



commūnitās  
a participatory cohousing  
creator&manager for affordable living

# 1 Vissions and Value Proposition

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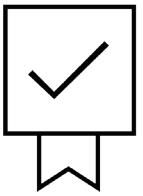
Platform that allows you to connect with people  
to create and manage cohousing projects  
in a fast, easy and cheap way

# 2 Problems



## PRICE, TIME

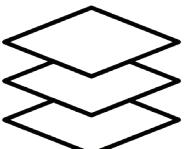
- creating an organization needs a lot of **bureaucracy, intermediaries**
- **lack of methodology** in replicating projects
- before beginning it already **costs** you money



## LACK OF TRUST

- When **money** its involved, lack of transparency
- **Lack of democratic** in decision-making

## NO PLATFORM



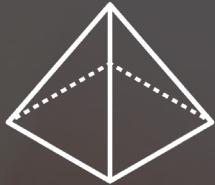
exists to follow a project from start to end in a collaborative way,  
**centralizing communication**, information, milestones and solutions.

# 3 Solutions



## EASIER, FASTER, CHEAPER

- way to create and manage your organization
- skip intermediaries
- bureaucracy-free



## TRANSPARENT, SECURE

- direct access to detailed information
- democratic decision-making and participatory processes
- keep your money and crowdfund if you wish



## BUILD YOUR COMMUNITY

- share your ideas and connect people with common interests
- **replicate local projects into global context**
- empower citizens and let them work towards more sustainable cities

# 4 Target Market & Opportunity

*Those who spend more than 30% of their income on housing have historically been said to be "cost burdened"*

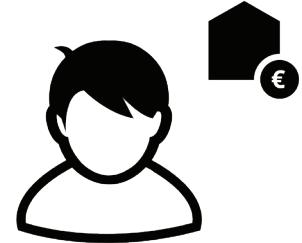
*Those who spend 50% or more are considered "severely cost burdened"*



**47 Million**  
people in Spain



**60% salary**  
on housing are spent by  
**28 Million**  
people



**80% salary**  
on housing are spent by  
**under-35-year**  
people



**cohousing**  
market



**10% Denmark**



**35% Sweden**



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

# 5 Bussines Model

0

FUNDING



1

REVENUE



2

REVENUE

Crowdfunding

ICO

Grants and External Capital

Freemium Model per User

Premium Model for DAOs >20 users

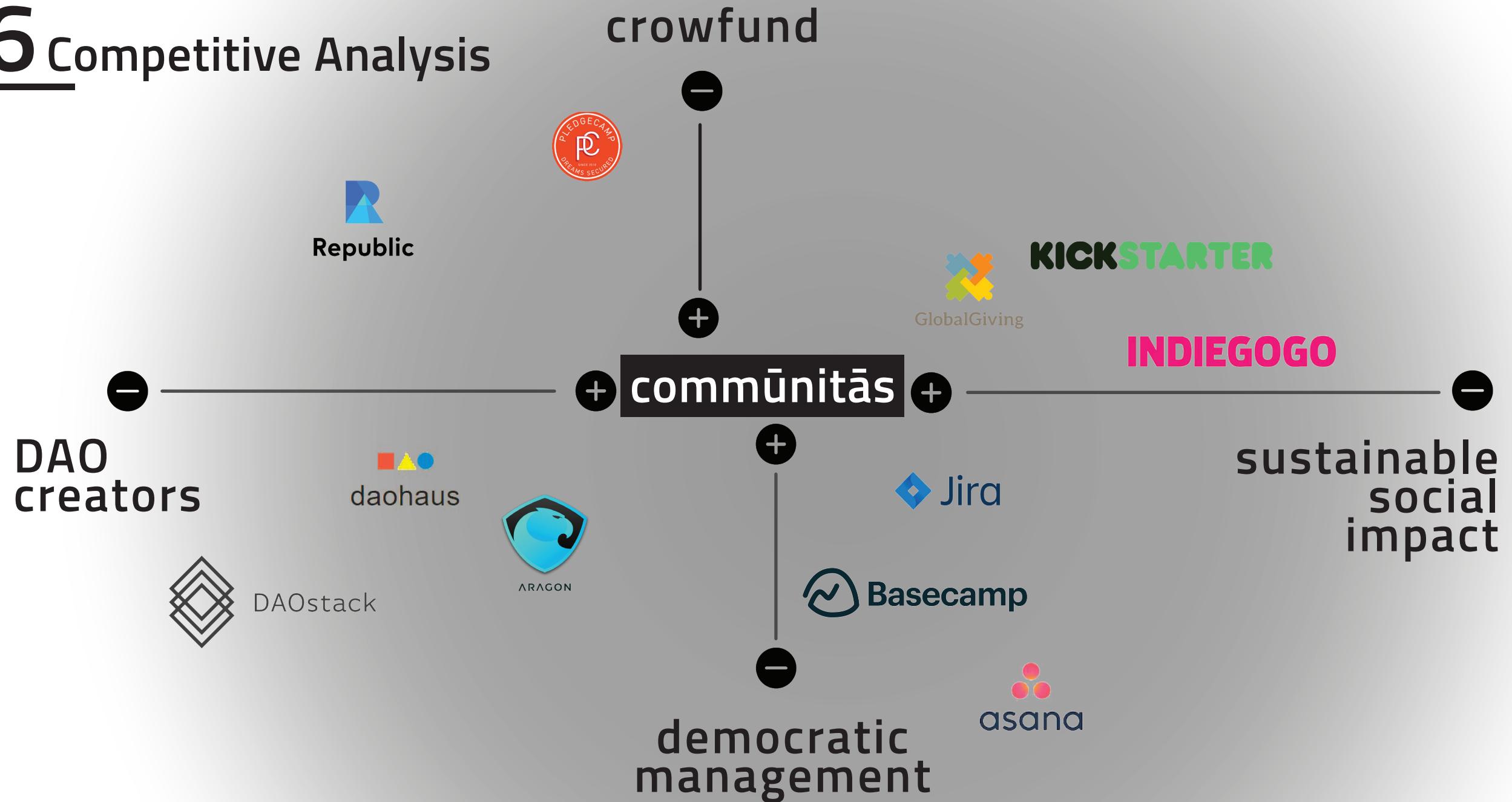
Subscription premium Features

(sustainable) Ads

3% Transactions, 10% Interests 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 registration