



TURNOVERDAO
LITEPAPER

2024

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About Us

TurnoverDAO is a decentralized platform revolutionizing real estate investment through blockchain technology. By leveraging \$TURNO, our native governance token, users can invest directly in short-term rental properties, like Airbnb, and earn passive income. Our platform offers fractional ownership and full property investment options, with decentralized governance allowing the community to make critical decisions about operations and property management.

Key Features

- Fractionalized Ownership: Invest in a fraction of a property and receive a proportionate share of the rental income.
- Full Ownership: Take full control of a property's rental earnings.
- \$TURNO Token Integration: Use \$TURNO to invest in real estate, access staking rewards, and vote on governance decisions. You also have the option to use ETH if you don't want to give up your \$TURNO tokens.

Our Vision

TurnoverDAO seeks to democratize access to real estate investments, making it easier for people worldwide to participate in the lucrative short-term rental market. With the power of blockchain, we ensure transparency, security, and accessibility, providing a seamless way to invest in properties while earning passive income.



\$TURNO Staking

\$TURNO is the native governance and utility token of TurnoverDAO. Token holders can:

- Invest in Properties: Use \$TURNO to invest in fractional or full ownership of short-term rental properties.
- Staking: Stake \$TURNO tokens to earn rewards and participate in staking pools.
- Governance: Participate in key decisions regarding property listings, fee structures, and platform updates through DAO governance voting.

DAO Governance

TurnoverDAO is governed by its community through a decentralized autonomous organization (DAO). Token holders are empowered to propose and vote on platform changes, property acquisitions, and allocation of the community treasury.

- Governance Participation: Only those holding \$TURNO can participate in governance decisions.
- Voting Power: Determined by the amount of \$TURNO held.
- Proposals: The community can submit proposals for changes to the platform, expansion plans, or new property listings.

Investment Opportunities

TurnoverDAO offers two main investment models for short-term rental properties:

- Full Ownership: Users can fully invest in a property using \$TURNO tokens, taking on all rental responsibilities and earning all the income.
- Fractionalized Ownership: Multiple investors can pool their resources to collectively own and share the income from a property, allowing access to real estate investment at lower entry points.

Example of Fractionalized Ownership:

Hosting a 1-bedroom apartment in Los Angeles requires an upfront cost of approximately \$10,000 for 1st months rent + deposit, furnishing, and other costs. Any remaining funds are put into the treasury that can be used for other expenses such as cleaning fees and maintenance. Four investors can each contribute \$2,500 using \$TURNO or ETH to share ownership and receive a portion of the rental income.

Roadmap (Oct 2024 - Jan 2025)

October 2024:

- Crowdfunding on JuiceboxDAO.
- Building community and early investor engagement.
- Launch targeted social media campaigns, collaborate with influencers.
- Growth marketing: Email campaigns, AMAs with key industry players.

November 2024:

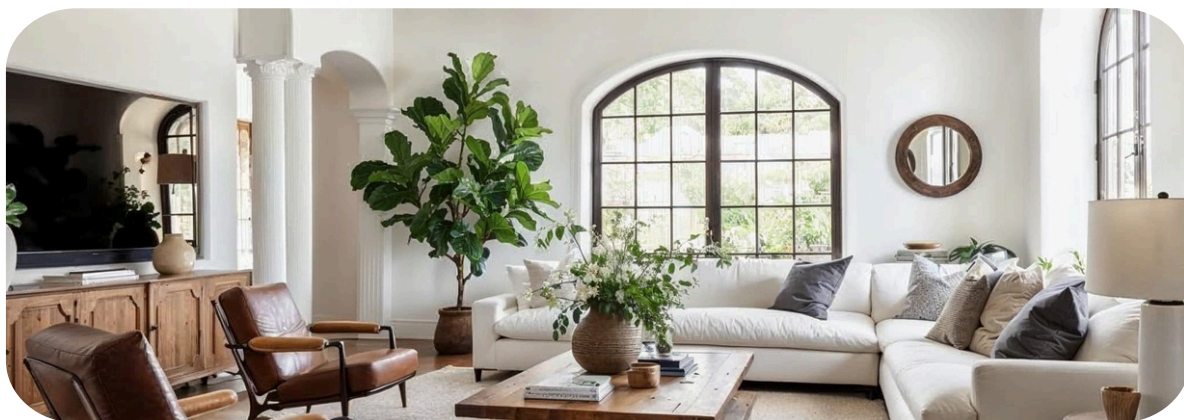
- Launch of \$TURN0 governance token (Nov 1).
- Platform goes live, enabling investments in short-term rentals.
- PR push with press releases and media outreach.
- Paid advertising campaigns (Google, Web3 Ads, Twitter).

December 2024:

- Expand property listings, partnerships with property managers.
- Launch staking for \$TURN0 holders.
- Growth marketing: Email campaigns phase 2.

January 2025:

- Release new investment options, including fractional ownership.
- Full integration of DAO governance.
- Continued influencer collaborations, case studies, and targeted content creation.



Marketing Strategy

Our marketing approach will focus on expanding the TurnoverDAO community, building awareness around \$TURN0, and creating partnerships within the crypto and real estate spaces.

- **Social Media Campaigns:** Driving engagement on platforms like Twitter and Discord.
- **Collaborations:** Partnering with influencers and projects within the crypto ecosystem.
- **Paid Ads:** Allocating funds for targeted Google Ads and social media ads.
- **Community Incentives:** Launch of OG roles and rewards within the Discord community.

Fund Allocation

Funds raised through our JuiceboxDAO crowdfunding will be allocated as follows:

- **Initial Liquidity Pool:** Ensuring strong market liquidity for \$TURN0 tokens.
- **Backup Funds:** Reserved for any potential shortfalls, cleanings, or maintenance costs for properties.
- **Marketing and Outreach:** Expanding our platform visibility and user base.

Conclusion

TurnoverDAO is set to revolutionize the real estate investment space by merging blockchain technology with decentralized governance and short-term rental markets. By owning \$TURN0 tokens, users can participate in both platform governance and property investments, driving a new way to earn passive income through real estate.

- **Website:** TurnoverDAO.com
- **Twitter:** [@TurnoverDAO](https://twitter.com/TurnoverDAO)