

Who owns the stack?

Ownership, funding and open-source status for every tool and channel bjrees.com and Klara run on, scored on four axes: ties to tech-bro ogres, whether it actually works, whether it enshittifies, and war and military funding ties. Task #290. 2026-10-18.



The Four Dark Judges, 2000 AD

Ownership, funding, open-source, war-ties and enshittification facts below are sourced and dated. The tech-bro-ogres and doesn't-work-very-well scores are judgement calls on stated evidence, for Ben to overrule. Items marked **[verify]** are ones not yet pinned to a source I trust.

THE PATTERN: IT COLLAPSES INTO A HANDFUL OF BALANCE SHEETS

● Alphabet / Google

Page and Brin, super-voting
Class B

Gmail

Sheets

Search Console

Analytics 4

Tasks

YouTube

Anthropic (14% investor)

● Amazon

~mid-teens % of Anthropic

Anthropic (largest
investor)

● Microsoft

widely held; 27% of OpenAI

GitHub

LinkedIn

OneNote / Graph API

OpenAI (27% investor)



Elon Musk, via SpaceX

Nasdaq: SPCX; ~42% equity,
~79% votes

X (via xAI)

SpaceX (contrast only)



Mark Zuckerberg, via Meta

13% economic, 61% voting

Instagram

Facebook

WhatsApp



TikTok USDS Joint Venture

Oracle/Silver Lake/MGX ~15%
each; ByteDance <20%

TikTok

● Apple Inc

widely held public company

iPhone and consumer
devices



Independent / no mega- cap parent

Tencent holds a minority slice
of two

Vercel

Pinecone

Reddit

Discord

Three Microsoft products sit in the stack: source control, the main distribution channel and a slice of the knowledge base, all on the same balance sheet that owns 27% of the company doing the voice-note transcription. And since February 2026, one Musk-controlled public company owns a social network, a chatbot inside the Pentagon and a spy-satellite constellation. X and SpaceX get

separate cards below because they are separate products with very different track records, under one owner.

SCORES AT A GLANCE

1 is best, 5 is worst, on every axis.

ENTITY	TECH-BRO OGRES	DOESN'T WORK VERY WELL	ENSHITTIFIES	WAR / MILITARY TIES
Anthropic / Claude	1	2	2	3
OpenAI (Whisper only)	3	2	3	4
X (the platform)	5	5	5	5
SpaceX (contrast only, not used)	5	2	2	5
Vercel	2	1	2	1
Google (6 tools)	2	3	5	5
GitHub	1	1	3	5
LinkedIn	1	5	4	5
Microsoft OneNote / Graph API	1	2	4	5
Instagram, Facebook, WhatsApp	5	4	5	4
TikTok	3	3	4	2
Reddit	2	3	4	1
Discord	1	2	2	1
Pinecone	1	1	2	1
Apple (iPhone)	1	2	3	1

ENSHITTIFIES, AT A GLANCE

Score is how strongly each vendor shows Doctorow's pattern: good to users, then squeezes users for business customers, then squeezes everyone for itself.

Google (Gmail, Sheets, GSC, GA4, Tasks, YouTube) 5/5

Court-found search monopoly (Aug 2024) and ad-tech monopoly (Apr 2025); AI Overviews cut clicks to the open web; YouTube ad-blocker crackdown plus repeated Premium price rises.

Instagram, Facebook, WhatsApp (Meta) 5/5 Featured in Doctorow's founding essay (Jan 2023); feed replaced friends with engagement filler and AI slop Zuckerberg says he wants more of; EU fined "pay or consent" €200M (Apr 2025).

X (under Musk) 5/5 Free API killed with seven days' notice, enterprise tier from \$42,000/month (2023); verification sold; links deprioritised (Musk confirmed, Nov 2024); Grok deepfake flood triggers Ofcom probe (Jan 2026).

TikTok 4/5 The case study in Doctorow's original Wired essay; staff "heating" button hand-picks what goes viral (Forbes, Jan 2023); bumpy JV handover with uninstalls up ~2.5x (Jan 2026).

Reddit 4/5 API pricing killed Apollo and other third-party apps despite an 8,000-subreddit blackout (Jun 2023); user posts licensed to Google and OpenAI for AI training.

LinkedIn 4/5 Trained AI on member data by default from 3 Nov 2025, opt-out only; organic reach down sharply since 2023; external links measurably throttled despite denials.

Microsoft OneNote / Graph API (Microsoft 365) 4/5 Copilot bundled into consumer 365 with a 30-45% price rise, cheaper plan hidden until cancellation (ACCC lawsuit, Oct 2025); Copilot app force-installed (Oct 2025); OneNote for Windows 10 throttled then killed.

OpenAI (Whisper only) 3/5 Ads in ChatGPT's free and Go tiers from Feb 2026, after Altman called ads a "last resort" (Harvard talk, May 2024, unsourced here [verify]). Whisper itself unchanged.

GitHub**3/5**

Copilot moved to metered usage billing (Jun 2026) to sustained developer anger; GitHub absorbed into Microsoft's CoreAI group after its CEO left (Aug 2025). Core Git hosting still free and good.

Apple**3/5**

Found in civil contempt and referred for criminal contempt over App Store anti-steering (Apr 2025); EU €500M DMA fine (Apr 2025); DOJ monopolisation suit (Mar 2024). The hardware itself has not got worse.

Anthropic / Claude**2/5**

Consumer chats used for training by default, retention extended to five years unless you opt out (Sep 2025); weekly Claude Code rate limits (Aug 2025). No ads, no feed, no paywalling of old features.

Discord**2/5**

Introduced ads ("Sponsored Quests") in 2024 after years of positioning as ad-free; IPO pressure pending. Still early stage two, not stage three.

SpaceX (contrast only)**2/5**

Starlink "congestion charges" for new customers in busy areas rose from \$100 (2024) to as much as \$1,500 (2026), and Pause Mode quietly changed so unpausing can trigger the surcharge. Surge pricing on rural users with few alternatives, not a full Doctorow arc.

Pinecone**2/5**

Doubled the Standard plan minimum from \$25 to \$50/month (mid-2025). A price rise, not a platform turning on its users.

Vercel**2/5**

April 2024 pricing change sold as a cut but raised bills for some active workloads; recurring surprise-bill complaints. No ad model, Next.js still MIT.

WAR AND MILITARY FUNDING TIES, AT A GLANCE

Grouped by controlling entity, since that is where the contracts sit. War is terrible on every side; this table records vendors' documented defence and wartime work, not a verdict on any conflict.

Alphabet / Google**DEEP**

Project Nimbus, a \$1.2B cloud/AI contract (with Amazon) for the Israeli government, whose services were reported in use during the Gaza war that followed Hamas's 7 October 2023 attack. Part of the Pentagon's \$9B JWCC cloud contract; dropped its no-weapons AI pledge (Feb 2025); Gemini first on GenAI.mil (Dec 2025).

Amazon (via Anthropic stake)**DEEP**

Same Nimbus and JWCC contracts as Google, plus AWS GovCloud for classified US workloads.

Microsoft (GitHub, LinkedIn, OneNote)

DEEP

Azure reported among the clouds used by Israel's military during the Gaza war; same \$9B JWCC contract. Cut one Israeli intelligence unit off some Azure services (Sep 2025) for breaching its terms. The Army IVAS headset contract passed to Anduril (Feb 2025).

X (via xAI, owned by SpaceX)

DEEP

xAI's \$200M DoD contract; Grok on the Pentagon's classified networks from January 2026. Plus the SpaceX row, since SpaceX owns X.

SpaceX (contrast only)

DEEP

\$1.8B NRO Starshield spy-satellite contract, \$2.29B MILNET and \$4.16B Golden Dome Space Force contracts. On 13-14 October 2026, high-speed service was cut to Ukraine's military without warning, disrupting drone operations; Musk said the US government made the call. Who did is disputed. Operational control over a war, not just contract money.

Meta

SIGNIFICANT

Opened Llama to US defence contractors and Five Eyes allies (Nov 2024).

OpenAI

SIGNIFICANT

Dropped its military-use ban (Jan 2024); \$200M Pentagon contract (Jun 2025); Anduril partnership; agreed a classified-network deal on 28 February 2026, hours after Anthropic was blacklisted.

Anthropic

MIXED

\$200M DoD contract (Jul 2025), then refused to drop safeguards on mass surveillance and autonomous weapons and was designated a "supply-chain risk" (Mar 2026). A judge blocked the designation; the Pentagon still applies it.

TikTok USDS JV

DIFFERENT KIND

No defence contracts; the JV exists because of a national-security dispute over Chinese state access.

Vercel, Pinecone, Reddit, Discord, Apple

NONE KNOWN

No documented defence contracts.

PLATFORM DETAIL

Anthropic / Claude (Claude Code)

Writing, coding, the agent loop itself.

Owner: Public Benefit Corporation, founded 2021 by Dario and Daniela Amodei and ex-OpenAI colleagues. Confidentially filed a draft S-1 on 1 June 2026 after a \$65B Series H at ~\$965B post-money. Still private as of 22 October 2026: the target slipped from mid-October to a roadshow as early as the week of 9 November, aiming to price before Thanksgiving (26 November). Prospective investors reportedly see \$1.8-2 trillion as fair value, against Q3 2026 revenue of \$16.8B.

Who funds it: Amazon is the largest outside investor (~mid-teens %, \$8B invested, up to \$25B more committed). Google/Alphabet holds 14%, capped at 15%. Neither has a board seat or voting rights.

Open source: **NO** Model weights closed. Interpretability research published openly, unusual for a frontier lab.

Enshittification evidence: From 28 September 2025, consumer chats and Claude Code sessions used for training by default, retention extended from 30 days to five years, unless the user opts out. Weekly rate limits on Pro and Max from 28 August 2025.

Military ties: \$200M DoD contract (July 2025) via Palantir; refused the February 2026 demand to drop safeguards; designated a supply-chain risk (March 2026), designation enjoined by a federal court, Pentagon still applying it.

TECH-BRO OGRES

 1 / 5

No controlling individual, and nobody at the top is personally objectionable.

ENSHITTIFIES

 2 / 5

Default-on training and tighter caps are real takebacks; no ads, nothing previously free paywalled.

DOESN'T WORK VERY WELL

 2 / 5

Does its job well and runs Klara reliably; the weekly caps are the one functional limit.

WAR / MILITARY TIES

 3 / 5

Took the Pentagon's money, then refused its terms and was punished for it.

Nobody controls Anthropic in the way Musk controls SpaceX, and the PBC structure kept Amazon and Google off the board. As a tool it simply works: the only friction is usage caps. The war score is the interesting one: the money is real, but so is the refusal, and the government's response was to treat an American company the way it treats foreign intelligence services.

OpenAI / ChatGPT (Whisper transcription only)

Voice note transcription, Skynet embeddings.

Owner: OpenAI Foundation (nonprofit, retains control, 26% stake) over OpenAI Group PBC, restructured October 2025. Employees and investors hold the remaining 47%.

Who funds it: Microsoft holds 27%, worth ~\$135B, backing the company since 2019.

Open source: **NO** Flagship models closed (a few smaller open-weight models in 2025 are a minor exception). Whisper's original weights are open (MIT), though Klara calls the hosted API.

Enshittification evidence: Ads announced for ChatGPT's free and \$8/month Go tiers on 16 January 2026; first paid ads shipped 9 February 2026.

Military ties: Dropped military-use ban January 2024; \$200M Pentagon contract June 2025; Anduril partnership; classified-network deployment agreed 28 February 2026.

TECH-BRO OGRES

 3 / 5

Sam Altman: his own board fired him for not being "consistently candid" and he was back within a week, but he holds no controlling vote.

ENSHITTIFIES

 3 / 5

Ads in the answer box is the stage-two move in plain sight; Whisper itself untouched.

DOESN'T WORK VERY WELL

 2 / 5

Whisper transcribes well enough for voice notes, but it is documented to invent sentences nobody said (AP, Oct 2024).

WAR / MILITARY TIES

 4 / 5

Fastest reversal on military use of any lab here, and stepped into the classified deal Anthropic refused, the same day.

The judgement call, stated plainly: Altman is more than corporate chaos but less than Musk or Zuckerberg. The board's stated reason for firing him was about his personal candour, not strategy, which makes it personal; but he cannot overrule a board by vote, and his power rests on loyalty, not share structure. Hence 3, not 5. Whisper's hallucination problem is real but bounded here: voice notes get a human preview before classification.

X (the platform)

Not part of the active channel mix (LinkedIn is).

Owner: SpaceX (Nasdaq: SPCX). SpaceX acquired xAI, which already owned X, in an all-stock deal in February 2026 (xAI valued ~\$250B). SpaceX listed on 12 June 2026 in a \$75B IPO. Musk holds ~42% of SpaceX's equity and ~79% of its votes through super-voting shares, per the S-1 as reported. **[some reports cite 85.1% voting; figure differs by filing date]** Musk bought Twitter for \$44B in October 2022.

Who funds it: SpaceX's balance sheet, now with public shareholders, Musk retaining control. About a fifth of SpaceX's 2025 revenue came from government agencies.

Open source: **PARTIAL** A version of the recommendation algorithm was published in March 2023; live ranking weights withheld.

Enshittification evidence: Free API shut with seven days' notice (February 2023), enterprise access from \$42,000/month; verification sold; Musk confirmed link posts are deprioritised (November 2024); Grok used to mass-produce non-consensual undressed images, Ofcom investigation opened January 2026.

Military ties: xAI's \$200M DoD contract and Grok on the Pentagon's classified networks (January 2026). And X's owner is now a defence contractor: see the SpaceX card for its own contracts and the October 2026 Ukraine episode.

TECH-BRO OGRES

5 / 5

Elon Musk, ~79% of the votes in X's parent, personally running the platform and the chatbot. The clearest case on the map.

ENSHITTIFIES

5 / 5

Every stage of the pattern, compressed into three years and narrated by the owner.

DOESN'T WORK VERY WELL

5 / 5

Mostly bots, not people: one 2024 traffic analysis classed about three-quarters of observed X traffic as fake, and a 2026 browsing study found X and LinkedIn the most flooded with AI spam.

WAR / MILITARY TIES

5 / 5

Grok inside the Pentagon, and a parent company that builds spy satellites and missile defence.

Ben's view is that Musk is the devil himself and anything he touches carries that weight; the facts don't argue. Before February 2026 the defence contracts sat in a sister company; now X's owner is the defence contractor. The "doesn't work very well" 5 is about X the platform only: it is mostly noise, and the man who promised to fix the bots presides over more of them. It says nothing about SpaceX's engineering, which gets its own card.

SpaceX (included for contrast, not part of the stack)

Launch, Starlink broadband, Starshield military satellites. Nothing in Klara or bjrees.com uses any SpaceX service.

Why it's here at all: under this map's own rule (every tool Klara and bjrees.com run on), SpaceX doesn't qualify. It's included on purpose, to show that the axes are independent: same controlling person as X, same war money, and a product record that is close to the opposite of X's.

Owner: SpaceX, public (Nasdaq: SPCX) since 12 June 2026, \$75B IPO, the largest on record. Musk ~42% equity, ~79% of votes per the S-1. Owns xAI and X outright since February 2026.

Who funds it: Launch contracts, Starlink subscriptions and government work; government agencies were about a fifth of 2025 revenue.

Open source: **NO**

Enshittification evidence: Starlink "congestion charges" for new activations in busy areas rose from \$100 (2024) to \$750 in Pacific Northwest cities by June 2025 and as high as \$1,500 in parts of Alaska (2026); Pause Mode quietly changed so unpausing in a congested area can trigger the surcharge. No ads, no feed, no data-training controversy found.

Military ties: \$1.8B NRO contract (2021) for Starshield spy satellites; \$2.29B Space Force MILNET; \$4.16B Space Force Golden Dome missile-defence contract (2026), more than \$8B in Golden Dome awards reported by August 2026.

Starlink vs Starshield, and why the difference matters now: Starlink is the commercial broadband service (~11,000 satellites launched since 2019), and SpaceX's own terms bar offensive military use. Starshield is a separate business unit selling military and intelligence systems with stronger encryption and offensive uses permitted (such as sensors on drones); its communications run over the same Starlink satellites. On 13-14 October 2026, Ukraine's military reported that service to terminals moving faster than 100mph was cut without warning. That disrupted mid-range drone strikes, whose guidance depends on the link, and air defence against Shahed drones, which fly at close to 200mph, so interceptors could no longer chase them. Reports differ on whether Starlink or the Starshield package was restricted. Musk said "Starshield systems are owned and controlled by the US government. Any limits on speed or usage are decided by the US military and ultimately POTUS." Zelenskyy called it a betrayal by Trump and said people would die as a result; the Trump administration had separately been pressing Ukraine to limit strikes on Russian energy targets. Who actually made the call is disputed. It isn't the first time: Walter Isaacson's 2023 biography reported Musk refusing to enable Starlink coverage for a Ukrainian strike near Crimea in 2022.

TECH-BRO OGRES

 5 / 5

Same man, same super-voting shares as X.

DOESN'T WORK VERY WELL

 2 / 5

Falcon 9 is the most reliable rocket in service: 165 orbital launches in 2025, boosters reflown up to 32 times, 589 of 602 landings successful (97.8%) by March 2026. Not 1, because Starship broke apart on three consecutive test flights in 2025 (January, March, May) and a ship exploded on a test stand in June 2025.

ENSHITTIFIES

 2 / 5

Congestion surcharges on rural customers with few alternatives are a real squeeze from a near-monopoly; but there's no ad model, no feed and no clawback of users' own content. A pricing story, not the full arc.

WAR / MILITARY TIES

 5 / 5

Spy satellites, missile defence, and a switch over a live war's drone links that nobody will say who flipped.

The rockets are a real engineering achievement: no one else lands and re-flies orbital boosters at this cadence, and that shouldn't get lost in X's noise. The same company is also the clearest case on the map that military exposure isn't just contract money. Whoever ordered the October 2026 restriction, a network built and run by a private company was throttled overnight in a way that changed what one side of a war could do with its drones, and the man who controls that company said it wasn't his call.

Vercel

Hosts bjrees-website (Next.js).

Owner: Private company founded 2015 by Guillermo Rauch (as ZEIT). Founder retains the largest individual stake; institutional investors control an estimated 60%+.

Who funds it: Accel, CRV, GIC and others; \$9.3B valuation after a \$300M Series F in September 2025. No mega-cap parent. **[one low-quality source claims an S-1 was filed in May 2026; not confirmed by a credible outlet, so not in the fact line]**

Open source: **PARTIAL** Next.js is MIT-licensed; the hosting platform is proprietary.

Enshittification evidence: April 2024 pricing change, presented as a cut, raised bills for some active workloads; recurring surprise-bill complaints.

Military ties: None known.

TECH-BRO OGRES

 2 / 5

Founder-led, and the founder, Guillermo Rauch, posed smiling with Netanyahu in September 2025, triggering a #BoycottVercel campaign. Real control, one bad public act, not a pattern.

DOESN'T WORK VERY WELL

 1 / 5

Serves the site fast and reliably; no complaints from this stack.

ENSHITTIFIES

 2 / 5

Ordinary SaaS billing friction, not a platform turning on its users.

WAR / MILITARY TIES

 1 / 5

None known.

The one founder-controlled company outside the mega-caps where the founder has made himself a political figure. The product works and does what it says.

Google (Gmail, Sheets, Search Console, Analytics 4, Tasks, YouTube)

Email, the task queue, search and traffic data, YouTube ads.

Owner: Alphabet Inc, public company. Larry Page and Sergey Brin retain super-voting control via Class B shares.

Who funds it: Advertising. Alphabet is also a 14% shareholder in Anthropic.

Open source: **NO** for all six products.

Enshittification evidence: Illegal search monopolist (Judge Mehta, 5 August 2024) and illegal ad-tech monopolist (Judge Brinkema, 17 April 2025); AI Overviews linked to steep falls in click-through to publishers; YouTube ad-blocker crackdown and Premium at \$15.99/month in the US (June 2026); Workspace prices raised with Gemini bundled (January 2025).

Military ties: Project Nimbus (Israeli government cloud contract, services reported in use during the Gaza war); JWCC; dropped its no-weapons AI pledge (February 2025); Gemini first on GenAI.mil (December 2025).

TECH-BRO OGRES

 2 / 5

Page and Brin hold the votes but are reclusive and not personally controversial in the Musk sense; latent power, rarely exercised in public.

DOESN'T WORK VERY WELL

 3 / 5

Gmail and Sheets work fine; Search is visibly worse (spam, ads, AI answers), and YouTube is filling with AI slop.

ENSHITTIFIES

 5 / 5

Two federal monopoly findings in nine months, and a search product that keeps the click for itself.

WAR / MILITARY TIES

 5 / 5

Cloud services reported in wartime military use, Pentagon cloud work, and the AI-weapons pledge quietly deleted.

Google scores low on ogres: the voting control is real, but the people holding it aren't the problem. The problems are what the company does, which is why it maxes out on the two evidence axes. The productivity tools are fine; the public-facing products are the ones decaying.

GitHub

Source control for Klara, Skynet, bjrees-website.

Owner: Microsoft, acquired 2018 for \$7.5B.

Who funds it: Microsoft's balance sheet.

Open source: **NO** Platform proprietary; Git itself is GPL.

Enshittification evidence: CEO Thomas Dohmke stepped down in August 2025 and GitHub was folded into Microsoft's CoreAI group [verify exact date and wording]; Copilot moved to metered token billing on 1 June 2026, with sustained complaints into August 2026.

Military ties: Via parent: Azure's reported use by Israel's military during the Gaza war, JWCC; Azure remains preferred cloud for the IVAS programme now run by Anduril.

TECH-BRO OGRES

 1 / 5

Satya Nadella is a hired CEO, not a founder, with no personal controversy; nobody controls Microsoft.

DOESN'T WORK VERY WELL

 1 / 5

Does the job reliably for this stack.

ENSHITTIFIES

 3 / 5

Turning an independent developer home into a Copilot sales channel; free hosting unchanged.

WAR / MILITARY TIES

 5 / 5

Via parent.

Plumbing that works, owned by a company with no ogre at the top and a great deal of defence business underneath. The Microsoft cluster is the clearest example on the map of the ogre and war axes pointing in opposite directions.

LinkedIn

The one platform a bjrees post actually goes out on each week.

Owner: Microsoft, acquired 2016 for \$26.2B.

Who funds it: Microsoft's balance sheet; LinkedIn's own revenue is premium subscriptions, recruiter licences and ads.

Open source: **NO**

Enshittification evidence: Member data used to train AI by default from 3 November 2025, opt-out only; organic reach down roughly 40-60% from 2023 peak per industry analyses; link posts underperformed in 34 of 37 months in a 900,000-post study despite denials.

Military ties: Via parent, as GitHub.

TECH-BRO OGRES

 1 / 5

Same parent and same answer as GitHub.

DOESN'T WORK VERY WELL

 5 / 5

Nearly all spam: a July 2026 study found 41% of long-form LinkedIn posts entirely AI-generated, and LinkedIn alone produced 62% of all the AI content detected across platforms.

ENSHITTIFIES

 4 / 5

Reach shrinks, links get throttled, your own posts became training data by default.

WAR / MILITARY TIES

 5 / 5

Via parent.

The main distribution channel is the worst feed on the map for signal, which is the real problem with LinkedIn. No ogre: the discomfort is entirely what the platform has become, not who runs it.

Microsoft OneNote / Graph API

Skynet knowledge-base ingestion: personal hotmail account only, via Microsoft Graph, ~1,400 chunks from ~800 pages across 15 notebooks.

Owner: Microsoft (part of Microsoft 365). Same owner and governance as GitHub and LinkedIn.

Who funds it: Microsoft's balance sheet; consumer revenue via Microsoft 365 Personal/Family. OneNote itself is free on a personal account.

Open source: **NO** The Graph API is documented and free to call with a personal account; the service and format are proprietary.

Enshittification evidence: Copilot bundled into Microsoft 365 Personal/Family with a US price rise from \$70 to \$100/year (January 2025); Australia's ACCC sued (October 2025) alleging ~2.7 million subscribers were misled by hiding the cheaper Copilot-free plan until cancellation (Personal +45%, Family +29%); Copilot app force-installed from October 2025; OneNote for Windows 10 sync slowed from June 2025, read-only from 14 October 2025; app-only authentication for OneNote Graph APIs retired 31 March 2025.

Military ties: Via parent, as GitHub and LinkedIn.

TECH-BRO OGRES

 1 / 5

Microsoft: no controlling individual, hired CEO.

DOESN'T WORK VERY WELL

 2 / 5

The notes and the API work; the friction is real but modest: access tokens expiring partway through long ingestion runs (October 2026) and two Business-account notebooks stuck at "sync stopped" in OneDrive. The bigger October 2026 failure, pages never registered, was Skynet's own bug, not Microsoft's.

ENSHITTIFIES

 4 / 5

An AI feature nobody asked for, bundled in to justify a price rise, cheaper option hidden behind the cancel button; a regulator called it misleading in court.

WAR / MILITARY TIES

 5 / 5

Via parent, same as GitHub and LinkedIn.

The functional score is deliberately honest about whose fault the breakage was: most of what went wrong with OneNote ingestion was in Skynet's code. Microsoft's contribution is the pricing behaviour and a habit of tightening API access and killing clients by throttling them first. Delegated personal-account access, which Skynet uses, is unaffected so far.

Instagram, Facebook, WhatsApp (Meta)

Advertising channels.

Owner: Meta Platforms, public. Mark Zuckerberg owns 99.8% of Class B shares: 13% of economic ownership, 61% of the votes.

Who funds it: Advertising. Instagram acquired for \$1B (2012), WhatsApp for \$19B (2014).

Open source: **PARTIAL** Llama weights under a permissive but not fully open licence; the apps are closed.

Enshittification evidence: One of the worked examples in Doctorow's January 2023 essay; feeds shifted to recommended and AI-generated content Zuckerberg said in 2025 Meta would expand; EU fined €200M for "pay or consent" (23 April 2025).

Military ties: Reversed its military-use ban November 2024, Llama opened to US defence contractors and Five Eyes allies.

TECH-BRO OGRES

 5 / 5

Mark Zuckerberg alone holds 61% of the votes and cannot be outvoted or removed.

DOESN'T WORK VERY WELL

 4 / 5

Facebook's feed is engagement filler and AI slop; Instagram close behind; WhatsApp still works as messaging, which keeps this off 5.

ENSHITTIFIES

 5 / 5

The company the word was partly invented to describe.

WAR / MILITARY TIES

 4 / 5

Opened its models to defence contractors; no direct war-cloud role.

One man controls three of the largest communications platforms in the world, and his stated plan for the feed is more AI content. The messaging app is the only part still doing what users signed up for.

TikTok

Advertising channel.

Owner: TikTok USDS Joint Venture LLC, from 23 January 2026: Oracle, Silver Lake and MGX ~15% each (~45% combined), other US investors ~35%, ByteDance just under 20%.

Who funds it: Oracle's stake valued at just over \$2B per a March 2026 SEC filing.

Open source: **NO**

Enshittification evidence: Doctorow's January 2023 Wired essay used TikTok as lead case; Forbes (January 2023) reported staff "heating" chosen videos, ~1-2% of daily views; January 2026 JV handover brought algorithm resets, outages and US uninstalls ~2.5x baseline.

Military ties: None directly. Geopolitical, not contractual.

TECH-BRO OGRES

 3 / 5

Larry Ellison, via Oracle's stake and its role as the JV's security partner: a personally polarising billionaire with real influence but no control at ~15%.

DOESN'T WORK VERY WELL

 3 / 5

The feed still does what it's built for, but the JV handover broke things, and the format is algorithmic filler by design.

ENSHITTIFIES

 4 / 5

Heating is the stage-one bait made literal.

WAR / MILITARY TIES

 2 / 5

A national-security dispute, not a defence contract.

Ellison's presence is why this isn't lower; his 15% is why it isn't higher.

Reddit

Advertising channel.

Owner: Public (NYSE: RDDT) since March 2024. Advance Magazine Publishers (Newhouse family, also owns Conde Nast) largest shareholder at roughly 22-23%.

Who funds it: Ad revenue plus data licensing, including AI-training deals with Google and OpenAI (2024). Tencent holds a minority stake.

Open source: **NO**

Enshittification evidence: API pricing killed Apollo and other third-party apps on 30 June 2023 despite an 8,000-subreddit blackout; user content licensed to AI labs (2024); sued Anthropic for scraping (June 2025).

Military ties: None known.

TECH-BRO OGRES

 2 / 5

No controlling individual; CEO Steve Huffman has his own record (he admitted editing users' comments in 2016) but holds no controlling stake.

ENSHITTIFIES

 4 / 5

Shut the apps users chose, then sold what the users wrote.

DOESN'T WORK VERY WELL

 3 / 5

Still among the more human places online, but being a top source for AI answers has made it a target for marketing and bot-seeded posts **[verify: no single authoritative study found]**.

WAR / MILITARY TIES

 1 / 5

None known.

Boring ownership, real extraction, and a signal-to-noise problem that grows the more AI search relies on it.

Discord

Advertising channel.

Owner: Private. Co-founder Jason Citron stepped down as CEO in April 2025 (now on the board); Humam Sakhnini, former Activision Blizzard vice chairman, is CEO; co-founder Stanislav Vishnevskiy remains CTO. Backers include Tencent, Sony, Greylock, Benchmark, Fidelity.

Who funds it: \$1.1B raised; ~\$15B valuation (2021), secondary marks nearer \$8.5B (July 2026). Confidentially filed for a US IPO on 6 January 2026; no public S-1 or date as of mid-2026. **[verify current IPO status]**

Open source: **NO**

Enshittification evidence: Ads launched as "Sponsored Quests" on 2 April 2024, after years of ad-free positioning; age-verification rollout reportedly postponed after backlash and a vendor ID-image breach.

Military ties: None known.

TECH-BRO OGRES

 1 / 5

No controlling individual, nobody personally objectionable.

ENSHITTIFIES

 2 / 5

Start of stage two, not stage three.

DOESN'T WORK VERY WELL

 2 / 5

Moderated servers keep signal high; scam DMs and spam bots are the known exception.

WAR / MILITARY TIES

 1 / 5

None known.

A professional CEO and an IPO is the classic setup for the next stage. Not there yet.

Pinecone

Vector database behind Skynet.

Owner: Private, VC-funded (Andreessen Horowitz, ICONIQ Growth, Menlo Ventures). Founder Edo Liberty moved to Chief Scientist; Ash Ashutosh became CEO in September 2025.

Who funds it: Last known valuation \$750M (Series B, 2023). Reported to be exploring a sale (Oracle, IBM, MongoDB floated); no deal announced.

Open source: **NO** Open alternatives exist (pgvector, Qdrant, Weaviate).

Enshittification evidence: Standard plan moved to a \$50/month minimum, double the previous \$25 (mid-2025).

Military ties: None known.

TECH-BRO OGRES

 1 / 5

Nobody controls it, nobody objectionable.

DOESN'T WORK VERY WELL

 1 / 5

Retrieval works; the risk is continuity, not quality.

ENSHITTIFIES

 2 / 5

A doubled minimum, plainly stated.

WAR / MILITARY TIES

 1 / 5

None known.

Ideologically weightless and functionally fine. If a sale ends in depreciation, Skynet moves to pgvector.

Apple

iPhone and Apple's consumer tech: the devices used every day.

Owner: Apple Inc, public, widely held. No controlling founder or super-voting class; CEO Tim Cook.

Who funds it: Hardware sales and services revenue, including the 15-30% App Store commission and Google's payments to be Safari's default search engine.

Open source: **PARTIAL** iOS, macOS and the hardware are closed; Darwin, WebKit and Swift are open.

Enshittification evidence: DOJ monopolisation suit (21 March 2024); civil contempt and criminal referral over App Store anti-steering (30 April 2025); EU €500M DMA fine (23 April 2025). On devices: parts pairing, steep storage-upgrade pricing and long resistance to independent repair.

Military ties: None known.

TECH-BRO OGRES

 1 / 5

Tim Cook is a hired CEO, not personally controversial; nobody controls Apple.

ENSHITTIFIES

 3 / 5

The App Store is a toll booth on developers, confirmed by two courts and a regulator; the iPhone itself is still good.

DOESN'T WORK VERY WELL

 2 / 5

The iPhone is reliable, low-noise daily tech with no feed to rot. Not 1, because Apple had to delay its personalised Siri and pull the ads for it (March 2025): the AI layer has lagged what was promised.

WAR / MILITARY TIES

 1 / 5

None known.

Apple's extraction lands mainly on developers and, through them, on what apps cost; as a daily device the iPhone still does what it says. The squeeze is real, but it sits behind the screen rather than on it.

THE FOUR AXES MEASURE GENUINELY DIFFERENT THINGS

- **TIES TO TECH-BRO OGRES:** does a personally objectionable individual actually control this? Voting power is evidence of how much, not the test.
- **DOESN'T WORK VERY WELL:** signal-to-noise and functional quality today, as anyone using it would find it. For tools: does it reliably do its job?
- **ENSHITTIFIES:** what the company has done to users and customers over time, on the record.
- **WAR / MILITARY FUNDING TIES:** documented defence and war-related contracts, at the level of the controlling entity.

They decouple, which is why there are four:

- **SpaceX vs X: same owner, same ogre score (5), same war score (5), opposite product quality.** X scores 5 on doesn't work very well; SpaceX scores 2, on the strength of the most reliable rocket flying. Neither scale nor ownership predicts whether a product works. If the map had one score per owner, either the rockets would be smeared with X's bots or X would be flattered by the rockets. This is the reason SpaceX is on the map at all.
- **Anthropic: ogres 1, enshittifies 2, war 3.** The best-governed, least extractive AI vendor here still took \$200M from the Pentagon. It then refused to drop its safeguards and was blacklisted, which is why it's 3 and not 4. Nothing about that story belongs on the enshittification axis; without a war axis it would disappear.
- **Microsoft cluster: ogres 1, war 5.** No ogre anywhere near the top, and one of the deepest defence footprints on the map. Who runs a company and what it sells to the military are separate questions.
- **Google: ogres 2, enshittifies 5.** Founder voting control held by people nobody finds personally objectionable, yet the most legally established extraction record here.
- **LinkedIn: ogres 1, doesn't work very well 5.** No villain, just a feed that is mostly AI-written filler. A platform can rot without anyone objectionable at the helm.

- **Reddit: war 1, enshittifies 4.** No defence contracts at all, and still killed its third-party apps and sold its users' writing.
- **X: 5, 5, 5, 5.** The only entity that maxes every axis (its parent doesn't, see above). When one objectionable person controls the votes, the other axes tend to follow, because nobody can say no. The Microsoft cluster shows that correlation isn't a rule.

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