Lyra: an open, ethical conversation service

Created by a cognitive psychologist, a software engineer and a philosopher, Lyra aims to provide an open space for constructive conversation - from friendly chats to fierce debates.

Lyra's features

- Tree-based (hierarchical) conversations, allowing discussions to branch and explore parallel directions.
- Minimalist, customisable design that respects your attention span.
- Full control over reading (whose messages you see) and writing (who can read your messages).
- Create groups of people (friends, colleagues, best friends) which are private to you, allowing more control over reading and audiences.

> **Alice Jones**
> alice_123
> I really think dogs are better than cats. What do you think?

> > **Bob Roberts**
> > bob_rob
> > I can't say I agree. Cats are just generally fluffier and I get on with them better.

> > > **Alice Jones**
> > > alice_123
> > > But dogs have helped humanity for millions of years - think of guard dogs, police dogs, husky sledges...

> > **Scout de Lancie**
> > scout_finch
> > Scientists have recently discovered, by looking at 2,000 ancient fossils, that cats have a history of out-competing dogs as they're far better hunters!

> > > **Alice Jones**
> > > alice_123
> > > Is that a good thing? Cats have caused a lot of problems for birds and other small wildlife, especially in places like New Zealand, where the local species weren't prepared at all for the arrival of cats.

Our team

- **Fintan Nagle**, a cognitive scientist at UCL and NCH, leads the project.
- **Mateus Bolson Ruzzarin**, an entrepreneur and philosopher, acts as our international ambassador.
- **Ru Raynor**, an enthusiastic activist, spreads the word.
- **Peter Burgess** is an experienced user interface designer.
- **A. C. Grayling**, Professor of Philosophy at NCH, advises the project.

Our business model

Lyra operates under a nonprofit business model, charging only what we need to cover running costs and pay our engineers (currently £2.99 per year). As such, Lyra has only your interests at heart - constructive conversation and focus - and is completely ad-free. We will never sell your data or buy data on you from external sources.

Lyra's principles

- Conversation and discourse are important.
- The written word is the best way to have efficient, complex conversations on the Web.
- You, rather than an algorithm, should control your online experience.
- An online service does not aim to maximise the amount of time its users spend using it.
- Society needs a useful tool for online conversation - a service which supports discourse consistently and well.
- Advertising is harmful to discourse.
- Profit is not the best motivation.

Lyra's charter

- We will never sell or give away any data concerning you. Not one single bit.
- We will never require you to view advertising.
- You retain copyright over all messages you write on Lyra. An online service does not aim to maximise the amount of time its users spend using it.
- We will provide a stable, permanent platform which will always work more or less as it does now. We will not sell out or give up control of our platform.Advertising is harmful to discourse.
- We will continue to operate as a non-profit; we will never charge you more than is necessary to cover our running costs and pay our engineers.
- We will never discriminate against any group on the basis of race or gender.

Find out more at
www.hellolyra.com/introduction

For info: contact@hellolyra.com