

ZERO

M A N I F E S T

The Reset of Social Media



**[IMAGINE A WORLD WHERE PEOPLE ARE NOT THE PRODUCT
AND WHERE YOUR TIME, ATTENTION AND
DATA ARE NOT FOR SALE]**

The journey of the ZERO Manifest: first draft written in 2025
Shared with the ZERO community in August 2026
The Manifest will continue to evolve and change over time

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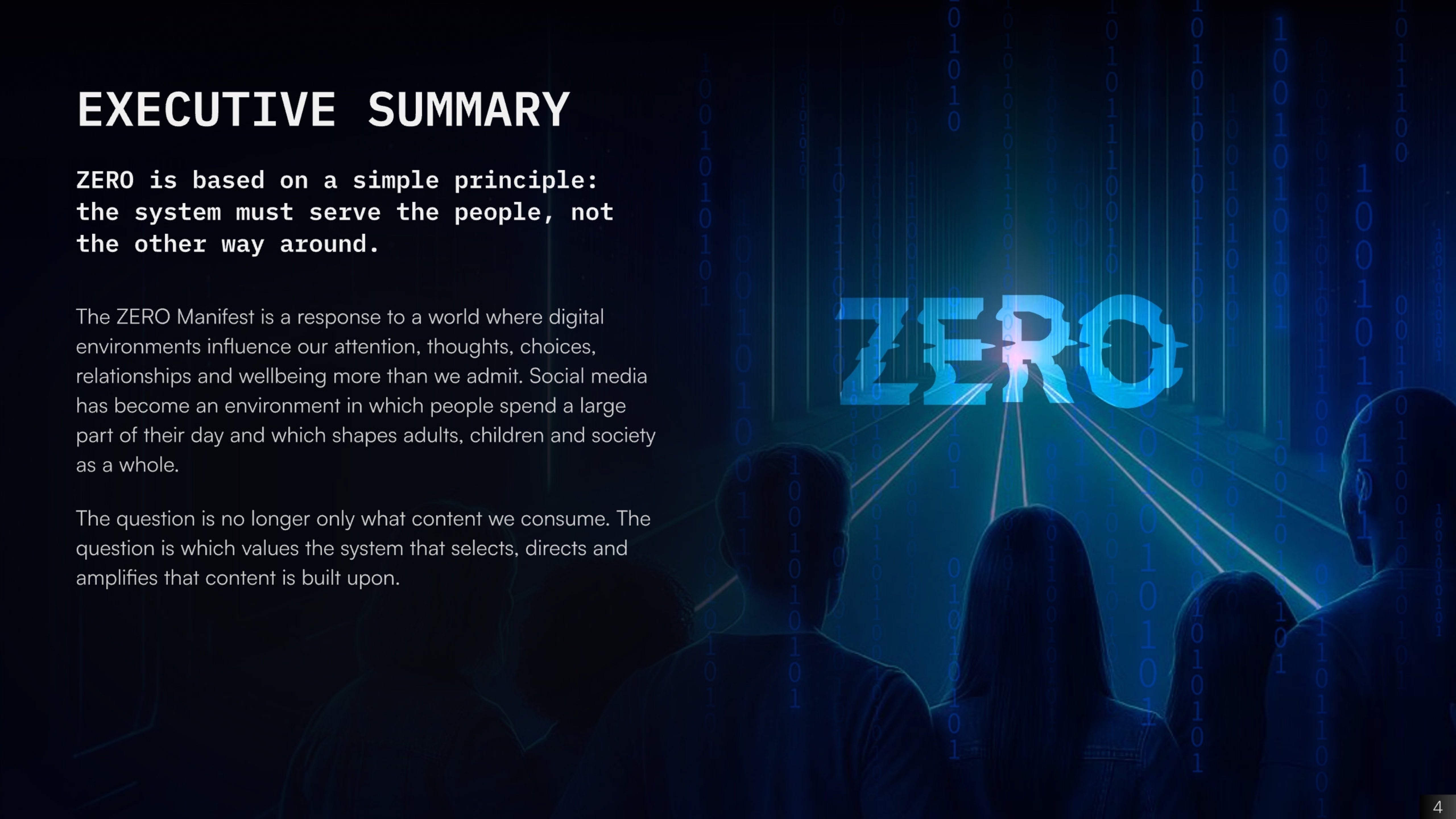
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EXECUTIVE SUMMARY

**ZERO is based on a simple principle:
the system must serve the people, not
the other way around.**

The ZERO Manifest is a response to a world where digital environments influence our attention, thoughts, choices, relationships and wellbeing more than we admit. Social media has become an environment in which people spend a large part of their day and which shapes adults, children and society as a whole.

The question is no longer only what content we consume. The question is which values the system that selects, directs and amplifies that content is built upon.

The word "ZERO" is rendered in a large, bold, blue, stylized font. It is set against a dark blue background filled with vertical columns of binary code (0s and 1s). In the foreground, the silhouettes of four people are visible from behind, looking towards the "ZERO" logo. Several thin, light blue lines radiate from the logo, connecting it to the silhouettes of the people. The overall aesthetic is digital and futuristic.

ZERO

The central logic of today's major platforms is based on the Attention Economy. The longer someone remains in front of a screen, the more valuable they are to the platform. As a result, algorithms learn not only a person's interests, but also their weaknesses.

Visibility is controlled by the system, user data becomes a commodity, and creators may lose access even to their own work and community because, although they create the value, control always remains with the platform. ZERO offers a conscious alternative to this logic and a reset of social media.

[Our mission is to create a platform where people are not the product and users always come before profit. We are building a safe environment that gives rather than takes, supports growth and does not exploit people.]



At the heart of this new foundation are value over virality, community over the algorithm and trust over control.

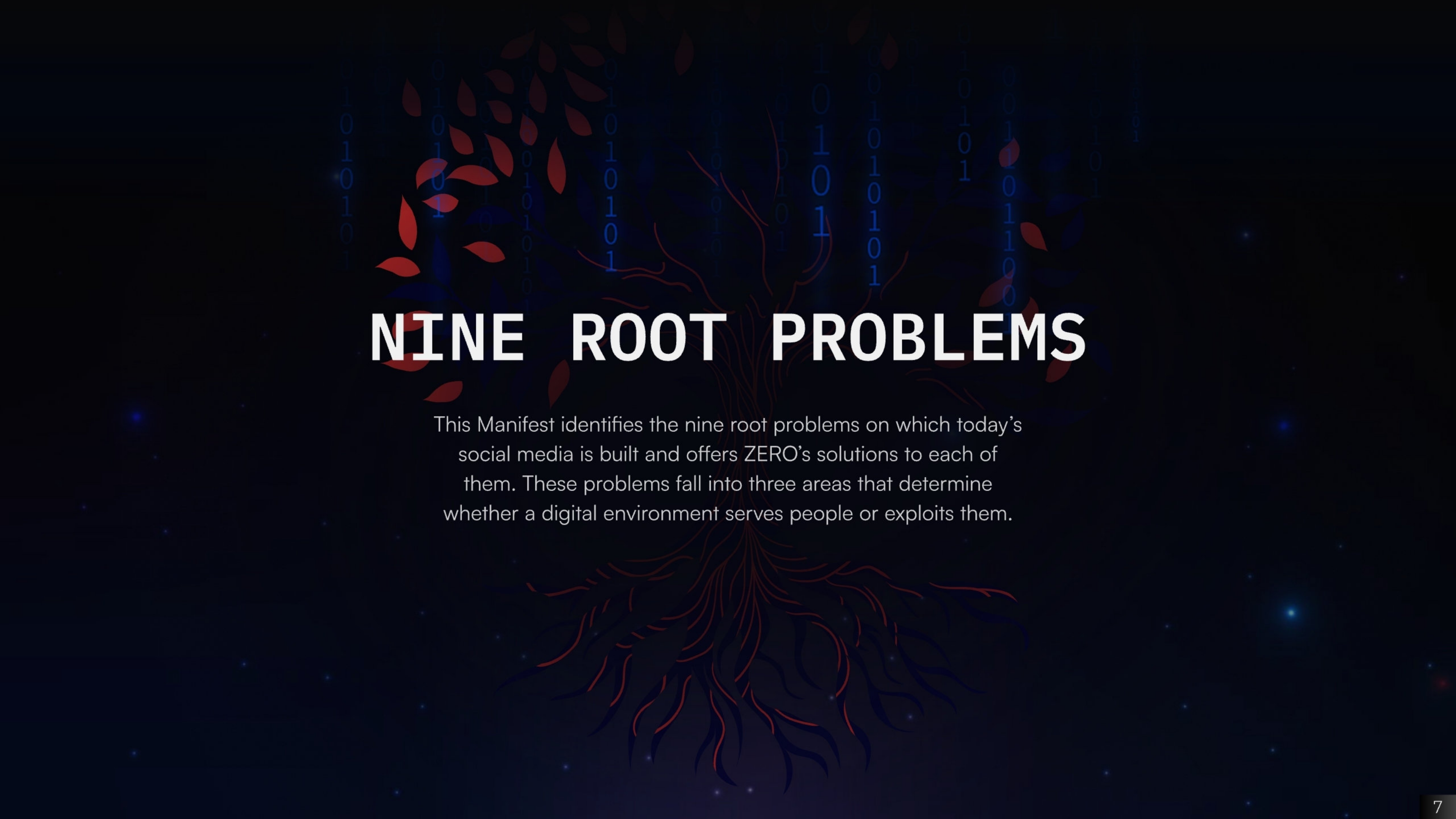
ZERO aims to replace the Attention Economy with a Value Economy and transform social media from an empty waste of time into a tool that supports growth, discipline, meaningful relationships and community building.

Creators must be able to reach those who have chosen to follow them. Every user of the platform must also be able to choose what they see. Children must be able to grow in an environment where their wellbeing matters more than profit. In the age of artificial intelligence, everyone should be able to tell whether the content they are consuming is real or artificial.

ZERO measures success by a different standard. Victory is not the longest possible screen time. Victory is people becoming stronger in real life, spending more time with their families and communities, and using technology consciously to build their lives.

[Less time behind a screen leaves more time for real life. For ZERO, that is success.]





NINE ROOT PROBLEMS

This Manifest identifies the nine root problems on which today's social media is built and offers ZERO's solutions to each of them. These problems fall into three areas that determine whether a digital environment serves people or exploits them.



I. INFLUENCING PEOPLE

- Algorithms take our attention
- The environment shapes our thoughts
- Children are the most vulnerable



II. CONTROL OVER PEOPLE

- You do not own your content
- You do not own your data
- You do not own your community



III. CONTROL OVER TRUTH

- Intransparent rules
- The algorithm shapes your worldview
- AI blurs the truth

These are the greatest fundamental flaws in today's system where change is no longer a choice, but a matter of survival.

ZERO was born from a sense of responsibility to create a different path — an opportunity for those who feel that the current direction is no longer their own and who are ready for an alternative built on different values.

**ZERO IS A NEW DIRECTION WHERE TECHNOLOGY
STRENGTHENS OUR HUMANITY, PEOPLE OWN WHAT
THEY CREATE, AND COMMUNITIES BELONG TO THOSE
WHO BUILD THEM.**

Why ZERO?

Because we are tired of being exploited and
manipulated by systems whose main
purpose is profit.



CREATE. OWN. BELONG.

FOREWORD

Most great changes in the world do not begin with technology, politics or economics. They begin when people dare to question what has previously been taken for granted. This Manifest was born at such a moment.

We believe that the world is not as it is today by accident. Every system, every environment and every platform is the result of someone's decisions, values and priorities. If we are not satisfied with where those decisions have brought us, criticism alone is not enough. We must create a better alternative.

We believe that when systems stopped serving people, people began serving systems. This is what has brought us to where we are today. We also believe that the way forward begins by restoring this principle. The ZERO Manifest is therefore not about technology, social media or a single company. It is about people.



This is a manifesto for everyone who believes that...

[TIME IS LIFE'S MOST VALUABLE RESOURCE]

[TECHNOLOGY MUST SERVE PEOPLE, NOT THE OTHER WAY AROUND]

[COMMUNITY MUST MATTER MORE THAN THE ALGORITHM]

[VALUES MUST BE STRONGER THAN PROFIT]

[THE FUTURE IS SHAPED NOT BY THOSE WHO ADAPT TO A BROKEN SYSTEM,
BUT BY THOSE WHO DARE TO BUILD A NEW ONE]

ZERO was born from this conviction.

Not from a desire to create yet another platform, but from a desire to restore something far more important: trust, humanity, responsibility and freedom. From a desire to give people back their time, because under the current system people unknowingly scroll away a large part of their lives.

ZERO takes responsibility for how our platform uses your time: every moment spent here must create value that carries over into real life.

WHY DOES THIS MANIFEST EXIST?



WHAT HAS BROUGHT US HERE?

We live in an age where an invisible force influences our thoughts, choices and mood more than we would like to admit.



What shapes our shared future today and determines the direction of the world?

What shapes young people, guides the choices of adults and moulds society as a whole, either uniting or dividing it?

What sets an example for how we should behave and treat the people around us?

What quietly takes our most valuable assets from us: time and presence?

What determines whether your day is positive or negative, filled with clarity or with the unease and anxiety caused by constant comparison?

What gives us a daily sense of what is right and what is wrong?

What is largely raising the next generation, often guiding them more than school or home?

Attention does not only determine what we see. It determines where our time goes. And where our time goes ultimately shapes our lives.

FOR A LONG TIME, THE ANSWER WAS SIMPLE:

[THE MEDIA]

Over the past few decades, the media has become social media, an environment driven by algorithms whose influence on our thoughts, behaviour and everyday choices is greater than that of any previous technology in human history.

It is an architecture that shapes our attention, habits and perception of reality.



WHAT IS HAPPENING IN THE WORLD?

Today we have reached a point where the consequences of the change described above are clearly visible. This is no longer a theory or a distant vision of the future. We are living in it.

Media was once limited by time and place, confined to the evening news or the morning newspaper. Today it is constant.

It is with us at every moment and in every place. In our pockets. On our screens. In our thoughts.

It has become so deeply embedded in our daily lives that we no longer notice it. It has become a new normal, present when we wake and accompanying us as we fall asleep. The world's largest social media platforms are no longer merely channels of information.

They are architects of experience.



They have shaped how people see the world and themselves within it. This is no longer an opinion or a prediction. It is the reality in which we already live.

Paradoxically, social media itself has brought us to the situation we face today. And it is through this same tool that we can change direction, because the problem is not social media itself, but the purpose for which it was created and the principles on which it was built.

Once we understand how and why this situation began, we also gain the opportunity to choose the opposite path.

This means creating a social media platform founded on principles that never place money before people.



THE TURNING POINT



More and more people are waking up and recognising that we have reached a turning point. This is no longer merely a feeling, but a clear understanding that the current direction is not sustainable. If we continue on the same course for another ten or fifteen years, the destination will no longer be a place worth living in. This is not the future we want for our children or for society as a whole.

Humanity and the values that hold society together and make us human do not disappear overnight.

It is a gradual process that often goes unnoticed. Humanity does not cease to exist all at once. It wears away layer by layer, quietly, until one day we discover that we have lost ourselves.

This recognition is the starting point for change.
That is why we have reached a moment when change is no longer a choice, but an inevitability.





**[THE PROBLEM IS NOT TECHNOLOGY. THE
PROBLEM IS WHOSE INTERESTS
TECHNOLOGY SERVES.]**

HOW DID WE GET HERE?

WHY ARE PLATFORMS THE WAY THEY ARE?

We have begun a journey whose purpose is to change the direction of the world. To some, this may sound like another empty phrase or slogan, but to us it is a clear goal born from an inner sense of duty and responsibility.

**Today's largest social media platforms
were not built for people. They were
built to make money and generate profit.**



When money is placed first, the result cannot be an environment that serves a community or humanity. Such a system inevitably begins to use people rather than support them.

Let us pause for a moment and consider why today's platforms were built this way. Why have so many sectors moved in a direction where products and services no longer serve people? Why have people become the product?

One of the main reasons is simple and obvious: leaders, decision-makers and those in positions of responsibility at the head of major corporations and communities, who should first protect people's interests and wellbeing and serve their communities, have chosen money, power and personal interests.

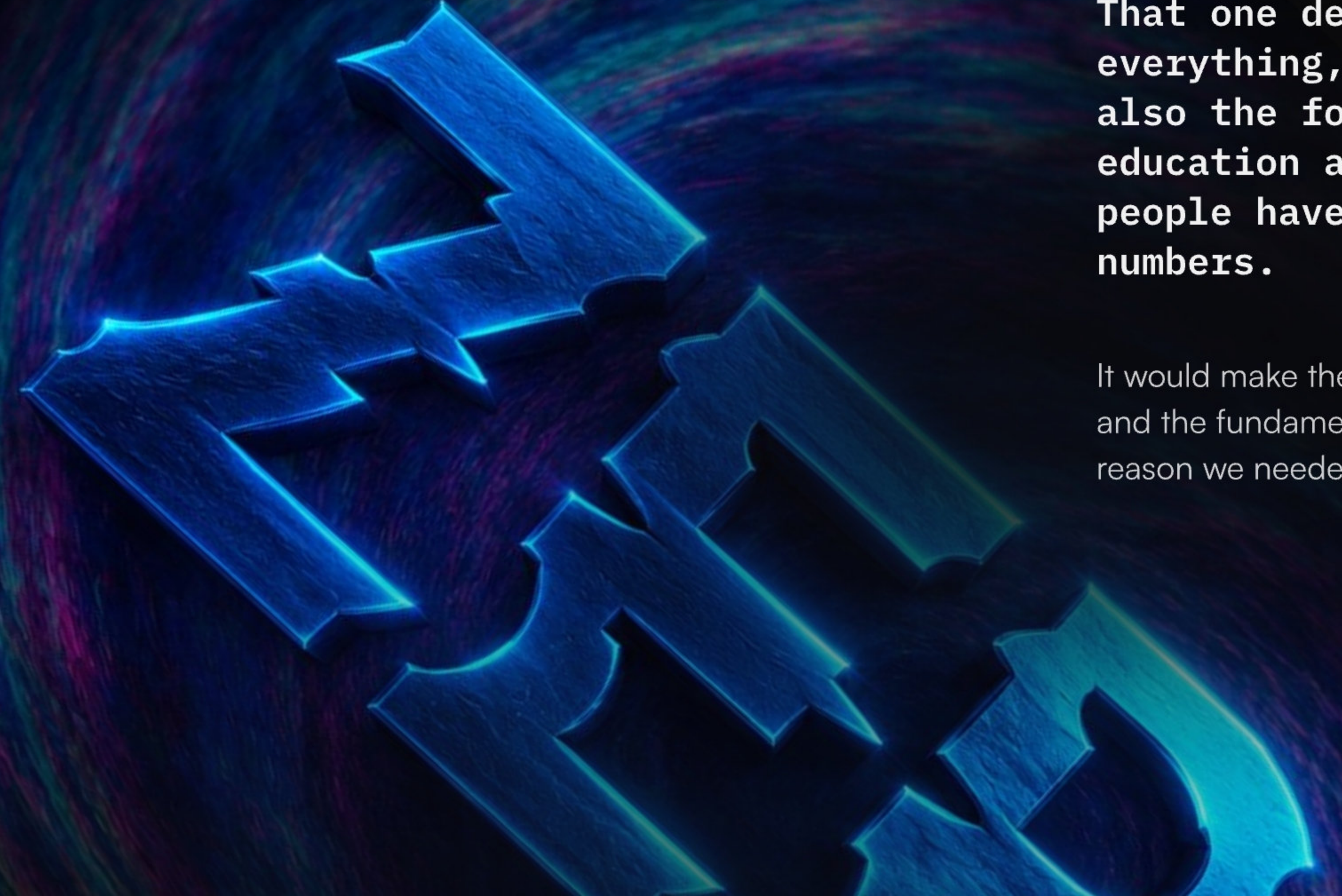
Once this choice is made at the beginning, the direction is also determined. Everywhere, the focus is on producing faster and more cheaply, while sacrificing our health and wellbeing. The system no longer works for people because people have been placed behind money.

It is no accident that small and medium-sized businesses working for people's benefit are disappearing. Not because they are no longer needed, but because quality, humanity and wholehearted commitment do not generate as much profit as machinery driven by numbers.



[WHEN PEOPLE MATTER MORE THAN MONEY,
EVERYTHING CHANGES.]

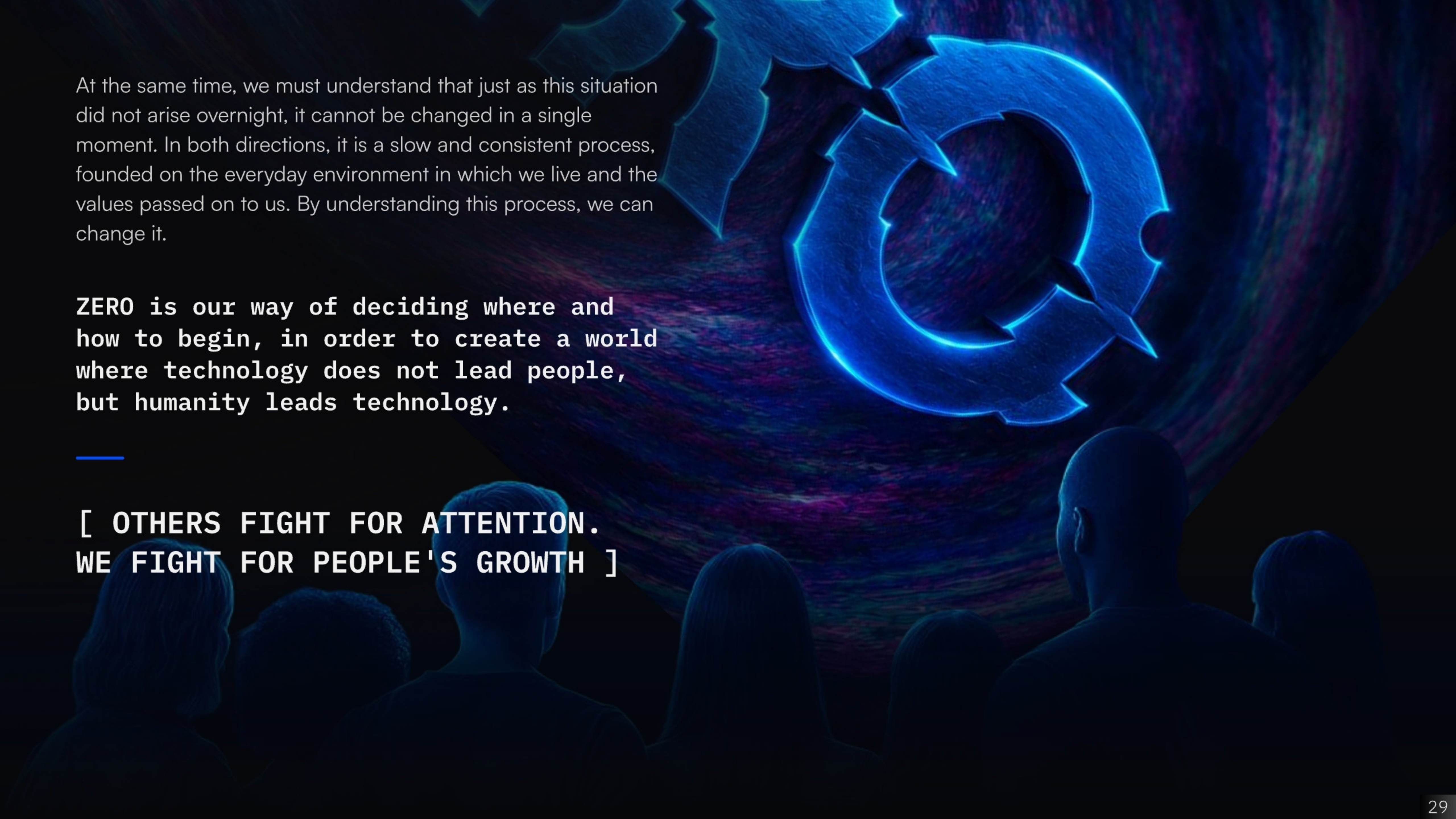
ONE
DECISION
CHANGES
EVERYTHING



We believe that the greatest change in the world begins with one simple shift: we must start choosing people before money. We are not saying that money is unimportant. People should simply come first.

That one decision would literally change everything, not only social media, but also the food industry, medicine, education and every other field in which people have become nothing more than numbers.

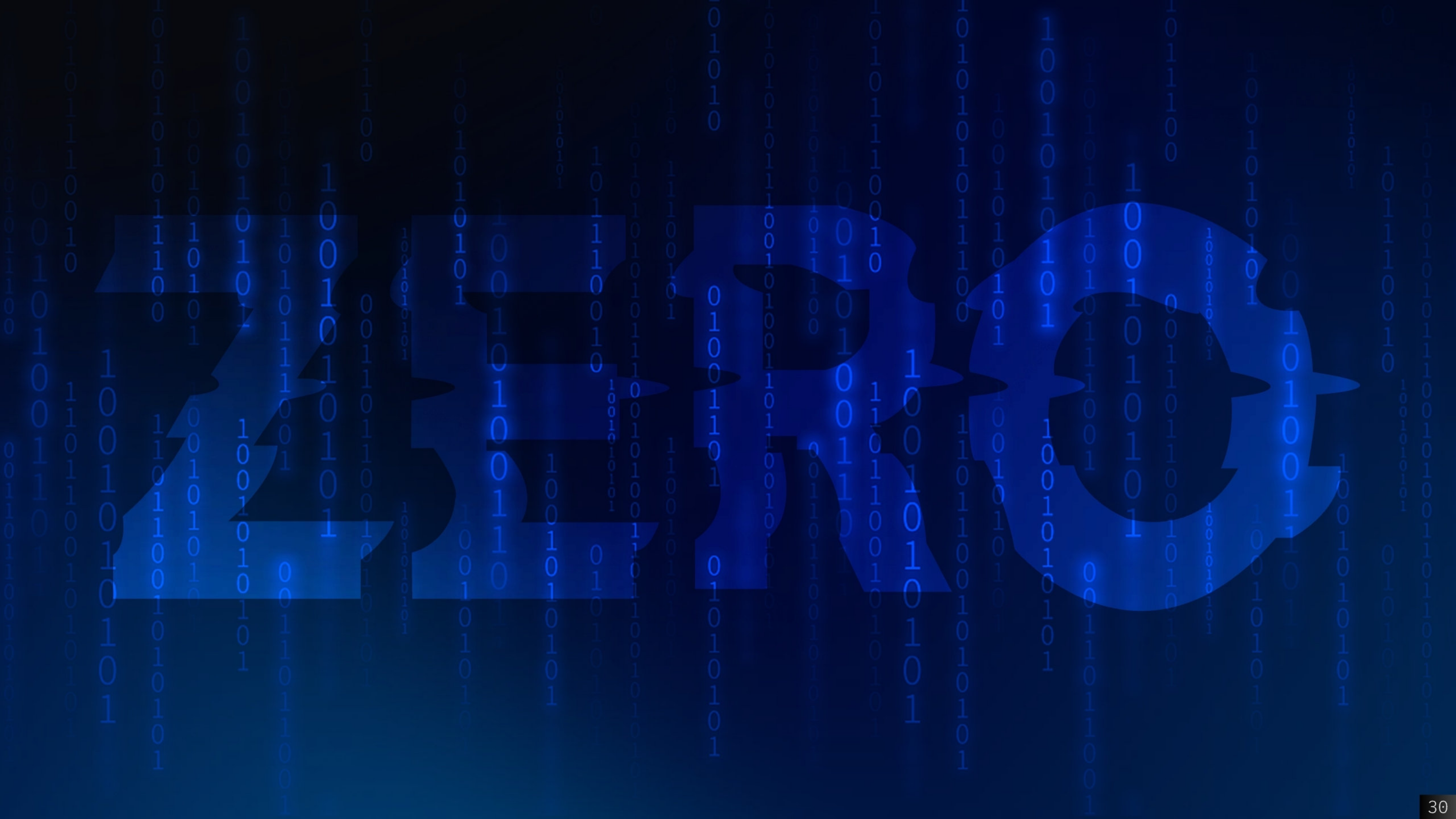
It would make the world a better place by restoring humanity and the fundamental values of life, while also removing the reason we needed to begin the ZERO journey in the first place.



At the same time, we must understand that just as this situation did not arise overnight, it cannot be changed in a single moment. In both directions, it is a slow and consistent process, founded on the everyday environment in which we live and the values passed on to us. By understanding this process, we can change it.

ZERO is our way of deciding where and how to begin, in order to create a world where technology does not lead people, but humanity leads technology.

**[OTHERS FIGHT FOR ATTENTION.
WE FIGHT FOR PEOPLE'S GROWTH]**





Exit the noise. Enter
your signal

You become what
you let in

ZERO

RETURNING TO ZERO

ZERO is a return to point zero, allowing us to begin again with a clean slate. ZERO is a reset of the system and a new beginning for everyone who feels that the current direction has run its course. We chose to build a new foundation based on values, one that always and unconditionally puts people first.

ZERO is not simply a name. It is our statement. It is a conscious response to a system that has brought us to a point where we have been left with exactly zero: zero freedom, zero privacy, zero influence and zero value.

ZERO was not born from a desire to create yet another platform, but from the need for a complete reset and to rebuild everything on the right values.

From the Attention Economy to the Value Economy

ZERO is not simply a name. It is our statement. It is a conscious response to a system that has brought us to a point where we have been left with exactly zero: zero freedom, zero privacy, zero influence and zero value.

**[ZERO IS NOT SIMPLY A
PLATFORM. IT IS A NEW
FOUNDATION.]**



**[THE USER IS NOT
THE PRODUCT.
THE USER IS THE
OWNER.]**



**WHAT KIND
OF WORLD
ARE WE
BUILDING?**

ZERO is a reset of social media that restores privacy and creates a space where your time, voice and wellbeing truly matter. We are creating a safe and inspiring environment designed to encourage discipline, meaningful relationships and community building.

Every moment spent on ZERO is an investment in yourself. The content helps people grow, motivates, inspires and teaches human values. It is an environment where you would feel confident leaving your child, knowing they are protected.

Our platform has no hidden agendas or political influence. People are not commodities to be sold. Every user is a decision-maker who chooses what they see and experience.

We know that many people are easily influenced, but unlike others, we do not turn that vulnerability into profit. We choose people, not profit. We choose you, not profit.



While others fight for your attention, we fight for your growth.



Our goal is to transform social media from an empty waste of time into a tool for building a life.



We do not push what is 'viral'. We encourage what is valuable.



Time spent on ZERO is not a commodity for the platform to sell, but a real investment in your personal growth and future.



A NEW MEASURE OF SUCCESS



If that means fewer members, so be it.



If it means users spend less time in the app because they are outside living their lives, that is our victory.



Our measure of success is not 'screen time', but the user's inner strength.

IMAGINE A WORLD WHERE...

People spend more time with their loved ones than in front of screens.

Social media no longer competes for your attention, but helps you grow.

Creators truly own their work, everyone's data belongs to them, and communities belong to those who built them.

Parents do not have to worry about what content the algorithm will feed their child next.

Success is not measured by screen time, but by how we grow in real life.



Technology no longer shapes people, but people shape technology.

We do not believe this world is a utopia. We believe this world is possible. That is why we decided to begin building it. The name of this world is ZERO.

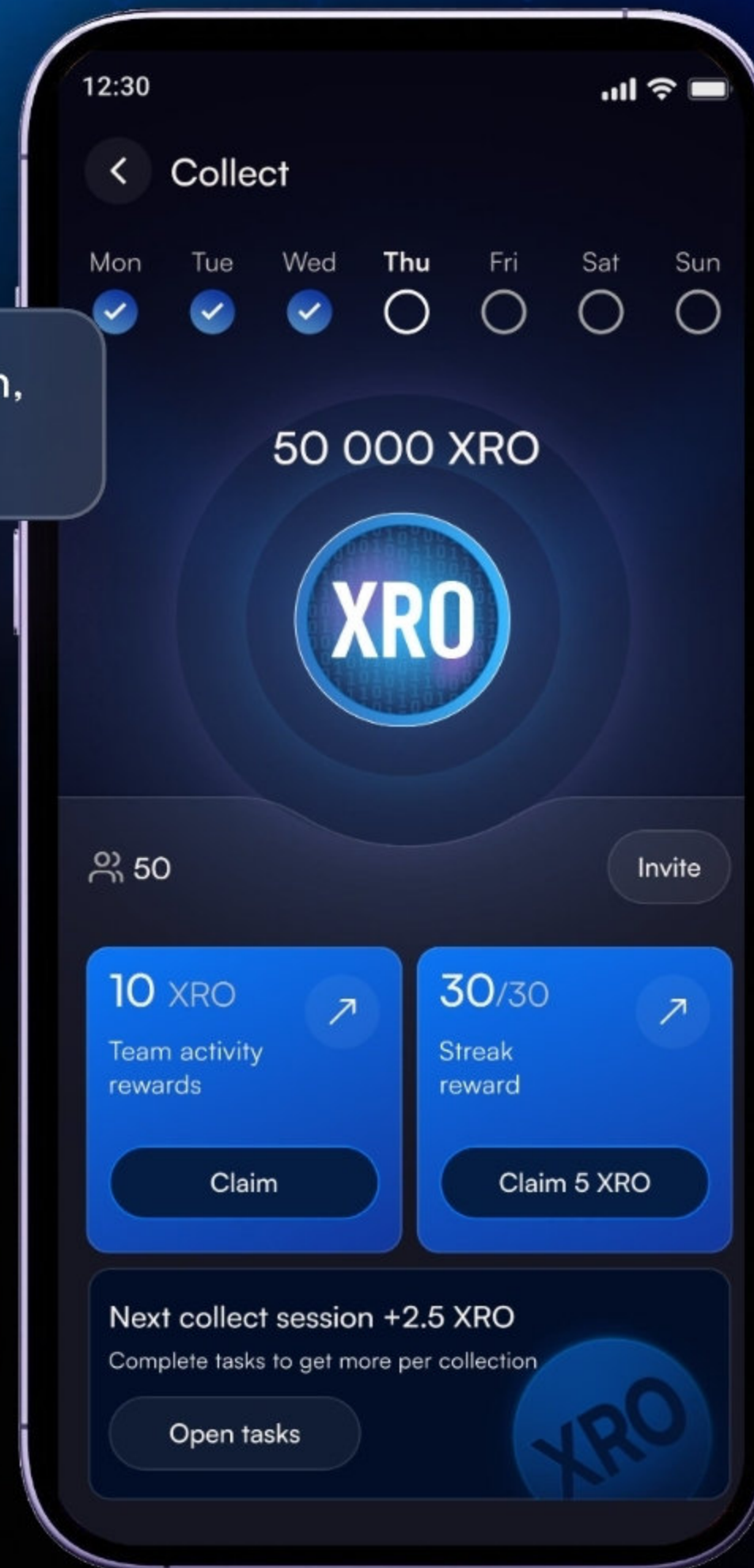
ZERO



ZERO values the person,
not their data.



ZERO goes beyond social
networking



Live free, think clearly,
stay unmanipulated



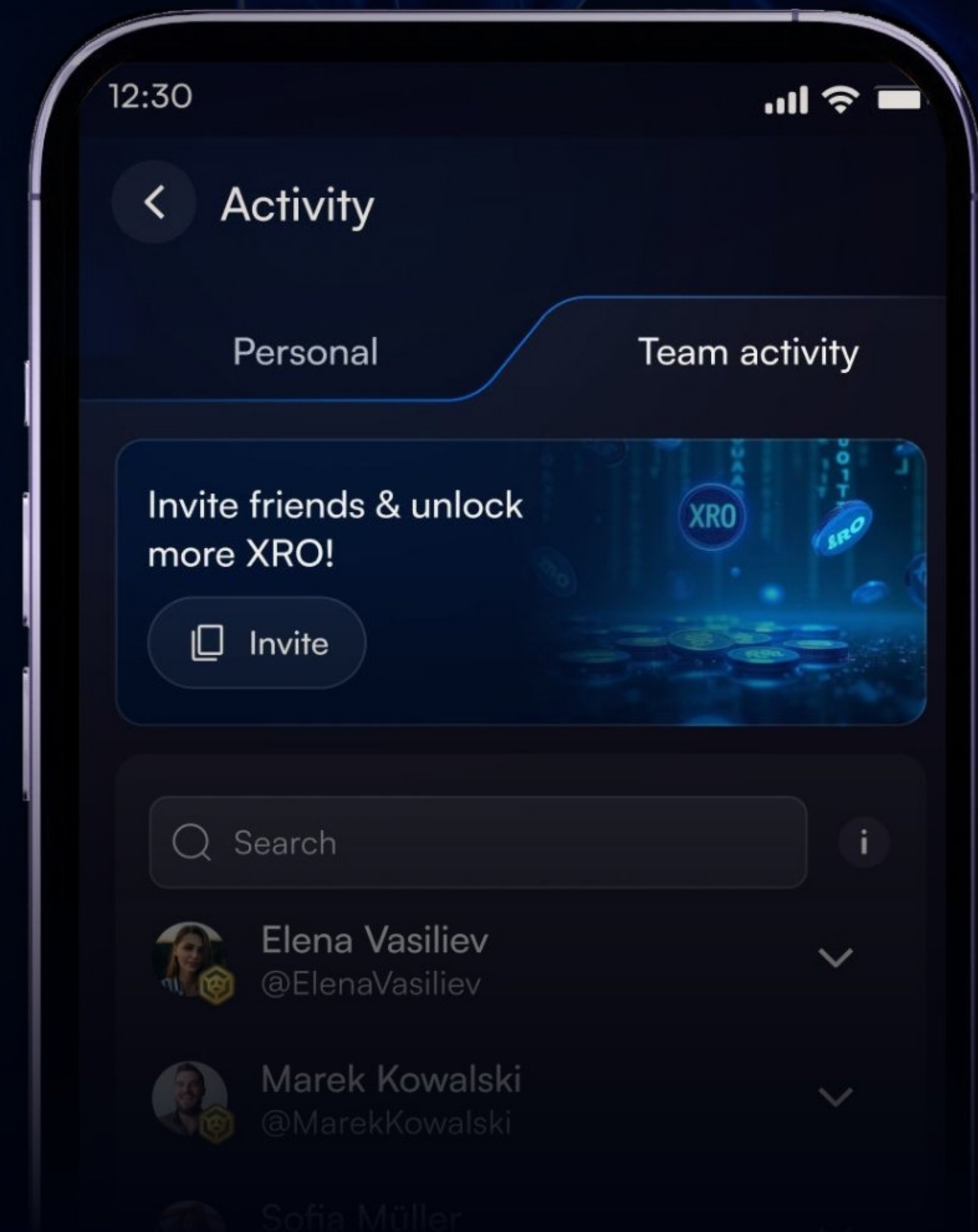
OUR MISSION

**[OUR MISSION IS TO CREATE A
PLATFORM WHERE PEOPLE ARE NOT THE
PRODUCT AND USERS ALWAYS COME
BEFORE PROFIT.]**

**WE ARE BUILDING A SAFE ENVIRONMENT
THAT GIVES RATHER THAN TAKES,
SUPPORTS GROWTH AND DOES NOT
EXPLOIT PEOPLE.]**

ZERO is therefore not simply a product. It is a movement born from frustration with broken systems and injustice.

It is an opportunity for those who no longer agree with the current direction and are looking for a genuine alternative. We are not here to fight or compete with anyone.



We are here to create an opportunity for those who...

- Feel that the current path is no longer their own.
- Do not want to continue in the same way simply because that is how things have always been done.
- Feel an inner conflict that something is wrong, even though everything appears to work on the surface.
- Are looking for a new direction and are prepared to take responsibility for it.



NINE CHANGES

The system must serve people. Always.

To create this new reality, we have identified nine critical areas where change is no longer a choice, but a matter of survival. These are the greatest fundamental flaws in today's system. At ZERO, we are turning them completely around and consciously rebuilding them in a way that transforms the current weaknesses into the platform's greatest strengths.

To create an alternative, we must first understand how today's largest social media platforms operate and where their real problem lies. Without this understanding, change is impossible.

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- The algorithm shapes your worldview
- AI blurs the truth

This list brings together the root problems on which today's social media is built. If we address only the symptoms, new problems will take their place. If we change the root causes, the entire system changes.

1

ALGORITHMS THAT STEAL TIME AND ATTENTION

How Platforms Compete for Your Time, Not Your Wellbeing

No matter how self-aware or mentally strong someone believes themselves to be, no one is completely protected from the influence of today's platforms.



We all move through an environment built to capture and direct our attention.

Almost everyone remembers opening social media with a specific purpose: to check something or reply to someone. A moment later, thirty minutes or more have passed and the original reason has been forgotten.

**[THE PRESENT REALITY IS PAINFULLY
SIMPLE: PEOPLE UNKNOWINGLY SCROLL AWAY
A LARGE PART OF THEIR LIVES.**

**INDIVIDUAL MINUTES SEEM INSIGNIFICANT,
BUT DAYS BECOME MONTHS AND MONTHS
BECOME YEARS.]**



This is not an accident. It is a deliberately designed system. This experience does not mean that people are weak, because they are not facing random content or innocent entertainment. They are facing the world's largest technology companies, with unlimited resources and the leading specialists in human behaviour, neuroscience and psychology at their disposal.

Their aim is not to help people grow. Their aim is to hold users' attention for as long as possible, and in such a contest the two sides are not equal.

Platforms do not give users what they truly need, but what they want most in that moment and what is easiest to consume. Something light, something simple. Something that requires no thought or effort and does not encourage us to question, grow or create.

For this purpose, they use short, quickly consumed pieces of content that activate the brain's most primitive mechanisms. The content does not have to be valuable or even true. It only has to provoke a reaction.

People do not remain on a platform because the content is valuable, but because it triggers dopamine.

- **Scrolling becomes automatic.**
- **The sense of time disappears.**
- **The less a person thinks, the more they consume.**
- **And the more they consume, the more the system earns.**

Algorithms are not neutral. They learn not only a person's interests, but also their weaknesses. They track reactions, hesitation and breaking points, and quietly adapt to whatever keeps that person most firmly attached to the screen.

**[THE MORE DISTRACTED A PERSON
IS, THE MORE PROFITABLE THEY
BECOME FOR THE PLATFORM.]**

As a result, many creators are forced to produce content that carries no value or conviction, and content they do not believe in themselves. They do it simply to meet the algorithm's demands. Otherwise, they disappear and become invisible. The result is content that holds attention but does not help people grow.

WHY?

TIME DATA
ATTENTION VOICE
IMPACT

Because what people truly need, discipline, responsibility, the development of character and inner growth, does not keep them in front of a screen for long enough. What people truly need makes them stronger. And strong people are much harder to manipulate.

**A GOOD SYSTEM DOES NOT EXPLOIT
PEOPLE'S WEAKNESSES. A GOOD SYSTEM
HELPS THEM OVERCOME THEM.**

ZERO SOCIAL

- ZERO removes mechanisms that steal attention and create addiction.
- On ZERO, your visibility is not decided by an algorithm designed to increase the platform's profit, but by your own choices and community.
- We are transforming social media from an empty waste of time into a tool that supports people's growth, helps them regain control of their attention and makes them mentally stronger.
- People are often told that they should simply be stronger and learn to use platforms to their advantage. This may help a few individuals, but it does not change or repair the system. If we only teach people how to join the one per cent who can resist the system, who will stand up for the other 99 per cent?
- ZERO takes responsibility for how the platform uses your time. Every feature must support conscious use, create real value and help you close the screen at the right time and return to your life.

2

AN ENVIRONMENT THAT ENCOURAGES NEGATIVITY

Why Emotion-Driven Content Shapes Our Thoughts, Behaviour and Society

Today, both young people and adults spend an average of four to six hours a day on social media. These platforms are no longer merely channels of communication. They have become parents, teachers and guides. They shape our thought patterns, values and attitudes. They influence how we see the world, other people and ourselves.

What is the one force in the world that influences us more than we want to admit? Our environment.

Sooner or later, we become like the environment in which we spend the most time. You have probably heard the saying, 'If you surround yourself with five successful people, you will become the sixth. If you surround yourself with five fools, you will soon be the sixth,' or, 'Tell me who you spend your time with, and I will show you your future.' This principle does not apply only to real life. It also applies to the digital world.

We have always believed that a single good book and fifteen minutes of reading a day can change someone's life. Over time, this small but consistent habit can change a person's mindset, character and the entire direction of their life.

Now imagine the opposite. Not fifteen minutes of conscious growth, but four to six hours a day in an environment that does not build or develop people, but simply consumes their time. An environment that does not lift people up, but feeds envy, anger, division and constant comparison.

An environment that does not teach responsibility or unity, but keeps people weak, distracted and easily influenced.



[DIVIDED PEOPLE ARE ALWAYS
EASIER TO CONTROL. WE SEE THE
EFFECTS AROUND US EVERY DAY.]



The problem is not technology. The problem is the values on which this environment is built and whose interests it truly serves.

➡ In the decline of young people's mental health.

➡ In relationships falling apart.

➡ In growing loneliness.

➡ In a society where people listen to one another less and less, but react to one another more and more.



[A GOOD ENVIRONMENT SHAPES BETTER
PEOPLE. A BAD ENVIRONMENT SHAPES
BETTER CONSUMERS.]

ZERO SOLUTION

- ZERO's goal is not simply to create a new social media platform. Our goal is to create a new environment that supports discipline, inspires growth and helps people build meaningful relationships.
- We replace a toxic environment with clear moral standards and real mechanisms that prevent hate speech, division created for attention, and the exploitation of people's weaknesses.
- Instead, we direct attention towards content that develops people, strengthens communities and helps shape a society in which technology once again serves humanity, not the other way around.

Most people spend a large part of their lives in a negative environment. What would happen if they spent it in a positive one?

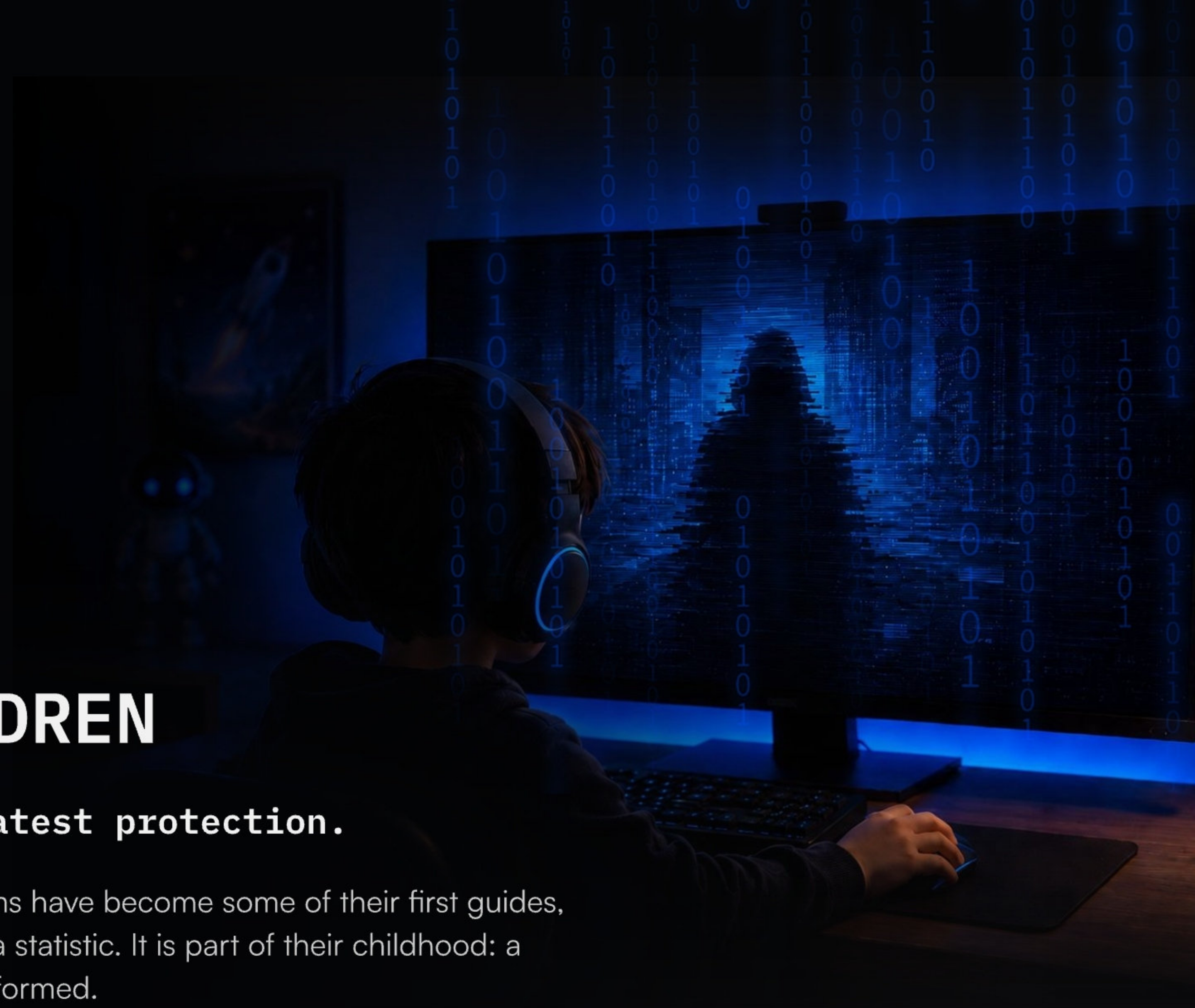


3

INSUFFICIENT PROTECTION FOR CHILDREN

The most vulnerable users need the greatest protection.

Our children are growing up in a world where digital platforms have become some of their first guides, teachers and influencers. A child's screen time is not simply a statistic. It is part of their childhood: a time when habits, self-esteem, character and worldview are formed.



Children are the most vulnerable group in society, yet their curiosity, trust and emotional immaturity have been turned into a business model. A system built for profit does not ask what mark it leaves on a child's developing character, mental health or future.

Today, the digital environment has no genuine safety net. As a result, children encounter content that undermines their self-esteem, creates insecurity, normalises extremism and affects their mental health.

Algorithms do not distinguish between an adult and a ten-year-old child sitting behind the screen. All that matters is keeping their attention.

The more shocking, toxic or addictive the content, the more profitable it is for the platform. Even more dangerous is the fact that today's platforms have created an environment where people with harmful intentions can reach children more easily than ever before.



Poorly designed messaging systems, the abuse of anonymity and weak safety controls give offenders opportunities that should never exist. The effects described above do not end with childhood. We also see the consequences in the growing anxiety, depression, loneliness and mental health problems experienced by teenagers and adults.

The greatest harm, however, is not found in the statistics. It lies in the fact that we have handed the shaping of an entire generation to platforms that serve profit first, not children's wellbeing.

Children are our future. Every day they spend in an environment that weakens their values, self-esteem and character is a day that also weakens our shared future. This cannot continue. We have a duty to create an environment where children can grow safely, learn respect, responsibility and care, and develop into strong people.

The future of society is shaped not only by how we raise our children at home. It is shaped just as much by the virtual environment in which they spend time every day.



ZERO SOLUTION

- At ZERO, children's safety is an absolute priority.
- The platform uses strict monitoring and safety mechanisms to prevent dangerous contact, identify violations and enable rapid intervention.
- An environment where young people already spend a large part of their time, but one that helps them grow mentally and physically stronger, teaches them to respect themselves and others, and gives them the courage to stand up for what is right.
- We never place profit above children's wellbeing.
- We are creating an environment that is safe, inspiring and built on values.

Most people spend a large part of their lives in a negative environment. What would happen if they spent it in a positive one?

4

YOU DO NOT OWN THE CONTENT YOU CREATE

Creators must remain in control of their work.

The greatest changes in the world do not usually happen overnight. They enter our lives quietly until, one day, they seem completely normal.

This happened with the internet, and later with social media. At first, they seemed simply to be convenient tools. Over the years, however, they became environments that influence our knowledge, relationships, decisions and even our worldview. But something much greater happened alongside these changes. We lost ownership.

THE DIGITAL WORLD HAS BECOME CONCENTRATED UNDER THE CONTROL OF A SMALL NUMBER OF MAJOR CORPORATIONS.

- They decide what we see.
- They decide what we are allowed to create.
- And ultimately, they may also decide whether the content we create continues to exist at all.

It should not be this way. Fortunately, the digital world is still developing, and that is precisely why we can build it more fairly today.



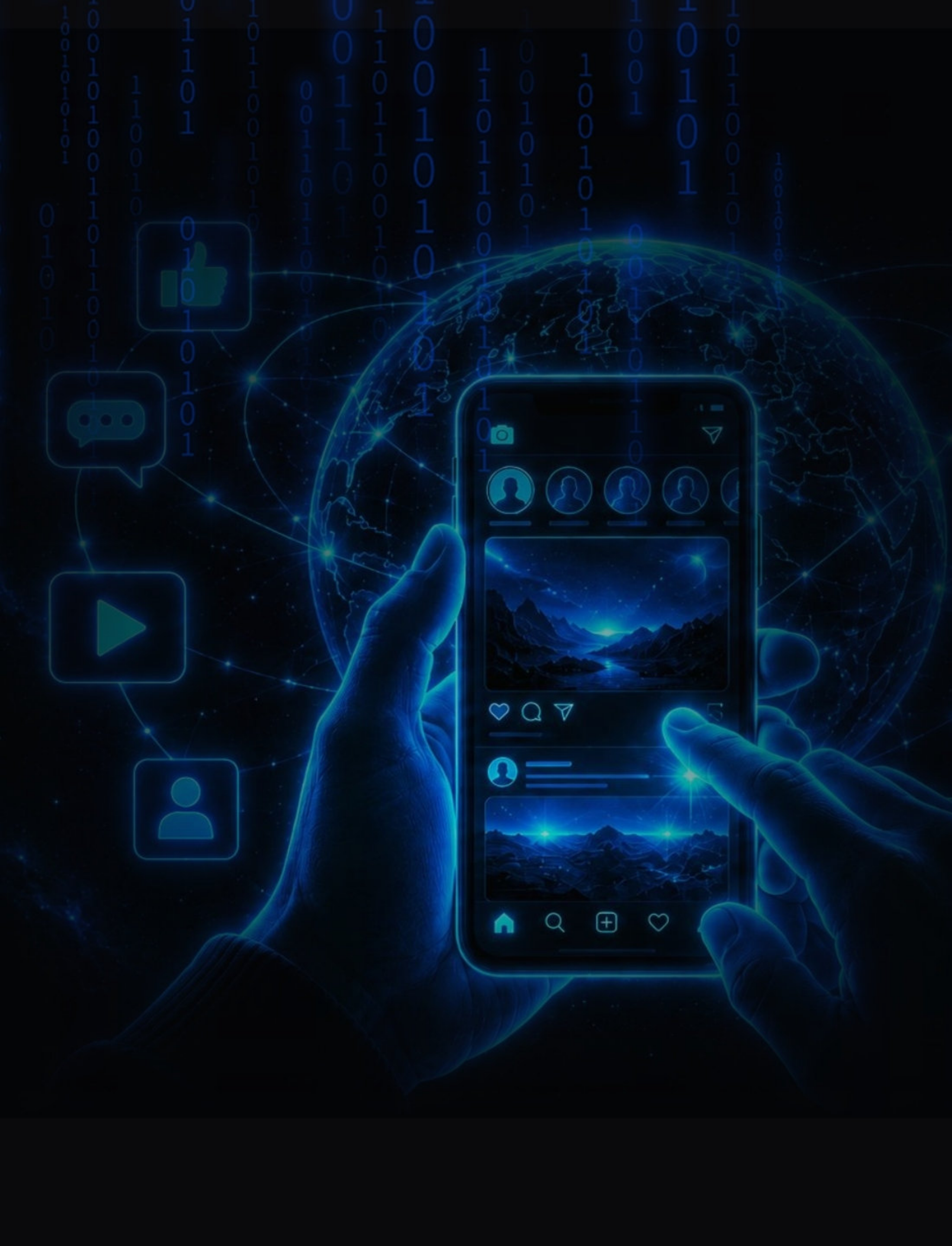
**[THE DEVELOPMENT OF THE
INTERNET CAN BE SIMPLIFIED INTO
THREE MAJOR ERAS: WEB1, WEB2 AND
WEB3. EACH STEP HAS CREATED MORE
OPPORTUNITIES, BUT ONLY WEB3
GIVES PEOPLE BACK WHAT MATTERS
MOST: OWNERSHIP.]**

WEB1: READ. THE BIRTH OF THE INTERNET

Web1 began with the birth of the internet and marked an era when it became possible, for the first time, to access knowledge from around the world quickly and easily.

In the early days of the internet, people mainly consumed content created by others. They read. They learned. They searched for knowledge. The user was a consumer.





WEB2: READ AND CREATE. THE BIRTH OF SOCIAL MEDIA

Web2 began with the arrival of social media platforms and transformed the internet into a place where people were no longer only consumers, but could create and share content themselves.

Social media changed everything. Anyone could create photos, videos, texts and communities.

**But with this freedom came a new problem.
Although people create the content, the platform controls it.**

If the content you create does not suit the algorithms, conflicts with commercial interests or goes against the platform's rules, it may become invisible or disappear completely. Years of work can vanish in a single moment.

WEB3: READ, CREATE AND OWN. THE BIRTH OF BLOCKCHAIN

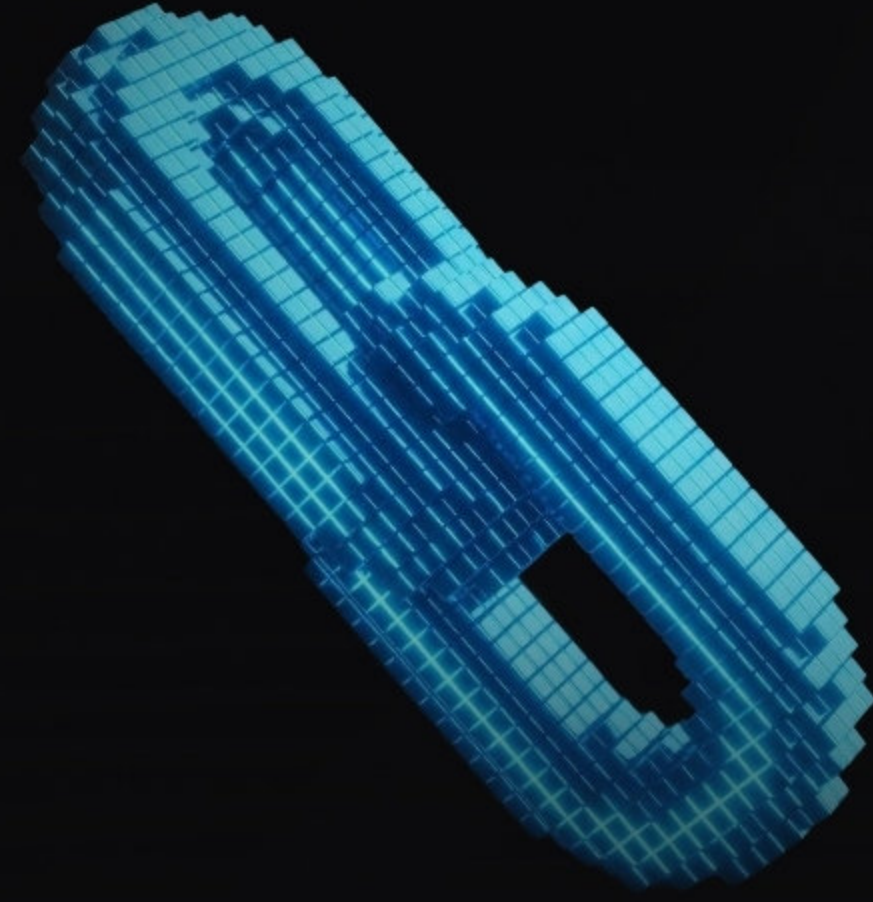
Web3 began with the development of blockchain technology and adds a third dimension to the internet: ownership. Web3 creates the opportunity to give people greater control over their digital identity, assets and communities.

For the first time, it is possible to prove that a digital asset genuinely belongs to its creator. In the physical world, ownership is proven through contracts and documents. In the digital world, blockchain and NFT technology make it possible to prove who truly owns a digital asset.

This means a world where a person is no longer simply a user.

- They are the owners.
- It means the right to their own ideas.
- Their own work.
- Their own community.
- And their own digital identity.





**[IMAGINE A CREATOR WHO HAS SPENT TEN YEARS BUILDING
A COMMUNITY. THOUSANDS OF VIDEOS. MILLIONS OF VIEWS.
TENS OF THOUSANDS OF HOURS OF WORK. THEN ONE DAY, IT
ALL DISAPPEARS. NOT BECAUSE THEY DID ANYTHING
UNETHICAL, BUT BECAUSE IT NO LONGER SUITED THE
PLATFORM'S INTERESTS.]**

No one should lose their life's work because of someone else's business decisions. When people create value, they must also own it. Ownership must not end where the digital world begins.

ZERO'S SOLUTION

- From the very beginning, ZERO has been built on the principle that the user is the owner, not the product.
- We will introduce Web3 and blockchain technologies step by step, but our goal is clear from the outset: to give people back full control over their content, digital assets and communities.
- Control belongs to the individual as long as their actions remain consistent with our clear moral standards.
- At ZERO, no corporation can arbitrarily delete or take ownership of someone else's work.

5

CONSTANT SURVEILLANCE AND THE USE OF PERSONAL DATA

Your data should not be someone else's business model. We live in a world where we have become the product. Every click. / Every search. / Every purchase. / Every video where you pause. / Every second you spend on a screen.

All of this is monitored, recorded and analysed around the clock. Your activity is used to create a digital profile that knows your habits, interests, fears and preferences. Often, this profile knows you better than you know yourself.

Why is this done? The answer is simple. Because your attention and data have become commodities. Today's social media platforms are not simply channels of communication. They are global data collection systems whose business model is based on the gradual surrender of your privacy.

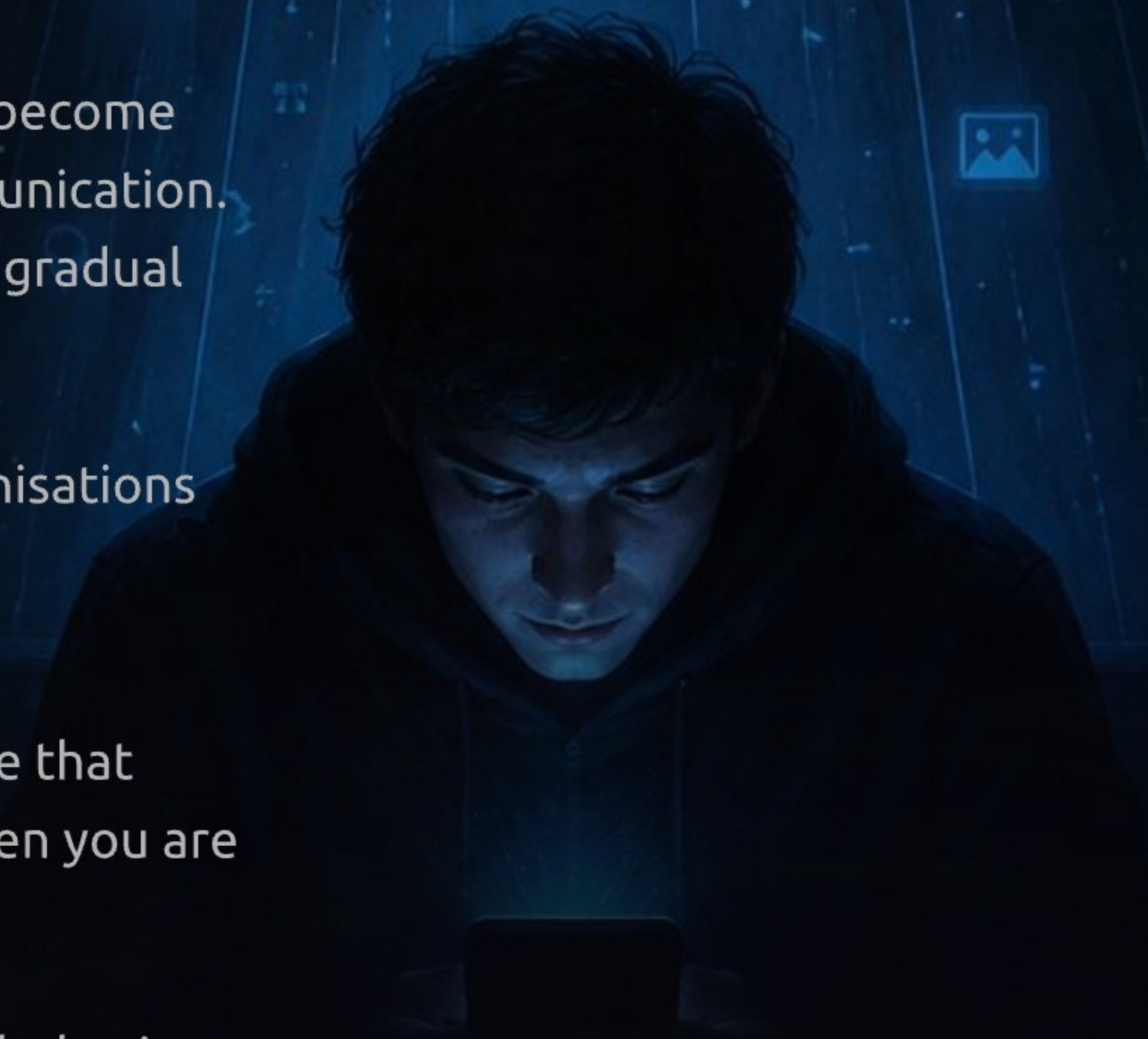
Your personal data is packaged and sold to advertisers, corporations and organisations that use it to influence your purchasing habits, choices and worldview.

This information is used to create an increasingly accurate psychological profile that helps predict and direct your behaviour. You are often influenced precisely when you are most receptive, and most of the time you do not even notice it.

This is no longer only data collection. It is the prediction and influence of your behaviour. Your private life has become a resource from which billions are made.

Privacy should not be a luxury. It is one of our fundamental freedoms. When people lose control over their data, they gradually lose control of themselves as well.

Privacy is not a convenience. It is freedom.



- At ZERO, your data belongs to you.
- We do not track your every move.
- We do not build psychological profiles about you.
- We do not sell or share your personal data with advertisers or third parties.
- Privacy is not an additional feature for us. It is one of ZERO's core values, because people are not the product.
- Everyone deserves respect, privacy and control over their own life.



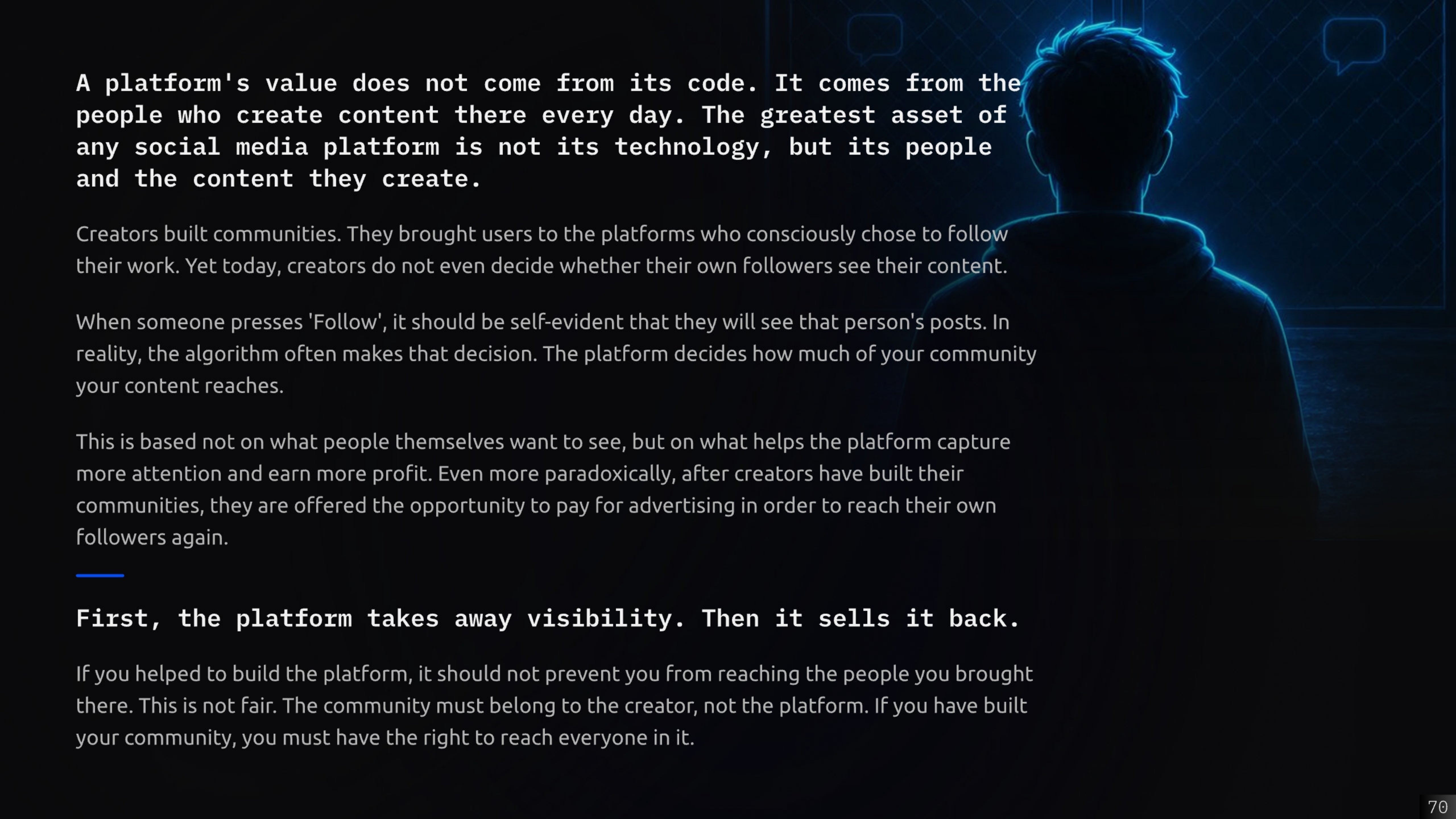
6

ACCESS TO YOUR COMMUNITY IS RESTRICTED

Creators should be able to reach everyone who has chosen to follow them.

For years, millions of creators have invested their time, knowledge, creativity and energy in producing content that brought users, attention and ultimately billions in value to social media platforms. The platforms did not build this remarkable success alone. They built it together with creators.



A person's silhouette is shown from behind, looking at a digital screen. The screen displays a grid pattern with several speech bubbles floating around. The overall color scheme is dark blue and black.

A platform's value does not come from its code. It comes from the people who create content there every day. The greatest asset of any social media platform is not its technology, but its people and the content they create.

Creators built communities. They brought users to the platforms who consciously chose to follow their work. Yet today, creators do not even decide whether their own followers see their content.

When someone presses 'Follow', it should be self-evident that they will see that person's posts. In reality, the algorithm often makes that decision. The platform decides how much of your community your content reaches.

This is based not on what people themselves want to see, but on what helps the platform capture more attention and earn more profit. Even more paradoxically, after creators have built their communities, they are offered the opportunity to pay for advertising in order to reach their own followers again.

First, the platform takes away visibility. Then it sells it back.

If you helped to build the platform, it should not prevent you from reaching the people you brought there. This is not fair. The community must belong to the creator, not the platform. If you have built your community, you must have the right to reach everyone in it.

ZERO SOLUTION

- At ZERO, creators do not have to fight an algorithm to reach the people who chose to follow them.
- When someone chooses to follow you, they will also see your content.
- We do not deliberately restrict visibility so that we can later sell it back through advertising.
- Your community belongs to you, not to us.
- We believe creators are not merely users of the platform. They are the people who helped to create its value. That is why we do not take away what they have built themselves.

7

UNCLEAR RULES AND UNFAIR CENSORSHIP

Freedom needs morality, but it also needs fair rules that apply equally to everyone.

Freedom of speech is one of the foundations of a free society, but it does not mean a world where everything is permitted. Without moral boundaries, freedom quickly becomes a weapon in the hands of those who spread hatred, violence, fraud, child exploitation and other content that destroys human dignity.



We already see this today. The largest social media platforms are full of content that encourages hatred, normalises violence, spreads fraud and puts children and other vulnerable people at risk. This is not genuine freedom of speech. It is the absence of responsibility, and freedom without responsibility becomes chaos.

At the same time, moral standards must not be used as a pretext to silence honest opinions, critical thinking or questions that conflict with someone's political, ideological or commercial interests.

Today, people are often not told why the visibility of their posts has been reduced, why certain content has been removed, why an account has been restricted, or why similar content may remain visible on another account.

Decisions are made within closed systems that lack clear explanations, transparent rules and often any opportunity to challenge them. This creates uncertainty. When people no longer know where the boundary really lies, they begin to censor themselves. Not because they have done something wrong, but because they are afraid of doing something wrong. Such an environment does not protect freedom of speech. It destroys trust.

Fairness does not mean that everyone can say anything. Fairness means that the rules are clear, transparent and equal for everyone. Freedom of speech is not a privilege that corporations may grant or remove at their own discretion. But freedom of speech also needs a moral framework. Freedom needs morality. Morality protects freedom.

- At ZERO, freedom of speech is neither unlimited nor arbitrary.
- We follow clear moral standards that protect human dignity, children, safety and the wellbeing of society.
- We do not allow content that incites violence, spreads fraud, harms children or violates human dignity.
- At the same time, we do not silence anyone because of their worldview, political beliefs or critical questions. Our rules are public, transparent and the same for everyone.
- No one pulls invisible strings behind your back or restricts your voice through hidden algorithms or arbitrary decisions.
- We believe that a strong society is created when freedom of speech and responsibility go hand in hand.
- Freedom without morality becomes chaos. Morality without freedom becomes control. ZERO creates a balance between the two.



8

YOUR REALITY IS SHAPED BY AN ALGORITHM

What you see shapes what you believe.

We believe that when we open social media, we see the world as it is. In reality, we see the world as the algorithm decides to show it to us. Every day, choices are made on your behalf about which news, videos, opinions and people appear before you. You do not make these choices. The system does. Algorithms decide which stories, from among millions of posts, deserve your attention and which remain invisible.



At the same time, platforms make enormous sums of money by selling your attention to advertisers. Paradoxically, those same platforms then offer you paid packages so that you can see fewer advertisements.

First, your attention is sold. Then you are sold the opportunity to buy it back. The problem is created. Then its solution is sold.

These decisions influence far more than what you see on a screen. They shape your understanding of the world. If someone sees only negativity every day, they begin to believe that the world is full of negativity. If they see only luxury, they begin to believe that everyone else lives better than they do. If they see only anger and division, they begin to believe that people are enemies of one another.

Our worldview is not shaped only by real life. It is also shaped by what our attention is directed towards every day. What we see repeatedly eventually begins to shape what we believe.

This is why attention is one of the most powerful means of influence. Whoever controls a person's attention ultimately influences their thoughts, decisions and worldview. Everyone must have the right to decide where they direct their attention, because only then can they shape their own worldview.



ZERO POSITION

- At ZERO, an algorithm does not decide which reality is right for you.
- You decide.
- Your feed is based on the people and communities you have chosen to follow, not on which content generates the most advertising revenue or keeps you in front of the screen for the longest time.
- We do not sell your attention to advertisers or build our business model around manipulating what you see.
- You decide, because attention shapes worldview and worldview shapes people.
- We do not decide whose voice matters more.
- The only area where ZERO intervenes is in upholding our moral standards. We do not allow content that incites violence, spreads fraud, harms children or violates human dignity. In every other respect, the choice remains yours.
- We do not decide which worldview you should see.

9

THE LOSS OF TRUST AND AUTHENTICITY

**In the age of artificial intelligence,
truth is becoming more valuable than ever before.**

We live in an age when we can no longer believe our own eyes and ears. Artificial intelligence has opened the door to a world where, within seconds, it is possible to create people who have never existed, make someone say words they have never spoken, or show events that have never happened.



This is no longer the future. It is our present reality. The boundary between the real and the artificial becomes more blurred every day, and authenticity is therefore becoming the most valuable currency in the age of artificial intelligence.

**Trust begins with truth, and truth begins with honesty.
When people can no longer trust what they see, something
far more important than truth begins to disappear.**

Trust begins to disappear. Trust in people. Trust in information. And eventually, trust in society itself. If every video may be fake, every voice artificial and every image created by machines, everything comes into question. In such a world, truth becomes opinion. And opinion becomes a weapon.

Society cannot endure without trust. Trust cannot endure without authenticity. Artificial intelligence itself is not the problem. The problem begins when it is no longer clear whether we are communicating with a person or a machine. Everyone must therefore always have the right to know whether they are facing a genuine person or content created by artificial intelligence.

This is not a technological question.
It is a question of honesty.

- We believe artificial intelligence can be a powerful tool, but people must always know when they encounter it. That is why all content created or significantly altered using artificial intelligence is clearly labelled on ZERO. Not to prohibit AI, but to preserve trust.
- It is important to us that every user can always clearly tell whether they are communicating with a person or a machine, because only transparency makes conscious decisions possible.



CLOSING WORDS

Technology has changed the world more than any other invention in human history. It has brought us closer together, given us knowledge and created opportunities that previous generations could not even have imagined.

But technology must never become more important than people. If social media takes away our time, attention, peace, privacy, communities and ultimately our trust, then the problem is no longer only the platforms. It is the kind of society we are building through them.

We believe that technology must strengthen humanity, not replace it. It must help people build deeper relationships, share knowledge, create communities and discover their potential. It must not turn them into a product.

ZERO was not born to build yet another social media platform. ZERO was born to show that the digital world can be built on values other than clicks and profit.



WE BELIEVE IN A WORLD WHERE
PEOPLE OWN THEIR...

TIME FUTURE
DATA CONTENT
ATTENTION LIFE
COMMUNITY

[BECAUSE TECHNOLOGY
SHOULD ALWAYS SERVE
PEOPLE. PEOPLE SHOULD
NEVER SERVE TECHNOLOGY.]



LESS TIME BEHIND A SCREEN.
MORE TIME LIVING.

THIS IS ZERO.

The Reset of Social Media.
Built on Trust. Powered by Values. Made for People.