

commūnitās

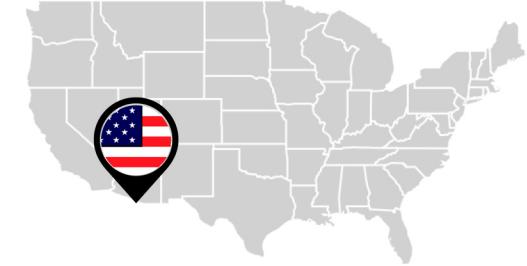
blockchain organization creator&manager for affordable housing

1 Visions and Value Proposition

The Blockchain platform
to enable an easy & fast cohousing project management

- Simplify processes
- Save money
- Create a collaborative community
- Replicate similar initiatives

2 Data



2 Problems



SETTLEMENT



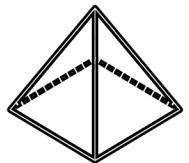
GOVERNANCE



COSTS



REGISTERS



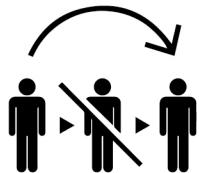
TRANSPARENCY



SECURITY



TRUSTABILITY

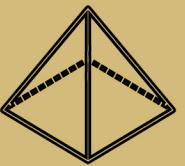


INTERMEDIARIES

3 Solutions



EASIER
FASTER
CHEAPER!



TRANSPARENT
SECURE

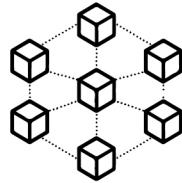


BUILD
YOUR
COMMUNITY

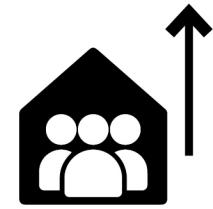
4 Target Market & Opportunity



**12.110.759 people
between 25-40 years**
Spain



**more than 20K people
interested in Blockchain**
Spain



**75%
cohousing growth**
last 7 years in Spain

5

Bussines Model

FUNDING

Crowdfunding
ICO
Grants and External Capital

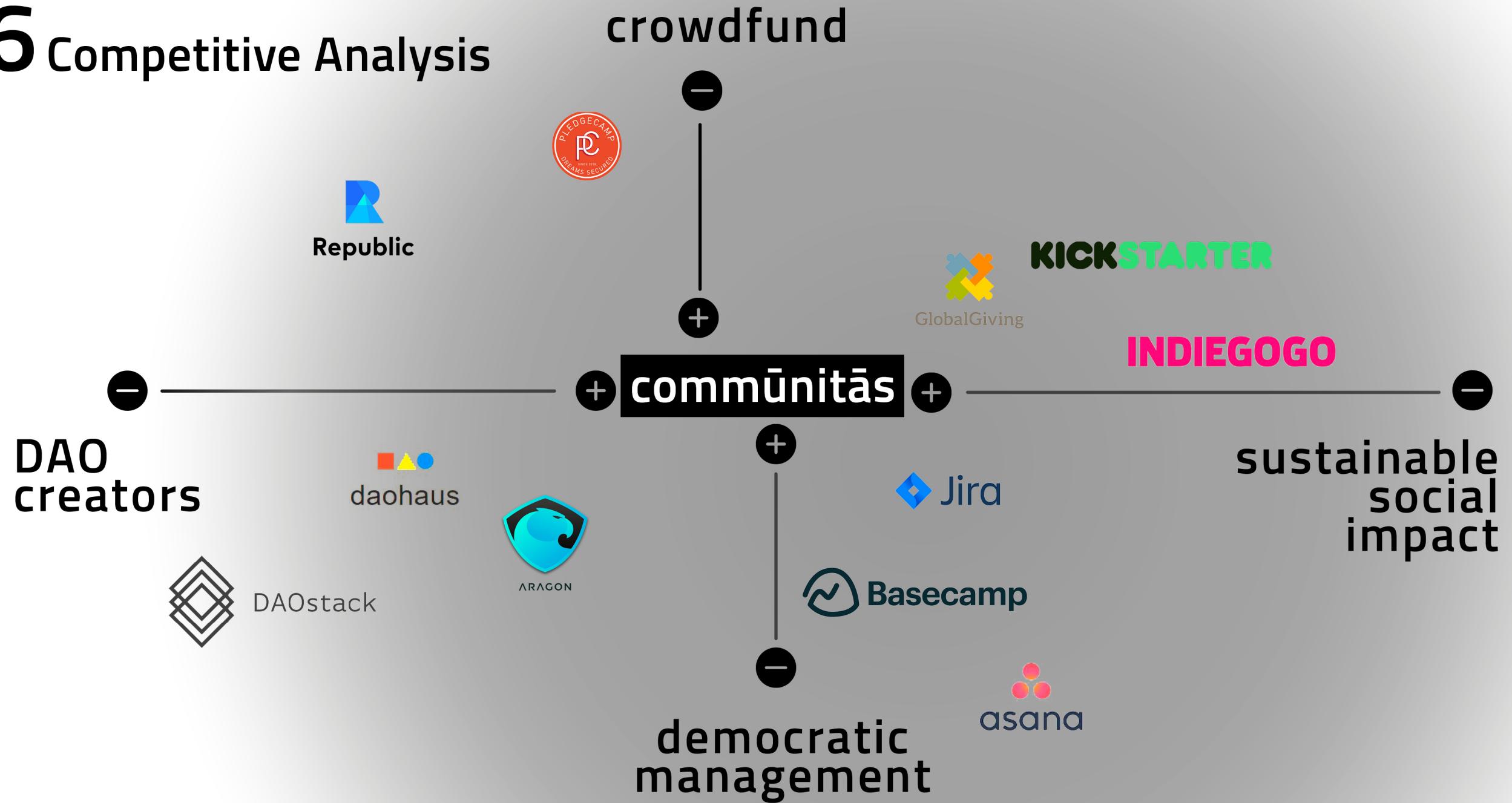
1REVENUE

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

2REVENUE

Ads (sustainable)
3% Transactions, 10% Insterests on Pools
Partnerships & Jobs Market

6 Competitive Analysis



7

Plan to Validate Customer Segments

FEEDBACK

CUSTOMER SUPPORT

DATA WAREHOUSE

**CHECKING
USABILITY
AND BEHAVIOUR**

USING TYPING TOOLS

Tutorials
Blog posts
Direct chat
Helpdesk

Interviews
Direct chat
Helpdesk
E-mail after registrat

8 Plan to Define and Validate MVP

Crowdfunding & ICO

Landing page

Piecemeal MVP

Marketing & Promo video

Ad Campaigns

9

KPIs for Success

PRIMARY METRICS

Weekly Active Users & DAOs

Median person per DAO

Number of transactions/month

Monthly revenue

ROI

SECONDARY METRICS

Gross Margin

Customer Revenue Rentention

-

Percent Log-in

Paid Customer acquisition cost

Organic Users

User retention

-

Gross User Volume

Gross User churn

-

Gross Transaction Volume

-

Gross pooled Volume

10 Team Bio



Jordi Aulet (@jpaulet)

Blockchain developer & Smart Cities expert

Product Development & Business



Emma Meilán (@mmnmz)

Architect specialized in Sustainability

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.