

.comm

*Connect with fellow residents and
local artists on your stoop*

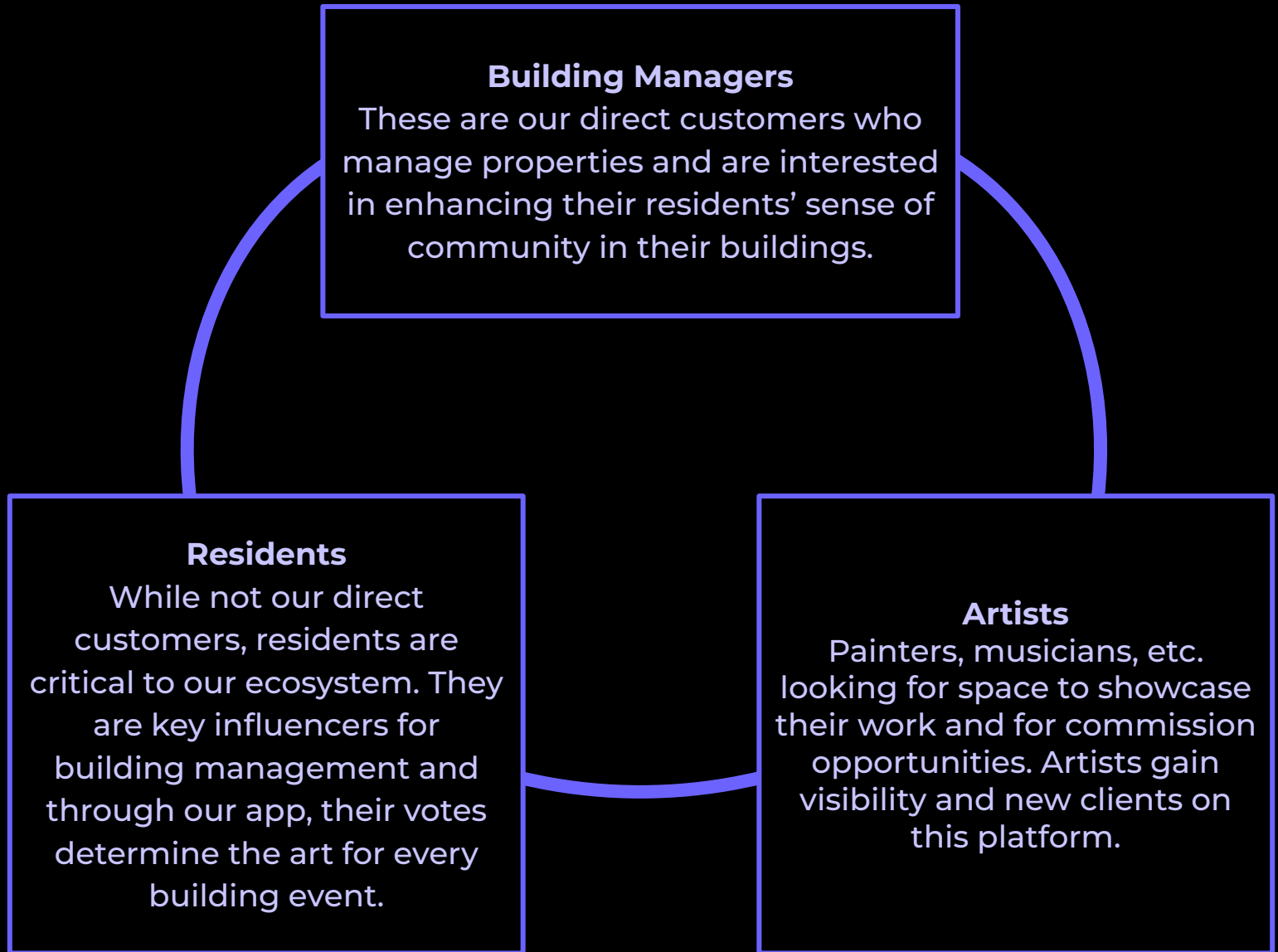
Our Customers

Our customers are the boards and management of NYC buildings looking for a way to build a better sense of community among their residents.

Many buildings host building-wide events, but often, people don't think these are fun and are even a bit awkward. Moving these events outside onto the building's stoop allows people to gather in a more natural environment that feels less forced and more relaxed.

During these events, local artists and musicians can perform their art on the building's stoop, providing both entertainment and cultural enrichment. The money that buildings put aside for events can be used to pay the artists and because these installations can be temporary, a new artist can come every few months. We are B2B: we aim to use buildings' existing events-budgets and put them to better use.

Stakeholders & Ecosystem



Customer and Stakeholder Insights

Resident Insights:

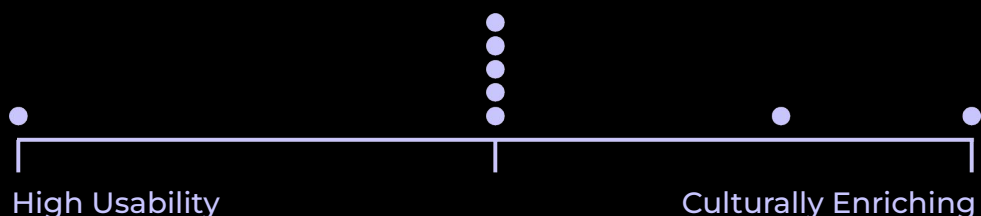
- Want more art in their neighborhoods
- Many New Yorkers love their stoop, enjoy hanging out there
- Find normal building parties awkward and boring, often don't bother going
- Making the neighborhood more welcoming, safe, and secure helps build a sense of community
- Want more "third spaces/places" to spend their time when not at home or at work

Building Manager Insights:

- Recognize that the front of buildings (often stoops in NYC) are social hubs that their residents already use for briefly chatting with each other.
- Planning events can be tedious, especially when there is a co-op board that needs to approve everything. It can be slow and there is too much bureaucracy involved too often.
- Would love a way to simplify the event planning process.

Artist Insights:

- See these events as opportunities to showcase their work and expand their audience.
- Some up and coming DJs do their work for free for larger events
- For smaller events, they will sometimes charge a low fee



How NYC residents ranked our platform in terms of being usable v. culturally enriching.

What We Offer

Our platform provides a unique way for New Yorkers to build a sense of community in their buildings. By voting for upcoming building events' artists, residents feel more involved in their building's community and can more easily and naturally find shared interests with fellow residents.

For Residents:

- More interesting building events that everyone gets to vote on
- Less awkward because events are more engaging and in a more relaxed atmosphere

For Management:

- Events that are better at building a sense of community among their residents than traditional building events.
- Easier to set-up for management. With the outdoor venue, the artist decides what to bring for the event and are responsible for set-up/break down of their materials.
- Reduced resident turnover, when people feel they are part of a community, they are less inclined to move.

For the Artist:

- Provide opportunities to showcase their art
- Can grow their audience, networking, and getting their name out more, all while being paid to do so.

Ideal Customer Experience

Business Management

Resident requests more enjoyable and interesting building events, suggests they use “.comm”

Building manager downloads .comm to explore it to see what it offers and how it works

Building manager gets approval from board, signs up, tells residents about new events coming up

Residents have their first .comm experience and tell people they know about how much better it was than a regular building party

Residents

Hears building is using .comm for more engaging building-wide events, downloads app & signs up

Votes for a local musician they've heard about for an upcoming building event

Their favorite artist is chosen—connects with neighbor two floors below and discovers they have a shared interest in this style of music

Finds common interests with fellow residents who they would normally not chat with, fostering deeper connection and trust among neighbors

Delivering the Experience

Our platform gives building management a way to organize their residents in an online community focused on planning their events to be more engaging and enjoyable.

1. From their superuser account, management creates a new event, specifying date, time, and any other logistics.
2. Management selects a few artists for their residents to choose from for the upcoming event, based on building constraints such as space and budget.
3. Residents can view the profiles of these artists and vote for their favorite, along with recommending other artists on the platform for future events.
4. Our platform records these votes and notifies the building manager of the residents' choice.
5. Management confirms the artist for the upcoming event, can message them directly about special requests, and can choose to pay them on our platform or in person.

Competition

	Similarities	Differences
Neighborhood-wide events: <ul style="list-style-type: none"> • StoopsBedstuy • Columbus Amsterdam BID (Business Improvement District) 	<ul style="list-style-type: none"> • Strengthens nearby community • Fortifies existing relationships among neighbors 	<ul style="list-style-type: none"> • We offer events based around shared interests so fostering connection is easier
Apps to meet new people with shared interests: <ul style="list-style-type: none"> • Meetup • Eventbrite • BumbleBFF 	<ul style="list-style-type: none"> • Geared towards expanding social circle • Events based around shared interests • Offers attendees a casual, low stakes vibe. 	<ul style="list-style-type: none"> • These are not focused on building community among neighbors but instead on meeting new people • Events aren't necessarily local or nearby • Most events cost \$ to attend
Galleries and Museums: <ul style="list-style-type: none"> • Wallach Art Gallery at Columbia University • Metropolitan Museum of Art • Natural History Museum 	<ul style="list-style-type: none"> • Many offerings for different interests • Lets people learn and meet others with similar interests • Lets people choose what they want to see 	<ul style="list-style-type: none"> • Often not local • Do not encourage talking among visitors nor engagement between different interests • Focuses on cultural growth, not community growth

Pitch

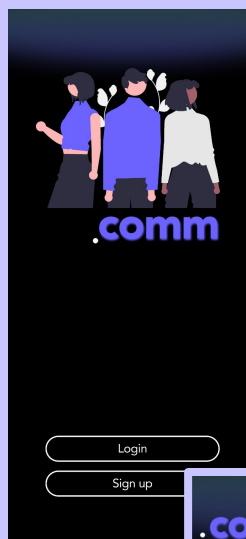
Do you ever feel lonely in NYC?

Well, you're not alone.

Watch your community blossom when your awkward, dull building events transform into unique artistic experiences with local artists. No more boring small talk with the neighbor in 4C—why not chat about art while watching a local artist instead?

“.comm” uses the budget buildings already set aside for events, but puts it to better use: bringing artists to your stoop. Residents vote on artists, recommend others for future events, and experience revitalized building-wide stoop parties, fostering a greater sense of community and engagement among your closest neighbors.





.comm

Sign up

First Name _____ Last Name _____

Address Line 1 _____

Address Line 2 _____

City _____ State _____

Zip Code _____ Phone _____

Email _____

Profession (Add many) _____

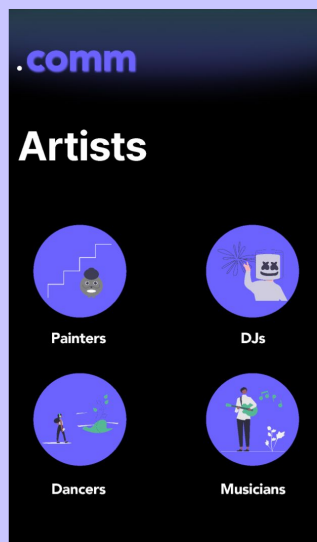
☐ Agree to all T&C

Sign up

1

Download app
& Sign up

Prototype

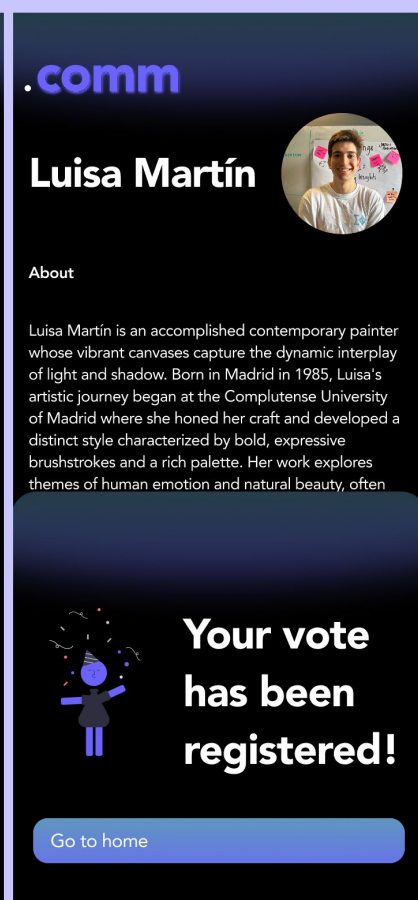
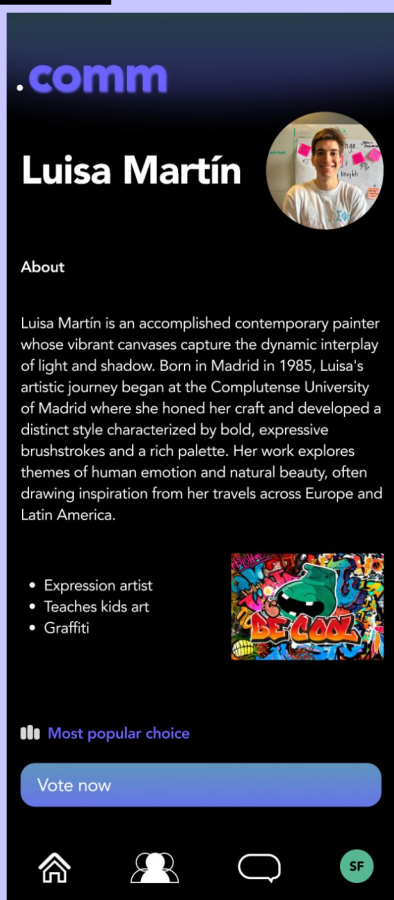
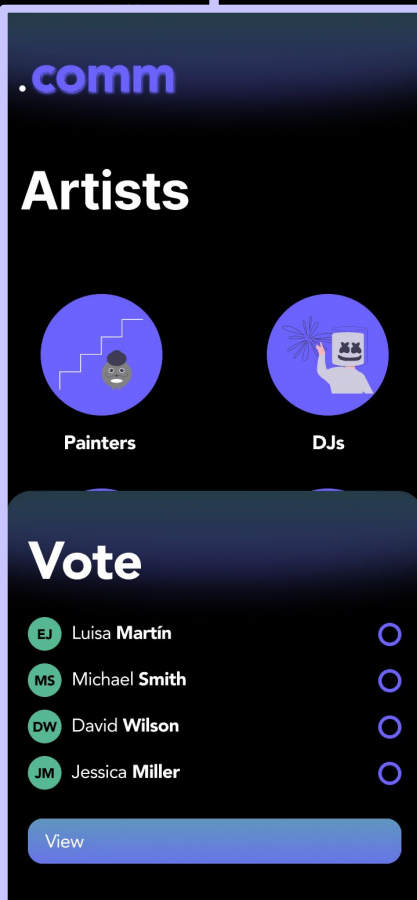


2

Check dashboard for
building's upcoming
events and explore
artists

3

For an
upcoming
event, select
an artist,
view their
work & bio,
and vote for
your favorite!



Business Model

Customer Relationships

- Residents can participate in their building's artist selection & voting process.
- We work directly with building management to give them superuser accounts so they can manage their resident community securely.
- Any artist can create a profile in our app to showcase their work for potential gigs.

Customer Segments: Who we create value for

- Residents - we provide more engaging and enjoyable building-wide events.
- Building Management - more enjoyable events with less required planning & effort.
- Artists - can get name out in local community, build up fan base, and earn \$ doing it.

Key Partnerships - Strategic Alliances - in the future we will partner with resident network platforms like OneRoof, Buildinglink, and AppFolio to build compatible plugins for them that buildings can opt-in to purchase.

Key Resources - Human Resources (software developers, designers, network administrators, sales, customer service, etc.)

Cost Structures

- Upfront Cost - finish developing & launch
- Fixed Cost - Salaries, insurance, legal
- Variable Cost - customer service, working with building mgmt to ensure they are comfortable managing residents' accounts.
- Economies of scale - incorporating .comm with partners as partnerships grow.

Value Proposition

- Service - Easier event set-up for managers, better turnout for residents. More effective and engaging than previous events.
- Experience - better, more engaging events and unique experiences.
- Price - Works within existing budget to provide superior residential experiences.

Channels

- Available in app and play store for residents, building management, and artists.
- Raise awareness by advertising on building websites and social media.
- (Next steps) Incorporating our platform with existing resident network platforms like OneRoof, AppFolio, BuildingLink, etc.

Key Activities

- Maintaining app, building future plugin/third party features
- Developing partnerships with resident network platforms to incorporate us (OneRoof, etc.)
- Work directly with building management to ensure seamless and secure enrollment.

Revenue Streams

- Using a subscription model, building management pays for our platform and artists' compensation using a portion of the event budget from resident maintenance fees.
- (Next steps) - After we convert to partnering with resident network platforms, buildings can opt in for our service directly through those platforms for an additional fee.

How it Works

Buildings use a wide variety of resident networking platforms, each with their own system, databases, and security protocol. So, we decided to make our platform compatible with *any* building community, making it more accessible. In addition, it accelerates our time to market considerably compared to building a system that is compatible and secure with numerous resident networking platforms' systems. (OneRoof, AppFolio, BuildinkLink, etc.)

We maintain our own systems so residents and artists create accounts with us individually. Since we are B2B, this means that each building (after proper ownership/lease confirmation) can create “superuser” accounts for their management team in order to make final decisions about artists, coordinate monthly payment with us and the artists, and deal with any rescheduling or special requests for the artists. The building's superuser account is responsible for approving resident accounts to join their building's online community when a resident requests to join. This ensures that when a resident moves, they can be removed from that community's voting and are free to join the .comm community of their new building.

Future Technological Improvements

1. Smart Scheduling

- Use AI to analyze attendance data and resident preferences to optimize event scheduling and participation. In addition, we can use AI to suggest other artists for you based on who you've voted for in the past
- Include weather data for upcoming events so residents know what to expect, including suggestions for management on the best times for events based on forecasts.

2. Boutique Social Media

- Add a new element to our business: a boutique social media environment for sharing these artistic experiences with the larger community.
- We would encourage residents and artists to post their content of these events on a more personalized social platform that would be curated for you, based on artists you've voted for and artists people have seen who have similar tastes to you.

3. Security

- Incorporate newer, better security protocol for when we build plugins for larger networks

4. Expanding

- The platform can be expanded to other cities such as Boston, Chicago, San Francisco, etc. with upgrades to servers and infrastructure to support a growing user base.

Appendix

[Click here to see extended prototype](#)