Backfeed is a protocol layer on top of the blockchain, in order to make it possible for any disparate group of individuals to easily deploy new decentralized applications based on spontaneous, large-scale and free collaborations.

The Backfeed protocol can be used to enable any kind of human collaboration, in a way that is both effective and sustainable: for example, imagine thousands of people writing books and publishing them on their own, without any publisher or middleman; millions of people insuring each other, without the need to rely on centralized insurance companies; thousands of freelancers gathering together into a decentralized crowd-based journalism organisation, thousands of citizens coming together to form a decentralized real-time ride-sharing or park-sharing network; and millions of internet users contributing to a decentralized social search-engine.

Backfeed protocols will be the engine supporting this new form of collaboration: contributions will be motivated by a genuine monetization and incentivization model, and the resulting value will be shared among all collaborators through sophisticated evaluation protocols which are at the core of our development.

In addition to building the protocols, *Backfeed will also lay the ground for a dedicated platform for decentralized, large-scale and spontaneous cooperations*, facilitating interactions between people through a new form of graph-based visual browsing interface, perfect for big data navigation.

What Github has done to the open-source world —allowing people to collaborate towards the achievement of a common goal in a coordinated but decentralized manner— *we want to do for everything else*, from content creation to online gaming and networked communications; from fundraising to financial transactions; from corporate management to organizational matters, etc. But we want to go even further than that. Without a proper incentive structure, Github did not manage to bring the model of decentralized collaboration into the mainstream, and has left the open-source movement a niche even within the software development community. Thanks to our incentivization protocols, our model will provide the basic building blocks for any Decentralized Collaborative Organisation (DCO) to deploy, manage and scale —eventually leading to a (r)evolution in the way people work and organise themselves today.