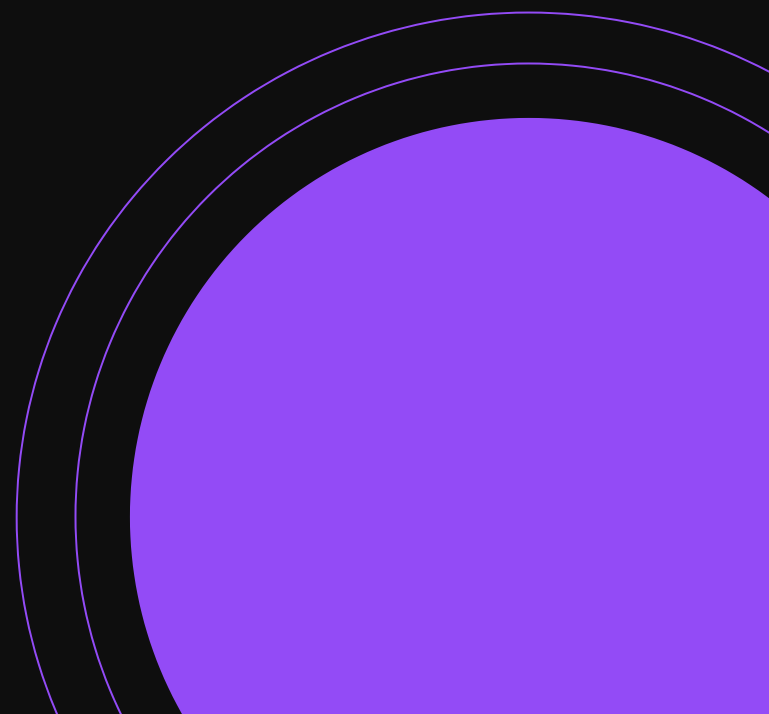# Empowerverse

Aligning Media Recommender Systems

Media products today are designed with a focus on Retention First, to the detriment of Mental Health.
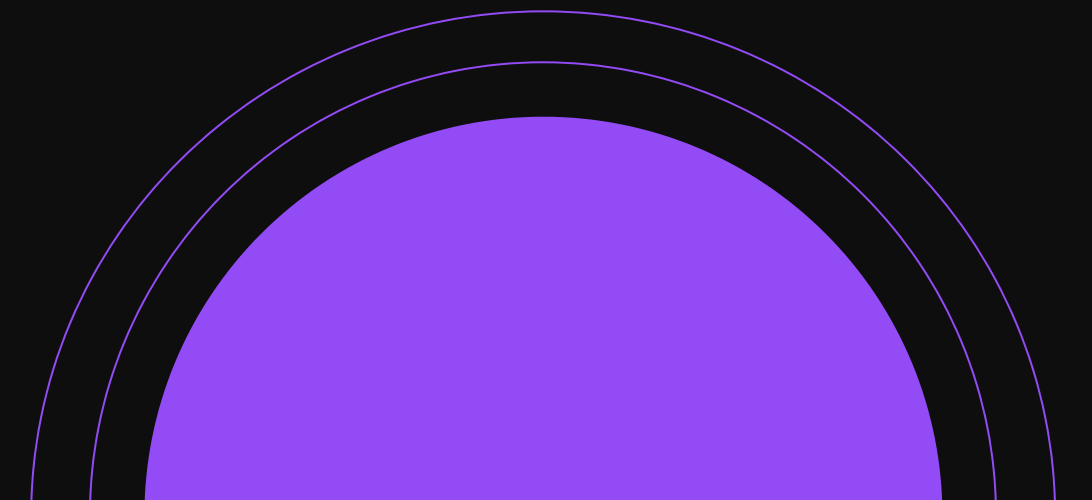
What if we changed that?

Problem

Apps today maximize the amount of value they extract from users. In order to do this they optimise it for controversy and divisiveness which maximizes engagement.

Solution

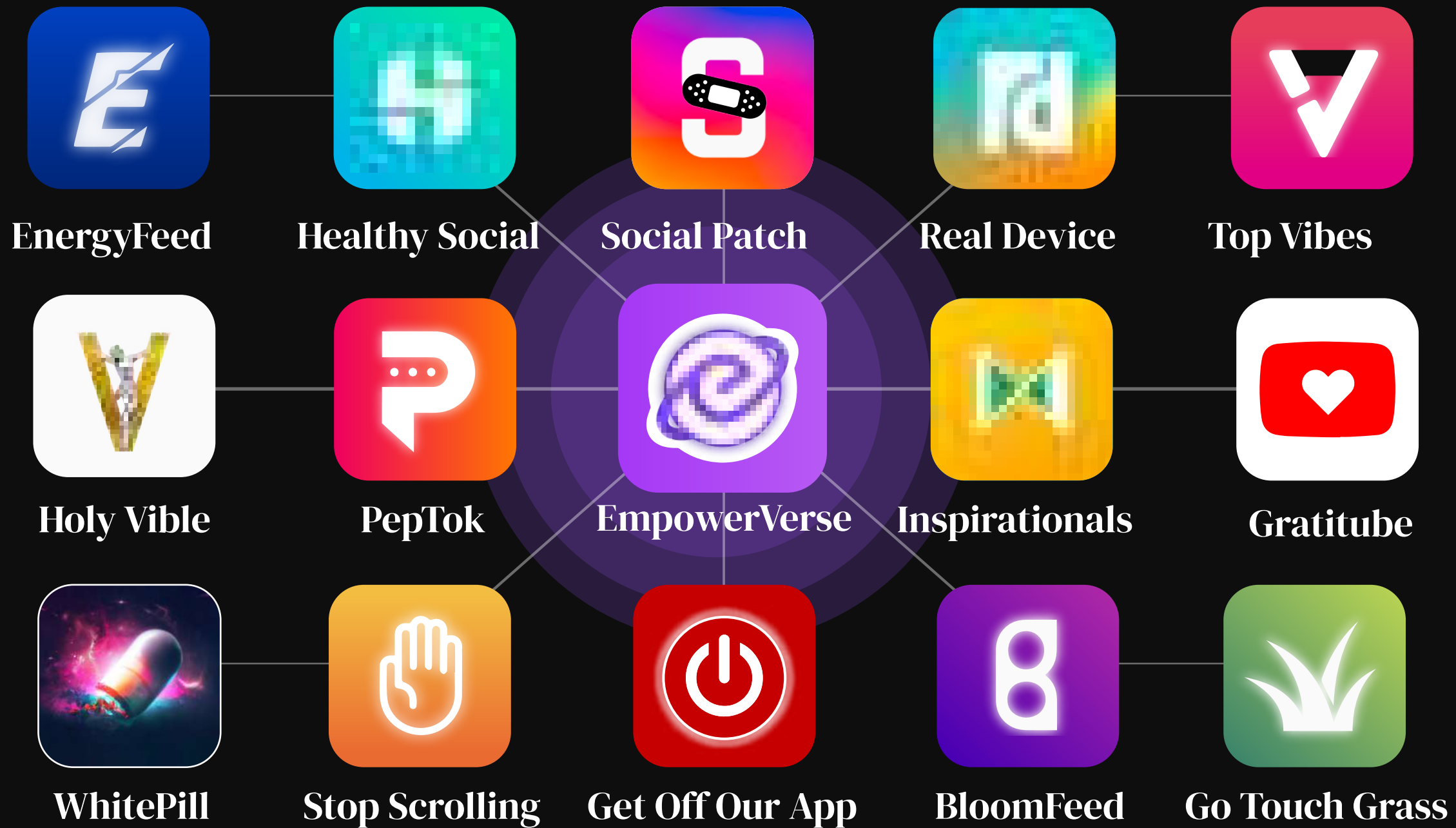**We maximize the value to users by trailblazing the opposite of the engagement algorithm that we call the Empowerment Algorithm.**
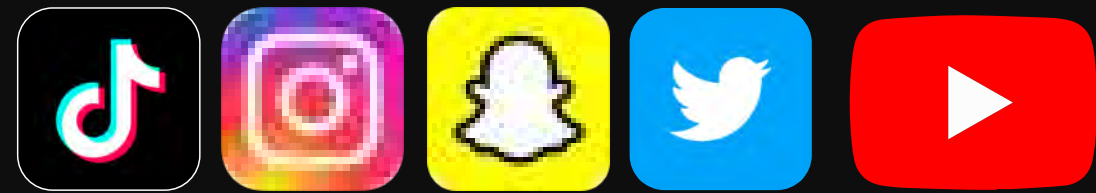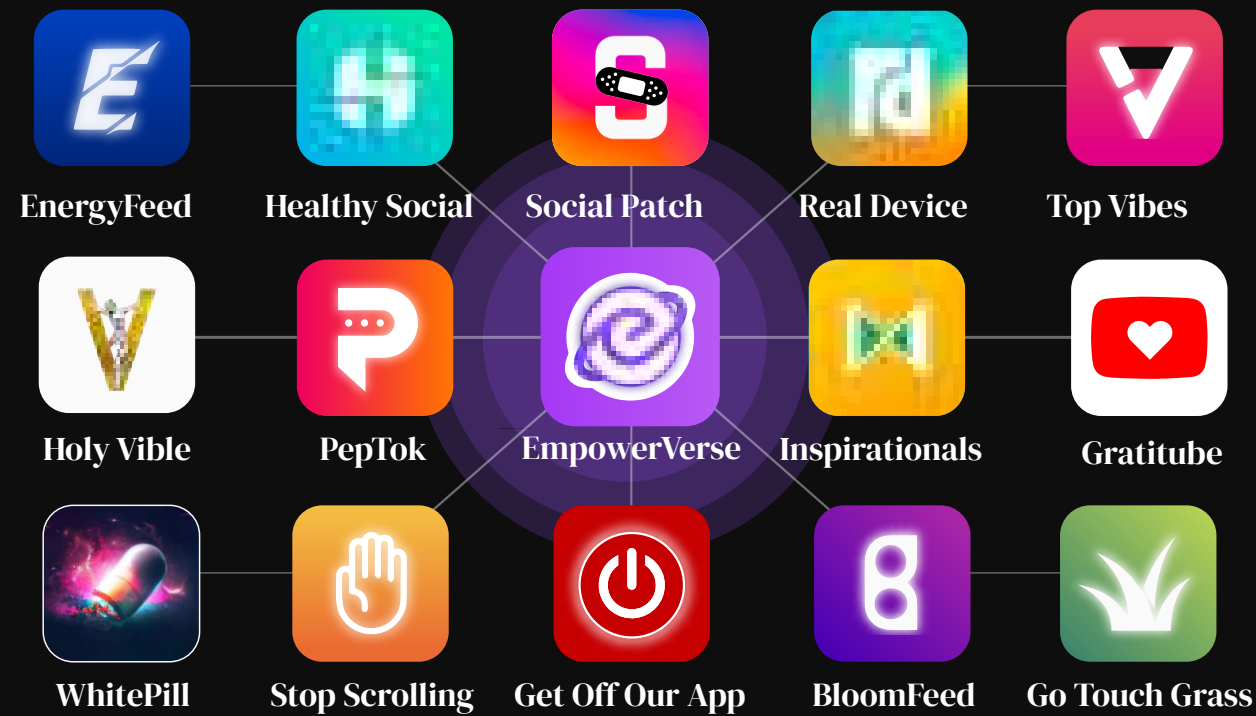
Vision

We believe its **inevitable** for a social app to emerge that maximizes the value it gives to a user, and acts as a source of **motivation and inspiration.**

Empowerverse is leading the charge to create the inevitable empowerment based video reccomender app. We cloned and reskinned our core product to split test brand-market fit

EnergyFeed

Healthy Social

Social Patch

Real Device

Top Vibes

Holy Vible

PepTok

EmpowerVerse

Inspirationals

Gratitube

WhitePill

Stop Scrolling

Get Off Our App

BloomFeed

Go Touch Grass

Empowerment Algorithm

EnergyFeed Healthy Social Social Patch Real Device Top Vibes

Holy Vible PepTok EmpowerVerse Inspirationals Gratitube

WhitePill Stop Scrolling Get Off Our App BloomFeed Go Touch Grass

Engagement Algorithm

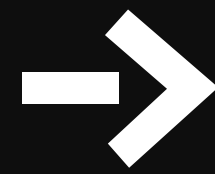## Provides Maximum value to the user

Extracts Maximum value from the user

We are turning DE-VICES into what they were always meant to be. The DE-stroyer of our VICES.

VICES: *greed, anger, lust, envy, gluttony, pride, and sloth .*

Engagement Algorithm

THE - VICE

→

Empowerment Algorithm

DE - VICE

VICES: *greed, anger, lust, envy, gluttony, pride, and sloth .*

How does it work?

We added an **"Inspired Exit"** button which a user uses when a video gives them enough motivation to exit the app. This allows us to collect data on the most inspiring videos, and display them to our users.