

---

**ONCE,**  
**A STRANGER**  
**SAID SOME-**  
**THING THAT**  
**CHANGED**  
**HOW I THINK.**

---

That conversation lasted 40 minutes. I never saw them again.

It's never happened to me online. Not once.

That's the problem I want to solve.

# THE INTERNET IS FULL OF PEOPLE.

## FINDING YOUR PEOPLE ISN'T.

---

The algorithm was never designed to help you find someone who thinks like you. It was designed to keep you scrolling. So it optimised for outrage, hot takes, and virality. It got very good at that.

The result is a strange paradox: you are surrounded by more people and more content than ever before — and yet you've never felt more alone in a conversation. You have opinions nobody around you quite gets. You reply to a tweet and get dunked on by strangers. You join a subreddit and feel like a tourist.

The problem isn't that the right people don't exist.  
It's that every platform was built to show you content —  
not to introduce you to a mind.

# CURIOUS. OPINIONATED. UNDER-HEARD.

---

**ARJUN. 23. PUNE.**

— the person who feels this most

He reads more than he tweets. He has a lot of thoughts — about design, geopolitics, startups, philosophy — and nowhere that feels right to put them.

Not Twitter. Too performative. Not LinkedIn. Too professional.  
Not Reddit. Too anonymous. Not WhatsApp groups. Too noisy.

He's not looking for an audience. He's not looking to go viral.  
He just wants one conversation — with someone who actually gets it.  
He doesn't know if that person exists online. He's stopped looking.

---

**SCROLL FATIGUE**

You consume endlessly. You feel nothing.

**TRIBAL ECHO CHAMBERS**

You find agreement, never a real challenge.

**NO INTELLECTUAL HOME**

Nowhere that reflects how you actually think.

**PERFORMANCE CULTURE**

Metrics reward the hot take, punish the nuance.

# SIGNAL.

An AI that learns how you think — and finds you your people.

---

Most networks ask: what do you want to see?

Signal asks something different: how do you think?

Pinterest doesn't show you what's trending. It shows you who you could be.

The feed doesn't belong to everyone — it belongs to you. You open it and feel: this is me. Or this is who I'm becoming. You never feel like an outsider.

Signal does that — but for your mind, not your aesthetic.

Users write short Takes — 150-word opinion pieces on any topic.

No images. No likes. No follower count. Just thought.

The AI builds a Thought Fingerprint: a private, dynamic model of how you reason. What you value. How you argue. Where you're open.

Not what you post. Not what you follow. How. You. Think.

Then it finds you matches. Not people who agree with you — people whose thinking style is compatible with yours.

Including the ones who'll push back. Because the best conversations never were echo chambers.

# THE FOUR MECHANICS.

---

## 01 WRITE BEFORE YOU BROWSE

You write a Take before you see anything. This isn't friction — it's a statement of intent. Signal starts by making you a thinker, not a consumer. The first thing you give is a piece of your mind.

## 02 THE THOUGHT FINGERPRINT

As you write, the AI builds a private model of your reasoning style. Systems thinker? First-principles? Contrarian? Nuanced? The Fingerprint is yours alone. You never see a score. The magic stays invisible.

## 03 THREE MATCHES A WEEK

Signal surfaces 3 people per week — compatible thinkers, not clones. You can send one message to start a Thread. Scarcity is intentional. Each connection should feel like it means something.

## 04 SLOW ASYNC THREADS

No typing indicators. No read receipts. No notification every 5 minutes. Threads are unhurried by design. Respond when you have something worth saying. Depth is the only metric that matters here.

# THE PRODUCT SHOULD DISAPPEAR.

## WHAT REMAINS IS YOU.

---

I use Pinterest. But when I post something I found there, people don't say 'nice Pinterest find.' They say 'that's so Nihal.'

Pinterest disappeared. What remained was me.

That's what experience means. Not how smooth the UI is.  
Not how fast it loads. It's when the product stops being the product —  
and starts being an extension of who you are.

A product is what it does. An experience is what it makes people  
feel about themselves. The best products don't show off — they  
step aside and let you shine through them.

Signal's job is to make someone's thinking feel more like theirs.  
The moment a user's Thread partner says 'you see things differently' —  
that's not Signal working. That's Signal disappearing. That's the goal.

# YOU DON'T TEST FOR DELIGHT.

# YOU WATCH FOR DEPTH.

---

Pinterest didn't feel right immediately. It crept up on me.

I kept coming back without knowing why. That slow accumulation is the signal — and you can't engineer it into a single moment.

So during development, I'd stop asking 'did they like it?' and start watching for things users can't fake:

#### **ARE TAKES GETTING LONGER?**

If users are writing more over time — thinking harder, going deeper — the experience is working. Depth of writing is the metric.

#### **ARE THEY BACK WITHOUT A REASON?**

Not because of a notification. Not because of a streak. Just because it felt right to come back. That unexplainable return is the signal.

#### **ARE THEY ASKING FOR THE WRONG THINGS?**

If users start asking for likes, trending tabs, follower counts — we haven't drifted in the product. We've drifted in the experience.

---

Every sprint, one question: does this feature deepen the writing or shortcut it? If it shortcuts it — cut it, regardless of demand.

That's how you protect the experience during development.

---

**THAT STRANGER  
CONVERSATION  
LASTED 40 MIN.**

**I NEVER SAW  
THEM AGAIN.**

**SIGNAL WOULD  
HAVE KEPT US.**

---

I'm not building a social network. I'm building the feeling of that conversation — bottled, repeatable, and available to anyone who's ever felt like the internet wasn't quite built for how they think.

At Philonet, I'd obsess over one question every sprint:  
did we make someone feel less alone in how they see the world?  
If yes — we're building an experience.  
If not — we're just building features.