Twitter Thread by Jijo Sunny



Jijo Sunny
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1/ ■ Excited to share what we've been building at https://t.co/GOQJ7LjQ2t + we are going to tweetstorm our progress every week!

Week 1 highlights: getting shortlisted for YC W2019■, acquiring a premium domain■, meeting Substack's @hamishmckenzie and Stripe CEO @patrickc ■

2/ So what is Brew?

brew / bru : / to make (beer, coffee etc.) / verb: begin to develop ■

A place for you to enjoy premium content while supporting your favorite creators. Sort of like a 'Consumer-facing Patreon' cc @jackconte

(we're still working on the pitch)

3/ So, why be so transparent? Two words: launch strategy.

jk ■ a) I loooove doing something consistently for a long period of time b) limited downside and infinite upside (feedback, accountability, reach).
cc @altimor, @pmarca

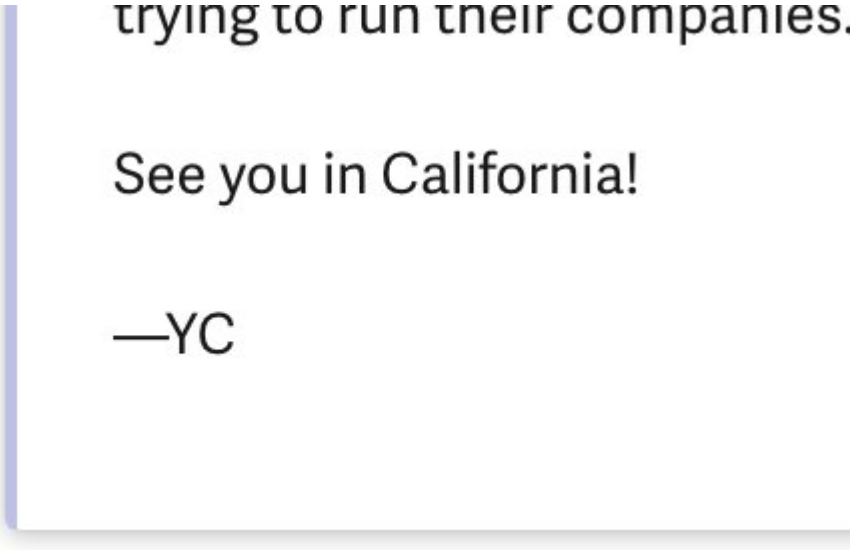
> This is an asymmetrical game where bad moves cost almost nothing, and good moves are worth a lot. Logic dictates that, playing such a game, you should roll the dice as long as they let you. The board game Monopoly was designed to give people an intuitive understanding of the way markets could supposedly tend towards toxic monopolies — I wish somebody designed a board game to make people understand that life is positive-sum; that the downside of most moves is never really as steep as it seems; that the upside can be unbounded; and that the best thing one can do is make as many moves as possible. In Marc Andreessen's words, "optimize for the maximum number of swings of the bat."

4/ https://t.co/GOQJ7LjQ2t domain ■

It started with a cold email. Guess what? He was using BuyMeACoffee on his blog, and was excited to hear about what we're building next. Within 2w, we signed the deal at @Escrowcom's SF office. You're a pleasure to work with @MichaelCyger!

5/ @ycombinator's invite for the in-person interview arrived that evening. Quite a day!

Thanks @patio11 for the thoughtful feedback on our YC application, and @gabhubert for your directions on positioning the product — set the tone for our pitch!



6/ Dinner at Stripe HQ. Thanks for having us, @andylouisqin! It was an amazing coincidence to meet @patrickc. We look up to you, not just for what you've built at Stripe, but for your thoughts on immigration, rationalism, internet economy, etc. + please do more podcasts :)



7/ ■ There are ~15mm creators (US only) spending a significant amount of time creating great content.

They have more distribution than ever before (thanks, youtube, instagram, medium, tumblr, twitch, 500px, deviantart, soundcloud, podbean et al.).

8/ ■ Now the sad economics of the internet fame — $1 is the avg earnings per 1000 views (RPM).

Imagine a stadium full of people and the performer making 50 bucks from that ¯_(■)_/¯

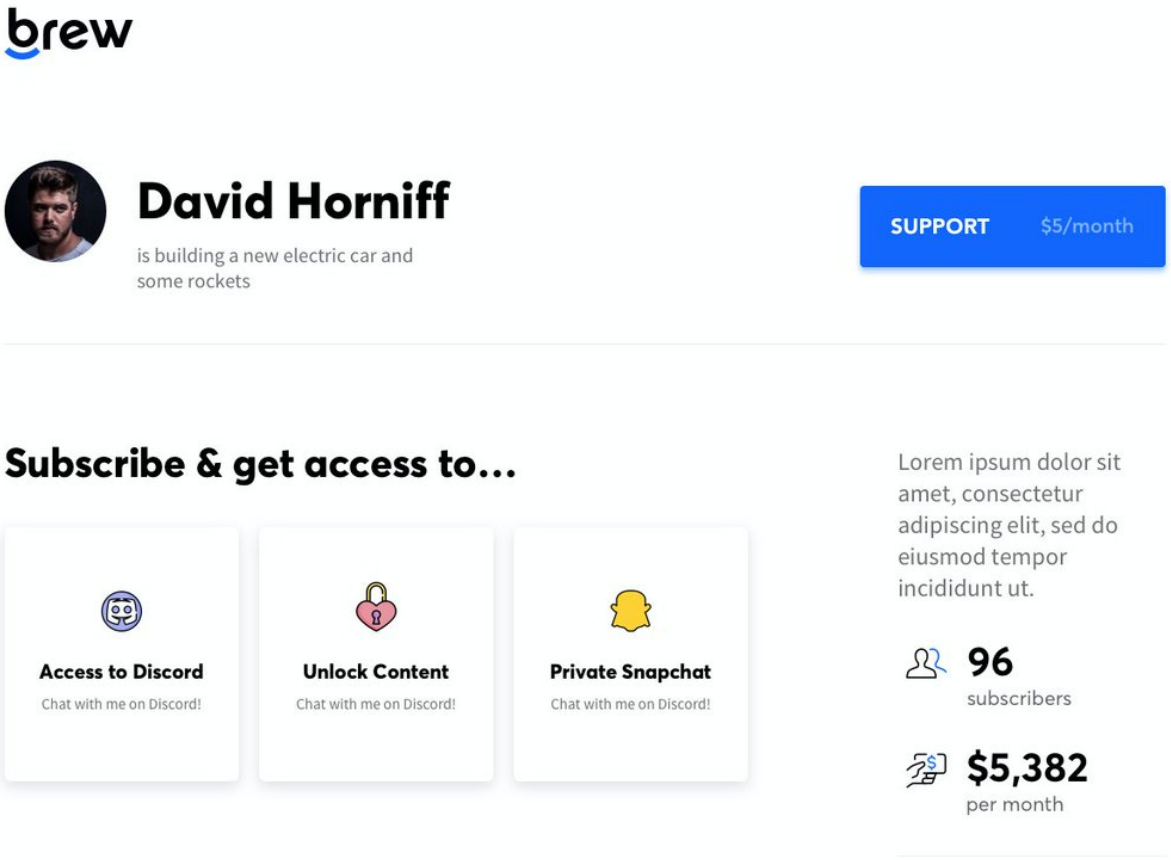
9/ Given most types of content can't even make money from ads without scale (podcast, newsletter, photography, etc.)

What's worse, creators are forced to optimize for maximum eyeballs (not quality), incentivising clickbait titles and fake news.

10/ So, will people pay?
— we are increasingly paying for good content
— online payments has become frictionless
— we love supporting small creators
— podcast is a $7B market in china, driven by subscriptions. US in comparison does $300mm, mostly from - you guessed it - ads

11/ https://t.co/GOQJ7LjQ2t will launch as invite-only for creators. We'll give early access to the 30k creators on https://t.co/7zcGHHtYGM <3 If it wasn't for listening to them, there would be no Brew.

Attaching some screens, lmk if you like it (and especially so if you don't).



12/ Next week:
a) Brew sneak peek ■
b) top lessons we learned building https://t.co/7zcGHHtYGM
c) why it's incredibly important to democratise Paywall tech (NYT is set to do $600mm ■, while most publishers can't even afford to set up a paywall https://t.co/WGJbd501YA).

13/ Since you're here: we accept support in likes, RTs, feedback (jijo@brew.com) and internet karma ❤■🤞■

And thanks @joannapedrina for assuring me that this tweetstorm thing is not a crazy idea ■ #brewingup