



DISEO

My Data. My Choice.

The Ethical Social Network Fair. Transparent. Sustainable

About DISEO - Switzerland

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DISEO brings Social Media to the next level which is Social Commerce with decentralized control and enabling fair revenue sharing for all parties.

DISEO provides a new decentralized and interconnected ecosystem for Social Commerce merging Social Media and E-Commerce to trade content & data, products and services safely, privately and fairly via blockchain.

Communities control user experience and earn income.
Advertisers gain user engagement and consented data.
Users control their data and get paid for data and engagement.

With DISEO everyone wins. My Data. My Choice.

Through the social index, users can rate other users to eliminate bad content and behavior. Users rate businesses which motivates them to increase their sustainability efforts.

DISEO is unique and outstanding.

DISEO as an ecosystem has a truly unique approach of distributing control while sharing values between all stakeholders, therefore offering an alternative to concentration of power.

It enables companies, organizations and governments to activate their customers / members / citizens on their own interconnected social platform through their brand value and service attractiveness. And it enables them to fully engage with their interacting members while increasing revenues per member through receiving a revenue share of every transaction of any user or partner on their platform.

It also creates a tremendous social impact, helping to turn the world into a better place through protecting user data and privacy, supporting ethical behavior, social and environmental responsibility and more.



DISEO introduces a quantum leap of innovation and revolutionizes the social media landscape in several ways.

Decentralization: Instead of operating one platform, DISEO operates an ecosystem¹ of autonomous white label community platforms.

Interconnection: All such platforms are interconnected¹. They jointly share users and content¹. This massively increases reach and attractiveness to users, enabling each to achieve a critical mass of users.

Governance: We separate power¹ into user control, community control, advertiser control and government control¹ to be governed by a DISEO social media constitution with users' voting power^{3,5}.

Data Protection: User data/content is not stored on community platforms it is only displayed on platforms under users' control^{1,5}.

Revenue Share: All revenue is fairly shared among all contributors^{1,5} to the value chain of a transaction and instantly paid into their wallet.

User Jurisdiction: We introduce a jurisdiction on user level² and give control to each country on their residents (laws, tax, payments, etc.).

Display Control: We enable communities to control what content to show to their users in which priority and in which order¹, something which is currently controlled by Big Data companies.

Financial Inclusion: We integrate a fully regulated wallet^{1,4} from licensed financial institutions of the country of users' domicile to each verified user for integrated cross-bank and cross-border instant financial transactions². This supports user-to-user micro-transactions at lowest fees^{1,4}.

Digital Identity: Wallets are assigned to users after full KYC verification¹. This eliminates fake users and fraudulent ad clicks, protects children and drives and facilitates crowd-self-control to reduce bad content³.

Sustainability: Users rate businesses to reward their sustainable actions.

ECOSYSTEM **Open System with Decentralization and Interconnection**



DISEO provides each business or community its own social media and commerce platform and interconnects them by sharing all users and content!

Open Ecosystem of Autonomous Interconnected Platforms



A World Novelty

It is unique and outstanding – there is no other similar solution on the market.

A modular architecture enables DISEO to easily adapt it to any specific needs for social interaction and third-party service integration.

Digital Transformation

15% of global commerce is digital at present. Mobile commerce grows with 30% per year. Pandemic has accelerated Digital Transformation. With their own social commerce platform by DISEO, businesses can accelerate digital growth and gain a strategic competitive advantage.

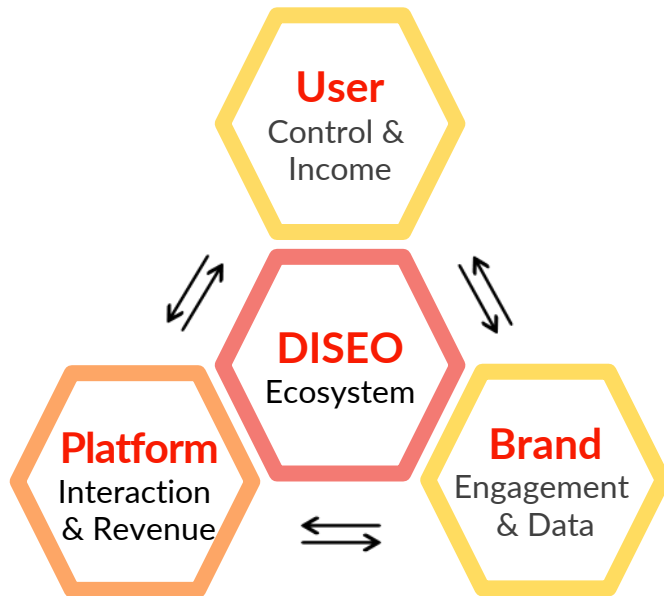
VALUES Fair and Transparent Sharing of Values Creates Rapid Growth



Power of control as well as revenues are fairly, transparently and ethically shared between all value contributors to the ecosystem.

Sharing of Control

Users control data.
Platforms control access.
Brands control engagement.

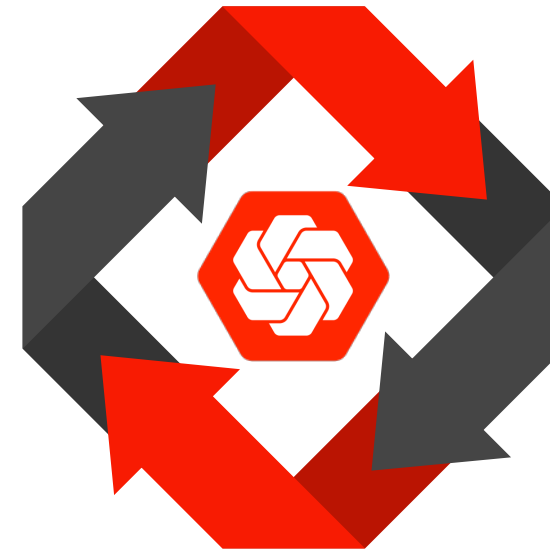


Sharing of Revenues²

User income with real money drives growth cycle.
Payments and revenue sharing are made instantly real-time through integrated wallets.

Users and all value contributors **earn income.**

More advertising budget attracts **more users.**



More users attracts **higher budgets of advertisers.**

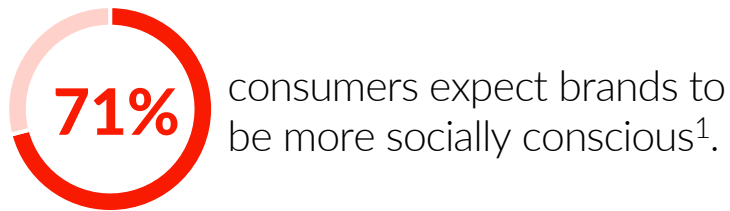
Advertisers pay users directly and **increase ROI.**

IMPACT Self-Regulated Social Ecosystem to Drive Sustainability and Fairness

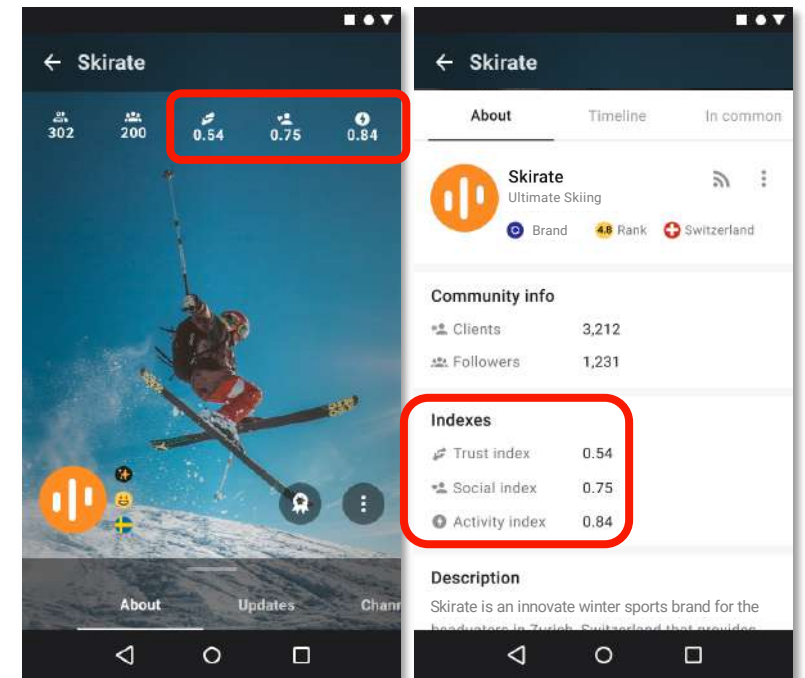


The DISEO ecosystem is crowd-managed. Indices drive sustainable behavior and manage content quality. Revenues are fairly shared.

Through indices users gain sustainability power on businesses which earn consumers' trust by ecological leadership.



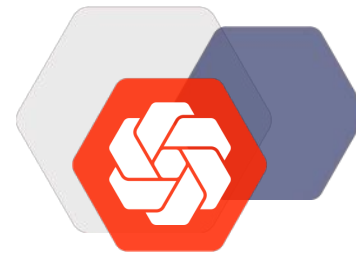
Through a social index businesses demonstrate social responsibility by showing their sustainability efforts, donations to SDG² projects while receiving customer appreciation.



Profile cover with indices

About page with indices

BENEFITS **Everyone Wins: Platforms – Users – Advertisers**



DISEO distributes control. But most importantly provides benefits to everyone – motivating everyone to engage on the platform and ecosystem.

Platform > Engagement & ARPU ↗

- 360° digital interaction with ecosystem on own proprietary social commerce platform.
- Permanent visibility to users who return daily to interact with their connections.
- Ability to control display and sort algorithm on how social content is shown.
- Ability to earn from user-to-user transactions to leverage brand value.
- Increase existing revenues by attracting users and open new revenue streams by integrating services of entire ecosystem.
- Gain market share & ARPU.

User > Control & Income

- Controlling own data and permissions.
- Earning income from data, engagement and trading.
- Use of income without restrictions.
- Content experience without push ads.
- Ads on permission basis deliver value.
- Reaching all friends on one system.
- Ability to interact and transact for different purposes with different profiles.
- Integrated digital wallet / bank account.

Advertiser > Interaction & ROI ↗

- Seamless digital interaction with customers.
- Increasing ad efficiency significantly from eliminating fake users, eliminating no-view and eliminating middlemen.
- Integration of e-commerce into users' social interaction with friends and content.
- Users interact with their friends on embedded advertisers' social profile.
- Total efficiency increase of 5-20 times from precise targeting, receiving users' attention and interaction and by turning users into brand ambassadors.



The system has been built based on newest technology and security standards emphasizing mobile use supported by web admin interfaces.

Technology

- The system enables users (persons and organizations) to create interactive profiles and sub-profiles which can interact with each other.
- The data is stored on a distributed cloud infrastructure to facilitate low-latency data access.
- Users generate content through interaction and engagement.
- Community operators control in which priority and in which order user data and content is displayed on their platform.
- Community operators can monitor and control data quality.

Security

- We apply latest security standards. Data is encrypted.
- For some components we will use Blockchain/DLT technologies. This includes i.e. Digital Identity, Payment, Voting, and more.

Payment

- We integrate payment partners to execute user-to-user payments. Payment partners operate digital wallets based on blockchain technologies and have to comply with local financial regulations.
- Through the DISEO system we interconnect payment partners to enable real-time low-cost cross-bank and cross-border transactions.

ARCHITECTURE A Flexible Modular Social Media Marketplace System



DISEO's open and modular solution perfectly tailors to all needs.

User interface for each community



iOS App
for user interaction



Android App
for user interaction



Web Interface
for data management

Embedded services developed by any party



Value Added Services
for any purpose

Interaction and engagement functionality

Core Elements
Social Commerce



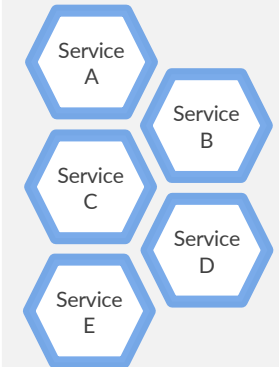
Functional Elements
News, chat, connectivity



Optional Elements
Marketing tools



Custom Elements
Specific Services



Identity, data, wallet



Digital Identity
unique cross-community



Lifestyle Profile
for each community



User Data / Content
For cross-community use



User Wallet
by regulated FI

My Data. My Choice Get in touch!



DISEO

My Data. My Choice.



DISEO

Decentralized
Social Commerce

INNOVATION

Blockchain Identity
Fair Value Sharing
Full Data Control

SUPPORT

contact@diseo.com
Mon-Fri: 9-17H CET
+41 58 680 9000

FIND US

Rigistrasse 3
6300 Zug
Switzerland