



BACKGROUNDER – koyn OVERVIEW

koyn (“coin”) enables civil, informed two-sided discussions about current events or a variety of other subjects. koyn is a new online community of users with differing views, designed to enable healthy conversations around the topics of the day (or “koyns”) in a setting that is securely private to ensure the focus remains on the issues. The app, available for iOS and Android smartphones, enables all viewpoints, thus forming a true opinion network across diverse users.

Basics about koyn

Registered users are invited to select a topic and ask a question or write a prompt, each having two sides, from categories spanning politics, culture, sports, economics, investing, social justice, entertainment, religion and more. Other koyn users will share their views on the platform, and a conversation will ensue. Social media networks convey they'd like to "*bring people together*" and "*bridge the divide*" but only koyn does that. It democratizes social media. koyn is an authentic platform without the echo chambers and polarization that manifest on traditional social media. Privacy is protected thereby stemming any concerns about public activity or potential bullying when using the app. Among its other uses, koyn is designed for consumers, businesses and governments for polling, reviews or feedback.

3 Ways koyn Differs from Social Media Platforms

- *Every user is a real person (confirmed with a phone number and a live photo to create a unique facial profile) so there are no bots and duplicate accounts/trolls.*
- *There is no concept of user profiles or followers so only a user's thoughts matter, not their appearance or popularity.*
- *koyn is the only platform where users can be fully or selectively anonymous anytime, thereby boosting their security and privacy.*

About koyn's Founding

Pranjit Kalita and Parth Sharda launched the app to the public in early-2022. They first met as freshmen at Purdue University. Their insights about societal trends, studying PEW polls and other timely research, led to creating koyn with help from a small, dedicated, and eclectic team. Pre-launch work included analyzing macroeconomic factors, probing the shifts from moderate to extreme viewpoints on all sides, examining polarization, exploring how the COVID-19 pandemic led misinformation to spread on social media, and conducting an in-house poll of nearly 200 people indicating an overwhelming need for a new type of platform like koyn. They foresaw an event such as January 6, 2021 happening due to the ill-effects of the trends emanating from social media. koyn was created in anticipation of and in response to such trends. Pranjit Kalita lives on the East Coast near koyn's Princeton, New Jersey headquarters and Parth Sharda is in the New Delhi region of India.

*For more information, please download the koyn app, visit koyn's landing page at www.koyn.us
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