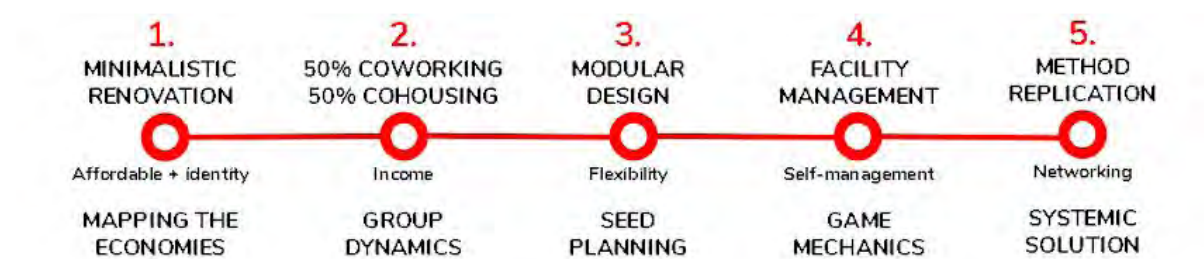




"Gamified Cohousing" (GC) is a limited partnership owned and operated by a team of shareholders from "Architectural Democracy". This plan is a summary of its plans, framed around its business model.

Mission Statement

We create co-housing and coworking spaces by renovating abandoned buildings and turning these into working economies. We make this possible by applying 5 principles:



We are building a business on a value based mission that resonates with a new generation of conscious buyers that want to find new ways of living through sustainable development. Shared housing and shared economies will transform the concept of requiring a home from a cost calculated decision to a profit driven vision.

Business Structure

- GC turns empty buildings into economies by applying the above mentioned 5 principles
- It creates a housing company to buy each property to have the ability to sell and rent the property through shares
- Makes a housing loan agreement between the private investors and the cooperative to assure the investment is risk free for the investors.
- Main customers are:
 - Owners of properties
 - People who wish to live and work in a community but want to keep their urban modern life-style standards of privacy
 - People wanting to get the benefits of deciding upon design but aren't in a position to build a house by themselves or don't have the income to do so
 - People with strong values in terms of society and responsibilities
 - Aged people who prefer to give and get support within a community instead of living isolated in the city or in a caretaker facility.

- Families with kids who wish them to grow within a sense of neighborhood and an understanding for negotiating differences
- GC is a limited partnership, owned by its shareholders

Executive Members

pedro
aibéo



Having completed over 50 building projects internationally (and in the region), architect Pedro Aibéo is founder of Architectural Democracy, a global movement improving resident participation in city processes

mark
linder



Mark's work in public advocacy has led him into sectors where planning policy has been controversial. He has created large scale engagement programs for clients in the US, UK and Venezuela, and in Finland. With Faheem, Mark wrote the UAE country narrative. Mark is co-founder of N2 Comms in Helsinki and a with Aibéo, partner in Architectural Democracy

stefan
gustafsson



Stefan is a filmmaker, founder of Redneck films, expert in transformational communication and video integration strategy, 20 years of experience creating narration for corporate enterprises, civic sector and governments. Stefan is a partner in Architectural Democracy.

Traditional operation Cycle

- GC buys properties with empty buildings
- It renovates the houses according to the 5 principles (includes the architectural planning)
- It creates a building cooperative for each house
- It sells and rents the residential and office spaces
- it implements a gamified facility management app which will monetize and improve its services (optimized via scaling through a network of GC houses)
- It uses the generated profit to buy and renovate further abandoned houses

Client Research

- The main typical customer is the owner of an empty building who is unable to put it into good use, either from lack of resources, no strategy, bad location, family quarrels and legislation impediments. In Finland alone it corresponds to a market of 800 million euros / year.
- Another potential sector is the already existing coworking and cohousing spaces or buildings who are finding it difficult to keep the spark going and need a more resilient model for its facility management to organize themselves in an emergent way. For this the facility management app offers a solution for themselves and to belong to the GC network.

Evidence of Customer Demand

Change is paramount and people search for more flexibility in both work and living. The traditional 9 to 17 work model is changing and the number of people working from home continues to rise. In 2009, 12.8% of the UK workplace (3.7 million people) worked from home, an increase of 21% from 2001. Freelancers grew 20% from 1998 to 2008.¹

- Rising trend on relocating outside cities - de-urbanisation, for example with the surge of automated cars and “real” shared economies, also from the increase of property prices in the cities and its surroundings.
- Harder policies on giving out loans from the central bank i.e. lower house loans - in need of cheaper options
- Sustainability - people are searching for building for long lasting visions

Unique Selling Point

- Our target audience are people searching to buy an apartment but disenchanted with the current offers (too expensive, too small, too standard, etc.)
- The problem we solve is gradually being seen as a problem, the loneliness in cities and the misuse of resources is at the core of our construction industry²
- Benefits of our service are flexible mode of living, communal and upcycling of houses. Also the users will have a sense of belonging and investment in a property as it will create revenue to them too. This is important. It will change the collaboration and communication within the house since there is a common goal.



Fig.1 UX of the app currently under MVP development. Sophia lives at a gamified cohousing and pays 750 euros rent for 50m² of private space, but she can also use 400 m² of shared spaces, plus 13k m² of land, where anyone can make her own business or enjoy. She can also just earn money by doing simple tasks like cleaning the windows! But if she and all others do not want to do it, then automatically the app hires someone!

Consultative business model

The overarching “Architectural Democracy” group, which runs GC, works on a wide range of urban planning solutions and resident participation challenges, creating gamified interventions that encourage active learning and opinion-forming. Our frame of reference for this kind of work is global.

Gamified Cohousing Oy is a limited company registered in Finland.
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Business ID 2925414-3

Helsinki 02.02.2020

¹ Cf. The temporary city by Peter Bishop and Lesley Williams

² Counter-argument could be: are we really making the living less lonely by making people interact and buy services from each other through an app? Well, if we do not embrace mixed solutions from emerging technologies we are denying an essential feature of life which is the increase of complexity.