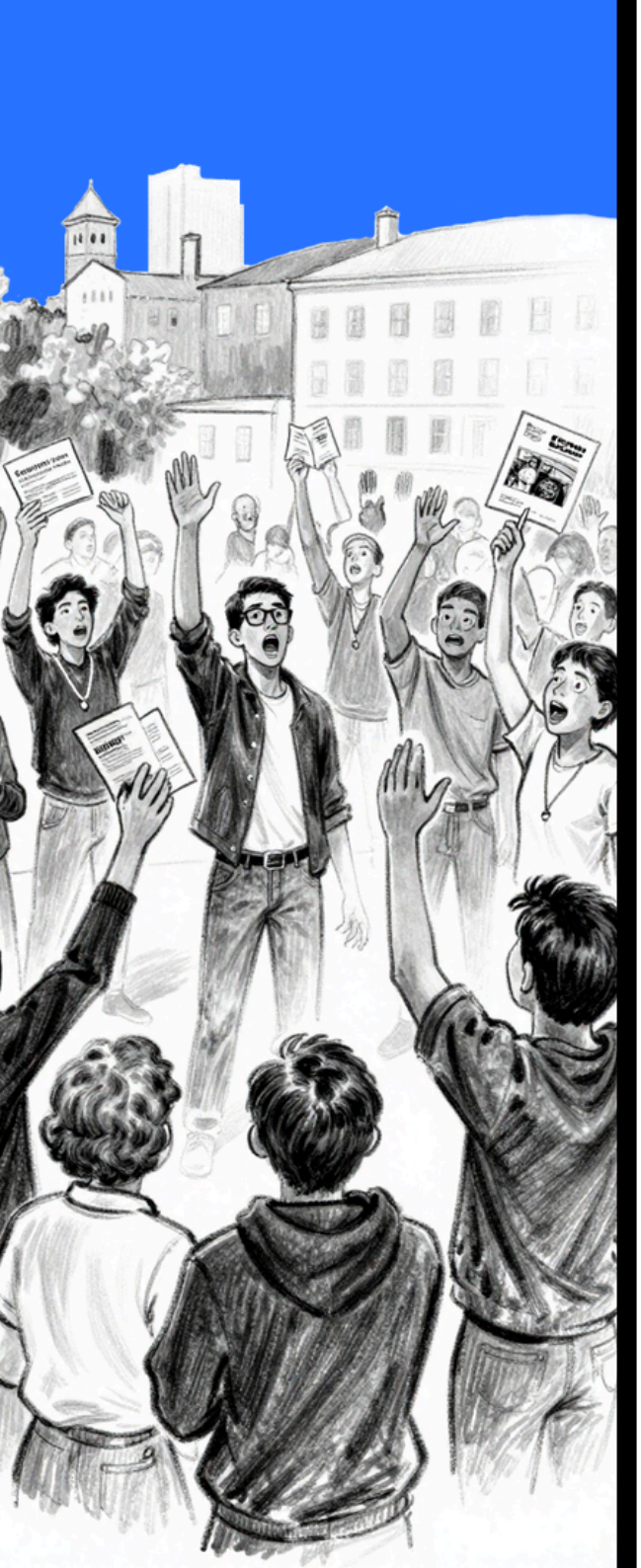
plaz.social

Plaz

v1.1

The digital Town Square

2026



A next-generation microblogging+ platform

Traditional social platforms have shown their **true face**: agenda settling, unhealthy design, manipulation, power and resources concentration, and a generalized lack of commitment towards the social media ecosystem.

Is time to do things **differently**. By the combination of implementing new **decentralized technologies**, a **better organizational models** , and a committed wider **sociopolitical framing** overall.

An new better social media ecosystem is possible and necessary, and ***Plaz*** seeks to contribute to that, as a leading next-generation digital town square platform.

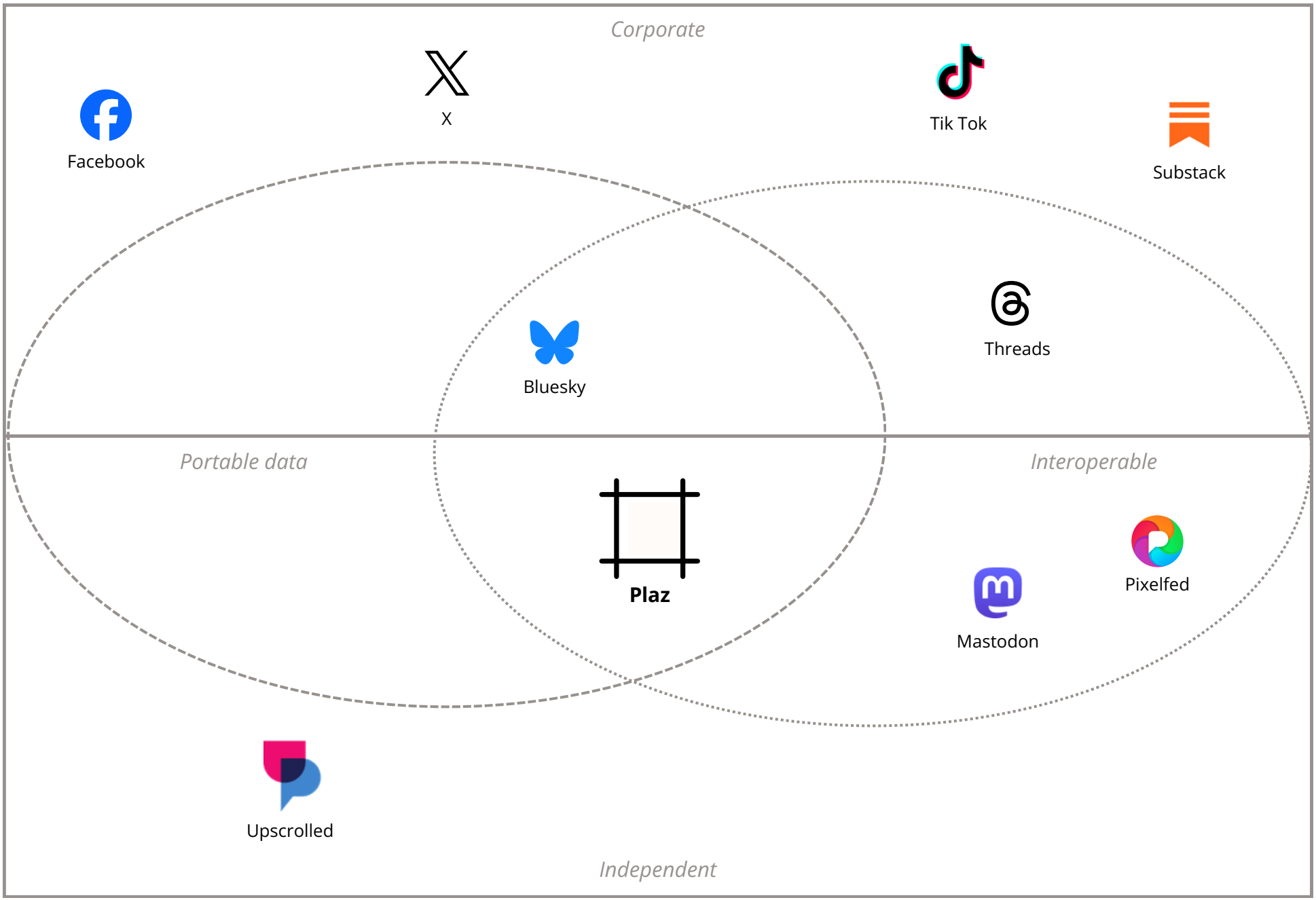
The word "Plaz" is a modernized, gender-neutral adaptation of "Plaza," which means "town square" internationaly, borrowed from Spanish. It is cognate with many related t erms across different languages, including plateia, platz, place, piazza, plaça and ploshchad, all of which refer to shared public spaces

Traditional

Centralized
Locked-in users
Isolated
Hierarchical
Abstract
For-profit
Untransparent
Closed source
Glued

Plaz

Decentralized
Portable data
Interoperable
Community-driven
Glocal
Not-for-profit
Transparent
Open source
Modular

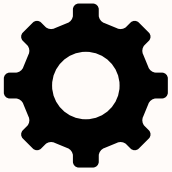

Corporate
Facebook
X
Tik Tok
Substack
Bluesky
Threads
Portable data
Interoperable
Plaz
Pixelfed
Mastodon
Upscrolled
Independent

INTEROPERABILITY

Its interconected with other platforms and spaces via *ActivityPub* protocol

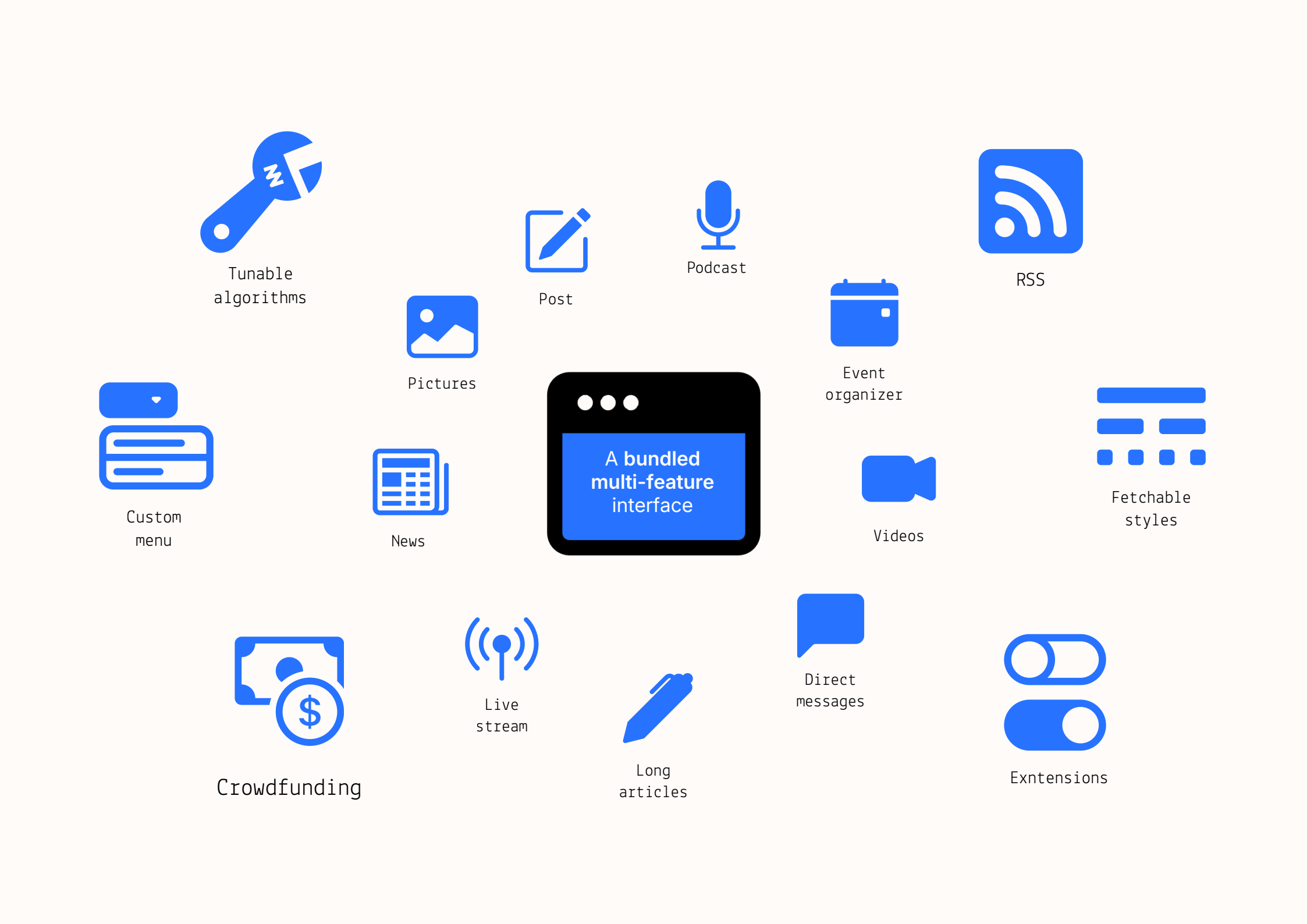
MODULARITY

It renders different separated elements of the general ecosystem infrastructure



PORTABILITY

Fetches user data from external self-hostable multipurpose *Portable Data Storages (PDSs)*


Tunable algorithms
Post
Podcast
RSS
Pictures
Event organizer
Custom menu
News
A bundled multi-feature interface
Videos
Fetchable styles
Crowdfunding
Live stream
Long articles
Direct messages
Exntensions

THE ROADMAP

A — Go Public

Make **public** the project, incluing the website and documentation

B — Initial Funding

Gather the **sufficient financial resources** to bootstrap the platform, mainly trough a **crowdfunding campaign**

C — First Release

Deploy the first (beta) **version of the platform,** with the basic functioning elements

D — Full Release

Deploy the full **version of the platform** and its **elements**

Theorization

Structure abstractly the ecosystem

Development

Creation of the software/hardware

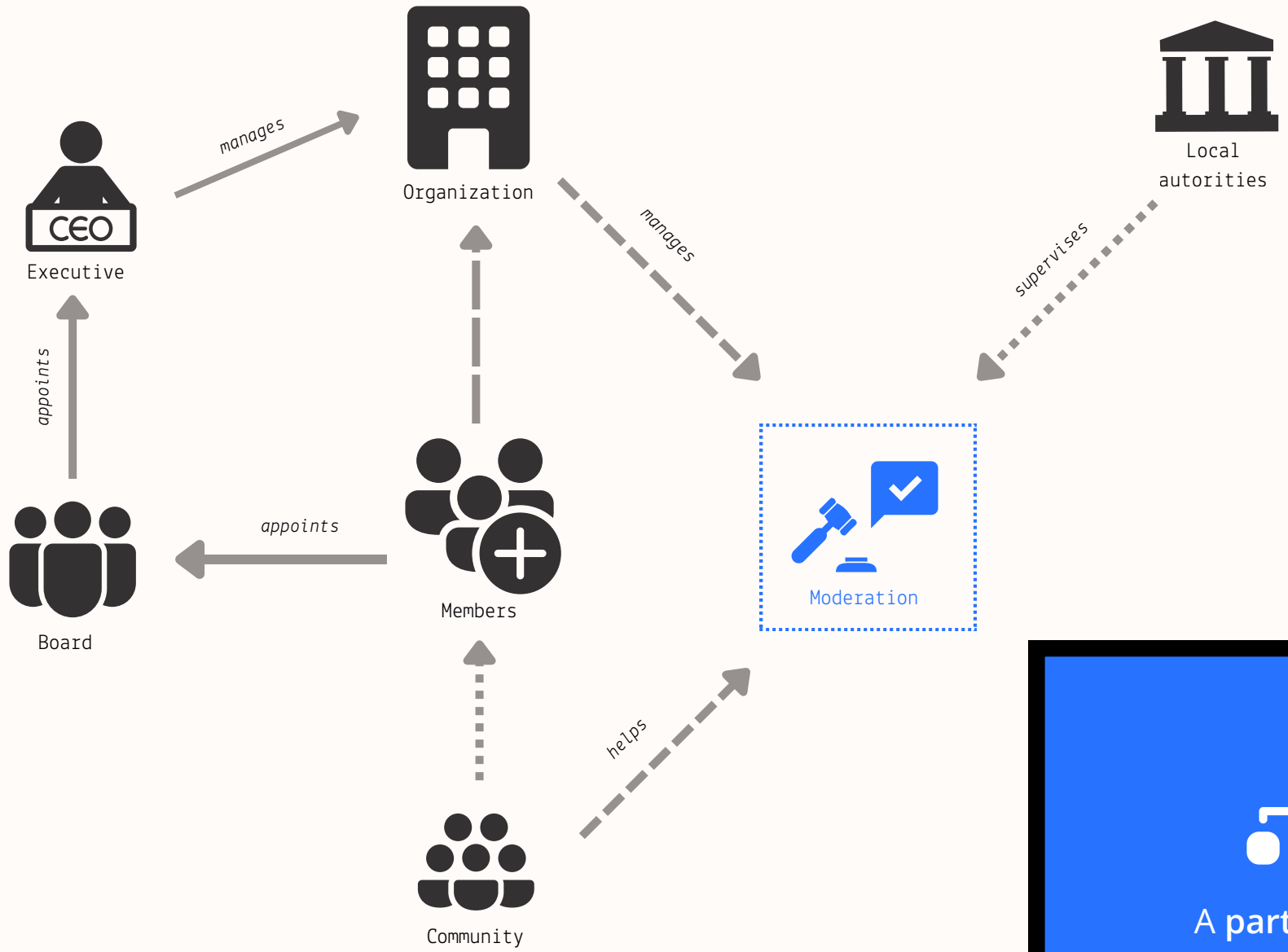
Deployment

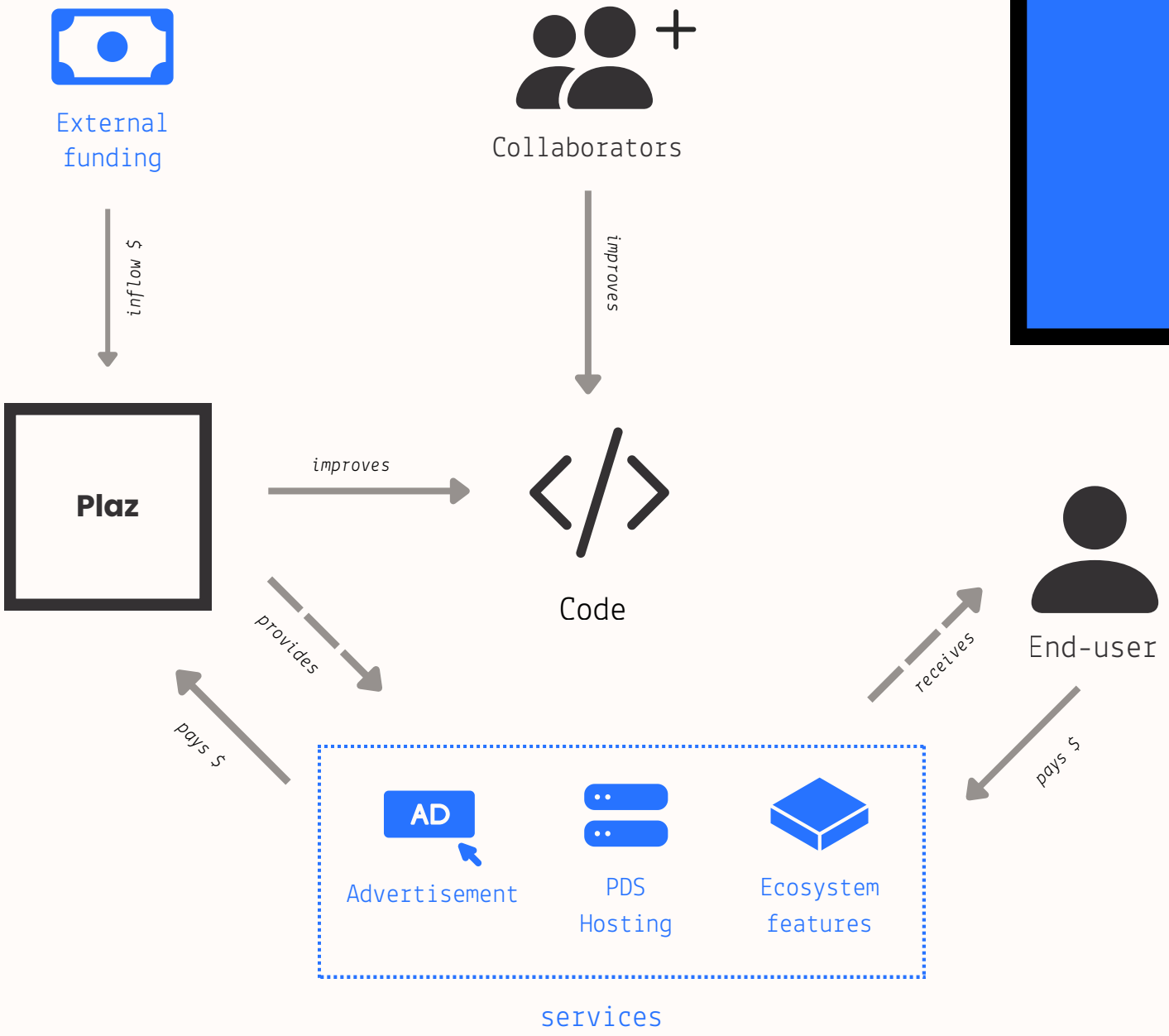
Make the first version available

Scaling

Large-scale proper functionality

Ideation	Architecture Design	Organization registration	Full Launch
Research & Strategy	Client	Staging & Pre-Launch Preparation	Optimization
Branding	Modular components	Beta Launch	Infrastructure extensions
Project Documentation	Core integration	Stabilization	Ecosystem coordination



A **participative governance** model

A **multi-layer resourcing** structure