

FOUNDER BRIEF

# RHETORUM

MAKE YOUR CASE.

A free platform for structured public debate.

A concise vision brief for co-founders, builders, educators, investors, creators, and media partners.

FREE PLATFORM

CREATOR MEDIA

STRUCTURED DEBATE

Prepared by Joshua Lake Sexton

rhethorum.com

## WHAT RHETORUM IS

# A social learning platform for debate.

Rhetorum is a free platform where people can watch, host, and participate in structured public debates. It brings an ancient educational practice - argument - into a modern social product built for clarity, discovery, and growth.

It combines live debate rooms, audience voting, argument tracking, creator profiles, clips, communities, and AI-assisted moderation.

**YouTube-style discovery and monetization, but for structured public arguments.**

## WHY IT MATTERS

# The internet has opinions. Rhetorum teaches argument.

- **REASONING BECOMES VISIBLE**

Claims, evidence, responses, turns, and outcomes become easier to follow when they are organized inside a real debate format.

- **CREATORS GET A BETTER STAGE**

Speakers can build reputation through clarity, courage, evidence, and respectful disagreement - not just volume or outrage.

- **DEBATE BECOMES EDUCATIONAL**

Students, creators, clubs, and curious viewers can learn by watching strong examples of persuasion, listening, and response.

- **COMMUNITIES GET BETTER TOOLS**

Schools, civic groups, faith groups, and media communities can host serious conversations without losing structure.

## CORE PRODUCT

# A debate room people can watch, join, and learn from.

**1V1 DEBATES**

Head-to-head debates with timing, turns, rules, camera, and audience participation.

**OPEN ROOMS**

Group discussion spaces for communities, clubs, educators, and creators.

**CHALLENGES**

Users challenge speakers and create public debate events.

**AUDIENCE**

Viewers listen, vote, clip, comment, and follow strong speakers.

**VERDICT**

Arguments can be rated for clarity, evidence, and influence.

**AI MODERATION**

AI assists with format, safety, summaries, prompts, and clarity.

## BUSINESS MODEL

# Free to use. Monetized by attention, tools, and events.

**● ADS**

Contextual ads around topic-based debates and high-interest conversations.

**● CREATORS**

Revenue share, tips, clips, and monetized creator profiles.

**● SPONSORS**

Sponsored debate nights, educational series, civic events, and issue-based programming.

**● INSTITUTIONS**

Paid tools for schools, clubs, media groups, churches, and organizations.

## SCALING PLAN

SEED CLUBS + CREATORS

DEBATES INTO CLIPS

EVENTS + ROOMS

DEBATE DESTINATION

## WHO I AM LOOKING FOR

# A partner to help build a better stage for ideas.

I am Joshua Lake Sexton, a Swiss-American UI/UX and brand designer. I can lead product vision, brand, design, copy, positioning, pitch materials, and early community direction.

I am looking for a co-founder or close early partner who can help turn Rhetorum into a useful, scalable platform for creators, educators, students, and serious online communities.

## IDEAL COLLABORATOR

TECHNICAL BUILDER

PRODUCT OPERATOR

GROWTH / COMMUNITY LEAD

DEBATE OR EDUCATION NETWORKER

AI / VIDEO / SOCIAL PLATFORM EXPERIENCE

CLOSING

The vision is simple:  
make argument useful  
again.

Rhetorum is built around a positive belief:  
disagreement can become educational when the  
format rewards clarity, evidence, courage, and  
respect.

The internet already has endless opinions.

Rhetorum gives people a place where arguments  
become visible, structured, watchable, and  
valuable.

RHETORUM

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[rhetorum.com](http://rhetorum.com)

Joshua Lake Sexton