

Asmbl Executive Summary



Headline: “Like Facebook for activists, but not evil.”

Concept Type: Mobile App

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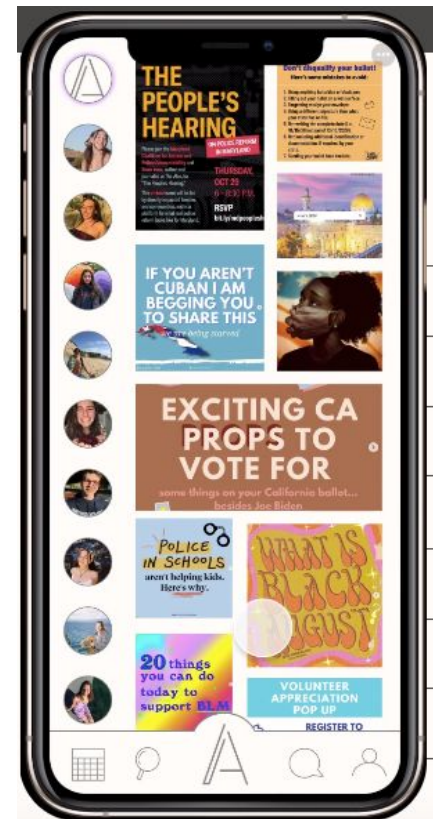


Descriptor: Transforming any user into an activist, Asmbl is a social media platform designed to incite tangible societal change by connecting networks of organizers.

Problem: Since the reignition of the Black Lives Matter movement in June 2020, social media activism has maintained steady momentum. However, online activists lack an integrous platform on which to organize. Designed with user addiction in mind, current social media giants dangerously polarize their bases. These corporations benefit off the dissemination of misinformation and the sale of user-data.

Solution: On Asmbl, users can find, create, and share educational resources, events, petitions, fundraisers, and more. Asmbl centralizes all the tools necessary to organize for a more just future:

1. Asmbl initiates **authentic online relationships** based on shared values, excluding a “like” count on posts and promoting a mutual network of activists rather than a following/followers format.
2. By pioneering **novel, direct correspondence** between verified organizations and individual activists, Asmbl offers users access to verified news without the bias of middlemen. To combat misinformation and hate speech, our **gradient scales** will measure bias and hate speech that span from truthful to libelous, and from implicitly to explicitly hateful rhetoric.
3. Finally, by incorporating as a **non-profit**, Asmbl is publicly vowing to financially prioritize our users’ safety and access to real news. We view our users as valued individuals instead of numbers to profit off of.



Unique Value Proposition: Ultimately, Asmbl is a framework for the galvanization of activists fighting for a more just world. We are a space for individuals from every walk of life to organize, share information, and appropriately discuss responses to objective human rights issues — a platform where the rich and powerful do not control the dialogue. We envision the next social movement originating on Asmbl.