

- We, Rob Hardy and Dan Hunt, hereby propose turning our homepage into a literal google document (yes, really). Like, we would straight up redirect foster.co to this document.
- All of this website design and development mumbo jumbo is a fucking waste of time and energy. We are writers, goddamnit, and every ounce of energy we spend on bullshit tech stuff is one ounce taken away from better writing.
- We are an always-evolving, emergent superorganic writers collective. You know what would best represent us and our story? Yes, exactly: an always updating alive google document.
- This literally makes no sense for any other company ever, and yet makes exact perfect sense for Foster — the collectively intelligent collaborative writing startup that builds software for Google Docs. I mean, come on.
- It's fucking hilarious to be a VC funded company whose entire website is a google doc. Like, it's a shitpost, but completely earnest and in integrity with who we are and what we're building.
- Because our homepage is always evolving and literally alive, there will always be a reason to come back. Organic shares and traffic will almost certainly skyrocket.
- We can just put the latest news about Foster (an upcoming season, a new coach, etc) right on the homepage, thus maximizing the number of ppl who actually know what the hell we're doing at any given moment. There will never be any doubt about what's alive for us, or where we're channeling our energy.
- The Revision History is going to be fucking insane. You will be able to travel back through time, through every edit, through every experiment, and through every collective decision. We're documenting the birth of a new type of company in real time in a way that would never be possible with any other tool.

- This is the co-written constitution of the new world, and suggested edits are governance. This is the birthplace of our new myths, the cradle of the next civilization.
- Having a google doc that any steward can simply edit in real-time reduces a tremendous amount of coordination and complexity. So, you know, we can focus on transforming writers and such.
- The upshot: we are not only hosting our homepage on a literal google doc, we are at the same time, as a collectively intelligent decentralizing developmental community, writing a book, in the only way ever would. The homepage is also our book.
- Through a simple document, we tell our story with the least amount of surrounding bullshit possible. We aren't obscuring anything with fancy design or technology. One simply reads our words, and then gets involved, or not.
- This is a major pattern interruption. Just by being on Google Docs, we will garner more attention than any yet-another-header-sub-header lookalike app bro landing page. It feels underground, avant garde, like an inside joke that, as a writer, you'll desperately want to be inside.
- Through the Foster extension, contributors and stewards will earn co-ownership in the collective with every contribution made to our Google Doc Constitution. They become co-authors not only of the collective, but of the new world.
- There's literally only one place to ever go to understand wtf is good with Foster. Bookmark that shit and get on with your life.
- This will be extremely fucking fun to fuck around with; we'll laugh and play and jest and be proud to share this with all the homies. It *will* find us the others.
- This google doc can help us spotlight the individual work of our stewards and contributors and writers. Because it's an exciting destination that people will routinely visit, we can use it to drive attention to people who are writing incredible shit.

- This is another decentralizing step forward, as we can gradually open edit permission from stewards to all contributors, and *everyone* knows exactly how to update our homepage in real-time because it's as simple as... a google doc.
- The design and upkeep of a custom website is fucking expensive and annoying and always inevitably grows stale. This is a financially responsible decision! lolz