

# **Quark** – browser x social platform as force for decentralization

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**How do we incentivize the  
decentralized web for online  
users at large?**





**The internet is a  
universe**





 alamy stock photo

Quark

Quark is the  
browser that shows  
you **paths** across  
the internet

**Quark**

**... indexed for the  
people, by the  
people**



Google

internet fallback

https://www.linkedin.com › pulse › working-from-home-...

Working from home? What's your Internet fallback plan?

Aug 27, 2020 — Here are 4 fallback options: Use your mobile phone as a hotspot. Most phones and plans have this option. Speeds are not as fast as your regular ...

Videos

0:51

PREVIEW

Fallback device can bypass governmental internet shutdowns ...

YouTube · Dezeen

Mar 13, 2020

2:24

PREVIEW

How to Set Up Internet Failover with LTE Cellular Router ...

YouTube · Teltonika Networks

Mar 3, 2020

5 key moments in this video

Feedback

→

View all

https://www.dezeen.com › 2020/03/13 › internet-shutdown...

Fallback system can bypass internet shutdowns to give access ...

As government-enforced internet shutdowns are on the rise, a group of students has devised a system that provides access to essential news ...

Mar 13, 2020 · Uploaded by Dezeen

https://www.nfon.com › ... › Service › Knowledge Base

Fallback: Definition & role for cloud telephony - NFON

Mobile technologies with a high bandwidth, such as LTE or UMTS, are often used as a fallback. Many internet access routers will be able to detect the ...

https://www.sevenforums.com › network-sharing › 242...

Fallback to second internet connection after internet access ...

Jul 23, 2012 — My computer has two network adapters connected to two different internet gateways. One is Ethernet and the other is WIFI.

https://www.creativeapplications.net › objects › fallback...

Fallback – Alternative platform for real-time news during ...

Feb 25, 2020 — "We constantly monitor the probability of internet shutdowns worldwide" – Quifan tells CAN. The prediction is done by trend analysis of the ...

https://obsproject.com › ... › Windows Support

Question / Help - Backup Internet / Fallback | OBS Forums

Apr 21, 2020 · 4 posts · 2 authors

Hi guys, hope you're all safe and well. I'm trying to organise a backup internet connection so that if my wired connection becomes ...



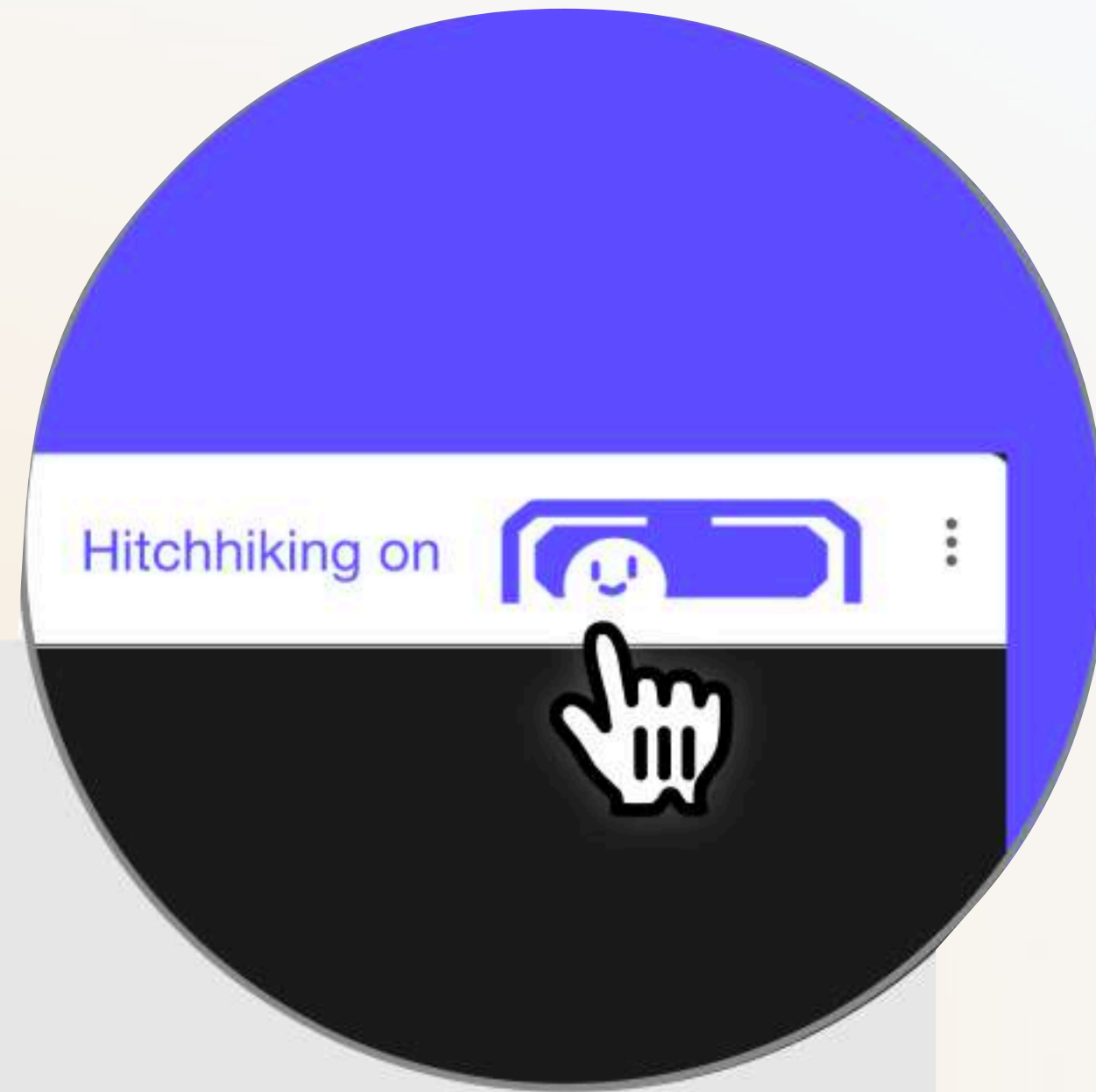
## User flow (subtitles available)

<https://www.youtube.com/watch?v=3MfMfVA-6M8>





# Social discovery of content



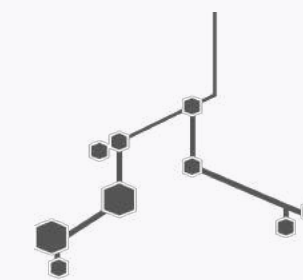
**Bump into people** looking at similar content and have full control of what you share



Bring **serendipity** into your online research with recommendations from other Quark users

de  
zeen

# Ownership of your constellation



Your complex online journey, **logically organized** as you browse



**Manage and design** your personal map of online resources





**Quark's design enables  
decentralized 'googling'**

# Right time + right place

**86%** of Gen-Z'ers  
trust Reddit forums  
**as much as** Google  
and Amazon for  
recommendations.

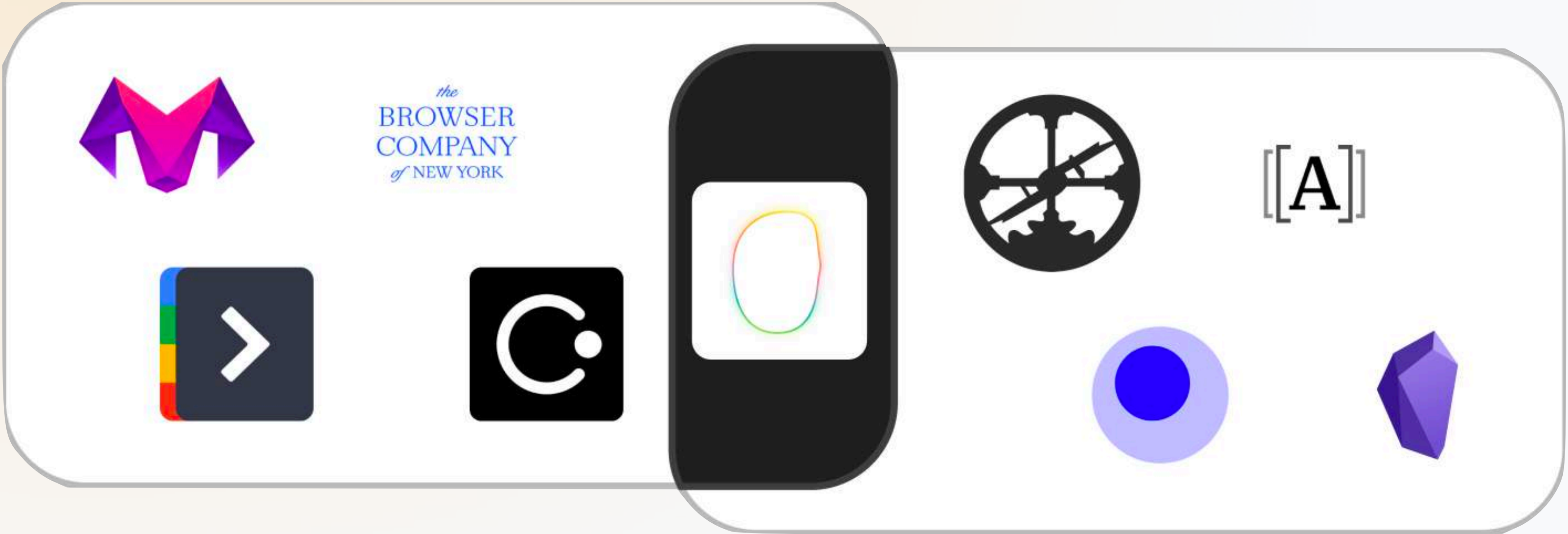
-YPulse

100,000's of people are  
using **workarounds for**  
**crowd-sourced content**  
**discovery** on Twitch,  
Twitter, Obsidian/Roam,  
and even extensions  
like Liner

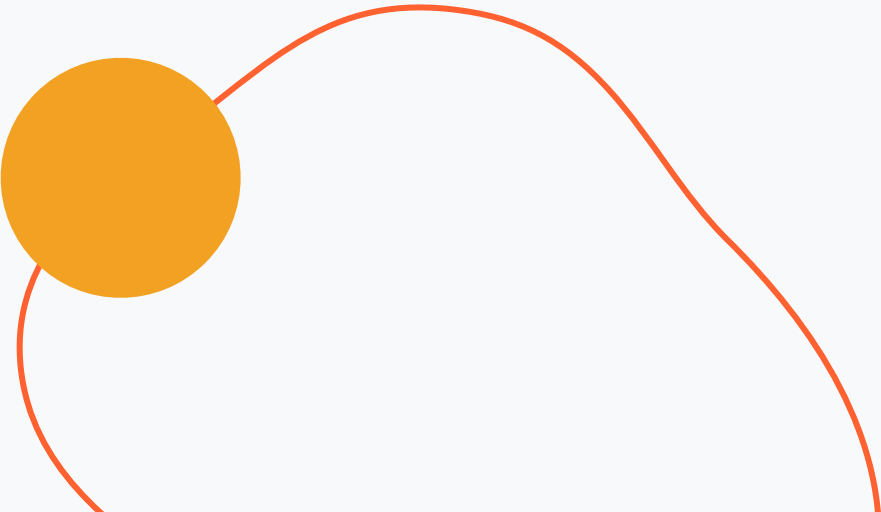


# Opportunity

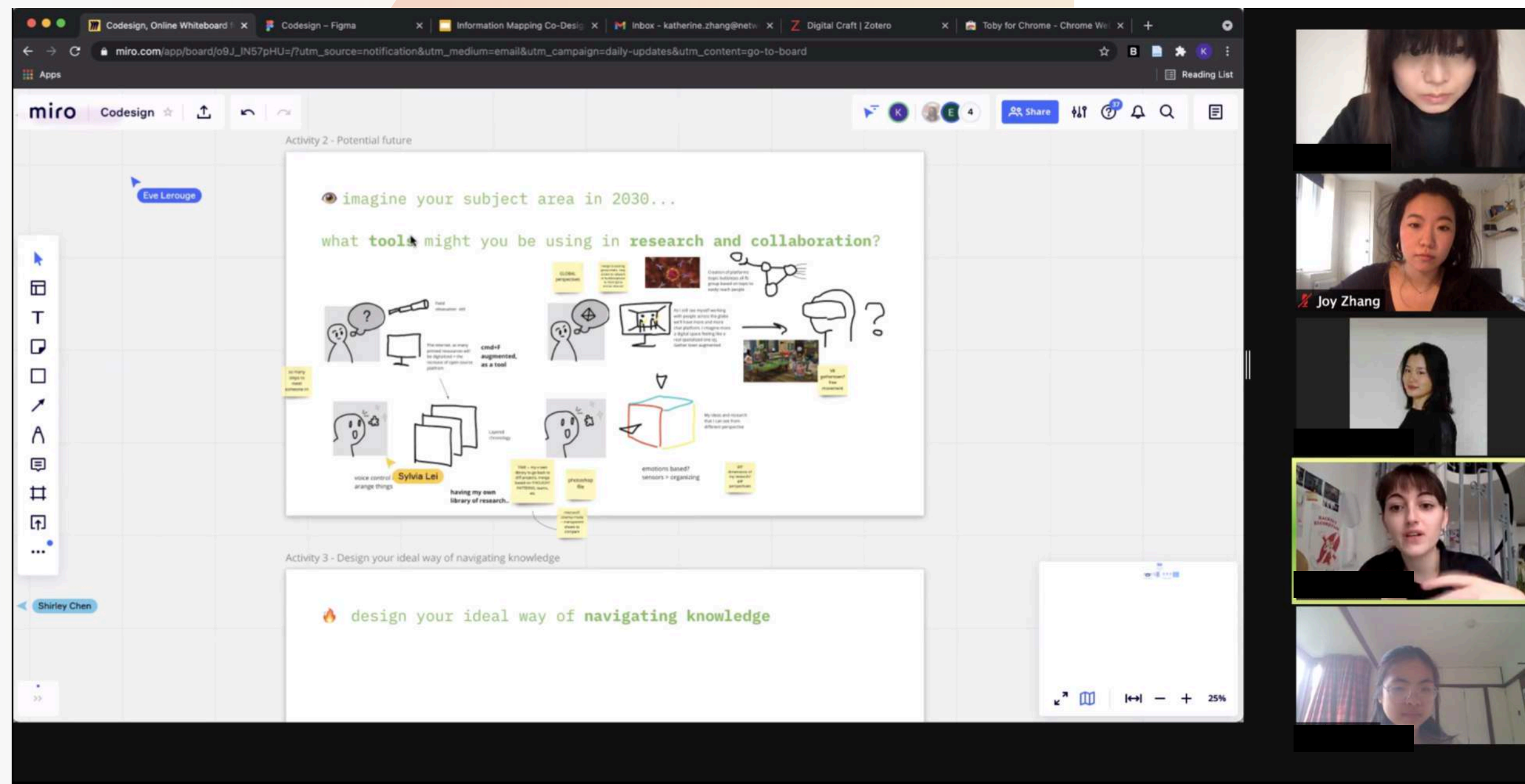
Next generation browsers >\$32M



Innovation in data infrastructure >\$20M est



# Validation

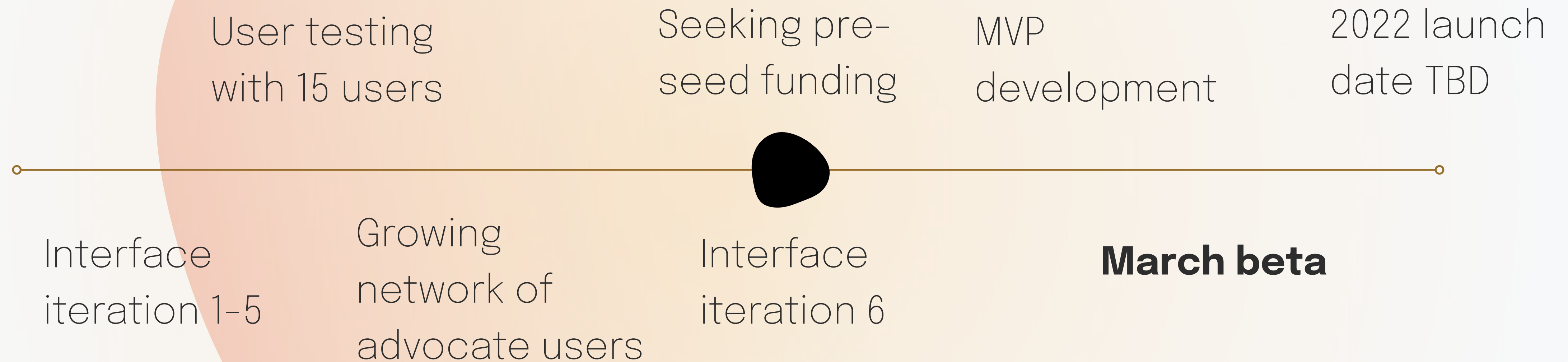


3 co-design workshops  
(12 people age 19-44)

Over 70 conversations  
and interviews



# Progress



# The Quark Team



**Joy Q Zhang**  
Founder, CEO

Imperial College, Royal College of Art, and Georgia Tech

Fourth-time founder  
Formerly at Apple, IDEO, Fiat Chrysler, Schlumberger



**Sam Garcia**  
Product Designer  
Second time founder

Featured on 2018 Dinero magazine in Colombia for startup UziDay



**Osvaldo Armas**  
Advisor  
Former Senior ML Engineer at Square



**Andric Tham**  
Advisor  
Former program manager & UX designer at Revolut





Register your interest here

**Beta testers + dWeb  
dev talent (equity-  
holding) wanted**

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