

Commūnitās

A blockchain organization creator&manager
for affordable living.

Mentored by:

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<http://communitas.netlify.com/>

○ 1 - Vision and value proposition

a blockchain tool that allows cohousing communities to:

- simplify their process
- save money
- network
- replicate solutions

○ 2 - Problem the team is solving

Our platform can contribute to solving the affordable housing crisis. Here is some data to understand the situation:

spain (july 2019)

47 million people in Spain

60% salary are spent on housing by 28 million people

81% 16-29 years old people can't rent a house

salary percentage spent on housing by 16-29 years people:

94.4% in Spain (media)

120,4% in Baleares

115,3% in Cataluña

107,5% in Madrid

salary percentage spent on housing by 30-34 years people:

67% in Spain (media)

89% in Baleares

82% in Cataluña

76% in Madrid

9,28% rise price of rent between 2017-2018

15,6% people can live by themselves

More than 22% of young people are at risk of poverty and exclusion

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75% cohousing growth last 7 years in Spain

eeuu (june 2019) (august 2017)

32,9% salary on housing (media)

36,8% salary on housing - one parent, at least one child under 18

36,6% salary on housing - married couple with oldest child under 6

35,7% salary on housing - single person

millenials spend 45% income on rent by age 30

70% millennials cannot afford to buy a home

48% millennials have no down payment savings to buy a house

Millennials are renting longer and buying homes later.

Millennials are waiting longer to buy homes and living with their parents or roommates until they can afford a down payment.

They're also taking new measures to fast-track their path to homeownership, like moving to commuter towns, downsizing, or buying with a significant other.

uk (2017-18)

household income spent on rent:

42% in London

30% elsewhere in the country

(june 2019)

average salary and rent in areas of **London**:

65% salary spent on rent - city of london

83% salary spent on rent - hackney (maximum)

46% salary spent on rent - bromley (minimum)

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spain

https://elpais.com/sociedad/2019/07/18/actualidad/1563449798_577291.html

https://english.elpais.com/elpais/2019/12/18/inenglish/1576671283_164627.html

eeuu

<https://www.consumerreports.org/mortgages/how-much-mortgage-can-you-afford/>

<https://www.bls.gov/opub/ted/2017/married-couples-with-oldest-child-under-age-6-spent-36-point-3-percent-of-total-expenditures-on-housing.htm>

<https://eu.usatoday.com/story/money/personalfinance/real-estate/2018/05/18/millennials-spend-large-percentage-income-rent/609061002/>

<https://www.apartmentlist.com/rentonomics/2019-millennial-homeownership-report>

L

<https://www.businessinsider.com/millennials-housing-changing-homeownership-real-estate-2019-7?IR=T>

uk

gov.uk (search)

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/817630/EHS_2017-18_PRS_Report.pdf

<https://www.theguardian.com/society/2017/sep/20/millennials-spend-three-times-more-of-income-on-housing-than-grandparents>

london

<https://metro.co.uk/2019/06/26/map-shows-much-salary-spend-rent-different-areas-london-10072789/>

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The situation is pretty alarming, especially if there's a context of economic instability that exacerbates the problem, that unfortunately is going to happen after covid.

People are already creating organizations that mix the property ownership with the rental model, in order to reduce costs and expenses. Apart from that, this model improves residents' quality of life, prevents solitude and contributes to achieve some of the SDGs.

Actually, during the last 7 years this model -rooted in the Scandinavian culture- has risen 75% in Spain.

We have a pretty huge problem but, there's a great solution for it. So why hasn't been implemented on a larger scale yet?

Actually the process to get there, to get a home, is an awful, tedious and collaborative process that takes a lot of time and money. Because of that people are afraid of just even starting it.

Here's the managing process of a cohousing organization, without considering the construction or refurbishment phase.

INITIAL PHASE

- finding the right people
- identity/trustability concerns
- face to face community proceedings
- terms&conditions
- intermediaries (notary, accountable, finances, legal advisor)
- governance/management/distribution costs
- define group methodologies
- participation timeline and mandatory terms
- distribution of decision-making

SET-UP PHASE

- legal and bureaucratic complexities
- association/company constitution and representation
- governance issues
- distribution of decision-making
- members Representation
- bank account, fund raising
- trustability issues
- activity and expenses registration

CONSTRUCTION/REFURBISHMENT PHASE

- land rights
- land or building property entitlements
- Title registers
- governance issues
- financial costs and allocation
- transparency concerns
- participatory design processes
- construction monitoring commissions
- coordination between proposals and decisions

CONNIVANCE PHASE

- governance issues
- management of conflicts
- sanction issues
- maintenance payments
- monthly and utility payments
- activity and expenses registration
- support other communities , etc

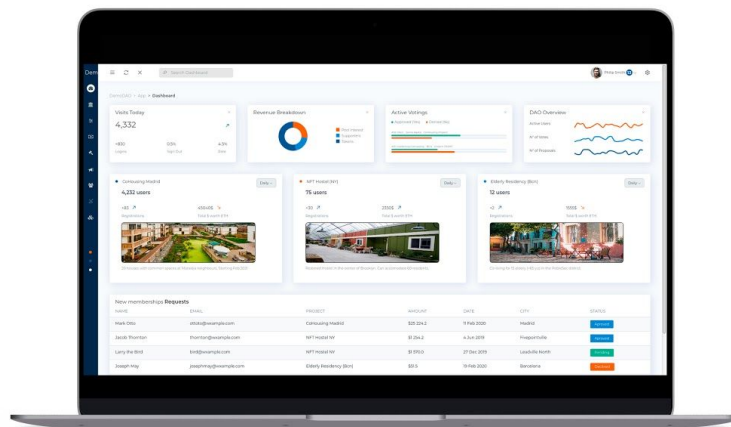
Basically we have problems associated with **fast settlement, costs, governance, registers, transparency, security, trustability, bureaucracy, legal issues, need for intermediaries and scalability.**

What's curious here is that these problems related to cohousing processes are also common pain points that we've identified in other types of organizations, cooperatives, or collective initiatives, before specifically identifying our target market.

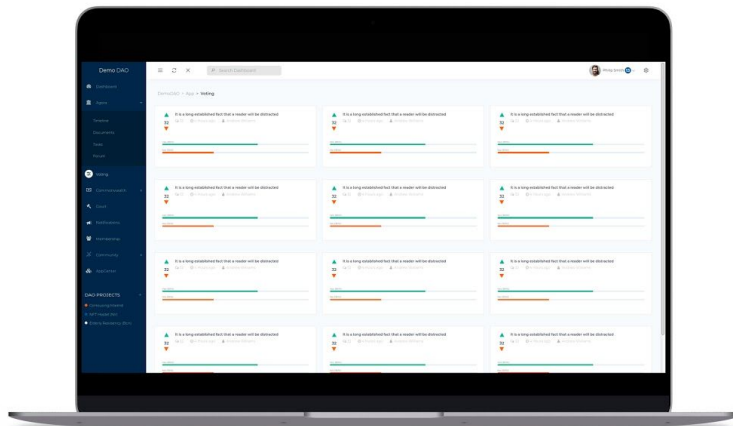
○ 3 - The solution

Communitas it's an

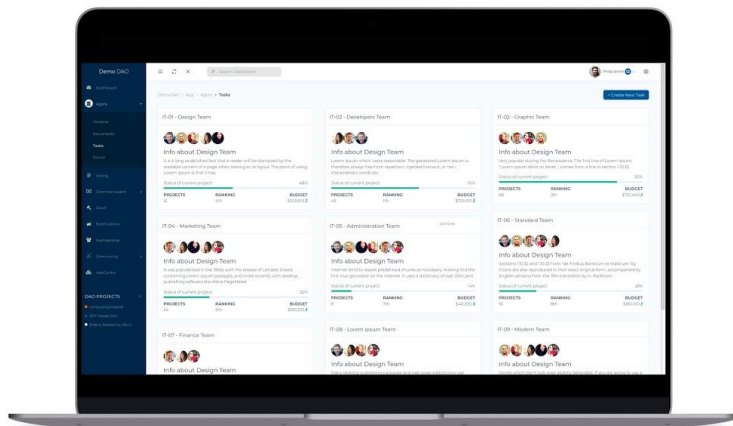
- **All-in-one easy organization manager**
Allows you to Process, allocate information, planification, documents
- **Governance platform**
Users can Votate, create Horizontal decision making and participatory processes
- They can have **Secure finances and be transparent on expenditures**
- Is based on **DAO Templates for easy replication**
Of affordable housing organization structures



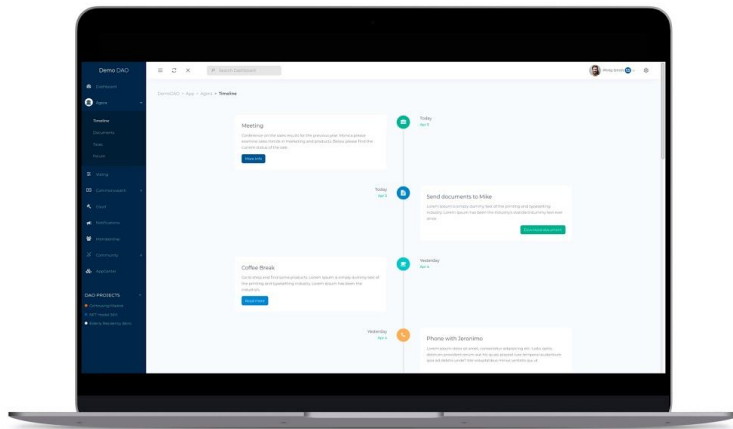
ALL-IN-ONE EASY ORGANIZATION MANAGER
GOVERNANCE PLATFORM
SECURE FINANCES AND BE TRANSPARENT ON EXPENDITURES
DAO TEMPLATES FOR EASY REPLICATION



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DAO TEMPLATES FOR EASY REPLICATION

So communities agiles the process of creating & managing affordable housing. Here are the solutions that we have implemented in the platform:

1 EASIER, FASTER, CHEAPER

way to create and manage your organization.

You can track and manage everything inside the app.

Bureaucracy-free. Skip intermediaries.

2 TRANSPARENT, SECURE

Provides access to registers and roadmaps.

Allows you to be efficient in democratic processes.

Community can safely keep it's money in the Dapp.

can Crowdfund your project and donors could check where their money goes.

3 BUILD YOUR COMMUNITY

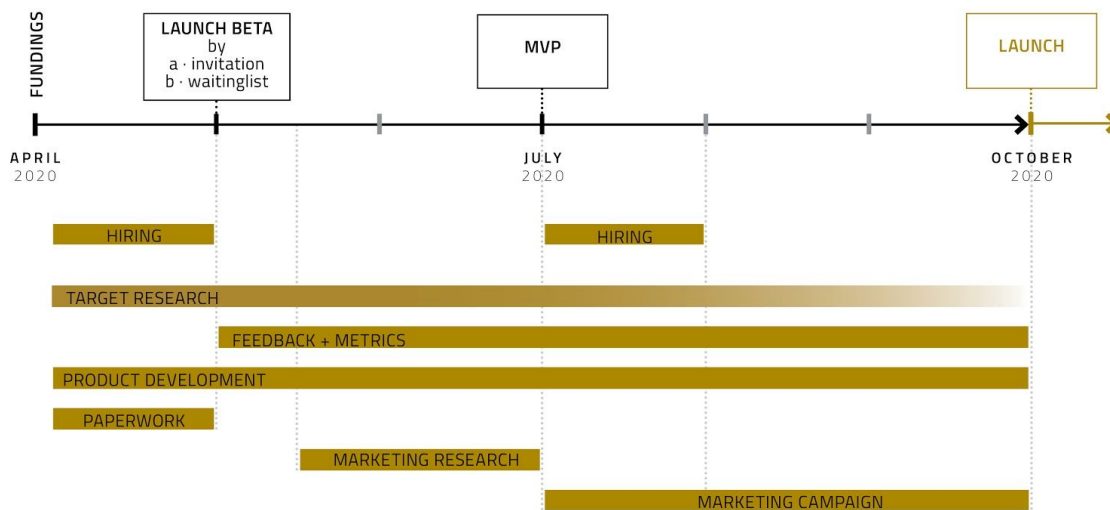
Share your ideas and connect people with common interests.

Replicate local projects into global context.

○ 4 - Target market and opportunity

We have established 3 goals/deadlines for the next 6 months: first beta versión (only by invitation or waitlist) in order to get feedback as soon as possible. The MVP product launch that it will be in 3 months, and finally the launch de product in 6 months.

TIMELINE



Our strategy will be to partner with existing Spanish organizations working on affordable housing alternatives -such as Sostre Cívic, Ecohousing, Fundación Pílares, Cohousing Verde, Jubilares, etc- to convince them manage their on-going projects to on Communitās.

The aim here is to enrol already existing groups of associated people to migrate to digital/blockchain technology in order to manage their organization/projects in a transparent, registered and participatory/horizontal way.

These users could help us get feedback, modify the product according to their needs and pivot if it's necessary, before reaching the main public. While directly targeting groups of people, it could also indirectly help us with so-called "word-of-mouth" marketing.

We are combining the DAO platform with the possibility to share organizations roadmaps, milestones and activity. So crowdfunders/donors could

follow/participate/trust which are the expenses and be updated on the whole project process.

Sharing and keeping a record of the organization updates, could also benefit others with similar interests to get inspired, and easily replicate already existing organizations set-up in their local context, fostering a real “act locally, think globally” active strategy.

Once the MVP will be tested, our strategy is to open the market towards Scandinavian countries, the Netherlands and UK -especially because traditionally they’ve been using community strategies to create affordable housing.

We assume that one of the challenges of blockchain businesses is demographics. What is interesting here is that the millennial /gen x tech-savvy user interested in blockchain is the same people who are already interested in alternatives to the current housing model and vice versa.

○ 5 - Revenue model or business model/Impact measurement

We are planning to have different sources of fundings. The business is primary based on revenue by subscription, but we've also identified secondary types of revenue.

Funding:

- 1 - Crowdfunding
- 2 - ICO
- 3 - Grants & external capital

Primary Revenue:

- Freemium Model per User
- Premium Model for DAOs > 20 users
- Subscription premium Features

Secondary Revenue:

- (Sustainable) Ads
- 3% Transactions, 10% Interest on Pools
- Partnerships & Jobs Market

○ 6 - Competitive Analysis

Communitās it's a platform that not only allows you to easily and fastly create and manage your cohousing organizations through DAOs (define your T&C, votations, proposals, documents sharing, secure money, allows you to be transparent, etc) from beginning till the end, but also lets you crowdfund your DAO initiatives. Since we detected that one of the main pain points of organizations is the lack of fundings, whether they are donations or social loans related to the lack of trust from donors/banks.

Communitās allow you to connect with people or organizations who pursue common interests and goals. It is possible for users to check organization roadmaps, so ultimately local projects, initiatives, and organizations set-ups can be easily replicable worldwide to easily and quickly achieve the UN SDGs 2030 (especially those related to housing affordability and sustainability: *7 Affordable and Clean Energy* and *11 Sustainable Cities and Communities*).

Currently in the market there's no platform that allows users to have all these features in a single, secure and transparent platform. Nonetheless, we researched the market and found those competitive companies who at least are already working in one of our main features:

Sustainability and Social Impact

- **Global Giving:** crowdfunding platform for grassroots charitable projects. Since 2002, has raised 430M from 1M donors to support 24,000 projects in 170 countries.

Crowdfunding

- **Pledge Camp:** crowdfunding platform with blockchain-powered escrow features and token-incentivized user engagement.
- **Republic.io:** equity investing platform, stack fundraising solution in the crypto space with an affiliated investment advisory service. Since 2016 they have raised 200M by Republic companies from VC, angels and their communities
- **Kickstarter:** crowdfunding platform for physical products, policy on restrictions (only western countries, project validation by curators, crowdfunding success only if you reach the financial goal)

- **Indiegogo:** crowdfunding platform for any kind of products, no restrictions. Raised \$1,6B from 20M donors vs \$4,8B from 60M donors of Kickstarter.
- **GoFundMe:** crowdfunding platform that allows people to raise money for events or challenging circumstances like accidents and illnesses. Raised over \$5B from 50M donors.

DAO Creators

- **Aragon:** is an open-source software project that allows for the creation and management of decentralized organizations. They were founded by a crowdfunding community raising \$25M in 15 minutes. Since Nov 2017 they've achieved 802 DAO projects already. We are in conversations with them since our aim is to build our platform on top of them.
- **DAOstack:** it's a platform for decentralized governance that enables collectives to self-organize around shared goals or values. They launched in Spring 2018 and they have 24 DAO projects already.
- **DAOhaus:** another platform to create decentralized organizations with especial emphasis on user-friendly experience. Launched in July 2019.
- **Moloch DAO:** another platform to create decentralized organizations that allows you to vote on issuing new stock and allows you to destroy your stock to get access to its capital. Launched in February 2019.

Organization Management

- **Basecamp:** it's a web application development, particularly useful for sharing project progress and team communication. Clients can also take part since they can see to-dos and milestones progress. A 21y/o company with 3.300 business clients in 2020. They charge a flat subscription of \$99/month.
- **Jira:** product developed that allows bug tracking and agile project management. Is used for issue tracking and project management by over 75,000 customers in 122 countries. Launched in 2002.
- **Asana:** is a web and mobile application designed to help teams create projects, assign work to teammates, specify deadlines, and communicate reporting tools, file attachments, calendars, and more. They launched in September 2018, Asana announced that it had reached 50,000 paying customers

○ 7 - Plan to Validate Customer Segments

Direct Feedback: we want to have direct connection as Founders with the customers during all the process and lifetime of the company. It is something we don't want to delegate.

- **Interviews:** conduct personal user interviews, with beta version users using Slack as a tool. let them tell you what to add, let them tell you bugs, let them pull you towards the product
- **Direct chat:** live chat version on the private beta version of the platform, as many platforms have, to talk to your users as much as possible.
- **Helpdesk:** Establish email and telephone numbers where all Founders could have access to respond to customer feedback.
- **E-mail after registration:** 1h after registration clients receive a personalized and honest e-mail by Founders. Providing detailed contact sources and their direct availability to listen to them. Using Costumer.io

Direct Customer Support: we want to help them create their projects on Communitas. . We want to make sure the adaptability to a new software and management flow is easy for them. Make them feel they are not alone, by:

- **Tutorials** on how to create DAO and manage organization.
- **Blog posts** to explain and maximize the platform possibilities for organizations.
- **Direct Chat:** live chat version on the private beta version of the platform, as many platforms have, to talk to your users as much as possible.
- **Helpdesk:** Establish e-mail and telephone numbers where all Founders could have access to respond to customer feedback.

Create a data warehouse: so all members of the staff continuously could check the platform metrics and work towards improving them. Using Google Big Query. Analytics and Amplitude.

Checking usability and behaviour: to see how they interact with the website, see they find all buttons, etc. Using Fullstory.

Using typing tools: to recruit key segments in order to measure the progress they're making with these top priority audiences. It also enables to test new messaging or product innovations with these groups. For example, as part of your marketing strategy, Segment A may receive Email Newsletter A whereas Segment B receives Email Newsletter B.

○ 8 - Plan to Define and Validate MVP

We defined a large series of testing approaches on a technical, marketing & business level to test our MVP, defined in the Testing doc. Here we explain (in chronological order) our methodology to test the product MVP:

User Surveys and metrics: using the strategies explained in the point 7 and 9 of this document.

Crowdfunding & ICO: Before even starting the development of the product, we will launch a crowdfunding program to fund the project & validate the idea. Also, once we have a beta MVP, roadmap, whitepaper & security audits, we will launch an ICO that will re-validate our idea, expand our community and fund the project for the next phases of the development. Those two methodologies had become very important in a lot of Blockchain-based projects to archive funding, validation & increase initial user-base & early adopters. With the combination of the two, we expect to have a clear validated product, backed by the community and viable in economic terms.

Landing page: We already have a landing page to showcase our product core features and accumulate user signups and track other important metrics with GA, HotJar, etc. (view testing approaches doc for more details).

Piecemeal MVP: In addition to the Landing page, we will launch a series of pages (features) with the concierge methodology, to show users different parts of our product and thus be able to collect information and better understand the needs and uses of potential customers and prioritize these developments, such as the most used types of DAOs templates, the average number of users per DAO, etc.

Marketing & Promo video: We plan to launch a series of promotional & educational videos demoing the different use-cases of our platform for different user-personas. This way, we could promote the product while educating & showcasing all the possible features and value provided by our product.

Ad Campaigns: This will be the last step before the launch of the MVP to attract our target market users via paid ads in social media, search tools & specialized websites.

Be “behind the shoulders of the customers” to see how they interact with the website, see they find all buttons, etc. (Fullstory)

○ 9 - KPIs for Success

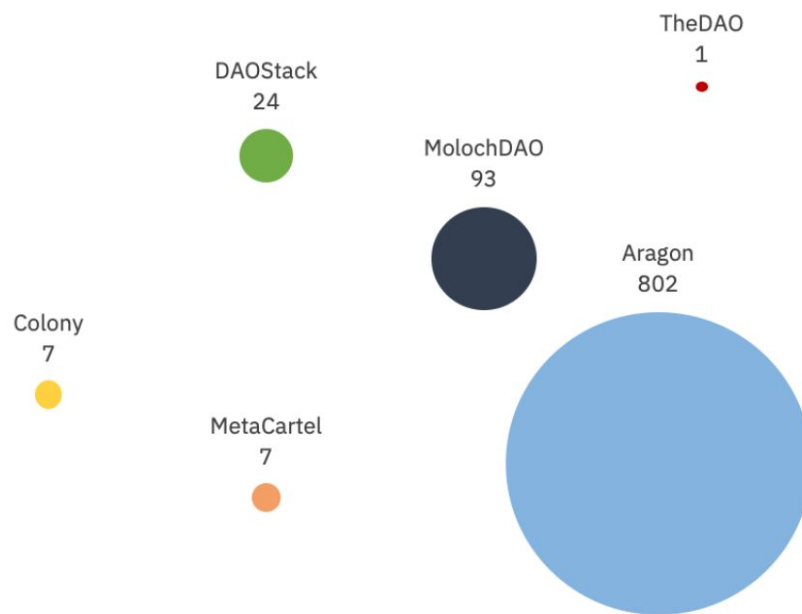
Primary Metrics - Growth metrics

The goal of our start-up is to grow our primary metrics. By doing this, it does two things, it proves that we are making something lots of people want, and second, it proves we are making something that has a possibility of reaching and serving all those people. Each week, our goals actually are going to be set at a 0,07% weekly growth rate. We are going to focus on exponential goals and not linear goals.

- **Weekly Active Users & DAOs:** one month after launching our target is to have 150 weekly active users and 15 DAOs created, with 0,07% weekly growth rate, 1,2% monthly growth rate. We define active user by someone who weekly register 3 actions on the platform (ej:votation, registration of data/documents, pool money)
- **Median person per DAO:** number of users divided by number of DAOs. One month after launching our goal is to have a median of 10 people per DAO.
- **Number of transactions/month:** One month after launching our goal is to have a median of 600 transactions, with 0,07% weekly growth rate.
- **Monthly revenue:** one month after launching our revenue target is between 1000€-3000€, from there will put trimester goals to reach a MRR of 15.000€/month from the 12th month after launching. In case there's a 20% margin error on results, we are going to reconsider the target market and marketing campaign, and change strategy from the 14th month.
- **ROI:** considering a scenario where we wouldn't have to pivot towards another target market and marketing campaign, assumption is that after 2 years of consistent and scalable growth, our goal is to have a range from 20-35% ROI. Covering operations cost, salaries, marketing and a contingency plan.

Considering the scenario where we would have to pivot towards another target market and marketing campaign, the assumption is that after two years 15-25%.

Considering these are our primary metrics, we will focus on strategically growing towards achieving these goals. Nonetheless we are going to complement them with secondary metrics that are going to allow us to specifically determine user behaviour and buying habits.



Graphic highlights the significant number of DAOs that already exist.
 Aragon launched in 2016, DaoStack in early 2019, Moloch in early 2019.
 Source: Benance Research, Nov 2019.

Secondary Metrics

We have selected some secondary metrics to pair with our primary metric and give us more information on the process. This gives us a good 360 degree overview of the health of our company.

Revenue centered metrics

- **Gross Margin:** Gross profit in a given month /total revenue in the same month (Gross profit equals total revenue less cost of sales and goods sold). Considering we don't have to pivot our gross margin after a year would be 15-30%. If we have to shift around our services/products that it would be around 10-25%.
- **Customer Revenue Retention:** Total revenue from customers in the current month /total revenue from customers in the prior month. After the first month, our customer retention goal is 80-90% who were also customers in the previous months/total revenue from all customers considering the best case scenario. Direct feedback works very tight on this metric, so there's the possibility during the first beta version that we could encourage clients to give us feedback in exchange for a free month subscription, and because of that we are not able to reach the metric goal.

User centered metrics

- **Percent Log-in** (Total monthly active users with a registered account ("logged-in") divided by the total unique visitors / (inclusive of both "logged-in" and "logged-out") during the same 28-day window. We need to track registered vs unregistered user behaviour to address specific marketing campaigns to attract those unregistered users. After the first trimester rate of registered users should be 50% and by 2nd semester should have risen towards 60%.
- **Paid Customer acquisition cost (CAC)** Cost per customer acquired through paid marketing channels (total sales and marketing spend in a given month / total customers acquired via paid channels, including via sales, in a given month). During the MVP testing period when we target existing cooperatives and NGOs, CAC is going to refer to organization acquisition cost. The goal here is never to spend more than the customer is actually giving us on a profitable basis, on a margin basis.
- **Organic Users (vs paid users)** from the second trimester after launching we are going to focus on how many organic users come vs organic paid users, as a sign that the word of mouth is if the rate is over 15% and growing each month a year after launch the rate is 50%.
- **User retention** Percent of customers who go on to make at least one purchase in month 2 (note: this is cohort metrics, meaning it's re-calculated to include each new cohort acquired). We intend to keep this metric high, since as a community website interaction between users inside the platform is crucial to its development.

Subscription centered metrics:

- **Gross User Volume:** one month after launching our goal is to have 30-20% of the DAOs on a subscription basis. Again tracking the buying and activity behaviour of its organization is going to be crucial to address individual marketing campaigns to promote premium services, upgrades on subscriptions, etc.
- **Gross User churn (Subscriptions cancelled)** Total lost customers (cancelled subscription) in a given period / prior period total customers. One month after launching our goal is to have less than 5% of subscriptions cancelled by giving additional support and customer care services.

Transaction centered metrics:

- **Gross Transaction Volume** Total sales or payment € volume transacted in a given period. (Not the same thing as revenue- revenue € you keep). This metric is relevant because it shows how much organizations, proactive users and donors have relied on the platform and the blockchain technology. It will give us tips if we have to reinforce the educational campaign, tutorials, etc. Moreover this metric shows are one important source of income for the platform. After the first trimester the goal is to reach 20.000€ on transactions.

Blockchain centered metrics

- **Gross pooled Volume** Total sales or payment dollar volume transacted in a given period. (Not the same thing as revenue- revenue € you keep). This metric is relevant because it shows how much organizations, proactive users and donors have relied on the platform and the blockchain technology. It will give us tips if we have to reinforce the educational campaign, tutorials, etc. Moreover these metric shows are one important source of income for the platform. After the first trimester the goal is to reach 20.000€ on transactions.

○ 10 - Team Bio

Jordi Aulet (@jpaulet)

**Blockchain developer & Smart Cities expert.
Product Development & Business.**

Emma Meilán (@mmmnmz)

**Architect specialized in NZEB - Nearly Zero Energy Building
Product Manager and Design. Business.**

Clara Gromaches (@cgromaches)

**Architect specialized in Cohousing
and International Cooperation.
Product Manager and Design. Business.**

○ Extra - User personas & User cases

A_User persona_1rst Target Marketing

Profile: Maria Ronda

Age: 35 years

Country: Barcelona, Spain

Position: Architect Project Manager in *Sostre Cívic* Cooperative

Hobbies: yoga, hiking and spending time outdoors

Interests: bio& sustainable architecture and social issues

Goals and Objectives:

Engage 100% participants in the cohousing communities during the whole process.

Pain Points

Difficulties to make democratic decisions, there's always someone missing at the decision-making meetings, since people have very different work schedules.

How she hear from us?

She read a blog post on a Medium group, on tools to increase democratic decision-making inside organizations.

Path to purchase

She gave it a try, since registration is for free.

Afterwards she realised that it could really help her organization in their participatory decisions and project management.

What could hold him/her back?

The fact that to register information, do transactions, etc costs money (0,10€). Because of that she has to register a credit card number.

Lack of information about blockchain technology.

Why she buys from us?

Easy and quick way to manage projects and take decisions democratically on-line.

Ability to meet people who have similar interests.

Maria works in *Sostre Cívic*, a catalan organization that helps people create cohousing communities –an alternative to overcome gentrification, that mingles property ownership and rents to offer fair prices by sharing some facilities. They've started to use DAOCommunis *Cohousing* template to organize and manage all their projects. Communitās allows their communities to self-organize, democratically make decisions, keep their money safe and transparently track all their expenses. The platform has helped them a lot since it doesn't require presencial meetings, saving them time. The community is still looking for some other members to join, but since Communitās is also a social network, they are already in touch with potential new members who share their same interests and goals.

B_User persona_1rst Target Marketing

Profile: Jesús Linares

Age: 40 years

Country: Madrid, Spain

Position: Business Executive at Jubilares Association

Hobbies: cycling and tennis-table

Interests: healthy food and sports

Goals and Objectives:

Spread Senior Cohousing as an alternative for the elder people to the current model.

Introduce the experience and knowledge of elder people to society.

Pain Points

Media has just started to showcase documentaries and interviews to elder people who live in senior cohousing, still there's a lot to do in order to let people know about senior cohousing.

How he hear from us?

We contacted his Association directly to offer him a partnership with us.

Path to purchase

He tried the trial version on the website. He liked the user-friendly interface and feels accompanied by our direct customer support.

What could hold him/her back?

The fact that some of his clients are not familiar with new technologies. Still his current target market are people in their 60s and early 70s open-minded and with proactive mindset.

Why he buys from us?

Easy and quick way to manage projects and take decisions democratically on-line. He's convinced that our platform could save his company a lot of time and could also agile the whole process of constituting a cohousing community from the very beginning until the end.

Jesús works in *Asociación Jubilares*, an Spanish association that helps elder people to create senior cohousing solutions - an alternative to the traditional elder residence. He started the trial version of Communitās using the *SeniorCohousing* template and watched our tutorials. He was afraid some of his clients might not be familiar with the dashboard, so we sent him a simplified dashboard proposal with just really basic functionalities. After testing the app with some elder clients, they decided to subscribe, convinced the software will help them agilize the management and save them time.

C_User persona_1rst Target Marketing

Profile: Ainhoa Romero

Age: 43 years

Country: Pamplona, Spain

Position: Head of communication at *Ecohousing*

Hobbies: tai-chi outdoors, cooking paella, discovering new apps

Interests: quality time with his family and new technologies (she's a crypto-currencies buyer)

Goals and Objectives:

Contribute to a more sustainable and ecological building development.

Educate society on the social and quality living benefits of ecological cohousing.

Pain Points

Requires an extra 15%-25% initial investment than regular cohousing alternatives.

How she hear from us?

She read a blog post on a famous Spanish newspaper on Communitās, few days later we contacted her company and introduced her to the specific problems we are solving for her.

Path to purchase

We sent her the tutorials and introduced her to the platform on video call and screen sharing. Afterwards she presented the platform to their team and after they all tried the trial they decided to subscribe.

What could hold him/her back?

She's not the one deciding on the company budget, so she doesn't want to take responsibility in her team and be the techy problem-solver for her colleagues and clients.

Why she buys from us?

She's convinced the platform is going to help them to improve the communication internally between different projects, and at the same time will improve the communication inside the members of future and existing cohousing projects.

Ainhoa works as the Head of Communication at *Ecohousing*, an Spanish architectural association that helps people who want to start an ecological and sustainable cohousing community. Communitās is going to help them organize and manage all their projects and is going to allow their communities to self-organize, democratically make decisions, keep their money safe and transparently track all their expenses. The ecological field is very important to share initiatives and techniques, since this building market still has to grow. Specially they are in contact with Danish and Swedish Eco-cohousings to ask for advice & feedback to already existing communities.

D_User Persona_2nd&3rd target market phase

Profile: Frieda Müller

Age: 45 years old

Country: Berlin, Germany

Position: Business Manager in a German Health Care Association

Hobbies: flamenco dance, indian cuisine, travelling

Interests: social justice, ecology, business

Goals and Objectives

Organize individual initiatives to become efficient at helping the Health Care System.

Decrease bank commissions and transfer, clean and transparent way to track money expenses of the organization

Pain Points

There's no centralized information center to track exactly which are the needs.

There's no data on who's producing materials at their places, no the number of them.

Difficulties to connect needs with production and distribution. Action without efficiency.

How she hear from us?

A 3D community of makers and developers, got in contact to her to suggest her to use Communitas to efficiently organize and collectively manage her initiative.

Path to purchase

She trusted the good will of the 3D makers community and developers. Together they set up the DAO.

What could hold her back?

She's afraid her partners and co-workings are not willing to change their current workflow due to software adaptation or difficulties.

Why she buys from us?

Interface is user-friendly + customer support services and tutorials.

Frida who works in a German Health Care Association, during the outbreak of Covid-19 created a DAOCommūnis using *Group production* template to organize home 3D production of respirators and medical protection stuff. The DAO is set to unlimited users, keeps track of the n° of 3D elements produced per household and its location, and links it with the Hospital needs and distributors. The DAO allows to start a secure and transparent crowdfunding campaign to collectively finance the production and distribution of essential and medical needs during an emergency situation. The DAO has already been duplicated in several countries and produced millions of medical 3D objects.

E_User Persona_2nd&3rd target market phase

Profile: Mathias

Age: 40 years old

Country: Brussels, Belgium

Position: Chief executive at a farmer's cooperative

Hobbies: cross-fit, hiking, drinking craft beer with friends

Interests: crypto-currencies, football, ecology

Goals and Objectives

Maximum productivity and efficiency of his company workflow

Pain Points

Doesn't rely on ads, unclear copywriting, time-wasting discovering alternatives that don't reach his company needs.

How did he hear from us?

Vitalik Buterin wrote a recommendation on Communitas.

Later on, Consensus tweeted on how they are implementing Communitas.

Path to purchase

He read a tweet from Vitalik Buterin and Consensus recommending Communitas, and he gave it a try since registration is free.

What could hold him back?

The amount of extra work that could imply to move all the current workflow and information they use at his company.

Why does she buy from us?

Trusts blockchain technology + easy interface.

Mathias who works in a farmers' cooperative as one of the chief executives, found in Communitas a more efficient way to distribute and sell the food they produce. He created DAOCommunis using the *Easy commerce* template that allows farmers to directly connect with urban neighbourhood's associations. Neighbours pay the monthly fixed price on the DAO. The money on the pool generates compound interests that they use to weekly give away some food baskets to a homeless aid association of the same neighbourhood. Using this DAO are able to weekly deliver products, avoid intermediaries, they've increased their producers income, decreased final prices, warranted fresh and KM0 food and giveaway some food by just organizing themselves into a DAO.