

# Espra is the manifestation of **Web 4.0**



– a **Web 4** the people, by the people!

# Espra sets out to answer some **Fundamental Questions**

- ➔ how can everyone live comfortably doing what they love?
- ➔ how can we effectively organise people, ideas and resources?
- ➔ how can we be united in our diversity so that culture flourishes?

# Espra is a Web App & Social Movement



IT'S LIKE A SOCIAL NETWORK ONLY, IF YOU **ADD** THINGS LIKE

PERSONAL REPUTATION MANAGEMENT

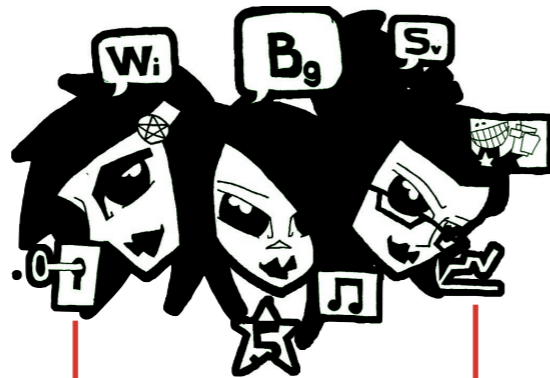
COLLABORATIVE MEDIA

STRUCTURED DATA

CONTEXTUAL SUMMARIES

SWARM AWARENESS

REAL-TIME INTERACTION + SEARCH



MULTI-FACETED IDENTITIES

THEN WRAP IT IN IT'S **OWN** ECONOMY...

PECUS-BASED REPUTATION ECONOMY

GLOBAL REFERENCE CURRENCY

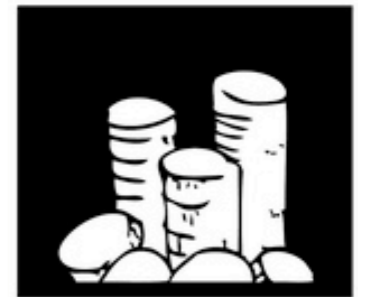
ECOLOGY 1 MILLION

MULTI-PARTY BARTERING

SMART CONTRACTS + PROVISIONING

TRUST-ROUTED TRANSPORTATION

CONVENTIONAL CURRENCY TRANSACTIONS



...NOW INTEGRATE IT WITH IT'S **OWN** SOCIAL SYSTEM...

TRUST  
MAPS

LIQUID  
DEMOCRACY

PEERFUNDED  
PROJECTS

CONFLUENCE  
COLLABORATION

PEER-BASED  
EDUCATION

...AND RUN IT ON TOP OF AN OPEN SOURCE, **DECENTRALISED SOCIAL PLATFORM!**

# Espra will provide **Weapons of Mass Construction**

**TRUST MAPS** · With Espra, you'll be able to say **who you trust** and **for what** and use that to subjectively filter your information — whether that be search results or the real-time Web. Not only will this help you save time by helping **overcome information overload** but it'll also enable exciting new ways of collaboration and democratic decision making.

**AMPIFY** · Espra will empower you to **be in control**. The underlying open source technology will provide a **decentralised social platform** that anyone could run. It would be like being able to run your own Facebook, but with the added benefit that you'd be able to P2P connect with anyone else running one too. The **new awesome apps** enabled by the underlying persistent identity, structured searchable data, object capability security and pattern-matching sensors will be fun too!

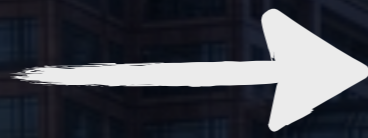
**PECUS** · Espra will provide an alternative to ads-driven revenue models and allow **creators to be directly rewarded**. Any time you help someone — whether that be by sharing a link, writing a blog post, making open source code, doing some pro-bono work or even by cleaning the toilet — people will be able to reward you with Pecus. These are a bit like **shares in a person**. And every once in a while those people can, if they choose, decide to do a **dividend-like “payout”** over the various Pecus they've given out with real money.

Thus Pecus act not only as an account of your **public reputation**, but also provide a way for you to get properly rewarded using aggregated micropayments. This simple mechanism will **enable capitalism to be transformed** at a fundamental level and even make file-sharing financially beneficial to musicians.

# Espra will Publicly Launch later this year

- ➔ it will kick-off a **10-month journey** to both change the world and create a billion-dollar company
- ➔ people will be able to sign up to an **espra account** – just like with facebook, wordpress.com, etc.
- ➔ people will be able to run an instance on their **own machines** – just like people can run their own wordpress
- ➔ up to 4,000 guys + 4,000 girls will be given the chance to become **founding members** with special privileges for £19/month

# Give Support



# Get Benefits



- ➔ **Help get Espra to launch** — there's still 3 months of development left before it'll be ready
- ➔ **We need £6,000** to cover food, rent and bills for the core team during this period...
- ➔ **That's 20 people giving £300 each** — or more if you want...
- ➔ **You can make a bank transfer**  
Bank: HSBC  
Account: Metanational Commons  
Sort Code: 40-01-22  
Account Number: 61609637  
IBAN: GB49MIDL40012261609637  
BIC: MIDLGB2140A
- ➔ **Or even use PayPal**  
<http://bit.ly/tav-peerfund>
- ➔ **Thank you, hope you like the benefits!**

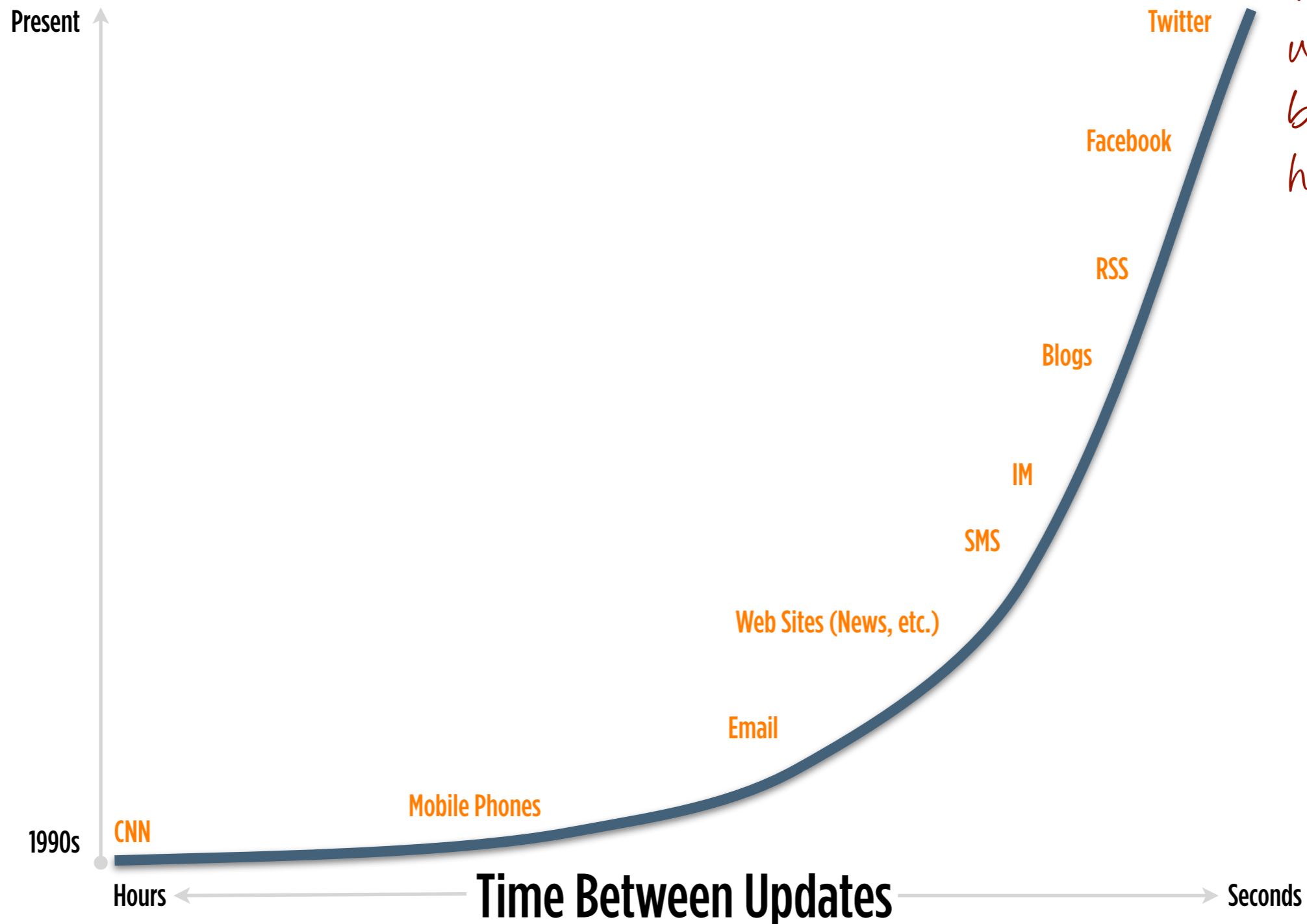
- ➔ **Exclusive access and privileges** at Espra-related events and parties after the launch
- ➔ **A free founding member account** when Espra launches
- ➔ **10 pecus for every £1 you give** — totally worthless now, but one day... 50% of Espra profits will be shared amongst those who've been given pecus by Tav
- ➔ **A seat on the Ecclesia** — the seed for the Global Trust Map — which will affect everything from Liquid Democracy decisions to global search results
- ➔ **A social experience unlike any other** and being well placed to capitalise on the various opportunities that Espra will bring you



# APPENDIX

“We’re all feeling the weight of not being able to keep up” — Kathy Sierra

*What do we do when the time between updates hits zero?*



“Values are the best single predictor of real behaviour” — Paul Ray & Sherry Anderson

*How do we reward the millions of people giving so freely to the Cultural Commons?*

**flickr**

100 Million+ Photos under the Creative Commons



**WIKIPEDIA**  
*The Free Encyclopedia*

10 Million+ Users have contributed to Millions of articles in 200+ Languages

**cc creative commons**

Millions of Blogs, Music and Videos under Creative Commons



**open source**

2 Billion+ Lines of Open Source Code

“A culture in which creators can’t get paid, is anarchy” — Lawrence Lessig

## The Broken Business Models of the Internet

### ① Creator Pays

Where content/service is given away for free

*How will creators continue producing without being rewarded? Should they all get McJobs to pay the bills?*

### ② Customer Pays

Where content/service is sold for a price or a subscription

*Outside of niche and time sensitive contexts, why would customers pay for something they could probably get for free elsewhere on the internet?*

### ③ Someone Else Pays

Where content/service is displayed alongside advertisement or is sponsored in some form

*Why should creators/publishers subject their consumers to intrusive advertisements when it rarely adds any value?*

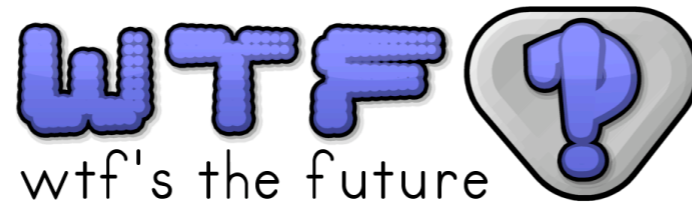
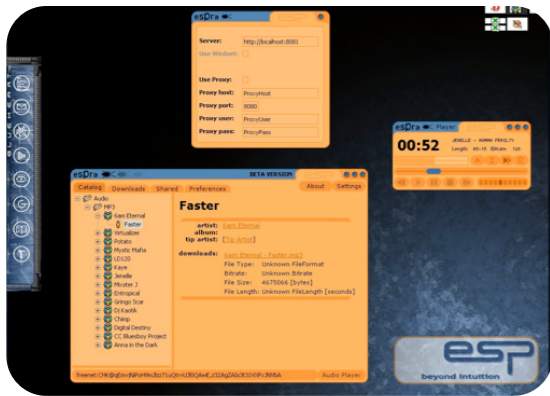
### ④ Someone “Pirates” It

Where content is given away for free without the permission of the creators

*How will creators get rewarded when consumers turn to alternative distribution channels as markets fail to recognise the “zero-cost” of copying on the internet?*



# Espra is the result of a 10-Year Journey by over 100 individuals



## Plex Project: Introduction

### What is the Plex?

The Plex is a **decentralized** network for sharing data. Like a giant database or spreadsheet, it allows one to store bits of information in the form of triples or simple sentences:

```
:John :emailAddress <mailto:john@example.org> .
```

and then query it later. By using digital signatures and trust metrics enables anyone to publish while filtering for information of interest

2 → weeks

Today



1999: Tav drops out of high school



Lloyd Davis Stephan Dohrn

Laff Arabatzis Howard R

Metanational Commons has been incorporated in England & Wales as Company No. 6834341 to serve as the official entity managing Espra.

**Official Directors**  
Sofia Bustamante  
Tav, Sole Shareholder

Once the company reaches profitability, Tav will do Pecunary payouts for [everyone he's given Pecus to](#) with **50% of the company profits**



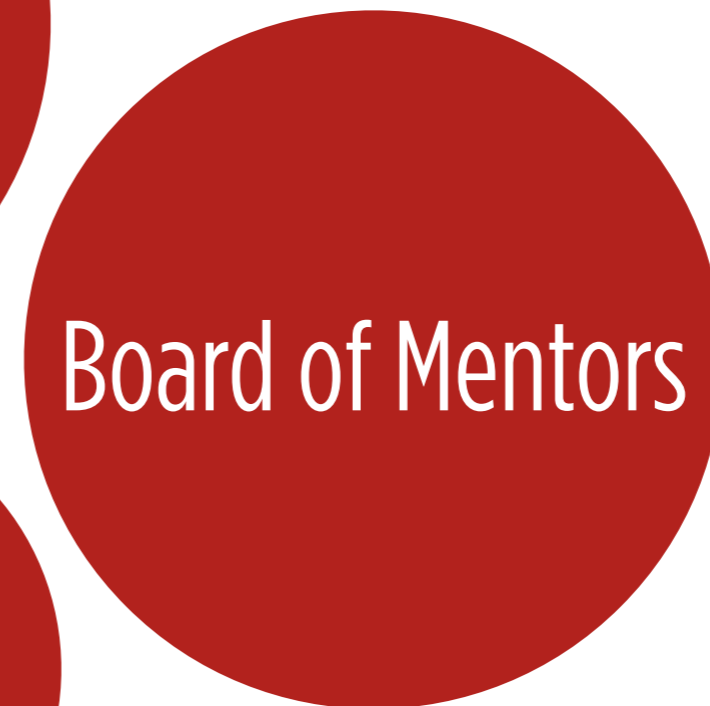
Ensures that stakeholders benefit and have a good ROI

# “We must question the current structure of organisation” — Dee Hock

Named after the ancient Athenian democratic body, the Ecclesia will form the “seed” for the Global Trust Map. As such, it will be an influential body and will be comprised of the 8,000 Founding Members for the first term of 4 years. After this, one half will be comprised of those with the highest Metanational Commons Pecu allocations — with the other half being “elected” by lottery in a manner similar to Athenian Democracy.



The Board of Mentors will be an advisory council to guide the social movement and the Executive Council. Howard Rheingold has already joined it! We’re also hoping to bring on board other pioneers like Cory Doctorow, Dee Hock, Guido van Rossum, Jeremie Miller, Jo Freeman, Jonathan Edwards, Mark S. Miller, Michel Bauwens, Muhammad Yunus, Scilla Elworthy, Tim Berners-Lee & Vandana Shiva.



The Executive Council will be responsible for the day-to-day running of the Metanational Commons — it’ll be comprised of 7 individuals appointed by Tav.

“You guys have done so much with so little for so long, you are now qualified to do nearly anything using almost nothing in next to no time”  
— Charley Quinton on IRC

Tav

UK



James Arthur

UK



Mamading Ceesay

UK



Danny Bruder

Germany



Sean B. Palmer

UK



Maciej Fijałkowski

Poland



David Pinto

UK



Mathew Ryden

USA



Yan Minagawa

Germany



Jeff Archambeault

USA



Alex Tomkins

UK



Sofia Bustamante

UK





## tav / ampify

[Admin](#) [Unwatch](#) [Fork](#) [Pull Request](#) [Download Source](#) 👁 23 🗨 1

**Source** | Commits | Network (1) | Fork Queue | Issues (2) | Downloads (11) | Graphs | Branch: master

Switch Branches (1) ▾ | Switch Tags (0) | Branch List

Ampify is an open and decentralised application platform. See the README for more info and join in!  
<http://ampify.it>

**SSH** | HTTP | Git Read-Only | `git@github.com:tav/ampify.git` This URL has **Read+Write** access

Added registry functions for Argonought serialisation.

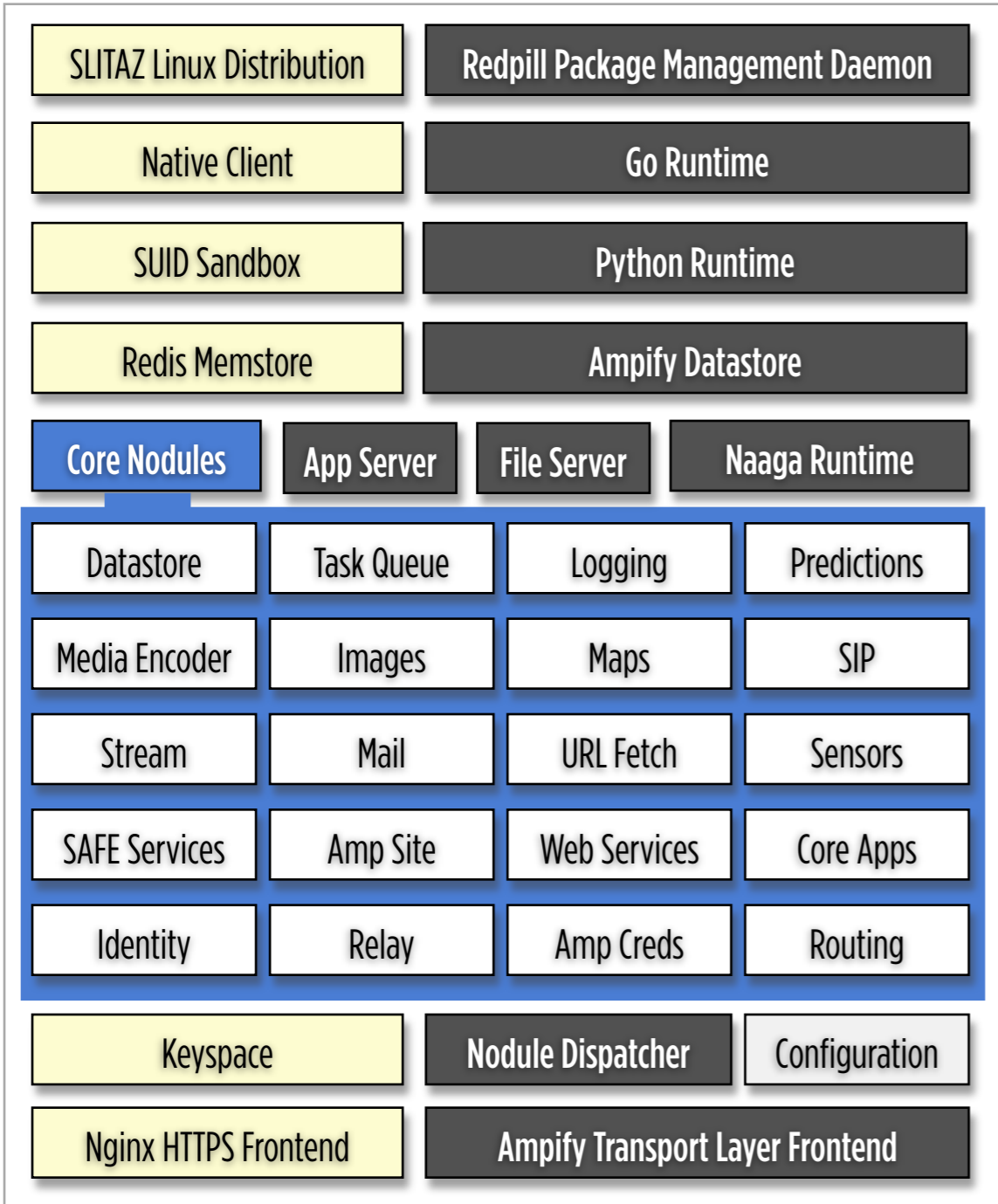
**tav** (author)  
just now

commit `39820f1731da41f65ea1`  
tree `2b24972bf306228634fd`  
parent `10873d764ce21375f231`

## ampify / src

name	age	message	history
..			
<a href="#">amp/</a>	about 9 hours ago	Added a note about the Go implementation. [ <a href="#">tav</a> ]	
<a href="#">ampify/</a>	just now	Added registry functions for Argonought seriali... [ <a href="#">tav</a> ]	
<a href="#">codereview/</a>	5 days ago	Removed the rietveld upload tool. [ <a href="#">tav</a> ]	
<a href="#">instance/</a>	June 14, 2010	Moved various javascript files into kalati. [ <a href="#">tav</a> ]	
<a href="#">kalati/</a>	June 14, 2010	Added a make clean for the coffeescripts. [ <a href="#">tav</a> ]	
<a href="#">pyutil/</a>	about 7 hours ago	Added a utility HTML exception formatter function. [ <a href="#">tav</a> ]	

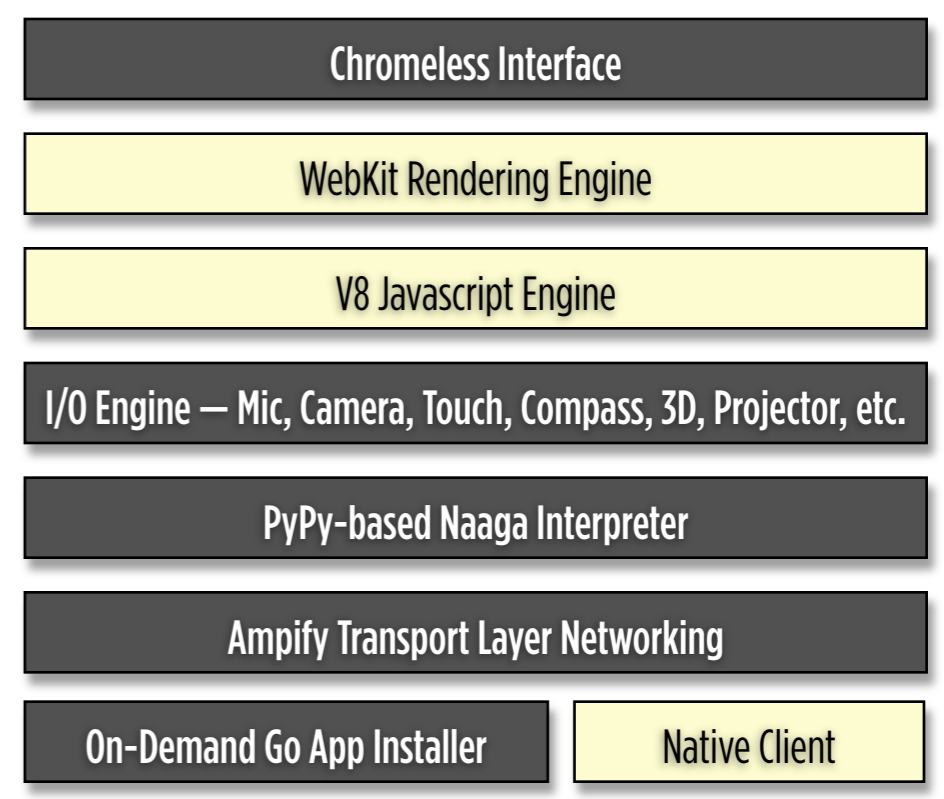
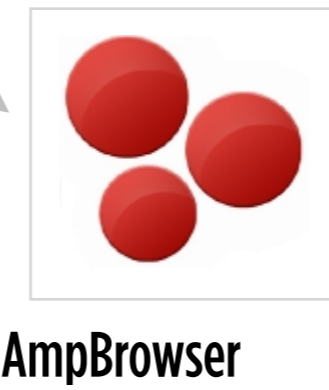
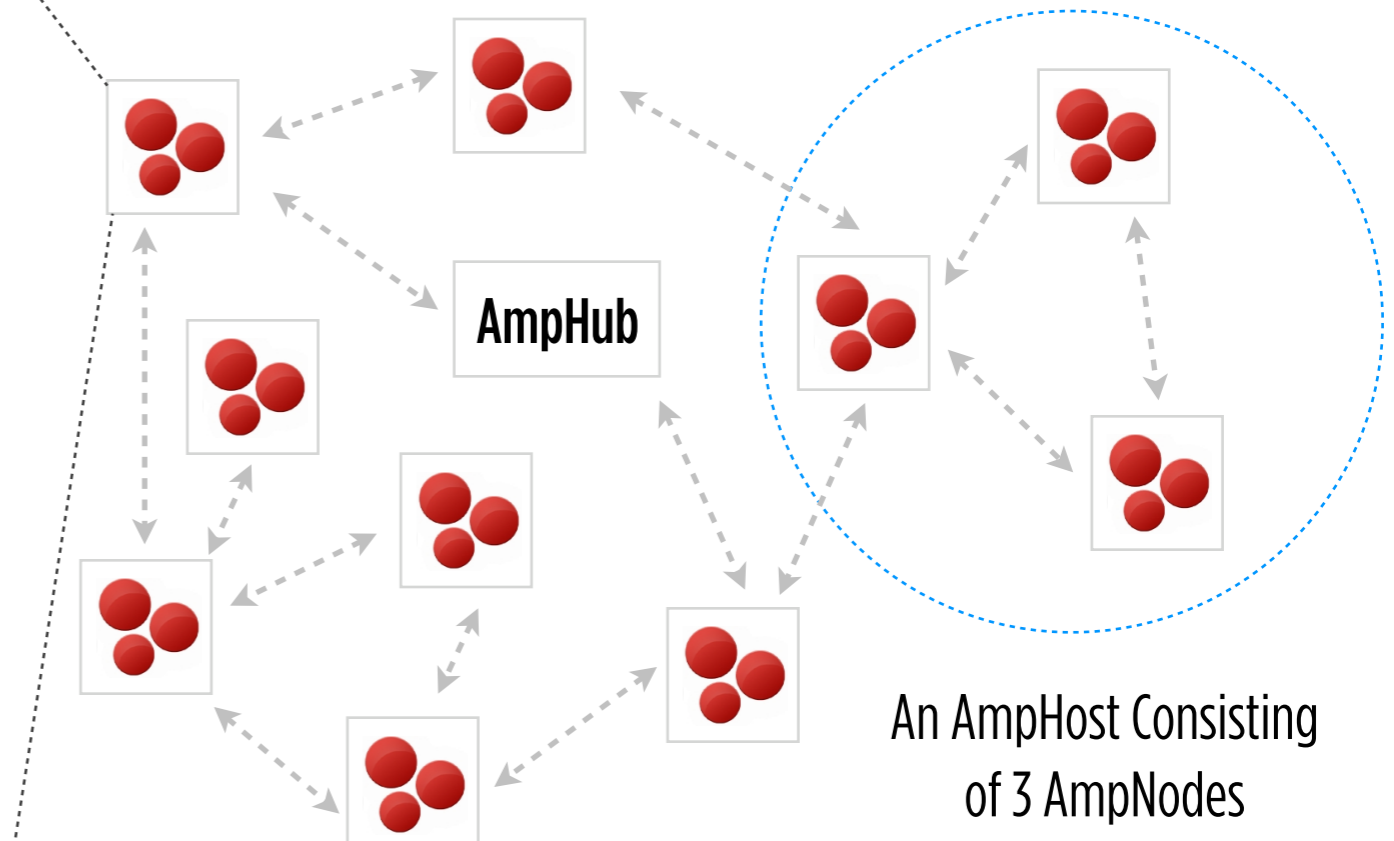
# An AmpNode Powered by AmpEngine



## Legacy Browsers



# Ampify Technical Overview



Espra will provide bi-directional integration with many of the popular services where users have stored terabytes of their data...



““

Yet somewhere in Britain, the  
counterculture dream still lives...  
Espra promises to deliver

the **guardian**

“The future is not some place we are going, but one we are creating. The paths to it are not found but made, and the activity of making them changes both the maker and the destination.”

— John Schaar



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- <http://tav.espians.com/about-tav.html> MORE INFO ABOUT TAV
- <http://thruflo.com/2009/06/09/tav-describes-pecus.html> AN EXPLANATION OF PECUS
- <http://inamidst.com/stuff/esp/concepts> A SUMMARY EXPLANATION OF THE VARIOUS ASPECTS OF ESPRA
- <http://inamidst.com/stuff/esp/ampify> AMPIFY EXPLAINED FROM A USER PERSPECTIVE [SEMI-TECHNICAL]
- <http://bit.ly/amp-creds-proposal> AN EXPLANATION OF THE AMP GLOBAL REFERENCE CURRENCY
- <http://ampify.it/planfile.html> THE TECHNICAL PLANFILE FOR AMPIFY
- <http://github.com/tav/ampify> OPEN SOURCE REPOSITORY FOR AMPIFY
- <http://www.trustmap.org> PROTOTYPE IMPLEMENTATION OF TRUST MAPS
- <http://tweets.trustmaps.com> PROTOTYPE APP TO FILTER TWEETS ACCORDING TO TRUST MAPS