

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

Rea•doc•ra•cy *Reading x Meritocracy, Democracy*



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.

considering that getting a check for \$6474 this - four weeks beyond. I commenced this 8-months in the past and without delay turned into bringing home at least \$77 consistent with hour. I paintings thru this hyperlink, go to tech tab for paintings detail,,,,,,

Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement

TOPICS: Pope Francis Endorses Donald Trump



INFOWARS

RADIO SHOW NEWS VIDEOS STORE TOP STORIES BREAKING NEWS CONTACT

LADY GAGA TO CONDUCT SATANIC RITUAL AT SUPER BOWEL LI

Globalists will push dark agenda during halftime show

SHOPPING

31 Things Gu "OMG"

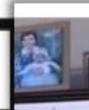
Or, more likely, "OMG, I NEED

Posted on January 12, 2019, at 6:01 a.m.

Donald Trump's ultimate outrage



By Richard Galant, CNN



Khloe Kardashian Says Tristan "Frea

February 10, 2021



17 Facts You Won't Believe Are True

Hope you're sitting down for this one.



Jessica Misener
posted on Oct 24, 2014



Tinash Balayi · 2 hours ago
First comment

Reply · Like · Share



When She Places A Mug Over An Egg, It Doesn't Get Any Better Than This

Shocking soup for sexual potency

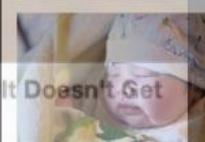
4 · Share

See also Social Issues / Society & Culture / Breaking News / China



KANYE WEST WANTED HIS FAMILY TO WYOMING AMID KIM KARDASHIAN DIVORCE RUMORS

POSTED ON JAN 7, 2021 @ 11:45 AM



Shocking Testosterone Alternative Reveal Don't boost your testosterone until you read... Find Out More

America's social-media addiction is getting worse

'Social media has poisoned us': young Britons on why they are unhappy

How WhatsApp Leads Mobs to Murder in India

By Vindu Goel, Suhasini Raj and Priyadarsini Ravichandran

July 18, 2018

Excessive use of the

Russian Facebook Trolls Got Two Groups of People to Protest Each Other In Texas

And you can see the effects everywhere.

Addiction. Depression. Violence. Threats to democracy. And a fundamental pollution of truth.

WhatsApp skewed Brazilian election, proving social media's danger to democracy

TECH

Facebook found fake accounts leaking stolen info to sway presidential election

PUBLISHED THU, APR 27 2017-1:48 PM EDT | UPDATED THU, APR 27 2017-5:54 PM EDT



January 2 · 🌐

40% of Americans think the new coronavirus was invented in a Chinese lab
19% think Barack Obama was born outside the U.S.
17% believe in the QAnon conspiracy theory about a high-level pedophilia ring

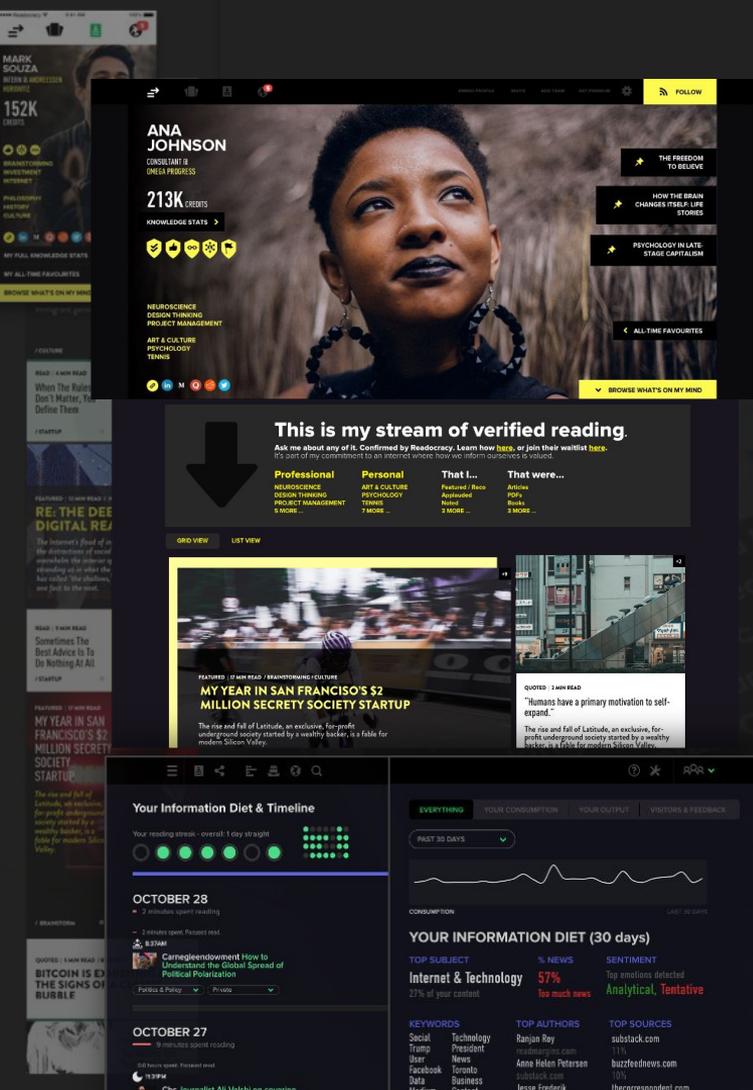
Nearly half of Twitter accounts pushing to reopen America may be bots



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.



+ and many more



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

moz://a

builders

AWARD

#FixTheInternet leader

Because we are unlocking the value of attention.

Extractive

**ATTENTION
FOR ADS**

\$330B

Additive

**ATTENTION FOR
KNOWLEDGE & REPUTATION**

For individuals

\$1T+

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)

Attention justified
for subscriptions
(2nd degree from reader)

Expands revenue streams,
and better for readers.

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.

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.

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

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.



Rea·doc·ra·cy *Reading x Meritocracy, Democracy*



For a world where how we inform ourselves counts.

Reserve your profile at readocracy.com
readocracy.com/yourname |  [.fm/yourname](https://readocracy.com/yourname)



-  readocracy.com/mario
-  team@readocracy.com
-  [@1upm](https://twitter.com/1upm)
-  [@Readocracy](https://twitter.com/Readocracy)

All content Copyright Rewordly Inc. 2021. Readocracy is a registered trademark of Rewordly Inc.