



Wack.dev

Social media for actual friends. No ads. No reels. No strangers.

A member-supported social network that treats the user as the customer. Invite-only circles, chronological posts, and a BuddyBoss foundation so the product time goes into community design instead of another custom social engine.

PRODUCT PROBLEM

Ad-supported social rewards outrage, not friendship.

SOCIAL MODEL

Invite-only circles. Chronological. No discovery surface.

BUSINESS MODEL

Software, not surveillance. Ads are off the table.

FOUNDATION

WordPress + BuddyBoss on Coolify and DigitalOcean.

Solo product, brand, and engineering · Open beta · August 2026

PROBLEM

The standard fixes leave the incentive structure intact.

Ranked feeds hide friends. Reels fill the gaps. Suggested people arrive from the address book. Engagement maximization is a polite phrase for outrage optimization. Blockchain and AI both leave the same customer inverted: the advertiser pays, the member is inventory.

Charge people a small amount. Then the job is to keep them wanting to come back.

Wack sells software. Profiles, activity, groups, and feeds sit on BuddyBoss so we could spend time on circle design, moderation, and positioning instead of writing yet another social platform from scratch. The CMS layer is boring. The product decisions are not.

01

Customer, not product

Zero ads, ever. No brand posting, no sponsored slots, no trojan-horse recommendations. Future price is a dollar a month. Founding members keep grandfathered pricing.

02

Circle, not audience

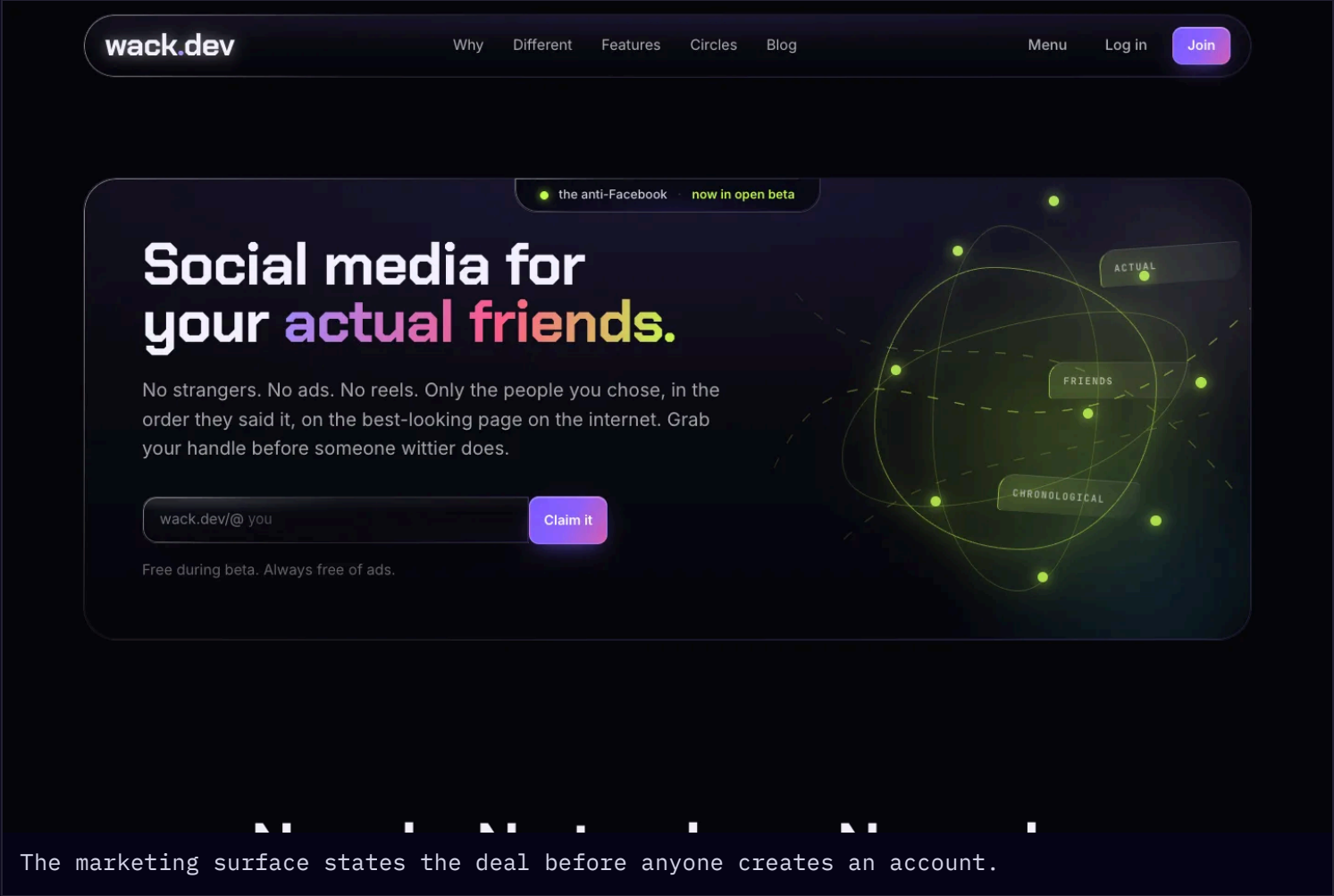
Five close, fifteen good, fifty friends. You grow the room by inviting. There is no suggested-people surface because there is nowhere for strangers to come from.

03

Chronological on purpose

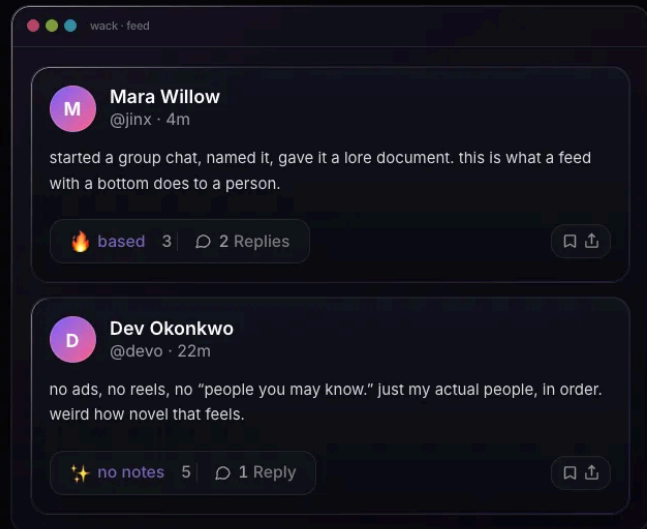
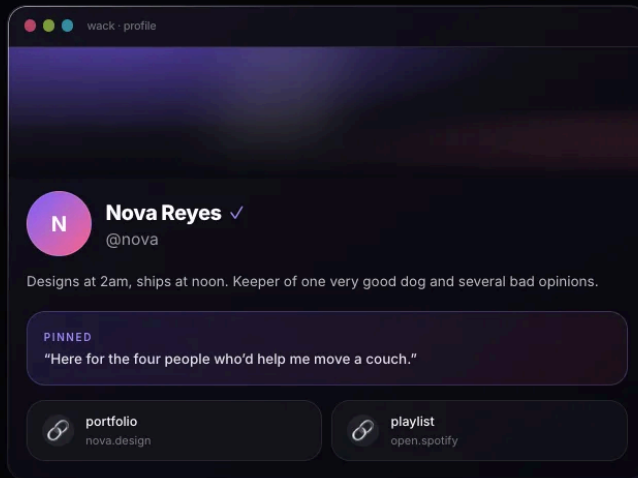
Posts appear in the order they were said. Counts off by default. A feed with a bottom, not a treadmill.

Screens from the shipped work.



Here's the actual thing.

Not a mood board. A profile that feels like a place, a feed that keeps its hands to itself.



A profile that feels like a place, and a feed that keeps its hands to itself.

SYSTEM

A social product on furniture we already trust.

BuddyBoss and WordPress carry profiles, activity streams, groups, and membership. The custom theme carries the dark glass, handle claims, and manifesto. Hosting lives on Coolify over a DigitalOcean droplet so ops stays in one place.

Claim

Public marketing site lets people grab a handle before someone wittier does.

Circle

Invites create the graph. No discovery, no follower counts, no people-you-may-know.

Live

Activity streams and presence stay chronological. Moderation plus automated spam detection hold the line.

Host

Coolify and DigitalOcean run the WordPress stack. Open beta stays free while the community ramps.

OUTCOME

Open beta, handles live

The claim flow is the first product surface. Free during ramp-up. Ads remain a permanent no.

Incentive structure is the feature

If you pay, you are the customer. The platform only has to stay worth coming back to.

Time spent on community, not plumbing

BuddyBoss bought the boring layer. Theme, moderation, and positioning got the hours.

WordPress

BuddyBoss

Custom theme

Coolify

DigitalOcean

The boring fix, taken seriously.

Wack does not promise a new social primitive. It promises a smaller room, in order, with nobody you did not invite.

threesided.com/projects/wack-dev

wack.dev

hello@threesided.com