



**BUSINESS OVERVIEW**

# Executive Summary

DOME is a housing management company that operates on an innovative business model, providing housing at no monetary cost to residents.

The company focuses on creating a symbiotic relationship between residents, advertisers, and data analytics.

DOME leverages advanced technologies to offer a unique value proposition, making housing more accessible while capitalising on targeted advertising and valuable data insights.

**DOM**

# Business Description

# Business Model

DOMÉ's core activities centre around three pillars: managing residential properties, crafting Domes' Smart Products™ for these homes, and harnessing data analytics for invaluable insights.

Revenue is driven by advertising contracts and our pioneering data analytics services. We offer two main services:

- Free rental of our own housing units, primarily in urban areas.
- Reduction of rent by introducing Dome Smart Products™.

Our cost structure primarily covers property maintenance, tech maintenance, and data analysis and management, ensuring seamless operations.

# Unique Value Proposition

DOME offers a groundbreaking symbiosis: cost-free housing for residents, targeted advertising avenues for advertisers, and data-driven insights that optimise advertising strategies.

By leveraging cutting-edge technologies, we democratise access to housing while creating a dynamic ecosystem where residents benefit from free, high-standard accommodations, advertisers reach their precise audience, and data analytics drive informed decisions, redefining the boundaries of traditional housing models.

We also recently introduced the service of refurbishing customers homes with Dome Smart Products™ for a reduction in their rent.

At DOME, our success is built on the passion, expertise, and dedication of our diverse team. Our collective vision fuels our growth, as each member brings unique perspectives and skills to the table.



**DOM**

# Company Structure

# Legal Structure

DOME operates as a Limited Liability Company (LLC). Our legal structure provides a robust foundation for our operations, ensuring compliance with industry-specific laws, regulations, and governance standards.

We also operate under the Duomo Data Protection Regulations (DDPR), paramount centred around protection of tenant data. Exclusive housing companies falling under DDPR jurisdiction must prioritize stringent safeguards for tenant privacy.

Our legal framework not only safeguards our interests but also reinforces trust with our stakeholders, including residents, advertisers, partners, and regulatory authorities. We are committed to upholding the highest legal standards while fostering an environment conducive to innovation and sustainable growth.

# Leadership Team





# Organisational Chart

Leadership team

Sales & Outreach

B2B relationships

Research &  
Development

Product Design

Housing  
Management

Data Intelligence

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# Market Overview

# Market Overview

DOME operates at the intersection of three industries: the housing industry, the advertising industry and the data service industry. The company caters to the following audiences:

## **Residents**

- Demographic: A diverse range of individuals seeking affordable housing solutions.
- Psychographic: Value-conscious, community-oriented individuals interested in innovative living arrangements.
- Behavioural: Open to non-traditional housing models, embracing the symbiotic benefits of cost-free housing in exchange for targeted advertising exposure. Appreciate technological integration for improved living experiences.

## **Advertisers**

- Businesses: Seeking precise, targeted advertising avenues to reach specific demographics.
- Marketing Professionals: Interested in data-driven strategies for effective audience engagement and conversion.
- Tech-Savvy Advertisers: Enthusiastic about innovative advertising platforms and intrigued by the potential of residential exposure for tailored advertising campaigns.

## **Data Analytics Consumers**

- Businesses: Seeking actionable insights derived from consumer behavior data.
- Marketing Agencies: Interested in optimizing advertising strategies through comprehensive data analytics.
- Tech Companies: Keen on leveraging data insights for innovation, market optimization, and strategic decision-making.

# Market Expansion

With a successful foothold in London, DOME now sets its sights on expansion, aiming to replicate its success in cosmopolitan hubs like New York, San Francisco, Paris, and Tokyo.

Beyond traditional urban housing, the company plans to diversify its portfolio by creating accommodations tailored to specific demographics, including student housing, communal living spaces, and senior living communities. DOME aims to redefine affordable living on a global scale in the next 5 years.



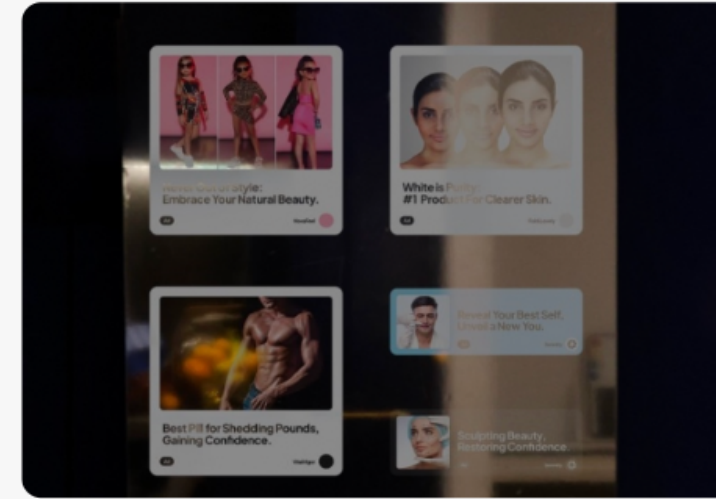


**Dome's Smart Products™**

# Existing Products



D\_Dome



D\_Mirror



D\_Lamp



D\_Window



D\_Clock



D\_Frame



# Financial Highlights

# Overview

As we close the fiscal year, our revenue stands at \$1.83 billion, reflecting a strong 10.32% increase from the previous year. Achieving a net income of \$969.9 million, with a robust 53% gross margin, underscores our diligent financial management.

This year, our strategic investment of \$120 million in research and development for DOME Smart Products™ yielded exceptional results, boasting an outstanding 513% return on investment (ROI).



**DOM**

# Future Outlook & Goals

# Short Term Goals

- **City Expansion Blitz:** Secure prime properties and establish operational bases in New York's bustling Manhattan, Berlin's vibrant Kreuzberg district, and Tokyo's tech-centric Shibuya ward within the next 18 months, creating a unique urban footprint for DOME in these global hubs.
- **Innovative Living Pilots:** Launch two pilot programs—a futuristic, tech-integrated student housing complex in London's East End and a vibrant, community-focused co-living space in San Francisco's Mission District—to refine models for broader implementation.
- **Next-Gen Tech Overhaul:** Implement a series of Smart Products™ enhancements, including next generation AI-driven home assistants and immersive AR/VR experiences, across all existing properties, elevating resident satisfaction and attracting forward-thinking advertisers seeking cutting-edge exposure opportunities.
- **Insights Revolution:** Develop and introduce a proprietary predictive analytics feature in the DOME Insights Platform, leveraging machine learning algorithms to forecast consumer behaviour trends, providing advertisers with unparalleled foresight for targeted campaigns.

# Long Term Goals

- **Global Living Dominance:** Cement DOME's presence as the go-to provider of innovative, cost-free housing solutions in at least 10 major cities worldwide, including expansion into regions such as Asia-Pacific and Europe, establishing a truly global footprint.
- **Niche Housing Mastery:** Build dedicated divisions catering to specialized demographics: "The Sage Haven" senior living communities offering holistic wellness in Miami's Brickell neighbourhood and "Vivid Nexus" communal spaces fostering artistic collaboration in Melbourne's creative hubs.
- **Data Intelligence Monopoly:** Establish a consultancy arm providing exclusive, in-depth data insights derived from anonymized resident data, becoming the go-to resource for market intelligence, thereby revolutionizing how businesses harness consumer behavior data.

