

STRATEGY • DECENT PARTNERS

How Decent Works

From a world built on monetised attention to
one of compensated intention.

THE OLD DEAL

For twenty years the best things online came free — and the catch was you. If you're not paying for the product, **you are the product.**

TWO TOLLS ON EVERY ORDINARY DAY

You were the inventory

The banks

A slice of your money, off every payment, bleeding out where you never see it.

Big tech

Your data — every click, photo and word — baled up to train the machines.

The "free"

Only ever the lure that kept you sitting still for both.

THE SAME TRICK, NOW WITH AI

AI didn't change the deal. It just
stopped pretending — and
took the work itself.

Under every finished thing — the album, the film, the company — is the work that made it: the drafts, the dead ends, the whole scene that never got its name on anything.

AI didn't invent that hidden layer. It just found a way to price it — and took it.

They took your attention, then your data, then the work itself. Decent hands all three back.

Ask a machine a question today and the worth runs out of the room — to whoever owns it. Ask one built on Decent and it runs back — to whoever made the answer possible.

DECENT RUNS IT BACKWARDS

Three things, returned

Your money

Run it through Decent and the slice that used to leak away stays with you.

Your data

What you know becomes a world model *you own* — and when a machine learns from it, it pays.

Your say

The software is free — free as in *yours* — and you part-own the network it runs on.

A bank holds your money. Big tech holds your data — and, more and more, holds *you*.

Decent holds none of it. Your money, your data, your identity never leave your hands — you become sovereign over your own digital life.

WHO IT'S FOR

The same deal is run on all of us

Individuals

One person making sense of their own world — a vault that finally answers back.

Collectives

A group thinking together — a creative conspiracy pooling into one shared mind.

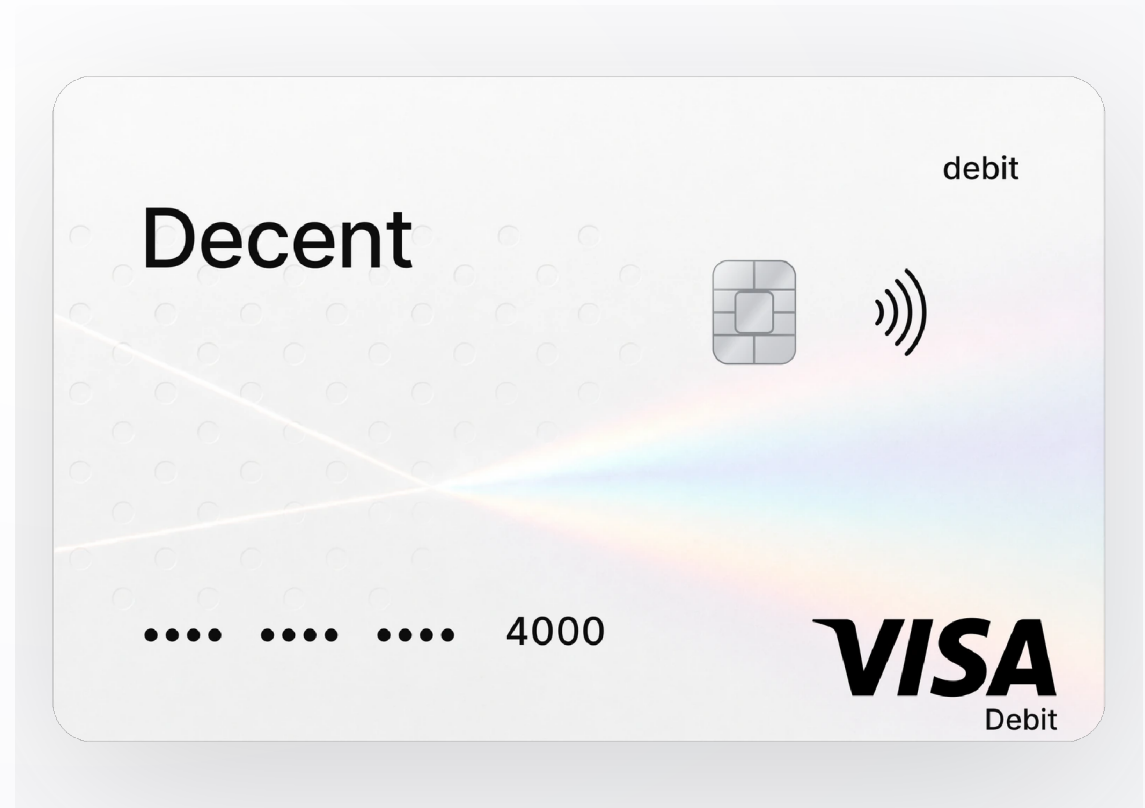
Companies

A deep archive and a longer memory — everything it knows, awake at last, and earning.

HOW IT WORKS — HALF ONE

Plug the leak

A branded card on regulated rails — your mark on the front, a proper treasury behind it. Every tap is *money moving through Decent* instead of leaking out of you. The cut that used to bleed to banks and processors [stays put](#) — and a sliver fills the Artist Fund.



HOW IT WORKS — HALF TWO

Wake up what you know

Everything you know becomes a *world model*: your knowledge in one place, searchable by meaning, every connection drawn — a living library you can ask questions of, out loud. And when an AI wants to learn from it, [it pays](#). On your terms. Back to you.



WHAT STAYS YOURS

Your world is yours — content,
brand, operations, archive.
Decent only learns from its
shape: the summaries, the
tags, the map. A description of
your world, not your world.

Everyone faces the same four problems

Coordinating

Working as one across distance and difference.

Sensemaking

Turning the noise into something you can actually use.

Building intelligence

Making a real, queryable mind from what you know.

Keeping the value

Holding on to the worth when you do. Miserable alone — easy together.

What we do with the funds

Commissions

We front the work that doesn't exist yet — the exploration, the R&D, the [creative process itself](#) — paid from the Artist Fund, filled by the slice the bank used to skim.

Investments

We back the groups building the infrastructure the whole network runs on.

Clients

We bring existing businesses in through their money — the cut funds the commissions, which grow the talent.

ONE WORLD MODEL, ONE VOTE

Every model owned by
whoever made it, pooled only
when it pays — a **member-
governed** network where value
flows back to the people who
made it.

WHERE THIS IS HEADING

The intelligence these models add up to should belong to the people who built it — not licensed from a lab, not rented by the hour. A shared mind the network owns outright.

What would the BBC look like if it were built today — by and for the people it serves? **Owned by its public**, not rented from a platform. That's the shape we're building toward.

A world model is becoming a *universal translator* — the lens we read the world through, with values and value baked in. A filter you can't see inside is just a black box. Ours is the opposite: built in the open, owned by the people who feed it, able to show its working.

From a world built on monetised attention, to a world of compensated intention. Free thinkers, building collective intelligence – together.

PROOF — SOMEBODY ALREADY WALKED THROUGH

Four to the Floor

Five series of UK music television — the artists, the performances, the whole sweaty catalogue — turned into an *infinite archive* you can actually ask questions of. Real footage, a licence the world hasn't seen before, money routed back to the people who made the music. [The template the rest of the network is built from.](#)



Nearly every machine selling you intelligence was raised on stolen work. We're building the opposite — knowledge *offered, signed for* and *paid for*. we pay for the **process, not just the product**. Fair. Original. Decentralised.

Build the world model. Keep
it yours.

decent.partners

