



kiezDAO

Reconnecting Neighborhoods
Through Tool Sharing

Shaping the Future of Living

The Power of Community

- Mutual **support** between peers
- Leaving individualism for a **collective**
- New **connections**
- **Knowledge** exchange
- **Common good** instead of ownership

Human focused and value driven



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



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.

Houseboat Community Berlin

Rummelsburger Bucht



Pilot Users with Small-Scale Sharing

Houseboat dwellers as a niche **target market** to grow in

Exploring a proof-of-concept with a community in big **need** of tools

Researched & surveyed needs:

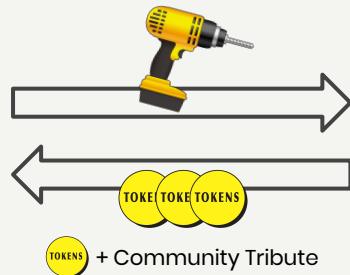
- In need of **various** and **specific** tools
- **Quicker** & cheaper alternative to buying
- **Security** when lending tools
- **Listing** of tools
- **Simple, transparent** & **trackable** process



Claudius, 37

Sharing Process in kiezDAO

Screenshot of tool cashout - QR code



 Locked security per tool borrowed

Screenshot borrowed tools

Blockchain

A Perfect Solution for Community & Tool-Sharing Tech



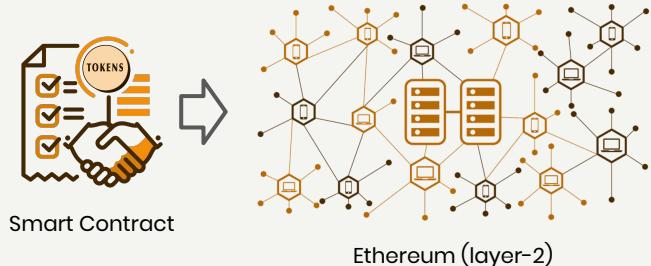
The Invisible Guardian

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

Blockchain can be the **incorruptible** guardian without **exploiting power** or **resources**.

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**





Community Focus

Key Features of kiezDAO

Strength in Numbers

A **community fund** 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**:

- Ethereum **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



Trust and Incentivisation



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

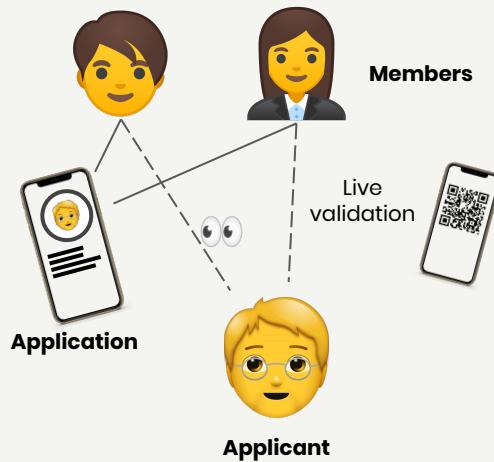
Reputation quantifies **trust** and prevents short-term thinking.

Reputation is mostly known on a social level in smaller communities. Bigger circles rely on a **transparent structure** to exchange tools to **unknown peers**.

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

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

Face-to-Face Onboarding



Personal onboarding to validate the 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 already proven and rewarded in “Diffusion Hackathon 2019”.



Next Steps

Establishing a New way of Living Together

Validating Customers and MVP

1. Exchange with pilot users

Identification of essential MVP features (tool listing, tool sharing, token economics) and needs.

2. Iteration through feedback and sprint loops

Bug and bottleneck fixing. Concluding of digital/blockchain UX obstacles.



3. Extending customer segments to friends & family

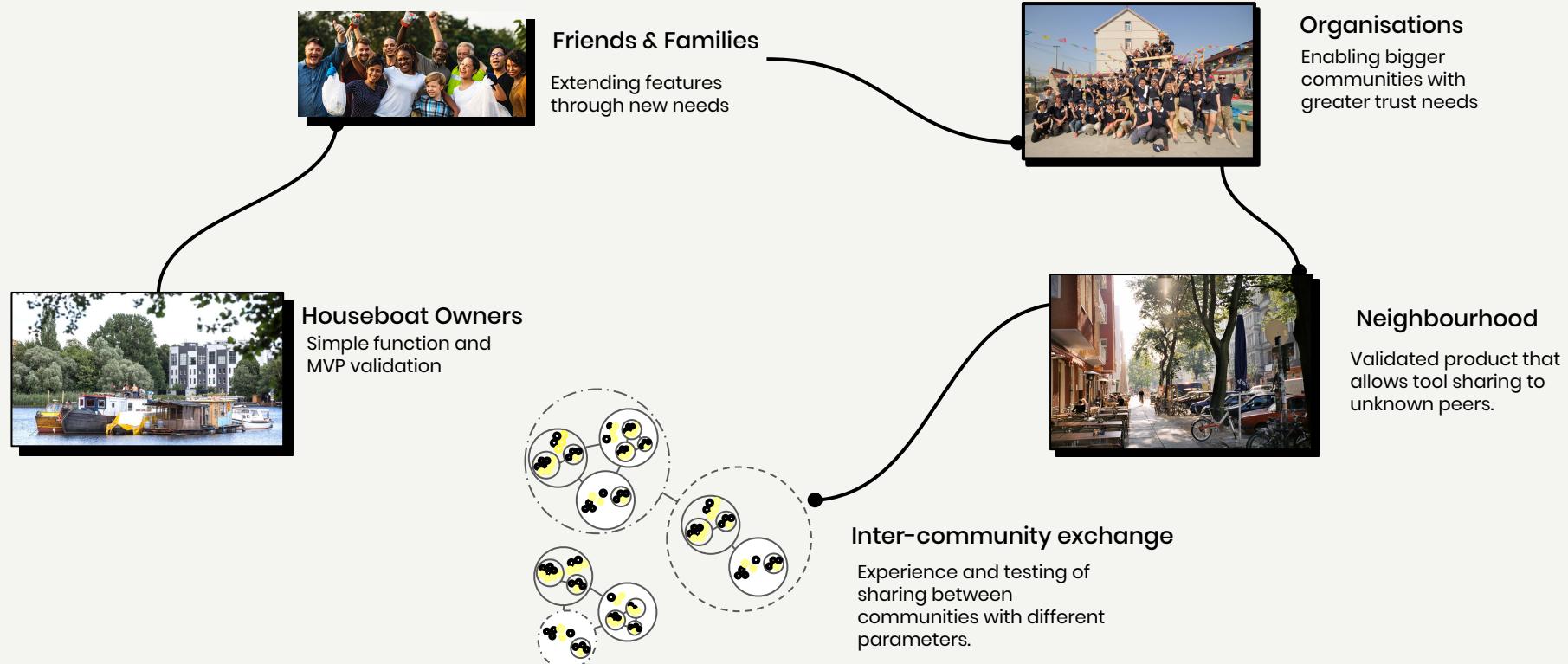
Opening new circles as single communities. Identifying newly wanted features and UX challenges.

4. Enabling community circle creation

Allowing to set own Smart Contract parameters when deploying a new circle with self-defined values, variables, fees etc.



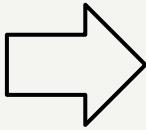
Meta Roadmap



Future Directions

Tool Sharing Platform

Sharing and renting tools
to your local community.



Holistic Community Platform

Living in a sustainable
community. Rent tools and
make use of local
craftsman skilled services.
Sell goods and groceries
from your garden.



KPIs for Success

KPIs can be split into two groups. One related to usage and business success and one related to social and ecological impact.

Business measures:

- Typical SAAS measures (revenue, churn, active users etc.)
- 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.

