Twitter Thread by Suzie Dawson



Suzie Dawson
@Suzi3D

Epic thread incoming:

I'm going to answer the question so many people have been asking this week:

WHAT IS PROJECT X???

Here's the definitive thread to tell you - and show you -precisely what Project X is

Grab a drink, sit down with me and let's #TalkLiberation

<3

1/?

"Project X" is actually called "PanQuake".

Pan means "all". Quake is the huge effect our voices can have when our communications are uncensored and when we have access to brand new functionality that *enhances* our social reach, rather than diminishes it

Here's our logo:

2/?



You can follow the fledgling official PanQuake Twitter account here: @pan_quake and see our super cool new website here: https://t.co/F7wLSeM6aK

You can find our donation page here: https://t.co/VICFnsR0RX

Keep reading this thread to find out why we created it & what it is

3/?

SPOILER ALERT: Much of the content below this point is from my personal slides & speech notes from today's launch event. That stream got totally ruined by (big) tech problems, but I'm happy to report everything is turning out wonderfully regardless:

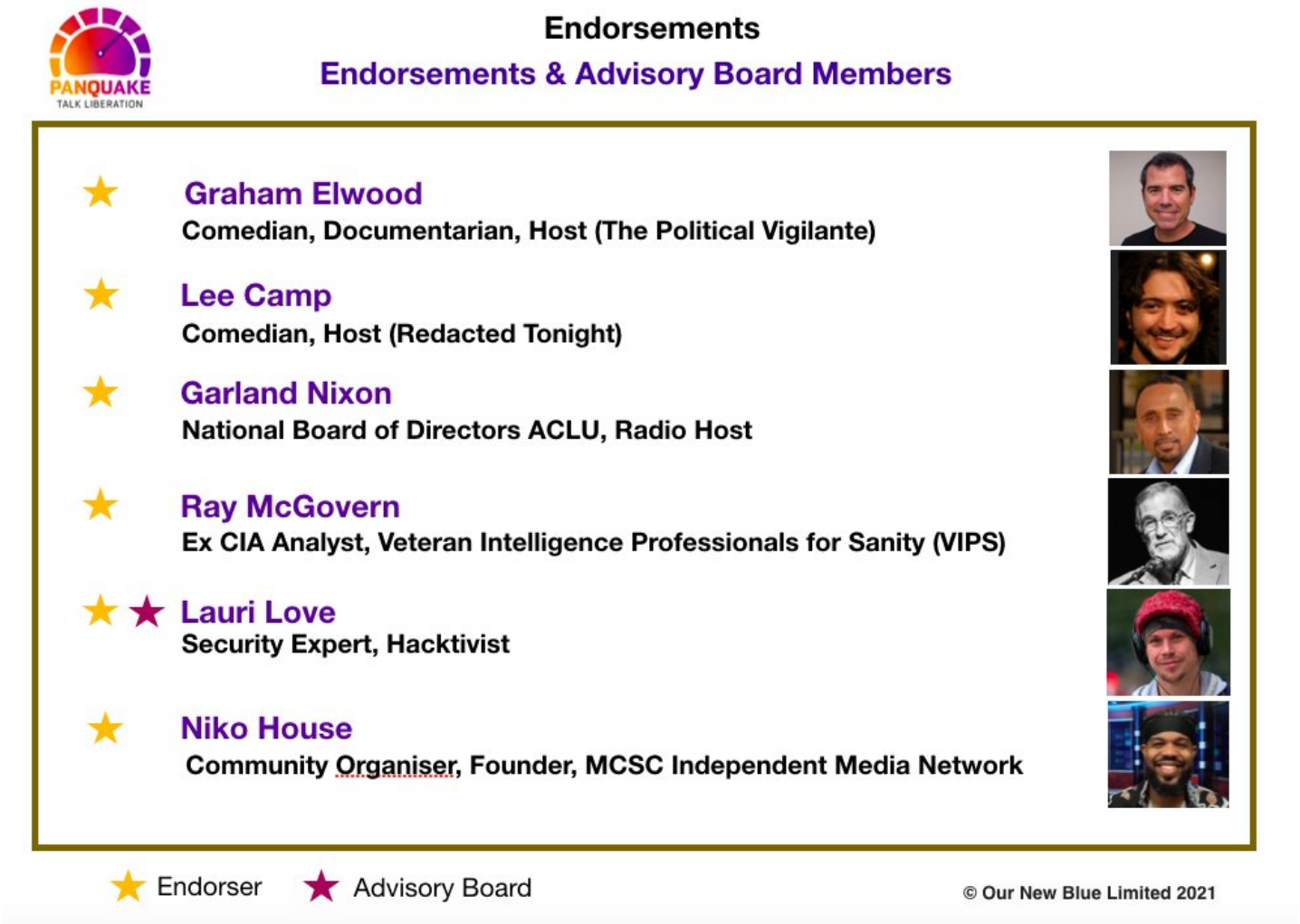
https://t.co/5K99ExjSJN

4/?

> Not one single team member or guest left. We are all still here, smiling not crying, as we record this event and will get it out to you all very soon :)
>
> I'm so proud of everyone, what an amazing crewhttps://t.co/RmE0BicIXF
>
> — Suzie Dawson (@Suzi3D) January 17, 2021

Here are some of our most high profile & dedicated public advocates for PanQuake - many of whom were scheduled to appear at our launch. All of whom stuck around for hours, to do a prerecord of the event, which is being edited, processed & uploaded for you as I write this.

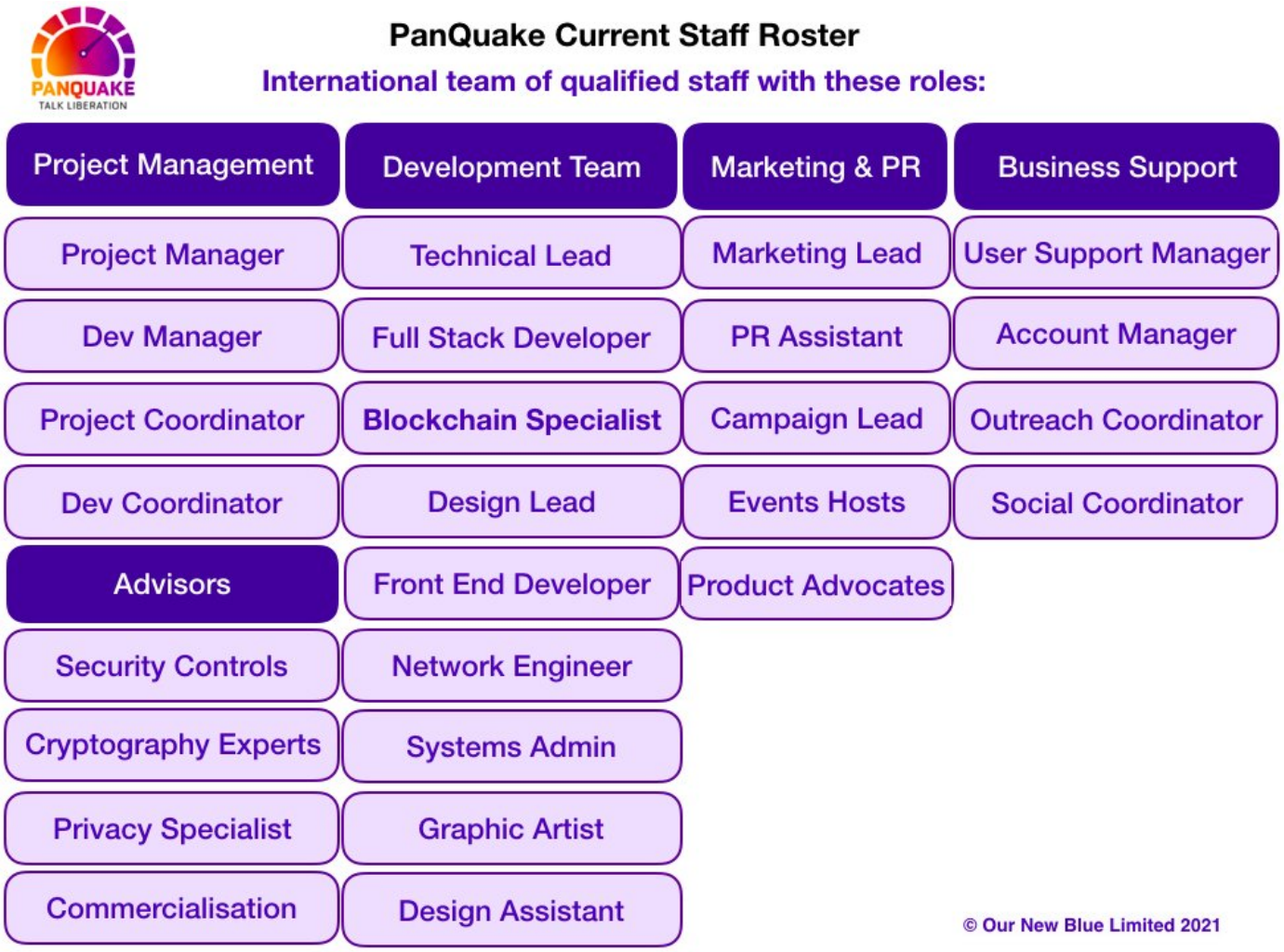
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When you see that stream, you also get to meet many of our amazing staff, which now number more than 20 volunteers, giving their time & love & effort to bring PanQuake to the world.

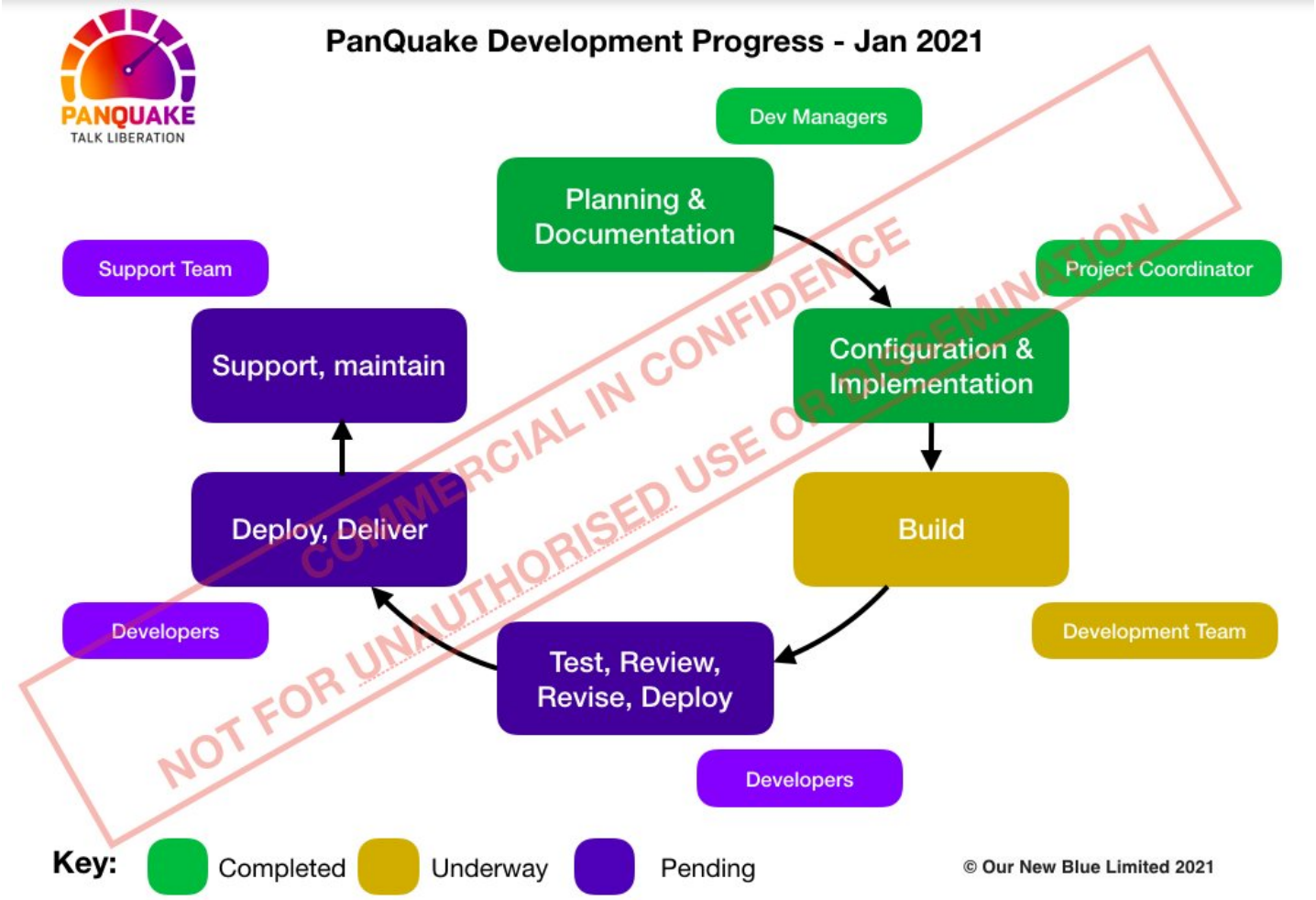
Those qualified, caring people are fulfilling the following roles in our company:

6/?



Our team has been building this product for months. All of our backend architectural documentation (blockchain, blockchain process, core, network, server) has been nailed down, along with our front-end UI/UX design docs. Here's where our project is at so far:

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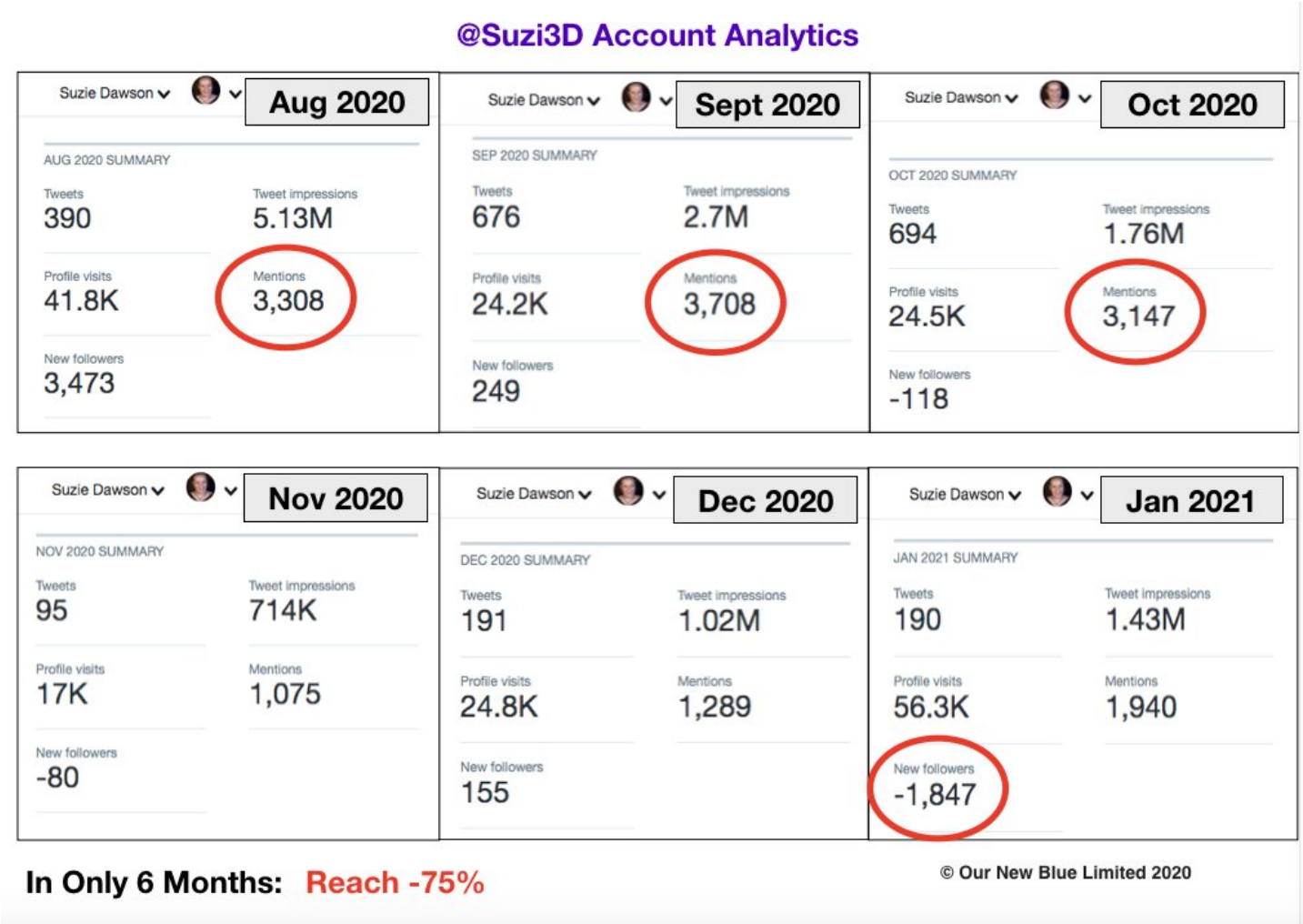
Technical stuff aside, this build has a backstory to it. A painful backstory that will resonate with many, because we are all being victimised by big tech, corporations & governments who want to prevent us having free access to information.

PanQuake exists to counter that

8/?

That story for me, mostly started with the Twitter core functionality changes last September. These are the analytics for my person account from August 2020 through to this month. The data is revealing. Counterintuitively, although my reach plummeted, my mentions didn't.

9/?



This means that even as my reach was halving and halving again, approximately the same amount of people were still engaging with me.

ie. the same amount of people were viewing my profile & talking to me, but far less new ppl than before were being exposed to my content.

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Attached is my opening speech from tonight's event. When you see the full video, you'll see me speaking to this in much more detail. But for now, here is the beginning of what I said word for word.

Summary: we are in an abusive relationship with big tech and we must end it

11/?

Opening Statement

We have been in an abusive relationship with big tech. Like all abusers they lie to us, they gaslight us. They meddle in our relationships. They use our reputation to hold us hostage. They exert discipline as if we are small children. They apply their punishments arbitrarily and disproportionately. Then they blame us for it. And like all abusers, they like to keep their abuse secret. Ending the abuse, or enjoying an absence of abuse, is only the beginning of the solution to an abusive relationship. The healing doesn't really begin, and we don't truly begin to enjoy life and realize our full agency or potential until we are able to engage in a relationship that is the total opposite:
One that is trusting, loving, supportive, kind, understanding. A relationship that builds confidence.

When I began the process of developing PanQuake it was because I was outraged at what big tech was doing to me. It is one thing to take personal risks to be able to share vitally important information. It is another thing entirely, to take personal risks and then not be able to share that information.
Watching precisely that dynamic play out, and worsen day by day, month by month, I became determined to create a solution. So I began to speak to other content creators, about what big tech was doing to them. I discovered the suppression and manipulation was occurring across the board. And I became even more outraged, and even more determined to create a new platform for us all.
A defining moment for me, was when I began to talk to social media users who utilize different tech products than I do. These were people with little to no technical ability or I.T. experience, from a different generation than me, differing geographical and demographic profiles, and who have zero chance at creating new solutions for themselves. Yet they told me story after story about the way that the conduct of the big tech platforms were negatively impacting them in their IRL lives. This isn't just about the online world.

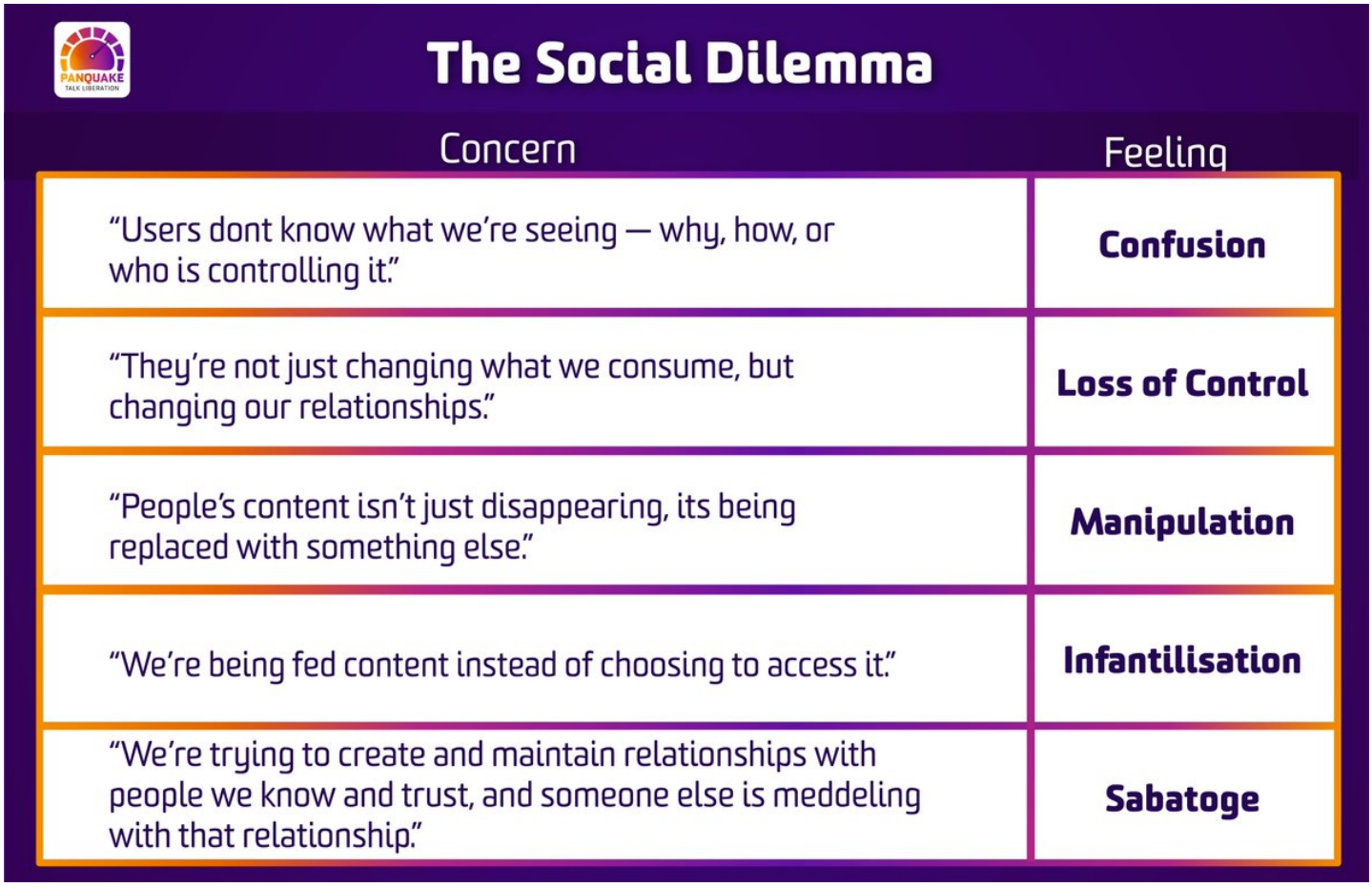
One woman told me about how she had followed a real life friend of hers on Facebook and initially engaged with her content, only to stop seeing her content appearing on her timeline anymore. Because she didn't see it anymore, she stopped engaging with it. When she then saw her friend in person, her friend was frosty and standoffish with her, and she had no idea why. Then she realised. Her real life relationship was being damaged by interference from the tech monopolies.

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This screen quotes what I was told by a very mainstream, non-activist, non-content creator, non-techie woman who had never used any social media except Facebook.

Her level of awareness as to the damage that big tech was causing to her life amazed me

12/?



I remembered that Julian Assange had talked in years past, about the increasing problems with censorship by big tech platforms.

I searched up his old tweet and found this: Julian talking about what he called "the filterverse of one"

2nd image: our visual depiction of it

13/?

Julian Assange - As ever, ahead of the times:

The FilterVerse Of One



In 2017 Julian Assange called for a decentralised/cryptographic alternative.

So we decided to fulfill his vision and create a product capable of breaking the "filterverse" that he had so presciently described would end up confining us all.

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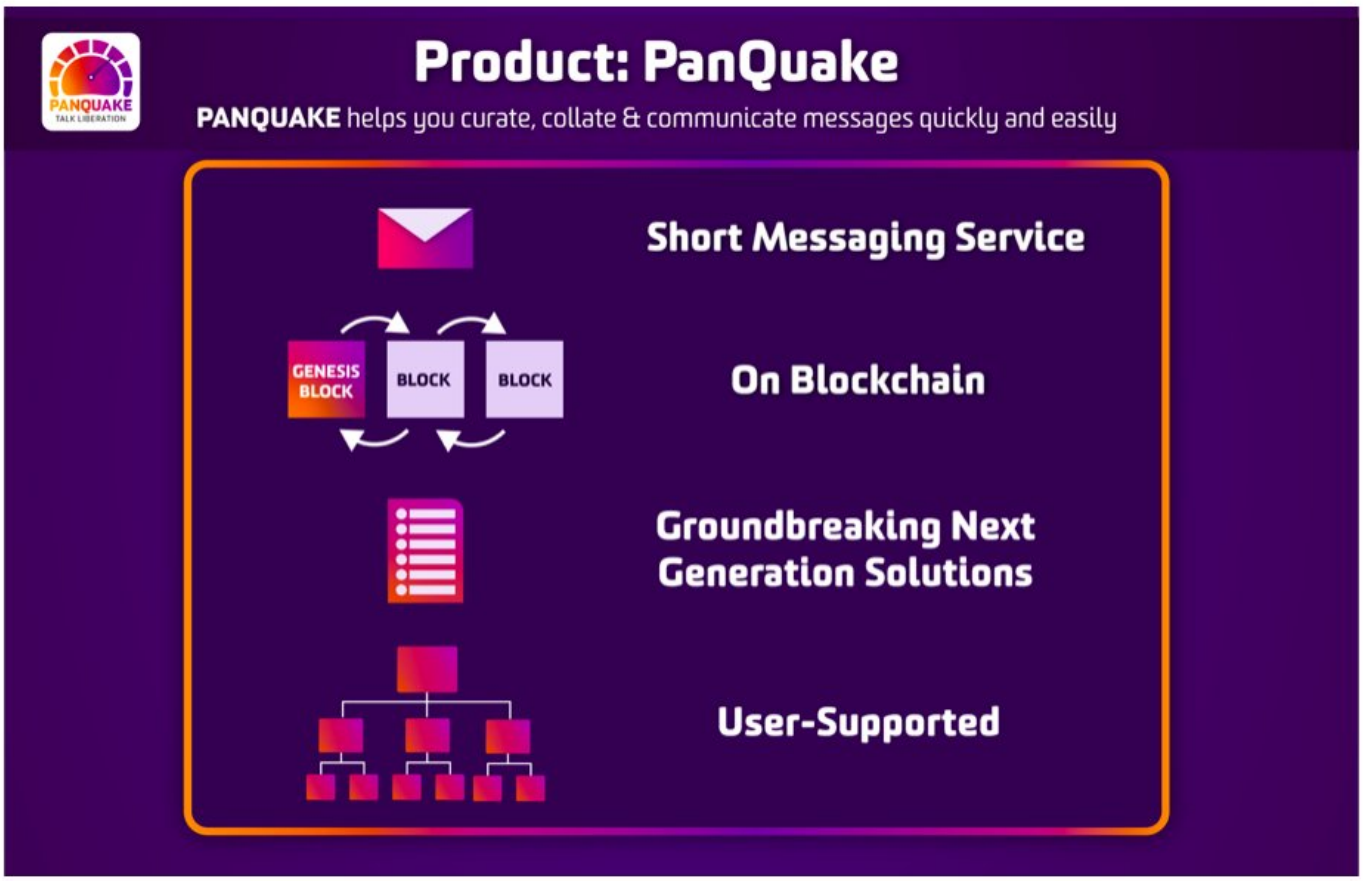
Julian called for the creation of an alternative:



Now we get into the 'how'.

By creating a short messaging service, on our own custom blockchain for transparency, with groundbreaking totally NEW functionality, supported by our users! (*Not* supported by VC, advertisers, corporations, governments or security agencies!!!)

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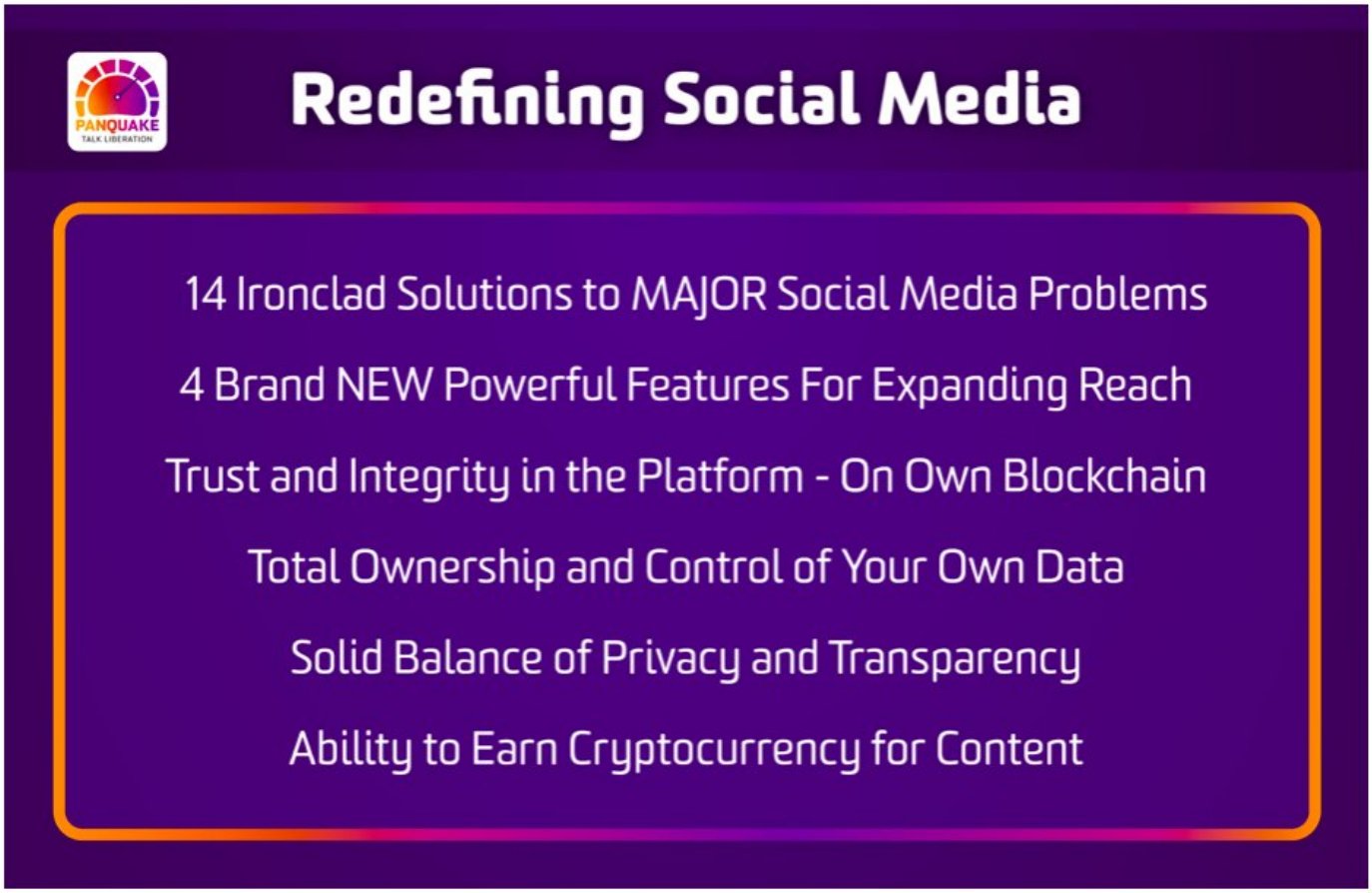


To make that viable, we need to charge registered users a small monthly fee - $5 a month. For those that are struggling with the basics & can't afford it, we will have gift accounts & compassionate accounts.

Here's what $5 per month will get PanQuake users:

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What PanQuake Is Bringing You



Some months ago, I started canvassing Twitter users I know, asking them to tell me everything they hated about this platform.

On the left: their problems, as they were told to me

On the right: How PanQuake architecturally solves their problems

17/?

The 14 Solutions

Solving User Complaints About Existing Major Platforms		
Complaint	**Details**	**PanQuake Solution:**
Arbitrary Page Refresh	Makes content disappear	Manual Refresh Function
Shadow Bans	Stops content being seen	No shadow banning
Trend Manipulations	Only shows select trends	No manipulation of trends
Arbitrary Suspensions	Suspension without reason	Supply reasoning
Non-linear Timelines	Shows content out of order	Time-linear timelines
RT/like Manipulation	Arbitrary removal of retweets/likes	Blockchain proof of action
Advertising 'Clutter'	Ads inserted into timelines	No advertising
User Data Sold	Sold to big data/ad networks	No data selling/sharing
Personalisation	Inferred interests, tracking users	No personalisation algorithms
'Blue Tick' Bias	Creates a class system for users	No blue ticks - self verification
Suggested Follows	Promotes certain people/accounts	No suggested follows
Cross-platform Links	Diminished reach on cross-platform links	No link discrimination
Top Tweets	Based on followings, not circulation	No 'top', level playing field
Disappearing Follows	People having to re-follow some accounts	No manipulation of follows

Solving problems with existing systems is just a baseline for PanQuake.

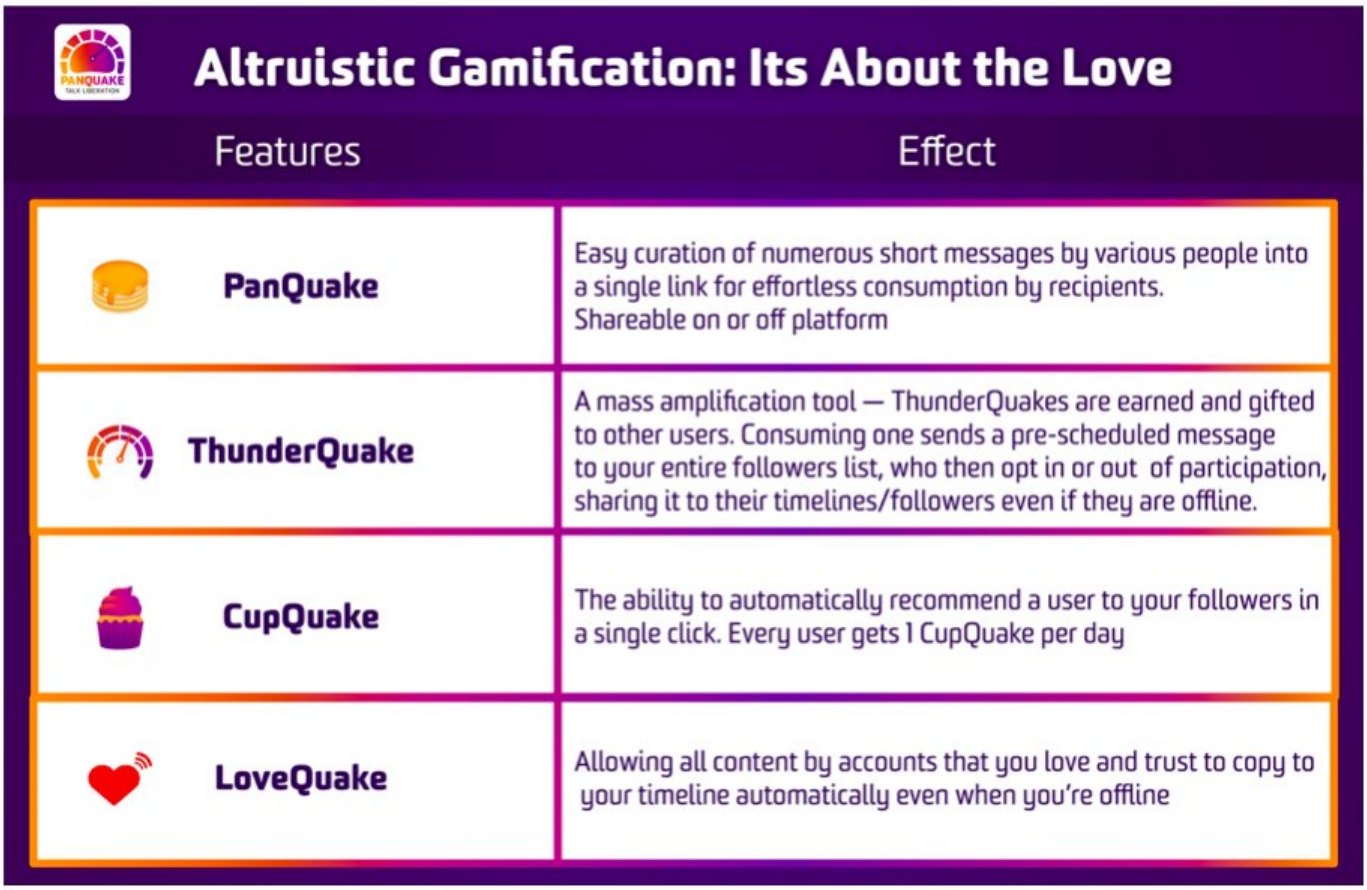
We wanted to offer users much more than just that.

We wanted to bring you powerful, cool, life-changing functionality to that no other platform has.

So we designed it & based it all on altruism.

18/?

Brand New Functionality



I studied big tech user workflows & counted clicks. I discovered they deliberately increase loading times, extra clicks & other timewasting stuff, so they can falsely inflate the time users spend on their site, to bump the platform up in ranking engines & attract more ad $$

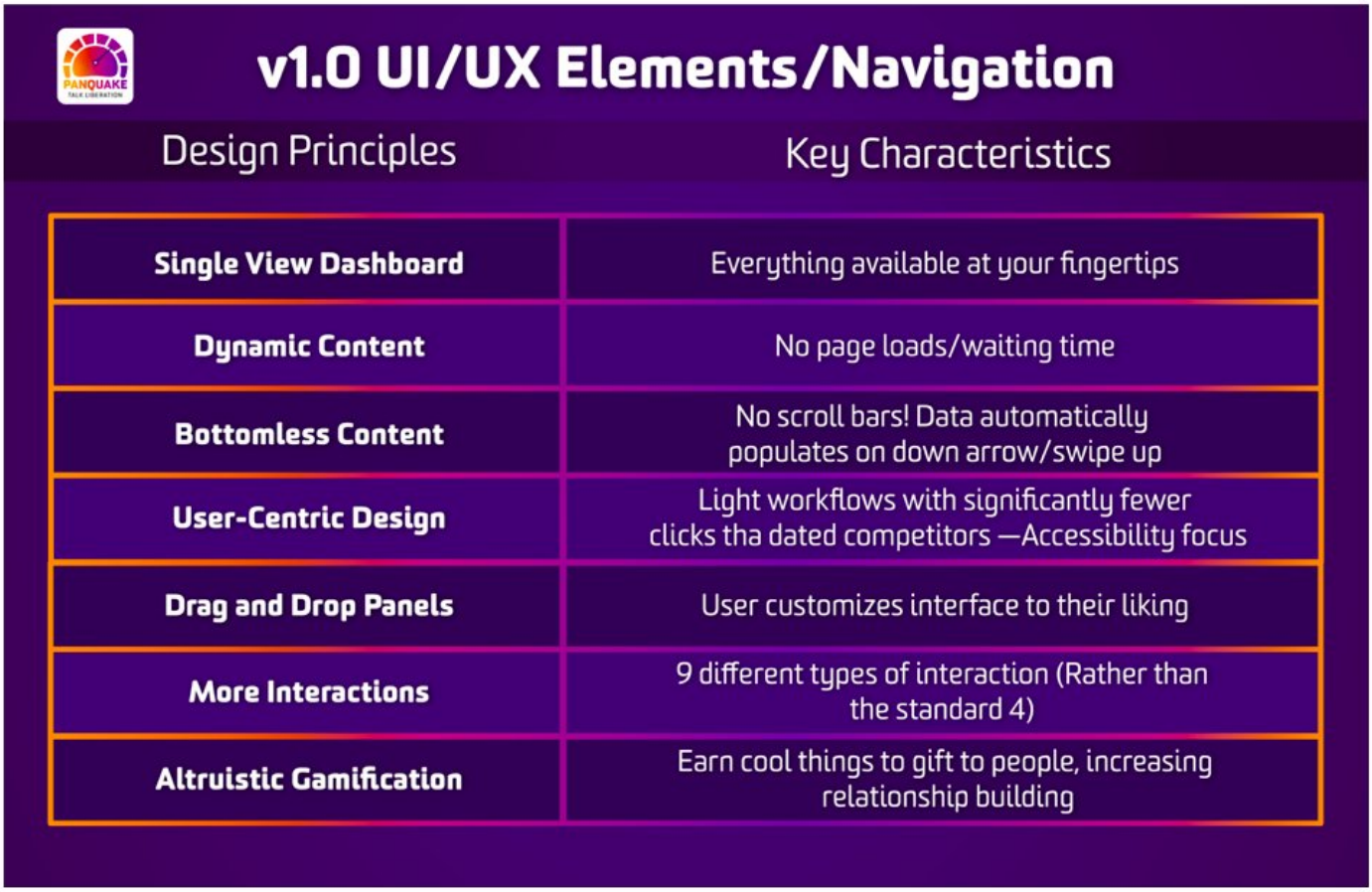
19/?

PanQuake by comparison, will not seek or accept money from ad companies, corporations, venture capital or investors

Therefore we don't care what our ranking is. Therefore we can - and have - design every single aspect of our systems and user interface for user convenience

20/?

PanQuake Design



Not only will we not accept investment - we won't sell our company.

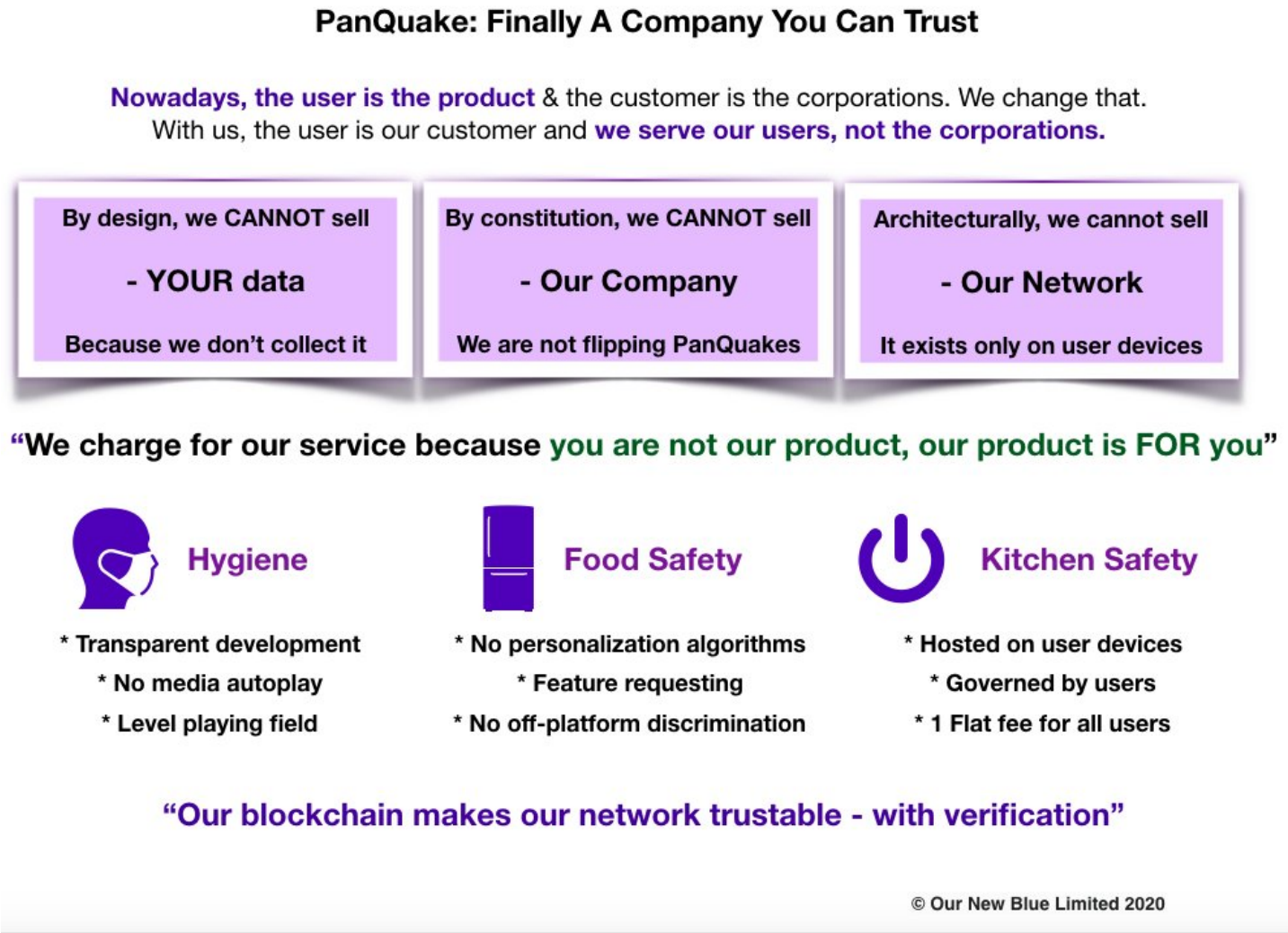
How can you trust that? Because we made sure there's nothing to sell.

No user data at all cos we don't collect it.

No central servers (no client/server model)

Our network exists only on user's devices

21/?



Want to know more about the architecture, design, build, implementation, testing, deployment & delivery plan for PanQuake?

Next Saturday (23rd) we will hold a tech deep-dive stream, then broadcast monthly public delivery meetings thereafter.

Join us!

22/?

Not so fussed on the techie stuff but dying to get to try out PanQuake?

Visit https://t.co/3nppEyRZJh and follow the 3 steps posted there, then tell as many people as possible to do the same.

Donating will get you regular progress updates & expedite the build process

23/?

There is mountains more to what PanQuake is, what plans we have in store for it and how our supporters, staff & public advocates feel about the product. You'll get to hear some of that with the impending release of our launch vid & more in coming weeks...

24/?

But for now, regular people are employing word of mouth to already shape this campaign into a success

With no corporate or MSM backing, no big advertising or PR dollars, we will have to be the little engine that could

With your love & help, that's exactly what we'll be

25/?

We live in a really dark world right now, where very few opportunities for meaningful change arise

So when they do, its more important than ever that we grab them with both hands & don't let go

Our strength will be the strength you lend us through your participation

26/?

Persistent campaigning to raise awareness about https://t.co/3nppEyRZJh at the person-to-person, grassroots level will be really key

Being an overnight success is nowhere near as good as achieving organic growth

So we must #talkliberation every day until we achieve it

<3

/end