

Work Structure For RoomEase

RoomEase Team Structure and Vertical Division

To streamline operations and accelerate growth, RoomEase will be structured into two primary verticals, fostering specialised expertise and efficient workflow management.



RoomEase's Strategic Pillars

Marketing & Product Vertical

Lead: Founder 1

- **Focus:** Brand reach, visibility, app development, feature enhancement, and marketing strategies across Instagram & LinkedIn.
- **Key Responsibilities:** Content planning/scheduling (posts, reels), AI-driven content creation, Notion content management, LinkedIn engagement, in-app notifications, viral content tracking (Google Sheets), and influencer research (5K–50K followers).

Service & BD Vertical

Lead: Founder 2

- **Focus:** PG onboarding, tenant acquisition, demand-supply matching, lead generation via social platforms, and business development outreach.
- **Execution Structure:** Hybrid + remote business development interns, weekly work allocation/reporting (Sheets), and close coordination between FO Execution and Interns.

Founders' Office (FO) Intern Team

Driving Core Initiatives: 4 Interns Total

FO Strategy (Under F1): 2 Interns

- Create strategies for marketing & product development.
- Track weekly intern task progress.
- Design badges, offer letters, and certificates.

FO Execution (Under F2): 2 Interns


- Guide interns with clarity on assignments.
- Delegate weekly tasks and ensure productivity.
- Schedule and conduct weekly intern meetings.

Workflow

Interns receive weekly tasks, with progress and communication tracked via Google Sheets. The FO team provides daily updates to founders, ensuring seamless operational oversight.



Human Resources (HR) Team

 Team Composition: 1 Head + 2 Interns

Core Responsibilities

- Manage onboarding processes and communication for new interns.
- Conduct interviews for prospective team members.
- Administer the distribution of certificates, offer letters, and badges.

Business Development Team

Strategic Lead Generation and Conversion

Aligned under the **Service Vertical**, the Business Development team comprises 4 dedicated members focused on converting leads and expanding RoomEase's market presence.



Key Responsibilities

- Converting inbound and outbound leads into successful acquisitions.
- Directly engaging with tenants and PG/flat owners.
- Pitching RoomEase offerings to property owners.
- Sourcing recent leads from Facebook, Telegram, and WhatsApp groups.

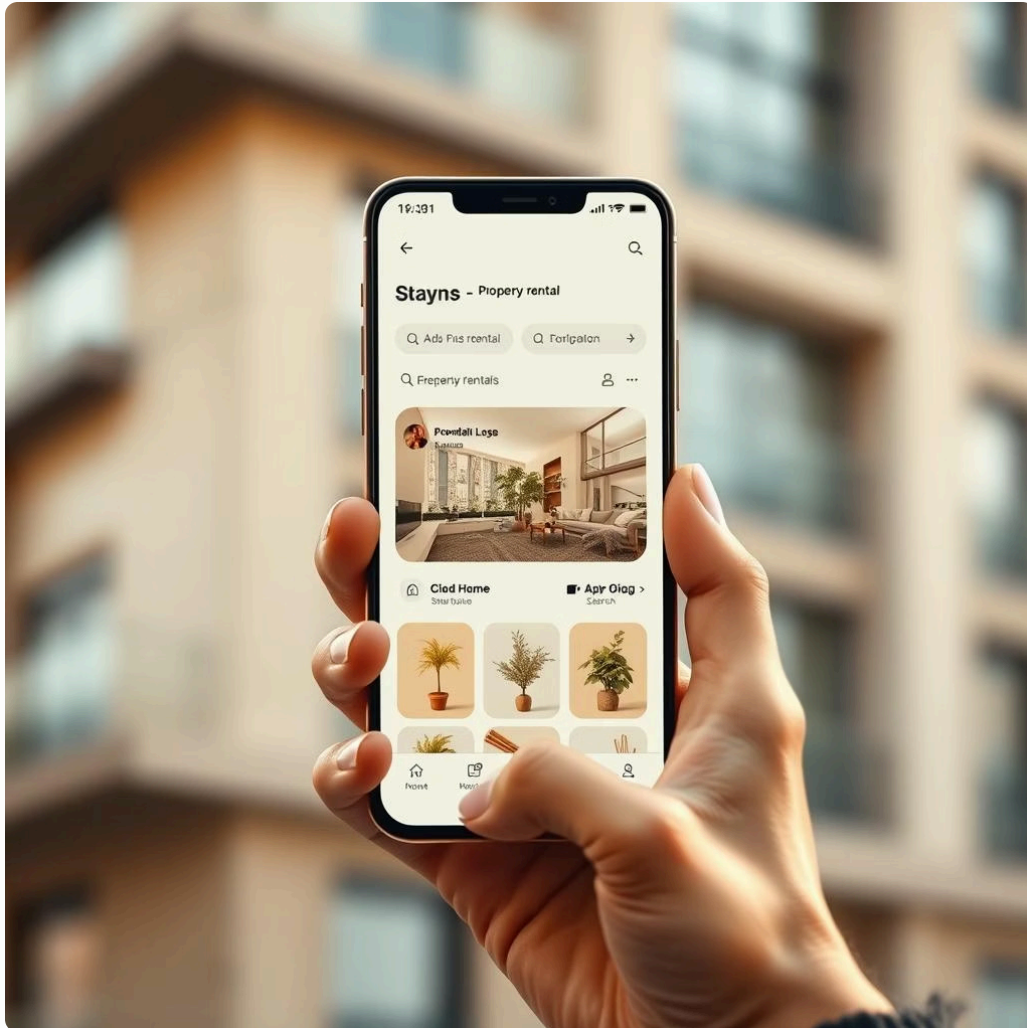


Unique Approach to PG Onboarding

The BD team identifies actively searching tenants, matches them with verified PG listings, and connects them to PG owners for free to establish trust.

- **Tenant-First Matching:** Prioritising real-time tenant demand over random cold approaches.
- **Value-Driven Pitch:** After a successful match, pitching the RoomEase subscription model.

RoomEase PG Subscription Model



Simple & Effective Pricing

- **₹49/month subscription** for consistent lead delivery via WhatsApp.
- **10% of the first month's rent** on each successful endorsement.

This dual-revenue model ensures a steady flow of leads for PG owners while incentivising successful placements, fostering long-term partnerships and trust within the RoomEase ecosystem.

Product Management Interns

Optimising RoomEase's Product & Service Delivery

Two dedicated Product Management Interns support the Founders in strategic planning and operational execution, ensuring seamless workflow and goal alignment.



PM Strategy (Under F1)

Tracks all marketing and product initiatives, categorising tasks into **WILL DO**, **MUST DO**, **CURRENTLY DO**, and **COMPLETELY DONE** for streamlined idea management, task planning, and execution tracking.

Tools: Google Sheets, Notion, or Jira.



PM Execution (Under F2)

Monitors service-side operations, including PG and tenant conversions, lead progression, onboarding flows, and completion of assigned workstreams. Helps operationalise processes for tenant acquisition and business flows.

Tools: Google Sheets, Odoo, Notion, or Jira.



Marketing Team

Fully Integrated & Founder-Led

The Marketing Team operates under the direct guidance of the Founders, ensuring a unified vision and agile response to market dynamics. This lean structure allows for direct feedback loops and rapid implementation of strategies to maximise brand reach and user engagement.

Community Outreach Interns

4-Week Intensive Program: Unlimited Interns

This program offers a unique experiential learning opportunity, immersing interns in four core domains critical to RoomEase's growth and community engagement:

1

Research

2

Marketing

3

Strategy

4

Execution

For detailed information on the program structure and intern responsibilities, please refer to the "**Outreach Intern**" page.