

Contents

General Situation	1
Who Is Our Target Audience	1
Strengths and Weaknesses	2
Format	3
Article/Podcast Ideas	3
Interview ideas	6
Agitprop Vids	6
Refs	6

DarkFi is anonymous, uncensored and sovereign.

- Protect yourself from authoritarian regimes.
- Become uncancellable. Your speech is censorship-resistant.
- Sovereign infra hosted by we, the people.

General Situation

We cannot learn anything from existing popular L1s/L2s since they offer no insight or originality into community crafting. Just the same bland marketing and mechanical blogs putting out buzzword content.

Compared with the DeFi days, new crypto entrants are lazy, they are just looking to buy the next coin that's gonna pump, not doing anything fancy onchain. Either retail is not fully here yet or the new retail is just dumber.

It seems there is an ever shrinking pool of liquidity that is mercenary and everyone is fighting zerosum for that pool. For darkfi to join that fray is a losing proposition, we have to create our own market. However retail in general is exhausted and skeptical of crypto.

While creating own market is good, we can be attractive to existing crypto community since everyone is jaded about how crypto has gone.

We have to become a movement the same way like linux or silk road (note: not saying we approve of illegal things), which rallied people to a cause. People in crypto are here cos a) they answered the cypherpunk call and b) number go up to different degrees etc, but it's pretty much always these two things.

Right now there's a big sense of malaise. The underlying values have been worn away and ppl are realizing that number won't go up if there's no real vision to offer. That mindset can be dangerous and paralyzing. We have an opportunity to present an alternative vision for crypto. It's powerful bc it taps into why ppl are here in the first place.

I remember in zuzalu there was a couchsurfing guy spreading 'mindpoison' which was to the effect of nobody can ever do anything, nobody can change nothing, and people were listening to it like it's wisdom. So part of our strategy involves combating that malaise. This is a general problem of contemporary mindset, not unique to crypto but exists there too.

There's a malaise where no new narratives have been formed- ppl are leaving crypto for other things. The only narrative rn is pretty much the halvening but there's a sense among crypto insiders that no real value has been created. There's also a segment of initially ideological people (arthur hayes) or self bullshitters (gav wood), that now stay for the liquidity and their actions don't follow their ideological line. Many of these pay lip service to the original values, and it's kinda like "ok the ship is sinking, i don't believe anymore, but lets take everything".

Who Is Our Target Audience

There are 4 audience categories: traders (speculators who give value to the token by buying it), users (who actually run the software), developers (who will help us build DarkFi and the surrounding ecosystem), and prophets, who help prophesize the product.

We need to consistently target these 4 groups but the priority changes over time, i.e. currently our main priority is devs, the majority of our users are also devs, with few exceptions (LunarDAO), and we are not trying to gain large numbers of users (yet), but are still in core community building phase. Similarly we are not targetting traders now, since our token is not liquid, however we still want to capture mindset within the crypto market (i.e. prophets).

Coming up to mainnet (EOY):

- We need to ramp up media targetted to traders.
- We will need even more devs to build out the ecosystem.
- (From mainnet onward...) We actually need to onboard large numbers of users.

These categories can be further classified within these subgroups:

1. Free software, Linux, non-crypto p2p crowd, ideological cypherpunks, disenfranchised yooof (**devs?**)
 - a. Suckless minimal Linux idealists
 - b. p2p infra crowd (Matrix, Mastodon)
 - c. Old school cypherpunk hackers (a dying breed?)
 - d. Young devs trapped in companies that want to build something beautiful
2. Crypto Native (**traders?**, **prophets?**)
 - a. Reactionary libertarians, network-states, e/acc, Milady crowd
 - b. Privacy freaks
 - c. Lefty DAO community people
3. Underground systemd markets, private entrepreneurs, agorists, dark forest communities (**users?**, **prophets?**)
 - a. Tor markets
 - b. Those anon phones sold for private entrepreneurs
 - c. Radically decentralized orgs
 - d. Dark Forest/ post-web movements that reject the internet
4. Populist rage against globalism (**users?**, **prophets?**)
 - a. Oddysee, truth-social, anti-censorship crowd
5. Privacy liberals (**users?**, **prophets?**)
 - a. Human rights and counter-surveillance activists, journalists, Free speech advocates

Some of these groups are particularly strategic in a crypto context (see: all the crypto projects airdropping to Milady since it's a trendy crowd that overlaps with a lot of influencers), i.e. if we strategically target some key groups it could lead to viral contagion in other circles also.

Strengths and Weaknesses

As a project we have clout within crypto, esp ideological types due to our adherence to philosophy. We don't shy away from rhetoric which in many ways marginalizes us in many ways, and makes us a target for the authorities. Many people are wary of working with us or giving us a platform.

"I saw this article last year, and have thought about it since then. tbh I am not aligned with this way of thinking. My goal here, with the show and the zk channels, is to show people how cool ZK is, how it can be used for great things that will push our society forward, that will benefit many people. I am not down with zk for "extending the space of illegality outward" or just tearing shit down because its imperfect. In fact, I think motions in that direction actually do the field a disservice."

- ZK Podcast

(we are cancelled from their trendy safe spaces)

But this weakness is actually our strength. We are distinct from the other projects due to having a philosophy. We are known for this and it gives us an edge. Our positioning is essentially to be the lightning rod or populist rallying cry for a return to the core values and vision of what crypto was going to be. And not just crypto, but the wider technology field in general which has a malaise.

DarkFi is speaking truth to power unyielding in the face of corrupt elites.

There is a cyclical embrace where the more states crackdown on crypto, the more it validates our thesis, bifurcating crypto and pushing liquidity to "go dark" (with darkfi leading the charge). See the lunarpunk dark side of the cycle for more info.

Format

There are diverse youtube channels such as:

- Sabine Hossenfelder
- veritasium
- 3blue1brown
- Gnostic Informant
- Charles Hoskinson
- Asianometry

and many others, which are technical or about philosophy with significant crowds. The question is whether we target a specific topic or do a mix of technical videos for general audience, and philosophy/narrative stuff.

- Short agitprop videos
- Livecoding sessions
 - You'd think these are boring, but for some reason people really like them. Just a dude programming and narrating what he's doing realtime. It's like pair programming. See ^{tokyospliff?}
 - It seems many people feel like they learn from watching experienced people work, and are interested in technology in general.
- Longform documentary/podcast
- Longform interview

Question: could we do a mix of these?

Another key question: should we perhaps have multiple channels, to have a more “decentralized” approach to narrative building? We may want to avoid putting all of the content out from the “DarkFi official channel”. For example: Maybe DarkFi official channel could focus on toned down technical content, and we use a different forum (like an Agorism youtube) to go into philosophy. Or perhaps DarkFi only publishes slick polished philosophy shorts and product demos, and we do interviews and longer form content on a different channel (like a community channel or Agorist Informant YouTube etc). The general legal strategy (which needs to be thought through with our lawyer) will also impact this (since she advised us to do the communication anonymously).

Lastly memetics is very influential within crypto. See channels such as:

- Leonardo of Biz
- Bizonacci

We could maybe do something more general with memes such as the /g/ telegram group, or at least we should tap into some of that reactionary ideological zoomer tech energy. Although many of them are skeptical of crypto as a scam.

We make decent meme material, but we haven't found a good strategy for propagating them widely.

Article/Podcast Ideas

1. Technical explainers and videos. Target: devs

- Great vs Good Devs
 - any midwit can become good, but to be great you need a philosophy. crypto projs dominated by the good: credentialed educated midwits.
- History of Free Software and Mass Adoption Meme
 - how the linux free software movement lost the chance to revolutionize tech because it fell for mass adoption meme and got infiltrated by normies.
 - 2012 and biz guys in suits telling me how to market btc. “you're an expert in dev, i'm an expert in marketing” lol
- The Linux Renaissance
 - part 2 of the above history, the coming renaissance and rediscovering our roots while not making the same mistakes.
 - linux is distinct, its own thing.
- Tour of the DarkFi System
 - Overview of darkfi components and how they are used to build apps

- Composable Modular Software
 - firefox XUL, suckless software and winamp. Modern software is brain damaging people making them stupid. Big tech dystopian vision of tech where everyone is dumb enslaved normies. zoomzooms unable to use a file system.
- Exploring DarkFi design philosophy
- Simplicity, modularity, anonymity
- The Future of Free Software
 - we build tech not for slaves, but so communities can be strong and have infra to scale. For the future of linux/free software, we need economic model using crypto economic incentives. The software must be p2p and fully anon, no more google dox.
- Anatomy of Anonymous Smart Contracts in DarkFi
 - walk through high level explainer with code samples of how zk contracts work in darkfi.
- DarkFi Security Audits Summary
- ZK Tech Revolutionizes Anon Software / Building Anon Services with ZK
 - ZK enables fully generalizable schemas to be credential. Give example of anonymous services using ZK credentials like a p2p 4chan without logins or identity.
- DarkFi Academy
 - video tutorials on using darkfi, doing dev, getting setup
- 2. Philosophy articles and videos. Target: prophets (and traders?)
- Cryptography Summons Mother Nature
 - cryptography makes use of mathematical rules. when we do crypto, we are doing magic/summoning.
- A Technology Whose Time has Come
 - the antikythera mechanism, ada lovelace and how the ancients greeks could've (but didn't) had an industrial revolution.
- The Origin of State Civilization
 - ancient sumeria, ziggurats, the war with the medes
- Anon Crypto as Hard Offensive Power
 - hard power defined as military and economic, but crypto now is an emerging third category. Anonymity not merely defensive but expands space of freedom.
- Universe 25: The State is the True Criminal
 - they like to label us criminals, but what is the criminal: nietzsche and the man made sick by modernity. we are forest rebels, the true criminals are those running the gov, pedo rings, corruption. we fight for free society which creates all value. US global power declining, we stand at the precipice of multipolar world and must look to the future.
- Crypto (Self) Regulation and 'Privacy Pools'
 - crypto regulation is an open and official provocation against Liberty and Sovereignty. All who advocate for it are domestic enemies of the people and must be absolutely opposed. The right of the people to keep and deploy cryptography shall not be infringed.
 - NOTE: we should be careful with this one and maybe leave it until after the dust has settled on recent privacy allegations and the legal situation is more clear.
- Encryption is a Forest
 - Surveillance is a desert death trap
 - Encryption is a forest that protects users
 - History of forests and resistance
 - Explain why "Let There be Dark" means "Let There be Life"
- The Eternal Return of Resistance

- Eternal return is a selection
 - Active forces are affirmed in the eternal return
 - Negative forces tend toward zero
 - Surveillance will seppaku
 - QED motherfuckers
 - The Philosophy of the Future
 - We are in the midst of a moral and political paradigm shift
 - the need to create new gods/ values for the modern world
 - Ocalan's answer to this
 - Revolutionary feedback loops
 - 1916 as an occult ritual to resurrect the dormant revolutionary spirit
 - the art of engineering feedback loops
 - feedback in lunarpunk philosophy
 - The Agora-Celtic Revival
 - Encryption as reforestation
 - Celtic-futurism
 - The future as dreamed by our ancestors, our futural legacy
 - Agorism: An introduction
 - Historical overview of agorism and core tenets
 - Would Uncle Ted be Bullish DarkFi?
 - Overview of Ted K's views on technology
 - Polytechnics vs monotronics
 - (Summary of my letter to Ted K)
 - TDLR: No (because .. rzns) but (rzns) we can argue it would be more attractive to him vs other tech
 - Ernst Junger was the Original Cypherpunk
 - Crypto and Kawa the Blacksmith
 - Kawa spread the tech of metalworking amongst median tribes to overthrow the Assyrian despot king.
 - early form of comms network using network of fires.
 - Affirmation Unbound
 - Role of negativity in cypherpunk
 - Overview of optimistic ideologies like e/acc and how we can take them even further
 - "Why I Believe in DarkFi" by Gary Gensler
 - written from his perspective
 - Slavery in Ancient Greece
 - greeks had steampower, turing complete computers, electricity, cryptography
 - why didn't they into industrial revolution?
 - cos of slavery. never had to apply ideas, so just made toys to amuse kings
 - similar situation today, why we're missing loads of vital tech (go into examples)
3. General product overviews. Target: users (and traders?)
- The True Purpose of Crypto
 - Crypto has basically become a giant gift.
 - We have burnt our good will with the people.
 - What future are we actually offering?
 - We need to return to the core values.
 - The future of crypto was pre-ordained in its past.
 - The forefathers of crypto already told us what it was for.
 - Unstoppable p2p money. Anonymous. Uncensored. Sovereign.
 - DarkWallet: the Origin Story for DarkFi

- FBI going dark, the bitcoin foundation, darkwallet crowdfunding, darkwallet alpha, origin of ‘block-size’ debate, gavin the snake
- DarkIRC: The Worlds Only Fully Anon P2P Chat
 - Our chat system is unique. It is fully anon. No other chat system is fully anon since they have persistent identity. It is also fully p2p and decentralized. Everything else is centralized or federated.
- Crafting the Wallet UI of the Future
 - we were promised a future in the 90s that never materialized. Instead we got ugly bloated apps that crash a lot. What happened to that future? DarkFi wants to deliver what was promised.
 - metamask is a liability, it came from the idea of shopping online but now we run dapps as web apps. Now people talk about decentralized RPC ffs and the person hosting the web “dapp” is liable to jail.
- What is Anonymous and What is Not
 - debunking popular claims about software being anon which is a lie. In fact most ‘anon’ software is scam tier. We deep dive into a bunch of different protocols and products. “Join our discord” privacy projects lol = scam
- Fake new announcements about high profile listings or partnerships
 - like google or whoever that would obviously never deal with us
 - bonus points if we get them to refute our claims explicitly
 - say all the big VCs who passed on us invested in us
- Anonymous Markets
 - challenges of making anonymous uniswap, and different techniques / how it could be done.
 - tradeoffs of different designs.

Interview ideas

- Ariel Gabizon, Andrew Miller & other significant cryptographers
- Cody Wilson (invented 3D printed gun)
- Vitalik (invented eth)
- Ethan Buchmann (cofounder Cosmos)
- Philosophers (e.g. Agorism journal contributors)

Agitprop Vids

Short juicy but well produced topics.

- DarkFi Cometh: The RegFi - DarkFi Split
 - state oppression of devs
 - general malaise
 - collaborators: (potentially) privacy pools, self-regfi crap
 - darkfi future
 - ★ 90s tech future we never got (expectation vs reality)
 - ★ what happened to p2p and “decentralize all the things”?
 - ★ ZK and modern crypto unlocks new doors
 - darkfi is the response to state authoritarianism
 - ★ come at me bro
 - i can only show you the door, anon...
- What is Agorism
 - a modern version of the crypto-anarchy vid
- Anonymous, Hard & Offensive
 - anonymity not merely defensive
 - crypto is hard power

Refs

- Charlotte Fang’s blog: goldenlight.mirror.xyz
- Truther video on crypto: 52:25 “we saw clearcut usecases, we could ...”
- Binance CEO: “[This crypto cycle is different from past ones, Binance CEO says](#)” because of tradfi, ETF, ...
 - CZ now in jail for 6 years