

**When the going  
gets tough,  
the tough get going.**

**dasbob**  

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DER WEG



An entire industry falters, barely surviving the crushing blow of online competition. Local shops plunge into despair as sales plummet, leaving vacant shells in once-thriving city centers. The familiar urban landscape fades as storefronts shutter.

Now is the time for action, while hope remains to revive these streets. Things cannot continue this way. With fresh vision the tide can turn, breathing life back into empty city centers. There are paths forward, if we take the first step.

**dasbob**  

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**DER WEG**

**We're fed up with the **status quo**.**

**A fractured society.  
Deserted urban cores.  
Abuses and environmental debts demand atonement.**

**The road ahead stretches far.**

But we see dawn's first light. We are dasbob - Germany's pioneering online department store. More than mere shopping - a force for change. Our mission: to reshape society's course. Back towards the common welfare.






**Let us revolutionize  
online shopping –  
for the **greater good**.**

Undoubtedly, shopping online brings enjoyment and convenience. But now we endeavor to imbue it with profounder purpose. For the benefit of all. Products do not reign supreme. It is people who matter most.





The status quo? While the customer clicks just once, their order traverses land and sea in vain roundtrips when dissatisfied. Absurdity compounds. But we pose the questions - is this right? Is this sound? That verdict lies with you.

Our approach substantially shortens delivery trails by tapping local shops. Solid foundations come first. We mapped neighborhoods of approximately 30,000 residents to check on-hand availability of frequently ordered goods.

The results stunned - 72% of goods available locally, within a single district. But we pushed further - expanding the radius to 15km encompassing 5 districts. What we uncovered was mind-blowing.

Over 90% of online orders could be fulfilled by local retailers already. A vastly untapped potential. It became starkly evident that e-commerce as we know it must evolve. The time is now - for a revolution with power to reshape the landscape.

For us, revolution means rallying retailers nationwide, forging links between digital and main street. With one bold stroke, we banish the existential dread that plagues an entire industry.

By customer zip codes we identify nearby shops to fulfill orders. Our zero-emission couriers bicycle there directly for prompt, mostly same-day delivery.



# This resonates.



Supporting local shops requires smart logistics. We deliver swiftly, faster than most others. Our ambition: same-day delivery for every order. On time and carbon neutral.

Our fleet of electric cargo bikes and bicycle couriers make it possible. An optimal network serving all of dasbob's districts. Well-suited for urban areas. Environmentally friendly. And supportive of local stores.

Real-time tracking keeps customers in the loop with precise ETAs.

What if a shipment exceeds our bikes' capacity?

No worries - we call on trusted dasbob partners.



# Take this, Jeff.

Why should faceless online behemoths alone profit, while main street shops lie awake haunted by dread of closure? Can this be justified, beyond sheer corporate greed?

The answer is clear: This is not our way - never has been, never will be.

We intend to prove an online company can succeed financially while uplifting society.

For without thriving urban hubs, what are we? Honestly now - vibrant communities matter.





**We don't just take on  
responsibility -  
we aim to live it.**

The winds of change must rise - too long has greed gripped society's throat. This stranglehold ends now. The hour has come to restore equilibrium.

Hear our steadfast creed - prosperity can align with conscience. Business and justice, hand in hand, uplifting people in a way, that keeps no one lacking.



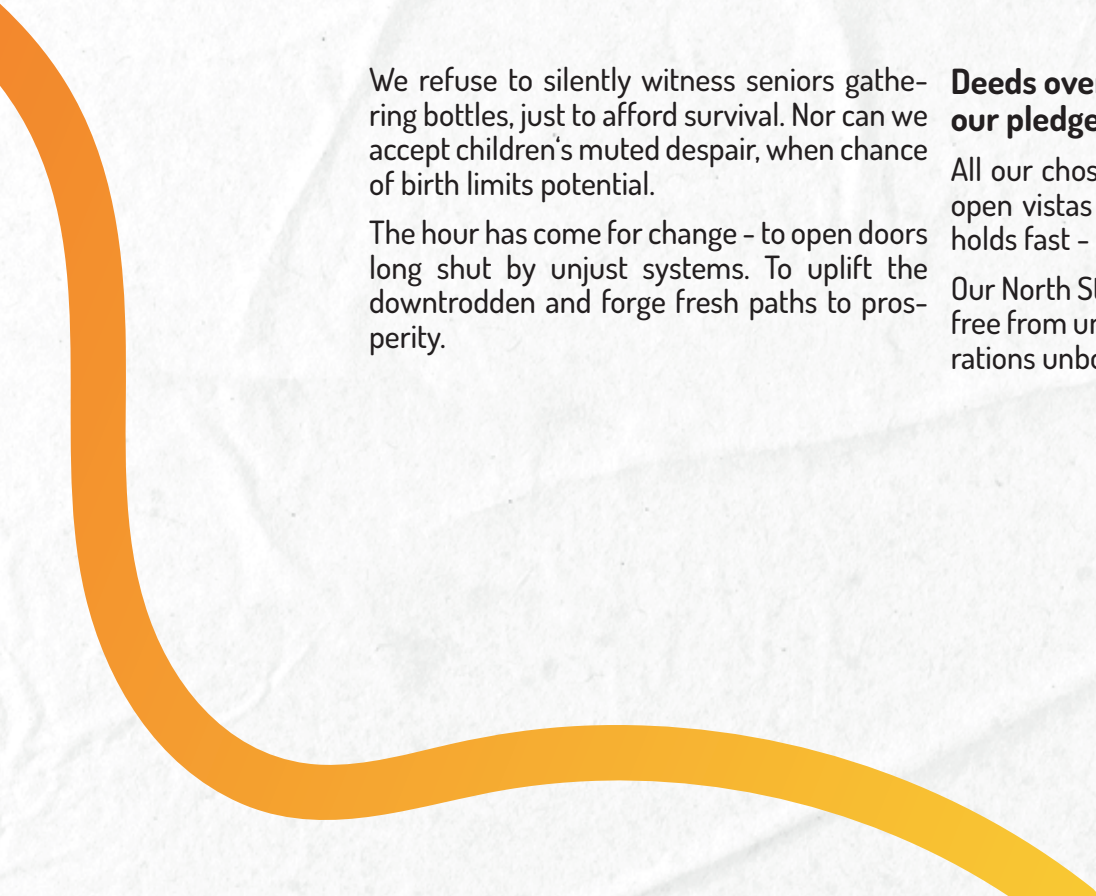
# Not good for everyone, but for the benefit of all.

Grand words but little change - we've heard too many empty promises. No more waiting - we're taking charge to right these wrongs. For the betterment of all, though some may not understand.

A hefty share of our profits will funnel straight to social causes. No caveats, no compromise.

That's why we built dasbob e.V. - an organization to fund change. Supporting selective projects close to community hearts.





We refuse to silently witness seniors gathering bottles, just to afford survival. Nor can we accept children's muted despair, when chance of birth limits potential.

The hour has come for change - to open doors long shut by unjust systems. To uplift the downtrodden and forge fresh paths to prosperity.

**Deeds over hollow words -  
our pledge for lasting change.**

All our chosen initiatives cultivate equity and open vistas for humanity to thrive. This vow holds fast - our solemn promise to society.

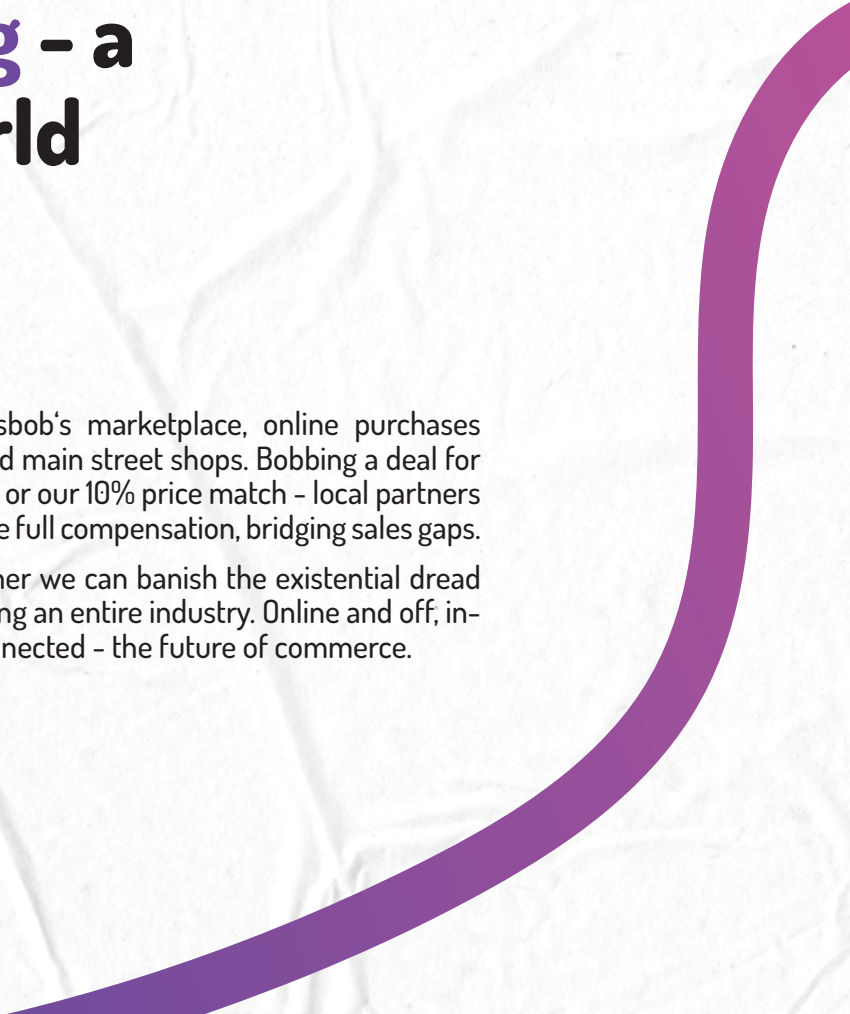
Our North Star: a future where all can flourish, free from undue burdens, sustained for generations unborn.



# Our finest offering - a bridge to real-world retail.

At dasbob's marketplace, online purchases also aid main street shops. Bobbing a deal for a euro or our 10% price match - local partners receive full compensation, bridging sales gaps.

Together we can banish the existential dread plaguing an entire industry. Online and off, interconnected - the future of commerce.





DER GROSSE  
UNIVERSALE  
MARKTSTAND  
ZUM GEBEN

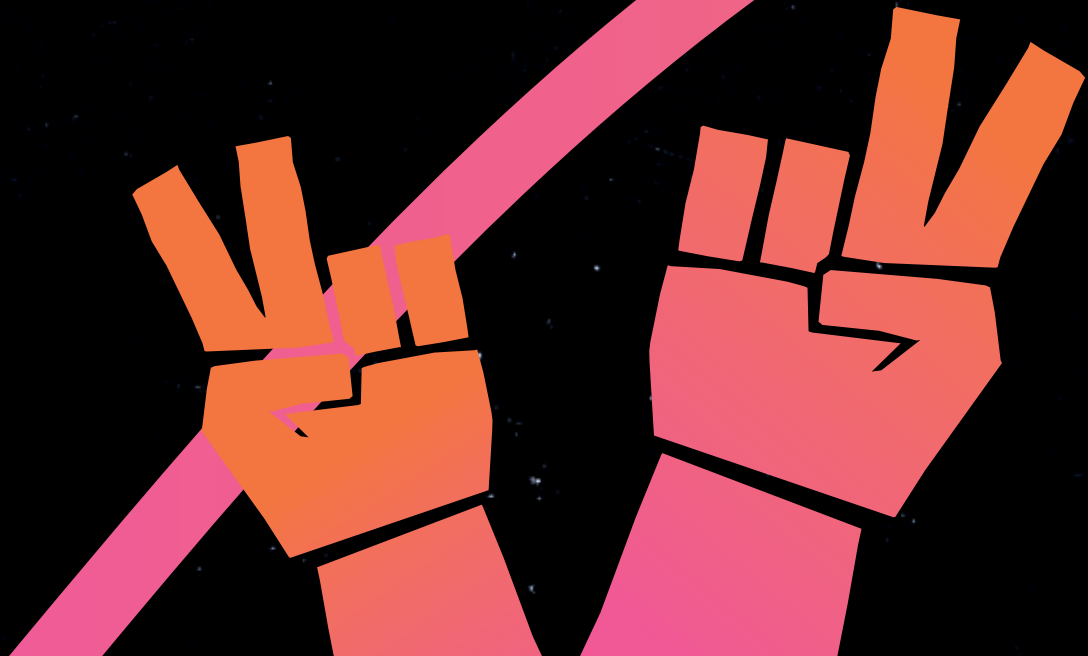
**berkin**

dabei kommt:  
Lust, rebellisch und  
dabei einfach gut.  
Gut für den lokalen  
Einkaufhandel.

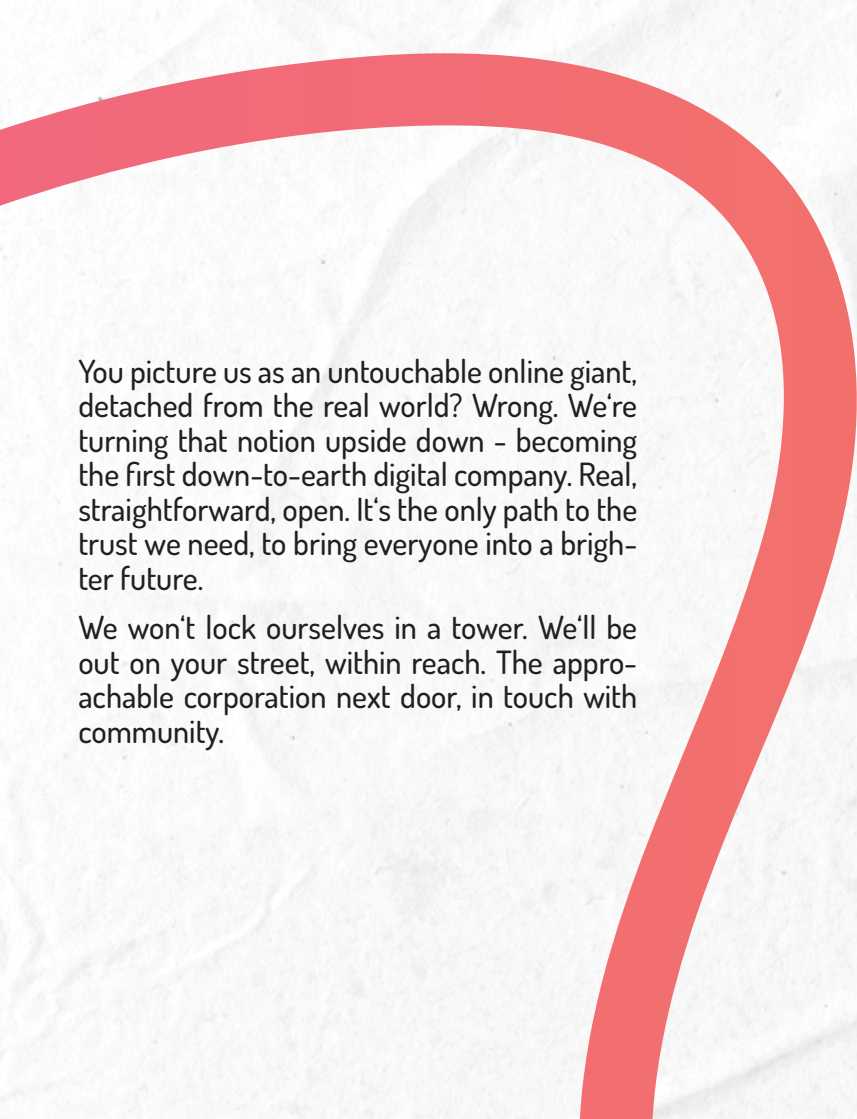
**dasbob**

**therox**

More than hotlines, more  
than bots - we're real  
people connecting.







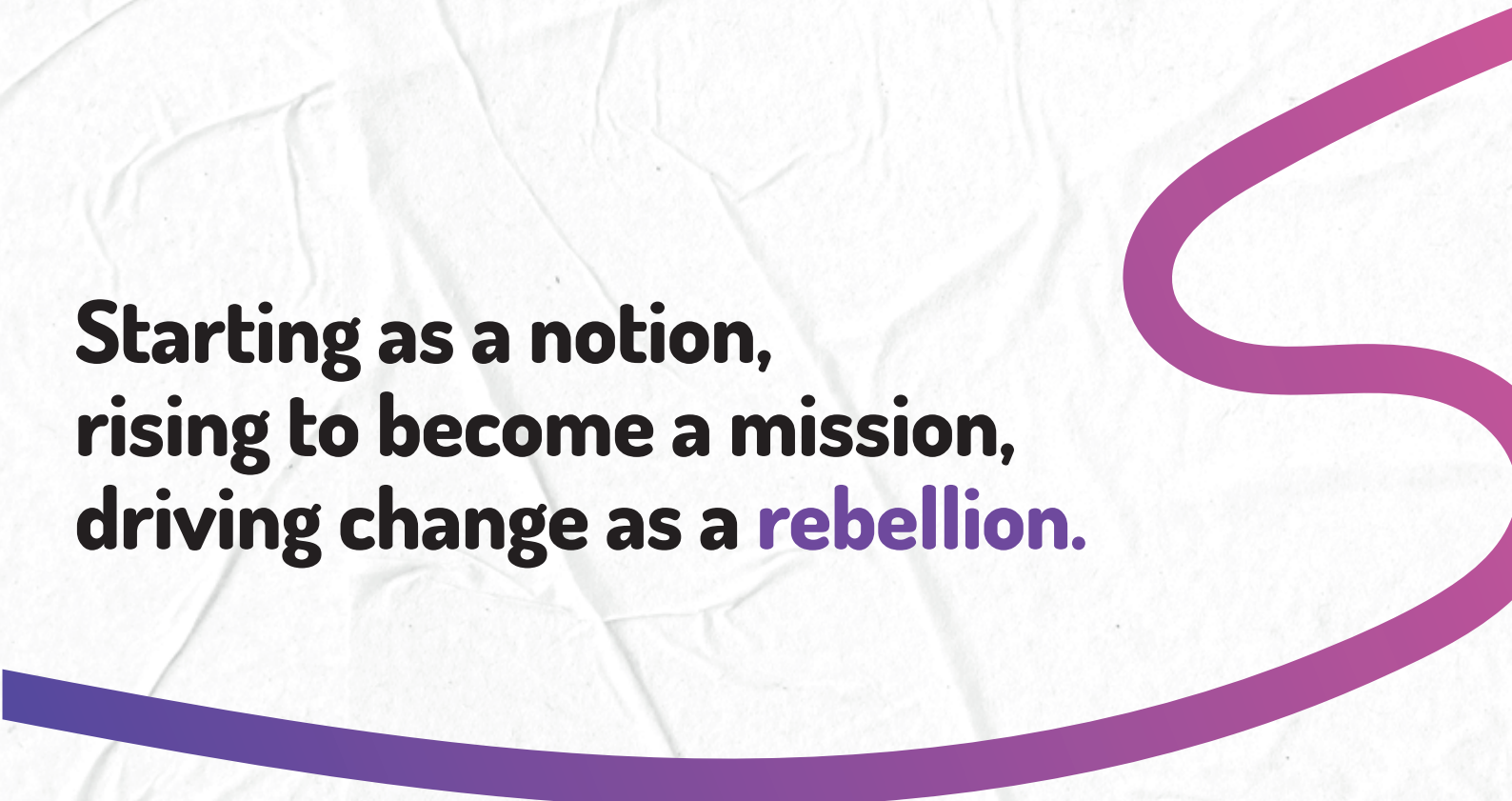
You picture us as an untouchable online giant, detached from the real world? Wrong. We're turning that notion upside down - becoming the first down-to-earth digital company. Real, straightforward, open. It's the only path to the trust we need, to bring everyone into a brighter future.

We won't lock ourselves in a tower. We'll be out on your street, within reach. The approachable corporation next door, in touch with community.

Our dasbob terminals cultivate connection at the heart of urban areas. Meet, shop, bob, chat - thoughtfully designed as welcoming spaces to foster community. More than stores, they are hubs bringing people together.

We aim to revive the spirit of our city centers, reigniting ease, warmth, and joy. Bridging divides in society that have grown over time. It may sound idealistic, but we intend to make it a reality. Inclusive places to engage, share, and rediscover our common humanity.

**Starting as a notion,  
rising to become a mission,  
driving change as a rebellion.**



It began as philosophical chatter on a social evening, friends lamenting the deteriorating state of society. But in this case, the conversation sparked something bigger - the genesis of dasbob, and the start of an incredible voyage.

The pivotal notion: What if everything cost just a single euro? To us, this concept held the key to collective joy. And so emerged a founding vision of dasbob - the power of ideas to uplift a community.

From frustration, optimism took flight. From a spark of imagination, a movement for change. The beginning of a journey to transform imagination into reality.



**ROBIN HOOD HATTE RECHT.**

ROLEX DATEJUST FÜR 1€

**dasbob**  
DER WEG



# Don't settle for more followers, we're **bold pioneers.**

One euro for anything? Impossible? Not to our founder's mindset - „impossible“ didn't make it into his vocabulary. He pondered the notion until the solution clicked: combine people and time in harmony.

Months of intense work gave birth to bobbing - making everything affordable for all, through crowdsourcing.

An expensive car for a euro? Unheard of innovation. Bobbing can transform consumer behavior, sustainably. A true gamechanger for the better - forever. Not incremental change, but a monumental leap. The spark of an idea into a model with the power to reshape reality.



**The rebellion gains  
momentum: with  
bobbing**



# What does one need for a successful **hype**?

The formula has **four** critical ingredients.

## **First: Tapping the **spirit of our time**.**

We're bringing bobbing to life at a moment when many dream big yet budgets stay small. Bobbing turns desires into reality. That new phone? Bob it. Cool jeans? Bob them. Dream trip? Bob it. We rise to the opportunity of now.

## **Second: Fulfilling **inner wants**.**

Bobbing satisfies a deep need. Our meticulously designed algorithm delivers emotional rewards on demand. Quick hits of fulfillment, powered by community.

## **Third: Doing good **feels great**.**

Every bobber is a hometown hero, supporting local causes. Being part of something bigger delivers a sense of purpose. And at the end of the day, the shared joy and smiles say it all.



#### **Fourth: Access for all, 24/7.**

Bobbing is always on - our app, website, terminals and partners make it ubiquitous.

For short bursts, we'll unlock limited-edition bobbings of insane value. Luxury villa, mega sports car, haute couture fashion - expensive tastes now within reach.

Impossibility simply doesn't exist here. Our meticulously designed algorithm and community power can elevate any desire into reality.

Dream it - and odds are, you can bob it. A digital gateway to wishes fulfilled. For everyone. Anytime.

# We will **pay** – but properly

This transformation won't stop at currency. But a new era of payment begins now.

We're trailblazers, forging achievement unseen in e-commerce history. Our model elevates transactions to new heights.



Some may label it crypto. We call it progress. Introducing thebobcoin - a new token for a new era.

Spend it on dasbob or at partner shops - bridging virtual and real-world commerce. A first for Germany, yet this is just the start.

With each transaction, the future unfolds. Boundaries dissolve as innovation ignites. thebobcoin drives us forward.

# All's well that **ends well** - are you in?

For all seeking change, dasbob lights the way. Our movement rallies dreamers and doers. Supporters of local shops, believers in community, pioneers of progress - we need you. To those yearning for better days, we say - rise up, the time is now! Together, no challenge is great. Together, we reshape reality.



**The path is set.**  
**Will you join us?**



## dasbob Group of companies

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