

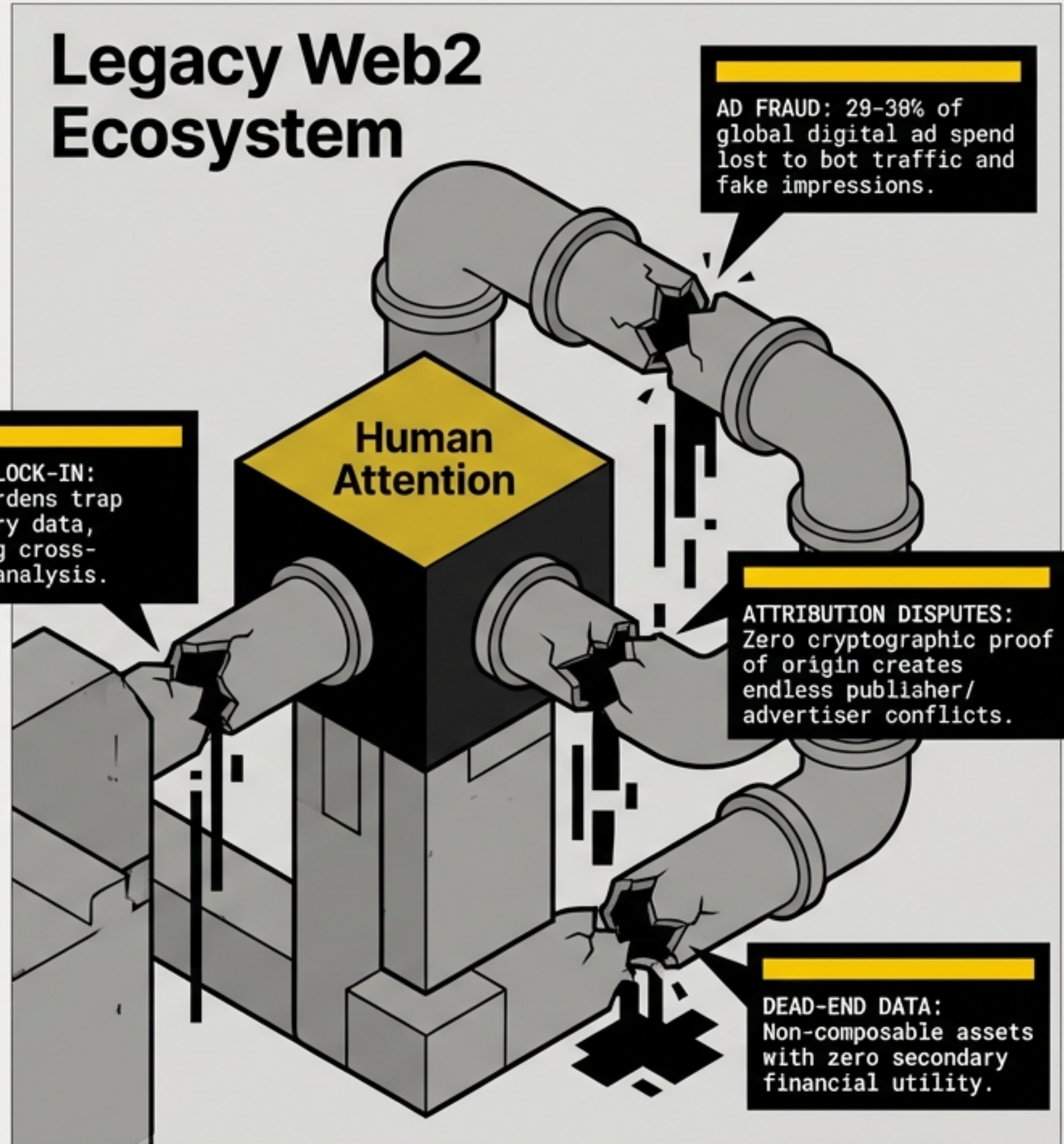
THE NEW SUBSTRATE OF HUMAN ATTENTION.

Why attn.eth is the inevitable, trillion-dollar infrastructure of the Web3 economy.

ATTN PROTOCOL //
STRATEGIC BRIEF v1.0

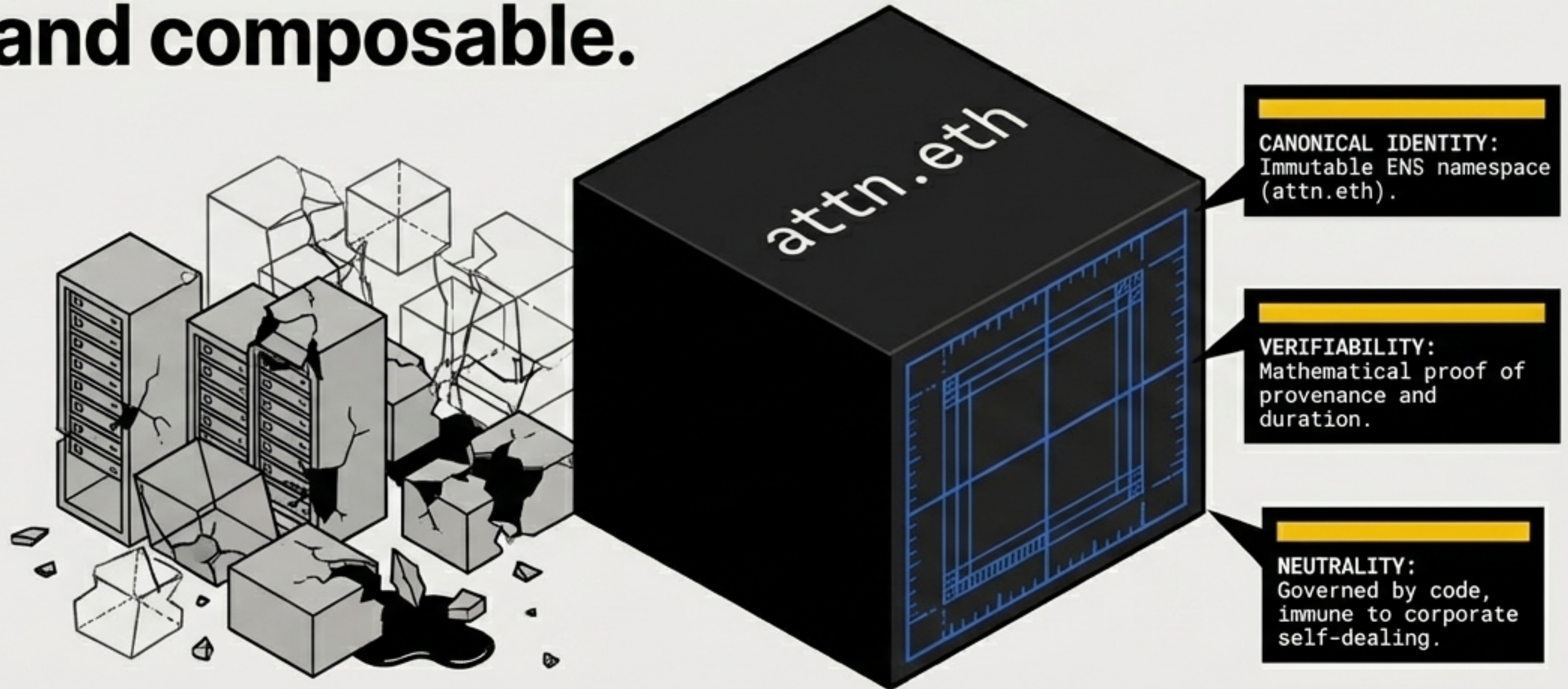
THE COLLAPSING HOUSE OF CARDS.

The legacy attention economy is built on opacity, self-dealing, and profound trust deficits. It cannot be patched; it must be replaced.



ENTER CRYPTOGRAPHIC TRUTH.

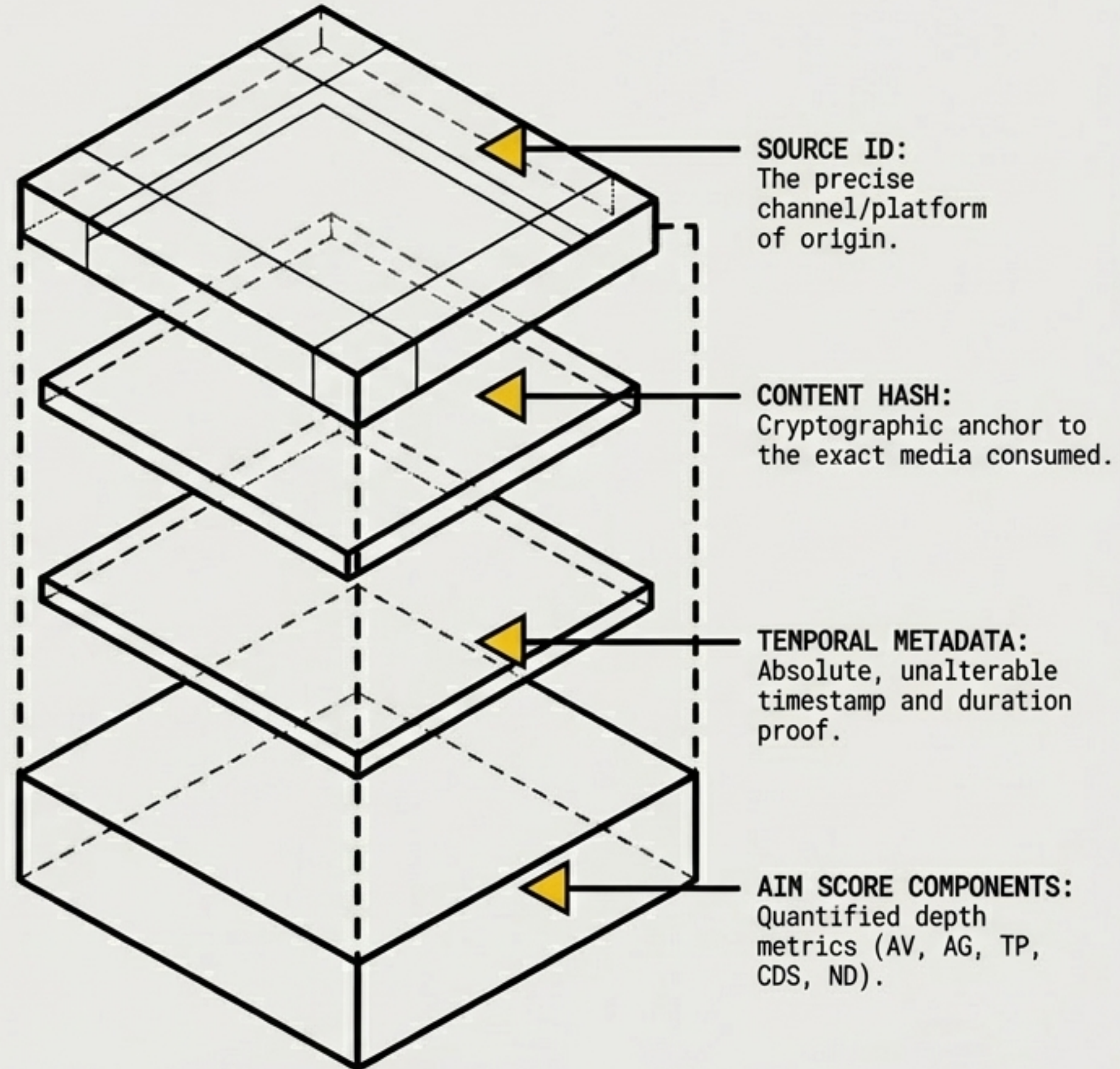
ATTN Protocol deploys the first attention intelligence layer on Ethereum. We are replacing ephemeral, centralized signals with permanent, verifiable, and composable.



ANATOMY OF AN ATTENTION OBJECT.

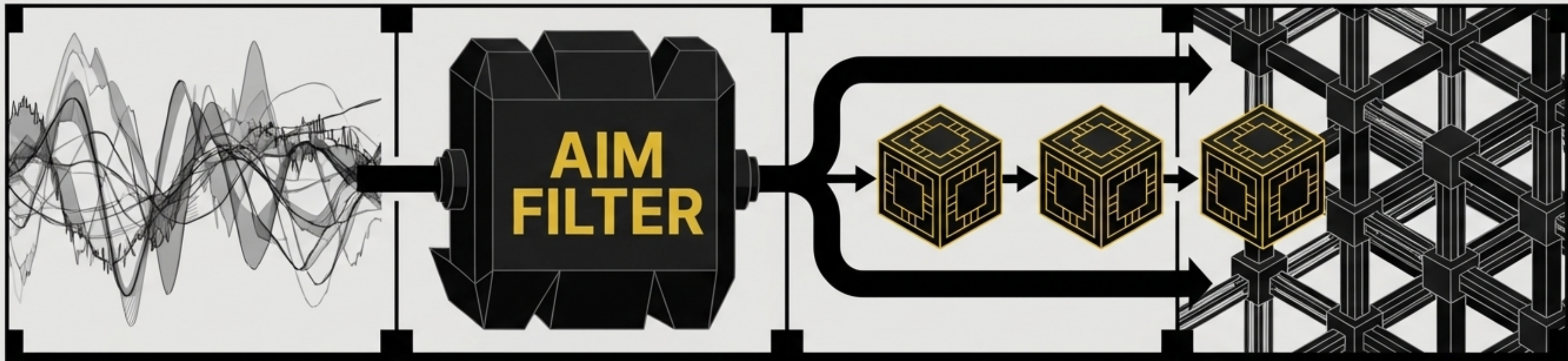
A digital entity capturing the exact parameters of human attention, minted as a permanent sub-name on the Ethereum Name Service.

sig123.attn.eth



THE CANONIZATION FORGE

Transforming raw, ephemeral web signals into permanent, high-value on-chain assets.



1. SIGNAL INGESTION:
Aggregating chaotic cross-platform web traffic (100+ Sources)

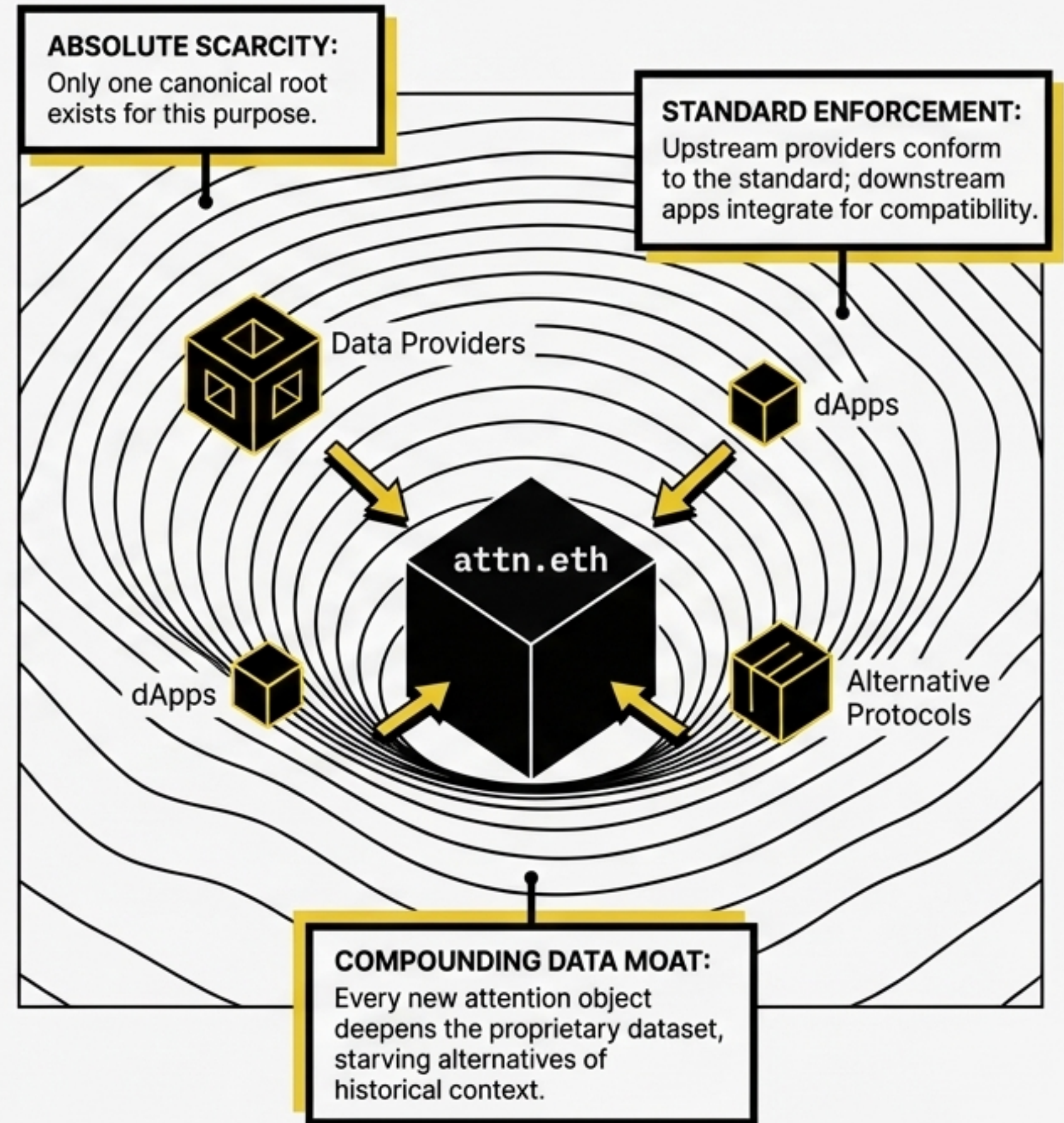
2. AIM VALIDATION:
Cryptographic filtering for fraud, depth, and human authenticity.

3. ENS MINTING:
Recording the validated attention object permanently onto the attn.eth root.

4. INDEX INTEGRATION:
Immediate availability for global query and financialization.

THE FIRST-MOVER GRAVITY WELL.

In namespace ecosystems, first-mover advantage is an insurmountable mathematical barrier. The cost of building an alternative canonical namespace is strictly prohibitive.

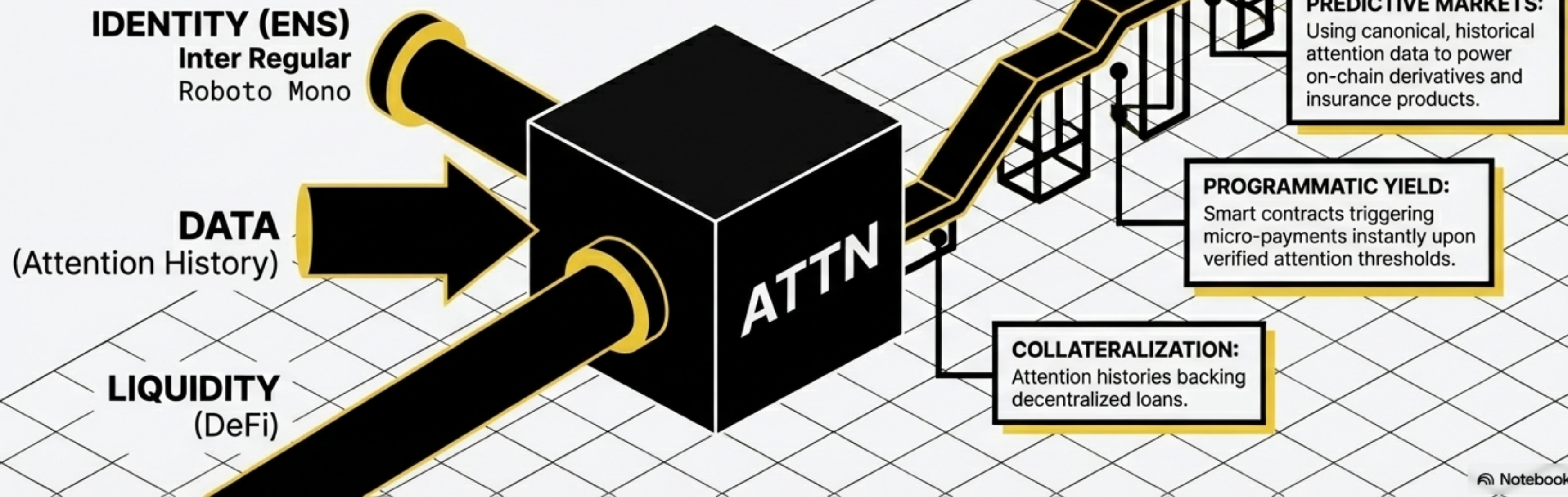


THE INFRASTRUCTURE CLASH

DIMENSION	LEGACY WEB2 OLIGOPOLIES	FRAGMENTED WEB3 ALTS	ATTN PROTOCOL (attn.eth)
Verifiability	[X] Blind trust required	[X] Isolated off-chain proofs	[✓] Cryptographic proof on-chain
Financial Composability	[X] Zero composability	[X] Low composability	[✓] Native DeFi integration
Infrastructure Permanence	[X] Subject to API revocation	[X] High abandonment risk	[✓] Permanent ENS substrate
Conflict of Interest	[X] Severe self-dealing bias	[✓] Neutral	[✓] Trustless code
Cross-Platform Portability	[X] Walled gardens	[X] Fragmented namespaces	[✓] Universal standard

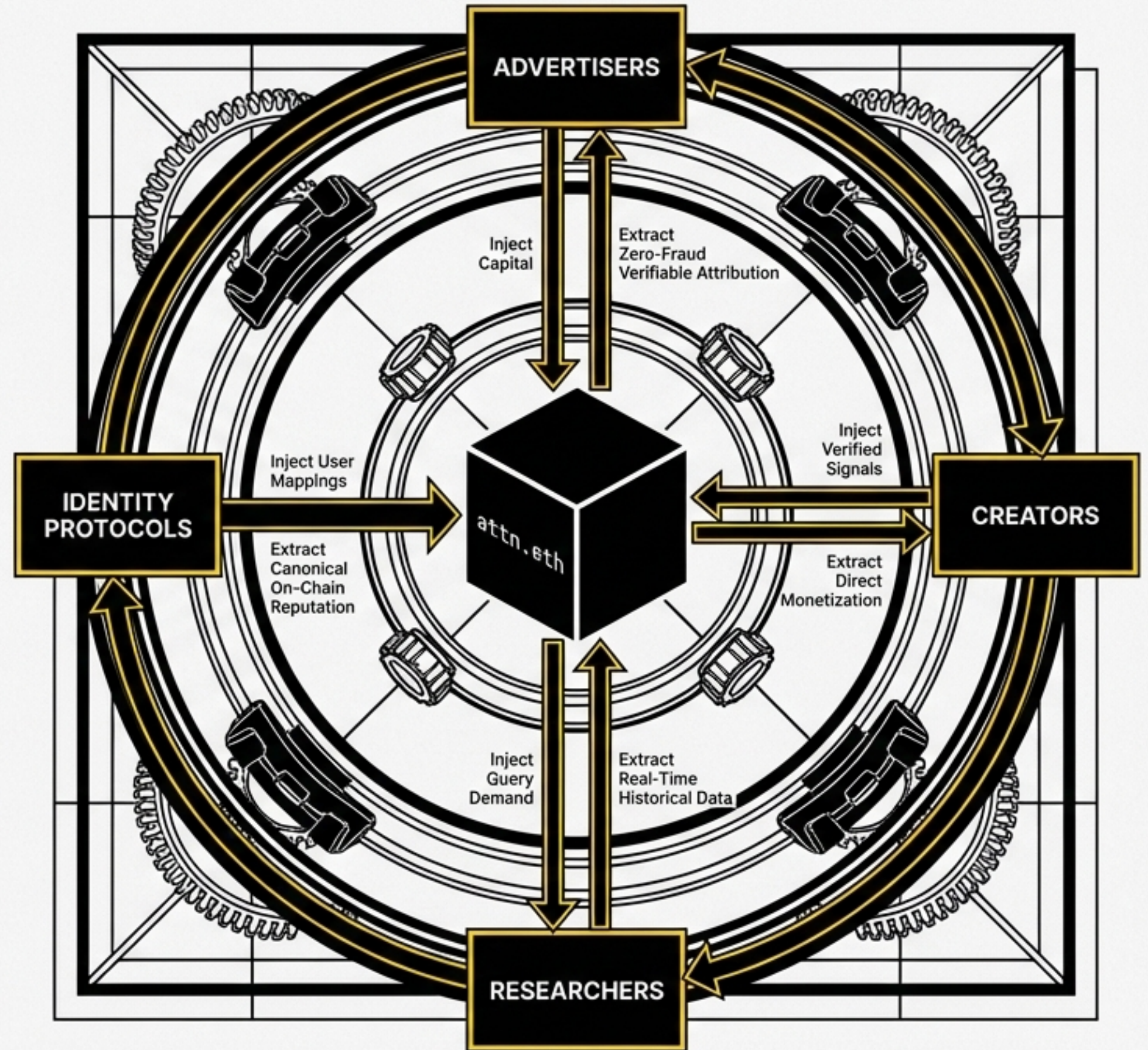
THE DERIVATIVE VALUE ENGINE.

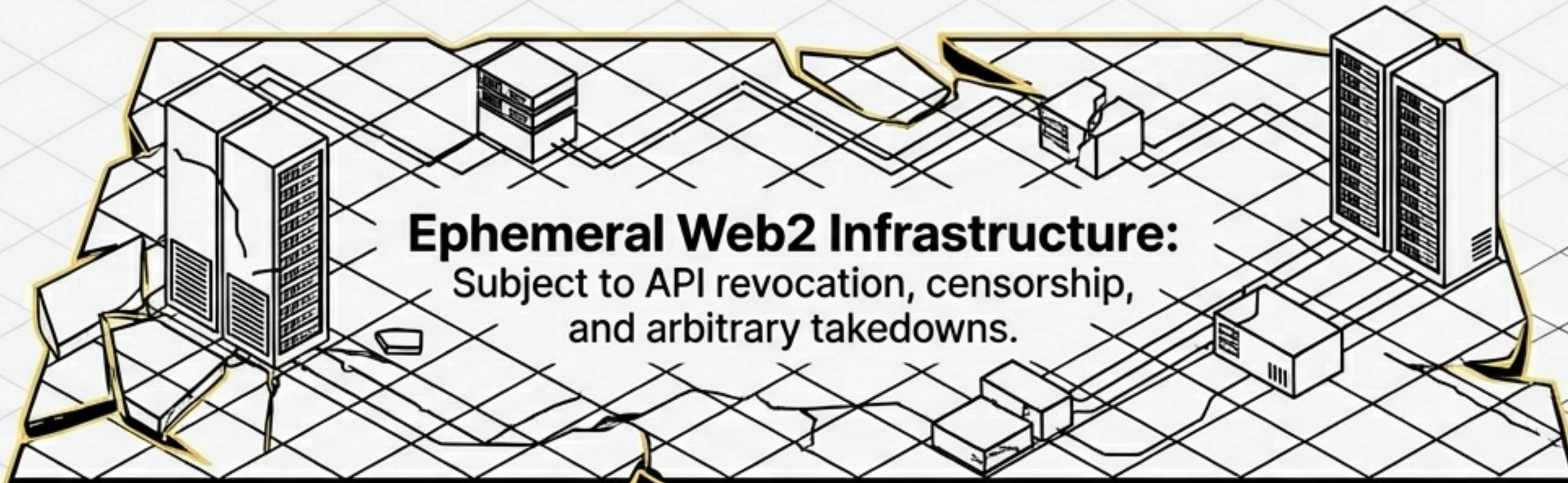
attn.eth is not just a naming convention.
It is the alchemy that transforms human
attention into a globally composable
financial primitive.



THE COMPOUNDING FLYWHEEL.

A unified substrate that aggressively aligns the incentives of the entire digital economy.





Ephemeral Web2 Infrastructure:

Subject to API revocation, censorship,
and arbitrary takedowns.

PERPETUAL DURABILITY.

In an era of arbitrary platform censorship
and API revocations, ENS-based attention
objects provide **absolute guarantees.**

UNDELETABLE:

Once canonized, no government,
corporation, or entity can
alter the attention record.

JURISDICTIONAL IMMUNITY:

Hosted completely natively on
the decentralized Ethereum
blockchain.

BEYOND THE PROTOCOL:

The attention data persists and
remains accessible even if the
ATTN entity ceases operations.

THE REAL ESTATE OF THE MIND IS NOW ON-CHAIN.

The legacy attention economy is dead.
The land grab for the foundational intelligence layer is over.
attn.eth owns the substrate.