

Commūnitās started as an ambitious platform to create a wide number of different DAOs (Democratic Autonomous Organizations) from pre-generated templates, in an easy and fast way. We wanted to create a **replicable DAO framework** in order to be able to facilitate the creation of multiple organizations where people come together in order to solve local problems related to the UN SDG.

At this phase, we had too many business verticals. So the target market was tough. After talking with our mentors we realized we had to be more specific. We did more research and had interviews with people working in large organizations & in the cohousing industry. We ended up pivoting 2-3 in order to be more specific and define simple problems and target markets, although the core goal, principles and technology were the same. Moreover, we realized that the problems that community organizations face are common pain points in affordable housing processes as well.

During the 5th week, we had chosen 3 different user scenarios and cases for our DAO templates. But it was by the end of the week when we realized that the **affordable housing** market had to be the one and single focus. It actually made a lot of sense since two of the members of the team are already in the cohousing and sustainable building industry and we are the target market -tech-savvy millennials in their 30s, interested in blockchain, looking for alternatives to solve our basic needs.

During the 6th week and after this new approach we have centered our efforts to come up with an easy, fast and cheap way to create & manage affordable cohousing initiatives and projects. We have been focused on the development of a working prototype and improving our message to deliver a clear and concise presentation.

It's been a hard journey, with unexpected conditions for all of us, but we are proud of our final product after all. Thus, we want to keep working on Commūnitās. We are actually very excited about its business possibilities and the impact that the platform could have.