

PRESS RELEASE – 06 December 2022, Berlin

Search and do Good - with a new Name, new Design and new Features!

Gexsi is becoming GOOD

GOOD is a search engine which supports a project every month with its revenue. All supported projects are working on solutions that align with one or more of the UN's 17 Sustainable Development Goals (SDGs). The vision of GOOD and its team: A world in which as many people as possible can bring about positive change. Straightforward, no extra costs and accessible for all.

That's GOOD

From now on the search engine Gexsi will work under the name GOOD. The search engine started with its first prototype in 2019, initially with the name Gexsi. Back then the founders David Diallo, Kevin Fuchs and Andreas Renner realised that people all over the world proactively develop new solutions for challenges of the planet and society. But they need support, especially when starting off. "It was clear to us that we could not lead these solutions to success on our own, but that we had to spread the news of these good solutions in order to involve as many people as possible and to inspire them to take action. The formula was: inform, inspire, activate.", says founder Andreas Renner. For the founders it was always important to have a tool as a base. A tool which reaches a large target group and is used on a daily basis. It needed something that is straightforward, with no extra costs, accessible for all and along the way creates revenue. That's how the first ideas arose for the search engine for a better world in 2016. Since then 32.500 € were generated due to the search engine and were used for the support of 41 different projects. All projects work towards the same goal: making the world a better place with their solution.

What's new

Since the beginning in 2019 the beta version of the search engine Gexsi has continuously improved. Now the search engine and team is ready for the next big steps and this comes along with a brand-new name: GOOD. Next to this big change there is a completely new look for the website, browser extensions and mobile apps as well as additional search features, like extended Wikipedia-widgets or additional filter functions. These new features will enable an even more seamless user experience and lead to more precise search results. But, of course, not everything will change with the new name. Everything that has proven well over the last years will stay the same including the non-profit structure, the team, the support of projects with innovative solutions and the belief that we can create a better world together.

Why a new name?

"The new name makes it pretty obvious what the search engine and our whole team stands for: We want to do GOOD! With the change we make our brand position more clear.", explains co-founder Kevin Fuchs. Due to the name change, the team expects greater potential for cooperations, growth, and a greater recognition value. This is exactly what the search engine needs to drive positive change in the world. It is seen as a chance to advance the brand itself and the range of search tools to create an even better experience for users and cooperation partners. GOOD will stay 100% independent as the foundation Good Impact holds all shares of the company. This means the company does not have the intention to take profits. Currently, all revenues created with the search engine are used to support projects.

The first supported project with GOOD

Most importantly: GOOD will continue to use the revenues that are generated by the users and their searches to support innovative projects, which through their solutions create a positive impact in the world. With the first official project of GOOD true heroes will be put in the spotlight in December: rats! The project HeroRats by the organisation APOPO trains African giant pouched rats to sense landmines. Due to the light weight of the rats, the mines are not triggered. Their refined scent helps them to work faster than other procedures. Through this project, it was realised that the rats and their abilities have even greater potential which has led to their involvement in other fields, such as in laboratories to diagnose tuberculosis. GOOD truly supports all kinds of heroes and do-gooders.

Press infos

Website:

www.good-search.org

Pictures / Press-Kit:

good-search.org/about/en/press

About GOOD

GOOD is the search engine for a better world: 100% non-profit, privacy-friendly and CO2-neutral. GOOD is operated by Good Search UG, a B Corp certified non-profit social enterprise that works to the highest social and environmental standards. The non-profit foundation Good Impact holds 100% of the company shares. The search engine's revenues are used to support projects that develop solutions to achieve the 17 UN Sustainable Development Goals (SDGs). The SDG's are directly relevant for a future worth living on our planet.

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