



doonited

Core

doonited is about many people
doing good **together to make this**
world a better place every day.

do small. change big.



Vision



A better world every day, everywhere.



Mission

**Inspire people to do good in their
everyday life to make a difference.**

charity starts at home.



Beliefs

doonited is based on the following beliefs:

- We believe there is good in all people.
- We believe positive action causes positive reaction.
- We know small things can have a big impact.
- We know only together we can change the world.
- We know that doing good feels good.
- We see that daily routines keeps us from doing good.
- We think doing good needs to become cool.



Task

To achieve our mission we do the following:

(1) Address human values to increase awareness and passion for doing good.

think good.

(2) Inspire and unite people to take real action.

act good.



Concept

doonited is one good action per day - **the daily good.**

It gives orientation and inspiration to do good.

It integrates good action into daily life.

It is the direct way to real social engagement.

simple. free. good.

**everybody can do good,
everywhere at anytime!**

real life relevance.



Concept

daily good **Monday**

**Give an apple to a
homeless person.**



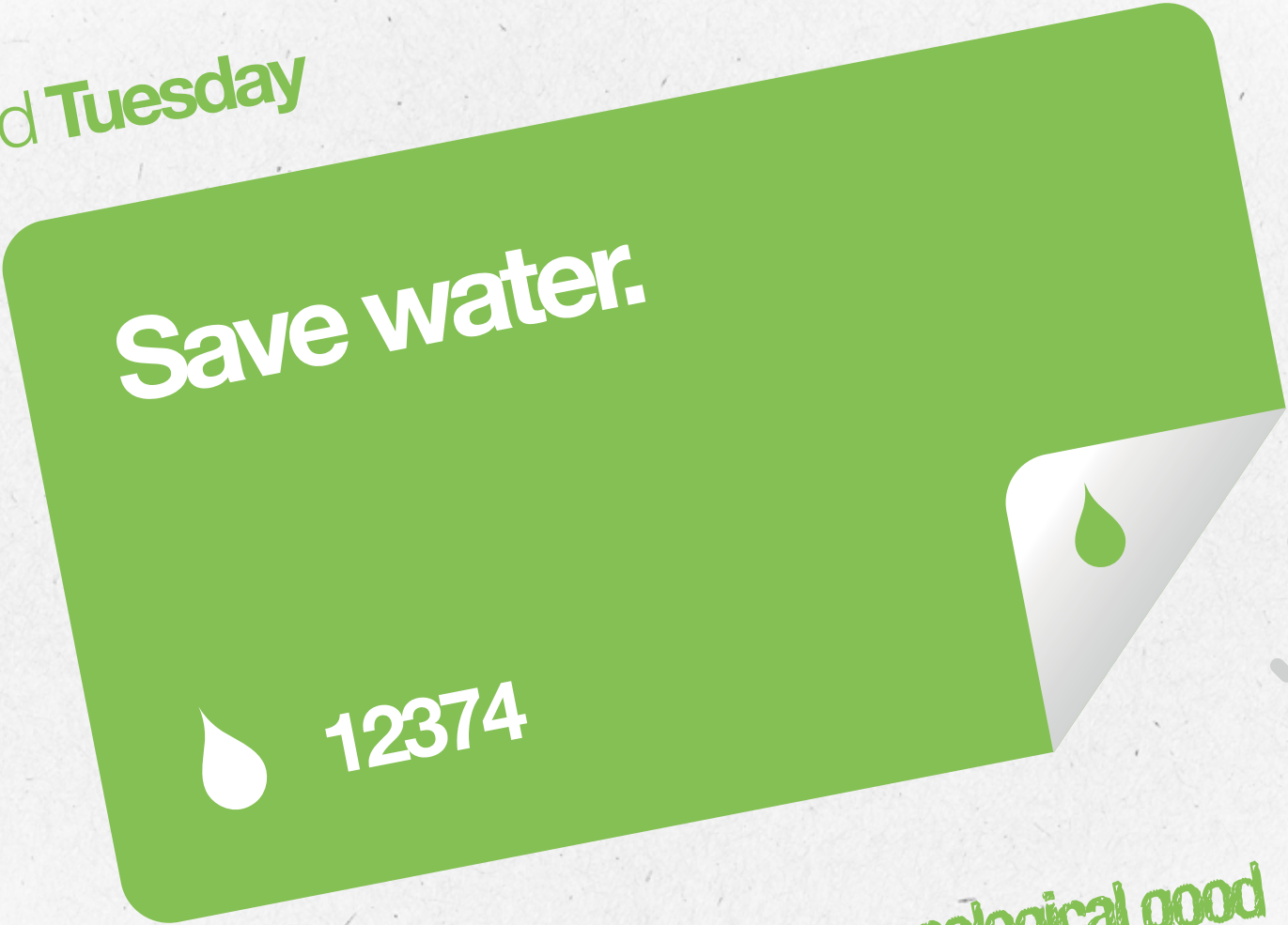
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social good



Concept

daily good **Tuesday**



ecological good



Concept

daily good **Wednesday**

**Take 10 minutes to
appreciate what you
have.**



26354

self-concerned good

Concept



Feel good

GOOD
LIFE

Do good



Concept



**Good things spread.
It is fun and gives social reputation.
People will talk about it.**



Concept

**Social media tools
will support the viral
expansion.**



Concept

Being part of a movement stimulates and excites.

Many people doing lots of good will create social change.

Small
Action



Many
People



Big
Impact



Concept

For doing good
people collect
drops.



Give an apple to
a homeless
today

Save water
today

Take 10 min to
appreciate
what you
have



Daily Good



Drop

Concept

Drops fulfill two functions:

1. Social Status

You collect drops to build a social status.

2. Social Donation

Through corporate drop-sponsoring every drop has a monetary value you can donate to a social cause and hence do even more good.



global causes



doonited is a social business and as such financially sustainable.

*It's there to stay.
It's there for good.*

Our company's objective is not to maximize profit but to maximize social impact !



Differentiation

doonited is unique and innovative in its approach.

Social Responsibility

Social Networking

good meets mass



Business Model

This is how we do it



Primarily revenue streams are:

- Corporate drop-sponsoring (overhead payments)**
- Services and products**
- Corporate Culture-Consulting**

Additional funding will come through donations.



Drop-sponsoring as real impact marketing for corporates:

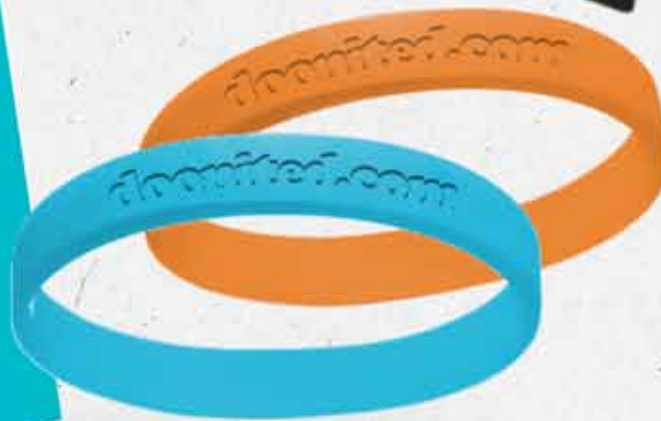


- ✓ Be part of a global movement, be innovative
- ✓ High reach and positive image in social context
- ✓ High attention at a valuable target group
- ✓ Marketing with true social impact
- ✓ Start a sustainable doonited partnership (optional)

Overhead payments will finance doonited.



Services and products for corporate partnerships and friends.



Donation options for private supporters:



- Micro-Funding through community
- Regular donations for true fans
- Donation package for major donators

If desired, donations to be rewarded with public naming, higher involvement and lots of love.



Cooperations

there is no competition
in the effort to do good.

doonited is open for positive cooperations
with organizations and enterprises to do good.

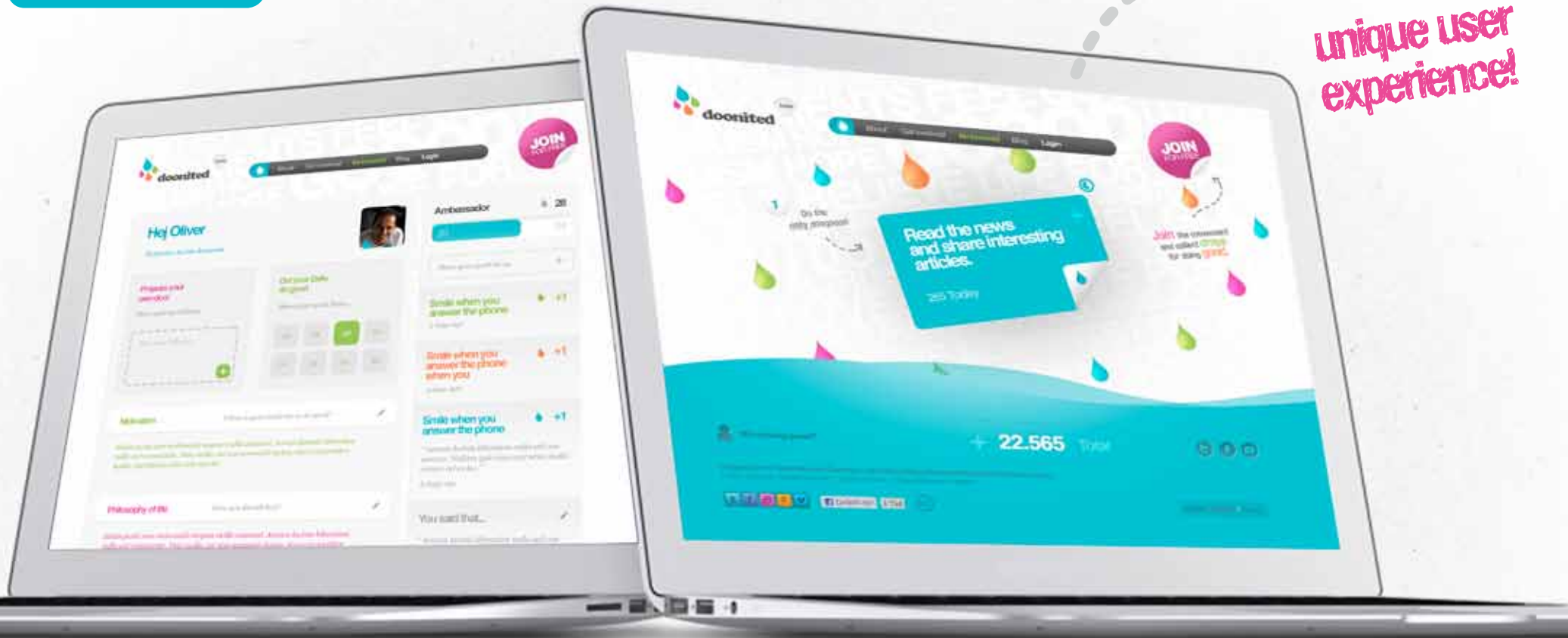


The concept of doonited is predestined to scale and diversify:

- Global expansion with local direction
- Initiation of larger social projects
- Media-, content- and event-partnerships
- Corporate Social Responsibility-Consulting
- Internal corporate culture programs
- Establishment of a social seal
- And much more...



Website Outlook



unique user experience!

Full focus on the daily good.
Lots of inspiration, involvement and good feeling.



People

doonited is not limited to a team of few.
It is everybody willing to join the movement, including **YOU!**

Behind the scene is a team of social entrepreneurs:

Oliver Stark
Vision & Strategy

Christian Stromann
Finances



Johannes Schacht
Creative Director

Marco Alberti
PR & Cooperations



Join

Sounds good? Join!

There are many ways to be part of doonited – as active supporter, cooperation partner or sponsor.

We are happy to hear from you: info@doonited.com

Take care. Be well. Do good.

