



KOYN

the social opinion network

FACT SHEET - koyn

What is koyn? (“coin”)

A new online platform created to enable informed, civil and safe two-sided discussions. The platform empowers users to freely ask questions or start a prompt (with two sides) on any topic of interest – from politics to pop culture. Other users will be able to respond by sharing their own views on the topic. Users with similar views on topics or interests will form an opinion network over time. Users are able to decide whether they want to be anonymous, but upon signing up for the platform koyn requires verification to ensure that only real people (i.e. no bots) can sign up, with at most one account per user.

Why/When koyn was Developed:

Pranjit Kalita and Parth Sharda wanted to take action against the sharpening divisions across our social, cultural, economic, and political spheres today. Due to their technology expertise, business instincts, and substantial research that supported the need for a new type of platform, koyn was built to bring people together in a secure connected space where all viewpoints are treated equally. After working diligently with a small team (comprised of colleagues in tech, investing, marketing and politics) and enlisting ~2000+ beta testers, the app exited beta and became publicly available in early-2022.

Benefits of koyn:

Awareness Will Increase. Exposure to different opinions enhances awareness of their actual existence.

Mentally Therapeutic. It’s healthy to express opinions and thoughts; however, on social media there’s an overt concern to accrue followers, friends, connections or “likes,” so ideas may be unduly suppressed while potentially increasing psychological stress.

Democratizes Social Media. koyn is different from social media because it is organized on opinions, not on personalities or popularity. On koyn, everyone can state an opinion, choose a side or share a comment without fear of being canceled or deplatformed.

Express Multiple Sides. koyn gives users freedom for expression on individual issues. There is no “party line” that one must adhere to in order to be a part of the community unlike on political or other existing platforms where echo chambers edge out any nuances.

Anonymity. On koyn opinions could be disclosed risk-free, unlike on traditional social media networks.

Healthy Adrenalin Rush. When users check back to review the responses posted on koyn about their own thoughts and ideas, engaging with the various reactions and comments is stimulating and mind-opening.

How koyn Works:

It is easy to use and free of charge. Download the koyn app from the App Store for iOS or Google Play for Android mobile phones. A phone number, live picture (to confirm identity and uniqueness) and name are required.

There is a guest access mode for the ability to browse conversations before deciding to sign up.

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

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