

# The Aura Project Launches Aura.fi: A Browser Extension and Platform Providing Users with AI Equity

### FOR IMMEDIATE RELEASE###

The AI industry is on the verge of creating an AI wealth transfer. It is training their proprietary AI models using your data and then replacing your job with their technology. Project Aura's goal is to change that through their digital first worldwide launch of a community-based Chrome browser extension and platform created for training AI models.

Aura.fi gives users an equity stake in the development and proliferation of its Large Action Model (LAM). What differentiates Project Aura's LAM from an LLM (large language model) is that a LAM can be trained to take actions beyond just speech and text - think button clicks, scrolling, and file execution.

The project's waitlist for access is currently at 25,000 - plus members and growing. The founding team and advisors have led AI projects with a combined market value of over \$30 billion.

The new platform is creating a socioeconomic hedge against the engineered collapse of the global labor market from Big Tech's AI monopoly. Aura.fi will let workers own the proverbial 'robots' instead of being replaced by them.

The browser extension extracts user data to passively train the project's LAM. In exchange for contributing to the training of the LAM, Project Aura issues \$AURA tokens to end users providing them with a governing and equity stake in the model. \$AURA token holders will form a DAO that governs the project and become stakeholders in the LAM they create receiving profits from it.

AI safety expert, [Dr. Roman Yampolskiy](#) has stated the AI industry will reach [Artificial General Intelligence \(AGI\)](#) by 2027, potentially leading to the end of [99% of most jobs](#).

The Aura.fi team and many industry experts anticipate a massive concentration of capital among AI giants such as Google, Tesla, Amazon, Microsoft, and IBM. Investment bank Morgan Stanley [estimates](#) the shift in capital from wage earners to the AI companies will add \$13 - \$16 Trillion in market capitalization to the S&P 500.

Project Aura's aim with the release is to democratize AI development by offering another option to the current AI industry's raison d'être of extractive big tech AI models.

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Aura.fi is an equitable crypto-native, Web3 framework for the AI era addressing the public's anxiety over AI automation and the centralization of economic power of the AI industry's monopoly. The [data labor thesis](#) informed its design.

The main tenet of the thesis is simple: data is labor, and users should be paid for it. Aura.fi's launch is a measurable experiment in building equitable frameworks that let users become stakeholders in the AI models they help create.

The vision behind this measurable experiment is best surmised by Project Aura's CEO, Alex Rivera:

*The current AI paradigm is one-sided: it learns from humanity's collective digital labor but concentrates on the value in private hands. [Project Aura] rewrites this contract. We are building an AI that is not only trained by the people but is also owned by the people. Our mission is to transform AI from a passive force that happens to you into an active tool you can participate in and profit from.*

This vision underpins every aspect of the Aura.fi platform.

[Vitalik Buterin](#), one of the founders of Ethereum, has written extensively about the dangers of top-heavy [centralization](#) in technology. Centralized systems struggle with fault tolerance, system coercion, and—most importantly—collusion. Buterin defines collusion as “coordination we don't like.”

What most people don't like is the coordination that benefits a select few and harms them. And this is the ‘coordination’ problem Aura.fi is designed to solve.

The Aura.fi release will be on January 28, 2026, when the team's priority waitlist members will begin to have access to the Chrome browser extension and the Aura.fi platform. Waitlist members will receive a unique referral code granting them access to Aura.fi with incentives for them to share the code with their communities. The expected result will be for the platform to garner a viral exponential adoption curve.

There will be passive and active earning opportunities. Users will be able to install the browser extension providing data to the LAM to train on and earn \$AURA tokens during their everyday computer-use.

To receive higher rewards for their active contributions, users can sign up for more targeted, micro tasks. This might include tasks like users allowing data to be captured during specific subject-matter expert dialogue. Users will be able to manage the app and platform through the Aura.fi privacy-first, platform dashboard, affording users complete control over their data.

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An added component to the platform's ecosystem will be the release of an expert workflow marketplace. Here, users with specialized skills can publish their own AI-powered workflows; recorded sequences of actions that automate specific tasks, from financial reporting to CRM management. These workflows become available for other users or businesses to license and run.

Each time a workflow is executed, it generates new, structured data that trains the LAM on specialized tasks, and the original creator earns a 33% revenue share from the \$AURA tokens consumed. This transforms expertise into a scalable, passive income stream while continuously improving the model's capabilities.

### About Project Aura

Project Aura is developing the pioneering decentralized, community-owned Large Action Model (LAM). Unlike conventional language models that only generate text, its LAM is an AI capable of executing real digital actions—it can navigate interfaces, click buttons, and operate software autonomously. Built with a privacy-first architecture, [Project Aura] is collectively trained by its global user base, who are rewarded with governance and economic rights via the native \$AURA token. We are challenging Big Tech's monopoly on intelligent automation, ensuring the future of AI is controlled and owned by those who contribute to its growth.

### Next Steps

For early access to the platform and browser extension, go to the website and sign up to the priority waitlist. On the day of the release download the extension. Once installed and running, start earning \$AURA. Users can do so passively, sign up to be assigned and complete specific microtasks, or purchase workflows on the marketplace and use them to receive a 33% share from the revenue you create from using the workflows.

**Launch Date:** January 28, 2026

**Website:** [www.Aura.fi](http://www.Aura.fi)

**Chrome Browser Extension Download:** [www.Aura.fi/extension/downloads](http://www.Aura.fi/extension/downloads)

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