What if influence online was defined by the quality of attention you give instead of quantity of attention you get?
Readocracy

Make our attention matter.

For a world where how we inform ourselves counts.

@Readocracy
@1upm
Today our attention has zero tangible benefit or consequence.

Spending time on a celeb gossip tabloid has the same tangible output as reading a long form piece in The New Yorker: none.

This makes us consume carelessly.

It also makes it impossible for quality content to beat appeals to impulse and emotion.
And you can see the effects everywhere.
We’re making your attention matter.

Our privacy-first, patent-pending technology can tell if you were really paying attention to a piece of content anywhere online, and how intensely, and gives you credit for it.

Our non-profit third party bias and fact-checking partners help us identify known sources of misinformation and extreme bias, allowing us to flag questionable content for you. You don’t get credit for those.
Turn all the articles, PDFs, books, podcasts, and videos you’re consuming anyways, into something valuable.

A knowledge profile that proves your commitment and credibility on any subject. Embeddable on LinkedIn, email signatures, and more.

Private insights like “Fitbit for your information diet”. Special access, expert discussions, recognition, and perks across the web, for your commitment to the subjects you care about.

Unlock access to a troll-free, bot-free community optimized for quality, not quantity.
Over the coming months you’ll start seeing Readocracy everywhere.

Past 6 months (opened private beta)
17,000+ articles read in the private beta
40,000+ subject matter credits earned

Past year
8,000+ on waitlist
1,000+ over-the-top requests for access
100 million page views processed
Because we are unlocking the value of attention.

Extractive

ATTENTION FOR ADS

$330B

Additive

ATTENTION FOR KNOWLEDGE & REPUTATION

$1T+

For individuals

Spent on degrees, certificates, personal branding annually. 400M knowledge workers & Higher Ed students, who are also the biggest content consumers, and constantly posture/try to stand-out online.

For teams/organizations

$21T

Value of Reputation & IP in the S&P500. 10% of revenue for knowledge-driven orgs spent on marketing trying to convey expertise.
And leading the inevitable progression of how attention is valued and respected.

**For Publishers**

Attention valued for **advertising** (3rd degree from reader)
Expands revenue streams, and better for readers.

Attention justified for **subscriptions** (2nd degree from reader)

Attention is **rewarded & recognized** (Direct to reader/viewer)
Every reader/viewer can benefit, and dramatically expands the perceived value and use of quality content.

Helps subscriptions model become viable at scale, and even unlocks new advertising revenue opportunities for premium partners.

Internet users learn they can get recognized and rewarded for every piece of content they consume. It becomes: identity, reputation, access, and perks. And creators can leverage it.
Join us.

readocracy.com

Readocracy for individuals
Freemium

Prove your commitment and credibility. Improve your mental health and learning.

Expert already? Help others learn through you and unlock new passive revenue and audience engagement.

readocracy.com/team

Readocracy for teams/orgs
Paid per user

... same, but as an organization.

Improve your reputation, impress clients, attract new ones, and uncover expertise you didn’t know your team had.

readocracy.com/publishers

Content publishers
Partners

- Increased engagement
- Increased subscriptions
- Increased retention
- Increased loyalty
- New revenue

All content Copyright Rewordly Inc. 2021. Readocracy is a registered trademark of Rewordly Inc.
You will not find a team more provably committed, values-aligned, or ideally experienced.

Including building a strategic pre-product.

Mario, CEO/CPO/Co-Founder
Robotics engineer turned multi-prize winner on social media and future of work digital innovation projects.

Matei, CTO/Co-Founder
Built pre-Facebook network driving 40M hits/mo by age of 21, and platform architecture supporting 500K+ users for global clients since then.

Adriana, Embedded Exec/COO
Making large at-risk tech projects deliver for TD Bank, RBC, IBM (global).

Graham, BD
Led content projects with NASA, Obama White House, UL, Bloomberg.
And the time is now. The world is asking for this. Product-zeitgeist fit.

Rebirth of Consumer + Passion Economy

Consumerization of work + unbundling LinkedIn

Critical mass consumer demand and gov regulation for healthier internet business models

Future of education + lifelong learning/ upskilling

Saving journalism / justifying the value of quality content
For a world where how we inform ourselves counts.

Reserve your profile at readocracy.com
readocracy.com/yourname | 📚.fm/yourname