

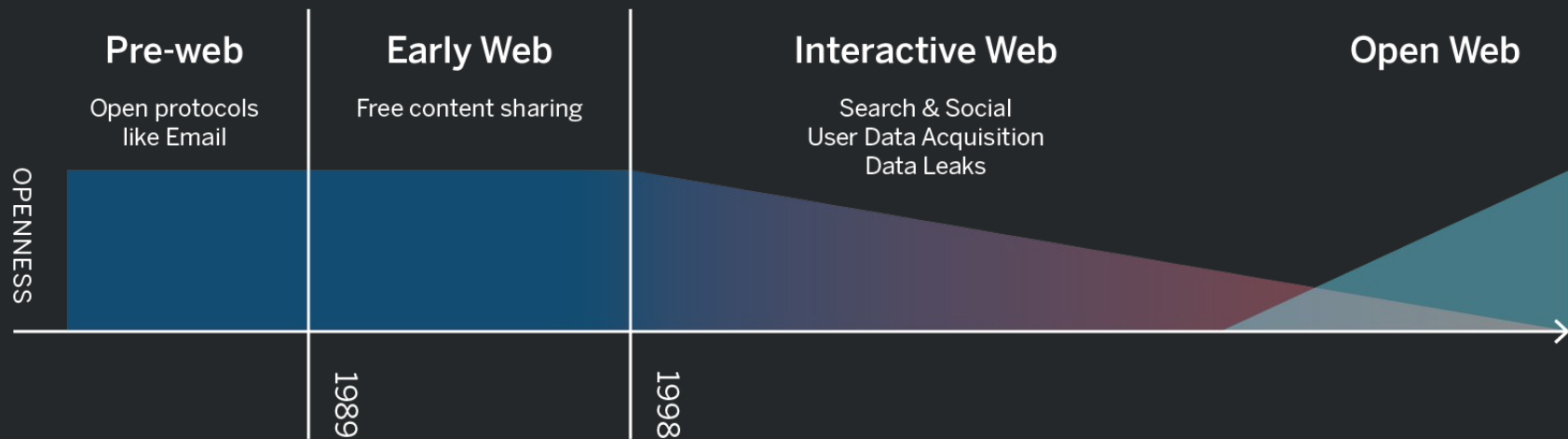
Why the Open Web Matters

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NEAR

Evolution of the Web



Unintended Consequences

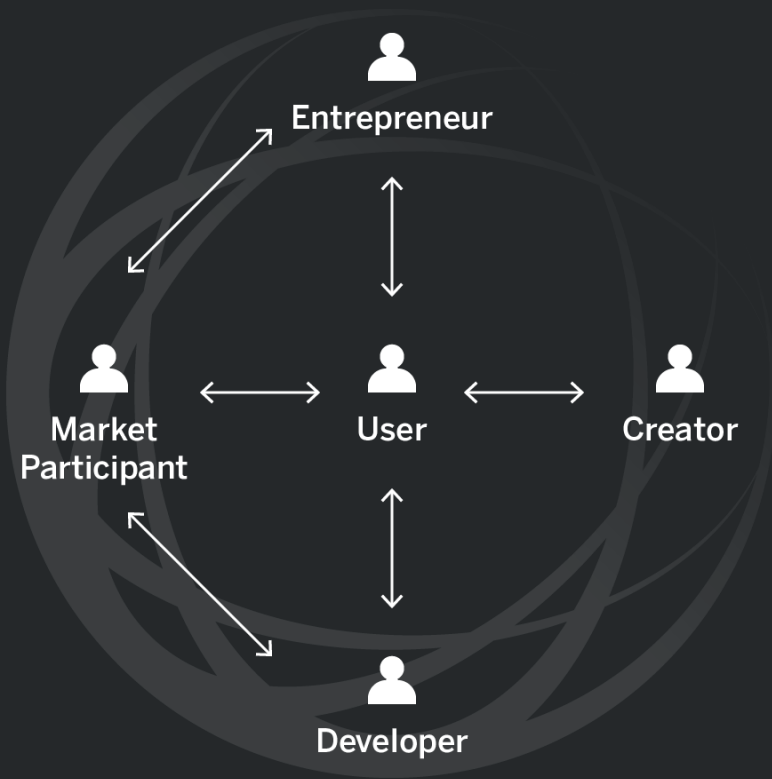
Internet technology has enabled many great things but also led to centralization, control and manipulation at scale.

Open Web

The Open Web is a set of philosophies:

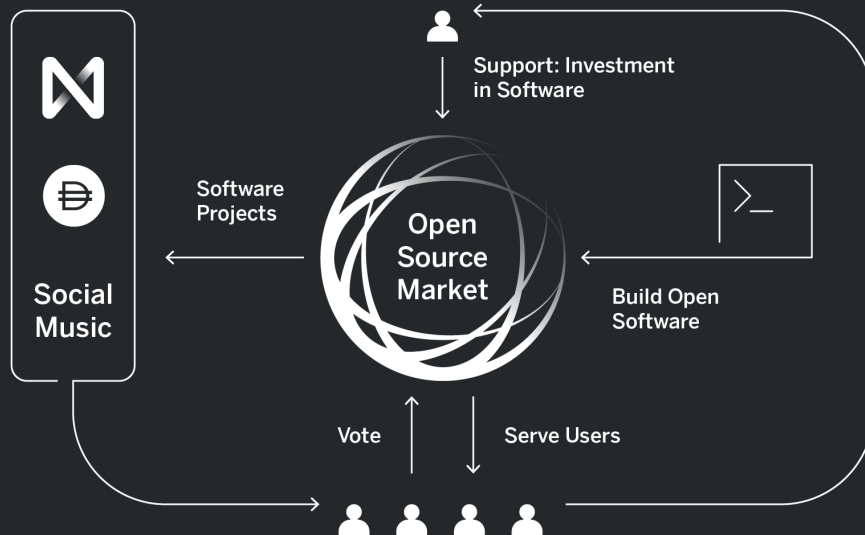
- Decentralization
- Hackability and composability
- Open and permissionless
- User-first and sovereign
- Open markets and passion economy

Open Web Participants



Open Web for Developers

Open source software
that developers can
freely build upon.



Open Web for Entrepreneurs

Anyone can participate in open markets, leading to a more global and community-first fundraising landscape.

New ways of bootstrapping networks and growing product communities will exist.

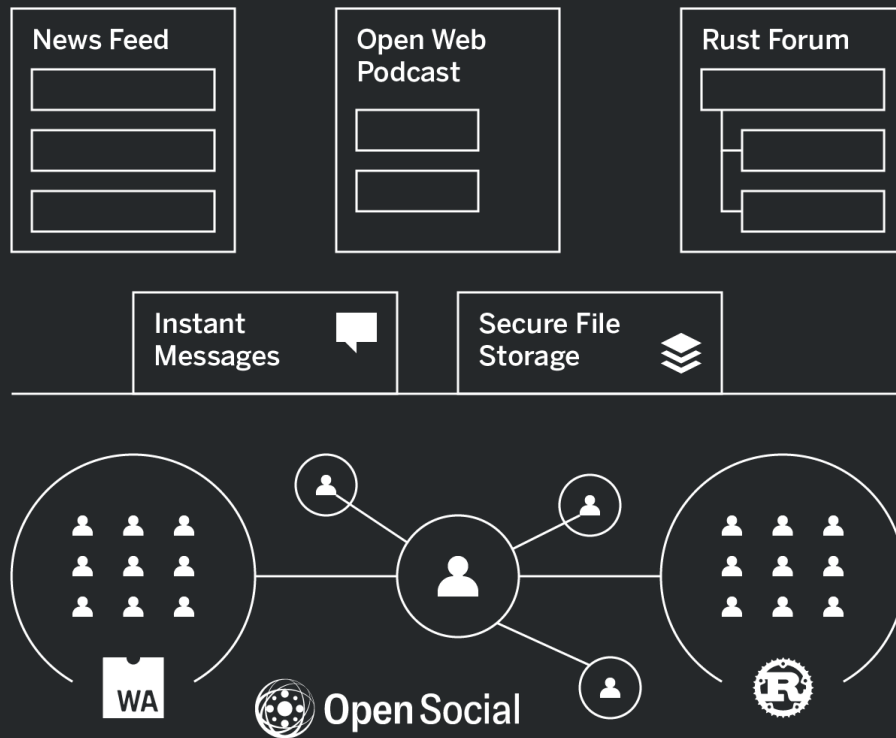
Open Web for Creators

Creators can control monetization, own their data and have direct engagement with their community.



Open Web for Users

You own and control
your assets, data,
identity and apps.



Open Web Stack

End User



brave



Wallet

Apps

Open Web Apps

Protocols



MAKER



Open Social

Programming



Infrastructure

Assets, Identity
Incentives, Permissions



NEAR

File
Storage



IPFS

NEAR Protocol

Protocol that reimagines how developers can build the next wave of applications using open technologies.



Become an Open Web Pioneer

The Open Web Collective is a startup community that exists to foster a truly open web.

Join the

 **Open Web** Collective

openwebcollective.com



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Thanks