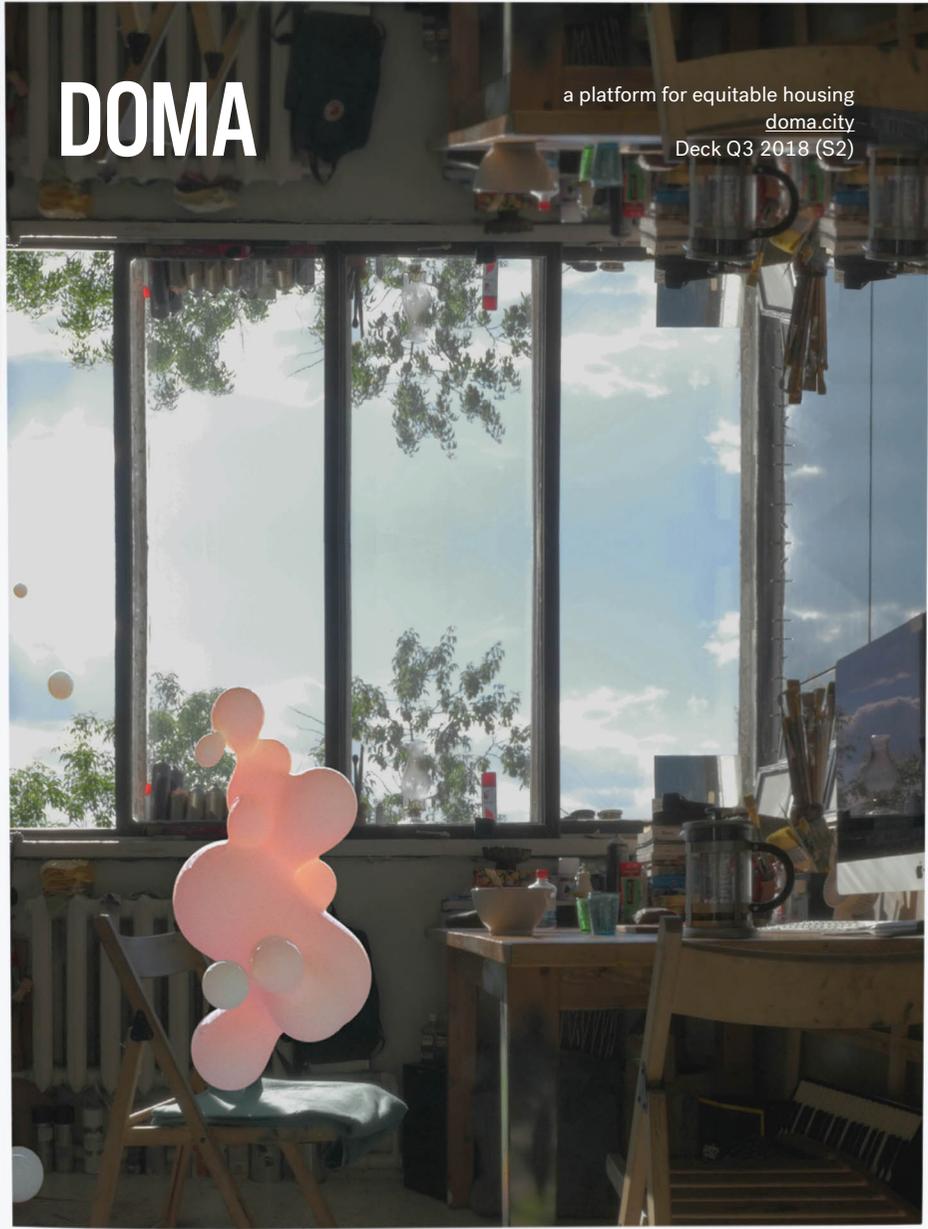


# DOMA

a platform for equitable housing  
[doma.city](http://doma.city)  
Deck Q3 2018 (S2)





## 0. Abstract

DOMA is changing the meaning and value of 'home' by enabling people to get a stake in their cities.

All around the world people have been priced out of real estate markets with no prospect of ever owning a home.

By rethinking the old binary of 'homeownership' versus 'rental' DOMA offers a flexible and secure way of investing in property.

DOMA allows its tenants to gain ownership of their homes through rent-sized payments that diminish over time, fitting the needs of a new generation of networked people.

This document will help you to find out more about [doma.city](https://doma.city).



## 1. What problem are we solving

Owning a home has become a luxury that fewer and fewer people can afford.

Today, an increasing number of urban dwellers are resigning themselves to a lifetime of rent with no prospect of ever owning a home.

It's time we change this unsustainable mode of living.



## 2. There Can be an Alternative

This global crisis is taking place in a world that is becoming ever more urban.

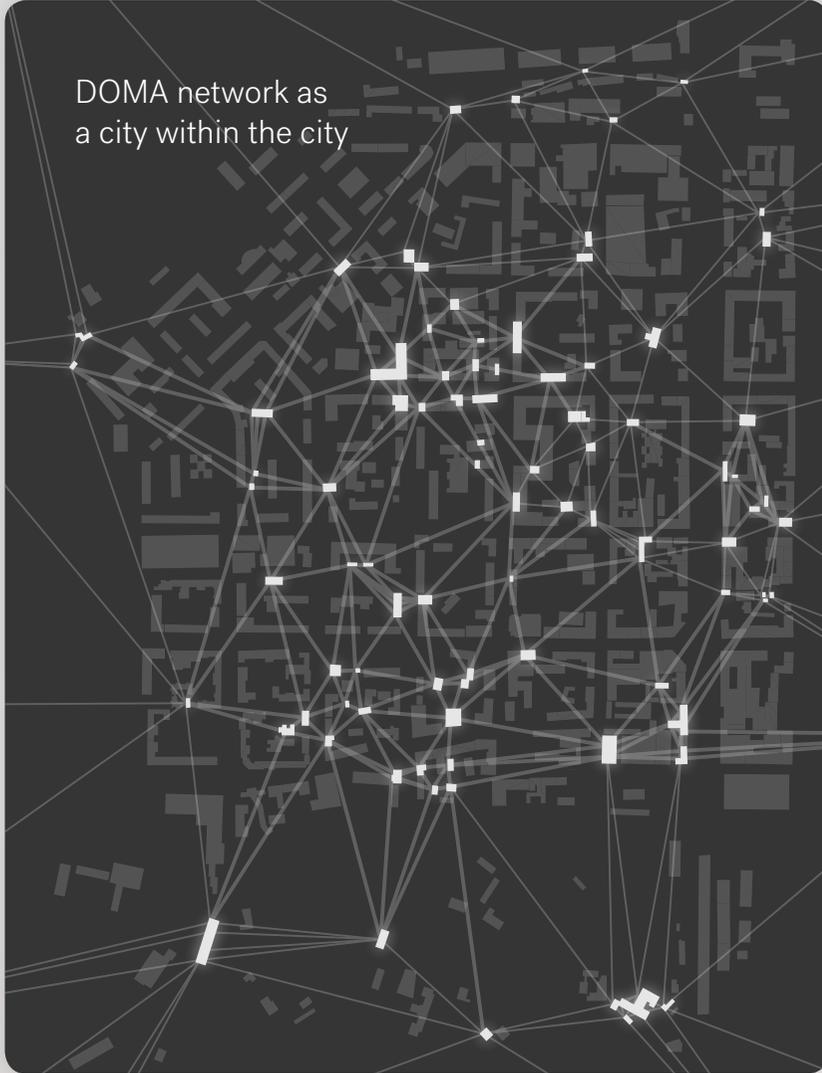
Today cities are the engines of economic development. Billions of urban dwellers are contributing to this production of wealth, but few are harvesting profit from it.

We have a globally booming urban economy going hand in hand with widening inequalities, which are most pertinent to the issue of housing.

When we think of the housing crisis in those terms, we realize that it is not a crisis of production. It is, above all, **a crisis of distribution** of wealth generated by our dynamic global urban economy.

It does not have to be this way.

DOMA network as  
a city within the city



### 3. Working from Within

What if we could fix it by working from within a speculative housing market?

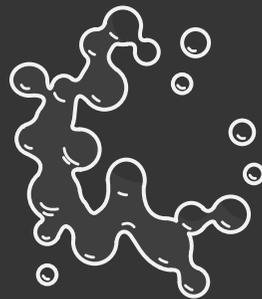
What if we could misuse the financialisation of housing, play the market against the market, use its considerable power to achieve opposite goals to its current ones.

What if our design efforts should focus less on the always-already commodified housing products that are put on the market, but rather, the market itself, on the circuits of our urban economy, so as to achieve a fairer distribution of our ever-growing urban wealth?

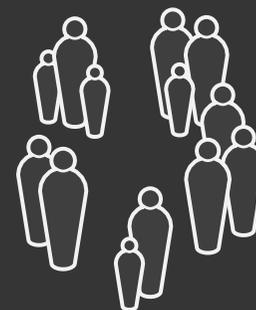
In a sentence: what if we could **redesign** the **financial architecture of housing**?



existing  
residential units



smart contracts based  
financial architecture



community of  
users

**4.1** DOMA operates as a **platform co-operative**,

**4.2** which enables **crowd-buying** of urban properties,

**4.3** and fair and secure **distribution of equity**.

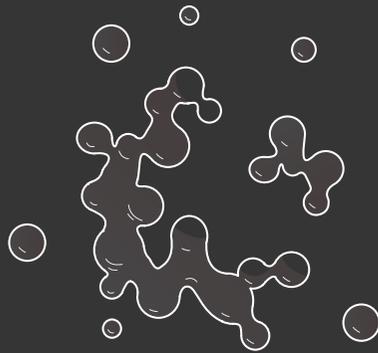
**4.4** This, in turn, sets up the basis for the **alternative financial architecture of housing**.



## 4.1 A PLATFORM CO-OPERATIVE

Infrastructure for cities' alternative financial architecture

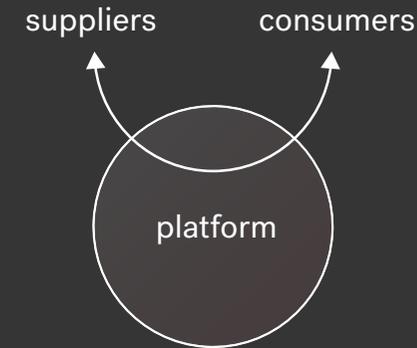
“Based on a **co-operative** model and augmented with the scaling power of **digital technology**, DOMA sets up infrastructure for future city's economy.”



### Leveraging a Power of Collective

DOMA borrows best from the **co-operative** model, an organizational structure that is jointly owned and run by its members, who share the profits and benefits that it generates.

The members' resources are pooled so that their collective buying power is leveraged, thus lowering the cost per member in all the services and products associated with home ownership.



### Scaling with the Power of Digital

By engaging the infrastructural logic of a **digital platform**, DOMA augments a co-operative model by scaling power of contemporary technology.

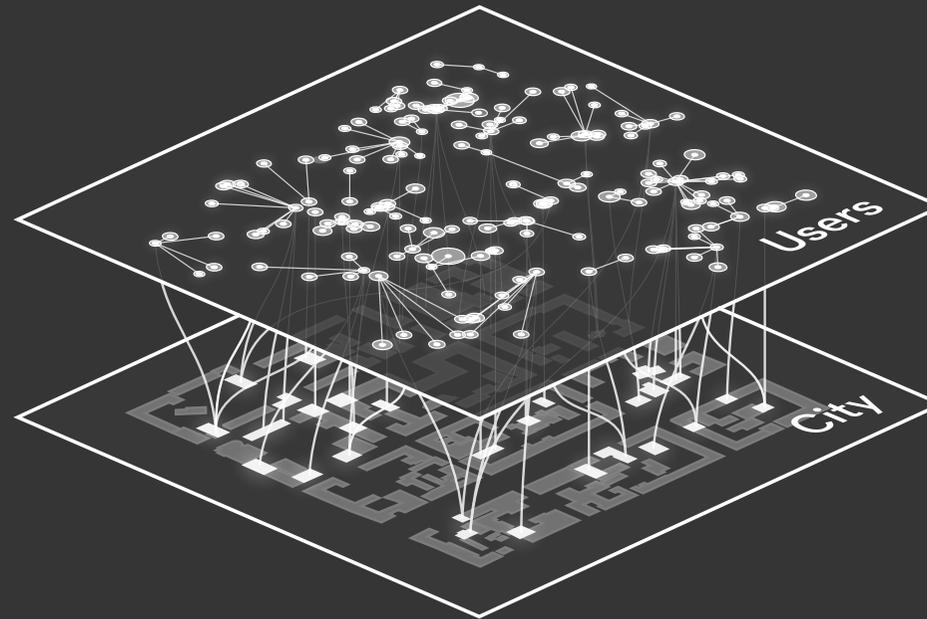
DOMA enables to achieve coordination and consensus among a mass of distributed users at scale: something which, arguably, has been the biggest obstacle to cooperative, collaborative, unionised action until the very recent past.



## 4.1 A PLATFORM CO-OPERATIVE

Infrastructure for cities' alternative financial architecture

“Based on a **co-operative** model and augmented with the scaling power of **digital technology**, DOMA sets up infrastructure for future city's economy.”



As a **platform co-operative**, DOMA sets up the infrastructure for the alternative financial architecture of our cities. Powered by blockchain technology it indexes and coordinates all the actors that take part in the DOMA ecosystem.

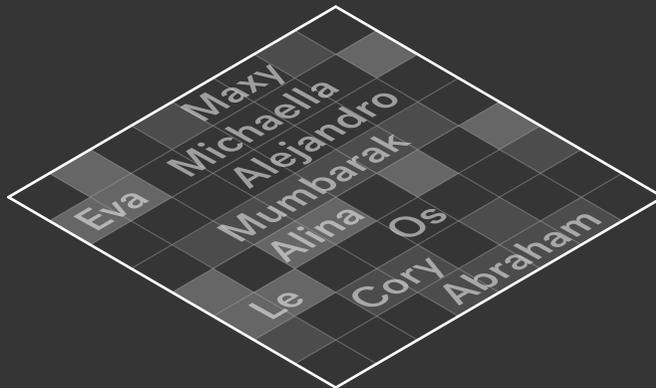


## 4.2 CROWD-BUYING OF PROPERTY

Distributing access to real estate investment

“DOMA radically lowers the **barrier of access** to the housing market through crowd-buying of property”

“DOMA allows investment into real estate with a radically reduced threshold of entry”



“One unit owned by nineteen distributed token holders”

The platform issues DOMA tokens, that are sold to the users, entitling them with **equity shares**, **monthly dividends** and **DOMA ID**. Money raised on selling tokens is spent to purchase apartments in the most dynamic areas of a city.

In this way, DOMA serves as a **framework** for its users to collectively purchase pieces of property.

By selling bits of properties to its community of users DOMA radically **lowers the barrier** of access to the property market, thus enabling those, who are currently priced out of it, to enter it as **one collective agent**.

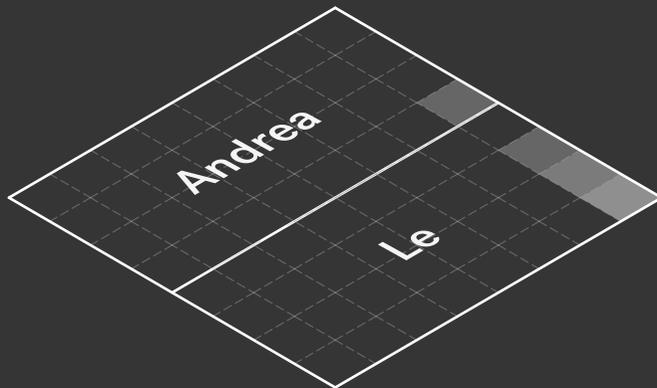
Logging in with **DOMA ID** the users face a single online interface, that allows them to keep track of their investment, purchase and trade tokens, explore the portfolio of DOMA properties, share tips and insights with the community and apply to live in a DOMA housing unit.



### 4.3 TENANT EMPOWERMENT

Allowing a gradual transition from rent to ownership

“DOMA allows its users to gain equity in the network of homes through rent-sized payments that diminish over time”



“Tenants generate DOMA tokens in return for every rent they pay”

“DOMA allows its users to gain **equity** in the **network of homes** through rent-sized payments that diminish over time”

Each DOMA tenant is automatically integrated as a shareholder, gaining a **DOMA ID** and **Walet**.

Tenants generate DOMA tokens in return for every rent they pay. In this way the cost of rent decreases over time, as they incrementally **build equity** within the DOMA platform.

Through DOMA, the tenant is rewarded for their role in the production of wealth in the city. The tokens distributed to the tenants are “mined” and verified by the decentralized nodes in the P2P network, so as to reflect the incremental value rise of the platform. The more value is generated within the platform, the more broadly it is shared.

Instead of pitting landlords vs tenants - DOMA is designed to gather them into the **same community** of interest. In that sense, DOMA uses the process of distribution of equity to progressively close the gap between homeowners and renters.



## 4.4 ALTERNATIVE FINANCIAL ARCHITECTURE OF HOUSING

Allowing distributed investment and a gradual transition from rent to ownership



### 4.2 Crowd-buying of Property

### 4.3 Equity Distribution

These two simple strategies can help DOMA intervene the real estate markets and steer them towards a more sustainable, equitable financial architecture of housing.

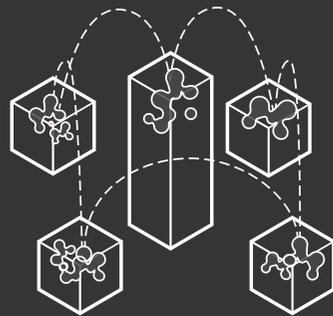
“DOMA comes in as an alternative to the old and **broken binary** of **renting** or **buying** a home.

It’s a third way, which doesn’t rely on banks and mortgages, but on a network of people and places.”



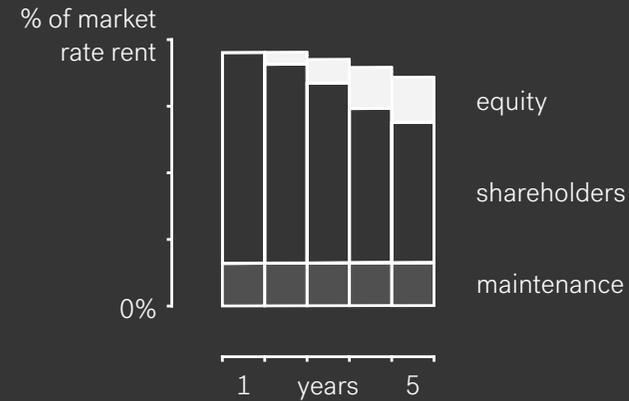
## 4.4 ALTERNATIVE FINANCIAL ARCHITECTURE OF HOUSING

Allowing distributed investment and a gradual transition from rent to ownership



### Mobility

Unlike traditional home ownership models, users of DOMA are able to **move between the network's units** while accumulating steady debt-free equity, which maintains value based on the distributed networks holdings.



### Stability

DOMA provides equity shares in return for monthly payments that decrease over time. The longer you live in a DOMA unit, the more **shares** you own, and therefore, the smaller your rent is. DOMA users are gaining **stability** that home ownership brings, by gradual accumulation of equity within the platform.



## 5. DOMA research

We are currently focusing on **modeling** and **stress testing** the above mentioned strategies, as well as looking for ways to augment them with an expanded repertoire of tools.

We are studying implications of the new organizational forms in the city-to-come:

**New urban collectivities**, where the traditional 1:1 relation between a single-family household and a unit of housing property is disrupted;

**Communities with the stake in their cities**, where people are financially incentivized to be invested in their neighborhoods;

**The new culture of sharing**, where the pooling of our resources and their management in common delivers real benefits for all;