Speed Read – The EFFEKTIO White Paper

1. What is EFFEKTIO?

EFFEKTIO is the one mobile-first, decentralized community organizing app — Think Whatsapp plus to-do lists (and other more structured apps).

It combines two innovative ideas to one platform: casual organizing apps and privacy-first data types. Yet its most important feature is the intuitive user interface and user-centered product development making EFFEKTIO as casual and easy to use as WhatsApp for anyone from 9 to 99 years old. The entire platform and its apps assist the community building and project management process without designated people needed.

What makes EFFEKTIO unique?

EFFEKTIO establishes a **new kind of app**: The **Casual Organizing App**. Under "casual organizing" we summarize all organizing activities outside of paid work, like the sports or hobby club, the union or neighborhood assembly, the activist group, volunteer foundation or NGO.

For this **target market** EFFEKTIO provides **communication and management tools**. These tools will range from **chat and a social forum** for more structured discussions, **video and image sharing** to a dedicated **announcement format** with comment sections and likes in a feed or as "stories" to **to-do lists** for basic project management, **polls and voting, event management and meeting coordination, co-budgeting, vaults for sharing secrets and passwords** and more - openly and transparently specified and implemented for everyone to copy or build an implementation by themselves. **For the first time we put together all of these tools in just one single app.**

EFFEKTIO is built on the Matrix Protocol and thanks to that all data, including messages, are **end-to-end encrypted by default**. There is no single database available aggregating the state of the client ahead of time.

EFFEKTIO will be **absolutely decentralized**. **No central server will store any kind of data**. By now Matrix is a **federation network** that allows it to be deployed **behind country-blocked firewalls** but not yet in totally offline or DNS-less scenarios. However the Matrix Foundation highly focuses on that development. EFFEKTIO has also a keen interest in getting that ready and well integrated into its own platform.

2. Why are we building EFFEKTIO?

The idea of the global village is dead. The internet in Western Europe is vastly different from the internet for someone in China, in South America or in India. Not only because there are **governments trying to block or slow down access**, but also because **access is not distributed equally** in the first place.

Currently in the news are the shutdowns in Iran and China but let's not forget that the US Patriot Act of 2001 paved the way for massive internet surveillance apparatus which were later on revealed by the whistleblower Edward Snowden. In the name of security and stability, many governments, including democracies, are discussing restricted access or infringing the privacy of their citizens or, like China, just replace the vast majority of services with their own controlled variants instead.

But: **We need more independent online communication and organizing.** While we are facing a degrading communication infrastructure and restricted global access, **we need to be able to rely on trust-worthy, uncensored communication more than ever before** to sustain our communities and the human kind. **Communication across borders and communities is not a nice-to-have, it's crucial for any kind of progress.** We will not make it without it.

All technology that works under the assumption of having continued access to a constant global internet is doomed to stay a privilege of the rich and powerful. **Any technology that wants to bring about radical change for the masses must work reliably in a local, peer-to-peer internet environment on a regular smartphone.**

EFFEKTIO takes this challenge and becomes one of the first apps of this kind.

What we are looking for.

For one year we have been working on EFFEKTIO and we will launch an MVP shortly. We are looking **for partners who enable us to further implement** EFFEKTIO as a comprehensive app. If you are interested, please contact us.

EFFEKTIO is made in Lisbon by

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