

# D2D PLATFORM

Multi-tenant infrastructure for privacy-first tools. No tracking. No ads. No bullshit.

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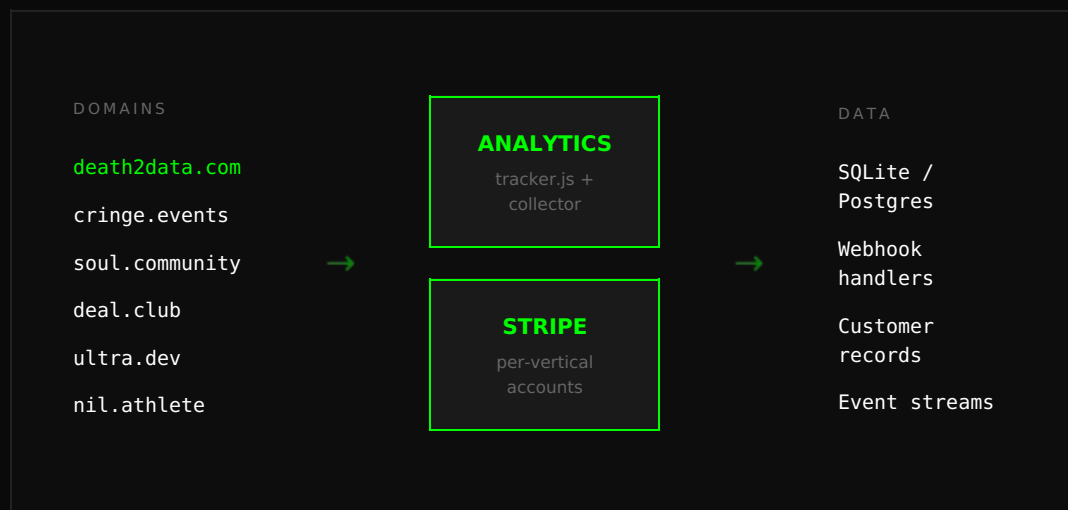
6 \$100 ∞

VERTICALSMONTHLY COSTCOOKIESSCALABILITY

# 01 SYSTEM ARCHITECTURE

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One SDK. Six brands. Complete financial separation. Each vertical operates independently but shares infrastructure.



```
UNIFIED SDK

await d2d.for('cringe').getMembers()
await d2d.getDashboard()
```

02

# PRIVACY-FIRST ANALYTICS

No cookies. No fingerprinting. No PII. Just useful data that respects your users.

2KB

TRACKER SIZE

Lightweight script that won't slow your site

0

COOKIES SET

No GDPR banners needed

24hr

SESSION SCOPE

Can't track users across days

✓ Respects Do Not Track header

✓ No personal data stored

✓ Works without JavaScript

✓ Self-hosted, you own the data

// Add to any page `<script src="https://analytics.death2data.com/t.js" data-`

```
site="yoursite.com" defer></script>
```

API ENDPOINTS

ENDPOINT	METHOD	DESCRIPTION
/collect	POST	Receive events from tracker
/api/stats?site=X	GET	Stats for site (7d default)
/api/live?site=X	GET	Live visitors (5min window)
/dashboard	GET	Visual dashboard

# 03

## STRIPE INTEGRATION

Each vertical gets its own Stripe account. Complete financial separation. Unified management through the SDK.

**\$1**

PER MEMBER

Simple, transparent pricing

**~\$0.90**

NET REVENUE

After Stripe's 2.9% + \$0.30

**4,200**

BREAK-EVEN

Members needed for sustainability

```
// Per vertical await d2d.for('cringe').getMembers(); await
d2d.for('cringe').getMRR(); await d2d.for('cringe').createPaymentLink(); //
Across all verticals await d2d.getDashboard(); await
d2d.findCustomer('email@example.com');
```

### CRITICAL WEBHOOK EVENTS

EVENT	ACTION
checkout.session.completed	Send welcome email, grant access

<code>customer.subscription.deleted</code>	Revoke access, send win-back
<code>invoice.payment_failed</code>	Send dunning email sequence

# 04 SIX VERTICALS

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Same infrastructure. Different communities. Each with its own domain, Stripe, and brand identity.

## D2D

[death2data.com](https://death2data.com)

Main brand. Privacy tools. The mothership.

## CRINGE

[cringe.events](https://cringe.events)

Founders pitch cringe, iterate fast.

## SOUL

[soul.community](https://soul.community)

Wellness without the woo-woo.

## DEAL

[deal.club](https://deal.club)

Real estate for normal people.

## ULTRA

[ultra.dev](https://ultra.dev)

Infrastructure nerds. Privacy maximalists.

## NIL

[nil.athlete](https://nil.athlete)

Athletes owning their brand and data.

EACH DOMAIN NEEDS

DNS → Netlify/Vercel • Analytics tracker • Stripe payment link •  
Webhook endpoint



# 05 DEPLOYMENT OPTIONS

## VPS

\$5-10/MO

DigitalOcean, Vultr. PM2 + Nginx + Certbot.



SERVERLESS

Vercel/Netlify functions. Free tier. Auto-scale.

## PaaS

RAILWAY/RENDER

Middle ground. Git deploy. ~\$5-10/mo.

### DATABASE OPTIONS

DATABASE	SCALE	NOTES
SQLite	100k events/day	Simplest. Single file. Start here.
PostgreSQL	Millions/day	Partition by month for scale.
ClickHouse	Billions/day	When you're actually big.

MONTHLY INFRASTRUCTURE COST

**\$10-15**

<b>\$5-10</b> VPS (Analytics)	<b>~\$5</b> Domains (6x)	<b>2.9%</b> Stripe Fee	<b>\$0</b> Netlify Sites
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# 06

## NEXT STEPS

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☐ Deploy analytics server (VPS or serverless)

☐ Add tracker to death2data.com

☐ Configure Stripe webhooks for D2D account

☐ Purchase remaining vertical domains

☐ Build unified dashboard

☐ Set up CI/CD for multi-site deploys

### SCALE ECONOMICS

At 100 members (\$100 MRR) → Infrastructure is ~10-15% of revenue

At 1,000 members (\$1,000 MRR) → Infrastructure is ~1-1.5% of revenue

At 4,200 members → Full sustainability. No investors needed.

# death2data.com

\$1/month. Privacy tools. No bullshit.

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