D2D PLATFORM

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

6
VERTICALS

$10
MONTHLY COST

0
COOKIES

∞
SCALE

SYSTEM ARCHITECTU RE

01

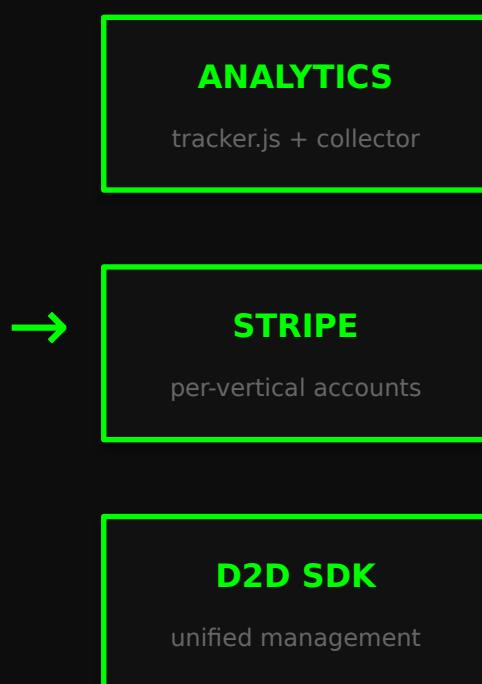One SDK. Six brands. Complete financial separation.

DOMAINS

death2data.com

cringe.events

soul.community

deal.club

ultra.dev

nil.athlete

ANALYTICS

tracker.js + collector

→

STRIPE

per-vertical accounts

→

D2D SDK

unified management

DATA LAYER

SQLite / Postgres

Webhook handlers

Customer records

Event streams

PRIVACY-FIRST ANALYTICS

No cookies. No fingerprinting. No PII.

2KB
TRACKER SIZE

Lightweight. 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

✓ Self-hosted, you own the data

✓ Works without JavaScript

```
// 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 (7 days default)
/api/live?site=X	GET	Live visitors (5min window)
/dashboard	GET	Visual dashboard

STRIPE INTEGRATIO N

Each vertical has its own Stripe account.
Complete separation.

$1
PER MEMBER

Simple, transparent pricing.

~$0.90
NET REVENUE

After Stripe's 2.9% + $0.30

4,200
BREAK-EVEN

Members 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
customer.subscription.deleted	Revoke access, send win-back
invoice.payment_failed	Send dunning email sequence

SIX VERTICALS

Same infrastructure. Different communities.

D2D

death2data.com

Main brand. Privacy tools. The mothership.

CRINGE

cringe.events

Founders pitch cringe, iterate fast.

SOUL

soul.community

Wellness without the woo-woo.

DEAL

deal.club

Real estate for normal people.

ULTRA

ultra.dev

Infrastructure nerds. Privacy maximalists.

NIL

nil.athlete

Athletes owning their brand and data.

EACH DOMAIN NEEDS

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

DEPLOYMENT OPTIONS

From $5/mo VPS to serverless auto-scaling.

VPS
$5-10/mo

DigitalOcean, Vultr. PM2 + Nginx + Certbot.

λ
SERVERLESS

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

PaaS
RAILWAY/RENDER

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

$5-10	**~$5**	**2.9%**	**$0**
VPS	Domains (6x)	Stripe Fee	Netlify Sites

NEXT STEPS

The roadmap to 4,200 members.

- ☐ Deploy analytics server (VPS or serverless)
- ☐ Add tracker to death2data.com
- ☐ Configure Stripe webhooks
- ☐ Purchase remaining vertical domains
- ☐ Build unified dashboard
- ☐ Set up CI/CD for multi-site deploys

SCALE ECONOMICS

100 members	$100 MRR → Infrastructure is ~10-15% of revenue
1,000 members	$1,000 MRR → Infrastructure is ~1-1.5% of revenue
4,200 members	Full sustainability. No investors needed. Ever.

death2data.com

$1/month. Privacy tools. No bullshit.