# twitter SUPER APP

Companies can place ads, based on tweet content, similar to google search results ads
instead of.... Google AdSense

I can buy products and services directly from manufacturers without going through retailers or intermediaries
instead of.... amazon, Etsy, craigslist

I can book travel without using an aggregator who takes a fee
instead of.... airbnb, trivago

I can look for a job and advertise my skills to a prospective employer
instead of.... indeed, LinkedIn

I can send money, buy products and services, pay bills, make donations
instead of.... PayPal, PATREON

I can backup and store all my files and photos and send them to others
instead of.... Google Photos, Google Cloud, Dropbox

I can publish and make money from all the content I publish on the internet
instead of.... YouTube, Apple Podcasts, Spotify, substack, Medium, Google News

## 1 VERIFICATION

Can we request a special icon? No. But you can apply for nonprofit icon

Twitter Corporation limits icons to no more than 50 total...

...and Twitter can change these icons at anytime

Very, very few special designations are granted
All special designation icons are Twitter blue
The application process is very rigorous

1. Download a PDF form and fill out
2. Must be signed by an officer
3. Officer signature must be notarized
4. Signed form must be mailed to Twitter
5. Twitter will review application
6. Twitter approves/disapproves
7. Special url/code will be mailed to officer

Twitter has special designation icons
These are preset by Twitter Corporation

Recommend getting rid of blue check
Borrow the icon representing a passport
It has credibility - "citizen" of Twitter

Would need handle and password to use the code

It's ok if Twitter access code is visible on postcard

Similar to: Nextdoor

Will need to wait a week or so before you can access

Want a second account?
Use another credit card
A single address can only have two accounts

You must have a credit card to sign up and get instant access

Bank Name — Credit Card
1234 5678 9012 3456
01 / 25
CARDHOLDER NAME

No cellphone? Will send a postcard with a code to use

Require name on card
Require full address

Verified account — You will be charged $24.00 now for a verified account ($2/month)

No verified account — You will be charged $1.00 now and the charge will be reversed

Open twitter account using a cellphone

Step One: Download the Twitter app

We are sending a confirmation message to your cellphone

This is not a text message with code "Yes, it's me" appears in Twitter app

Similar to: Google

## 2 IDENTITY

Please choose a user name: elonmuskparody — If not taken, this is fine

Please choose a user name: elonmuskquotes — If not taken, this is fine

Please choose a user name: ye — Sorry this is taken. Please contact owner if you want to make an offer for user name

Unlike domain name "squatting" A single address/credit card is not allowed to grab multiple accounts

Make an offer and see if user is willing to sell user or display name

Get a premium domain name.

Similar to: GoDaddy

Unique user and display name prevents someone from spoofing someone

Please choose a user name: elonmusk — We are sorry That user name is already taken Please choose another

Please choose a display name: valerie bertinelli — We are sorry That display name is already taken Please choose another

You do not have to use your real name

Note: You can save user/password But you will be prompted to login occasionally

Different IP address? Different geo location? Mandatory login every X uses

2 factor by default

Congratulations! Your account is now validated

Please choose a user name: brownie_man — I am sorry - this user name contains a flagged term

You are not allowed to use "Brownie" in any user/display name

## 3 CREATORS

Twitter will share ad revenue with creators

Welcome!

Twitter is 100% transparent about how it delivers ads

There is absolutely no reason to receive ads that are irrelevant to you

Brand will pay premium "bid" to reach users who favorite their brand

May as well tell us so we do not spam you

And we share NO info with any brand advertiser

Brand Search for Targeted Advertising
OK
Currently currently associated with your account:
Jeep, Arcteryx, Polaris, Disney, Peloton, CNBC, Samsung, Walmart, Intel, Budweiser, Netflix, Adobe

Single click to delete a brand

Search engine only for brands and only used to customize ads

Give Twitter one-time access to your local bookmarks to build a list of favorite brands — This does not have to be done at twitter.com site

Give Twitter one-time access to you cloud/local photos to build a list of favorite brands — Can download an app that will do the analysis only on your machine, and create a list of brands for you to review

Give Twitter one-time access to your Reddit comments to build a list of favorite brands — These brands can be exported as an XML file on local machine, then imported to twitter.com

etc...

Similar to: YouTube

Videos

Can sell premium access with no ads

Similar to: Apple Podcasts

Similar to: Spotify

Similar to: substack

Similar to: Medium

Aggregate news from Twitter into a single "news" interface

Similar to: Google News

PODCASTS — MUSIC — ARTICLES

Can buy "token" packs for listens or reads with no advertising

Users can have additional profiles associated with their user account

Shared ride profile

Vacation rental profile — Pictures of unit, Questions about unit, Reviews, Community events

Freelancer profile — ...or a company wanting to hire freelancers

Small business profile — Photographers, Accountants, Home repair, etc...

Supports Twitter Pay

Special marks can be added to user profile page But they must be hyperlinks to a specific site

etc...

Similar to: PATREON

Donate to user, nonprofit, etc.

## 4 STORAGE

Store all your photos with Twitter Any photo you tweet can be added

$2 a month premium service for 100GB storage

Similar to: Google Photos

Connect Twitter to photo services: blurb, vistaprint, etc...

Use Twitter Pay — Photo companies pay to be seen on user's photo pages

Companies bid in auction to advertise on Twitter photo pages

Can bid based on general photo content

Similar to: Google AdSense

NATIONAL GEOGRAPHIC — NatGeo may offer photobook service if there are travel photos

## 5 RECRUITING

Similar to: indeed

Software Engineer II

garrett myers

Job recommendations for user

No charge for posting job openings on Twitter

But you bid to have your job opening seen by specific Twitter users

Similar to: LinkedIn

Can have profile for recruiters and another for general users

Any recruiter who uses Twitter will need to apply for profile access and will be charged for service

Put resume or detailed profile right on your Twitter profile page

Optional: Add summary link to your profile

Get an annual summary of all your tweet activity

Similar to: AMERICAN EXPRESS — Annual spending summary

## 6 COMMERCE

Similar to: Google AdSense

Bid to have your products on certain user pages

Featured Products

Similar to: amazon

But only manufacturers allowed to post products on Twitter

Similar to: craigslist

More trusted because connected to verified Twitter account

Sell your own stuff

## 7 SUMMARIZATION

Automatic comment summaries

< 30 seconds to generate summary

Some tweets get thousands of comments

No user, brand, etc. has the time to read all those comments

Third generation natural language processing

Can make summaries searchable for recruiters

$1000/month for retweet and like user analysis

$100/month for summaries

## 8 PAYMENTS

Teledoc — BOOK APPOINTMENT
Reliant Energy — PAY YOUR BILL
Hyatt Hotel — BOOK YOUR TRIP
Baker House — BOOK A STAY

Must use Twitter Pay

Similar to: PayPal

Twitter Pay

Use Twitter Pay

Similar to: airbnb

Similar to: trivago

Free to post on marketplace as long as you use Twitter Pay

Blockchain Marketplace

No ads on marketplace No "featured" search to push certain products

No 6.5% transaction charge as long as you use Twitter Pay

Similar to: Etsy

## 9 CONTENT MODERATION

But you will not be suspended or permanently banned

Gray tweets will not be added to trends or show up in any search results (will also be hidden from web crawlers)

Gray box is added to tweet

Detects offensive terms automatically

Planned Parenthood was made by Margaret Sanger, a known eugenics, with the KKK to control the Jew population. When I say Jew, I mean the 12 lost tribes of Judah, the blood of Christ, who the people known as the race Black really are. This is who our people are.

Click anywhere on gray box and the contents of the tweet will be shown

Easier to let user know problems while authoring the tweet

TWEET

Eugenics, KKK, Jew, Christ, Planned Parenthood, etc...

As you type, keywords from tweet will be listed below

Know you will be gray before you even submit the tweet

Trump and others can tweet extreme content, but most of their tweets will be hidden by gray box

But if Trumps wants to be seen in trends or searchable on Twitter, (or indexed by large search engines) he will need to watch what he says

Advertisers can bid to show ads to users based on the keywords they use in tweets

Catholic Church may bid on both Christ and Planned Parenthood

Google AdSense

This is a direct competitor to AdSense Bid on keywords/phrases and highest bidder will get to show user ads

Must use Twitter Pay

Advertisers use portal to track clicks and make bids

Adidas says it's relationship with Kanye West is under review

IHeartRadio may rather add a comment to the tweet with their promotional material

Nike may want to bid to run ads after tweets that mention "Adidas"

Significant twitter revenue opportunity

Google makes $50B+ from ads

Image recognition can also be used to determine if photo needs gray covering

Does not matter the context of the words in the photo

WHITE SUPREMACY = TERRORISM

Can read any words in a photo too

Not blocking, just click gray box

# INFORNAUTICS
# NEXT GENERATION TWITTER