

# MyHub.ai on the ATmosphere

Fresh Integral Communications  
February 2025

# The ATmosphere opportunity



Pinksy

## Daily U.S. website visits

Visits to Bluesky's website surged beginning in October.

— Bluesky — Threads

1.2M

1M

800K

600K

400K

200K

- Ecosystem built on Atproto (Bluesky protocol)

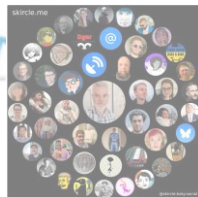
- BlueSky: first ATmosphere app

- free “on-ramp” into Atmosphere for 30m+ users

- New apps emerging, using:

- Bluesky account and identity (user-owned)

- Bluesky Personal Data Store (user-owned)



roomy

sill (beta)



Project at a glance

**WHAT**

# Project at a glance

- Turn myhub.ai into an **open-source site publishing toolkit**
  - hubs, blogs, standard websites, newsletter sites...
- Each site connected to:
  - the rest of the ATmosphere
  - thinking tool marketplace
  - AI service marketplace
  - content monetisation services
- MyHub.ai: entry point for newcomers, marketplaces, hosting...

# MyHub.ai today

- Platform for users to build a Hub, combining:

- Blogging: **What I Think**

- Portfolio: **What I Do**

- Social Bookmarking: **What I Like**

- Newsletter

- ChatGPT integration

- All content in card form, tagged

- Progress to date

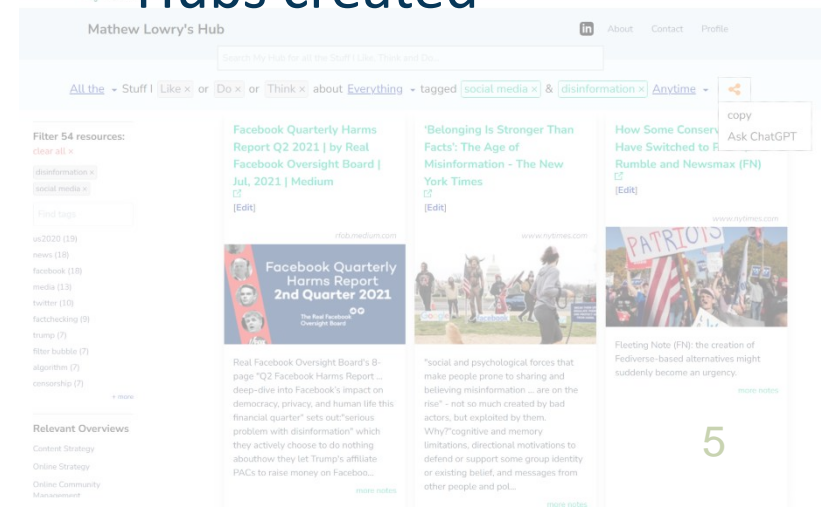
- 2013: first Hub launched

- March 2020: MyHub.ai launched

- (Covid...)

- Zero marketing, ~250

Hubs created



# From today to tomorrow

## MyHub.ai Today

- Centralised PoC platform
- Free:
  - Hub
  - Enewsletter
  - ChatGPT integration

## MyHub.ai Tomorrow

- Centralised platform
  - Free: Basic Hubs & other sites (blogs, etc.)
  - Premium services
    - ATmosphere account, PDS, sharing
    - enewsletter
    - Monetisation for Editors
    - Thinking tool marketplace
    - Theme marketplace
    - AI service marketplace
  - AI training data monetisation
- + Open-source Toolkit
  - self-hosted Hubs, other sites
  - API access to Premium services

Workprogramme at a glance

**HOW?**

# Connect each Hub

- its Editor's **thinking/writing tool**
  - Obsidian, Notion, etc.
- the **ATmosphere**, and hence:
  - other Hubs, their Editors and *their* thinking tools
  - other ATmosphere apps (Bluesky, Whitewind...)
- **AI services** to improve creativity and open up new business models.

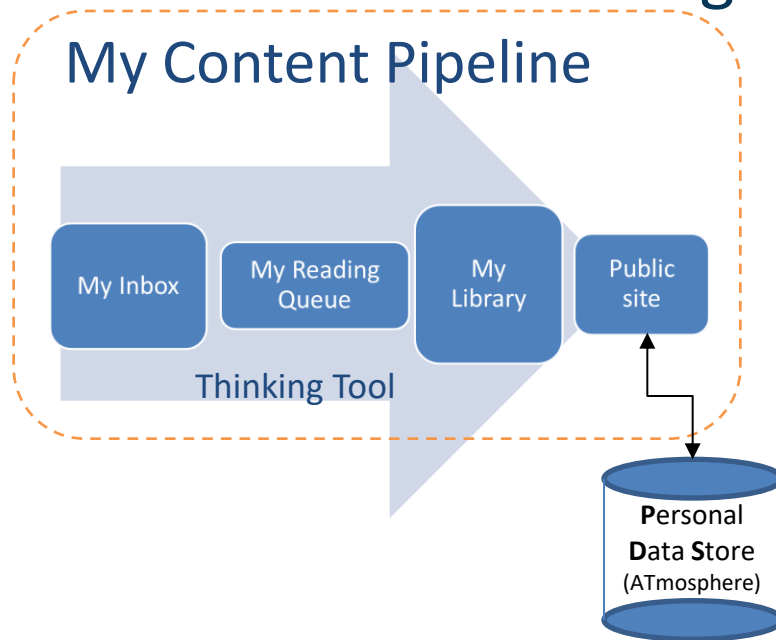
*“Cards are meant to be shared”*



# Connections

## 1: Thinking tool -> Hub

- Create opensource publishing toolkit:
  - a first “Hub” theme
  - interfaced to thinking tools

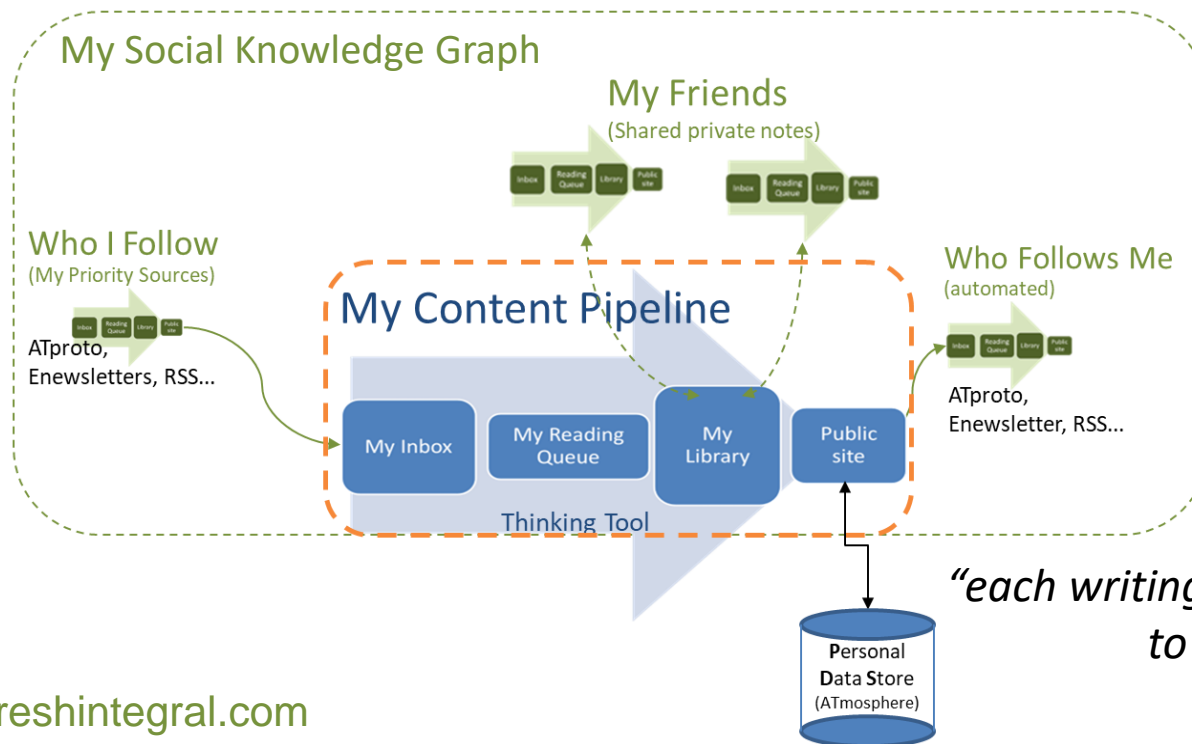


*“each site is the public-facing edge of the user's private library of notes and drafts”*

# Connections

## 2. Hub->ATmosphere->Hub

- Network each Hub with other Hubs and other ATmosphere apps
- Allow trusted users to collaborate privately

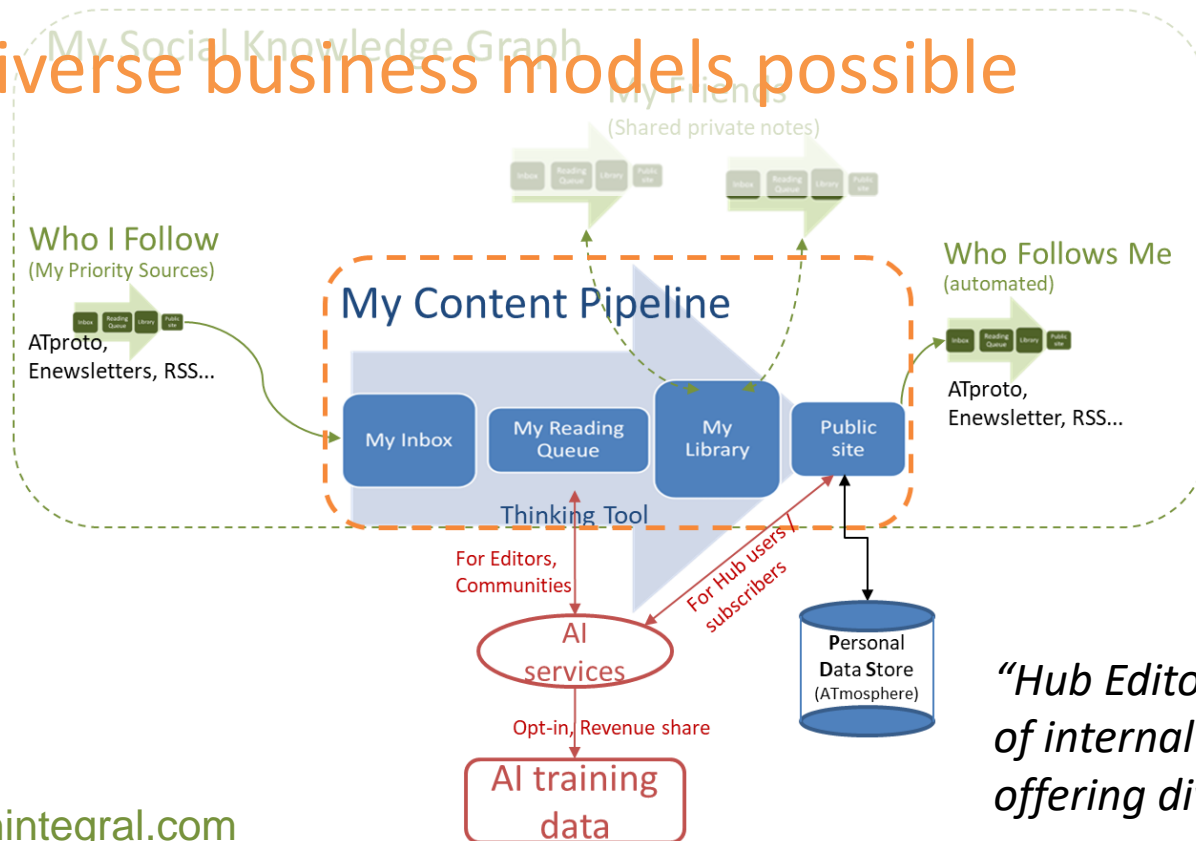


*“each writing & thinking stack connected to everyone else’s via ATproto”*

# Connections

## 3. Hub <-> AI services

- Individuals and communities access & use AI services, customising & training them in the process
- Diverse business models possible



*“Hub Editors access a marketplace of internal & external AI services, offering diverse business models”*

# Resulting decentralized information environment

- Interconnected online communities
  - spanning multiple ATmosphere apps
  - open-source, decentralised
  - everyone owns their identity, their content
- Seamless notemaking, thinking, writing, collaborating, publishing & sharing
- Individuals and communities can
  - monetise their content and data
  - access AI services
- Marketplaces for design, thinking tools, AI services...
- MyHub.ai: entry point for most people, dominant node

Business model

# REVENUE SOURCES

# Revenue sources for Editors, AI service providers & others

## Premium subscriptions

- Hubs become **Substacks on Steroids\*** - subscribe to its:
  - newsletter, posts
  - their “origin story\*\*”: everything the Editor read while researching & writing those posts, *with* the Editor’s notes
  - selected collaborative spaces within the Editor’s private Library
  - the Editor’s AI, trained on his/her content

(\*) I prefer the Ghost model, but it lacks alliteration

(\*\*) “Curation is the last best hope of intelligent discourse”, Joan Westenberg

## AI Services

- Individuals and communities
  - Subscribe to AI services
  - Optionally form data unions to share revenue / affray costs
- **Diverse services available**
  - Content discovery
  - Content moderation and governance
  - Support individual creativity
  - Support communities’ collaboration

## Other revenue sources

- **Designers: themes**
- **Developers: thinking tools**

# Revenue sources for MyHub.ai

- Services for Hub Editors
  - Basic Hub: free
  - Theme marketplace: fee share with designers
  - Support: subscription fee
  - Monetisation: revenue share, subscription fee
  - AI services: subscription fee share with providers
- AI training data monetization
  - Hub content:
    - rich, authentic content
    - ideal for AI training in a world of model collapse
  - Opt-in
  - Revenue shared with Hub Editors

# Team

## Founder

- [Mathew Lowry](#)
  - theoretical physics -> science journalist  
-> consultant (information architecture, content strategy, knowledge management, communities...),
  - online since 1988
  - first database-driven website in European public sector (1995)
  - first Web2.0 community for EU Commission (2002)
  - first cross-department portal, CMS, customisable XML for EU Commission (2003)
  - launched BlogActiv blogging platform (2007)
  - 1<sup>st</sup> use of NLP in EC communications (2009)
  - Top 20 euroblogger (2010)
  - LinkedIn blogging pilot (2014)

## Associates

- [Timur Kamanin](#)
  - full-stack developer, 17y experience
  - Member, Django Software Foundation
- [Peter Kaminski](#)
  - product visionary, software architect & engineer, Silicon Valley veteran, multiple startups, 30y experience
  - Created [MarkPub](#), markdown-based site builder with Bluesky integration
  - Founded [AI Coaching Forum](#), runs the [AI 101 guild at AI Salon](#).
- [Aram Zucker-Scharff](#)
  - Washington Post: Senior Staff Software Engineer for Privacy & Security
  - previously focused on maximising site performance and revenue, Ad Tech R&D, Big Data...
  - 15 under 30 (magazine media sector) - Folio Magazine
  - developed numerous open-source tools, including from contributing to WordPress Core through to publishing personal notes online ([more](#))





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