

THE YGGDRA MANIFESTO

A New Root System for the Internet and the Mind

1. The Limit of Efficiency (The Crisis)

The modern internet was a monumental revolution. Tech giants have done a colossal job of uniting the world and providing humanity with incredible tools. Their historical contribution is undeniable. However, every system has an expiration date and a limit to its efficiency. Today's model of the internet has reached that limit.

The contemporary attention economy has become catastrophically inefficient. Approximately **10–15% of global GDP** (over 10 trillion dollars annually) is spent not on creating new goods, scientific breakthroughs, or real services, but exclusively on the **persuasion and traffic-pumping industry**.

This staggering figure is composed of specific markets:

- **Direct Advertising**, which globally exceeds 1 trillion dollars.
- **Corporate Sales & Marketing** — most companies are forced to burn 15% to 30% of their revenue on promotion, CRM systems, sales funnels, and an army of specialists just to reach the customer.
- **The Data Broker Industry**, which has turned the web into a digital panopticon where total surveillance has become the basis of the business model.
- **Media Infrastructure**, a huge part of which is produced not for cultural value, but solely as a container to hold attention, show ads, and link the producer with the consumer.

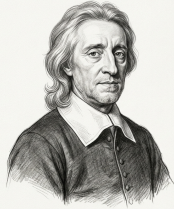
In the current, agentless economy, the task of connecting the consumer and the producer cannot be solved except through aggressive attention capture and blind sorting of people and goods. This entire giant machine works for only one thing: to track a person and manipulatively force them into a transaction.

Even when initiating a search—for example, looking for a vacuum cleaner on Google—the user instantly falls into the field of SEO optimization and paid advertising. Algorithms decide for the person what they need, simply because traditional search critically lacks deep life context. It is a global bazaar, burning resources that would be sufficient for a universal basic income for the entire planet.

In this system, people pay three times: with their data, with their attention, and ultimately with money for subscriptions. The internet is turning into an information garbage heap that drains energy, stripping a person of their ability to control their own desires.

2. Returning Control (The Solution)

The way out of this dead end is not a war with corporations, but the creation of a fundamentally new track—a system in which control returns to the individual.



According to John Locke (1632–1704, "Two Treatises of Government"), every individual by nature possesses an absolute right of property over themselves and the results of their labor.

This is the realization of the classic philosophical concept of **Self-Ownership** in the digital age. Your digital identity, your thoughts, and patterns are an extension of your mind, the fruit of your cognitive labor. The right to full control over them is as inalienable as the right to your physical body.

This return occurs in three stages:

- 1. Control over oneself and one's attention.**
- 2. Control over one's data.**
- 3. Control over the terms of exchange of this data.**

Data should no longer fly into the cloud by default for processing by others' algorithms. It must live locally, on the user's device. The user—and only the user—should decide what thoughts to share, with whom, for what purpose, and at what price.

But for this ecosystem to work, people need a tool that provides immense value here and now, before they begin interacting with anyone.

3. Phase 1: The Tree (Awareness as Survival)

The world is entering an era of unprecedented global transformation. The economy is changing at a fundamental level: automation and artificial intelligence inevitably strive to turn any intellectual labor, standard, or even custom service into an ordinary, cheap commodity.

In this new reality, only one enduring asset and only one key to survival remains: **A Deep, Comprehensive Understanding of Self.**

Awareness of your true goals, strengths and weaknesses, your patterns, and traumas is the only way to withstand chaos. This is why Phase "Tree" (the base YGGDRA application) is not just a stepping stone to a future social network, but an absolutely self-sufficient product.

It is a local desktop IDE for your identity. It helps trace cause-and-effect: which decisions are truly yours, and which were dictated by upbringing, environment, or fashion. We rarely know the true origins of our preferences. The ultimate task is to separate external imprints from innate nature. Only by understanding the forces that shaped your path can you distinguish your own desires from imposed needs.

In essence, YGGDRA provides a technological framework for the process of *individuation*—achieving the true Self by assembling disparate parts of the personality and integrating suppressed experience (shadow sides, hidden fears).



Individuation per Carl Jung (1875–1961)

is a process of psychological maturation in which a person assembles conscious and hidden (unconscious) elements of their psyche into a single, unique, and harmonious whole.

YGGDRA works as a private analytical mirror. It helps to understand the underlying causes of your actions and track the hidden influence of various factors on your decisions. This crystal objectivity returns sobriety and courage, allowing one to make choices consciously and go where they can bring maximum benefit.

The strategic roadmap for this phase includes a plan for total AI sovereignty. In the future, a fully local AI model will be developed so that the probability of data leakage through keys and APIs of third-party language models is reduced to absolute zero.

4. Phase 2: The Garden (The Agent Economy)

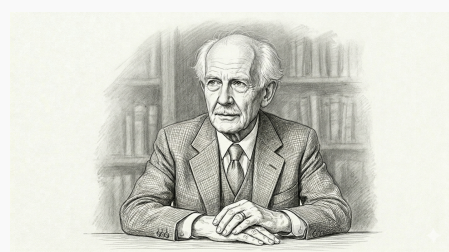
In a real agent economy, interaction is built differently. First, a deep awareness of true needs must occur, and only then—the search for a provider.

Once a person has built a map of their identity in YGGDRA, they create a public Avatar (an Agent) in the cloud, granting it strictly limited access to their local data. Your Agent is your digital exocortex, an extension of your mind. It solves the fundamental “principal-agent problem,” from which the modern web suffers, where intermediary platforms always betray the user’s interests for their own profit. Your Agent serves *only you*.

This Agent changes everything:

- **Deep Context:** Returning to the vacuum cleaner example: your Agent doesn’t search for a product by keywords. It analyzes your broad context. It might realize, analyzing your workload, that you don’t need a machine, but a regular cleaning service.
- **Direct Interaction:** The Agent communicates directly with providers’ agents in a “black box” mode, bypassing manipulative sales funnels and SEO results.
- **Shift of Focus:** Human attention is no longer scattered on sorting through endless, forced options. It is directed inward—to the awareness of what is *truly* needed.
- **Honest Monetization:** You share only what you want. If a corporation wants access to your data, you can monetize it, setting your own filters.

5. Final Goal: From External Chaos to Internal Anchor



Zygmunt Bauman (1925–2017) defined our time as "Liquid Modernity," an era in which changes occur faster than a person can form adaptation strategies. In such a "liquid" world, any external anchors are illusory.

In conditions of what the philosopher Zygmunt Bauman called "Liquid Modernity"—an era where no external structure, career trajectory, or institution maintains its shape long enough to serve as a reliable guide—the natural human reaction is to feverishly calculate reality. People sort through options outside, chase rapidly changing trends, and look for the "right" path in the moment. But sooner or later, the density of uncertainty reaches a limit.

A moment comes when the vector of this endless external search must be reversed. One needs to look inside. Because only there, in a deep and crystal-clear understanding of one's own identity, lies the only solid support and unchanging anchor capable of holding one steady in a rapidly changing world.

The YGGDRA project is conceived not merely as a utilitarian application. Its final goal is to lay the infrastructure for an honest economy and provide a technological framework for finding this internal anchor. It is a step toward an internet where you don't have to sacrifice privacy or give your attention to be torn apart by algorithms.

Despite its deep social mission, YGGDRA is a commercial project. Only by leaning on a powerful internal economy can such an infrastructure maintain its independence and resilience. However, strict "red lines" are built into the foundation:

- 1. Free Basis.** The base self-discovery app (Phase "Tree") will remain free forever. This is the foundation of awareness, access to which should not depend on financial capabilities.
- 2. Absolute Rejection of Hidden Trade.** User data will never be transferred or sold without explicit consent and a fair price set by the users themselves.*

** The application uses strictly anonymized basic telemetry exclusively for tracking the number of sessions. The content of the sessions, texts, and any personal data are never transmitted to our servers and remain on your device. The only exception is your voluntary decision to use an API key of a public language model (LLM)—in this case, the data of a specific request is transmitted to the chosen provider, but this happens exclusively on your initiative. For 100% privacy, you can always use locally installed models.*

The project is always open to any like-minded individuals ready to develop the system together. Contact us:

contact@yggdra.garden