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06.18.20

RESIDENT HELP IN TRANSITION

ATTRACT TALENT ORGANICALLY
MISSION-BASED

CONSTRUCTION/PARTNER
INNOVATIVE
CONSISTANT IDEA

GOALS

CREATE BELONGING WITH PARTNERS & INVESTORS & RESIDENTS

BEST IN CLASS

WORKING TOWARD COMMON GOAL
- SYNC FULL TEAM - SPECIALIZATION/FOCUS
- MEANINGFUL SOCIAL IMPACT

1000 CO-LIVING BEDS OWNED (3-4 DEV.)
MAJORITY CONTROLLED

ADDRESS THE PRESENT & FUTURE
RELEVANT AT ALL TIMES

THINKING UNTRADITIONALLY
MARKET FOLLOWS US/LEADERSHIP

FULLFILL THE NEEDS OF HOW PEOPLE LIVE

MARKET DEFINED INSTEAD OF WHERE THE \$ IS
(EXISTING CATEGORIES)

WHAT DO PEOPLE WANT IN LIVING?

BALANCE OF PHILANTHROPY & REAL ESTATE
PURPOSE DRIVEN

KNOWN FOR BUILDING COMMUNITY

CRISIS IS PUSHING THE MARKET
EFFICIENCY (FULL PROCESS) 5000 BEDS A YEAR
SOCIAL IMPACT GOALS

DATA - QUANTIFY SUCCESS
BEYOND PROFIT/IMPACT

STRONG DIVERSE COMPANY CULTURE
PERSPECTIVES

PARTNERSHIPS

TARGET

OPPORTUNITIES

CONSTRUCTION COSTS/OVERHEAD
MARKET CONDITIONS

CAPITAL NEEDS
EXECUTION RISKS
MANAGEMENT, PLANNING, ETC.
COMPETITION - FUTURE/COPY CATS

SCALE - REACHING OTHER MARKETS
EXECUTING IN " " "

PLAN/STRATEGY
GROWTH/LEADERSHIP
HR/INTERNAL

CONSISTENT COMMUNITY WITH VARIOUS PRODUCT

MARKET - STORY STRENGTHENS POSITION/COMFORT LEVEL

TALENT ACQUI, RETENTION

CANT BE FIRED BY HIRING BIG
WHY IS IT SMART TO WORK WITH US.

REASONS TO BELIEVE

RETURNS - TRACK RECORD
EXPERTISE/EXPERIENCE
WORKFORCE/AFFORDABLE HOUSING
SURVIVED DOWNTURN/
OVER QUALIFIED/BATTLE TESTED

BUSINESS MODEL IS RIGHT
TARGETING LARGEST SEGMENT

TEAM/TALENT
PARTNERS - BEST IN CLASS

HIGH YIELD RETURNS - MANAGEABLE RISK - LOW-POST CONSTRUCTION

PHILOSOPHY/PURPOSE

PROBLEM SOLVING
RESIDENT - REAL ESTATE
ECONOMY - BUSINESS

SUSTAINABILITY
ENVIRONMENT
LIFESTYLE

WE'RE DOING IT NOW NOT A DREAM/REALITY
CONCEPT EXISTS & WORK W/PARTNER & DONORS

THE REAL ESTATE MARKET ITSELF MARKET GROWING/US.
EVOLVING IN MANY WAYS

CO-LIVING TREND (BEST IN CLASS) REDEFINE

ATTAINABLE LUXURY

NEW WAY TO LIVE BETTER WAY TO LIVE IN URBAN ENVIRONMENT

AUDIENCES

RES. \$50-75K (EVEN \$30K)

LENDERS
OPP. ZONE FUNDS
SOCIAL IMPACT FUNDS
TRAD. PE FUNDS
V.C.
HIGH NET WORTH IND.
FAMILY OFFICES
SOV. WEALTH FUNDS

CROWDFUNDING
\$200+YR NET WORTH \$1MILLION

LAND OWNERS - PARTNER/DEVELOPER

SUCCESS

5000 BEDS

RECOGNITION
STORY BRAND/PURPOSE
COMMON INTERNAL MESSAGE

\$1 BILL. ASSETS

PLAN WENT BETTER THAN WE THOUGHT
DELIVERING (TRUST)

AN END PRODUCT THAT MAKES PEOPLE JEALOUS



VIABLE

HAS IT BEEN DONE?
COMPARABLES
RETURNS (MARKET RETURNS)

CERTAINTY OF EXECUTION

BELIEVE INITIATIVE
ENGAGED FOLLOWERS

BROAD BRAND AWARENESS

WHY
COLIVING?

Nearly 50% of
renters spend
30% or more
of their income
on rent

46% of rent growth has
outpaced wage growth

25+ million adults in the US
live with roommates

72% of new rental supply
since 2012 has been luxury

62% of renter households can
afford colliding rent

THE COLIVING ADVANTAGE FOR INVESTORS

More renters on a single floor plan

Higher revenue opportunities for developers

More resistant to a economic downturn than traditional multifamily

Consistent, high returns

THE COLIVING ADVANTAGE FOR RESIDENTS

Lower cost of living for residents

Residents benefit from positive social interaction.

Residents have access to luxury amenities that were previously unattainable.

Residents can afford to live in a workplace proximity area

AUDIENCES

INVESTORS

Lenders

Opportunity zone funds

Social impact funds

V.C.s

High net worth individuals

Landowners

Crowdfunding Investors

\$200K+ Income

Net worth of 1 million+

RESIDENTS

\$50K - \$75K Income

(Possibly as low as \$30K)

Young Professionals

- **Corporate employees**
- **Airport employees**
- **Proximity seekers**



INSPIRATION

common.com

welive.com

ollie.co

thecollective.com

thehubhaus.com

READY

SET

GO

OUR PURPOSE

To create meaningful social impact through community-centered coliving.

OUR **VISION** FOR THE FUTURE

To be **renowned nationally** for **best-in-class** coliving that **uniquely balances** financial profit and brand purpose.

OUR MISSION

Build coliving communities that profit everyone.

PURPOSE

PROFIT

OUR MARKETING GOAL

Create **confidence** in partners, investors and residents by demonstrating the **value** of our **purpose-driven business model**.

COMMUNICATION OBJECTIVE (HOW WILL WE REACH OUR MARKETING GOAL?)

Demonstrate¹ how our philosophy and business model work together² to profit everyone³.

1 • Demonstrate

We need to prove that what we say is real. Through our actions, relationships and communication, we will demonstrate our business model and philosophy. We can never forget that everything we do and say is communication about who we are.

2 • work together

We have two sides to our amazing story. Each side supports the other to make our offering uniquely valuable.

3 • profit everyone

We have an opportunity to redefine and expand the meaning of “profit” through our business. We must show financial profit to our partners and investors while also profiting all of our audiences through our philosophy, actions and end products.

SECRET GOAL

A BRAND THAT
INCITES JEALOUSY

OUR

KEY WORD

FOUNDATIONS

Note the “S”. We’re building far more than the single foundation of a solid business. We’re also building foundations that create strong partner relationships and investor confidence, literal foundations for our unique community homes and even living foundations that carve out pathways to success that people may not otherwise have had access to.

OUR
MESSAGE
HOUSE

EMOTIONAL BENEFIT

“This was one of the easiest investment decisions I’ve ever made. The business is unique, solid and meaningful. Investing with DOMOS has been profitable in several ways.”

MESSAGE HOUSE PILLARS (REASONS TO BELIEVE IN YOU)

OUR INNOVATION

We know that innovation leads to industry leadership and we want to always be at the forefront of the real estate evolution. To stay there, we must be innovative in all of our thinking and actions. That’s why we’re focused on creating unique solutions through innovation in community living, utilizing technology to create new and better ways to live in urban environments. Unique coliving spaces, shared luxury amenities and even an app that allows residents easy access to a series of services are the types of innovations that will ensure we’re always on real estate’s cutting edge.

OUR PEOPLE

Our people are our strength. They’re the proof points that drive our innovation, the energy behind our philosophy and the heart of our unique business. They carry with them decades of combined experience in real estate and coliving development that can be matched by few. That expertise, throughout our organization, has us poised to be renowned nationally as a leader in coliving development. But, for us, expertise is more than just experience and knowledge. It’s also a focus on community that supports success and growth for our partners, investors and residents. It’s a desire to solve the issues our industry is facing and help people to live better lives.

OUR PHILOSOPHY

Our purpose is to create meaningful social impact through community-centered coliving. That means we can’t just build a business for the sake of financial gain. We must also make sure our business creates a positive ripple effect. This desire to do well and do good is central to the philosophy of our business. It’s this philosophy that allows us to uniquely balance financial profit and brand purpose while achieving our mission of creating coliving communities that profit everyone. We believe that we can only improve the lives of those we serve if we’re financial AND socially profitable.

OUR BUSINESS MODEL

Our business wouldn’t have an opportunity to positively impact the world if our model wasn’t sound. That’s why we’ve made sure to create a business that’s logical, vetted and solid from every aspect. Multiple trends in the real estate market like urbanization, proximity living and coliving, strongly support the potential of our business. The size of our market clearly demonstrates the likelihood of our success and we’re already proven to yield high returns with manageable risk. We know that creating meaningful social change won’t happen solely on a belief system. It takes a strong business model and strategic planning to turn a belief into a business.

DOMOS Coliving

REASONS TO BELIEVE



BRAND PROMISE

Coliving developments
that profit everyone



EMOTIONAL BENEFIT

COMMUNICATION

POSITIONING

**DOMOS WAS
CREATED TO BUILD
FOUNDATIONS**

DOMOS WAS CREATED TO BUILD FOUNDATIONS

Most businesses begin with thoughts of financial profit, industry fame and independence. But what if a business also began with thoughts of positively altering the future of a young professional, dramatically improving the life of a single mom or even solving a national problem that seems unsolvable. What if a business began with a focus on building foundations physically and emotionally? That's the thinking behind DOMOS.

It's really a simple idea. Unique coliving residential spaces that allow people to enjoy locations, amenities and standards they normally wouldn't be able to afford. It's an idea proven to build strong foundations for investors and partners, unique foundations for world-class residential developments and life-altering foundations for people who just need a little support for their dreams.

That's DOMOS. A company created to find success through purpose, relying deeply on the strength of the foundations they build.

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