

Slide 1: Intro slide

- ***Togetherment***

Co-living with a social purpose

“Living in community for synergies & efficiencies”

Slide 2: Vision and Value Proposition

We are developing a network of 10-25 unit residence facilities which will provide exceptional and efficient group living opportunities to young professionals

Each lodge will appeal to people who share a social purpose orientation and who want the benefits of group living and serviced residences

Slide 3: What is the Problem We Are Solving

- Apartment options fail to provide a sense of community, and don't curate for common interests nor synergistic diversity.
- Young professionals (but not exclusively) organically find small group options in roommate situations, but larger dorm-like or fraternity-house style situations are not on quite on the market.
- Group living creates synergies for health, social life, resource use and professional development. Communication challenges and appropriately sharing resources can be managed with technology, protocols, and mediation mechanisms.

Slide 4: Target Market and Opportunity

- The ideal customer is between 21-29 years old, working in the non-profit or civil service sector, who cares about community, ecology and the sharing economy.
 - The market is approximately 300,000 in the “under 30” demographic cohort which is approximately $\frac{1}{4}$ of Metro Boston’s population of 1.2M
 - People in this market who rent pay an average of \$2000/pp for a apartment in Boston, Cambridge, Somerville etc. (heavy urban suburbs of Boston).
 - There are no official co-living facilities in the market, yet major actors such as WeWork/WeLive, Common, and Ollie are poised to enter.
- Although we have a clear initial program (above), our facility management process can translate to adjacent demographics. We intend to expand to meet the needs of:
 - Graduate students of a particular institution
 - Artists, teachers or healthcare/social workers
 - Empty nesters

Slide 5: The Solution

- Our efforts will have a dual entity structure:
 - Togetherment Community Management
 - **Meet Residential Needs:** the facilities will need to provide the basic service of safe, comfortable and enjoyable residential needs.
 - **Provide enhanced residential and membership services:** “make adulting fun again” and simplify the domestic experience through technology and service provision. Consider; food needs, physical health, domestic chores like cleaning and laundry, and programming for activities, and learning.
 - **Facilitate member synergy:** engage residents in a way that is not seen very often in contemporary apartment complexes. Improving on the co-living model: facilitate a shared sense of purpose and mission among residents, and facilitate their self-expression into the communal domain for enhanced camaraderie, mental health, social efficiencies, and resource sharing.
 - Togetherment Real Estate (a.k.a. Civekos Holdings)
 - **Production:** find, secure, fund, improve and maintain the physical facilities

Slide 6: Revenue or Business Model

- Togetherment will be the facility managing organization which primarily takes in residential rents and provides all the services for members described above. Income at our prototype include:
 - Basic Membership Fee: ~\$1000/mo
 - Add-on premium services: ~\$200/mo
 - Colocated retail or other tenants: \$2-5000/mo
- Competition such as Common and Ollie in NYC charge \$1700/mo in Queens for a room in a suite of 3BR sharing one bath w/ common facilities for 5-6 suites and \$2450 for a micro-unit (~300sf) in Manhattan (and SF)

Slide 7:

Traction and validation/roadmap

- Organic Development: we are riding the wave of alternative housing and especially coliving. People will find us through SEO.
- Differentiator: We are mission based, connecting a complex web of prospective member/social benefit professional, our membership management team, and social investors who want to see these facilities in order to support the social benefit/service professionals
- Peer-to-peer recruiting into our lodges and for our first project, following the model of other cooperative/group houses, through social circles. This is the chance to be part of something new!
- Partnerships: there are a number of organizations which already aggregate our target customer - in the non-profit environmental field but also adjacent populations such as City Year, Teach For America, various religious groups and of course academic institutions.

Slide 8: Team

- Team:
 - Community Facilitator: Grey Lee
 - Grey has lived in cooperative group community settings for the past 20 years and has worked in real estate and sustainability for almost as long.
 - Chief of Technology: seeking through Harvard iLab
 - Chief of Design: seeking through green building contacts
- Advisors (to be officialized): legal, financial, property management, property development, interior design, community engagement

Slide 9a: Financials

- Phase I: Prototype house - 9-bed in Boston area
- Phase II: Property partnership arrangement - attaining subsequent facilities & expansion
- Phase III: Custom builds - using membership base & cash flow to design, build & operate new lodges to create the broader network
- Underlying assumptions: coliving is still cool in three years; social investors materialize to underwrite the property/REIT; we don't get eaten by Common or Ollie (the social purpose/mission angle is sustainable)
- Sales goals: 10-15 members in year one; tripling in year two; 10x for year three
- Key expenses are service provision, management, and facility upkeep

Slide 9b: Financials

INCOME	Individual	Monthly	Annual
Membership	1000	9000	108000
Services	300	1800	21600
Other Rents		3000	36000
TOTAL			165600
EXPENSES			
Management			25000
Utilities		400	4800
Services		1000	12000
Repairs & Maintenance			25000
Other (Mun. Tax & Ins)			25000
TOTAL			91800
NET PROFIT			73800

Slide 10: Competition

- There are two essential dimensions of competition:
 - Spontaneous grouping - the current default
 - High-capitalized coliving competition such as Ollie, Common, WeLive and other entries
- We are flying under the radar of these actors, but we are coming from a different angle. Our focus on social purpose and mission-oriented professionals is a differentiator and a cultural distance from the major commercial operators.
- We fundamentally believe that housing needs to have a heart. As the work-life balance and the digital aspect continues to evolve, residences will take on new importance to foster interaction, health and peacefulness. The big commercial operators are more focused on commodification, ensuring residents have fun, and staying fashionable.

Slide 11: Investment and Use of Funds

- Funding: we have four aspects of funding:
 - Operational Funds - to build out the management organization (staffing, marketing & technology): \$100k
 - Prototype Funds - to secure our first facility (a downpayment on purchasing the first house): \$250k
 - Property Funds - to develop our REIT for future acquisitions & expansion: \$5M
 - Social Benefit Aid Funds - flexible but targeting \$1M to underwrite a lodge's financial model to reduce the cost to qualifying social benefit professionals
- .We are seeking equity investors, loans, and charitable contributions. Contact greylee@togetherment.net