

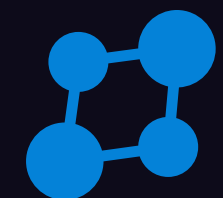
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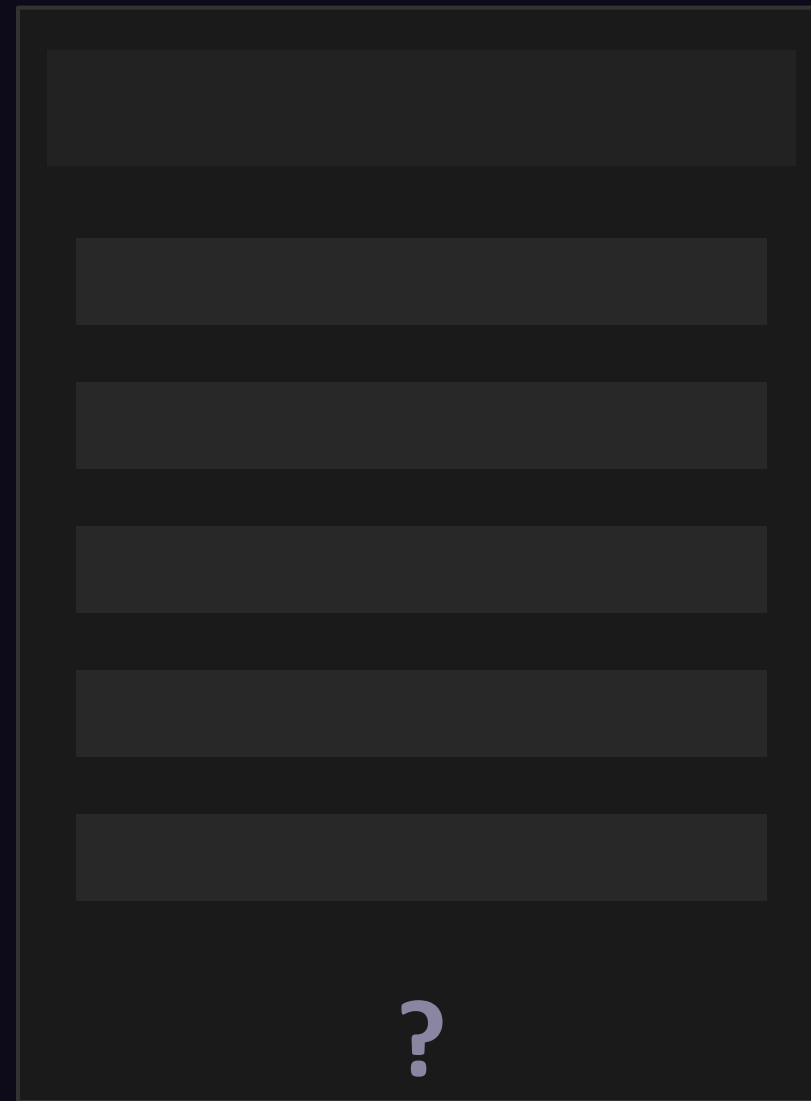
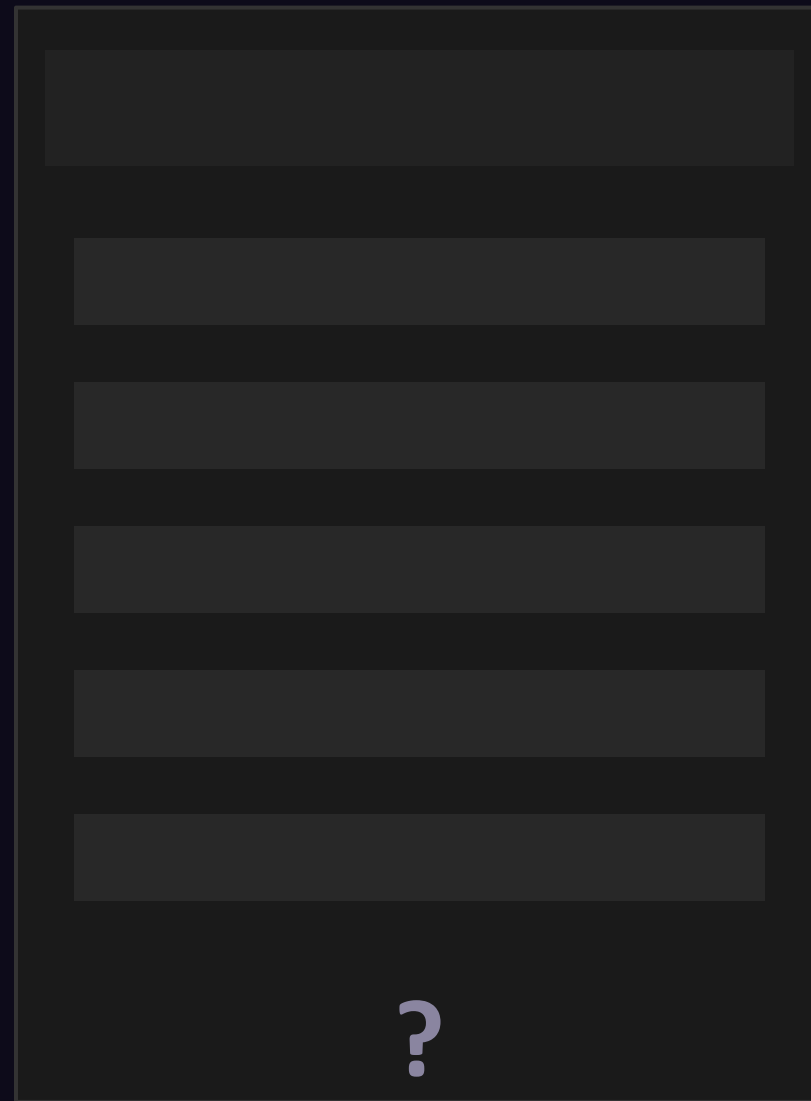
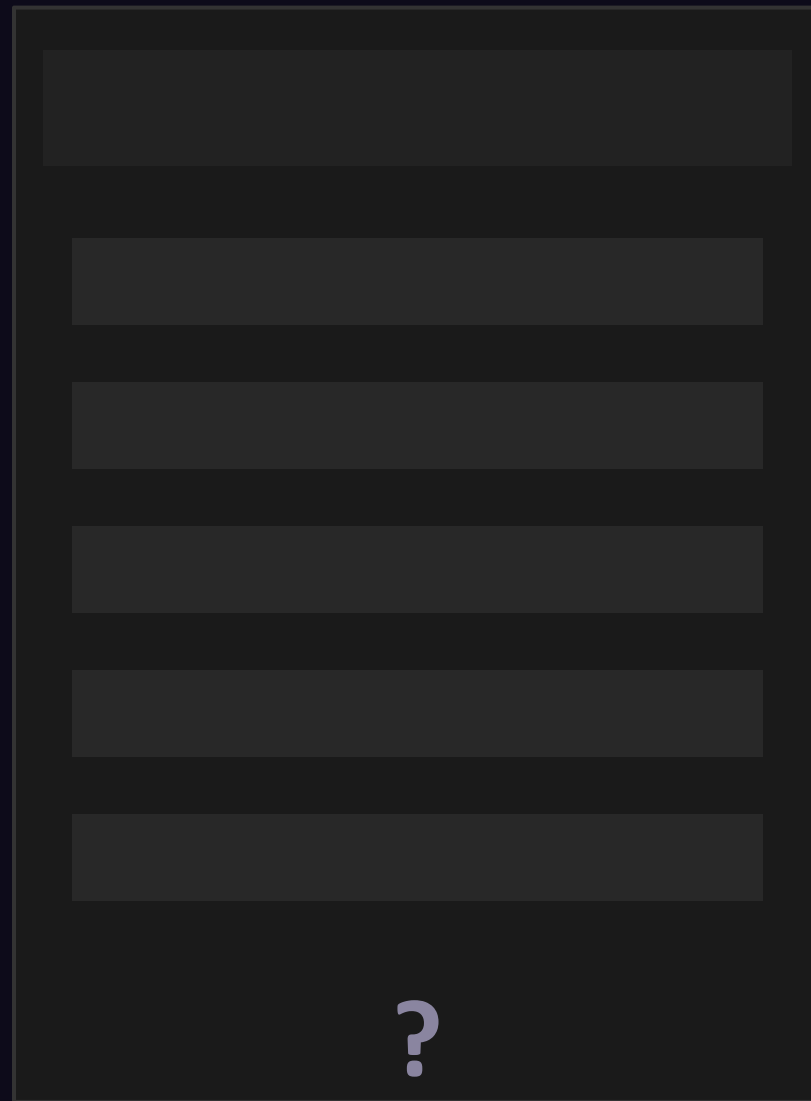
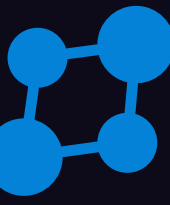
# MAKE INTERNET WEIRD AGAIN

How Ditto is building  
the most fun place on the internet

**Derek Ross**

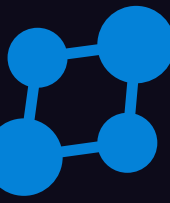
Soapbox · NosVegas 2026





**"Name this app."**

You can't. Because they're all the same app wearing different logos.



**HOSTILE**

draining

anxiety

**OUTRAGE**

**RAGE BAIT**

pedantic

miserable

**DOOMSCROLLING**

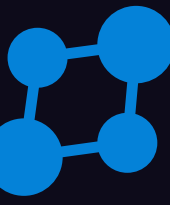
engagement farming

algorithmic

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**"Social media isn't just boring. It's actively hostile."**

It's designed to drain you.



## MySpace

Top 8 friends

Glitter GIFs

Autoplay music

## GeoCities

Under construction

Spinning skulls

Visitor counters

## AIM

Away messages

Buddy icons

Door sounds

## Forums

Custom signatures

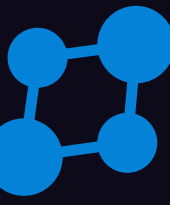
Avatar galleries

Rep systems

**"Remember when the internet was a playground?"**

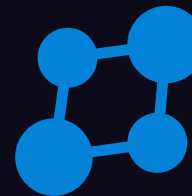
When your profile was a canvas?

When going online was an adventure?

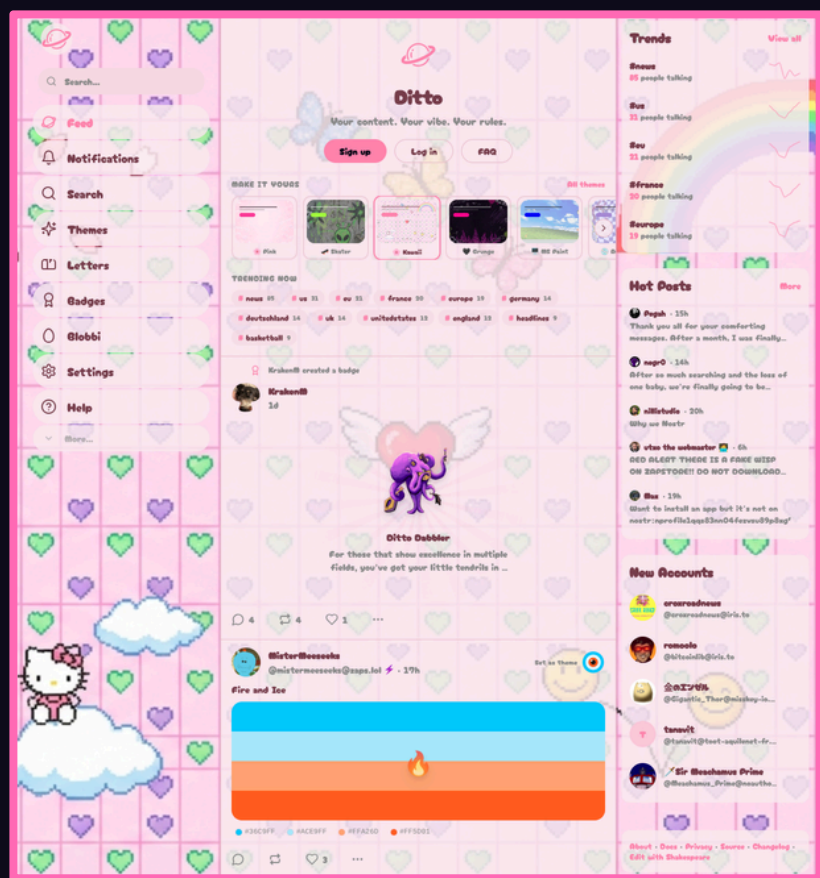


**This is Ditto. And it's here to turn the internet  
upside down.**

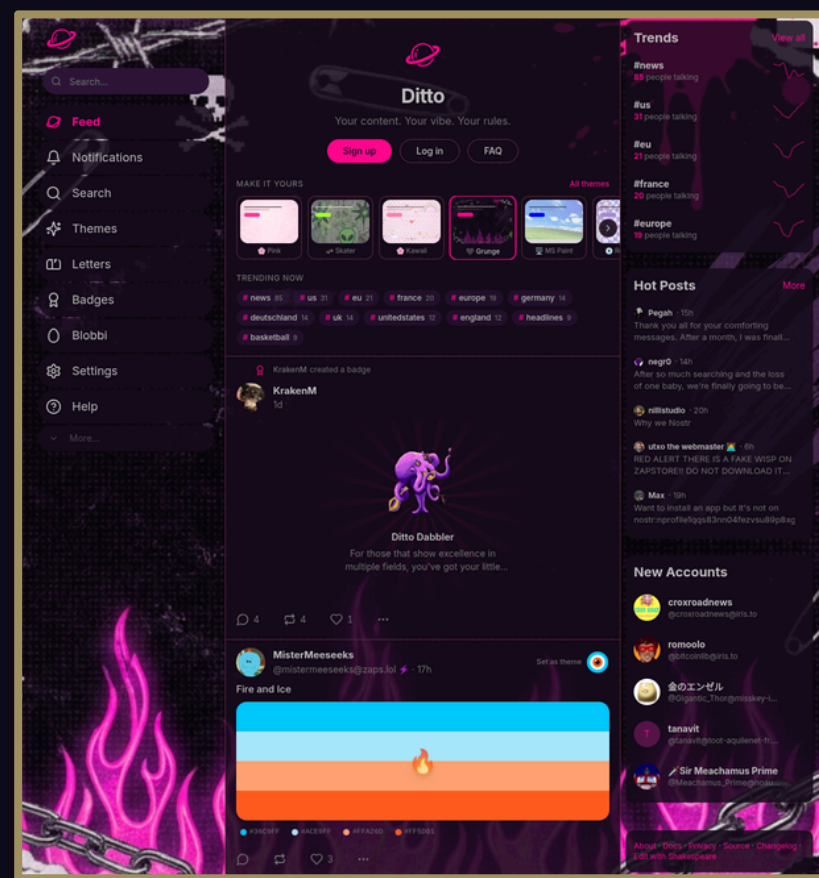
Controlled chaos. The golden era of the internet, realized.



# YOUR PROFILE IS A PLANET



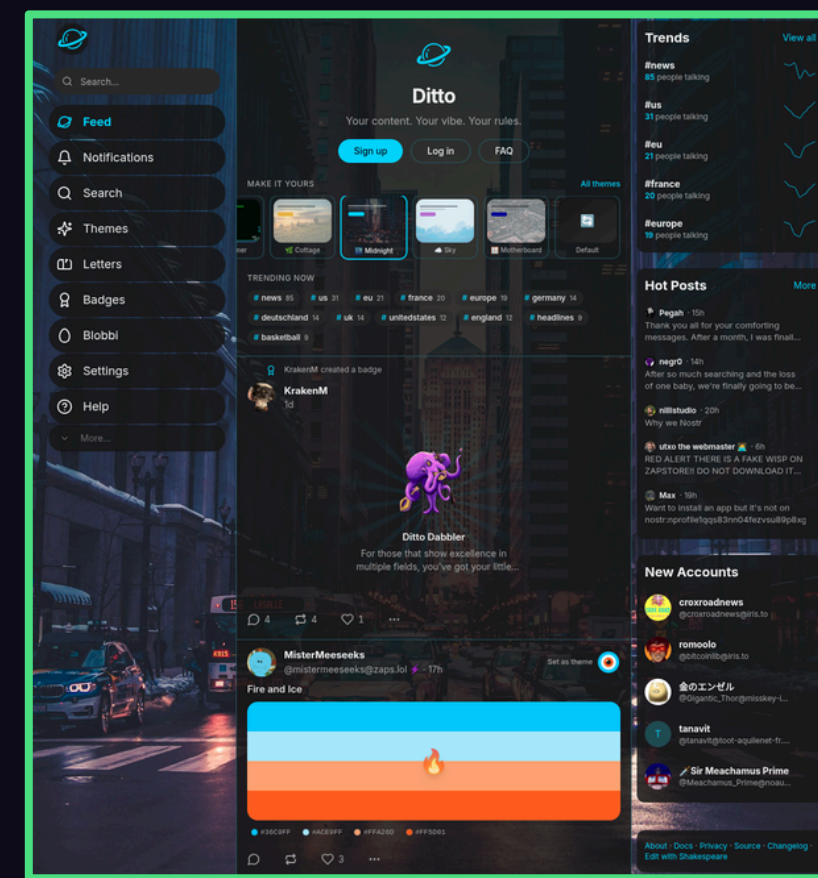
Kawaii



Grunge



Gamer

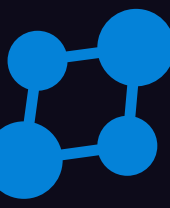


Midnight

"On Ditto, your profile isn't a template. It's a planet you inhabit."

9+ built-in themes · 19 customizable properties · Custom fonts & backgrounds

Share your theme as a Nostr event — anyone can use it with one click



# NOT JUST POSTS — A CARNIVAL

## Vines

Short-form video

## Treasures

Real-world geocaching

## Magic Decks

MTG deck lists

## Color Moments

Mood as a palette

## Virtual Pets

Light gaming w/ virtual pets

## Music

First-class audio feed

## Polls

Community polling

## Emoji Packs

Custom emoji sets

## Follow Packs

Curated starter packs

## Voice Messages

Audio posts & replies

## Books

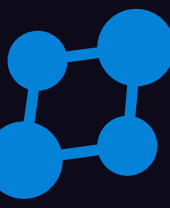
Track your reading

## Podcasts

Native podcast feed

**"Ditto isn't a platform. It's a carnival. Every feature is its own attraction."**

None of this is trying to compete with Twitter. It's building something that doesn't exist anywhere else.



## THE OLD WAY

~~"Let me explain decentralization..."~~

~~"So there are these things called relays..."~~

~~"You need to back up your nsec..."~~

~~"Think of it like email but for..."~~

## THE DITTO WAY

**Step 1:**

Send them a link to Quake III or a geocache

**Step 2:**

They visit the player's profile

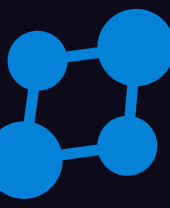
**Step 3:**

**"What IS this? How do I sign up?"**

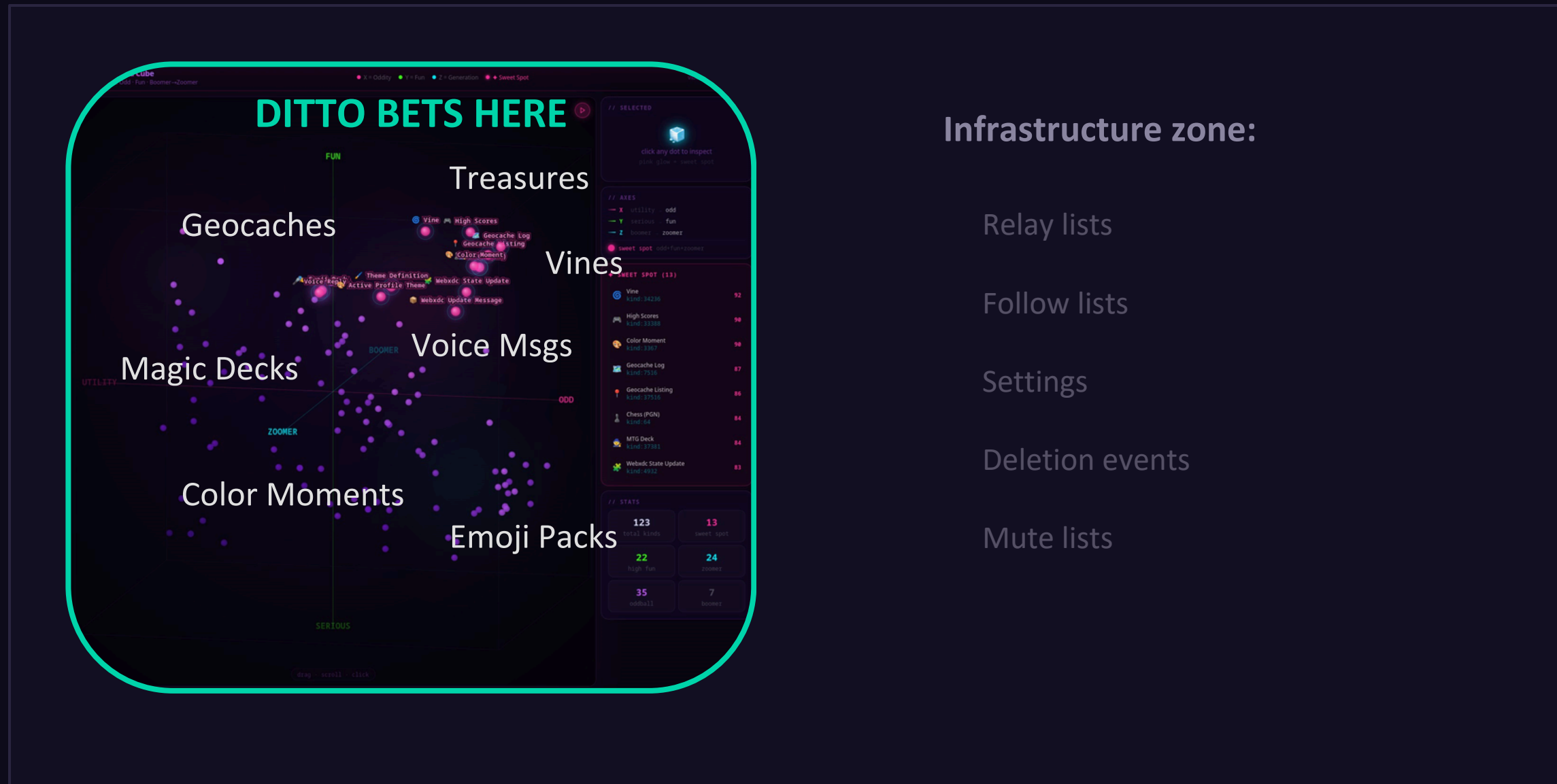
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**Immediate, actionable conversion. No exposition required.**

The decentralization story comes *AFTER* someone is already having fun.  
This is how Nostr wins — not through morality lectures, but through experiences you can't get anywhere else.



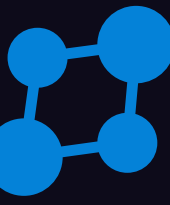
# THE NOSTR KIND CUBE



## Infrastructure zone:

- Relay lists
- Follow lists
- Settings
- Deletion events
- Mute lists

"Ditto bets on the fun. The weird. The stuff that has external appeal to people who don't need another text-in-a-box app."



# IT'S ALL NOSTR

Nostr

**DITTO**

Mastodon

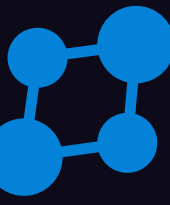
Bluesky

Your theme? **A Nostr event.**

Your game? **A Nostr event.**

Your geocache? **A Nostr event.**

Your music? **A Nostr event.**



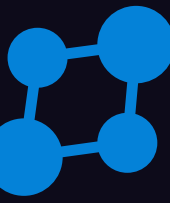
The internet has remained  
unchanged for too long.

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**Ditto is controlled chaos.**

The rigid structure of great UX fused with boundless whimsy.

**The golden era of the internet, realized.**



# Google Play Store

# Apple App Store



No email. No phone number. Just a Nostr key.  
Go customize your profile. Play Blobbi. Create a theme. Hide a geocache tonight.