

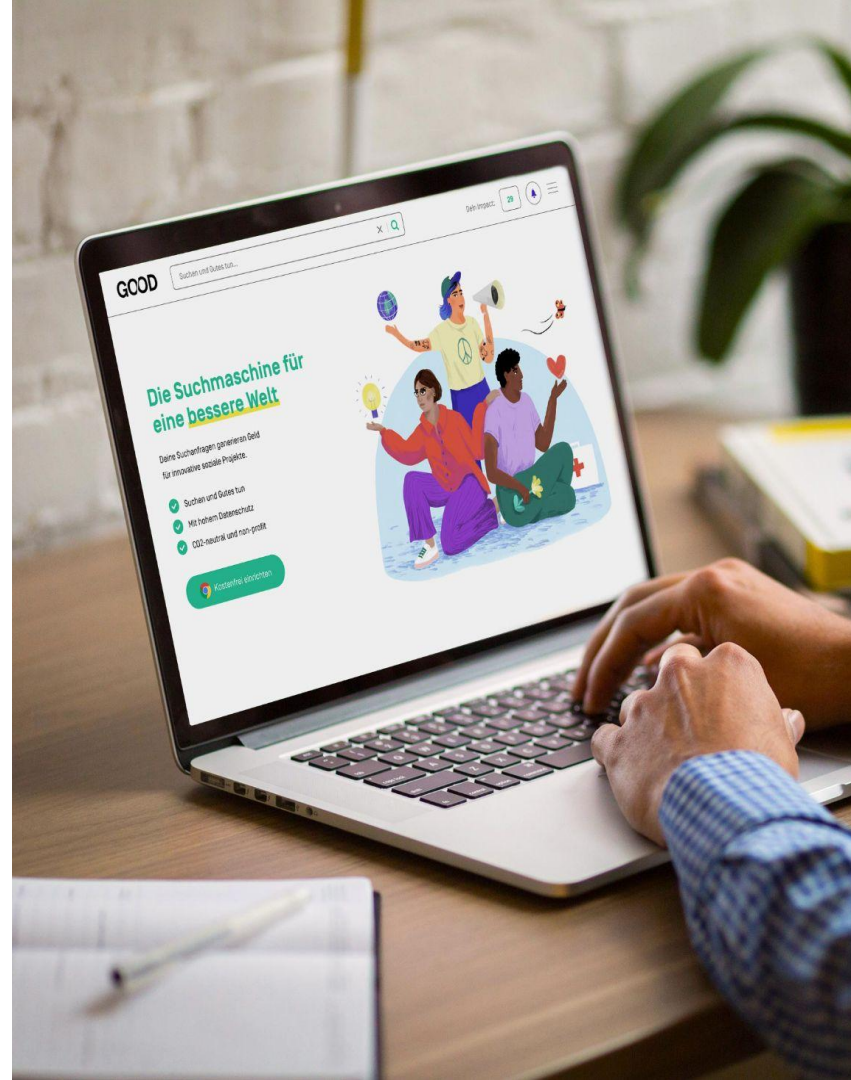
GOODsearch

Searching the web independent from US American Big Tech

Pitch Deck (public version) | www.good-search.org

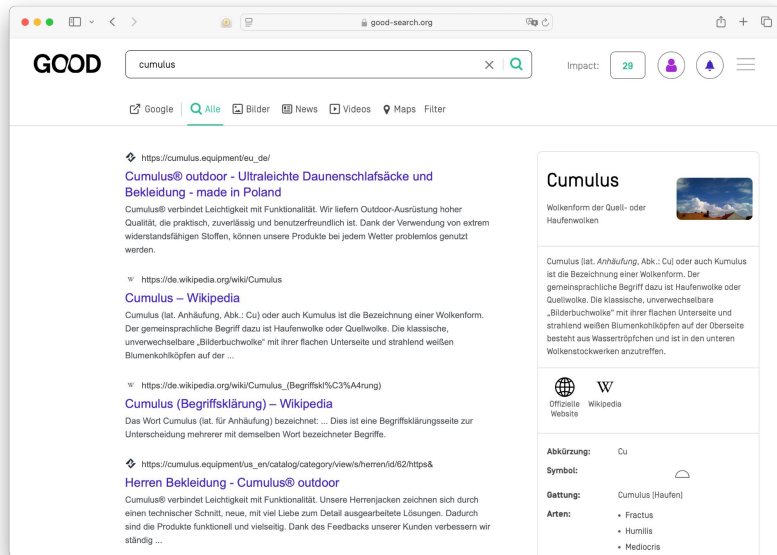
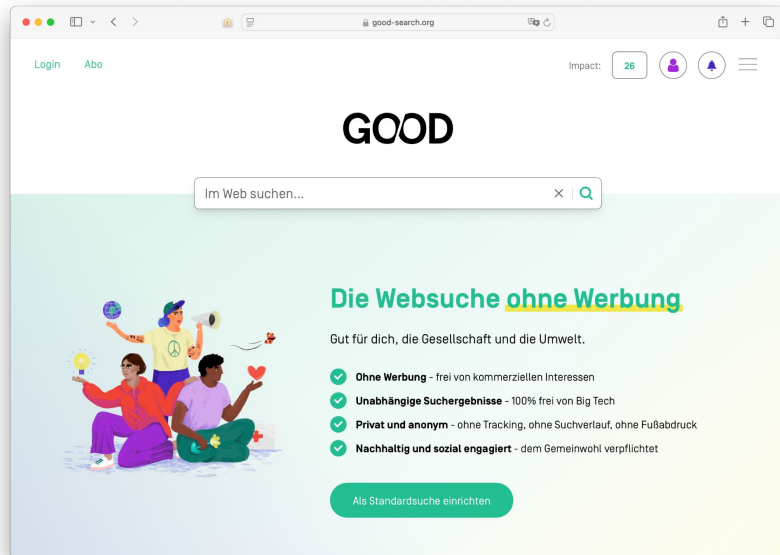
GOOD Search UG

Dr Andreas Renner, Kevin Fuchs
27 March 2025



We are an internet search engine like Google, but different.

The search experience does not differ fundamentally from Google. Everything else does.



100% free from Big Tech – for a better world

Following a 12-month ramp-up phase, we relaunched our GOOD web search with a radically clear value proposition: GOOD is the only web search worldwide which is fully independent from Big Tech, unbiased from advertising while pursuing an ambitious sustainability agenda – putting its users, society, and the planet first.

✓ No advertising

Free from commercial interests – you find what you are looking for, not what others paid for.

✓ Independent search results

High quality search results without resorting to BigTech – for more diversity and less market concentration

✓ Low-carbon economy

No ads, no trackers – we keep the data volume and subsequently the carbon footprint low from the start

✓ Innovative climate solutions

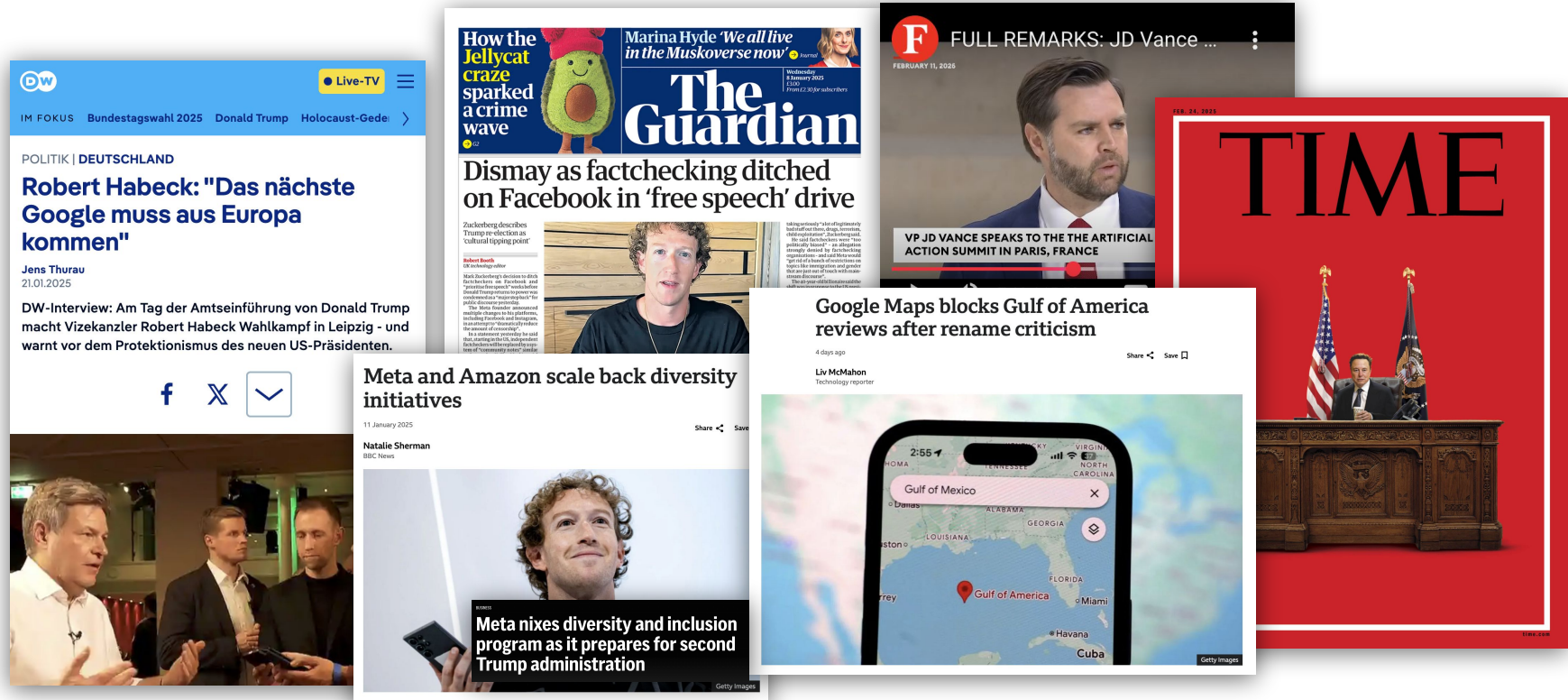
Investing in hand-selected climate solutions which sequester more CO₂ than the search accumulates across the entire value chain

✓ Driving social change

We use our reach to generate support for social innovators who contribute to the 17 Sustainable Development Goals



Our topic is more relevant than ever



Why a search engine without big-tech and ads is better

No advertising tracker

More objective search results

Diverse opinion formation

Better user experience

Lower energy consumption

Preventing monopolies

Uncompromised data protection

Strengthening democracy

1. Less market concentration

Alternative platforms are essential to reduce the concentration of power within the tech industry, mitigating risks associated with monopolistic control of information. By addressing potential censorship and manipulation of search results, alternative platforms lessen big tech's impact on public opinion and decrease the risk of a single entity controlling information flow.

2. Better opinion formation

Large tech companies often use algorithms that personalize search results, potentially creating "filter bubbles" that limit exposure to diverse viewpoints. Alternative search engines may offer a wider range of information and perspectives, helping users break out of these filter bubbles. By reducing reliance on a single source of information, they help safeguard the free formation of opinion that is essential for a well-functioning democracy.

3. Purpose over Profit

Big Tech's ultimate goal is to maximize the shareholder value, as reflected by Google's \$350 bn annual revenue last year (\$34 per earth citizen). Search engines have become more and more commercial marketplaces which serve the consumer industry.

BACKGROUND

Why a search engine without big tech and ads is better



4. More objective results

Often the search results page is cluttered with irrelevant or superfluous information, making it difficult to intuitively distinguish between genuine search results and paid content. Ads favor certain brands or products, regardless of whether they are truly useful or relevant to the user. Without advertising, the search results are more neutral and less influenced by commercial interests.

5. No psychological pressure

Advertising, especially personalized ads, can exert psychological pressure on users to buy certain products or respond to specific offers. This can be intrusive and manipulative. Google and Bing are the only platforms capable of matching ads with millions of different search requests and push whatever ads convert best.

6. Lower energy consumption, faster loading times

Without advertising and tracking technologies, the data traffic is substantially lower. Search results can be loaded easier and faster, with minimal energy consumption. This keeps the carbon footprint low right from the start.

7. Better data protection and more privacy

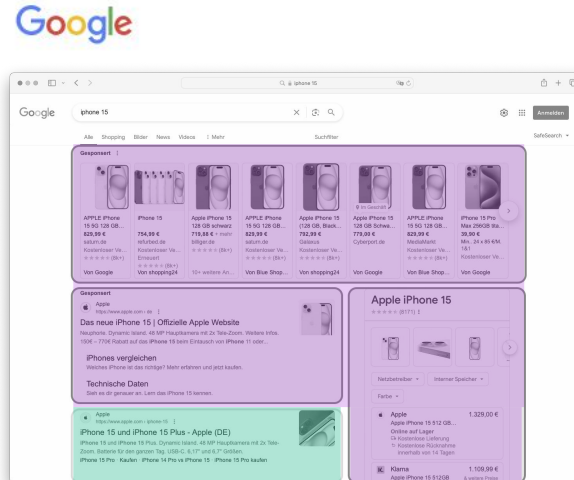
Search engines that display advertising typically track user behavior in order to display personalized ads. This monitoring might lead to a loss of privacy as large amounts of data are collected about your browsing behavior. Ad-free searches need no tracking and offer a level of data security and privacy which others cannot.

How advertising distorts the search experience

The case of Google

For an average US citizen, Google places \$350 of ads above, next to our in between the search results during the year, in Europe it's likely to be slightly less. When entering popular search terms up to 80% of the visible area on Google are sponsored results (red).

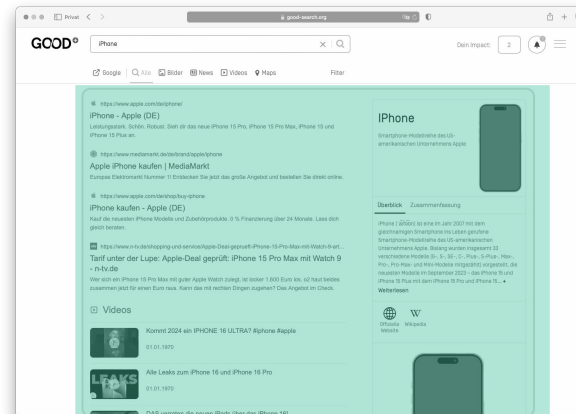
When searching with Google, paid ads (red) often take over a good part of the visible screen.



... is representative for the entire sector

The ad networks of Google and Microsoft Bing serve the entire industry, including alternatives like DuckDuckGo, Ecosia, Startpage or Qwant. Only subscription based search engines like GOOD have no commercial bias to promote more and typically unsustainable consumption patterns.

GOOD⁺

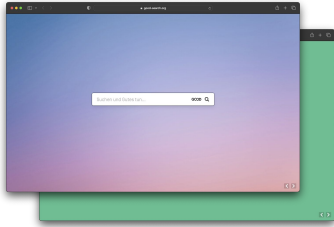


With searching with GOOD, the organic search results (green) always are at the core.

We build on a solid foundation and are ready for the roll-out

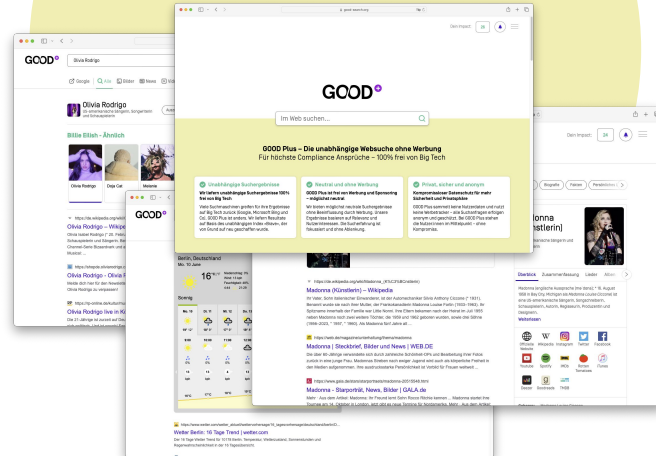
We benefit from our 5+ year track record in the sector. Our browser extensions and mobile apps have been downloaded 10,000+ times and gained a 4,3 star rating, which underlines GOOD's solid performance.

Web search
with Smart Widgets,
Knowledge Panels etc.



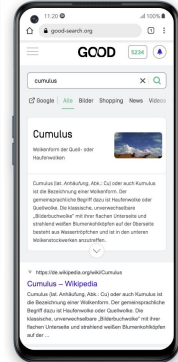
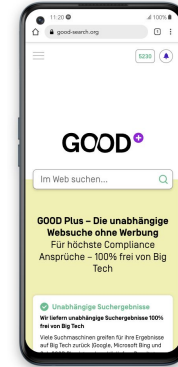
Browser-Extensions

Firefox
Microsoft Edge
Google Chrome



Mobile Apps

Apple iOS
Android



Our journey to an ad-free search

First step: A tool to do good

We created the search engine to drive social change by supporting each month one innovative solution which receives funding and visibility through our storytelling. With success: We raised **75,000€** for our **GOOD portfolio** through the Bing Ad network and matching funds.

Supporting change makers who



solve pressing **societal challenges**



are innovative, inspiring and **have the power to drive real change**



protect our environment and conserve **natural resources**



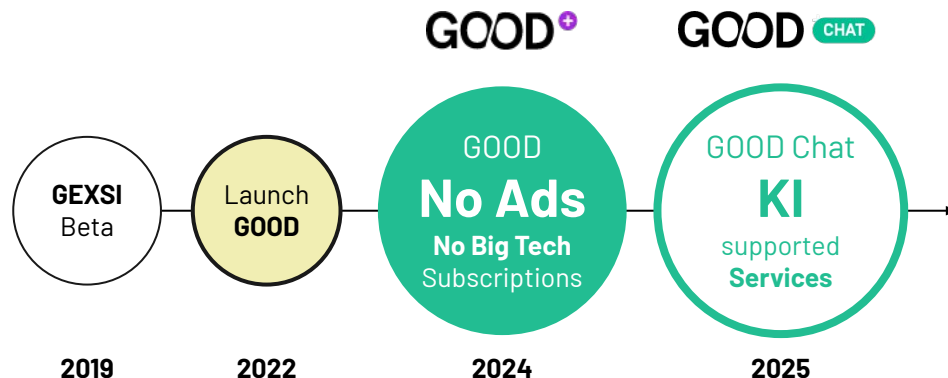
are in a stage where we can **support effectively** with our means

A radical shift in strategy

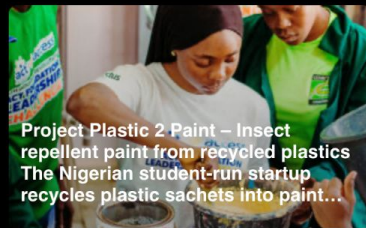
Having realized that being part of the Big Tech and advertising industry would not allow us to change our own industry for the better, we radically transformed our business model between December 2023 and November 2024 by switching to **independent search feeds** and pulling out of the **Bing ad network**.

Fit for the future

The subscription model is **financially robust** which allows to add features in the future like **AI powered services**. This would not have been possible with a model based on low advertising margins.



We have supported 60+ outstanding solutions to date



Project Plastic 2 Paint – Insect repellent paint from recycled plastics
The Nigerian student-run startup recycles plastic sachets into paint...



Project Citizens Forests – Empowering people to afforest urban areas
Taking action to convert unused areas across one's home...



Project Sheltersuit – Warmth, protection and dignity for the homeless
The special upcycled sleeping bag jackets help homeless...



Project Witness – Video as a tool to drive human rights change
Empowering people to use video effectively to document and stop...



Project African Baobab Alliance – The baobab tree as a driver for social change
Wild harvested baobab as a new source of income that empowe...



Project FirstAED – Instant notification of nearby first responders
Alerting qualified first aiders in the direct neighborhood of a cardiac arrest...



Project ARK – End hunger through vegetable exchanges
Empowering communities in the Philippines to produce their own food by farming i...
Empowering communities in the Philippines to produce their own food by farming in backyards and swapping harvest with neighbours.



Project innatura – Brand-new goods for charities
Providing the social sector with brand-new consumer goods that would otherwise have...



Project Char2Cool – Invasive weed as CO2 storage
The water hyacinth is an aggressive invasive species which kills water bodies. Char2Cool...



Project Sit'N'Skate – Inclusion in skateparks and everyday life
Wheelchair sports in skateparks to promote inclusion and participation...







Project dooi – DIY Solutions to Alleviate Poverty
Empowering people in underserved communities by spreading simple do-it-yourself...



Project Fish'N'Bricks – Buildings made from Ocean Plastic for island regions
Fish'N'Bricks helps communities in Indonesia make...

View all solutions: <https://good-search.org/about/en/portfolio/>

GOOD has a unique value proposition and is the most attractive option for anyone with an ethical mindset

	GOOD				Startpage		Google
	GOOD	Ecosia	Brave	Duck Duck Go	Startpage	Bing	Google
No advertising free from commercial interests	✓		✓				
Independent search results 100% free from Big Tech	✓		✓				
Private und anonymous no tracking, search history, footprint	✓	✓	✓	✓	✓		
Climate action Carbon footprint below net zero	✓	✓				✓	
Good governance social mission embedded	✓	✓					
Cause-related business model Supporting SDGs / social change	✓	✓					

We are building subscription models which work for all

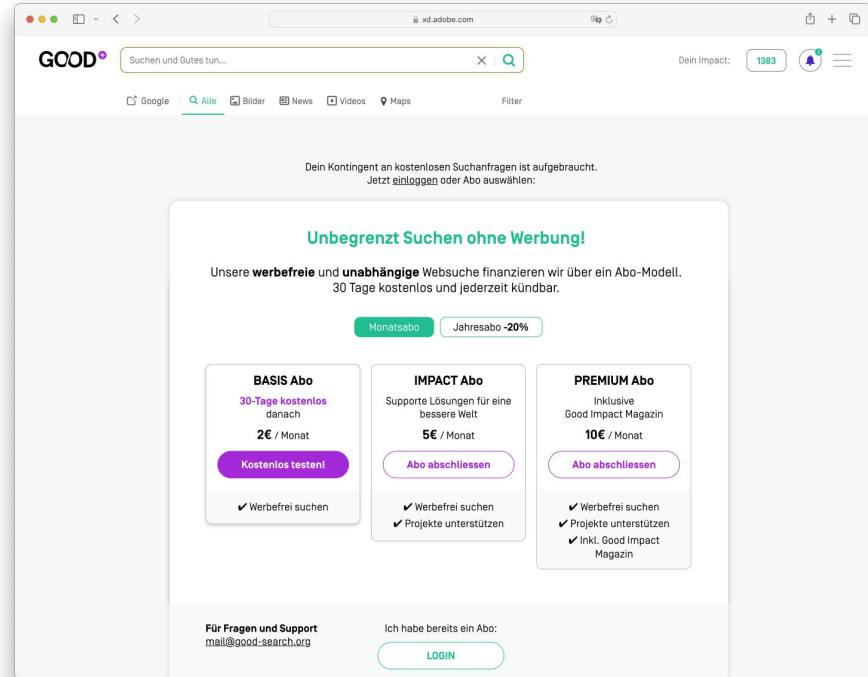
Subscribing for digital services is becoming more common today, as can be seen for many AI tools. Our offerings are moderately priced and tailored to our customers' needs:

End-users (B2C)

- We opted for a “pay-as-much-as-you-can” model, with a base price of **2€ per month** (incl 19% VAT)
- One fourth of our subscribers opted to voluntarily pay **5€** or **10€** per month.
- We offer a **20% discount** for annual subscription

Organizations (B2B)

- Our standard fee is **one Euro** per month per device, typically a centrally administered desktop computer. After subtracting the variable costs, we have a margin of around **fifty cents**.
- We are looking for partnerships which allow us to offer our search for free e.g. to **schools**.

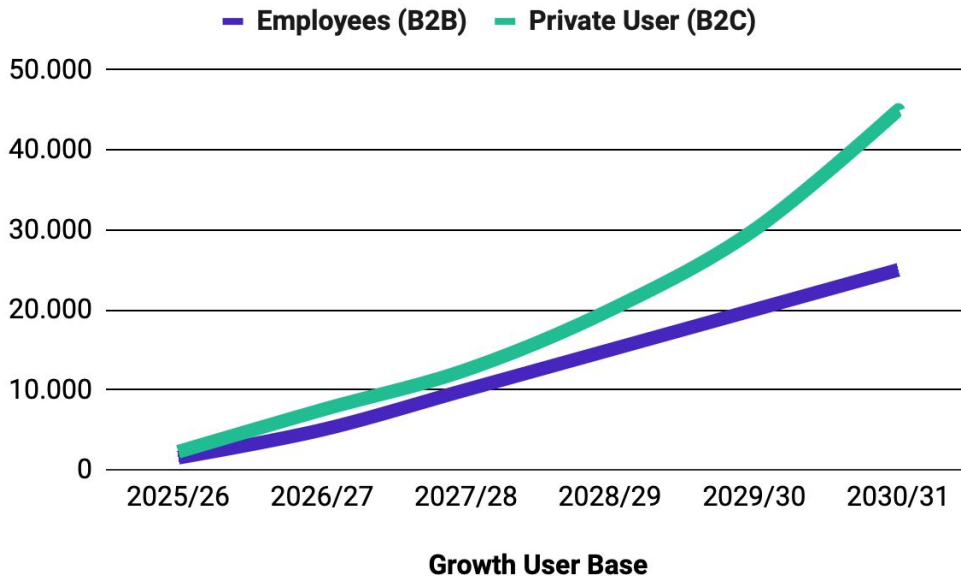


We target 50,000 paying users by 2030

We address two main audiences, both characterized by their value-based mindset:

- **Employees (B2B):** Organizations with centrally administered IT (corporates, public administrations, non-profits, or educational institutions)
- **Private Users (B2C):** Conscious individuals whom we reach through various communication channels (PR, media, influencer, campaigns)

For our financial model, we assumed that the B2C user group will grow exponentially once a tipping point is reached, while the B2B partnerships, once the sales channels are established, will grow mainly linear.



The timing is ideal to invest in GOOD's growth

In the startup language, GOOD is a zebra rather than a mythical creature like a unicorn. We aim at a **sustainable growth** rather than a quick exit and adhere to the principles of the **purpose economy**.

We **bootstrapped** the search with a minimal budget (170k€ loans plus a 80k€ grant), let it grow organically and put in a lot of **pro bono** effort to make GOOD what it is today: an ethical alternative to Google with a solid track record.

It's now the **perfect moment** to shift the focus on company growth:

- A robust MVP with highly positive **user feedback**
- **High demand** for Google alternatives due to rising concerns about US Big Tech platforms
- Low-hanging fruit for individuals or organizations to **integrate sustainability** into everyday life,
- **Low risk** due to independence from big players and our 6-year track record of successfully navigating in the market

A highly committed, agile founders' team



Andreas Renner

15+ years track record in building and mentoring social businesses, responsible for business development, finance and legals, impact portfolio



Kevin Fuchs

Co-founder of start-ups in the media and journalism sector. Leads digital strategy, development and operations at GOOD Search.

Let us talk!

CONTACT

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