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DOM1

ECOSYSTEM FOR COMFORTABLE LIVING

INVESTMENT CONCEPT · PRE-MVP · 2026

DOM1

ecosystem for comfortable living

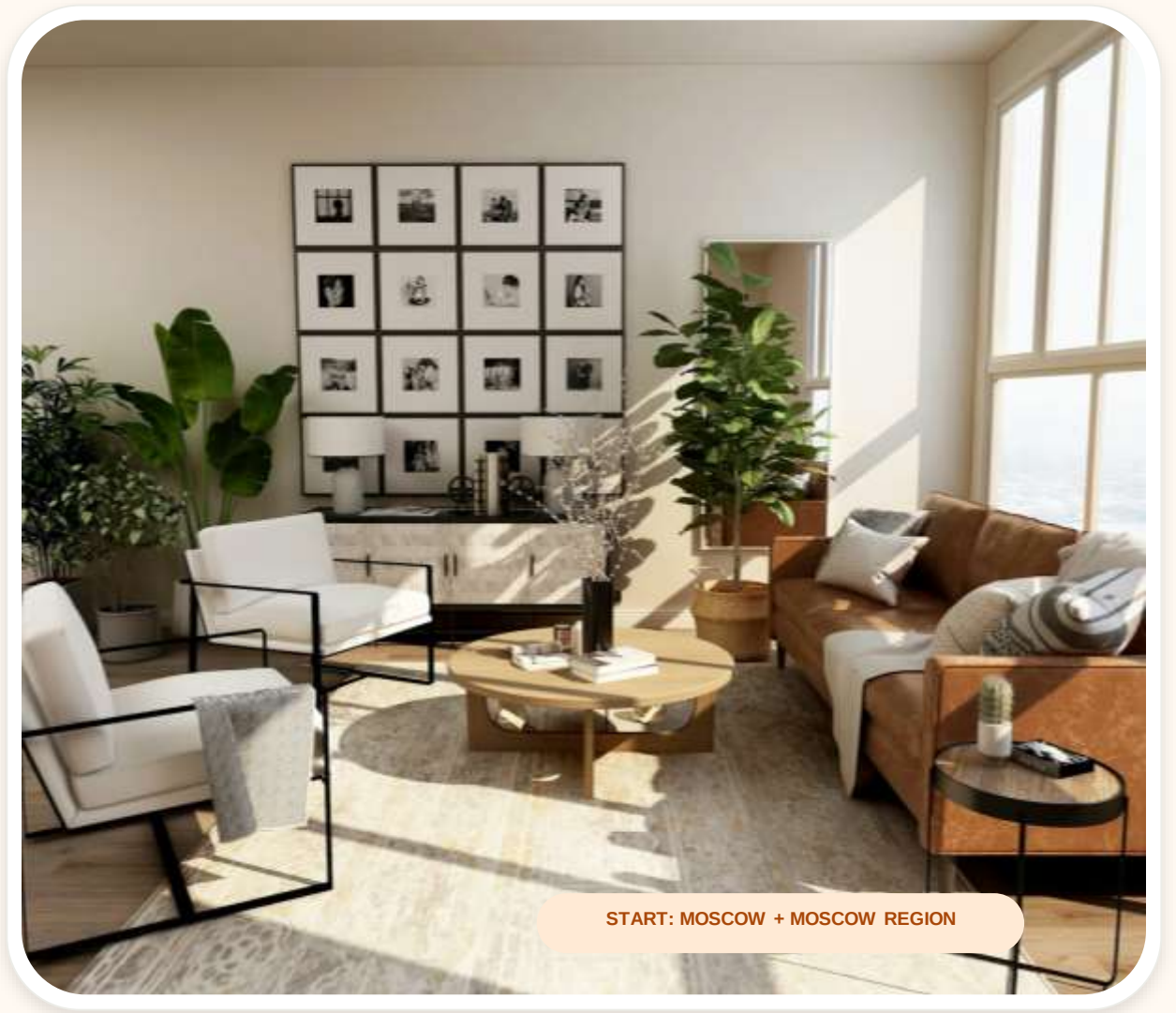
One digital address for every stage of the home journey: choose, build, furnish and care for it.

RUB 60M

recommended first tranche

18 months

until the next decision



START: MOSCOW + MOSCOW REGION

The market is digital, but the path to a comfortable home remains fragmented

13,4 RUB trillion

Russian e-commerce
turnover in 2025

+19% year-on-year

81% of orders
go through
marketplaces

62% start renovation without a chosen
brand

67% use search when choosing DIY
products

Takeaway: specialisation and project context
should outperform the breadth of a universal
catalogue.





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SOLUTION

One digital address brings together the entire home journey

01

Choose

real estate · land plot · architecture

02

Build

construction · materials · renovation

03

Furnish

products · furniture · lighting · design

04

Care

landscape · specialists · services

8 DIRECTIONS · 1 CONTEXT · 1 BRAND



1

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— BRAND ASSET



A short name gave a strong early signal — now it must be proven through payments

9/10

HOME + 1 = one address for the home

participants in the initial test selected the name DOM1 from 20 options

Next test

100+ respondents · 24–72h recall · A/B traffic · paid pre-order

n=10: an early signal, not product–market fit. Domain and trademark rights are reviewed during due diligence.

Simple subscriptions test willingness to pay before complex automation

177 ₺**one listing**

low entry threshold

777 ₺**professional package**

showcase and analytics

CPA / %**after traffic validation**

leads, deals, integrations



$$20,000 \times 177 + 4,000 \times 777 + \text{RUB } 3.0\text{M}$$

$$= \text{RUB } 9.648\text{M/month} \rightarrow \text{RUB } 115.776\text{M/year}$$

Prices and partner revenue are hypotheses to be tested.



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— MOSCOW + MOSCOW REGION PILOT

Manual deals and metrics first — automation and national scale later

01	100+ interviews	customers and suppliers
02	50 + 50	two supplier cohorts
03	90–120 days	concierge-MVP
04	Payment	lead · deal · renewal

500+

qualified leads

200+

paying accounts

≥55%

renewals

≤3 month

CAC payback



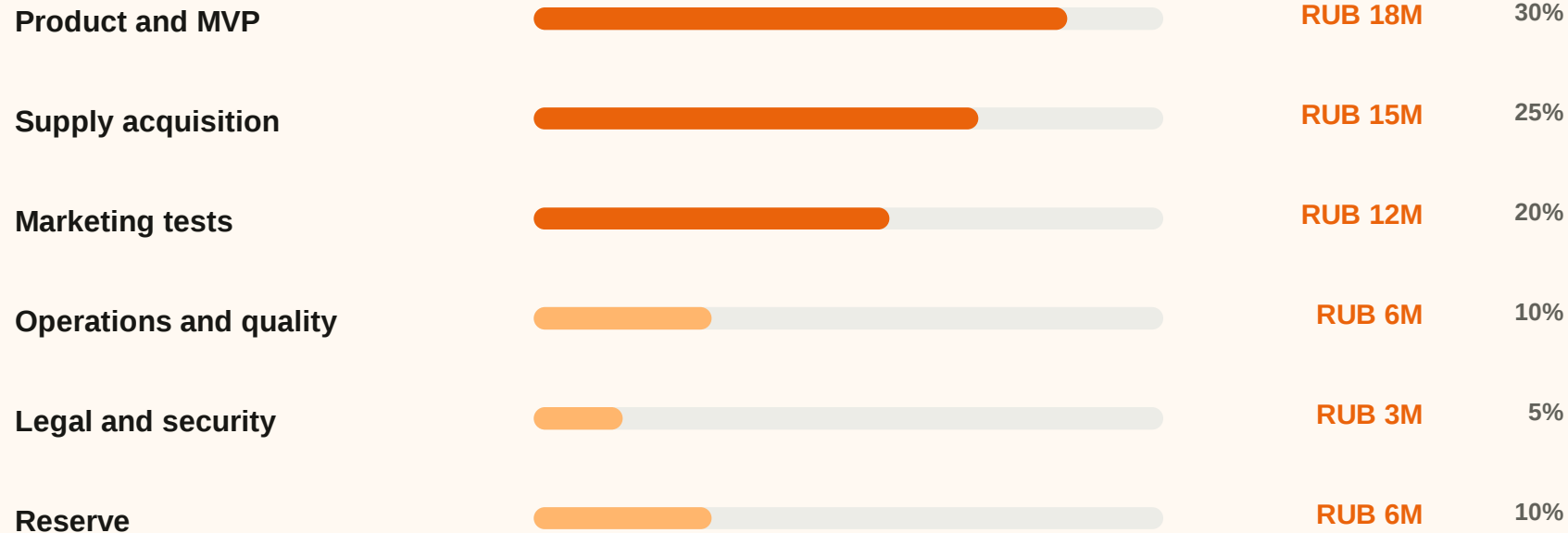
Sourcing channels: markets, malls and showrooms. These are not confirmed partners.

Three scenarios count paying customers, not population share

Scenario	Drivers	Revenue / year	OPEX / year	EBITDA / year
Cautious	$5,000 \times 177 \cdot 1,000 \times 777 \cdot \text{partners RUB } 0.5\text{M/month}$	RUB 25.944M	RUB 72M	-RUB 46.056M
Base	$20,000 \times 177 \cdot 4,000 \times 777 \cdot \text{partners RUB } 3\text{M/month}$	RUB 115.776M	RUB 90M	+RUB 25.776M
Scale	$60,000 \times 177 \cdot 12,000 \times 777 \cdot \text{partners RUB } 15\text{M/month}$	RUB 419.328M	RUB 240M	+RUB 179.328M

Base formula: $\text{RUB } 9.648\text{M/month} \times 12 = \text{RUB } 115.776\text{M/year}$; OPEX RUB 90M → EBITDA RUB 25.776M.

RUB 60M funds 18 months of proof — not the appearance of scale



There is no established operating team yet; key roles are hired after funding together with the lead investor.



0–3 months

100+ interviews · brand · legal



4–6 months

concierge MVP · first payments



7–12 months

renewals · CAC · analytics



13–18 months

Moscow Region · playbook · funding decision



Valuation follows revenue and risk reduction — not today

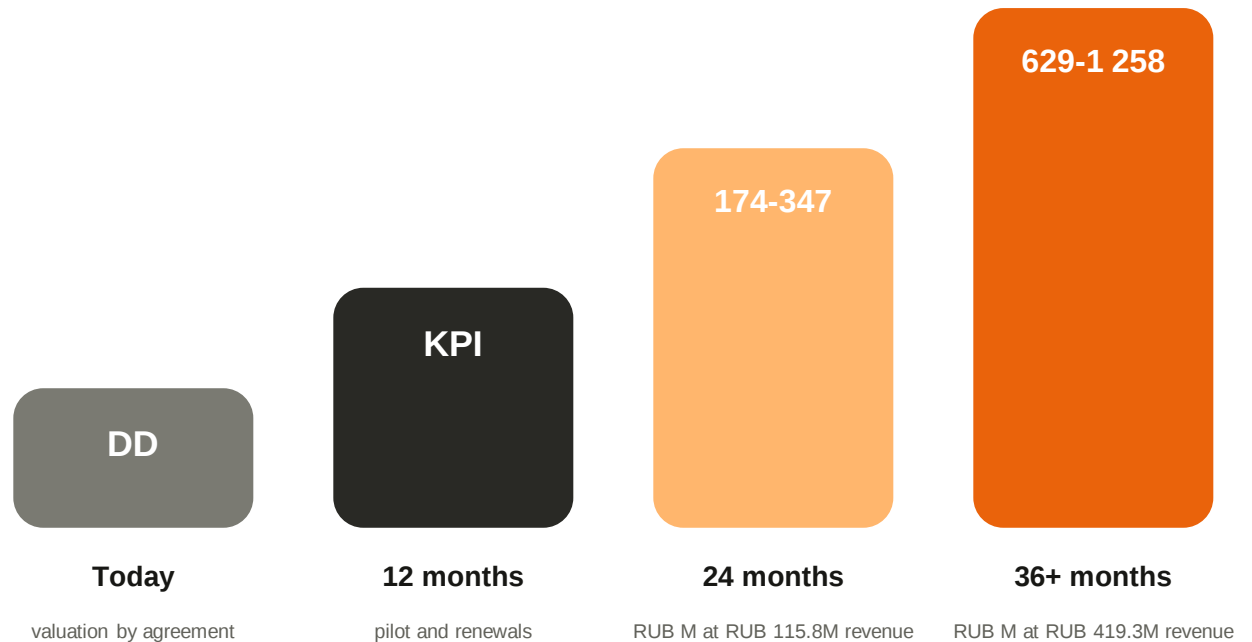


ILLUSTRATION, NOT AN OPERATING TEAM

1 × 60 RUB M · preferably one lead

Alternatives: RUB 40M + 10M + 10M · 3 × RUB 20M

Illustrative multiple: 1.5–3.0× annual revenue



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— NEXT STEP

Do not take it on trust. Test the hypothesis together.

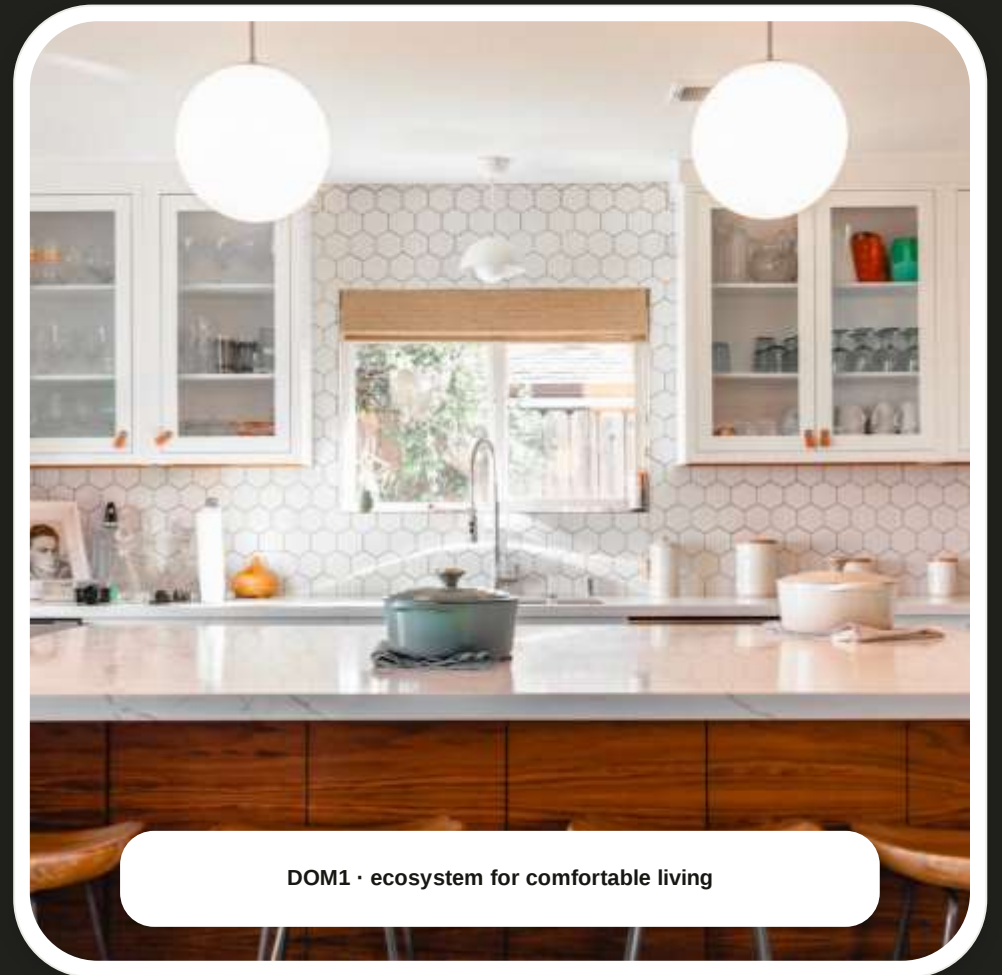
1. Open the data room and confirm rights to the assets
2. Agree the 90-120-day pilot plan
3. Set KPIs and first-tranche terms
4. Discuss the term sheet after review

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