



kiezDAO

Reconnecting Neighborhoods
Through Tool Sharing

Sharing as the Future of Living

We believe that transition to **Sharing Economy** is inevitable, and we can tame using **Power of Community**

- Mutual **support** between peers
- **Knowledge** exchange
- **Common good** instead of ownership

Human focused and value driven



Problem: Why aren't we Sharing?

Pain points preventing us from sharing:

- Lack of trust
- No records to keep track of items
- Risk of financial loss
- Risk of theft if others learn what we own
- **Lack of incentives**

Shortcomings of current sharing marketplaces:

- Bad user experience esp. blockchain ones
- Can't match supply with demand
- Trying to be "everything for everyone"
- Risk of losing items higher than profits



Survey: What would make us share?

Using technology to turn pains into gains:

- **Reputation System** to combat Lack of Trust
- **Immutable Leger** to keep track of items
- **Dispute Resolution** to receive compensation for loss.
- **Privacy by design** to make it harder for thieves
- **Fair business model** so that those who share are compensated.

Recipe for good P2P marketplace:

- Great user experience, minimal training required to use
- Enough lenders and borrowers to always find what you need
- Focus on narrow audience that you can understand well
- Way to mitigate risk



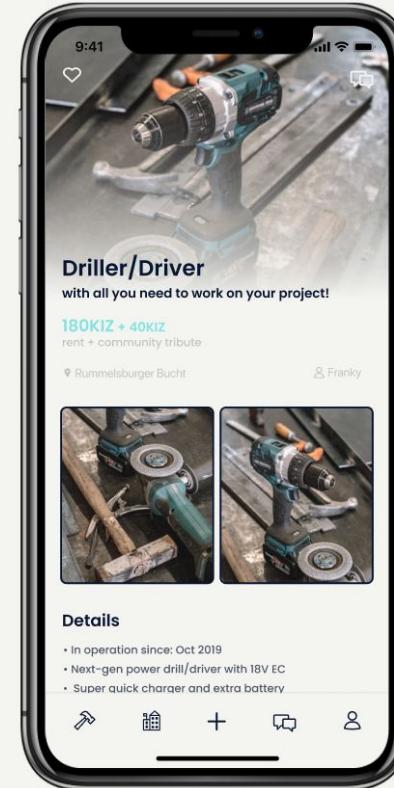
KiezDAO – Using software to aid sharing

P2P rental marketplace that reduce need to **trust the other party**

Allows people to **discover** items, **rent** them and automatically **process payments**.

Thanks to blockchain keeps **immutable record** of all transactions.

Add extra features like **reputation** and **dispute resolution** to make sharing even more appealing.



More Sharing Less Buying

Tool sharing as a community **lighthouse** solution

We **showcase** the benefit of living in a **community**
by **solving a real problem**:

- Buying and owning tools with a **high purchase cost and low frequency of usage**
- **Fast renting** or borrowing of tools when **needed**
- Wasting precious **resources** by buying new tools
- New lifestyle: younger generations buy **less**



Market size 2022: **\$239.79**

billion in “Consumer Goods And General Rental Centers”.

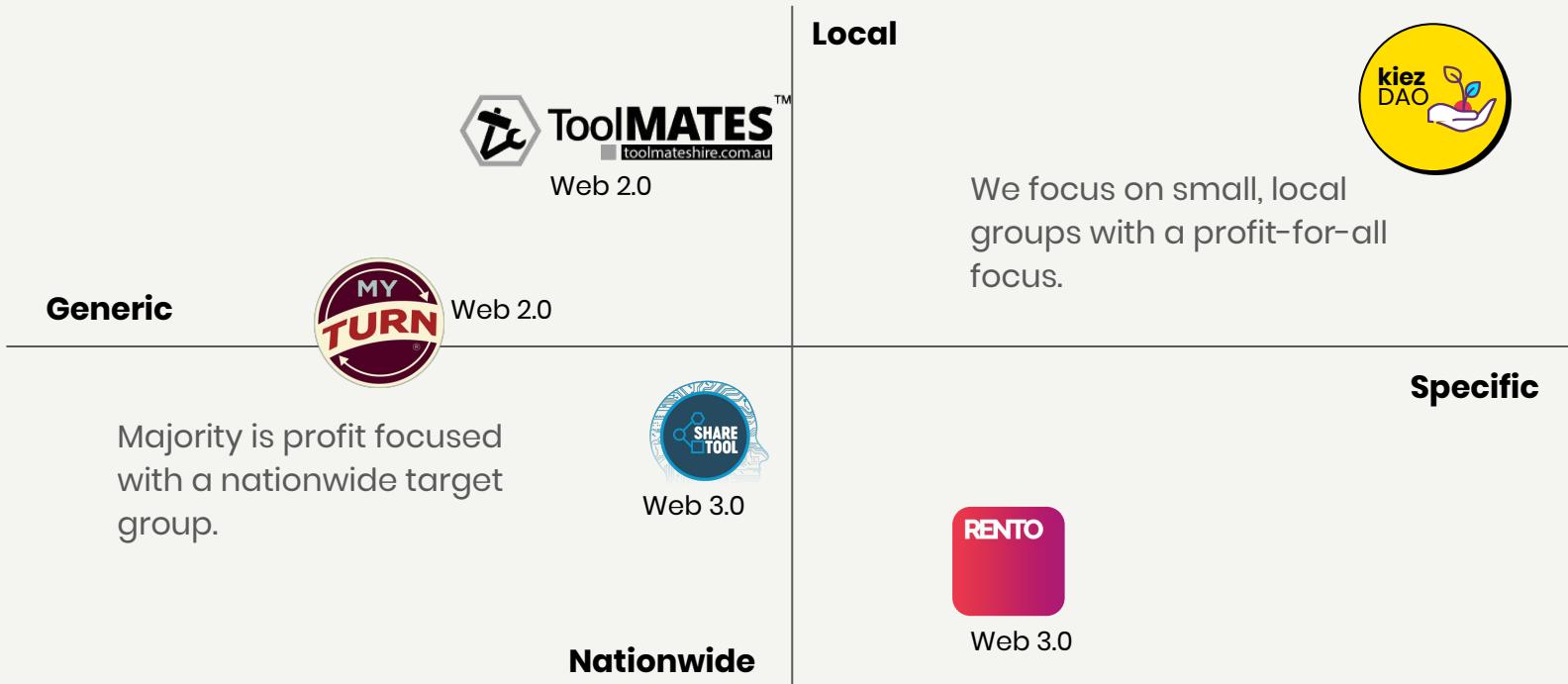


Compound annual growth rate:
9.4 % !



28% of global consumers willing to share or rent their electronic devices for a fee.

Digital P2P Tool Sharing Platforms



Houseboat Community Berlin

Rummelsburger Bucht



Pilot Users with Small-Scale Sharing

Houseboat dwellers as a niche **target market** to grow in. Similar communities exist in other cities.

Designing our proof-of-concept with a community in big **need** of tools.

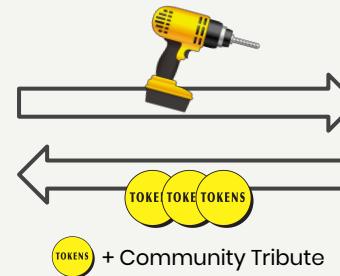
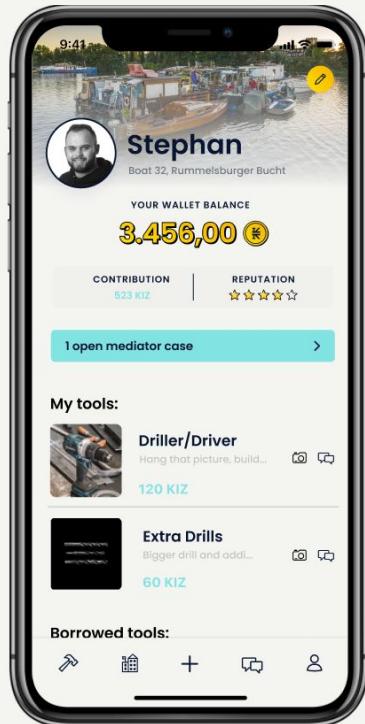
Researched & surveyed needs:

- In need of **varied** or **specific** tools
- **Quicker & cheaper** alternative to buying
- **Security** when lending tools
- Listing of tools
- **Simple, transparent & trackable** rentals



Jacob, 36

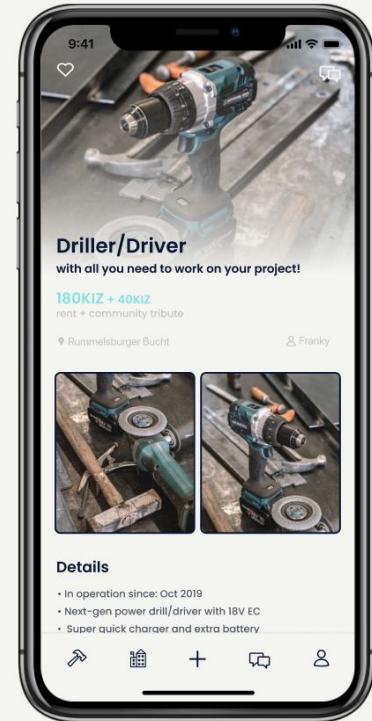
Sharing Process in kiezDAO

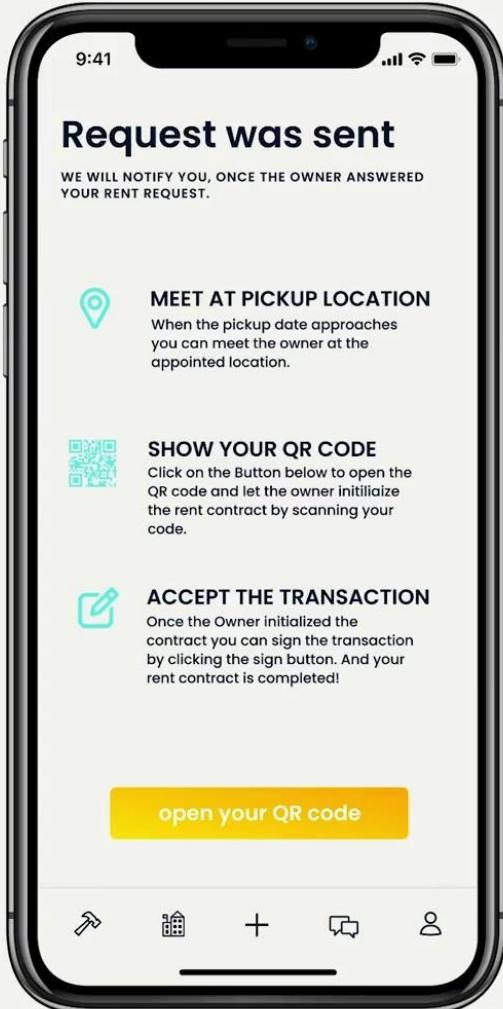


Locked collateral per
tool borrowed



- Stablecoin
- Phone number as identity







Community Focus

Key Features of kiezDAO

Strength in Numbers

A **community fund** managed in democratic manner by users enables a **solidary** support and builds **trust**.

When renting a tool a **tribute/tax** is paid automatically to the community fund.

Features of a **Smart Contract** powered **Community Fund**:

- Blockchain **tx costs** are **paid from the fund** (better UX)
- **Insurance** (repair cost, compensation for losses)
- **Mediator** reimbursement in case of conflicts)
- **Buying of community owned tools** (democratic governance)
- **Developer payment** through community requested updates

+ 2.0 Product Feature: When retail price of tool has been reached through renting, the majority of tokens earned from the tool goes in the Community Fund.



Trust and Incentivisation



Reputation quantifies **trust** and prevents short-term thinking.

Reputation is a non-factor in small communities where everyone knows each other. But in **bigger community** it can be used to determine if **unknown peers** have a good track record and can be regarded as trustworthy.

It aims to **penalize fraudulent** behaviour and **incentivizes** people who **support** the community.

Reputation parameters and their **weights** are **set** by the **members** through on-chain governance.

Reputation

- repair tool
- mediator role
- paying tribute
- return tools on time and intact

Impact:

- Trustful perception
- Lower tribute for the community fund

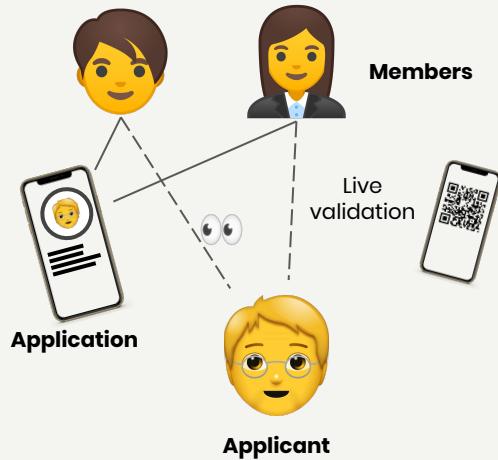
Reputation

- fraudulent behaviour
- damaging tools without repairing
- damaging tools
- being overdue on tool return

Impact:

- Negative public perception
- Higher community tribute when borrowing tool

Face-to-Face Onboarding



Personal onboarding to validate new members with a human touch.

Reputation will be staked as a **collateral** when welcoming new members.

Everyone can track back the on-boarding buddies of each community member. **Fraudulent behaviour can influence buddies reputation** - motivates both sides to stick with the community guidelines.

Proof-of-concept was developed by **DEORA** and won track in “Diffusion Hackathon 2019”.

Blockchain

A Perfect Solution for Community & Tool-Sharing Tech



The Invisible Guardian

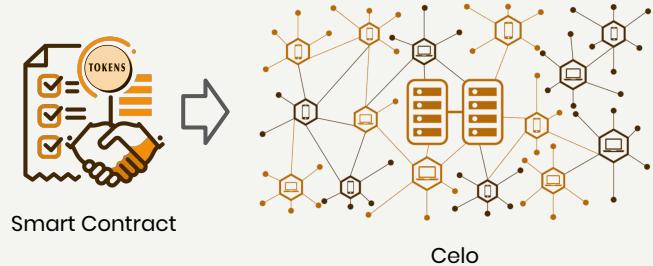
A community needs clear defined **guidelines** and **structures** to flourish in the **long-term**.

Blockchain can be the **incorruptible guardian** and **trustworthy record-keeper**.

Some of the **rules** can be enforced automatically by **smart contracts** thus turning organization into a **DAO**.

New possibilities thanks to **Web 3.0** technology:

- immutable **notarization** of all tool exchanges (ownership & borrower status)
- Executable **collateral of stake/security** from borrower
- Community owned **insurance**
- Democratic **governance**
- Sharing to yet **unknown members** through **trust**



Business Model

Let users make or save money, by easily and safely sharing tools with local community

Commission (e.g. taking ~7% cut on rent) aligns interest of the platform with interest of the user, so it is our intended revenue source.

Pivot to serve formal organizations like companies or local governments (from B2C to B2B) can be considered if we fail to meet projected business or impact goals.

Supplementary models (premium advertisements, consultancy) can be considered if commission fails to be profitable enough to sustain development of KiezDAO.



KPIs for Success and Impact

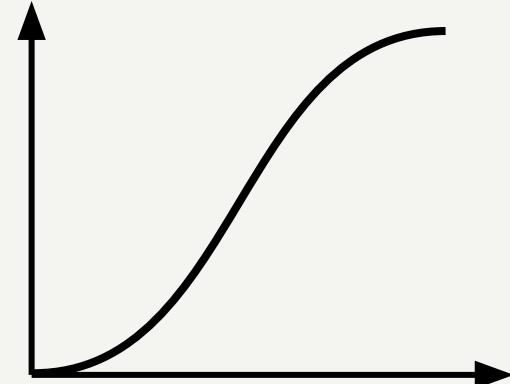
Business measures:

- Typical SAAS user activity measures (revenue, churn, active users)
- Marketing (ROAS, conversion rate, cost of user acquisition)

Impact measures:

- **Longevity** of tools registered on a platform.
- Total **revenue** from rentals in a given community.
- Number of **disputes/repairs** mediated by community fund.

Where appropriate segment measures by demographic/community to ensure we are catering to diverse audience.

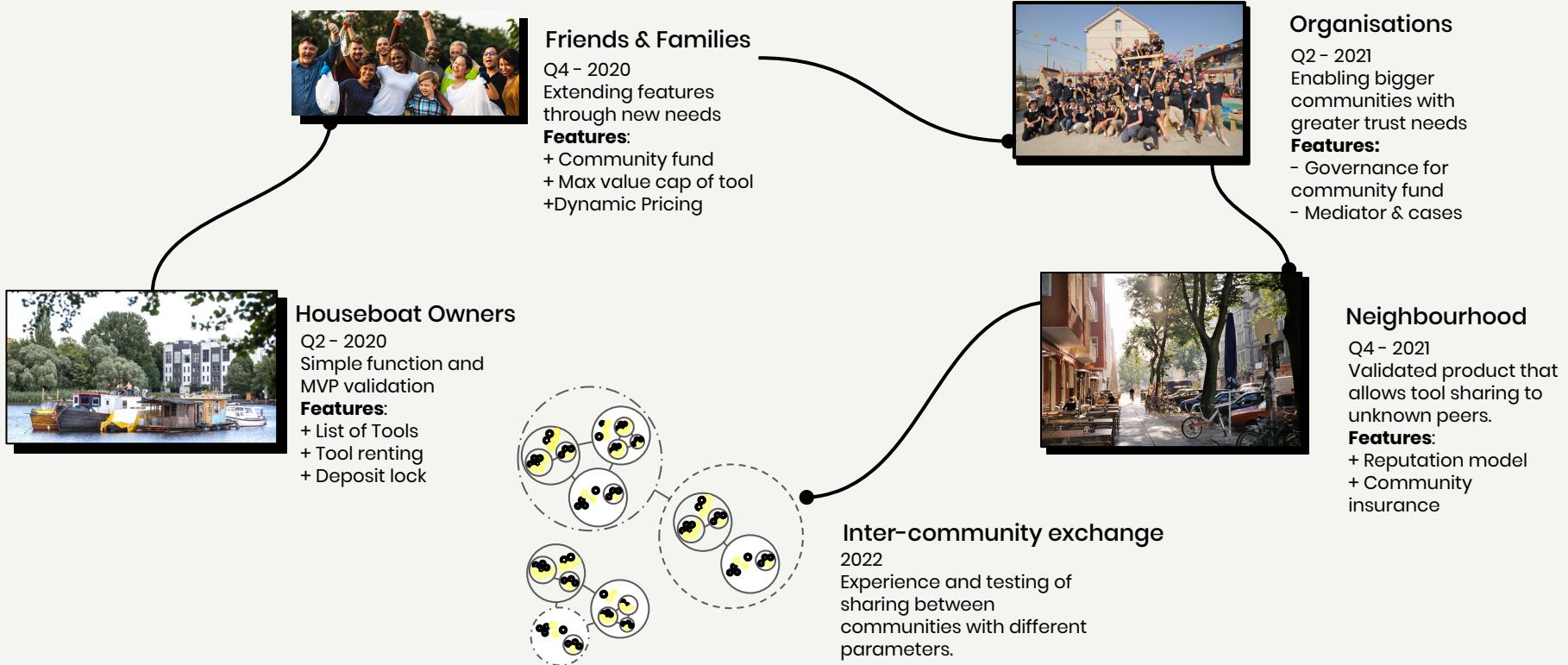




Next Steps

Establishing a New way of Living Together

Meta Roadmap



Validating Customer Needs regarding MVP

1. Exchange with pilot users

Identify essential MVP features (tool listing, tool sharing, token economics) and needs via interviews and questionnaires.

2. Feedback and sprint loops

Bug and bottleneck fixing. Trace and solve digital/blockchain UX obstacles.



3. Extend customer segments to friends & family

Extend platform to onboard new communities. Identify wanted features and new UX challenges.



4. Enable diversity in community creation

Allowing users to set own Smart Contract parameters when creating a new community with self-defined values, variables, fees etc. to account for diverse needs of global audience.

Future Directions

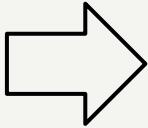


Tool Sharing Platform

Sharing and renting tools to your local community.



Tool sharing is easy to understand, so it is a great way to onboard users before offering them more complex services.



Holistic Community Platform

Living in a **sustainable** community.

- Rent tools
- Hire local craftsmen
- Sell groceries from your garden



Promote local farming and regional economy, could be starting point for creating resource-efficient and eco-friendly **Circular Economies**.

**Johann Barbie**

Blockchain developer with in-depth Ethereum and layer 2 experience

**Maximilian Kuck**

Business developer with hands-on blockchain apps & project experience

**Simon Weniger**

Front End developer in Web 3.0 + mobile UX know-how

**Tomasz Sikorski**

Blockchain and Social researcher with background in IoT

Advisors

**Jacob Steinbock**

Boat owner and pilot user

**Tim Daubenschütz**

Blockchain developer and researcher