

# HyperBlogging on the People Centered *Decentralized* Web

In the pre-Internet days Zaminski's law of software envelopment stated "Every program attempts to expand until it can read mail. Those programs which cannot so expand are replaced by ones which can." That is because person to person communication is so fundamental to human thriving. The best feature of email has always been that every user had their own private address list of (mostly) people that they could communicate with peer to peer, asynchronously, while having ownership and complete mastery of all the content contained in those communications.

TrailMarks' vision and mission with Trailhub is to realize the best feature of email on the Open Web. We strive to "predict the future by inventing" a small piece of enabling technology on the decentralized web in a reformulation of Zaminski's law that states: "Every web app that expands to create its own isolated social networking capability will be replaced by one that is not isolated, but adopts a People-Centered Architecture and Open Capability Infrastructure that promotes trust, verifiability, and boundless interoperability so that people can be masters of their own personal social networks and owner of their own contributions". Analogous to email, we envisage a world where web users can be granted the capability to be their own Hub at the center of their self-administered social network and circles, and communities, where they can keep a complete verifiably attributable record of all their contributions and exchange not only information but the personalizable web native capabilities needed to derive value from it.

Email required a public communication infrastructure consisting of a network of servers implementing a protocol. Instead of proposing a new protocol for social networking with a reference implementation as Direct Messaging applications are doing, TrailHub goes Meta, by proposing a framework capable of delivering right now, a co-evolvable decentralized People-Centered Social Networking capability as HyperBlog, ready for adoption and viral spread. This is possible because we have a public infrastructure based on a decentralized hypermedia protocol called the Inter Planetary file system created by Protocol Labs. It supports decentralized peer to peer communication with read-write capability, trust through verifiability baked in.

We are emulating the example of Ward Cunningham's Wiki: the simplest possible [web native] database that could possibly be built. Ward's Wiki created more or less singlehandedly Web 2.0. It was not a commercial proposition yet the source of immense value. We believe that TrailHub could play a similar role for Web 3.0.