


DARA

#Immutable

PUBLISHING WITH MASS APPEAL





Millions of accounts suspended
Billions of pages altered and deleted
Trillions of files lost forever

There has to be a better way



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DARA

[*Web 3.0 Publishing and Archival Platform*]

Dara is a decentralised and immutable publishing platform.

Save. Publish. Share.
Permanently

Dara builds products anyone in the world can freely use to permanently and immutably archive websites, publish blogs and share files.

WHAT IS IT USED FOR?

Archiving, sharing and publishing. Snapshot websites, upload files, record metadata and even tweets onchain, or publish a blog.

Permanent, tamper-proof, censorship resistant.



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BECOME A HISTORY HERO

DARA

JOIN OUR GROWING COMMUNITY



Anybody can use the DARA to immutably archive and share any online or digital content they wish to. They can also publish original content from their own blockchain account.

We have also provided some specific use-cases!



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DARA is...

FREEMIUM and its core functionality is free to use
and subsidised with advertising

SIMPLE to use and available in Chrome Web Store and
Firefox Addon Store as a browser extension

PERSONAL and a user can decide what to make public or not

AGNOSTIC and cares more about the information saved
than the technology saving it



PROBLEMS

Products in the blockchain space are complex

Online censorship is a growing problem

The “Knowledge” stored online is centralised, and siloed

SOLUTIONS

An immutable and freemium publishing and social network based on BNB Chain and InterPlanetary File System



ARCHIVE

SAVE ARTICLES, SITES AND LOCAL FILES TO IPFS WITH METADATA ONCHAIN



SHARE

SHARE, LIKE AND REPLY TO POSTS, ARCHIVES AND ORIGINAL CONTENT

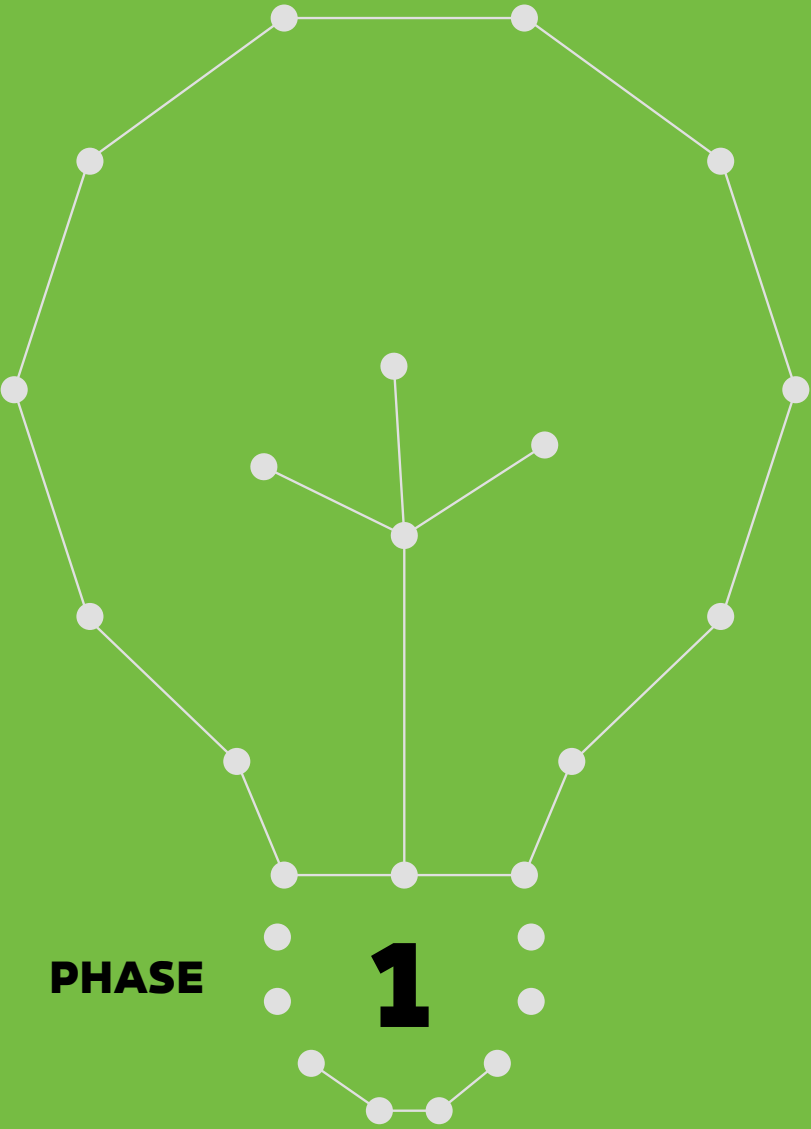


PUBLISH

CREATE, PUBLISH AND MONETISE YOUR CONTENT - ALL IN DARA

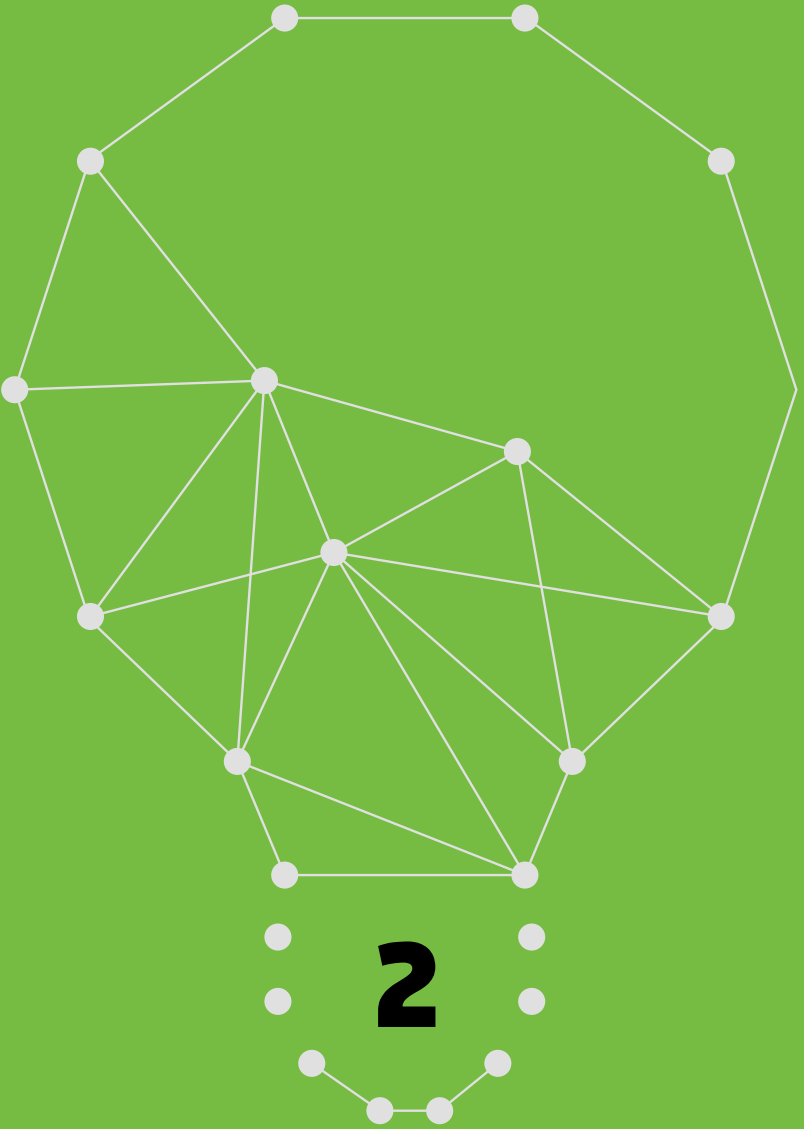


PRODUCT



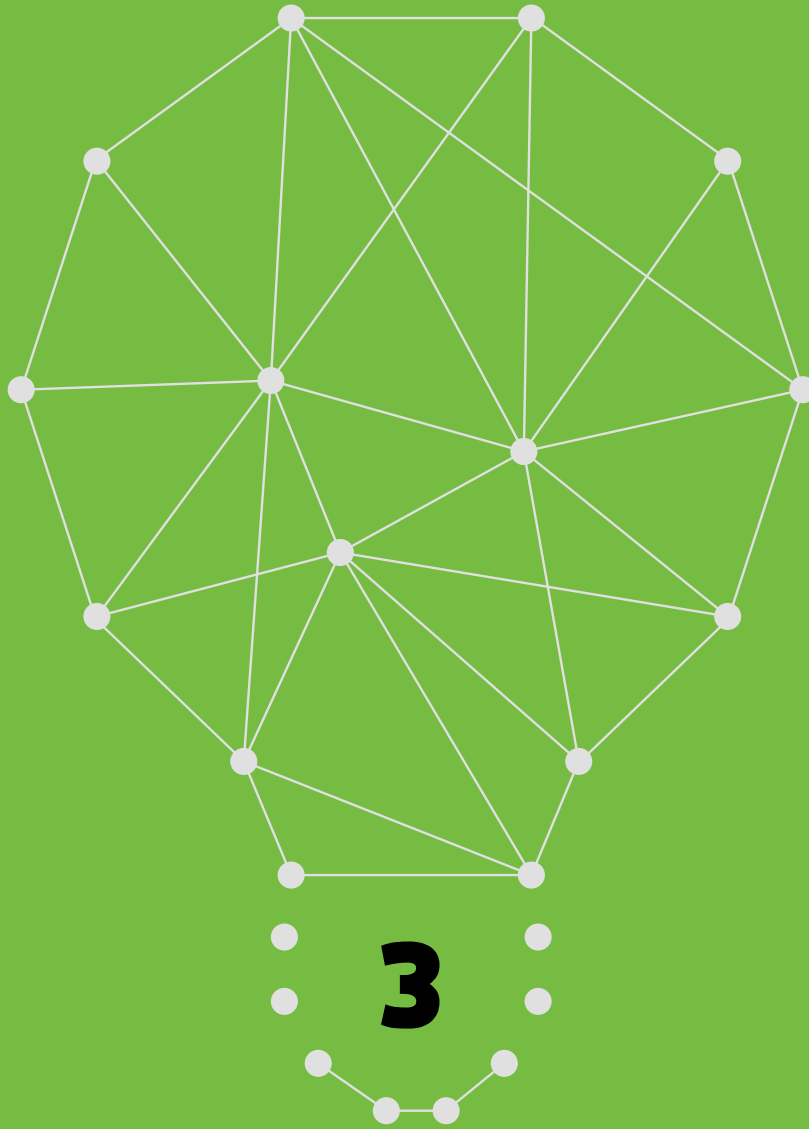
ARCHIVE

SNAPSHOT, IPFS, METADATA, DIGITAL ID



SHARE

PROFILES, PFP, LIKES, MESSAGES, TIPPING



PUBLISH

CREATION, PAYWALLS, LICENSING, NFT



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DATA LOCKED

When using the DARA browser extension and DARA Dashboard, the data is stored in a decentralised cloud with 1000's of servers all around the world (called IPFS, see <https://ipfs.tech/>). We keep copies on our own servers and propagate it to others on the network.

Additionally (and uniquely), we give the option of adding metadata records of the archived data to blockchain, and connect these records to your own personal DID (Digital Identity).






DARA Vault and DARA Dictionary Some of our products store all data onchain.

For example, *Dara Vault* saves entire tweets in human-readable form onto the Binance Smart Chain blockchain, whereas *Dara Dictionary* aka *Felix* (see saveaword.com) saves entire dictionary definitions of words to blockchain.


In short, **Bitcoin** saves money while **Dara** saves knowledge using the same technology.




Your DARA Dashboard

-  Dashboard
-  Public Archives
-  Manage Credits
-  Sign Out
-  Links


BSC TXN Fee (gas)


 8 \$DARA


Platform Credits Balance


 5 \$DARA


Token Holdings

 148 DARA

2022-09-17 20:53:52  Dacia (regione storica) - Wikipedia

2022-09-16 14:16:02  monkey puzzle tree _ Description, Endangered, Uses, & Facts _ Britannica

2022-09-16 14:09:36  Et tu, Brute_ - Wikipedia

2022-09-16 14:05:52  WIZARD TOKEN - Medium

Your uploaded content

5 records per page

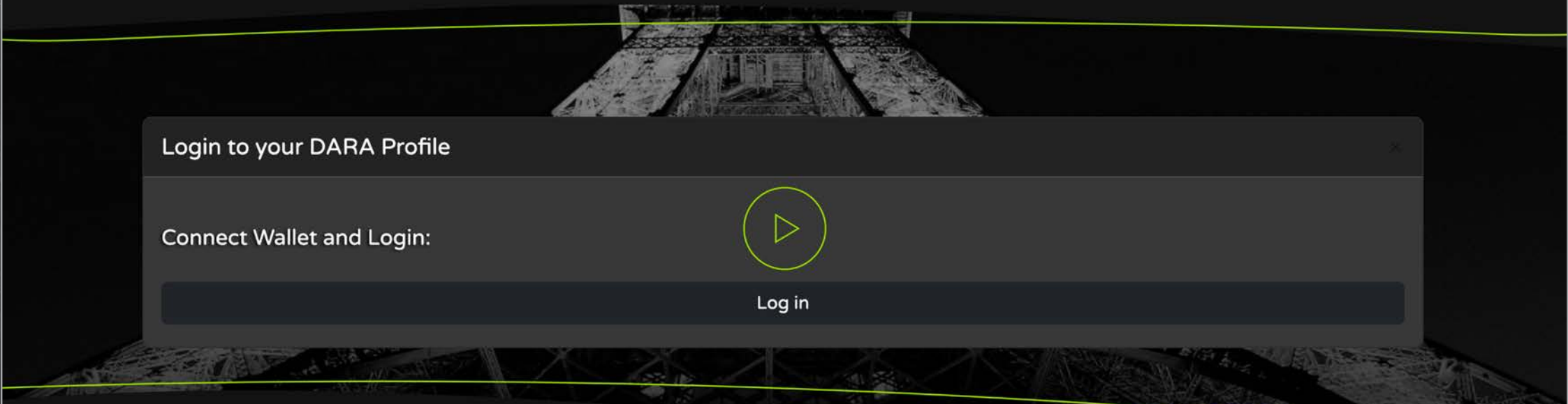
Search your uploads..

Date	Details	Source	Public	Status
2022-05-13 16:06:06	Title: Unstoppable Knowledge - Forever DARA CID: QmRaD8xo7n6ZDVISWFChoZ4aBc2C4ZEHD6e63ZzC5L1RE8	View	<input type="checkbox"/>	Signed
2022-05-13 16:05:00	Title: The Declaration of Independence Of the United St... CID: QmZ5QYeNwEmMPqi4PkGKnZSUvrnh2A5txixdWswMDG3eAV	View	<input type="checkbox"/>	Unsigned
2022-05-13 16:04:41	Title: British Museum CID: QmYAQcy4xWfNWkZZBw2noefRobNa3BNRg72o4xZvVfNzsK	View	<input type="checkbox"/>	Unsigned
2022-05-13 16:04:17	Title: The invisible Ukrainian who walked 225km to safe... CID: QmW4yMXMgq9AVdyafhwGpY7TCsPBR57ko3iY7pYz9jKbDd	View	<input type="checkbox"/>	
2022-05-13 16:04:04	Title: Fascism Definition & Meaning - Merriam-Webster CID: QmTWZLmwU49zT5sfcT6zVZ5YbnWQ3jBs1skYmfobpHN9GG	View	<input type="checkbox"/>	

Showing 31 to 35 of 307 records

< 1 ... 5 6 7 8 9 .

DARA DEMO



Login to your DARA Profile

Connect Wallet and Login:

Log in

DARA Demo with Core Dev Louie
https://youtu.be/f_hciWVS-Vw

MARKET VALIDATION / USERS

MARKETING ACTIVITIES

Phase 1

Introduction:

Press releases / Events / Social media



100 million
pages submitted by
users



500 million
tweets per day



30 million
visitors per month

Phase 2

Word-of-mouth / Guerilla marketing
using visual triggers on the streets / online



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BUSINESS MODEL

Commissions taken from all DARA features demanding blockchain transactions

Payment in DARA token to unlock premium features and increase storage capacity tier

Advertising to subsidise the Freemium model Premium tiers have no ads

DARA token holders earn dividends from profits

DARA token is also intended to be a governance token



TEAM



Dorian Sherman

Founder and CEO

Music Industry & IT background. Evangelising crypto since 2013, formerly a journalist in blockchain space. See @ggmesh on Medium and Twitter



Rebeka Ljiljak

CMO

Eternal source of creative ideas. Passionate musician and visual artist. Worked as Art director, PR and executive producer for numerous world known brands



Jelena Lukač Kirš

CDO

Product & graphic designer approaching each projects with the same goal – to push and expand beyond the boundaries of conceptuality and aesthetics



Louis Miles

CTO

Coding since the dinosaurs. Also expert in aviation and custom cars



Scott Zest

Core Dev.

Leading DARA Social for iOS and Android



Zheng Bruce Li

Adviser

Founder of NKN (New Kind of Network), DARA Angel and friend

Special advisers

Dr. I. Swan PhD, Doctor of Philosophy and Classics professor providing ethical guidelines for DARA

Sunny King, Inventor of Proof-of-Stake

Peerchemist, Project leader Peercoin



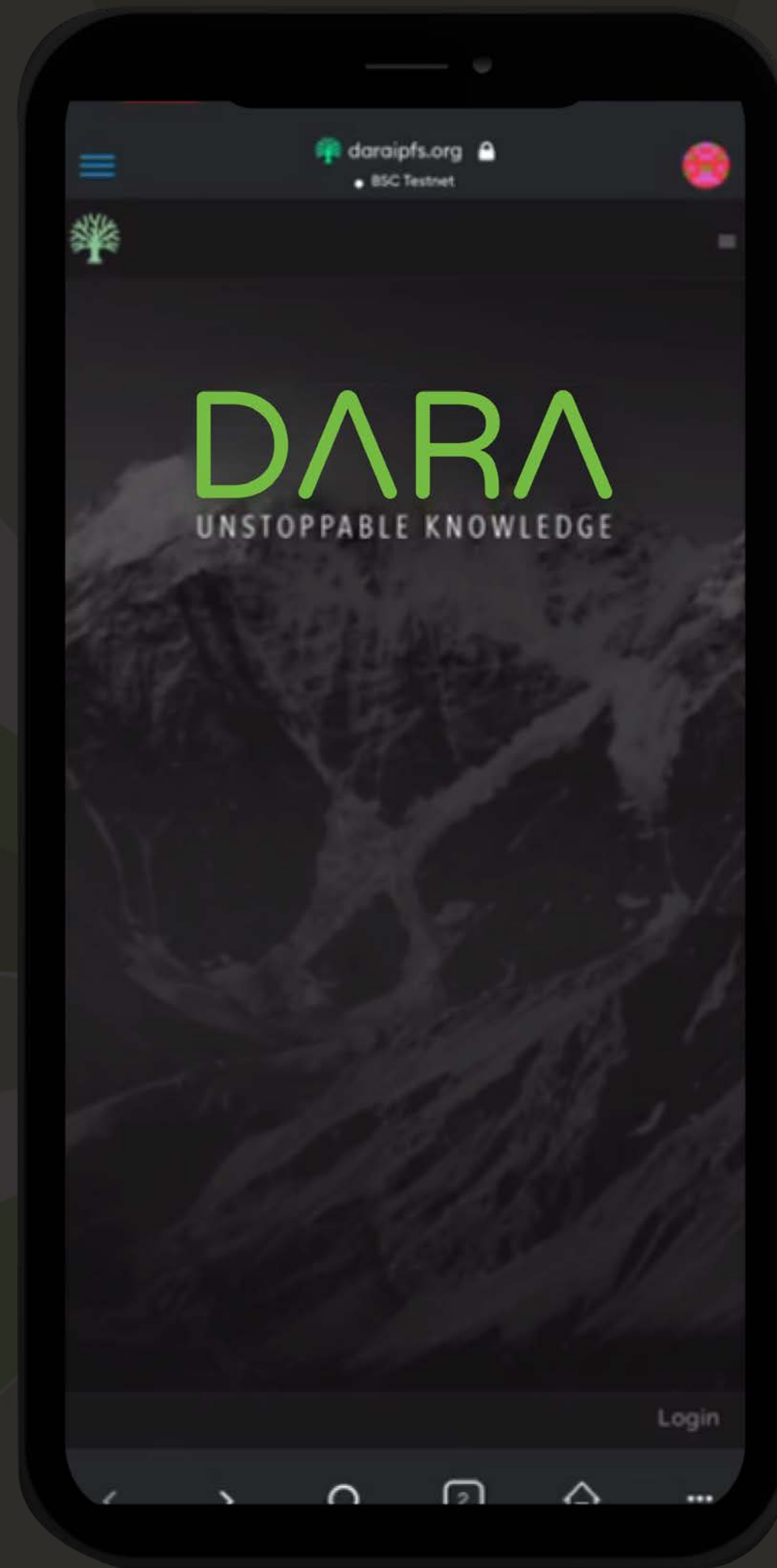
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DARA SOCIAL

We are developing
a smooth mobile
experience for DARA
which will resemble
Twitter

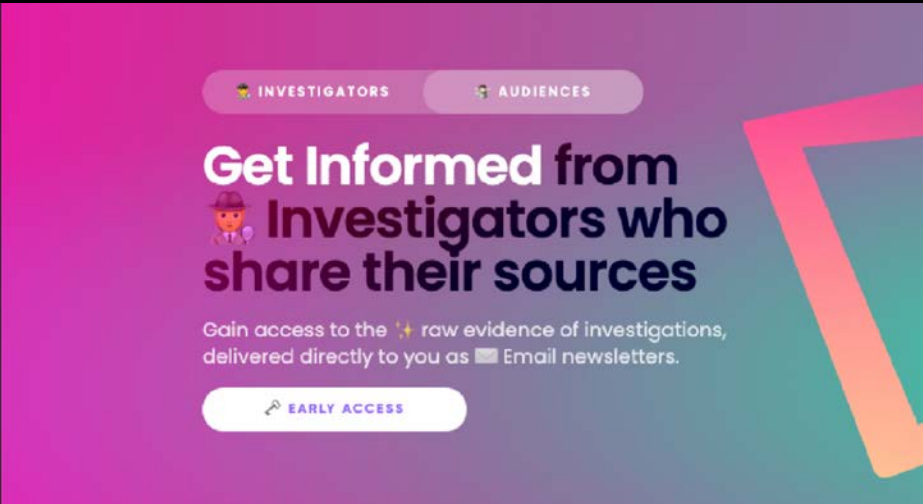
Private beta and
video previews...

...coming soon



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PARTNERSHIP
& COLLABORATIONS



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Thank you!

“

“The ideas of The Immutable are certainly interesting”

Sunny King
Creator Proof of Stake



“

“It’s a good dream to have... a decentralized Medium that is immutable!”

Zheng ‘Bruce’ Li
Founder NKN



“

“Big hearts make wonder”

Sunny King
Creator Proof of Stake

“

“Immutable” archives of digital content based on blockchain...
Evil, PR-obsessed corporations & billionaires are gonna hate this”

Ashley M. Gjøvik, J.D.
Human Rights Lawyer



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