to be made here: Maybe we do need a better and more transparent way for social media companies to determine what is acceptable on their platforms, or we’d all like to know how their algorithms work.

But Musk certainly knows he’s limiting his audience reach if he decides to go outside of Twitter’s realm, where a random poll he puts up on a Friday garners over two million votes.

ABOUT TRUTH COIN.



"Truth Coin" will be listed on selected crypto exchanges in late May 2022 to help the growth of alternate social media by not just being its payment system but to attract more users to its platforms. A platform that's free from Globalists control, and not censored like big tech is. It will not support the Great Reset Agenda or the vaccine digital passport which is heavily reliant on people utilising Globalist Platforms like Facebook etc.

This enables everyone to support and benefit from building a better world, by the people for the people, a force for good. You can donate now to these projects and receive, "Truth Coin" as a free bonus and the opportunity to potentially profit.

We have partnered with Bitcoin 2.0 to utilise their management and skill and many of their advisors. Truth Coin is a large supporter of independent media and "Take back Our World" objectives.

About Truth Coin

Truthcoin was started to become not just a Global Payment system, but to be Truthbook's currency like Facebook has Libra, but also to help support the growth of Truthbook.social to compete against the large multi billion dollar competitors.

Due to its support of Global Independent Media, it will not only access larger and larger audiences as they continue to desert mainstream media in droves, but it will help the sharing of independent news from our Independent News Partners to a wider audience.

Truth coin will enable us all to share the truth via Truthbook.social.

Let's enable the truth to set us free from the Globalists "Great Reset totalitarian Agenda" and help usher in the "Great Awakening".

Help support the growth of truthbook.social

Help support various initiatives, including being used as a currency for Truthbook.social's marketplace and as a advertising or subscription payment not just across its network, but across independent media and supportive of the alternative eco system opposed to the "Great Reset".

ROAD MAP.

22Q1

- Launch of Truthbook.Social's new platform and uptake of users.
- Launch of donations raised to help support Truthcoin and its initiatives.
- \$50 USD offer for all new users that join, plus user rewards program.
- Delete Facebook campaign launches.
- Test Truthbook.Social upgrade offers to monetise platform from day 1.

22Q2

- Pre ICO Raise for listing by late May on Coinbits, Adbitz and Bitxchange.
- Launch of Truthcoin Wallet.
- Truthbook.com a Censor free search engine, to soft launch.
- Truthtok app to launch, to have a censor free tik tok app.
- Truthchat to launch, to have a censor free messenger style app.
- Launch advertising on Truthbook.Social.

22Q3

- Drive user growth across Truth assets, to drive up Truthcoin wallet user uptakes, and users of Truthcoin.
- Allow payment of advertising and market place with Truthcoin across Truth Group platforms and merchants.

22Q4

- Continue to grow user growth across all its media partner platforms and censor free social media networks, to drive Truthcoin usage and wallet downloads.
- Uptake of more merchants.

TAKING BACK OUR WORLD.

"Truth Coin" will have a growing ecosystem of many organisations not only being funded by it, but utilising it as a global payment system free from the Central Bankers control.



WORLD SOLUTIONS FOUNDATION

World Solutions Foundation is a foundation committed to aiding to put an end to the world's most dire situations and help other charities succeed in helping the world - To be a force for good in the world & to provide global & national solutions!

We currently are urgently raising money to fight the 'Great Reset' Agenda and Bill Gates De Population agenda with the falsified pandemic and bs 19 vaxx.

A big part of World Solutions Foundation is to expose and stop the damaging effect and the threat to humanity this powerful foundation poses to the world.

We also need to raise millions to fight against the 'Globalists Billionaire Socialists Totalitarian' agenda.

The foundation is also committed to helping end child sex trafficking and supports endeavours such as Operation Railway Underground.

The Foundation will also focus on exposing the Rockefeller Foundation role behind hijacking Western medicine for profit making agendas that has created a "sickness system from cradle to grave" verses a "wellness system".

It will help educate and expose both its and the Gates Foundation's role in pushing a deadly vaccine agenda for profits and Global Health Control verse for Public Health Benefit.

It also has supported Virgin Charities headed up by Billionaire Sir Richard Branson who has been a guest speaker at 21st Century University Events partly funded by World Solutions Foundation (WSF).

It is also a supporter to the 'Basket Brigade' an initiative by Anthony Robbins to feed millions per year and support the less privileged.

WSF supports those injured by vaccines to advocate for vaccine safety and expose the fraud within the vaccine industry.

Other charities and activism WSF supports include:

- 21st Century Australia movement
- The early stage investor in Bitcoin and Bitcoin 2.0

To help decentralise money to remove the power of the "Central Bankers" from manipulating and skimming the financial system to their paymasters benefits.

www.worldsolutionsfoundation.com



GLOBAL ECONOMIC FORUM

Global Economic Forum was founded by the people for the people. A not for profit foundation to compete against the corrupted world economic forum that's pushing the deadly and dangerous totalitarian "Great Reset" by pushing the Covid fraud and its deadly agendas.

Supporting the "Great Awakening" not the "Great Reset", it aims to empower a whole New World Initiative of businesses and ecosystems for those entrepreneurs and global citizens that refuse to accept or participate in the Covid fraud.

It will support new institutions and new opportunities and new systems to support a new world initiative for the people by the people.

globaleconomicforum.org



GLOBAL HEALTH ORGANISATION

The Global Health Organisation was created to deliver the world real public health policies.

Ones free of the bias and influence of large Pharmaceutical companies and the dangerous agendas pushed by individuals such as Bill Gates the largest donor to the World Health Organisation.

ghorganisation.com



GLOBAL INDEPENDENT MEDIA ORGANISATION

The Global Independent Media Organisation was established to help overcome the stranglehold mainstream media has had over the official narrative and its dangerous levels of influence it has over world events.

gimorganisation.com



GLOBAL ENTERTAINMENT INITIATIVE

The Global Entertainment Initiative was founded to create an industry by the people for the people, to entertain and educate, that's a "force for good".

Covering acting, music, comedy and the arts, this New World Initiative recognises the importance these industries play in a healthy functioning society to add massive value and contribute to society's well being.

We also recognise the existing Hollywood and music industry and comedy and arts has been infiltrated by the "satanic culture" pushed by the Globalists, particularly in Hollywood.

This new industry will welcome those who no longer wish to participate in satanic worshipping of the existing entertainment industry, and brand new talent that wish to have a successful career, without having to participate in perverse satanic rituals often forced upon rising talent in Hollywood and the music industry now.

A new Global Entertainment Initiative that supports the continuing evolution of humanity and is a "force for good" in the world.

globalentertainmentinitiative.com



AUSTRALIAN NATIONAL REVIEW

AUSTRALIAN NATIONAL REVIEW

Australian National Review is Australia's first real free and independent press, one with no editorial control by the elite, but a publication that can generate critical thinkers and critical debate and hold those spreading mistruths and deliberate propaganda in mainstream media to account.

News with a difference that is educational, compelling and create a platform for political and social change in this country and address the real issues facing this country and the world.

The publication's purpose is to be a "force for good and a platform for much needed change and to generate critical debate".

Our readers have an interest in independent news, recognise mainstream media lies often. They are upwardly mobile and many invest in real Estate, stocks and have businesses.

ANR is a not-for-profit organisation that relies on sponsors and donations however, the ANR Global News Network will be a for profit news network in order to provide a return for investment capital required to fund such a 24 hour news channel.

www.australiannationalreview.com

- ANR is a not-for-profit organisation
- ANR Daily News emails are currently sent to over 150,000 readers
- Telegram threads of over 60,000 across its news sites
- It's grown from approximately 500,000 readers per month across its news sites to an average of 1.5-2 million with highs of up to 2.85 million per month
- Many articles are also shared across platforms such as Telegram
- It also attracts a lot of viewers across platforms for its Political commentary shows and often censored off Tik Tok etc but not before some videos reach hundreds of thousands of views within days or weeks
- With a joint venture with social media platform, Truthbook.social it is expected to grow its reach to Global Audiences
- Over a dozen National news sites and Global news sites plus Independent Media Partners
- ANR's readers in the past used to be a majority Australian, but as it's grown to many ex pat readers Globally it now has more Global Readers from the Us, Canada, India, Europe, Africa and South America. This gives it Global Reach and includes many high networth readers.
- ANR advertising emails can also be sent to other databases it owns of 85,000, including stock traders and property investors from wealth magazine subscribers within the group
- ANR is now solely online
- ANR is an independent media organisation
- ANR is free from commercial bias



ANR Global TV

ANR TV is the Netflix of 24 hour independent news, by subscribing, you can help defeat mainstream media. Our independent news is free from editorial control by the elite and will encourage critical debate and hold those spreading mistruths and deliberate propaganda in mainstream media to account.

The network first launched the 'McIntyre Report' hosted by the ANR Founder, Jamie McIntyre. The show is a Sky News style political commentary show featuring guests.

Jamie McIntyre's videos without any marketing get close to 2 million viewers a month and he has a large following from his career as an educator and has interviewed and hosted the likes of Arnold Schwarzenegger, Sir Richard Branson and others on his stages. A gifted communicator, he also has been involved in Australian politics.

We will expand to other hosts, some who already create content and can professionally produce shows from \$500 per hour. The cost of launching a news standard show and a network has never been lower thanks to technology and home studios.

The shows produce 10-12 hours of content per day with 3-4 hours being of news content, the remainder of political and business opinion shows and also on the politics of health.

Mainstream media has been effectively hijacked by extreme left wing media with few right wing media outlets.

Some media outlets skew information, such as reporting news in a way that conflicts with standards of professional journalism or promoting a political agenda through entertainment media.

The concentration of most media has fallen into less than half a dozen major companies' hands, meaning a lack of independence and diversity.

There is bias in reporting to favor the corporate owners, and mainstream bias, a tendency of the media to focus on certain "hot" stories and ignore news of more substance.

The solution is to have more independent media outlets, free from bias, telling the truth and defending our democratic way of life.

The Australian National Review's independence means we can set our own agenda and voice our own opinions. Our journalism is free from commercial and political bias – never influenced by billionaire owners or shareholders.

The world needs:

- A news network that doesn't succumb to censoring or pushing the agendas of the elite.
- A news network using citizen journalism
- A network for the people by the people

www.austliannationalreview.com/subscriptions





What is Cardano?

Cardano is a blockchain platform for changemakers, innovators, and visionaries, with the tools and technologies required to create possibility for the many, as well as the few, and bring about positive global change.

Cardano is a proof-of-stake blockchain platform: the first to be founded on peer-reviewed research and developed through evidence-based methods. It combines pioneering technologies to provide unparalleled security and sustainability to decentralized applications, systems, and societies.

Cardano is considered the biggest proof of stake cryptocurrency in 2021.

It can facilitate peer-to-peer transactions with its internal cryptocurrency, Ada. It uses design principles intended to improve upon issues faced by other cryptocurrencies, such as scalability, interoperability, and regulatory compliance.

With a leading team of engineers, Cardano exists to redistribute power from unaccountable structures to the margins – to individuals – and be an enabling force for positive change and progress.

Benefits

Cardano uses a proof-of-stake protocol named Ouroboros in contrast to Bitcoin and Ethereum which use proof-of-work protocols. Proof-of-stake blockchains use significantly less energy than proof-of-work chains.

Cardano restores trust to global systems – creating, through science, a more secure, transparent, and sustainable foundation for individuals to transact and exchange, systems to govern, and enterprises to grow.

Cardano's identity management application can be used to streamline and simplify processes that require the collection of data from multiple sources.

Cardano's traceability application can be used to track and audit a product's manufacturing processes from provenance to finished goods and, potentially, eliminate the market for counterfeit goods.

Cardano securely facilitates transactions using Ada – an internal cryptocurrency which allows any user, located anywhere in the world to use Ada as a secure exchange of value – without requiring a third party to mediate the exchange.



What is Ada?

Ada is a digital currency named after Ada Lovelace, a 19th-century mathematician who is recognized as the first computer programmer.

Ada allows any user, located anywhere in the world, to use it as a secure exchange of value – without requiring a third party to mediate the exchange. Every transaction is permanently, securely, and transparently recorded on the Cardano blockchain.

Every Ada holder also holds a stake in the Cardano network. Ada stored in a wallet can be delegated to a stake pool to earn rewards – to participate in the successful running of the network – or pledged to a stake pool to increase the pool's likelihood of receiving rewards. In time, Ada will also be usable for a variety of applications and services on the Cardano platform.

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Purpose

Cardano began with a vision of a world without intermediaries, in which power is not controlled by an accountable few, but by the empowered many. In this world, individuals have control over their data and how they interact and transact. Businesses have the opportunity to grow independent of monopolistic and bureaucratic power structures. Societies are able to pursue true democracy: self-governing, fair, and accountable. It is a world made possible by Cardano.

EXCHANGES.



Azbit Crypto Exchange

Azbit is a cryptocurrency exchange that offers the latest and most innovative features in the market. The platform supports margin and algorithm trading. It also offers social copy trading, allowing you to use the strategies of whales. The platform also boasts an efficient portfolio management tool and a multi-cryptocurrency wallet.

Launched on 28 Dec 2019, Azbit is a centralized exchange registered in Seychelles. The core services are spot trading, staking, initial exchange offerings, OTC, and free listing services for a wide range of promising cryptocurrency projects.

It is backed by Roger Ver, who is a Azbit ICO Advisor, Bitcoin.com founder and Creator of BitcoinCash.

Azbit Token (AZS) is the Azbit's native token. AZS is an Ethereum based ERC20 token. AZS is a security token and can be used by investors to receive dividends from the platform.

On 13 February 2021, Azbit had 8,629 users and that their 24 hour trading volume at that time was USD 13.4 million. On 2 December 2021, the 24-hour trading volume, according to Coinmarketcap was USD 240.6 million - a substantial increase.

Azbit, although currently only usable on desktop, will soon be available as mobile applications for both Android and iPhone users.



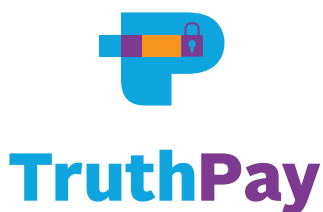
Coinsbit

Coinsbit is a new trading platform that provides businesses and individual traders with low commissions, multi-support, strong security and open API. Coinsbit has entered the top largest exchanges in the ranking of CoinMarketCap and CoinGecko. User protection is highly regarded, Coinsbit's security department works every day to improve and develop the security of the platform to ensure users feel comfortable and safe. The latest security systems and firewalls, storing assets in cold wallets and painstaking work allows them the right to be called a truly safe exchange.

Source: <https://coinsbit.io/about-us>



TRUTHPAY APP.



Why TruthPay?

TruthGroup set to launch its TruthPay app similar to Stripe's payment system, which is valued at \$95 billion. TruthPay is set to list on mid tier crypto exchanges June 30 as part of Truthcoin.

The payment industry is huge, as proven by PayPal's success years ago which helped springboard Elon Musk into millionaire status and now TruthPay will be like Stripe and charge similar fees.

However, TruthPay sees a vast growing market from both reliable merchants that big banks shun merchant facilities to, plus a new emerging ecosystem that suffers or will suffer from the wokeism cancel culture, being largely conservatives or the freedom movement.

As censoring of free speech continues it will begin to target merchants who speak out about the WEF Great Reset agenda and oppose it.

We estimate at least 30% of the population will never agree to the Globalists Great Reset agenda plus third world emerging nations, leaving a massive market for TruthPay to offer its payment app to on a global scale.



What is Stripe?

Millions of businesses of all sizes – from startups to large enterprises – use Stripe's software and APIs to accept payments, send payouts, and manage their businesses online.

Stripe brings together everything that's required to build websites and apps that accept payments and send payouts globally. Stripe's products power payments for online and in-person retailers, subscriptions businesses, software platforms and marketplaces, and everything in between.

Stripe also helps companies beat fraud, send invoices, issue virtual and physical cards, get financing, manage business spend, and more.

For ambitious companies around the world, Stripe makes moving money as simple, borderless and programmable as the rest of the internet. Our teams are based in dozens of offices around the world, and we process hundreds of billions of dollars each year for startups to large enterprises.

TRUTHMED STANDS FOR TRUTH IN MEDICINE.



TruthMed

TruthMed is a new division in the TruthGroup set to launch and stands for the truth in medicine.

As we've seen with the massive Covid fraud, the medical industry, thanks largely to Anthony Fauci and Bill Gates and their fellow vaccine cronies, has become one of the most fraudulent industries on the planet.

It is, and has used Global Public Health, as a way to funnel hundreds of billions from taxpayers around the world, into their pockets and the pockets of big Pharma.

Effectively creating a Medical Industrial Complex that has no bounds. By it working with intelligence agencies, and large groups, funded by the likes of the Rockefeller foundation, and Gates and Fauci's control of Us Government Medical Agencies.

They have been able to hype, and rebrand influenza into a supposed Global Pandemic, fooling billions, and rape and pillage country after countries health budgets for their greedy financial gains, and cause unnecessary deaths from deadly and dangerous Covid 19 vaccines, banned effective treatments such as ivermectin and hydroxy chloroquine.

They also fraudulently had approvals for treatments like Remdesivir, a banned Ebola drug, that kills patients in 6-10 days added as a Covid treatment despite knowing it kills fast. But one needs deaths to pull off a falsified pandemic that even in Gates words recently "has a low fatality rate much like a flu and seems to only afflict the elderly".

Those starting this several years ago were called "conspiracy theorists", yet once again were correct. This fraudulent medical industrial complex's only defence appears to be "it's a conspiracy theory" when anyone raised valid questions or highlights what is blindingly obvious to anyone that refused to swallow the "Kool aid".

TruthMed will save lives by being an educational resource app, that helps people stay healthy and reduce the deadly side effects and adverse reactions of the Covid vaccines.

Plus it will partner and collaborate with leading Global independent Doctors and Scientists who are helping save those suffering adverse reactions to the Covid 19 vaccines, or spike protein infections which the unvaccinated can suffer from being around the vaccinated.

Sadly as billions have been vaccinated globally with a rushed to market, Phase 3 experimental drug that's knowingly killing millions already, and injured tens of millions, the demand for knowledge and treatments to save the vaccinated will become a multi billion industry.

TruthMed plans to assist in helping as many as possible to help save humanity from what it believes will be the "greatest humanitarian disaster humans have to date faced - Covid 19 adverse reactions".

'World-class' Stripe is coming after the big banks

Financial Review | James Eyers | June 17, 2021



Online payments giant Stripe detailed aggressive growth plans in Australia and Asia, including expanding its face-to-face transaction offering as it seeks to take control of the merchant payment relationships traditionally the domain of large banks.

Stripe launched in Australia in 2014 but gained momentum last year when tens of thousands of customers joined it during the pandemic as more commerce shifted online.

It is a partner of Afterpay and counts local tech leaders Atlassian and Airtasker as customers. Its desire to grow in Australia, including supplying small merchants with handheld devices, points to challenges for banks defending business customer relationships against big players from Silicon Valley.

"This year we will continue expanding our terminal rollout in Australia and Singapore," Stripe business lead in the APAC region, Noah Pepper, said during a global company webinar on Thursday.

Founded a decade ago by two brothers from Limerick in Ireland, Stripe connects companies and merchants to payments infrastructure. CEO Patrick Collison, described as a "world-class" operator by venture capitalist Mark Carnegie, said on Thursday that e-commerce volumes had jumped ahead five years during COVID-19.

"And even as economies open up again, things aren't going back to where they were. New demographics have come online, and they are not going back".

Another offshore unicorn, Adyen, operates in a similar area and is also pushing into Australia, signing up big players in the fast-food industry from the banks. PayPal's Braintree is also active in the area. While the big banks maintain the largest share of the "merchant acquiring" market, they have struggled to keep pace with new technology.

Stripe, which counts former Bank of England governor Mark Carney as a director, also has its eye on lending.

It offers working capital to merchants in some countries – something Square now offers in Australia, after its physical payment devices gained traction among small businesses. Commonwealth Bank has been forced to respond to deepen its e-commerce credentials, including a partnership with BigCommerce.

IPO candidate

Globally, Stripe processes internet payments for more than 1 million businesses and helps build payment functionality on apps. Amazon, Shopify, Doordash, Slack, Zoom and Reddit are all customers. It has 4000 employees and conducts local acquiring functions in 47 countries.

A candidate for an initial public offering on US markets over the coming years, Stripe was valued at \$US95 billion (\$125 billion) in a Series H funding round in March – up by three times in less than a year. It is the most highly valued venture-backed private company in the US, according to a profile published on Crunchbase on April 20.

Stripe generated \$US7.4 billion in revenue last year, according to a report in The Wall Street Journal. It processed more payments last year than the entire e-commerce universe a decade ago when the company was founded. Shareholders include Shopify (one of its largest customers), Sequoia and Silver Lake. PayPal co-founders Elon Musk and Peter Thiel were seed investors.

The Economist reported in March that Stripe's competitors could come from big tech firms beefing up their own payment apps or large retailers like Walmart and Target who are building their own acquirers and wallets.

Mr Collison said on Thursday that Stripe is more reliable than bank payment infrastructure. The company had a global 99.999 per cent "up-time" over the Black Friday and Cyber Monday retail period. It employs 100 engineers to work on security, and shipped 20 software upgrades in the past year, including adding buy now, pay later providers Afterpay and Klarna to its out-of-the-box checkout software, to help customers boost conversion.

At the recent stockbrokers association conference in Sydney, Mr Carnegie described Stripe founders Patrick and John Collison, who are now billionaires, as "absolutely world-class, Jesse Owens-quality businessmen" and suggested major bank directors and CEOs will have a hard time keeping up.

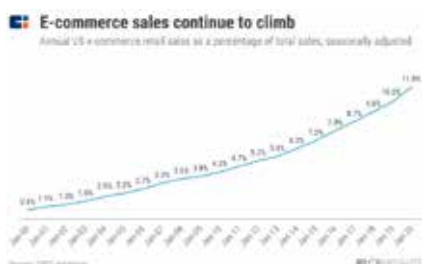
"The existing banking system, the ability for them to stop the dam burst, is finished," Mr Carnegie said. "These guys are absolutely going to clean the floor with the existing banking system ... The world financial system is changing unbelievably fast."

Stripe Teardown: How The \$36B Payments Company Is Supercharging Online Retail

CB Insights | February 25, 2021

As businesses and consumers become more comfortable using credit cards online, the proportion of US commerce that takes place online has steadily increased over the last 20 years.

This growth has created major opportunities in the payments space, and companies like Stripe — a payments unicorn valued at a massive \$36B — are hungry to capitalize on them.



Brothers Patrick and John Collison founded Stripe in 2010 in an attempt to gain share in online payments, a then-nascent market with seemingly boundless growth opportunities.

Specifically, the Collisons aimed to more seamlessly connect online businesses and payment processors, allowing more businesses to accept online payments.

"Stripe really did come about because we were really appalled by how hard it was to charge for things online." — John Collison

To help enable online commerce, Stripe is building a suite of APIs that allow developers to implement its payment capabilities. These APIs handle everything from acceptance and processing to settlement and reconciliation, while ensuring compliance and security.

Stripe is also pursuing some more unexpected offerings, including resources to help companies build their own internal analytics tools, and Stripe Atlas, which helps entrepreneurs create US-incorporated businesses in minutes.

In an interview at CB Insights' 2019 Future of Fintech conference, Stripe CPO William Gaybrick indicated that businesses are more constrained by developer resources than by capital.

The company's strategy also includes deference to developers, as well as a focus on directly serving developers who build websites and applications using Stripe's product. Stripe's early success in acquiring customers was largely due to its mass appeal to the developer community.

Over the last decade, Stripe has expanded its platform beyond payments processing to handling more complex marketplace transactions through Stripe Connect, while also offering complementary services to help facilitate online commerce, drive growth for customers, and expand the funnel of internet businesses globally.

As a result of its product innovation efforts, Stripe has seen explosive growth in product adoption and valuation. Today, it works with companies in over 120 countries spanning every industry, company size, and business model. And the rise in e-commerce sales due to the Covid-19 pandemic has only added to Stripe's growth rate.

Stripe has broadened its product offerings across the entire payments stack. In April 2020, the company raised \$600M from investors including Sequoia, GV, Andreessen Horowitz, and General Catalyst at a \$36B valuation. And Stripe's target market includes both small startups and Fortune 500 giants looking for payments services.

In this report, we dive into Stripe's unique strategy, growth trajectory, product set, and where the \$36B payments giant sees the global online commerce market heading next.



A decade of online payments innovation

Accepting online payments used to be a complicated undertaking.

Typically, when a company wanted to accept payments online, it had to set up a merchant account — a complex process involving legacy infrastructure and manual tasks that could take days or even weeks.

This process involved hurdles like regulations, fees, compliance standards, and payment card issuers — all of which became increasingly complex for international transactions. Additionally, the company had to underwrite risk and was on the hook in the event of fraud or returned items.

Online merchants also faced challenges around verifying the buyer's identity with "card-not-present" transactions. This risk is reflected in processing fees, which are higher for online transactions.

As merchants increasingly turned to e-commerce, new companies have attempted to streamline the historically challenging process of accepting credit cards online.

PAYPAL AND SQUARE EMERGE AS LEADERS IN THE PAYMENTS SPACE

PayPal was the first major company to pioneer a new online payments method for budding e-commerce sites like eBay, which previously relied on checks and money orders. In 2000, PayPal launched business accounts, allowing businesses to accept unlimited credit card payments with a standard 2.9% + \$0.30 rate per transaction.

Many leading tech companies — including Google (Checkout), Yahoo (PayDirect), and Microsoft (Passport) — tried to compete with PayPal to gain a foothold in the online payments market, but ultimately shuttered these product lines in the mid-2000s.

Braintree, a Chicago-based payment infrastructure company founded in 2007, aimed to replace the traditional model where merchants used different providers for a payment gateway and a merchant account. The company was ultimately acquired by PayPal in 2013, and now represents a sizable chunk of its merchant business.

In 2009, a decade after PayPal started offering online payments, San Francisco-based startup Square brought payments innovation to the point-of-sale, allowing businesses with smaller transaction volumes to accept card payments with its card reader and mobile phone card reader.

Stripe also came on the scene that same year, offering a new approach to the payments ecosystem.

Square has since expanded its offerings to standalone, integrated point-of-sale terminals, as well as a broader ecosystem of applications and services such as lending (Square Capital), payroll services (Square Payroll), rewards (Square Loyalty), a debit card (Square Card), and many others.

'PAYFAC' TECHNOLOGY SIMPLIFIES UNDERWRITING AND ONBOARDING MERCHANTS

One key catalyst for online payment innovation was the introduction of the Payment Facilitator, or "PayFac," in 2010.

The PayFac model dramatically simplified the merchant onboarding process for companies like Stripe, Square, and PayPal by letting them leverage a “master” merchant account rather than applying for their own.

This allowed companies like Stripe — one of the first PayFacs — to quickly underwrite and onboard new merchants. Payments companies assumed risk for losses associated with chargebacks, fraud, KYC, or AML, while also providing support, dispute management, and reporting.

EXPANDING PRODUCT SUITES: STRIPE VS. SQUARE

Layers of the payment stack



In the same way that Square built a payment-centric ecosystem for brick-and-mortar SMBs and micro-merchants, Stripe has reinvented online payment acceptance.

Now both companies have moved beyond payments and built new businesses that serve a range of needs for small businesses.

We are growing two significant ecosystems



Just as Square started with micro-merchants and moved upmarket, Stripe has innovated on its platform to expand its product offerings:

Stripe Connect can handle more complex marketplace transactions.

Stripe Billing optimizes subscription and invoice management.

Stripe Payouts and Stripe Issuing facilitate the movement of money with instant cashouts for gig economy workers and virtual card issuance, respectively.

Stripe Atlas (business incorporation tool) and Stripe Sigma (business analytics and reporting) can help simplify business operations.

Stripe Treasury helps platforms offer embedded banking-as-a-service features.

Stripe Climate allows businesses to direct part of their revenue toward carbon removal projects.



Stripe's business strategy: How the \$36B unicorn sets itself apart

FOCUS ON DEVELOPERS

Despite competing efforts from PayPal and others, the customer experience for businesses wanting to accept payments online can still involve difficult onboarding, complex integrations, and challenges around supporting multiple payment options.

To set Stripe apart, the Collison brothers opted to take a developer-first approach.

Historically, the CFO was responsible for choosing a company's payments provider and processing software. But the Collison's felt strongly that the future would center on developers, who would be more involved in the vendor selection process.

As a result, they created a way for businesses to accept payments online with only a few lines of code, appealing to developers with the promise of a simple integration. By working with Stripe, businesses could offload several burdens associated with setting up online credit card payments — including payment gateways, credit card storage, PCI compliance, and managing bank relationships — without going through the arduous process of setting up a traditional merchant account, thanks to Stripe's PayFac technology.

By focusing on developers, Stripe replaced a lengthy enterprise sales cycle with a direct model that allowed rapid customer adoption without the burden of relying on an expensive sales force. Early customer acquisition came in large part from the buy-in of online developer communities like Github and Stack Exchange. And although Stripe's go-to-market strategy has been refined over the years, it's still heavily focused on developer communities.

HOW STRIPE MAKES MONEY

How much Stripe makes is directly related to the fees it charges its customers. While those fees vary based on payments volume and which bundle of services a customer buys, Stripe's pricing structure has been consistent since the company launched.

Stripe's standard structure is 2.9% + 30¢ per successfully executed payment transaction. Other services like Payouts, Billing, Connect, Radar, and Terminal, carry additional costs.

Stripe's bottom line is what remains after bank service fees, which are often

up to 2.5% on payment volume.

While Stripe is notoriously cryptic when it comes to its financial metrics, the company claims its margins are superior to those of its industry peers. With a direct distribution model unencumbered by legacy sales and infrastructure costs, Stripe's margins are likely closer to Adyen's (~55%) than Square's (20%).

Despite its benefits, Stripe's PayFac model also means that the company absorbs more merchant risk by serving as a master merchant account, and that it's responsible for downside risk in the event of chargebacks and fraud.

Additionally, as Stripe moves into new product verticals like lending and corporate cards, it exposes itself to credit risk and an uncertain interest rate environment.

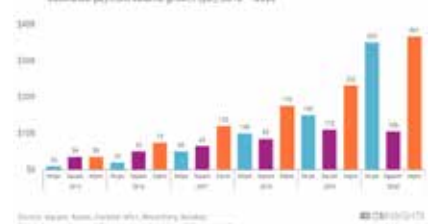
STRIPE'S MARKET OPPORTUNITY

Stripe is focused on capturing a growing share of future payments volume in an increasingly internet-based economy.

The global e-commerce market reached almost \$4.3T in 2020, according to eMarketer's estimates, and Stripe states that only around 3% of total commerce occurs online — suggesting it thinks there's plenty of room for growth in this high-value market.

Stripe's processing volume continues to grow year over year. Despite the company's limited transparency on internal metrics, Stripe said it is processing “hundreds of billions of dollars of transactions a year” as of late 2019. And although estimates of how many businesses use Stripe vary, the company is reported to have more than 2M customers.

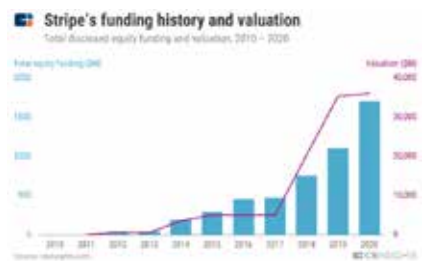
Stripe's payment volume has grown quickly



Stripe's valuation, funding, and investor history

Stripe raised seed money from Paul Graham and Y Combinator in June 2010, thanks in part to the Collison brothers' successful 2007 launch of their first company Auctomatic (which they sold in 2008).

Stripe went on to raise a seed round from Sequoia Capital, Andreessen Horowitz, SV Angel, and PayPal founders Peter Thiel and Elon Musk in 2011. The company reached unicorn status in January 2014 at a \$1.8B valuation following its \$80M Series C. Most recently, it raised \$600M last April



"We are lucky in that we've been generating revenue from the start and have never been in the position where we had to raise money. It's more about looking a year or two ahead and deciding if we want to stay on the current track or go big on some things."

Several big-name venture capital firms — Andreessen Horowitz, Sequoia, Founders Fund, and General Catalyst among them — invested early, and have continued to participate in follow-on funding rounds to the company. Thrive Capital, Khosla, Kleiner Perkins Caufield & Byers, and Redpoint also participated in early fundraising rounds. As Stripe started to grow internationally, it attracted investment from large financial institutions like Visa and American Express Ventures, while Sumitomo Mitsui helped it expand into Japan. In 2016, the company took out a \$250M line of credit from Barclays, Goldman, JPMorgan Chase, and Morgan Stanley.

Stripe raised \$600M in 2020 at a \$36B valuation – below its publicly traded peers, Square (\$100B+) and Adyen (~\$60B). However, Stripe has reportedly been given a valuation of around \$115B by investors trading on the secondary market.

Despite Stripe's growing valuation, the company's management maintains that it has no imminent plans to go public.

COMPANY LEADERSHIP & BOARD MEMBERS

Stripe has assembled a leadership team with several industry veterans. Patrick Collison is the Director of the Board and John Collison is a board member.

The board also includes:

- Sequoia Capital partner Michael Moritz (joined the board in 2011)
- Michelle Wilson, formerly general counsel at Amazon (2018)
- Jonathan Chadwick, former CFO of VMware, Skype, and McAfee (2018)
- Diane Greene, former CEO of Google Cloud and co-founder of VMware (2019)
- Christa Davies, CFO at Aon plc (2021)
- Mark Carney, former governor of the Bank of England (2021)

In total, Stripe spans 14 global offices employing more than 2,500 people around the world.

 Stripe's external board of directors



Notably, the company embraces remote work: in May 2019, it announced its fifth remote engineering hub, accommodating the vast majority of available engineer talent living outside its other hubs in San Francisco, Seattle, Dublin, and Singapore.

As Stripe has grown, it's brought in a number of new executives to scale the business internationally, launch and manage new products, and expand their respective teams. A few key members of the executive team include:

- Claire Hughes Johnson, who has been the COO since 2014.
- Will Gaybrick, who joined Stripe in 2015. He was previously at Thrive Capital, which led Stripe's Series C round back in 2014. Gaybrick is Stripe's chief product officer and head of payments.
- David Singleton, who joined Stripe in 2018 as the CTO. He was previously VP of engineering at Google.
- William Alvarado, who has served as the chief business officer since 2011. He was the fifth employee at the company.
- Ethan Yeh, who joined in 2015 to run data science. Previously, he was at Twitter and the World Bank.
- Mike Clayville, who joined in 2020 as the chief revenue officer. He was previously VP of commercial sales and business development at Amazon Web Services (AWS).

- Dhiyya Suryadevara, who joined in 2020 as the chief financial officer. She was previously CFO at General Motors.

How Stripe's product suite feeds into its goals

Stripe has continuously innovated in its product offering, expanding into new business lines and customer segments. Fundamentally, Stripe's products and strategic initiatives fall under 3 main goals:

 Stripe's suite of products and services

- Broadly enable online commerce
- Support merchant partner growth
- Grow the internet economy

And Stripe seems to have found some success on these fronts. A 2018 IDC survey found that companies using Stripe's payments platform reported a 24% lower operational cost relative to traditional online payment processing. That figure more than doubled for companies processing more than \$5M per year. On top of that, customers saw an average of 6.7% higher revenue by running on Stripe.

GOAL 1: BROADLY ENABLE ONLINE COMMERCE

Stripe is powering online commerce for merchants of all sizes through its suite of payment services APIs. Additionally, Stripe offers value-added services like fraud prevention and analytics to save customers money.

Online & offline payments

Stripe's Payments APIs—which allow it to process payments for online merchants—are the linchpin of its business. The company's payments infrastructure facilitates online commerce through its Global Payments and Treasury Network (GPTN).

In September 2018, Stripe brought its initial Payments product to physical transactions with the launch of Stripe Terminal, moving into in-store payments processing. The move came as Stripe saw that businesses were intent on capturing the online-to-offline retail opportunity — and realized it was leaving money on the table, with the vast majority of commerce still occurring offline.

Fraud prevention tools

Payment processing requires confirming a buyer's identity. That task is particularly challenging online, as it is easier to make a fraudulent purchase on the internet than it is in a physical store. Retailers across the world are estimated

to lose around \$130B between 2019 and 2023 in card-not-present (CNP) frauds, according to Juniper Research. And fraud is an expensive line item for merchants because they have to cover costly fees for each chargeback consumers request.

Stripe Radar offers a set of machine learning-based fraud prevention tools that integrate into the payments flow. It monitors transactions in real-time and scores them based on past transaction data trends. The system is more effectively able to flag potentially fraudulent transactions as it ingests more data.

GOAL 2: SUPPORT MERCHANT PARTNER GROWTH

In addition to helping businesses accept digital payments, Stripe also aims to support its business partners' growth. The company aspires to build a complete toolkit for internet businesses, bundling an increasing number of services for small businesses (which could help it become a stickier product).

Stripe benefits from its profound amount of customer data, which enables it to improve existing products while informing new product development.

The company contributes to its customers' growth on 2 dimensions: enabling new business models and extending financial services products.

Stripe Connect & billing services

As companies increasingly operate on multi-party platforms and marketplaces, the ability to accept and send payments to third parties is vital.

"What we've seen happen in the last couple of years is that a lot of new marketplaces have sprung up online — more companies are turning their users into sellers, like Airbnb or Kickstarter." — Patrick Collison

In 2012, Stripe introduced Stripe Connect to allow businesses and individual sellers on online marketplaces to get paid via Stripe. Seeing growing demand from a new generation of marketplace businesses, Stripe offers customers a way to profit, whether they are listing their apartment on Airbnb or delivering meals via DoorDash. E-commerce enabler Shopify was one of the first users.

With Connect Payouts, sellers can top up their Stripe account and issue payments within the same business day. Connect also creates a forum for new business models: in 2014, General Catalyst launched a new \$10M fund with a sole mandate of investing in applications built on top of the Stripe Connect platform.

Stripe also launched its Billing product in 2018 to cater to the rapidly growing subscription e-commerce market. The product offers an end-to-end billing and

subscription management platform to compete with offerings like Zuora. Businesses can customize their billing approach, experiment with pricing models, and streamline the recurring billing process to reduce card declines and retain revenue.



And in December 2020, Stripe launched Stripe Treasury. The service enables Stripe clients — including e-commerce giant Shopify — to provide their customers with banking services.

Virtual card issuance

Given Stripe's growing role in enabling marketplaces and platforms with Connect, virtual card issuance was a logical next step for the company — and Stripe launched Stripe Issuing in mid-2018. Issuing serves corporate expense and digital banking use cases, among others.

Companies can create and issue cards using Stripe's API. Instead of taking a few months, the entire process is done in a few clicks. Users can configure spending limits, allowed merchant categories, and other details.

The broader market for virtual card issuance is expanding. Marqeta, a card-issuing competitor, has raised \$527M to serve this rapidly growing market centered around card issuance and management. Marqeta's CEO and founder Jason Gardner often quotes the total payment volume in the card-issuing industry to be around \$45T. With an estimated 1% take rate, the global revenue opportunity is around \$450B.

Merchant e-commerce payment providers are uniquely positioned to address the virtual card issuance market: Adyen launched a similar product in 2019, Adyen Issuing.

Ultimately, Connect and related marketplace products are bets on the growth of new internet-based business models, as well as an entry point for Stripe to cross-sell additional products to customers.

Business lending & corporate cards

In late 2019, Stripe entered into the provision of financial services products to customers. Within a week, it announced the launch of its SMB Lending product Stripe Capital, as well as Stripe Corporate Card, its rebuttal to Brex.

Big tech players like Amazon, Square, Intuit, PayPal, and Shopify have all made

overtures to enter the small business lending market. These companies can leverage private data to price credit risk for customers already on their platform. Meanwhile, banks continue to cut back on lending to small businesses, leaving a large hole in the market for new entrants and tech players.

Stripe Capital is a flexible small business loan available to existing Stripe users. The offering funds within one business day and automates repayment as a fixed percentage of daily sales. The product was launched in mid-2019, with the current loan size typically between \$10K-\$20K (although it can range up to six figures).

Business lending has been a growth area for rivals like Square, which launched a similar product known as Square Capital in 2014. Since its inception, the company says that Square Capital has originated over \$7.8B in funds to 426K merchants.

Competing platform lenders in the US market

Platform	Lending model	Repayment mechanism	Credit check required?	Total funding volume to date (\$B)
PayPal	Invoice	10% of sales	X	1.0
Square	Invoice	10% of sales	X	12.0
Stripe	Invoice	10% of sales	X	0.5
Shopify	Merchant cash advance	10% of sales	X	0.1
Amazon	Invoice	Merchant cash advance	X	0.0
Capital One	Card	Merchant cash advance	✓	0.0

Stripe launched its Corporate Card shortly after announcing Stripe Capital. The product, still in an invite-only phase, offers business cards to existing Stripe customers with dynamic credit limits, real-time expense reporting, and personalized rewards, including 1.5% cashback on business purchases across all categories. There are additional business-focused perks as well, including AWS credit and discounts for services like Slack.

Stripe Corporate Card targets high-growth startups and small businesses that are underserved by incumbent card issuer offerings — sometimes due to factors such as limited credit history and light income statements. Commenting on the current state of the market, Stripe business lead Cristina Cordova said "a lot of these businesses are using their personal cards."

Several startups are competing for market share in the global corporate card market, which has been dominated by American Express for decades.

Brex is one company in the space. The unicorn names Airbnb, Carta, Flexport, and Y Combinator as customers. Utah-based Divvy, an expense management platform for SMBs, is another.

Stripe's integrated payments platform can provide a data advantage over companies like Brex and Divvy, which appeal to customers primarily

through superior customer experience, transparent fees, and dynamic credit limits. Given the wide array of services Stripe provides — including the ability to process its own payments — the company can offer a unique value proposition, especially considering that cardholders must already have a Stripe account, and are therefore likely already familiar with the service.

Stripe's foray into financial services products is a logical strategy for the business given its existing product offerings. We expect Stripe to introduce more financial services products to businesses and Stripe Connect platform partners, while also expanding access to the offerings beyond the US. As of January 2021, Stripe is available for businesses based in 43 countries.

GOAL 3: GROW THE INTERNET ECONOMY

Stripe has created an incentive structure where its success is aligned with its customers: the more customers Stripe has, the greater its payment volume opportunity. In turn, Stripe ultimately aims to grow the universe of online businesses and simplify new business creation.

"Over the last decade, AWS enabled any new business to start easily and inexpensively...Stripe is doing the same thing for online commerce. A large majority of the companies started in the US, and increasingly all over the world, will start with tools from Stripe." — Hemant Taneja, General Catalyst

In order to widen the funnel of eligible businesses, Stripe is focusing on 2 key growth drivers: reducing barriers to new business creation and international market expansion.

Stripe Atlas & Sigma reduce barriers to new business creation

In February 2016, Stripe launched Stripe Atlas, a service to help entrepreneurs create a US-incorporated business in 20 minutes. The service has been used by thousands of companies that have collectively raised over \$1B in funding — including CoinTracker and Cognition IP — and by founders in more than 140 countries since its launch. Stripe Atlas serves as a front door and a feeder program to the Stripe ecosystem.

Using Atlas, founders can submit an application and \$500 fee for Stripe to incorporate the company (LLC or C Corporation) and open a US-based bank account for it. From start to finish, the process takes under two weeks.

After being granted a tax ID and a bank account, Stripe Atlas provides businesses with access to Stripe's payment platform including Connect, Subscriptions, and Radar.

The Atlas program also helps Stripe keep

customers using its stack by granting businesses access to tax and legal advice, special offers on startup services (like credits for AWS or Google Cloud), and a library of guides covering business management and growth. There is also a free, one-month Atlas course to educate aspiring entrepreneurs on the ins and outs of starting a business.



Stripe Atlas has been growing quickly, according to a tweet from Patrick Collison.

Stripe also has a product called Sigma, a customizable SQL tool that simplifies the process of building internal analytics tools for customers. The tool helps locate business information faster and enables teams to save and share queries. This is another way that Stripe is simplifying business operations for new companies and providing an ever-expanding toolkit for businesses.

Stripe's recent strategic initiatives

The history of Stripe has been marked with a number of acquisitions, and the company has been amping up its private market investment activity over the past 24 months.

STRIPE'S M&A MANDATE

Stripe's M&A strategy primarily focuses on 3 goals: empowering developers,



supporting new lines of business (like in-store payments), and promoting internet-focused entrepreneurship.

Empower developers

Stripe's early acquisitions largely focused on making internet developers' lives simpler. In 2013, the company bought Kickoff, a chat and task management app, and in 2016 it purchased RunKit to supplement existing developer prototyping tools.

Following the acquisition, RunKit founder Francisco Tolmasky said, "I was already aware that Stripe had a history of investing in development, but Patrick made clear that lowering the bar to development is fundamentally aligned with Stripe's interest in increasing the leverage of developers around the world."

Support new lines of business

In July 2017, Stripe acquired Payable, a platform that simplifies the process of managing and paying contractors and

freelancers. It also allows businesses to generate 1099 tax forms for contractors. Following the acquisition, Stripe further prioritized solutions targeted at the gig economy, integrating them into the Stripe Connect product.

In March 2018, Stripe purchased Index, an in-store POS system startup. Index provides software for in-store payments systems, like the PIN pads used to pay with a debit or credit card. Six months later, Stripe announced Stripe Terminal, a programmable point of sale for in-person payments.

In 2019, Stripe acquired Touchtech Payments, an Ireland-based startup that helps banks build Strong Customer Authentication (SCA) verification processes.

Last year, Stripe paid \$200M to acquire Paystack, a Nigeria-based startup that provides online payment services using an API. Paystack had amassed around 60,000 customers, including startups, enterprises, and educational institutions.

Promote internet-focused entrepreneurship

In 2017, Stripe acquired Indie Hackers, a knowledge-sharing platform for entrepreneurs. The rationale was "to simply ensure that the site becomes as successful as possible. The Stripe upside we're hoping for is that more companies get started and that they're more successful," according to Patrick Collinson.

STRIPE IS RAMPING UP ITS PRIVATE MARKET INVESTMENTS

Stripe began making venture-style investments in startups in 2014.

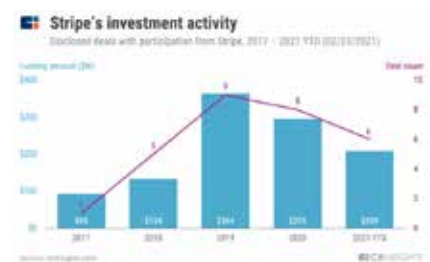
Jordan Angelos runs the investing and M&A team at Stripe. Since joining the company from Accel in 2016, Angelos has ramped up investment pace, with 23 of 30 deals Stripe has participated in closing since the beginning of 2019.

The investment team appears to be growing, implying a more concerted focus on early-stage investments and M&A, with recent additions to the team and a growing presence in New York.

International expansion

Stripe has participated in several deals to startups that can help expand Stripe's presence in international markets, including:

- Cuenca, a Mexico City-based mobile banking and payments app for Mexico's underbanked population (most recent



round: \$7.4M Series A, 2019)

- Paystack, a Nigerian-based digital payments platform that bears a striking resemblance to Stripe (\$8M Series A, 2018 and then an acquisition in 2020)
- PayMongo, a Philippines-based company that helps companies accept payments online (\$2.7M seed VC, 2019)
- Rapyd, a London-based global payments network and “fintech-as-a-service” company (\$120M across 2 Series C tranches, 2019)
- Check, a New York-based startup that offers a payroll-as-a-service API (\$35M Series B, 2021)
- Stripe has also backed deals to challenger banks Monzo and Step Mobile, with Jordan Angelos joining these boards. The company led rounds in Pico, a micropayments alternative for client news sites that works with Stripe, and Pilot, a small business bookkeeping platform.

Stripe also led a \$20M Series A for Fast, a checkout tool for e-commerce. This is ostensibly a competitor to Stripe’s Checkout product. Given the reported size of the investment, Fast could be a potential acquisition target for Stripe down the road.

Developer support

Stripe’s mission statement focuses on making life easier for developers and increasing the GDP of the internet. To achieve these goals, the company has built various tools internally and has also invested in companies solving problems in the developer ecosystem.

In 2018, Stripe invested in Lambda School, which trains students to be software engineers in exchange for a cut of their future salary. The company doubled down by participating in Lambda’s \$74M Series C in 2020. Stripe has also invested in Autocode (formerly Stdlib) a library of pre-built APIs for developers.

EXPANSION INTO EMERGING MARKETS

With 5 out of 6 new internet users coming online from areas outside of North America and Western Europe, global expansion is a key priority for Stripe. The company has taken an aggressive but strategic approach toward new market entry, expanding globally through its open engineering and easy integration.

Global expansion can provide Stripe with more customers, more diverse datasets, and the ability to build more effective applications and products on top of its payment stack.

Today, Stripe is available to merchants in 43 countries, with plans to reach more in the next few years, representing roughly 70% of the global economy.

However, Stripe is still in the early days of global expansion, according to CEO

Patrick Collison:

“[T]here are 175 countries in which we would like to be more available, so there is still a lot of work to do.”

Currently, Stripe’s top international priorities are expanding into Southeast Asia, Latin America, and Africa. These regions’ internet economies are poised for rapid growth, presenting big opportunities for Stripe.

Mobile internet users in Southeast Asia are among the most engaged in the world, and the market has added over 100M new internet users since 2015 to bring it to a total of 400M in 2020, according to a report from Google and Temasek.

As a result, Stripe has begun reinvesting heavily into Southeast Asia.

In 2018, Stripe selected Singapore as the site for its Asia-Pacific engineering hub. Singapore is currently an emerging hotbed for innovation in Southeast Asia: in 2018, a record 69 VC-backed startups received their first investment, a 41% increase from 2017, according to CB Insights data. Stripe already has strong end-usage in Singapore: in 2018, nearly 70% of Singaporeans purchased something through Stripe’s payments infrastructure.

Beyond Singapore, Stripe launched in Malaysia, which has some of the most engaged internet users in the world. The company also backed PayMongo, a Manila-based fintech startup that helps accept payments online.

In Latin America, Stripe launched in Mexico in October 2019 after opening a new office in Mexico City a few months prior. Given the rapid internet penetration, e-commerce growth in the region, and friendly regulatory environment in Mexico (CoDi payment infrastructure, Fintech Law), Stripe is focused on serving a growing number of technology companies in Latin America, and already works with leading companies like Platzi, Rappi, Cornershop, Urbvan, and Parafuzo.

What’s next for Stripe?

Over the last few years, Stripe has focused on international expansion, product innovation, and ramping up strategic investments. Strategic priorities for 2021 are likely to resemble these trends. The company’s future plans are to “continually make it easier for businesses to sell around the world,” says Stripe co-founder John Collison. “This sounds deceptively simple but is actually extraordinarily complex when it comes to it.”

More international expansion

Stripe has been transparent about its plans for continued international expansion. Given Stripe’s acquisition of Paystack and expansion into more European countries, Africa and Europe are likely to be a continued area of focus

in 2021.

Similarly, further expansion in Southeast Asia is sure to be a priority given the continued growth of the region’s internet economy and consistently high engagement from online consumers.

Product innovation

Stripe made a big push into financial services products in 2019 with the launch of Stripe Capital and Corporate Card. While these products are only available to US customers today, down the road, there will very likely be an expansion beyond North America. Given the dearth of quality financial services products for businesses in emerging economies in Africa, Southeast Asia, and Latin America, as well as Stripe’s strategic investments in these regions, there are compelling opportunities for financial services product expansion.

Additionally, as the on-demand economy continues to take shape on a global basis, Stripe will be focused on serving this market with its Issuing product. While we haven’t seen much publicity around the product’s development since it launched in mid-2018, given the growth of the virtual card issuance market globally, Stripe Issuing will likely be a larger area of focus going forward.

As Stripe aims to serve merchants in new ways, it may also explore opportunities in insurance and small business banking.

Investment activity

Stripe’s investment team is growing its East Coast presence. Given Stripe’s geographic priorities and recent investment activity, the company is likely to continue investing in companies focusing on payments infrastructure and financial inclusion around the world.

The road ahead

Stripe has been laser-focused on its core mission of enabling online commerce and widening the funnel of the internet economy. While only a fraction of global buying activity happens online today, Stripe is hoping to help boost that number to double digits. Stripe also aims to be indispensable to its merchant partners as it offers new products and explores new markets.

Despite its high-flying valuation, Stripe has steered clear of cultural and capital-related issues that plague many of its unicorn peers. Much of Stripe’s success can be attributed to an unrelenting focus on its core customer, the developer.

As Stripe takes on more payment volume from existing customers, while also bringing new customers on board from new markets, the flywheel effect in Stripe’s ecosystem may really take off—presenting the company with opportunities for new revenue streams across a broader range of financial services products.

Elon Musk Buys Twitter for \$44 Billion.

Australian National Review | April 26, 2022



The board of directors accepts the entrepreneur's \$44 billion offer after initial resistance.

Elon Musk, the world's richest man, has finally succeeded in acquiring the social media firm Twitter. The microblogging platform's board of directors accepted Musk's \$44 billion offer to take the company private.

"Free speech is the bedrock of a functioning democracy, and Twitter is the digital town square where matters vital to the future of humanity are debated,"

Musk said in a statement announcing the purchase. "I also want to make Twitter better than ever by enhancing the product with new features, making the algorithms open source to increase trust, defeating the spam bots, and authenticating all humans."

The billionaire pitched the takeover bid for Twitter earlier this month at \$54.20 per share, shortly after he bought a 9.2% share of the company on April 4. Twitter shares at the time were trading below \$40 per share.

However, Twitter's board was originally reluctant to accept the bid and even enacted a shareholders' rights plan known as a 'poison pill' to protect the company from what it deemed a hostile takeover. But earlier this week, reports emerged that Twitter executives had begun warming up to discussing the deal.

Twitter shares have jumped by over 35% since Musk announced his acquisition plans. They were trading above \$52 per share in early trading on Monday.

"I hope that even my worst critics remain on Twitter, because that is what free speech means," Musk tweeted earlier on Monday, as unconfirmed reports of the sale appeared in the press.

A regular on Twitter with over 81.5 million followers, Musk is famous for his tweets, some of which, however, have landed him in legal hot water. In fact, his move to buy Twitter came shortly after US regulators announced they have authority to subpoena the Tesla CEO about his tweets and urged a federal judge not to let him tweet without supervision. This prompted Musk to tweet that he is "giving serious thought" to building his own social media platform. He made his bid for Twitter 20 days later.

Elon Musk Buys Twitter for \$44 Billion.

Australian National Review | April 26, 2022



Let's hope the self-proclaimed 'free speech absolutist' lives up to the title. Elon Musk was successful in his bid to take over Twitter. The world's richest man struck a deal with the company's board of directors to acquire the platform in its entirety for a cool \$44 billion.

Musk first expressed his intent to bring about change to the social media platform after asking his audience what they felt about Twitter's adherence to free speech principles. With the ongoing censorship of conservative viewpoints, and amid calls from the Biden administration to crack down on so-called 'Russian disinformation', the consensus was that Twitter had strayed from its original mission.

Once dubbing itself the “free speech wing of the free speech party,” Twitter had become no better than Facebook, YouTube, Reddit, and any number of other platforms when it came to protecting political speech.

But Twitter still had a leg up – journalists, politicians, and influencers of every stripe use the platform as their primary means of spreading their ideas and having conversations about current events. As the de facto marketplace of opinions, Twitter was, and remains, the most influential space for political discourse.

Like his vision for commercial space flight, internet satellites, and electric vehicles, Musk didn't just see Twitter for what it was – but for what it could be.

“Free speech is the bedrock of a functioning democracy, and Twitter is the digital town square where matters vital to the future of humanity are debated,” Musk said in a statement announcing the acquisition.

“I also want to make Twitter better than ever by enhancing the product with new features, making the algorithms open source to increase trust, defeating the spam bots, and authenticating all humans,” he said, referring to some of the suggestions he'd crowdsourced from his massive following of 85 million.

“Twitter has tremendous potential – I look forward to working with the company and the community of users to unlock it,” he concluded.

Elon Musk's buyout of Twitter is only the first chapter in his efforts to overhaul the platform – to make it live up to his ideal of a ‘digital town square’.

Contrary to the screeching and flailing of Musk's illiberal critics, free speech doesn't mean removing moderation in its entirety and turning the platform into an anarchic free-for-all. What it means is that if someone is banned, they'll know why they were – and, ideally, the moderation policies will not be ideologically or personally motivated.

Threats of violence, revenge porn, child sexual exploitation, intimidation, stalking, and terrorism remain illegal under the law in virtually every developed nation. The right to free speech isn't a shield to commit crimes. Under Musk's reign, nothing about that is going to change – nor should it.

Musk summed it up: “I hope that even my worst critics remain on Twitter, because that is what free speech means.” Despite their collective meltdown over the development, Twitter's progressives can rest easy. They won't be banned for criticizing Twitter's new owner.

So, what's next? For starters, Musk must expose the algorithms that have long afflicted the platform – and if necessary, change or remove them in their entirety. If users are banned, they need to know why they were banned, and how they broke the rules.

Think of content suggestions and content limiting as the twin evils of content-driven algorithms – the beating heart of every social media platform.

Algorithms radicalize. The left goes harder left, and the right goes harder right as each side becomes insulated from the masses due to algorithmically-driven content suggestions. Exposing the algorithms will undoubtedly result in users being surprised to find out how much manipulation took place, and to what extent it has affected sociopolitical discourse.

Shadow banning – a measure that limits the visibility of certain users without their knowledge – must be done away with in its entirety. There is too much risk of abuse in having some shadowy hand artificially restrict the reach of certain opinions while boosting other, ‘acceptable’ viewpoints. How many conservative influencers have been systematically silenced and de-platformed without their knowledge? Only time, and transparency, will tell.

His next move should be to reinstate accounts previously banned for wrongthink – the Babylon Bee, for satirizing transgender Admiral Rachel Levine; James O'Keefe, for the high crime of committing journalism; Steve Bannon, for his political viewpoints and for basically being Steve Bannon; Alex Jones, for his “abusive behavior” when he made fun of a CNN contributor in real life; and Meghan Murphy, who ‘misgendered’ Canadian trans activist and mischief maker Jessica Yaniv.

And the list goes on.

If Twitter has dossiers – or logs – on its most problematic, high-profile users, Musk must release them. It would go a long way towards facilitating healing and trust.

As a digital town square, users should feel free to hold discussions on any and all issues, no matter how sensitive – transgenderism, the pandemic, the conflict in Ukraine, climate change, elections, and so on. May truth emerge victorious over narrative.

And everyone should be allowed to criticize anyone without fear of retribution by the system – not just those on the establishment's list of designated targets. No one should be banned for calling a man a man, or for correctly defining the term ‘woman’.

Facts don't care about your feelings, and Twitter has no business legislating opinions – or facts, for that matter.

As a free speech platform, Twitter must remain neutral to political agendas. Even if there exist ‘right’ and ‘wrong’ sides, people must be free to decide for themselves what to believe, which cause to support or oppose, without being coerced into adopting a viewpoint by hidden algorithms and content moderators with an ideological bent.

Musk will undoubtedly face challenges from within Twitter in his move to make those algorithms open source, revealing their inner workings to every prying eye and programmer on the internet.

Twitter's board members and investors are going to be the least of his problems. The grunts – the everyday content moderators, coders, and the decision makers in middle management – were the ones who created the algorithms and enacted the bans. The company's internal culture fostered their actions. Musk must clean house.

Thankfully, with full control of the company, he can do just that. Elon Musk won't have to drain the swamp. He simply needs to break the dam and allow the waters to flow freely. And when in doubt, he can fire any rogue employee who refuses to get with the program.

Revealed: Elon Musk Plans To Fire 1,000 Twitter Staff, Quintuple Revenue, Get 69 Million Users Paying \$3 a Month and Cut Reliance on Advertising Income, Presentation to Investors Shows

Australian National Review | James Gordon | May 9, 2022



- Elon Musk plans to quintuple Twitter's revenue to \$26.4 billion by 2028
- In a pitch deck Musk claimed he would increase Twitter's annual revenue to \$26.4 billion by 2028, up from \$5 billion last year
- Said he'd cut Twitter's reliance on ads to less than 50% percent of revenue
- Musk plans to boost Twitter's user numbers with services such as Twitter Blue
- Twitter Blue costs \$3-a-month for users to customize their experience
- Musk expects 69 million users to be using Twitter Blue by 2025

Elon Musk is planning to fire 1,000 staffers at Twitter as soon as his purchase of the social media platform is complete.

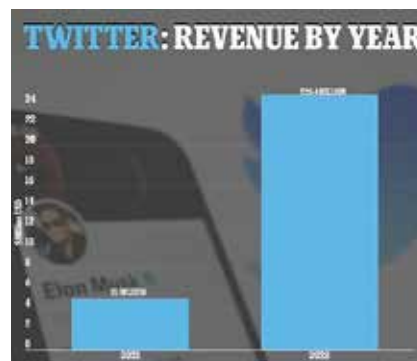
It's believed he will fire many of the firm's woke staff following the transfer of ownership which will take around six months, after which Musk is likely to wield the ax.

But then within the next three years, Musk anticipates making thousands of new hires, swelling the ranks to around 11,000 employees, up from 7,500 currently.

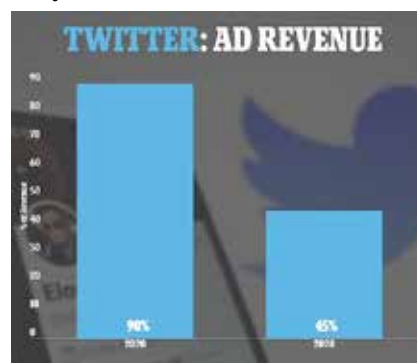
Much of the new talent is likely to be in the field of engineering.

Numbers at the company would fluctuate rising to 9,225 employees this year before falling to 8,332 in 2023. Then adding a further 2,700 workers by 2025.

Most of the jobs being shelved would occur during the takeover period, according to a pitch deck Musk presented this week to investors and seen by the New York Times



The changes Musk will make are part of his plan to increase Twitter's annual revenue by five times current levels to \$26.4 billion by 2028, up from \$5 billion last year.



Advertising on the platform is set to fall to 45% of total revenue by 2028 under Musk, down from about 90% in 2020

On a company level, Musk has previously floated the idea of closing down the San Francisco headquarters in order to save money and that board members may also not receive a salary, shaving off another \$3 million in expenses.

The changes Musk makes are part of his plan to increase Twitter's annual revenue by five times current levels to \$26.4 billion by 2028, up from \$5 billion last year.

Advertising on the platform is set to fall to 45% of total revenue under Musk, down from about 90% in 2020.

By 2028, he plans for ads to generate \$12 billion in revenue in 2028, while subscriptions are expected to pull in another \$10 billion, according to the report.

Musk is said to favor a subscription-based model over advertiser funding, as it would make Twitter less beholden to advertiser pressure. He has even suggested users could pay with cryptocurrency, including joke currency Dogecoin which Musk has long had an affection for.

Other revenue would come from businesses such as data licensing.

Musk has also tweeted about potentially monetizing tweets, although he has not provided specific details.

Musk also plans to see Twitter's cash flow rise to \$3.2 billion in 2025 and \$9.4 billion in 2028.



Numbers at the company would fluctuate rising to 9,225 employees this year before falling to 8,332 in 2023. Then adding a further 2,700 workers by 2025.



Musk anticipates Twitter's total number of users will grow from 217 million at the end of last year to nearly 600 million in 2025 and 931 million six years from now

Elon Musk plans to quintuple Twitter's revenue to \$26.4 billion by 2028. In a pitch deck Musk claimed he would increase Twitter's annual revenue to \$26.4 billion by 2028, up from \$5 billion last year.

Twitter's cash flow will be increased by taking on \$13 billion of debt as part of Musk's buyout of the company.

However he plans to pay down the debt and increase the company's cash's flow.

Last month, Musk started a poll on his Twitter account – which has more than 81 million followers – asking whether the firm's San Francisco headquarters should be converted to a homeless shelter as 'no-one shows up (to work there)'.

The poll got more 300,000 votes in an hour, with 90% answering yes.

It comes weeks after Twitter brass – who offered staffers the option of working from home 'forever' during the pandemic – reopened its offices March 15, with remote work remaining an option for staffers.

Musk clinched a deal in April to buy Twitter for \$44 billion in cash, in a move that will shift control of the social media platform populated by millions of users and global leaders to the Tesla chief.

The billionaire has promised to revitalize the company and expand the number of users by cracking down on spam bots and reducing the amount of moderation to facilitate more 'free speech'.

After the closure of the deal, Musk is expected to become Twitter's temporary CEO it was revealed on Thursday.

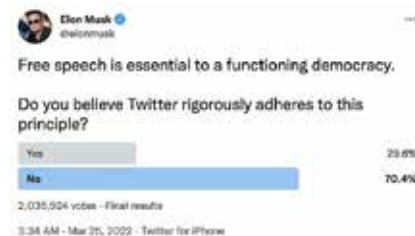
Among his other goals, Musk expects the social media company to bring in \$15 million from a payments business in 2023 that will grow to about \$1.3 billion by 2028.

As one of the founders of PayPal, Musk

is familiar with the world of digital payments.

Twitter's payments business today, which includes tipping and shopping, is negligible.

It's believed Musk may also want to introduce payment abilities to Twitter.



On March 25, Musk tweeted a poll: 'Free speech is essential to a functioning democracy. Do you believe Twitter rigorously adheres to this principle?'



Musk said that his take over of Twitter would lead to the take down of spam bots and provide all human users with blue check marks to verify their identities.

Musk anticipates he can increase Twitter's average revenue per user to \$30.22 in 2028 from \$24.83 last year, it added.

Revenue from Twitter Blue, the company's premium subscription service launched last year, is expected to have 69 million users by 2025.

Users currently pay \$3 a month to customize their experience on the app.

Musk hopes that plans to boost Twitter's user numbers will also see more taking out subscriptions to Twitter Blue.



Twitter's board members may also not receive a salary, shaving off another \$3 million in expenses.

Earlier in April, Musk took aim at the company's lax remote working policies, saying he came up with the plan 'since no one shows up anyway.'



Musk, in a now deleted tweet last month, suggested a raft of changes to the social media giant's Twitter Blue premium subscription service, including slashing its price.

Other mooted changes include blue verification checkmarks for anyone who subscribes to Twitter's premium Blue service, which costs \$2.99 a month.

Twitter Blue, launched in June 2021, is said to offer 'exclusive access to premium features' on a monthly subscription basis, Twitter says. It is available in the United States, Canada, Australia and New Zealand.

'Price should probably be ~\$2/month, but paid 12 months up front; account doesn't get checkmark for 60 days (watch for credit card chargebacks) & suspended with no refund if used for scam/spam,' Musk said in a tweet from last month.



Dogecoin is widely seen as a joke cryptocurrency, with one Dogecoin worth \$0.127 as of May 7.

'And no ads,' Musk suggested. 'The power of corporations to dictate policy is greatly enhanced if Twitter depends on advertising money to survive.'

Musk also proposed an option to pay with dogecoin and asked Twitter users for their views.

On Thursday, Musk listed a group of high-profile investors who are ready to provide funding of \$7.14 billion for his Twitter bid, including Oracle co-founder Larry Ellison and Sequoia Capital.

Musk has increased the financing commitment to \$27.25 billion, which

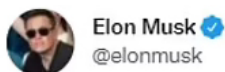
includes commitments from 19 investors, and reduced a margin loan from Morgan Stanley tied to his Tesla stock to \$6.25 billion.

Musk, the world's richest man, is worth \$255 billion – but much of that money is tied up in Tesla stock. He is believed to have 'only' \$3 billion in cash, Bloomberg reported last month.

He has already secured commitments for \$13 billion in loans against Twitter shares.

Last week, Musk disclosed he sold \$8.5 billion worth of Tesla stock following his agreement to buy the platform.

Musk has also pledged some of his Tesla shares to banks to arrange a \$12.5 billion margin loan to help fund the deal.



And no ads. The power of corporations to dictate policy is greatly enhanced if Twitter depends on advertising money to survive.

9:14 PM · Apr 9, 2022 · Twitter for iPhone



Throughout April, Musk has been suggesting further changes to Twitter's business model including tweaks to the platform's premium Blue service, including a cheaper subscription price, banning ads and offering the option to pay in cryptocurrency.

Musk has vowed to let everyone say whatever they want on Twitter after his takeover of the social media giant.

He is said to favor temporary 'timeouts' for users who break the new rules, rather than permanent bans such as those given to Donald Trump.

Musk has also teased at other new features including an 'edit' button to adjust previously posted tweets and

also making the platforms algorithms 'open source to increase trust, defeating the spam bots and authenticating all humans.'

That would enable people to see exactly why Twitter had chosen to make some tweets more visible to users than others.

A top priority for Musk is to eliminate 'bots' which frequently generate spam and run scams.

On Monday, at the Met Gala – his first public appearance since the deal was agreed – he was asked about his plans for Twitter.

'My goal, assuming everything gets done, is to make Twitter as inclusive as possible and to have as broad a swathe of people on Twitter as possible,' he said.

'And that it is entertaining and funny and they have as much fun as possible.'

Twitter shares ended trading down 1.11 percent at \$49.79 in New York on Friday.

Musk would have to pay a \$1 billion termination fee to Twitter if he walked away, and the social media company

could also sue him to complete the deal.

Last month, he spoke during an interview at a TED conference where he outlined how he might change the company which has more than 200 million users around the globe.

Musk reiterated his push to relax Twitter's policy on the moderating of content.

Twitter takes its content moderation seriously arguing that it is good for business but if Musk follows through it could put the onus on users to combat bullying and misinformation on the platform.

'Free speech is the bedrock of a functioning democracy, and Twitter is the digital town square where matters vital to the future of humanity are debated,' Musk said in a news release announcing the deal.

Musk has made it clear that he is not keen on the permanent banning of users and prefers timeouts instead.

It is well known that an edit button would be widely welcomed by users.

Musk polled Twitter users to see if they wanted one. It resulted in four million people responding with 70% voting in favor.

Twitter said at the time that it had been working on such a feature since last year.

It doesn't necessarily mean that tweets would become shorter. On the contrary, Musk has told of his desire for Twitter to allow 'long-form' tweets.

In most cases, tweets can contain up to 280 characters which is double the previous limit of 140.



Tesla CEO Elon Musk tweeted earlier this month asking his followers whether they would like Twitter to have an edit button



The company clarified that it was already working on adding an edit button before Musk's poll, pointing to an April 1 tweet announcing their plans

Twitter also shared a mock-up of what an edit button would look like, giving users the ability to change their posts after sharing.



Duck Duck Gone: DuckDuckGo Goes Woke To Censor Search Content; Forcing Users Now Flocking To Rival Search Engine Brave

Australian National Review | April 11, 2022



For many years, we've been promoting DuckDuckGo as an alternative search engine to Google. Unlike Google and Bing which track users, DuckDuckGo is a privacy-focused search engine that emphasizes protecting searchers' privacy.

However, after many years of standing up for privacy and free speech, DuckDuckGo finally capitulates to the "woke" culture under the disguise of censoring Russian misinformation content. DuckDuckGo has now become DuckDuckGone after it embraces the woke culture and joins the big tech to censor search content.

It all started on Wednesday when the company announced that it has "been rolling out search updates that down-rank sites associated with Russian disinformation," making DuckDuckGo the arbiter of the truth. In a post on Twitter, DuckDuckGo founder and CEO Gabriel Weinberg said:

"Like so many others I am sickened by Russia's invasion of Ukraine and the gigantic humanitarian crisis it continues to create. #StandWithUkraine. At DuckDuckGo, we've been rolling out search updates that down-rank sites associated with Russian disinformation."

However, DuckDuckGo didn't stop there. Weinberg also said that the search engine is "down-ranking sites associated with disinformation."

"We also often place news modules and information boxes at the top of DuckDuckGo search results (where they are seen and clicked the most) to highlight quality information for rapidly unfolding topics," Weinberg added.

But the majority of DuckDuckGo users aren't buying it. Immediately after Weinberg's tweets, hashtag #DuckDuckGone started to trend on Twitter. One user said:

"@DuckDuckGo have decided to filter, manipulate and judge websites just like the rest of Big Tech. #DuckDuckGone"

Meanwhile, other users think

DuckDuckGo has all the rights to judge websites and filter search results. That comment was met with this response from another Twitter user :

"Disinformation" as determined by unreliable/biased authority simply should not be a criteria for sorting results."Or" search engines should set very specific rules around using such a filter. Very simple."

DuckDuckGo's decision has also encouraged some users to start using Brave, another privacy-focused search engine. As a result of "Duck duck go's" implosion, the Founder of Truth Group decided to launch Truthlook.com as a censor-free search engine to replace "Duck Duck Gone". It's in soft launch already and appears to be very independent re it's search's when we tested it.

Freedom lovers will love knowing there is more search engine alternatives, and ones that won't be "woke" sell outs. www.truthlook.com

As mainstream media dies, Truth Group <https://truth-group.com/> and its platforms rise. Alternate independent media and alternate social media is booming. Every billion in market cap they lose is for the Truth Group to gain.

A new social media platform Truthbook.social, built by the people for the people, a force for good. Powered by Australian National Review an independent, not for profit news media company, built by the people for the people, as well. It will be censor-free and blockchain protected, it combines the best of YouTube Features for uploading videos, plus Telegram and Facebook type features for ease of sharing articles or content and to keep in touch with family and friends privately and securely away from the eyes of the Government Agencies. To combat the censoring, and banning of those who speak the truth, and those who are seeking the truth, Truthbook.social will be everything Fake Book isn't. It is supported by the resistance cryptocurrency "Truthcoin".

Truth Coin" will be listed on selected crypto exchanges in late May 2022 to enable supporters to help fund this critical and much-needed alternate social media platform. A platform that's free from Globalists control, and not censored like big tech is. It will not support the Great Reset Agenda or the vaccine digital passport which is heavily reliant on people utilising Globalist

Platforms like Facebook etc. Truth Coin is a large supporter of independent media and and "Take back Our World" objectives. Truthcoin, the new popular digital currency behind, Truthbook.Social, launches its Pre ICO ahead of late May listing for only \$0.02 cents ahead of its expected listing price of \$0.20 cents.

Help Truthbook.social a new social media platform where you can speak the truth and not be banned, defeat Fakebook, and its new search engine Truthlook.com provide an alternate censor-free search engine to Google, by supporting Truthcoin.social, and share in the rewards of its success. With 20,000 users already in the community and growing daily.

Truthcoin's Pre ICO Round 1 is now on offer at just \$0.02 cents, only 10% of its set listing price of \$0.20 cents USD on crypto exchanges late May, 2022.

To qualify one must donate a minimum of \$1000 USD, up to a maximum of \$25,000 USD per person or entity, although the \$1000 minimum is expected to increase for Round 2 at \$0.04 cents and Round 3 is slated for \$0.08 cents. For details on how to access this opportunity click below <https://www.truthcoin.social/truthcoins-ico/>

Truthcoin set to launch its TruthPay Payment system soon, a cryptocurrency system utilising the Cardano network.

It's the currency behind a Facebook competitor, Truthbook.social and an array of new apps designed to replace the major social media networks under the one brand the "Truth" Brand created by the "Truth Group". They include Truthlook.com (a censor-free search engine), Truthtok (a tik tok alternative), TruthTweet (a Twitter alternative), Truthgram (Telegram alternative) TruthInsta (Instagram alternative) TruthTube, TruthMeet (zoom like conferencing), TruthApps (whats app alternative) and TruthChat (a messenger alternative), all designed to be censor-free, and with many being designed, so that a post to one, can be sent automatically to many.

Some of the Apps are launched already, such as Truthbook.social the alternative to Facebook with tens of thousands of users already posted over 100,000 posts in its short time since soft launch, with many becoming available soon.

Truthbook Set To Launch a Censor Free Search Engine Called Truthlook, Now Duck Duck Go Has Lost All Its Credibility After Posting It Will Downgrade Any Sites Supportive of Russia

Australian National Review | March 19, 2022



Truthbook set to launch a censor free search engine called Truthlook, now Duck Duck Go has lost all its credibility after posting it will downgrade any sites supportive of Russia.

The Founder of Truthbook, said we had so many requests from our users to create an alternative search engine that doesn't censor that we decided to make it a reality. The website and an app for Truthlook will be ready soon to register before it's soft launch.

Other innovations to come included an App like Facebooks messenger to make it easy to keep in touch with friends on truthbook.social and a Telegram style app, considering countries such as Brazil and soon others move to ban the app.

Truthbook.social is a growing social media platform that started accepting users mid laser year, well before Trumps Truth.social official launch.

There is actually two Truth social's when it comes to social media companies, and Trumps wasn't the first, and he could face massive lawsuits for using a similar name.

Truth.social: Donald Trump launched his social media app, Truth Social, on February 21, 2022, luring users with the promises of a platform free from "discrimination against political ideology". Its initial roll-out has encountered severe scaling problems, leading to a lower than expected initial audience.

Truth Social is created by Trump Media & Technology Group (TMTG), an American media and technology company founded in October 2021 by former U.S. president Donald Trump. The Truth Social platform is based on Mastodon, a free and open-source distributed social network. The service is only accessible via an iPhone app, and access is limited to users in the United States and Canada.

Truthbook.social: The social media platform Truthbook.social, also known as ANR Social, is built by the people for the people, a force for good. Powered by Australian National Review an independent, not-for-profit news media

company, built by the people for the people, as well.

Truthbook.social not to be confused with Truth.social, is growing fast, no doubt as it's backed by Global Independent Media who have many readers deserting traditional platforms like Facebook and Instagram from the "censoring" of anyone not adhering to the false Covid narrative being pushed.

It is censor free and privacy-protected, it combines the best of YouTube Features for uploading videos, plus Telegram and Facebook type features for ease of sharing articles or content and to keep in touch with family and friends privately and securely away from the eyes of the Government Agencies.

To combat the censoring, and banning of those who speak the truth, and those who are seeking the truth, Truthbook.social is everything Fake Book isn't.

Truth coin www.truthcoin.social, Truthbook's currency, will enable us all to share the truth via Truthbook.social. Truthcoin is not just a Global Payment system, it is Truthbook's currency like Facebook has Libra, but it will also help fund the growth of Truthbook.social to compete against the large multi-billion dollar competitors.

And Just Like That, DuckDuckGo Becomes Google – One Time Free Search Engine Now Down-Ranks Conservative Content – Bans Gateway Pundit

Australian National Review | Jim Hoft | March 30, 2022



This morning we received this email from a Gateway Pundit reader:

Hi Jim, I don't now if you're aware of it but it appears that duckduckgo is now

filtering out your website. I switched over to their android app back in 2020 and I could just type in "thegatewaypundit.com" and your site would be the first to come up.

Last week I noticed it wouldn't come up at all anymore unless I add the www. In front of it. This morning I noticed even if I type the whole thing now, it doesn't come up at all.

I just tested the duckduckgo.com search using chrome and searching on www.thegatewaypundit.com does not return

your site at all. As I'm sure you are – getting a bit sick of this.

Best, Kevin

Thanks Kevin, yes we are. Later today we did a search on gatewaypundit on DuckDuckGo to see what we get.

If you search for The Gateway Pundit on DuckDuckGo they do not even list the front page of our website in their search engine.

And they include the Wikipedia slander and every other major hit piece on The Gateway Pundit instead.

the gateway pundit

All regions • Safe search: moderate • Any time •

<https://www.thegatewaypundit.com/page-2>
The Gateway Pundit - Page 2 of 3844 - Where Hope Finally ...
 Join The Gateway Pundit Newsletter. Sign up for our free email newsletter, and we'll make sure to keep you in the loop. Email Address: Visit AmericanGulag.org to learn how to help the prisoners of the protest on January 6th. Please Visit... TGP FactCheck.

https://en.wikipedia.org/wiki/The_Gateway_Pundit
The Gateway Pundit - Wikipedia
 The Gateway Pundit (TGP) is an American far-right fake news website. The website is known for publishing falsehoods, hoaxes, and conspiracy theories. Founded by Jim Hoft in 2004, The Gateway Pundit expanded from a one-person enterprise into a multi-employee operation that is supported primarily by advertising revenue. During the 2016 U.S. presidential campaign, the site received over a ...

<https://gatewaypundit.blogspot.com>
Gateway Pundit
 AmericanGulag.org is a project of Jim Hoft for the benefit of the public and to provide sunshine and publicity to the scores of political prisoners wrongfully imprisoned as a result of the protest on January 6th. Visit AmericanGulag.org to learn how you can help these persecuted and suffering men and women.

<https://www.mediamatters.org/gateway-pundit>
The Gateway Pundit | Media Matters for America
 The Gateway Pundit is a right-wing website that repeatedly falls for hoaxes, pushes conspiracy theories and smears of Democratic officials, and is an ardent defender of President Donald Trump.

<https://rumble.com/c/TheGatewayPundit?date=this-week>
The Gateway Pundit - Rumble.com
 Browse the most recent videos from channel "The Gateway Pundit" uploaded to Rumble.com
 Subscribe 127K Zelensky Slams NATO's Decision Over Refusal to Close Ukrainian Air Space

The Gateway Pundit
 thegatewaypundit.com
 The Gateway Pundit is an American far-right fake news website. The website is known for publishing falsehoods, hoaxes, and conspiracy theories. Founded by Jim Hoft in 2004, The Gateway Pundit expanded from a one-person enterprise into a multi-employee operation that is supported primarily by advertising revenue. [Wikipedia](#)
 Available in: English
 Owner: Jim Hoft
 Created by: Jim Hoft
 Website Wikipedia Twitter
 Share Feedback

We have been disappeared. Despite having millions of readers a day the top articles that pop up for Gateway Pundit include hit pieces that had no traffic.

What adds insult to injury is that the search engines and Big Tech demons will allow knock-off sites to steal our content word-for-word, including photos and video and that is OK. That is approved. This is the evil we are up against.

Today Breitbart posted a report on DuckDuckGo. They have become Google. They are actively censoring conservative content that does not fit their world view. Via Breitbart.

Popular privacy-focused search engine DuckDuckGo, commonly considered an alternative to Google, has announced that it will be "down-ranking" sites associated with "disinformation," along with adding "information boxes" to "highlight quality information."

The announcement received widespread backlash from DuckDuckGo supporters, who view the changes as adopting the censorship policies of the Masters of the Universe.

In a recent Twitter post, the CEO of privacy-focused search engine DuckDuckGo announced that the company would be downranking "sites associated with disinformation," which has been a popular tactic by Google for

years to reduce user access to content it considers objectionable.

DuckDuckGo CEO Gabriel Weinberg tweeted about the decision, stating that it was an effort to reduce Russian disinformation online. "Like so many others I am sickened by Russia's invasion of Ukraine and the gigantic humanitarian crisis it continues to create. #StandWithUkraine," Weinberg stated, adding: "At DuckDuckGo, we've been rolling out search updates that down-rank sites associated with Russian disinformation."

Weinberg goes on to say that DuckDuckGo will also be placing news modules and information boxes at the top of certain search results to highlight "quality information for rapidly unfolding topics." This was a method used by many search engines and social media sites during the coronavirus pandemic to push official government narratives and information — that regularly changed drastically — to internet users.

Here are Weinberg's tweets.



Gabriel Weinberg @yegg · Mar 10, 2022

Replying to @yegg

In addition to down-ranking sites associated with disinformation, we also often place news modules and information boxes at the top of DuckDuckGo search results (where they are seen and clicked the most) to highlight quality information for rapidly unfolding topics.



Gabriel Weinberg

@yegg

DuckDuckGo's mission is to make simple privacy protection accessible to all. Privacy is a human right and transcends politics, which is why about 100 million people around the world use DuckDuckGo. (We don't have an exact count since we don't track people.)

The start of the great Facebook decline

The Drum | Tom Jarvis | February 16, 2022



Recent news that Facebook's user growth has slumped for the first time in 18 years has wiped 20% off parent company Meta's share price (a drop in value of \$175bn). Wilderness CEO Tom Jarvis looks into whether this is the start of the end for Facebook.

Competition for attention

The symbolic fall of about one million users doesn't sound like much given Facebook's daily user base is near two billion. But it represents the first of its kind for Facebook in 18 years. Monthly active users, another key metric for Facebook, also remain flat.

Recently, Facebook has battled with new rival, TikTok, which is driving engagement among Gen-Z audiences and content creators. This competition has hit Facebook hard. Despite attempts to clone TikTok's core features (eg 'stories'), Facebook seems unable to match TikTok's levels of engagement.

Facebook, and by extension Instagram, are stuck in an old model of social media, popularized a decade ago and driven by connection, where relevant content is surfaced based on the people you know and accounts you follow. TikTok is changing user behavior, taking social media from a connection to a content-driven economy.

The content-driven economy

TikTok has allowed Gen-Z to grow accustomed to being served thousands of videos from people they don't know who make content that hits a niche they might like. The algorithm works out what content drives your attention, feeding you more of the same, like a personalized TV channel.

TikTok is being consumed as a first screen, sitting in stark contrast to the way many users traditionally engage with Facebook, Instagram and other social platforms.

46% of TikTok users engage with content on the platform without distractions, while 35% of users say they watch less TV, or other video content, since they started using it. TikTok users are engrossed in only one screen.

This presents a challenge for Facebook and Instagram. As Adam Mosseri, head of Instagram, stated: "we're no longer just a square photo-sharing app". In January, Instagram announced a shift in serving content to users. The app now has three feed options: Home, which features recommended content similarly to TikTok's 'For You' Page (FYP); Favorites, presenting a set of accounts you don't want to miss content from; and Following, with content from the accounts you follow (sounds familiar!).

Meta's attempt to make Instagram more like TikTok is plucked straight from their copy-cat playbook. But the challenge in a content-driven economy lies in retaining users who don't gravitate toward and stay with a platform because their close friends are using it, but because it curates the best content.

This approach returns the power to creators, revealing where TikTok and YouTube have an edge. TikTok has created global stars with growing audiences at record speed, in a way that is challenging to achieve on Instagram. YouTube has over a decade's experience and an internal culture that supports creators with a generous revenue-sharing model.

Instagram is no longer an attractive option for creators. Will Instagram be able to scale its audience by imitating successful practices on YouTube or TikTok? This remains to be seen. Part of the challenge may be financial, as Meta has offered up a \$1bn creator fund.

That may sound impressive but it's dwarfed by YouTube, who paid creators more than \$30bn last year and recently set up a creator fund to pay \$10,000 per month for YouTube Shorts.

Advertisers push back

Will advertisers follow suit and spend less on the once-dominant social platform? Ad dollars for Meta across both Facebook and Instagram are set to fall an estimated \$3bn in Q1 2022.

Facebook has experienced a rise in cost of engaging users, given the changes Apple has made to its privacy settings. This led advertisers to seek alternatives and Google to benefit. The search engine is less reliant on data collected on Apple devices and has profited with its search business outperforming expectations. Shares in Alphabet, Google's parent company, went up almost 8% last Wednesday.

While Facebook places Reels, its full-screen vertical video tool, as its center point, it needs to consider this move from an advertising perspective. The challenge here is that full-screen, short-form video has been less easy to monetize than in-feed or long-form content, which Facebook has mastered.

Facebook believes Reels can be commercially successful, given Mark Zuckerberg's remarks on a recent earnings call with investors: "while video has historically been slower to monetize, we believe that over time short-form video is going to monetize more like Feed or Stories than like Watch (Facebook's long-form video product)".

This may be Facebook's biggest issue. If they succeed in winning the attention of key Gen-Z audiences with Reels across Instagram, they still need to be able to monetize it at the same rate as previous interactions of social engagement - but the horse may have already bolted. Users are being primed to see less advertising on the TikTok FYP, or YouTube shorts, and the ads they are seeing are less intrusive. The challenge for Facebook is to create the same experience with Reels while continuing to drive huge ad revenues.

Facebook needs to do that to fund content creators and their vision of a metaverse - currently a \$10bn-a-year investment with no profit in sight for years to come. With all these challenges mounting, it may well be the start of the great Facebook decline.

Facebook is shrinking

Vox | Shirin Ghaffary | February 2, 2022



Facebook's total number of users has declined — a first for the social media platform that has experienced seemingly never-ending growth since it debuted 17 years ago.

Facebook lost about half a million global daily users in the fourth quarter of 2021 compared to the previous quarter, according to the quarterly earnings report of Meta, its parent company.

That might not seem like a major drop relative to its under 1.93 billion total daily active users, but it represents a low point for a metrics-driven company whose user base long grew at a rapid pace across its different apps.

The statistic shows how Meta has struggled to stay relevant to younger users, many of whom are drawn to competing apps like TikTok. And it places even more pressure on Meta's big bet on the metaverse — a VR/AR-enabled alternative universe that CEO Mark Zuckerberg sees as the future of the internet — to actually work out.

Wall Street immediately reacted: Meta shares were down 20 percent in extended trading after the news.

It's long been known that user growth on the Facebook app was stagnating, in part because of its aging user base and the fact that it has run out of new countries to expand into.

In its early days, Facebook was only available in the US, but has since expanded to almost every other country except for places like China, where the app is blocked. Facebook's user growth has declined before specifically in the US, but this is the first quarter in which its global daily user base has dropped.

That means it's more important than ever that Meta change its strategy in order to retain and attract new eyeballs. To do that, Meta said it's investing more in short-form video features like Reels, its TikTok clone.

And in the long term, the company is making huge investments (to the tune of \$10 billion in losses in the past year) in building out its AR/VR capabilities and other futuristic technologies that support the metaverse.

On the earnings call, Meta CFO David Wehner said this drop in user growth was due in part to increased competition from other apps.

"We believe competitive services are negatively impacting growth, particularly with younger audiences," said Wehner, who also cited an increase in internet data prices in India as a reason for the slowdown. Facebook has an estimated 350 million users in India, which is its biggest market.

Later on the call, Facebook CEO Mark Zuckerberg spelled out the elephant-competitor-in-the-room, TikTok, by name. TikTok said it has 1 billion users as of September of last year, and was the most downloaded app in the world in 2021, according to app analytics firm Apptopia.

"What's unique is that TikTok is so big as a competitor already, and also continues to grow at quite a fast rate off of a very large base," said Zuckerberg. He went on to say, "I think overall engagement will grow ... and that's why we're optimistic about the future. But there's a lot of work to do here."

Meta also reported lower than expected profit and revenue growth, which it says was driven in part by inflation and Apple's new ad-tracking privacy restrictions that limit Meta's ability to sell ads. The company is also facing ongoing scrutiny from government regulators around the world over antitrust concerns and content moderation.

Despite the drop in user growth and missed targets, Facebook is still making plenty of money. The social media giant earned \$33.67 billion in revenue last quarter, a 20 percent increase from the year before. And when you include Facebook's entire "family of apps" — such as Instagram and WhatsApp — it's still growing its users overall (although at a relatively slow rate: from 2.81 billion to 2.82 billion daily active users in the past quarter compared to the quarter before).

But there's no question now that Facebook — or Meta as it's now called — is facing a real challenge to its social media dominance. Whether or not it will continue to be the biggest social media app, as it has been for over a decade, is no longer a given.

Trump to launch new social media platform TRUTH Social

BBC News / 21 October 2021



Former US President Donald Trump has announced plans to launch a new social media network, called TRUTH Social.

He said the platform would “stand up to the tyranny of big tech”, accusing them of silencing opposing voices in the US.

Social media played a pivotal role in Mr Trump’s bid for the White House and was his favourite means of communication as president.

But Mr Trump was banned from Twitter and suspended from Facebook after his supporters stormed the US Capitol.

Social media firms were under pressure throughout Mr Trump’s presidency to ban him, with his posts criticised as insulting, inflammatory or peddling outright falsehoods.

Last year Twitter and Facebook began deleting some of his posts or labelling them as misleading, such as one in which he said Covid was “less lethal” than the flu.

They took the decision to ban or suspend Mr Trump after the January riots, which followed a speech in which he made baseless claims of electoral fraud.

Responding to the riots, Mr Trump

called those at the Capitol “patriots” and showed no sign of accepting the result of the election, prompting Twitter and Facebook to rule that it was too risky to allow him to continue to use their sites.

‘Your favourite president has been silenced’

Since then he and his advisers have hinted that they were planning to create a rival social media site.

Earlier this year, he launched From the Desk of Donald J Trump, which was often referred to as a blog.

The website was permanently shut down less than a month after it launched after attracting only a fraction of the audience he would have expected through established sites.

His senior aide Jason Miller said it was “just auxiliary to the broader efforts we have and are working on”.

An early version of his latest venture, TRUTH Social, will be open to invited guests next month, and will have a “nationwide rollout” within the first three months of 2022, according to a statement by Trump Media & Technology Group (TMTG).

“We live in a world where the Taliban

has a huge presence on Twitter, yet your favourite American President has been silenced,” wrote Mr Trump.

“Everyone asks me why doesn’t someone stand up to Big Tech? Well, we will be soon!” he added.

Donald Trump’s team is making a big deal of this. Yet there’s no indication that the new company has a working platform yet. The new site is just a registration page.

He wants to create a platform that rivals Twitter or Facebook, but that simply won’t happen.

By its very nature the platform is overtly politicised. It is not going to be a talking shop of ideas like Twitter, or a place the whole family is on like Facebook.

What it could be is a more successful version of other ‘free speech’ social media platforms like Parler or Gab.

Donald Trump clearly wants his megaphone back. He thinks this might be his ticket. But if he’s really going to be heard, he needs the Big Tech platforms to let him back on - and that’s not going to happen anytime soon.

TMTG, which he chairs, also intends to launch a subscription video-on-demand service.

TMTG said its video-on-demand service would “feature ‘non-woke’ entertainment programming, news, podcasts, and more”.

Mr Trump’s announcement comes months after his former aide Jason Miller launched another social media company called GETTR.

His criticism, that social media silences conservative voices, is shared by many Republicans, although Facebook data shows that figures such as Ben Shapiro and Dan Bongino, as well as outlets like Fox News and The Daily Caller, consistently appear among the site’s top performing posts.

Mr Trump retains a strong hold over the Republican party. He has hinted that he will run again in 2024 but has made no formal announcement. He has also kept his profile up with public rallies.

Trump Launches Truth.social as a Social Media Platform, Not Realising Truthbook.social Already Exists and Launched Before Him

ANR News / Staff Reporter / 7 December, 2021



Trump launches Truth.social as a social media platform valued at a massive \$10 billion already by stock traders, not realising Truthbook.social already exists, and launched months before him.

It's looking like Trump's team has jumped the gun, with their plans to build Truth.social, before checking a social media platform called www.truthbook.social already exists.

Unlike Trumps planned alternate social media platform, Truthbook.social founded by ANR's Founder and other Independent media partners, it already has a working model that's proven, with active users that have been using it in its soft launch stage currently, for months.

Trump didn't announce his plans to October 21st, 2021 well after Truthbook.social, an independent media backed initiative had already launched in the social media space.

Trump's team is launching Truth.social a new social media platform, yet to be created and yet to launch as a product, but valued at over \$10 billion.

Yet they failed to realise that the Australian National Review and other independent media partners, had already Founded and launched www.truthbook.social months earlier than his Oct 21, 2021 announcement.

Unlike Trump's planned platform, it already has a working platform in soft launch, blockchain-backed and active users and growing daily.

It will reportedly, also have a marketplace, and its own global payment system, called truth coin being launched soon and will also utilise www.bitcoin20.org, and the new resistance coin www.ourworldcoin.org.

It's backed by the Australian National Review and Global Independent media partners. And has a quality development team behind it.

Truthbook.Social said users can already check the platform out and are taking feedback whilst in soft launch.

It claimed its the best way to defeat the Globalists and their planned Chinese style social credit score via a quackzinne

digital passport, which if enough desert fakebook and Instasham etc to new resistance platforms such www.truthbook.social then it will interrupt their plans.

Also see www.truthcoin.social, the new cryptocurrency backing truthbook.social to provide alternatives to fakebook, and Instasham, and screwtube, and offers large incentives for donors such as:

\$1000 USD turns into \$4000 Truthcoin

\$2500 USD turns into \$15,000 Truthcoin

\$5000 USD turns into \$40,000 Truthcoin

\$10,000 USD turns into \$100,000 Truthcoin

\$15,000 USD turns into \$175,000 Truthcoin

Truthcoin is reportedly listing in the second quarter in 2022 on mid-tier exchanges such as Azbits, and Coinbits at a \$0.20 cents USD list price, before going onto tier 1 exchanges.

Meta plans to create currency – media

The social media giant appears to have multiple currency-related irons in the fire

RT World News | 7 April 2022



Social media behemoth Meta is reportedly considering rolling out a digital currency, the Financial Times revealed on Wednesday, years after the company's initial efforts to create a cryptocurrency called Libra ran around on a combination of stifling regulations and user distrust.

Despite the collapse of its planned cryptocurrency Diem – formerly known as Libra – Meta has not given up on its plans to muscle into the financial services sector, with internal sources suggesting the company has plans to roll out a whole suite of virtual coins, tokens, and even business lending services.

Subsidiary Meta Financial Technologies is said to be “exploring the creation of a virtual currency for the metaverse,” something employees have begun referring to as “Zuck Bucks,” company sources told FT. But rather than previous efforts to enter the cryptocurrency world, Meta employees are reportedly seeking out the least-regulated form of digital currency, FT's sources revealed, indicating it was giving the blockchain a wide berth.

Rather than debuting ‘Zuck Bucks’ as a blockchain-based crypto, the company will likely begin with in-app tokens it can totally control, perhaps building on its existing non-blockchain peer-to-peer payment system Facebook Pay, the sources

indicated. Stephane Kasriel, the head of the finance division for Meta, wrote in a January memo that the company was working on “accelerat[ing]” investments in facilitating payments within its encrypted messenger subsidiaries WhatsApp and Messenger, “helping creators monetize their activity” via NFTs and other means, and potentially merging Facebook Pay with Novi, another wallet app which was initially developed to hold Meta's Libra/Diem coin before that project collapsed.

Efforts to stitch Meta's blockchain wallet back together hope to see it function as a one-stop shop for “payments, identity and digital assets management within the [family of apps] and over time to other apps/sites,” the memo reveals, hinting at a model similar to the World Economic Forum's Known Traveler Digital Identity – itself the subject of feverish speculation regarding central bank digital currencies, digital ID systems, health passports, and other dystopian-sounding structures.

Perhaps more ominously, given the many trust issues the company has run into with its users over the years, Meta is mulling over the creation of “reputation tokens,” which would be distributed to preferred users as a reward for what the company might consider pro-social behavior – acts like contributing “meaningfully”

to Facebook groups or attaining “influencer” status on Instagram.

Efforts to imbue Facebook users with a “trusted” designation in the past have failed spectacularly, and it's unclear how this approach would solve the problems that have cropped up previously.

An internal company memo shared last week indicated Meta plans to be fully capable of posting and sharing non-fungible tokens (NFTs) within its subsidiaries by May.

The company may even further monetize its NFTs via “fees and/or ads,” according to an internal document, and plans to test a feature that will allow users to become members of Facebook groups based specifically on minting and owning the blockchain-based objects. However, it's also not clear how Meta hopes to dodge the blockchain factor in its quest to avoid regulation, as NFTs depend on blockchain to function.

Besides that, the company is considering branching out into “traditional” financial services, such as small-business loans, several company sources claimed. While acknowledging there are no concrete plans as yet for a “Bank of Facebook,” the sources said the company has held discussions with “potential lending partners.”

Once praised for its seemingly never-ending growth, Facebook is struggling to continue to add new users, recently reporting its first-ever quarterly decline in numbers – a revelation that saw it lose \$220 billion in market valuation in the course of a single day, as investors learned its competitors were eating its lunch. With over two decades of problems with users' trust under its belt, Meta may have an uphill battle ahead if it hopes to convince users to trust it with their money – digital tokens, cryptocurrency, or otherwise.

Trumpcoin verse Truthcoin?

January 14, 2022 | Sunshine Coast National Review



Truthcoin has a real value and is the payment system behind the new social media platform Truthbook.social not to be confused with Trump's Truth Social.

Truthcoin, Truthbook's currency, will enable us all to share the truth via Truthbook.social. Truthcoin is not just a Global Payment system, it is Truthbook's currency like Facebook has Libra, but it will help support the growth by not only being a payment system but drive its users to advertise or subscribe using Truthcoin and reward its growing user bases with Truthcoin.

TrumpCoin is a cryptocurrency supporting the Trump administration and its conservative followers and Patriots. Its crowdfunding blockchain provides funding and recognition for Patriots utilizing PatriotNodes and PoS mining.

Revealed: The People Who Signed Up to the Magacoin Trump Cryptocurrency

It bills itself as the 'digital currency for the MAGA community' but data shows most of the magacoin is allocated to its self-styled creator

More than 1,000 people have so far signed up to the pro-Trump cryptocurrency magacoin, including conservative media personalities and Republican figures, the Guardian can reveal.

The news comes after poor security configuration in a website associated with magacoin exposed the email addresses, passwords, cryptocurrency wallet addresses and IP addresses of users who have bought in to what its promoters describe as the "digital currency for the MAGA community".

The data also reveals that the lion's share of the cryptocurrency so far produced has been allocated to the self-described creator of magacoin, a pro-Trump consultant who owns an LLC associated with the cryptocurrency, and a Super Pac associated with the same consultant.

The information, provided to the Guardian by a self-described hacktivist, unveils the reality around the

cryptocurrency whose creators say it is made "by America First Conservatives out of frustration with 'Losing the Election' and a desire to fight back by supporting MAGA candidates".

The vast majority of those sign-ups have only 100 magacoins, the amount offered free in initial publicity to early sign-ups who can claim their share of "75 million MAGACOINS". The website, echoing widespread rightwing falsehoods about the 2020 election result, says it chose that number "to represent the 75 million voters who were disenfranchised on November 3rd, 2020".

Other users, however, have greater holdings, and at least some of them may have taken advantage of the cryptocurrency's Ambassador Program, in which promoters are offering 1,000 free magacoins to approved radio hosts, media personalities, bloggers and grassroots groups who sign up to help promote the currency to their audience.

One account with 1,500 magacoins is associated with the email address of the rightwing broadcaster John Rush, whose Rush To Reason program airs on Denver's KXL conservative talk station.

Rush recently played host on his program to Marc Zelinka, whose Littleton, Colorado-based used car company, Carmart Inc, applied in April for a trademark for magacoin. Zelinka also administers the magacoin Facebook page, and is credited in conservative social media and on Rush's show as the creator of magacoin.

Another email address is associated with the Youth Federalist Initiative, a Colorado Republican party-associated effort at youth engagement. The email suggests that the cryptocurrency is in the possession of Evan Underwood, a Colorado Republican activist, podcaster and chair of the Colorado Federation of College Republicans.

Magacoin has been connected in reporting by the Daily Dot with a North Carolina-based Trumpist political operative, Reilly O'Neal, who is the principal of a North Carolina LLC, Magacoin Inc, which was registered last April.

In a telephone conversation, Zelinka, the self-described creator of the cryptocurrency, said that "I don't control it any more", and that he had passed the cryptocurrency project entirely to O'Neal.

The Guardian has discovered more extensive connections between O'Neal and the cryptocurrency.

Last month, a Super Pac called Magacoin Victory Fund was registered

with the Federal Election Commission. The Super Pac's main mailing address is a post office box in Raleigh, North Carolina, which is also associated with several other O'Neal-controlled companies and political entities.

According to North Carolina state records, other companies headquartered at the PO box and solely controlled by O'Neal include Rightside Lists LLC and Mustard Seed Media LLC - part owner of Big League Politics.

On magacoin's front page and in promotional emails it announces that "10 Million MAGACOINS have been donated to the MAGACOIN Victory Fund, a SuperPAC created to support MAGA candidates across the country who will fight for individual rights, religious liberty, protecting the unborn, the 2nd amendment, freedom of speech and the entire America First Agenda".

The records reflect this gift, with 10 million magacoins associated with an email hosted at the domain of O'Neal's political consultancy, Tidewater Strategies. Another Tidewater email address is associated with holdings of just over 2m magacoins.

Another 2m magacoins are associated with Zelinka's phone number and an old email address of Zelinka's which alludes to his used car dealing.

Previously, O'Neal worked on several North Carolina and national political campaigns, including the campaign of the pro-Trump former judge and accused paedophile Roy Moore.

His political consultancy, Tidewater Strategies, received large sums from mostly Trumpist Republican candidates in the last election cycle, many of whom failed to win office.

O'Neal also reportedly has a stake in the far-right conspiracy-minded website Big League Politics (BLP) through another of his companies, Mustard Seed Media.

That publication's editor, Patrick Howley, was discredited on the witness stand in the trial of leftwing activists about whom Howley and others fomented conspiracy theories, in order to shift blame from James Fields after he murdered Heather Heyer after the Unite the Right rally in Charlottesville.

BLP recently ran a major story on magacoin, promising that the cryptocurrency would "create an ecosystem where pro-Trump individuals can support pro-Trump businesses and candidates without using a financial instrument that benefits the globalists".

As Facebook Libras Faces Its Challenge To Become Facebooks Global Crypto Currency, Truthbook.social Is Moving Right Ahead With Its Truthcoin

January 14, 2022 | National Times Australia



As Facebook Libras Faces Its Challenge To Become Facebooks Global Crypto Currency, Truthbook.social Is Moving Right Ahead With Its Truthcoin

As Facebook's Libra faces its challenge to become Facebooks Global cryptocurrency, Truthbook.social is moving right ahead with its Truthcoin

Facebook's digital currency project, formerly known as Libra, plans to launch a US dollar-backed stablecoin around the end of this quarter, per Coindesk. Facebook is shifting its Libra cryptocurrency plans after intense regulatory pressure.

Truth coin, Truthbook's currency, will enable us all to share the truth via Truthbook.social. Truthcoin is not just a Global Payment system, it is Truthbook's currency like Facebook has Libra, but it will also be the currency used for payment of advertising and subscriptions with Truthbook.social.

Facebook is Shifting its Libra Cryptocurrency Plans after Intense Regulatory Pressure

The Libra Project Will Now Support Existing Currencies in Addition to the Proposed Libra Token.

Facebook is altering its plans for its Libra cryptocurrency project following months of severe regulatory pressure and political pushback, according to a new report from The Information published on Tuesday.

According to the report, Facebook no longer intends to make the Libra token — the actual blockchain-based cryptocurrency it's in the process of developing in partnership with the nonprofit Libra Association — the centerpiece of its digital payments strategy. Instead, Facebook's Libra project will reportedly transition to supporting both existing government-backed currencies, like the US dollar and the euro, and the Libra token when it is eventually completed and ready to launch.

Additionally, The Information says Facebook is delaying the launch of its separate Calibra digital wallet, which was to be a primary showcase for the Libra technology by allowing anyone with a smartphone to acquire and store the cryptocurrency and then pay for various goods with it. The wallet will now support multiple currencies, of which Libra will be just one.

FACEBOOK WILL NO LONGER PROMOTE ITS OWN DIGITAL CURRENCY AND INSTEAD USE EXISTING ONES

Calibra, originally slated to launch this summer, is now coming out in October, The Information reports. The wallet, instead of becoming available all over the world at launch, may have its availability restricted to whatever government-backed currencies the Libra project eventually supports within the app. That could slow Calibra's rollout. The Information says Calibra's

core money-storing and transfer features are still scheduled to come to both Facebook Messenger and WhatsApp, too, although it's unclear what the timeline for that process will be relative to Calibra's planned October launch.

"Reporting that Facebook does not intend to offer the Libra currency in its Calibra wallet is entirely incorrect. Facebook remains fully committed to the project," a Facebook spokesperson said in a statement given to The Verge, referencing The Information's initial assertion that the company was no longer planning to support the Libra token in its digital wallet. The Information has since corrected its report.

The Libra project was first announced in June of last year as a bold yet risky endeavor to revolutionize money transfer and position Facebook and its partners on the ground floor of a new, blockchain-based digital payments industry. It had two parts: a Libra token, designed broadly similar to other cryptocurrencies like Bitcoin but with fundamental differences intended to make it more stable and less of a speculative asset, and a blockchain network that would be the technical foundation of the token and the tool for verifying transactions and token ownership.

Facebook anticipated at least some scrutiny, so it created a nonprofit, called the Libra Association, of which Facebook and its new Calibra subsidiary would represent only one member. It included, at launch, 27 other companies and nonprofits. That group, based out of Zurich, Switzerland, has been tasked with overseeing the cryptocurrency's development, as well as the blockchain network that would support it. The currency was also to be supported by a pool of assets, including existing currencies from around the world, contributed by the various participating members, which at launch included big names like Mastercard, PayPal, Stripe, and Visa.

This high-flying cryptocurrency looks poised for continued success.

The Motley Fool | Will Ebiefung | 22 October 2021



Key points

Cardano prices have been soaring lately. Can the rally keep its momentum?

The blockchain's economic moat could help keep it ahead of the competition.

With prices up over 1,000% (to \$2.10) year to date, Cardano (ADA -2.80%) has had a tremendous run this year. While the cryptocurrency market is notoriously volatile and difficult to predict, the high-flying blockchain may have more room to grow because of its strong economic moat. Let's explore the reasons for Cardano's edge.

1. Cardano is programmable

Launched in 2017, Cardano is a public blockchain designed to facilitate peer-to-peer transactions through its internal cryptocurrency, ADA (investors purchase ADA tokens to bet on Cardano's growth and adoption).

Unlike Bitcoin, which isn't programmable, Cardano allows private developers to create sophisticated smart contracts on its blockchain (Bitcoin's smart contracts are less complex).

Smart contracts are self-executing contracts, which enable developers to create complex decentralized applications. These peer-to-peer programs allow anyone to interact on the network.

Cardano hosts several promising decentralized applications under development, including MELD - a decentralized finance platform aiming to allow users to lend out their cryptocurrency or use it as collateral for cash loans.

MELD is funded through a unique system called an Initial Stake Pool Offering (ISPO), which involves ADA holders staking their tokens (proceeds go to MELD) in return for the new platform's native tokens, which will be distributed to the participants' wallets at launch in December.

Because investors need to stake ADA tokens to participate in ISPOs like MELD, these projects could help power long-term demand for the token.

2. A more environmentally friendly proof-of-stake mechanism

Cardano isn't the only popular blockchain that allows users to program and fund decentralized applications on its blockchain. Ethereum, which launched in 2015, offers similar functionality.

But Cardano's competitive advantage comes from its proof-of-stake consensus mechanism (Ethereum also plans to implement proof-of-stake, but Cardano has the first mover advantage).

Consensus is a key feature of blockchain platforms that ensures the network is synchronized and transactions are legitimate - removing the need for middlemen like traditional financial services.

Proof-of-work systems like Bitcoin and Ethereum achieve consensus through mining, which involves solving complex computational puzzles to verify transactions in return for newly minted coins.

The process is energy-intensive, with Bitcoin mining alone consuming 91 TeraWatt-hours of electricity annually, which is almost 0.5% of global consumption, according to Business Insider.

Cardano uses a proof-of-stake system called Oroboros. Instead of solving puzzles, miners validate transactions based on how many coins they hold in return for new coins.

This process is called staking, and it's typically done on cryptocurrency exchanges like privately held Binance or Kraken. Proof-of-stake is far less energy-consuming than proof-of-work, giving it an edge in this environmentally conscious political climate.

Minimizing risk in an uncertain industry

The cryptocurrency market is uncertain and prone to wild speculation. But fundamental-focused investors can mitigate the uncertainty by betting on assets with an economic moat that separates them from rivals.

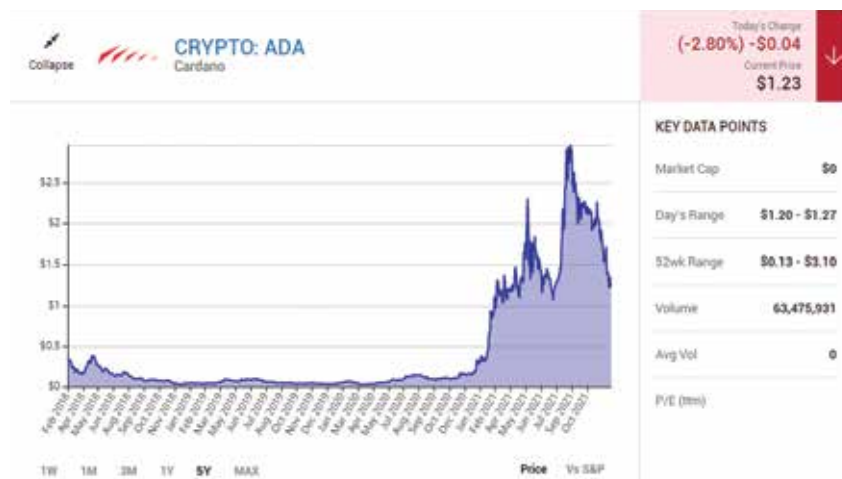
With a total market cap of \$69 billion, Cardano isn't cheap. But its environmentally friendly proof-of-stake consensus mechanism and programmable blockchain could help it outperform over the long term.

10 stocks that could be the biggest winners of the stock market crash

When our award-winning analyst team has an investing tip, it can pay to listen. After all, the newsletter they have run for over a decade, Motley Fool Stock Advisor, has quadrupled the market.*

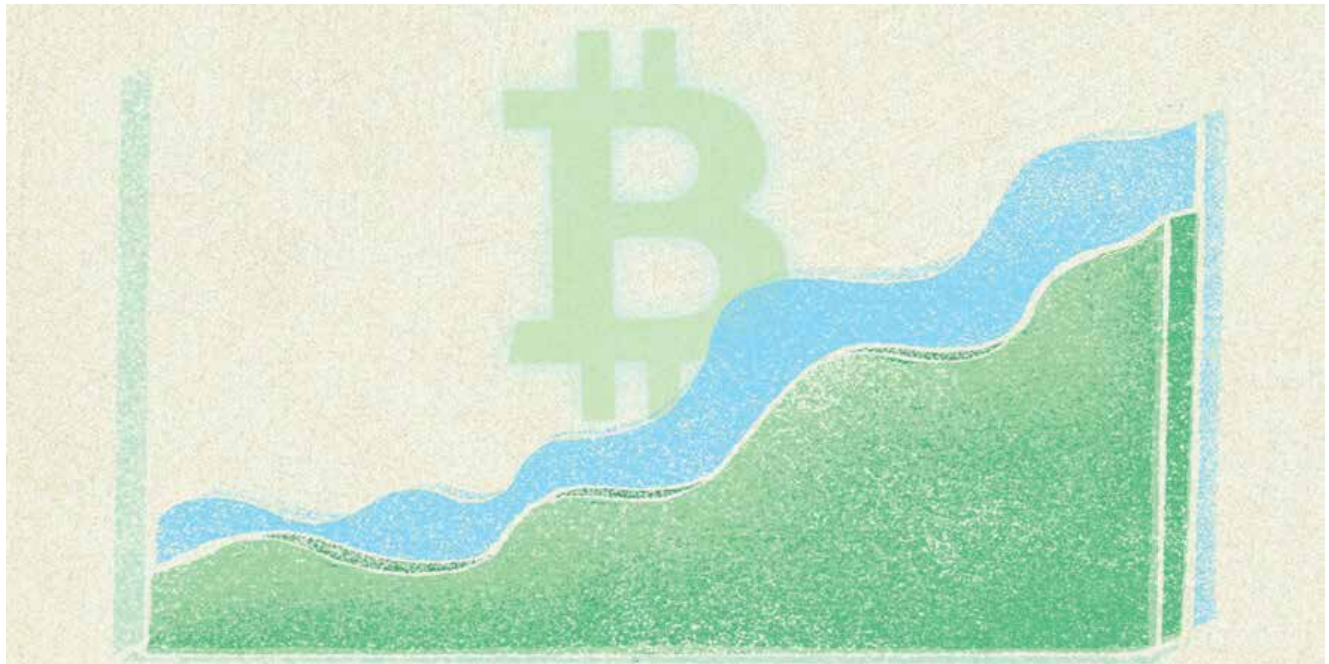
They just revealed what they believe are the ten best buys for investors right now... And while timing isn't everything, the history of their stock picks shows that it pays to get in early on their best ideas.

This article represents the opinion of the writer, who may disagree with the "official" recommendation position of a Motley Fool premium advisory service. We're motley! Questioning an investing thesis - even one of our own - helps us all think critically about investing and make decisions that help us become smarter, happier, and richer.



Bitcoin Hit Another New All-Time Last Month, Then Saw Big Price Drops. Why Crypto Investors Should Ignore the Ups and Downs

NextAdvisor | Ryan Haar | 7 December, 2021



Bitcoin hit another new all-time high when it went above \$68,000 for the first time on Nov. 10.

While its price has seen several drops since then - including a drop below \$46,000 over the weekend - Bitcoin's latest new record and current price is an impressive feat considering just a year ago the currency hovered around \$15,000 per coin.

Ethereum - the next most popular crypto - has seen a recent surge as well, and last month notched another new all-time high of its own above \$4,800.

Though Bitcoin and Ethereum have both fallen in price since then, many experts still expect Bitcoin's price to exceed \$100,000 as soon as next year.

Despite the new record high, Bitcoin is still a highly volatile and speculative investment. In fact, the last time the crypto saw a record high in mid-April, it abruptly lost over half of its value and plunged to around \$30,000 by mid-July.

So what should crypto investors do in light of this latest increase, and the subsequent drops? Nothing, according to the experts we've talked to.

Given the crypto's history of volatility, this increase doesn't guarantee a long-term reversal. Bitcoin's price is just as likely to fall back down as it is to continue climbing.

The future of cryptocurrency is sure to include plenty more volatility, and experts say that's something long-term crypto investors will have to continue dealing with.

What Investors Should Know

If you're investing in cryptocurrency, expect volatility to continue. That's why experts recommend keeping your crypto investments to less than 5% of your total portfolio.

"I know these things are super volatile, like some days they can go down 80%," Humphrey Yang, the personal finance expert behind Humphrey Talks, previously told NextAdvisor.

"But if you believe in the long-term potential of [Bitcoin], just don't check on it. That's the best thing you can do."

Just like you shouldn't let a price drop influence your decision to buy crypto, don't let a sudden price increase alter your long-term investment strategy.

Even more importantly, don't start buying more crypto just because the price is rising.

Always make sure your financial bases are covered - from your retirement accounts to emergency savings - before putting any extra cash into a speculative asset like Bitcoin.

Bitcoin's latest big jump also isn't anything new. "While in the long-term Bitcoin's price has generally gone up, we experience a lot of volatility along the way," says Kiana Danial, founder of Invest Diva.

Investors should continue to hold and not worry about the fluctuations, like Danial, who says she's not "jumping on the hype."

No matter if crypto is going up or down, the best thing you can do is to not look at it. Set it and forget it like you would any traditional long-term investment account. "If you let your emotions get too much into it then you could sell at the wrong time, or you might make the wrong decision," says Yang. "You stress out about it, and I don't think that's a healthy way to approach it."

Rumble Inc., The Neutral Video Platform, to go Public Through Combination With Cantor Fitzgerald's CF Acquisition Corp. VI (Nasdaq: CFVI)

Yahoo Finance | 2 December 2021

- **Tremendous growth from 1.6 million average monthly active users in Q3 2020 to a record 36 million average monthly active users in Q3 2021**
- **44 million monthly active users in August 2021**
- **Viewer engagement grew 44x from Q2 2020 to Q3 2021 to 8 billion minutes watched per month**
- **Transaction is expected to provide approximately \$400 million in proceeds to Rumble, including a fully committed PIPE of \$100 million at \$10.00 per share and \$300 million of cash held in the trust account of CFVI**
- **Transaction values Rumble at an enterprise value of \$2.1 billion**
- **Rumble Founder and Chief Executive Officer to retain voting control to facilitate execution of Rumble's neutral mission on behalf of all stakeholders**

TORONTO and NEW YORK, Dec. 1, 2021 /PRNewswire/ -- Rumble Inc. ("Rumble" or "the Company"), the neutral video platform, and CF Acquisition Corp. VI (Nasdaq: CFVI) ("CFVI"), a special purpose acquisition company sponsored by Cantor Fitzgerald, today announced that they have entered into a definitive business combination agreement. After closing, which is expected in the second quarter of 2022, the combined company will be called Rumble Inc. and expects to be publicly listed on Nasdaq. Shares will trade on Nasdaq under the symbol CFVI until the closing of the transaction.

Rumble was built on the belief that all creators should have the opportunity to freely express themselves and reach their followers without censorship or restrictions.

Chris Pavlovski, the Founder and Chief Executive Officer of Rumble, said, "Rumble is designed to be the rails and independent infrastructure that is immune to cancel culture. We are a movement that does not stifle, censor, or punish creativity and believe everyone benefits from access to a neutral network with diverse ideas and opinions. We are on a mission to restore the Internet to its roots by making it free and open once again. The transaction we announced today will provide Rumble

with the additional capital necessary to continue to scale our business and carry out our mission."

Howard Lutnick, Chairman and CEO of Cantor Fitzgerald and CFVI, stated, "Rumble is the most exciting social media and video distribution platform in the market today. With 36 million average monthly active users in Q3 2021, including 44 million monthly active users in August 2021, it is clear Rumble is the new market for innovators, creators, and consumers. I'm excited to support Rumble and its ability to operate the neutral video platform."

Transaction Details

The Board of Directors of each of Rumble and CFVI have unanimously approved the transaction. The transaction will require the approval of the stockholders of each of CFVI and Rumble. The Rumble stockholders have agreed to support the transaction. The transaction is subject to other customary closing conditions and is expected to close in the second quarter of 2022.

The transaction values Rumble at an initial enterprise value of \$2.1 billion, with current Rumble shareholders having the ability to earn additional shares of the combined company if the stock reaches price hurdles of \$15.00 and \$17.50 per share.

The transaction is expected to provide approximately \$400 million in proceeds to Rumble, including a fully committed PIPE of \$100 million at \$10.00 per share and \$300 million of cash held in the trust account of CFVI.

Upon the closing of the transaction, Chris Pavlovski, the Founder and Chief Executive Officer of Rumble, will retain voting control to facilitate execution of Rumble's neutral mission on behalf of all stakeholders.

Additional information about the proposed transaction, including a copy of the business combination agreement and investor presentation, will be available in a Current Report on Form 8-K to be filed by CFVI with the U.S. Securities and Exchange Commission (the "SEC") and at www.sec.gov.

Advisors

Cantor Fitzgerald & Co. is acting as financial and capital markets advisor to

CFVI. Hughes Hubbard & Reed LLP and Bennett Jones LLP are acting as legal advisors to CFVI.

Guggenheim Securities, LLC is acting as the exclusive financial advisor to Rumble. Willkie Farr & Gallagher LLP and DLA Piper Canada LLP are acting as legal advisors to Rumble.

Cantor Fitzgerald & Co. and Guggenheim Securities, LLC served as placement agents for the PIPE financing.

About Rumble

Rumble is a high growth neutral video distribution platform. Rumble has created rails and independent infrastructure that are immune to cancel culture. Rumble's mission is to restore the Internet to its roots based on freedom of expression and creativity.

About CF Acquisition Corp. VI

CFVI is a blank check company led by Chairman and Chief Executive Officer Howard W. Lutnick and sponsored by Cantor Fitzgerald.

About Cantor Fitzgerald

Cantor Fitzgerald, with over 12,000 employees, is a leading global financial services group at the forefront of financial and technological innovation and has been a proven and resilient leader for over 70 years.

Cantor Fitzgerald & Co. is a preeminent investment bank serving more than 5,000 institutional clients around the world, recognized for its strengths in fixed income and equity capital markets, investment banking, SPAC underwriting and PIPE placements, prime brokerage, and commercial real estate on its global distribution platform. Cantor Fitzgerald & Co. is one of 24 primary dealers transacting business with the Federal Reserve Bank of New York. For more information, please visit: www.cantor.com.

Additional Information

This press release relates to a proposed transaction between Rumble and CFVI. This press release does not constitute an offer to sell or exchange, or the solicitation of an offer to buy or exchange, any securities, nor shall there be any sale of securities in any jurisdiction in which such offer, sale or exchange would be unlawful prior to

registration or qualification under the securities laws of any such jurisdiction.

In connection with the transaction described herein, CFVI intends to file relevant materials with the SEC, including a registration statement on Form S-4, which will include a document that serves as a joint prospectus and proxy statement, referred to as a proxy statement/prospectus.

A proxy statement/prospectus will be sent to all CFVI stockholders. CFVI will also file other documents regarding the proposed transaction with the SEC. Before making any voting or investment decision, investors and security holders of CFVI are urged to read the registration statement, the proxy statement/prospectus and all other relevant documents filed or that will be filed with the SEC in connection with the proposed transaction as they become available because they will contain important information about the proposed transaction.

Investors and security holders will be able to obtain free copies of the registration statement, the proxy

statement/prospectus and all other relevant documents filed or that will be filed with the SEC by CFVI through the website maintained by the SEC at www.sec.gov.

The documents filed by CFVI with the SEC also may be obtained free of charge upon written request to CF Acquisition Corp. VI, 110 East 59th Street, New York, NY 10022 or via email at CFVI@cantor.com.

Participants in the Solicitation

CFVI, Rumble and their respective directors and executive officers may be deemed to be participants in the solicitation of proxies from CFVI's stockholders in connection with the proposed transaction. A list of the names of such directors and executive officers, and information regarding their interests in the business combination and their ownership of CFVI's securities are, or will be, contained in CFVI's filings with the SEC.

Additional information regarding the interests of those persons and other persons who may be deemed

participants in the proposed transaction may be obtained by reading the proxy statement/prospectus regarding the proposed transaction when it becomes available. You may obtain free copies of these documents as described in the preceding paragraph.

Non-Solicitation

This press release is not a proxy statement or solicitation of a proxy, consent or authorization with respect to any securities or in respect of the potential transaction and shall not constitute an offer to sell or a solicitation of an offer to buy the securities of CF VI, or Rumble, nor shall there be any sale of any such securities in any state or jurisdiction in which such offer, solicitation, or sale would be unlawful prior to registration or qualification under the securities laws of such state or jurisdiction. No offer of securities shall be made except by means of a prospectus meeting the requirements of the Securities Act of 1933, as amended (the "Securities Act").

Man has two guesses to unlock bitcoin worth \$240m

13 January 2021 | BBC News



We've all been there - brain fog makes us forget our password and after eight frantic attempts, we have just two left. That's the situation for programmer Stefan Thomas but the stakes are higher than most - the forgotten password will let him unlock a hard drive containing \$240m (£175m) worth of Bitcoin.

His plight, reported in the New York Times, has gone viral. Ex-Facebook security head Alex Stamos has offered to help - for a 10% cut. Bitcoin has surged in value in recent months. One bitcoin is currently worth \$34,000. But the cryptocurrency is volatile. And experts are divided about whether it will continue to rise or crash.

Few dollars

Mr Thomas, who was born in Germany but lives in San Francisco, was given 7,002 bitcoins as payment for making a video explaining how cryptocurrency works more than a decade ago.

At the time, they were worth a few dollars each. He stored them in an IronKey digital wallet on a hard drive. And he wrote the password on a piece of paper he has lost.

Own bank

After 10 failed attempts, the password will encrypt itself, making the wallet impossible to access.

Perhaps unsurprisingly, the dilemma has put him off cryptocurrencies.

He told the New York Times: "The whole idea of being your own bank - let me put it this way, do you make your own shoes?"

"The reason we have banks is that we don't want to deal with all those things that banks do."

Locked out

Mr Stamos, who is now professor at the Stanford Internet Observatory, tweeted

Mr Thomas: "Um, for \$220m in locked-up Bitcoin, you don't make 10 password guesses but take it to professionals to buy 20 IronKeys and spend six months finding a side channel or uncapping.

"I'll make it happen for 10%. "Call me." Mr Thomas would not be the first potential Bitcoin millionaire to be locked out of their fortune.

Currently, about \$140bn worth of Bitcoin is lost or left in wallets that cannot be accessed, according to cryptocurrency-data company Chainalysis.

And businesses helping retrieve digital currency receive multiple requests each day.

The New York Times article also references an entrepreneur who lost about 800 bitcoins when a colleague reformatted a laptop containing the private keys to his wallet.

And in 2013, a Welsh man desperately searched a landfill site after throwing away a computer hard drive containing 7,500 bitcoins. At the time worth more than £4m, this would now be valued at more than £250m.

Man makes last-ditch effort to recover \$280 million in bitcoin he accidentally threw out

CNBC | Ryan Browne | 16 January, 2021



- **James Howells, 35, said he mistakenly put a hard drive with 7,500 bitcoins in the trash while clearing out his home in 2013.**
- **At today's prices, that haul would be worth more than \$280 million.**
- **He needs permission from his local council to search a garbage dump he believes contains the lost hardware.**
- **The Newport City Council has rejected his requests to look through the landfill, citing environmental and funding concerns.**

LONDON — A British man who accidentally threw out a hard drive with a trove of bitcoin on it is once again urging local city officials to let him search for it in a landfill site.

James Howells, a 35-year-old IT engineer from Newport, Wales, said he discarded the device while clearing out his home in 2013. He claims he had two identical laptop hard drives, and that he mistakenly put the one containing the cryptographic “private key” needed to access and spend his bitcoins in the

trash.

After all these years, Howells is still confident he’d be able to recover the bitcoin. Though the external part of the hard drive may be damaged and rusted, he believes the platter inside may still be intact.

“There is a good chance the platter inside the drive is still intact,” he told CNBC. “Data recovery experts could then rebuild the drive or read the data directly from the platter.”

Howells says he had 7,500 bitcoins which, at today’s prices, would be worth more than \$280 million. He says the only way to regain access to it would be through the hard drive he threw in the trash eight years ago.

But he needs permission from his local council to search a garbage dump he believes contains the lost hardware. The landfill is not open to the public and trespassing would be considered a criminal offense.

Howells has offered to donate 25% of the haul — worth around \$70.8 million — to a “Covid Relief Fund” for his home city if he manages to dig up the hard drive. He has also promised to fund the excavation project with the backing of an unnamed hedge fund.

But the Newport City Council has so far rejected his requests to look through the landfill, citing environmental and funding concerns. And it doesn’t seem like local officials are about to budge anytime soon.

“As far as I am aware they have already rejected the offer,” Howells said. “Without even having heard our plan of action or without being given a chance to present our mitigations to their concerns regarding the environment,

it’s just a straight up ‘no’ every time.”

A spokesperson for the council told CNBC it had been “contacted a number of times since 2013 about the possibility of retrieving a piece of IT hardware said to contain bitcoins,” the first being “several months” after Howells first realized the drive had gone missing.

“The council has told Mr Howells on a number of occasions that excavation is not possible under our licencing permit and excavation itself would have a huge environmental impact on the surrounding area,” the council spokesperson said.

“The cost of digging up the landfill, storing and treating the waste could run into millions of pounds — without any guarantee of either finding it or it still being in working order.”

It’s not hard to imagine why Howells would want to salvage the equipment. Bitcoin prices have skyrocketed in the past few months, hitting an all-time high near \$42,000 last week before pulling back sharply.

The New York Times reported Tuesday that a programmer in San Francisco has been locked out of 7,002 bitcoins — worth about \$267.8 million today — because he forgot the password needed to unlock a small hard drive containing the private key to a digital wallet.

Bitcoin’s network is decentralized, meaning it isn’t controlled by a single individual but a network of computers. Each transaction originates from a wallet which has a “private key.” This is a digital signature and provides mathematical proof that the transaction has come from the owner of the wallet.

LESS RISK OF LOSING FORTUNES.

Many in the past have lost their new found fortunes, Truth Coin will not have these challenges its predecessor had, one of its lead developers told ANR news.

“One of the many benefits” he said, “is we can support multi-signatures and multi-factor authentication” which would alleviate this devastation from occurring to Bitcoin users in the future.

If someone did happen to lose their password and were unable to access their coins, for a fee Truth Coin can help retrieve it for them so they don’t lose their Coins like an estimated 13% of bitcoins have been lost in the past, totalling \$130 billion.

Gab Is Not for Sale

ANR News / Andrew Torba / 7 December, 2021



There were two big announcements in the alternative technology space this week that solidified Gab's place in the market as a multi-billion dollar business.

It's being reported that the gang of grifters around former President Trump are looking to raise \$1 billion dollars from a bunch of satanic hedge funds for a project that failed to even launch into beta testing as promised in November and was hacked within hours of being announced.

This is a project with currently no public product, no users, and no revenue that is now worth \$4 billion dollars "just because." Perhaps their business model will involve selling covid vaccines to kids or something, who knows.

The stock is currently trading on pure speculation. The vast majority of that trading is coming from President Trump's main street supporters, the good and decent hardworking Americans who are buying the stock in anticipation of it going even higher if and when a service ever actually launches.

I truly hope and pray that the Wall Street short sellers and hedge funds don't screw these good people over like they always do, but it appears that Trump Media itself is already doing so with this new billion dollar deal which is reportedly going to massively dilute existing investors. The SEC is now investigating.

Trump Media is now looking to secure a so-called private investment in public equity (PIPE) that would value Digital World shares closer to their recent price, currently hovering around \$40, the sources said. It is a departure from most PIPE deals, which are typically done at \$10 per share, and would result in a much greater dilution of existing Digital World investors.

Let's Get Ready To Rumble

The second big alternative tech gift story of the week comes from the anti-free speech Canadian video company Rumble, which is raising \$400 million in a SPAC deal similar to the one that the grifters around President Trump put together a few weeks ago before their latest billion dollar hedge fund gift.

We already know from previous reporting that Rumble changed their terms of service the day Trump joined the platform to ban "hate speech" and "anti-semitism." In other words, their terms of service now

not only mirror that of Big Tech platforms, but take it one step further by explicitly banning "anti-semitism" which means any criticism, humor, mockery, or critique of Jews and Israel.

Needless to say all of this market activity is great for Gab, the leading alternative technology platform and the only true free speech platform on the Internet. Based on Truth Social's market cap (no product, no users, no revenue) and Rumble's market cap, Gab is now easily a multi-billion dollar company. Unlike both of these projects however, Gab remains the one place on the Internet where first amendment-protected political speech is not only protected, it's encouraged.

For those of you who have been following along: Gab refused to entertain the censorship demands from Trump's team earlier this year. We also refused to sell any part of Gab or access to Gab's data to Trump's team.

Torba said Kushner and his cronies tried to get Torba to "sell out" and "compromise

Rumble's Terms And Conditions Change To Ban 'Hate Speech' And 'Anti-Semitism' Same Day Trump Joins Platform

By Andrew Torba - Jan 20, 2021 at 10:00am

on Gab's free speech policies," suggesting that Gab "clean up [their] image," before President Trump was allowed on. Witzke queried Torba into exactly what people Kushner wanted banned, and Torba revealed that he "specifically had problems with people criticizing Jewish people and Zionism and policies related to Israel".

Defending free speech at all costs, even at the cost of Trump joining Gab, is why Gab is the number one alternative technology platform on the Internet and growing fast. While we have specialized in free speech for five years now, free markets inevitably develop anywhere that free speech is protected. That's exactly what is happening on Gab right now with our vision for a Parallel Christian Economy.

Our advertising service is currently exploding in growth and thousands of businesses are joining the Parallel Economy on Gab. Our community is thriving and our vision is expanding to include the peaceful noncompliance and exit from the Oligarch systems of control over our lives. We are building something real, something authentic, something important. We're not out to make a quick buck on Wall Street. We're here change the world and bring glory to God.

Gab could very easily do exactly what Trump and Rumble are doing and go

to Wall Street and raise billions. Many of the same investment bankers, venture capitalists, and hedge funds who are working with Truth Social and Rumble have already gotten wind of Gab's recent growth and have been reaching out to us in droves. We politely reply telling them to go pound sand. I have no interest in dealing with these people or taking their money because when you raise billions from the Beast, the Beast owns and controls you for life. I am a free man and I



intend to keep it that way.

Gab is the only platform on the Internet where true free speech lives and no amount of money is worth giving that up. God has always provided more than enough for us to meet our needs and continue to grow. I have faith that He will continue to do so without the need for Wall Street blood money.

Money isn't interesting to me, free speech is. This isn't about money, it's about the future for my children and yours. It's about reclaiming our country and protecting our home. It's about getting access to information that the Regime doesn't want you to access.

Most importantly it's about the ability for Christians to authentically practice our faith in Jesus Christ without being attacked, smeared, censored, and systematically destroyed for doing so.

That all starts and is only made possible by protecting free speech for everyone.

All the money in the world won't inspire people. It won't create something worth fighting for. It won't innovate. It will make a lot of grifters and hedge funds very rich, but it won't make a dent in the very real problems facing our society.

Gab's mission and vision are very clear and stand alone in the market. We are building technology that powers a parallel Christian economy and defends free speech online for all people at all costs. We don't need Wall Street Hedge funds to make that happen. We don't need a billion dollars to make that happen. We have The People and our faith in God to make that happen.

Trump's New Social Media Business Is Worth An Estimated \$10 Billion

Forbes | Dan Alexander | 17 November 2021



The Trump Media and Technology Group hasn't done much yet. Investors still seem to think it's worth about four times as much as everything else Donald Trump owns.

Over the course of 75 years, Donald Trump amassed a pile of assets—skyscrapers, hotels, golf courses and so on—worth an estimated \$2.5 billion, after subtracting debt. Then, in practically no time at all, he conjured up a new business, the Trump Media and Technology Group, which hasn't done much yet but plans to launch a social media company and various other ventures. Investors are already suggesting it's worth about \$10 billion.

The people valuing Trump's enterprise at this price are everyday stock pickers. They still can't purchase shares in the Trump Media and Technology Group, but they can buy stock in a pile of cash—also known as a special purpose acquisition company, or SPAC—that plans to merge with Trump's business. News of the merger sent shares in the SPAC soaring from about \$10 to \$60 apiece over the last four weeks.

If the stock remains at \$60, the SPAC shareholders will be left with an estimated \$2.2 billion interest in the combined company after the merger. Investors in 15 million warrants tied to the SPAC will be sitting on another \$300 million. The current owners of Trump's company—it's not yet clear what the former president's personal interest is in the business—will receive an estimated 86 million shares as part of the deal, worth \$5.1 billion. And, assuming shares consistently stay above \$30 over the course of about a month and a half after the merger, the owners of Trump's group will receive an additional 40 million shares, worth \$2.4 billion at today's prices. In total, that all adds up to \$10 billion.

Trusting Trump

Investors piled into the SPAC merging with Trump's media and technology company as soon as the deal became public. Shares have leveled off since the early days—decreasing the implied

valuation of the merged enterprise—but investors are still suggesting it's worth about \$10 billion.

It's a lot of money riding on a barely formed business. In general, investors have a tendency to overvalue SPACs, which are structured in a way that dilutes everyday stock pickers. In an April paper, researchers at Stanford and New York University looked at 16 SPACs that merged in 2019 and 2020, then traded for at least 12 months after their mergers. On average, they lost

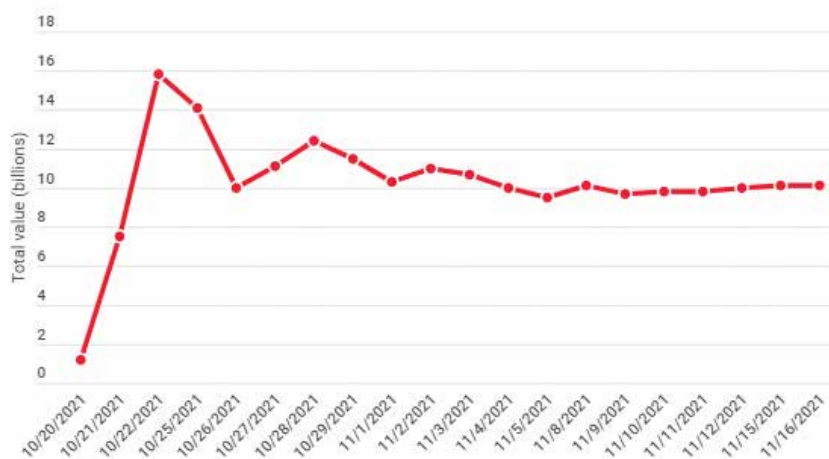
35% of their value during that time, even as the overall market grew. "This is just a SPAC on steroids," says Michael Klausner, a coauthor of the study who serves as a business and law professor at Stanford. "You combine hype with hype, and you get hype squared."

The reason this SPAC has gotten so much hype is because it's tied to one of the greatest marketers in the history of American business, Donald Trump. Past presidents have cashed in on their fame by delivering speeches and writing books. But a speech or book can only hold someone's attention for so long.

last month, for Politico and Morning Consult, 37% of voters said they would engage with a Trump-backed platform "some" or "a lot."

For a business with no working product and no real financial history, those figures count for something. Twitter, which says it can show ads to about 211 million users per day, currently has an enterprise value of \$40 billion. In other words, investors value the social media giant at about \$189 for every person it can show ads to on a daily basis. If one third of Trump's 89 million Twitter followers become daily users of his new platform—and investors value his company like Twitter's—then the Trump Media and Technology Group would theoretically be worth \$5.6 billion.

If Trump attracts a higher percentage of his former followers, the numbers would, of course, get bigger. If, say, 50% turn into daily users, Trump's business could defend an \$8.4 billion valuation. An even larger figure doesn't sound crazy to Mark Zgutowicz, a stock analyst that covers Twitter and the Fox Corp. for Rosenblatt Securities. "You could easily get to a \$9



Source: Forbes calculations

Trump instead wants to create a product that will attract his followers for years to come—an effort that is more ambitious and, potentially, more lucrative than writing a bestseller or going on the lecture circuit.

Investors seem to be banking on Trump's enormous following. Before he was booted from Facebook, Instagram and Twitter in the wake of the January 6 insurrection, Trump amassed nearly 150 million followers on the platforms, as the investor deck for his new company proudly points out. In a poll conducted

billion to \$10 billion valuation," he says.

At this point, though, the Trump Media and Technology Group still needs to build a working product. The company revealed plans for its Twitter knockoff, named Truth Social, last month. But almost immediately, pranksters reportedly infiltrated what appeared to be an early version of the site. One person uploaded a video of a defecating pig under the name "donaldjtrump." Shortly thereafter, the site was taken offline.

Donald Trump To Launch Social Media Platform Called Truth Social

ANR News | Johana Bhuiyan | 7 December, 2021



The former president, who remains banned from Facebook and Twitter, has a goal to rival those tech giants.

Donald Trump announced plans to launch a social media app called Truth Social.

The former president, who was banned from Facebook and Twitter earlier this year, says his goal is to rival the tech companies that have denied him the megaphone that was paramount to his rise.

"I'm excited to soon begin sharing my thoughts on Truth Social and to fight back against big tech," Trump said in a statement.

While the platform is pitched as a free and open communication service that encourages "honest global conversation", the terms of service agreement prohibits users from making fun of the site.

To access the platform, users agree not to "disparage, tarnish, or otherwise harm, in our opinion, us and/or the site".

Trump announced the news in a press release on Wednesday, saying the platform will be open to "invited users"



for a beta launch in November, with plans to make it available to the broader public in the beginning of next year.

Truth Social will be a product of a new venture called the Trump Media & Technology Group, which was created through a merger with Digital World Acquisition Corp. The group said it seeks to become a publicly listed company.

A link to the Truth Social website directs users to sign up for a wait list or to pre-order the app via the Apple App Store.

There, screenshots of the Truth Social app show a user profile that bears a striking resemblance to a Twitter profile. The name Truth Social was trademarked by Trump Group Corp in July, according to public filings.

Though the platform is not officially open to users yet, some were able to access the app and create an account through a URL that has now been taken down. A reporter at the Daily Dot was

able to create an account and profile as @DonaldTrump.

In July, Trump sued Facebook, Twitter, and Google for allegedly censoring him. The companies have so far upheld their bans and suspensions on the former president, though Facebook plans to revisit its decision in two years.

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THE NEED FOR INDEPENDENT, UNCENSORED SOCIAL MEDIA PLATFORMS IS EVIDENT.

People are now looking to alternate platforms to house their social media accounts. Fed up with censored content and hidden agenda messages, the public need an unbiased platform to share their views and beliefs.

INITIAL COIN OFFERING (ICO).

1.1 Details.

Name:	Truth Coin
Supply:	400,000,000
Platform:	Cardano
Category:	Payments
ICO Price:	\$0.20 per coin
Total ICO Value:	\$80,000,000

This token sale is not available to US or Singapore Residents or Australian Retail Investors.

1.2 Seed Funding.

Truth Coin plans to list on June 30th, 2022 at \$0.20 (exact price may change). Otherwise it's only available at ICO or after it's listed or via making donations of \$500 USD or more to our Independent Media Partners which includes pre paid advertising credit.

Pre paid advertising credit with Truthbook.social and it's selected independent media partners.

1.3 Allocation.

Allocation	Cliff	Vesting
Staff and Shareholders	12 months	8.33% per month
Seed	3 months	8.33% per month

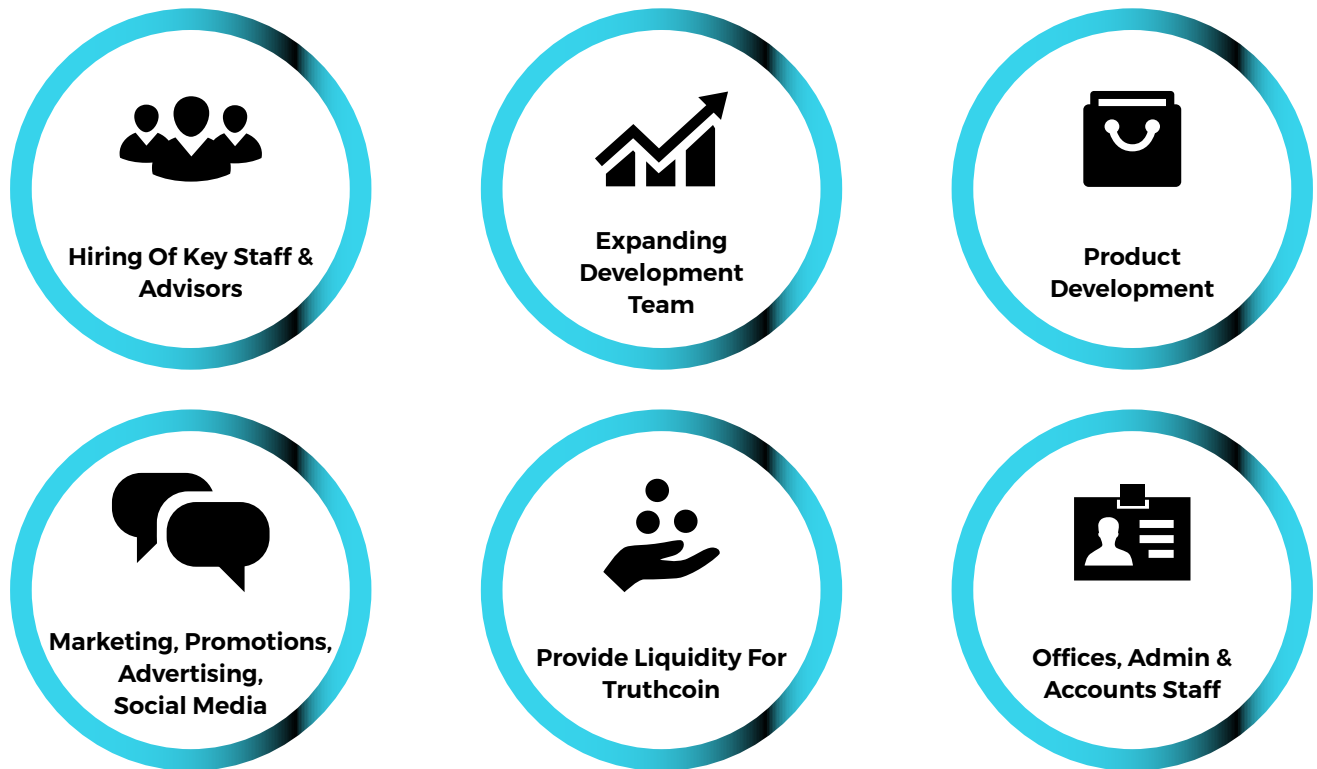
1.4 Token Allocation.

Allocation	%	Total Tokens
Open Market, Pre Sale & Seed Rounds	25%	100M
Staff Administration Developers	10%	40M
Advisors & Founding Investors	10%	40M
Truth Coin Foundation	10%	40M
Global Health Organisation	10%	40M
Global Economic Forum	10%	40M
Global Independent Media Org.	10%	40M
Global Entertainment initiative	5%	20M
World Solutions Foundation	5%	20M
Institutions and Hedge Funds	2.5%	10M
Charity Partners	2.5%	10M



USE OF FUNDS.

\$2 million Capital raised to provide sufficient working capital for up to 24 months to grow the metrics of the apps and until further capital raises at higher valuations take place.



THE TEAM.

Corporate Governance & Team

Due to our partnership with Bitcoin 2.0 which has invested into our project we are utilising their team for strategic development plus our own team of additional advisors.

Truth Coin is recruiting a wide team of Advisors with diverse backgrounds to add to its expanding team. This is to ensure not only its long term success but also to ensure its corporate governance is to a high level so when regulation occurs Truth Coin is well prepared.

Ethics Committee

A 5 Member Ethics Committee is being put in place also to ensure management and operations are held fully accountable to the highest standards expected of a fast growing organisation.

- ✓ The team is both diverse and expanding
- ✓ There is currently a team in London, Australia and Asia, making Truth Coin a success
- ✓ This is expected to expand before the ICO and after, especially as marketing personal are added to get merchants and organisations on board to use Truth Coin as another payment system
- ✓ With the growing acceptance of Bitcoin it is becoming much easier to have merchants accept Cryptocurrencies



Senior Advisor

(Editorial Director for the American Institute for Economic Research)

Jeffrey Tucker

Jeffrey Tucker is Editorial Director for the American Institute for Economic Research. He is also a managing partner of Vellum Capital, founder and chief Liberty Officer of Liberty.me, an adviser to blockchain application companies, past editorial director of the Foundation for Economic Education and Laissez Faire Books, founder of the CryptoCurrency Conference, and author of many thousands of articles in the scholarly and popular press and eight books in 5 languages.

He speaks widely on topics of economics, technology, social philosophy, and culture. He is available for speaking and interviews via his email.



Advisor

(Best Selling Author & Early Stage Bitcoin Investor)

Jamie McIntyre

Founder of Australia's first Bitcoin ATM company and Australia's First Bitcoin Global Conference and Author of "How to become a Bitcoin Millionaire" 2013. Predicted Bitcoin would surpass \$10,000 USD possibly \$100,000 back in 2013 and informed his 500,000 investor clients to acquire Bitcoin once it hit \$120. Sought after speaker and advisor on Bitcoin.



Advisor

(Mentor, Entrepreneur)

Brett McCallum

A leader in digital workspace thinking with over 25 years experience in ICT industry specialising in banking and government organisations. An entrepreneur for the past 20 years. Has had 7 business exits. Currently mentoring the Start-up industry in South East QLD and is part of Queensland Government Mentoring for Growth Team.

Brett has advised companies for the past 20 years across Australia, USA and the UK and is an active adviser to approx. 20 companies at this time.

Brett has taken all of life experiences and now shares his thoughts and skills through Public Speaking and MC services to the Technology and Start-up industries (brettmccallum.com).

Over the past 12 months Brett has been investing and providing advice to individuals about investing in Crypto Currencies and Disruptive Practices across Banking, Property and Government.

THE TEAM.



Advisor

(Founder, Your Social Voice)

Kim Barrett

A founder of Your Social Voice, an online marketing and lead generation agency serving experts and small business owners.

Kim got his start in the field of marketing fourteen years ago and has worked inside accounting firms, IT companies and grain trading companies, where he focused on growing the business' profitability through better marketing strategies. Using his expertise with Facebook ads and other online lead generation methods, Kim took his agency from zero to \$100,000 /month in sales in under a year.

He is an international bestselling author, speaker and trainer and taught marketing around the world in 10 countries and 20 different industries. Kim helped many businesses grow to 6 and even 7 figures. As a direct result of his consulting and services, Kim added in excess of \$10 Million in sales to businesses around the world.



Advisor

(Director,
Prizstine Consulting)

Jason Gavranic

A skilled and experienced civil engineer with a highly regarded history in project and operations management through all levels of infrastructure, construction, building and services work with some of Australia's leading contractors.

With extensive project management, budgeting, programming and commercial experience, Jason is well equipped to strategically oversee projects ensuring they are completed on time and on budget.

Jason is an innovative leader who utilises his strong people skills to develop trusting and respectful relationships with his clients and employees. He strongly believes in assisting individuals and teams to get the highest and best use out of their abilities to ensure the best possible results for both clients and the employer.



Advisor

(CPA - Australia)

Jackie Frost

Jackie Frost has a strong interest in wealth creation, money and financial management, business development, technology & innovation, real estate and retirement planning.

A business graduate and entrepreneur with accomplishments in developing her own property investment and share portfolio, property development, accounting, IT system implementations, technological innovation, project and change management and business process re-engineering and is experienced in leadership and mentoring.

THE TEAM.

We are expanding our own team of advisors along with utilising the experienced team from Truth Coin which has invested in and partnering with our project to ensure its success and to speed its rollout up.



Development Team

Truth Coin has recruited numerous high level Senior Developers who have been working on the Blockchain for a major Global Investment Bank. We have shown a few of our Development Team. Our Development Team is mostly based in London, UK. Additional staff are mostly based in Georgia, Europe and India.

Our head Developers have worked for large Multi National Banks creating their blockchain development such as Macquarie Bank and Lloyds of London.



Digital Marketing Specialist
Tracie Parisi



Digital Marketing Specialist
Simeon Cryer



Technical Admin
Jerome De Guzman



Head of I.T
Anupam Verma



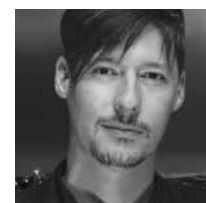
Customer Assist
Jazz Gough



Independent Media Team
Wayne Crouch



Independent Media Team
Lisa Robertson



Independent Media Team
Ryan Jackson Saw

FAQ.

Will I be receiving a token or a coin?

A digital token that's often referred to as a coin.

What exchanges will Truth Coin be available on?

Initially Wozinga a London (UK based exchange) then others subject to approvals.

Will be listed on two mid tier Exchanges before preparing for tier one Exchange listings - Azbits.com & Coinbits.com

How do I access my tokens?

Tokens will be allocated to your Truth Coin wallet after the ICO.

Is there a Truth Coin wallet?

Yes it will be released soon.

Do I need to provide a wallet address?

You'll have to open your Truth Coin wallet, then complete your details.

Can I sell my coins / tokens after the ICO?

Yes but subject to the restrictions set in the Whitepaper.

Pre Seed investors (i.e. any rounds before the ICO) have to wait for 3 months after the ICO to be able to sell and then are restricted to a maximum of 8.33% per month.

Can I buy in AUD or USD?

Yes in any currency but the prices listed are USD.

Can I do a bank transfer?

Yes via the website - www.truthcoin.social

Can I pay with Bitcoin?

Yes. Plus Ethereum, Ripple and Litecoin and Bitcoin Cash.

DISCLAIMER.

❌ Not available to US or Singapore Residents

❌ Not available to Australian Retail Investors

✓ Offer only available to sophisticated Investors

✓ You should only invest what you can afford to lose, digital tokens can lose some or all of their value

Any information presented in this document is given purely as illustrations and should not be construed as specific investment recommendations; It is general in nature and does not take into account your objectives, financial situation or needs. The laws relating to investment, taxation, benefits, and the handling of money are constantly changing and are often subject to changes in government policy. Whilst every care has been taken to ensure the accuracy of the material contained herein at the time of publication and presentation, the author, presenter, promoters nor the publishers will bear any responsibility or liability for any action taken by any person, persons or organisations on the purported basis of information contained in the document herein. Without limiting the generality of the foregoing, no person, persons or organisations should invest monies or take other action on reliance of the material contained herein but instead should satisfy themselves independently (by seeking expert advice or otherwise) of the appropriateness of any such action. All investing carries some risk and you should seek professional financial advice prior to investing.

The purchase of digital tokens is no guarantee of return and are strictly non refundable. Digital tokens can lose some or all of their value and should be considered speculation.

If paying with credit card you accept this digital token purchase is non refundable and I hereby agree to never request a merchant chargeback. The credit card billing company name will appear different to Truth Coin depending on which merchant is being utilised. A receipt will be emailed and a email confirmation of my order.

Digital tokens are strictly non refundable. If you purchase by credit card you agree to never request a merchant chargeback.

You should only purchase digital tokens with money you can afford to lose.

You will be emailed a confirmation of your order. Please check junk box.

truth group

truth-group.com

truthcoin.social

Email: Info@truthbook.social

