

Whitepaper: With this real-digital network everyone benefits from digitalization



Table of contents

How can we make the opportunities of digital networking available to everyone?	2
What is doitll?	3
Who benefits from doitll?	4
Free of charge and transparent	5
What happens with my data?	5
Change of thinking for a better world:	6
Help us to help you to help the world	6
Become part of something big, join doitll!	6



How can we make the opportunities of digital networking available to everyone?

Most people live two lives: one in the real world, and one in the digital world. Trends show that our digital life takes up more and more space. Suffering from this trend are primarily small stores that cannot keep up with offers from international commercial groups. At the same time, our co-existence is also getting more and more anonymous: Some people spend more time maintaining their digital profiles in social media than have real face-to-face conversations. What happens with the data on the Internet is not within the users' control.

This is where doitll comes in. doitll: an app with numerous areas of application. A network that allows users to explore their surroundings, that strengthens the community and local economy while at the same time handling user data in a transparent and sensitive manner — a social network, search engine, and trading platform all in one. doitll operates independently of the influence of large investors and strives for more than just securing the highest possible profit margins. doitll wants to connect people – locally and globally.

Our vision: Creating a real-digital world that benefits everyone, and all can be actively involved in shaping that world.

Do we really need another social network?

Facebook, Instagram, TripAdvisor – and now doitll too? Why should users and companies register with and interact on yet another network?

Despite all of the possibilities of digital networking that we have today, it has long been evident that social networks are not living up to their claim. A study conducted by the University of Pittsburgh revealed that subscribers who spend more than two hours per day on the established social media frequently feel more socially isolated and lonely. We have more and more digital friends but no longer contact with our neighbors. And yet, digital networks actually have the potential to generate added value for all users. This is where doitll comes into play.



What is doitll?

doitll stands for “do it local and limitless.” The network that will be available as an app and website combines what users have only been able to find on several different platforms so far. Thus, their time and attention does not have to be divided between different channels. doitll merges a social network, search engine, navigation tool and a trading platform. This way, doitll creates a real-digital world that everyone can actively help shape for the benefit of all. Therefore, doitll is not just a social network but a **real-digital network**.

But how does it work?

doitll's objective is to make networking, sharing, and offering services easier for users. The center point is an interactive digital world map where private individuals, service providers, and companies can mark their location with so-called POINTS and thus present their goods and services. With a magnifying glass or by search term, users can move over the map and explore their surroundings, or perhaps get a first glance of their next vacation destination. The POINTS can represent either private individuals, companies, or offers.

yourpoints

Private profiles
Wanted ads
Classifieds

eventpoints

Events
Flea markets
Concerts

tradepoints

Companies
Retail
Farms

foodpoints

Restaurants,
Cafés & bistros
Fast food

sleeppoints

Hotels
Youth hostels
Hostels

needpoints

Service stations
Doctors
Authorities

nonprofitpoints

Clubs
Cooperatives
Organizations



Behind every POINT is a profile mask which can be customized to any of the POINT types. Every POINT contains a profile picture, title, description, and the option to add photos to a photo gallery. Every user can individually tailor their POINT to represent a craft enterprise, a hotel, or a single retail offer. Depending on the POINT type, there are additional features that can be integrated into the profile, such as ratings, an order function or chat function, pin walls, or the option to reserve or buy products.

Find the best result in your vicinity

It is also possible to browse local offers. Is there a supermarket in my neighborhood that's still open? Which farm stand sells organic carrots? Which stores carry the sneakers I am looking for? And **doitll** also searches through classified ads or finds products for rent if needed.

Who benefits from **doitll?**

Digitalization has produced a lot of advantages for international corporations and tech-savvy companies. At the same time, however, small brick and mortar shops are disappearing from the townscape. And yet it is exactly these retailers that our society needs to ensure a diverse economy and to fulfill the consumers' need for local products. In that, **doitll** will empower companies, particularly on a branch business basis. Therefore, the sectors profiting from **doitll** are virtually limitless: Users can find bookshops, restaurants, or butcher shops as well as shoe stores, service stations, doctors' offices, driving schools, get in contact with these companies via the chat function, and book appointments, order products or rate their favorite restaurant with just a few clicks. Or they can also just get in touch with other users as well.



Free of charge and transparent

To make doitll accessible to as many people as possible, the basic network use is free of charge. Certain premium functions, such as larger offer quantities, will be made available within a transparent cost model. doitll does not take a cut of the sales via the network.

Transparency is doitll's first priority. Users receive search results that are of relevance to them. Therefore, it's not the size of a company, their advertising budget, or a question of premium or base customer, but solely the filter criteria selected by the user.

What happens with my data?

Due to numerous data scandals in the past, many users have lost their trust in established social media. The data trade, lack of transparency and features that allow users to view or delete saved data, has prompted many to withdraw from popular networks. The uncertainty about what happens with their data and how they are handled outweighs the interest to network. doitll understands this conflict and has found a solution. Self-imposed policies demonstrate that digital networks can function without data trade.

- doitll is committed to make user autonomy its first priority.
- doitll will be using data analyses only to improve its own products and service to create added value for its users.
- Users can access, view, and delete their data stored at doitll at any time.
- doitll prioritizes data economy.



Change of thinking for a better world: Help us to help you to help the world

For many people their economic situation is now better than ever before. However, while we seem to be living in a world of abundance, the situation around us is noticeably deteriorating: Environmental pollution, wars, and a capitalist throwaway society are only a few of the issues we are all faced with today. With **doitll** we want to address these challenges and change the world for the better and preserve its beauty! We believe: In order to facilitate change we have to adjust our corporate culture thinking. The main focus needs to shift from maximizing profits to a most beneficial contribution for a better world. Therefore, **doitll** pursues the concept of a social reinvestment: **51 percent** of the profits will go to projects that make our world a better place. Whether these funds are used for water well projects in Africa, support associations that combat child poverty in Germany, or promote technology advancements in third world countries is up to the users.

Help us to help you to help the world

Together we can succeed in making this world a better place. So, please help us to reach as many people as possible with our products and services. Let **doitll** help you find better offers, get to know your surroundings, or present your products to the right target group. Help us by being present on **doitll** and vote in which projects to invest 51 percent of the proceeds. With your help we want to establish **doitll** as a long-term player in the market to operate independently of the large investors.

Become part of something big, join **doitll**!

Would you like to support **doitll**? Please register at www.doitll.com/helpus

