

# BUSINESS PLAN

***Snippet Realtors™***  
*Liberating Real Estate*

**Subject: Innovation, Incubation and Entrepreneurship (HU410)**

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## **EXECUTIVE SUMMARY**

Our idea has put us in a position to change the real estate industry forever. The advent of share market with the growth of the internet has put under spotlight a market which seems to have been not exploited yet: real estate. Investments in real estates are traditionally associated with numerous obstacles on top of the fact that it requires a huge capital to start with. This forbids investors from investing in the real estate market as effortlessly as they do in the share market. We aim to bring this to an end and liberate real estate for investments on an unprecedented scale.

We are, simply put, “the future of real estate” and with the cooperation of the local regulatory bodies, real-estate developers, central government bodies like Securities and Exchange Board of India (SEBI) and Reserve Bank of India (RBI), we believe this will revolutionize the real estate industry to the core.



Our company, Snippet Realtors, has a vision of increasing the common man’s ability to invest in real estate. We wish to enact social justice to make sure that the ability to invest in real estate is not limited to the wealthy individuals. Additionally we also wish to act as a diversification platform to further protect the public from market volatility.



The main idea is ‘fractionalization of real estate’ which is similar to how shares of a company are created and sold to its future shareholders. The real estate, irrespective of its worth, will be divided into equal and affordable chunks called snippets similar to shares. The common man will hence be empowered to invest his money even in high-end real estate segments like luxury condos, office spaces, etc. Apart from this, individuals investing in real estate will be equipped to diversify their investments by investing fractionally in varied real-estate segments like residential, commercial, agricultural, etc.



For novice investors vying to invest in real estate, our company will provide an opportunity to invest in funds that will allocate the investment towards a diverse set of snippets of real estate based on the risk and return trade-off the investor will prefer.

## COMPANY DESCRIPTION

Snippet Realtor aims to launch a range of products and services that would aid investors (both institutional and individual) in investing in the real estate market much more flexibly and hassle-free. Our founders have the knowledge and foresight to help the industry into the 21st century. We are committed to growth and changes in the real estate industry.

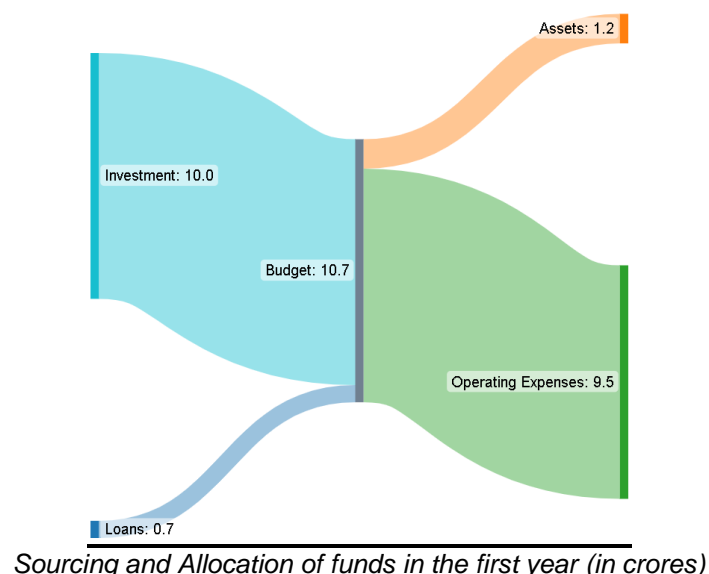
Snippet Realtor's goals can be listed as follows:

- Facilitating fractionalized investments in real estate
- Enabling diversification of investments in real estate by providing index fund-like solutions
- Easing the hassle of handling and maintaining real estates and making rental yields profitable
- Providing competitive alternatives to loan market products like collateral loans
- Eventually, to make the real estate market accessible to every single Indian

Since there is a lack of competitors in the space there is significant competitive advantage for our company. We are first planning to open our business in the financial capital of India, Mumbai. An urban cluster like Mumbai will have a sustained increase in demand for real-estate and apart from that the presence of large of number of wealthy individuals will ensure a healthy amount of investment.

In order to setup the company, our five founding members will be investing Rs 2 cr each for a total of Rs 10 cr. Furthermore, an LLC (Limited Liability Company) will be setup in order to ensure limited liability risks for the owners and even leave an option for raising capital by selling off ownership stakes.

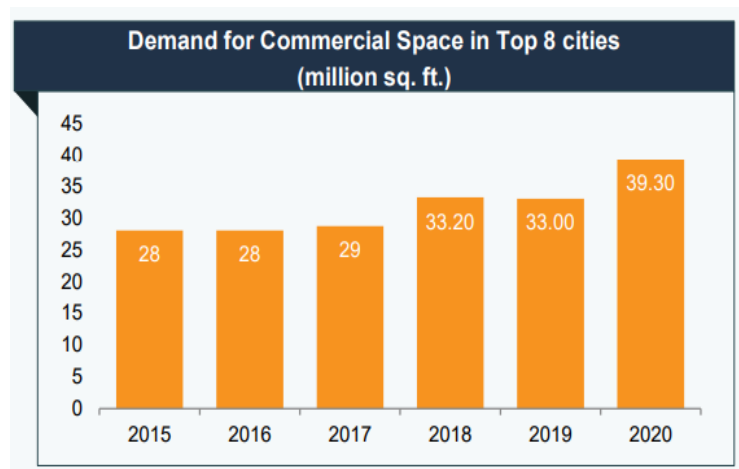
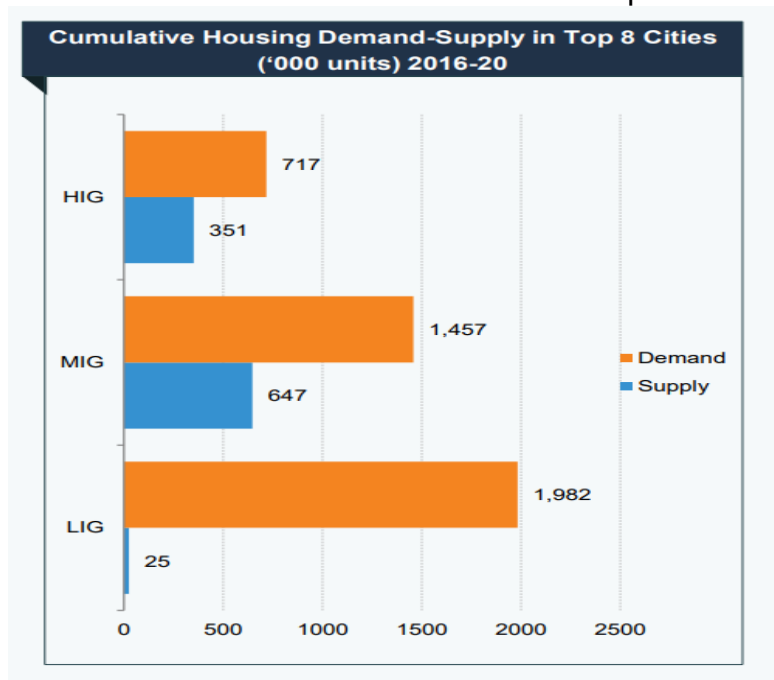
During the first year, the company will be focused on establishing a significant presence in the space and generate revenue. Fortunately, the technological nature of our products avoids huge upfront costs as scalable and virtual IT infrastructure solutions like cloud computing are to be utilized in the beginning. Therefore, our initial investment will be almost entirely be allocated towards operational expenses, in order to achieve a faster rollout. We recognize that in the process we will need small loans to support our high burn rate.



## **INDUSTRY ANALYSIS**

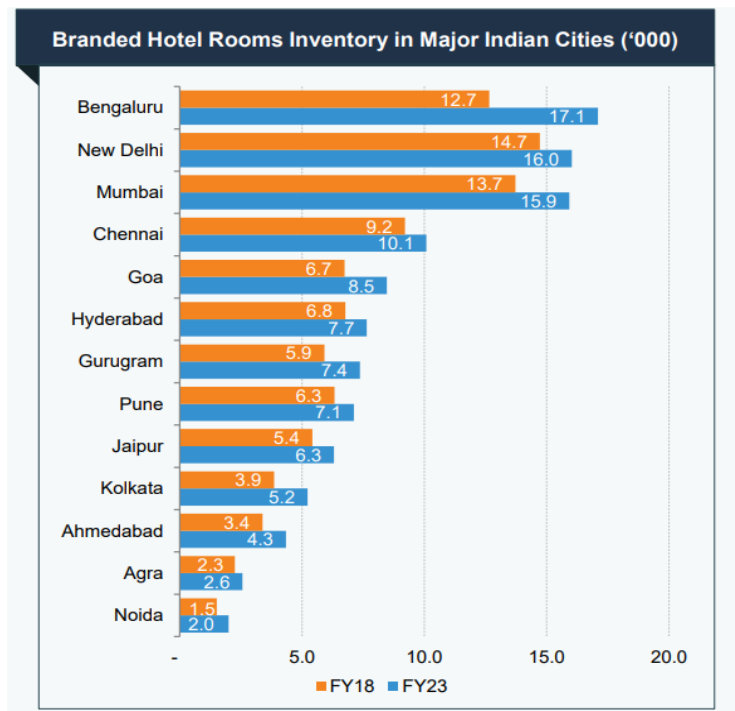
- Real estate sector in India is expected to reach US\$ 1 trillion in market size by 2030, up from US\$ 200 billion in 2021. India's real estate market is estimated to increase at a CAGR of 19.5% during 2017- 2028. The market is forecast to reach US\$ 650 billion, representing 13% of India's GDP by 2025.
- Increasing share of real estate in the GDP would be supported by increasing industrial activity, improving income level and urbanisation.
- The Government launched 10 key policies for the real estate sector:
  - Real Estate Regulatory Act (RERA)
  - Benami Transactions Act
  - Boost to affordable housing construction
  - Interest subsidy to home buyers
  - Change in arbitration norms
  - Service tax exemption
  - Dividend Distribution Tax (DDT) exemption
  - Goods and Services Tax (GST)
  - Demonetisation
  - PR for foreign investors
- Demand for residential space expected to grow sharply:
  - Share of the top listed developers in the Indian residential market is expected to increase to 29% in FY24, from 25% in FY21, driven by a strong pipeline for residential project launch.
  - In the third quarter of 2021 (between July 2021 and September 2021), new housing supply stood at ~65,211 units, increased by 228% YoY across the top eight cities compared with ~19,865 units launched in the third quarter of 2020.
- Metros driving demand for commercial space:
  - Few large developers with a pan-India presence dominate the market.
  - By 2023, commercial space is expected to reach at 50 msf mainly driven by sectors - IT-BPO, pharma, engineering and manufacturing.

- In the first quarter of 2022, the gross leasing volume of India's top seven office markets was at 11.55 million sq. ft.

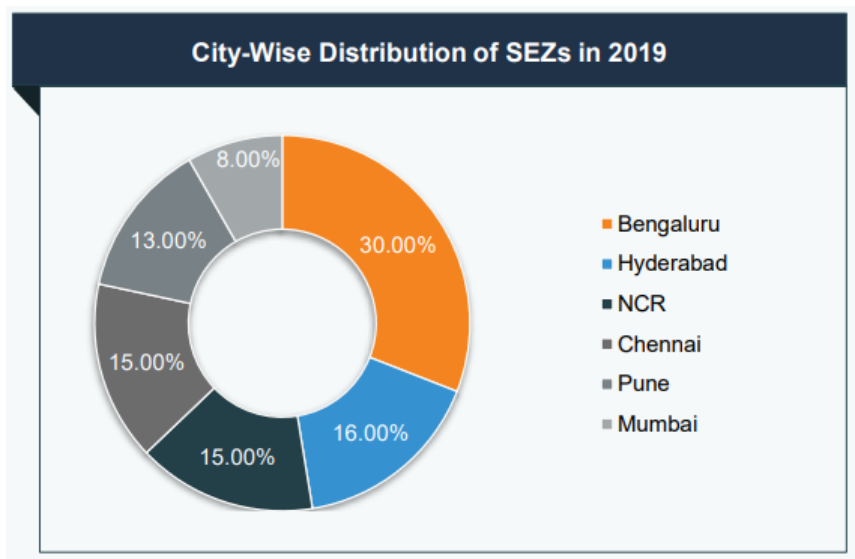
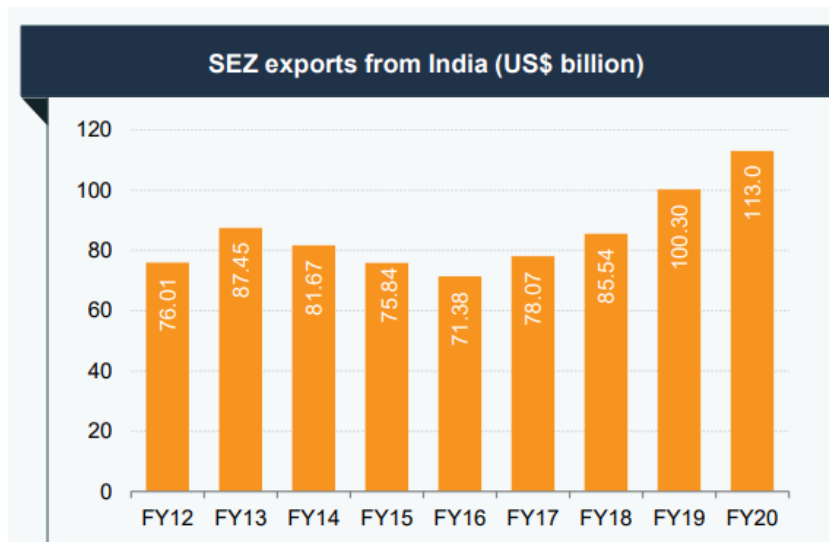


- Retail space likely to see strong growth:
  - Currently, retail accounts for a small portion of the Indian real estate market.
  - Organised retailers are few and the organised retail space is mostly developed by residential/office space developers.
  - India's population below 30 years of age and having exposure to global retail is expected to drive demand for organised retail.
- Hospitality market to witness large incremental capacity:

- NCR and Mumbai are by far the biggest hospitality markets in India, followed by Bengaluru, Hyderabad and Chennai.
- The increasingly global nature of Indian businesses is boosting business travel.



- Service apartments appear particularly attractive within the hospitality space.
- Government initiatives to promote tourism in tier II and tier III cities are generating significant demand for hotels in such cities, especially budget hotels.
- Special Economic Zones emerging as an extension of real estate business:
  - 100% FDI permitted for developing townships within SEZs with residential areas, markets, playgrounds, clubs, recreation centres, etc.
  - Exports from SEZs reached Rs. 7.96 lakh crore (US\$ 113.0 billion) in FY20 and grew ~13.6% from Rs. 7.1 lakh crore (US\$ 100.3 billion) in FY19.
  - Industry players, including realtors and property analysts, are rooting for the creation of "Special Residential Zones" (SRZs) along the lines of SEZs.

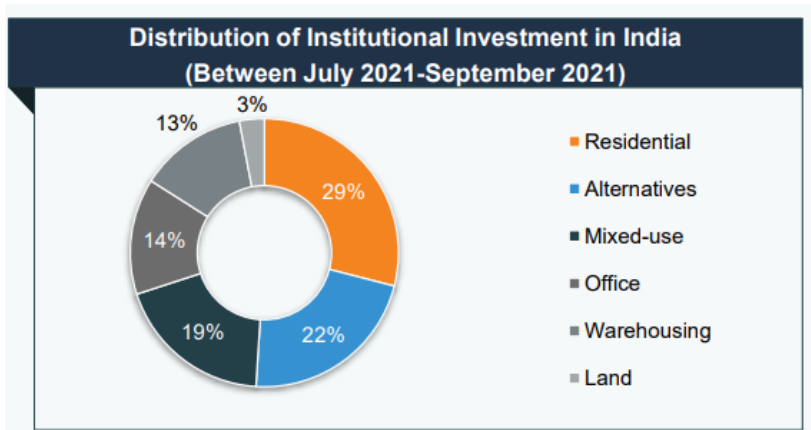
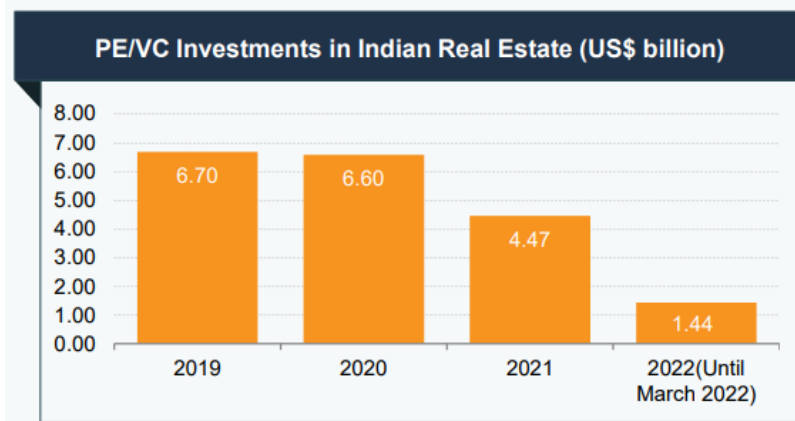


- The Indian economy has experienced robust growth in the past decade and is expected to be one of the fastest growing economies in the coming years.
- India's urban population is expected to reach 525 million by 2025, up from an estimated 463 million in 2020.
- Rising income and employment opportunities have led to more urbanisation and more affordability for real estate in cities.
- Private Equity investments on the rise:
  - RBI proposed to allow banks to invest in real estate investment trusts and infrastructure investment trusts, attracting more institutional investors to such assets. Indian Banks, which are allowed to invest about 20% of their net-owned funds in equity-linked mutual funds,



venture capital (VC) funds and stocks, could invest in these trusts within this limit.

- Foreign portfolio investment in the Indian real estate sector stood at Rs. 3,671 crore (US\$ 497 million) in March 2021.
- In 2022, India is projected to get cross-border real estate investment of US\$ 2.5 billion.
- Blackstone is one of the largest private market investors in India, managing about Rs. 3,694 crore (US\$ 50 billion) of market value in the real estate sector. The company anticipates investing >Rs. 1,625 crore (US\$ 22 billion) in the next 10 years.



- **Government Initiative towards Real Estate Sector:**

The Indian government, in partnership with the governments of several states, has made several efforts to foster the industry's growth. The Smart City Project, which aspires to construct 100 smart cities, should be used by real estate companies. The following are some additional essential government initiatives:

- The RBI stated in October 2021 that the benchmark interest rate would remain at 4%, providing a significant boost to the country's real estate sector. Low house loan interest rates are predicted to fuel housing demand and boost sales by 35-40% during the holiday season of 2021.
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- With an initial capital of Rs 10,000 crore (US\$ 1.43 billion), the government has created an Affordable Housing Fund (AHF) at the National Housing Bank (NHB) to leverage priority sector lending deficits of banks and financial institutions for HFC microfinance.



### **FRACTIONAL OWNERSHIP IN REAL ESTATE INDUSTRY:**

Fractional real estate investing is when many different investors split the cost of a property among them. Sometimes they may be called shareholders, depending on the exact legal arrangement. You might see the concept used for other things, such as private jets and sports cars. Partial ownership gives you a stake in the real estate and makes you a part-owner.

Fractional Ownership is considered as the future of real estate industry by many experts due to the following given factors:

- **Making real estate accessible to all:** Commercial real estate has traditionally gotten very profitable. But due to the costs involved, middle-class investors seldom enjoy such high-yielding assets. Investors having a stake in a company can engage in high-end investments alongside HNIs.
- **Guaranteed asset appreciation and consistent growth:** Commercial real estate is one of the few asset groups that recovered swiftly following the epidemic. While other real estate took a back seat during the epidemic, CRE and office leasing grew in India. Furthermore, MNCs establishing a presence in India have raised the demand for commercial real estate, making it a solid investment with potential asset appreciation and constant growth.
- **Long-term lease:** Commercial leases, unlike residential leases, are for lengthy periods, and tenants from MNCs or IT businesses tend to rent out

premises for long periods or renew their leases and never fail on their payments. It assures a steady stream of passive revenue for you.

- **Decent IRRs:** Fractional ownership guarantees returns and growing return rates in rental income and capital appreciation. Investors may expect a 15% increase in rental returns if they invest in a solid firm through a reputable platform. For example, Assetmonk provides Grade-A goods to its investors, on which they may easily earn IRRs ranging from 12% to 21%.
- **Zero hassle:** Fractional investment for investors is a low-cost real estate investment that does not require maintenance efforts on its owners. Assetmonk, a real estate investment platform, simplifies the investing process even further by completing due research on the CRE and only bringing Grade-A investment proposals to the table. They also adhere to strict transparency and customer-first practices.

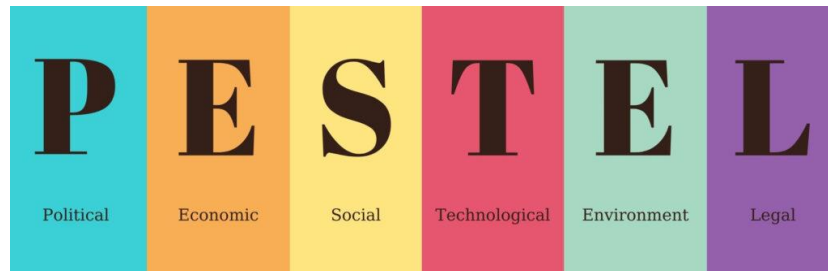
Individual investors can take advantage of these safe and secure investment options through fractional ownership and explore them for their benefit. Real estate can be very beneficial if approached strategically; fractional ownership can be a reliable investment for young people and senior citizens nearing retirement.

## FRACTIONAL OWNERSHIP IN INDIA:

- Fractional real estate ownership is still in its early stages in India. Although it is gaining popularity, it has yet to get recognized as a mainstream investment class akin to stocks and mutual funds. In India, the fractional ownership sector gets valued at \$5 billion.
- In India, fractional ownership of commercial real estate is progressively increasing, with the CRE market predicted to rise by 13% to 16% over the next five years.
- Some of the causes for this anticipated boom connect to the increased need for office space in the future year, growth in the number of significant institutional investors, and a substantial infusion of foreign money associated with several commercial projects.
- Fractional ownership makes investing in high-quality commercial real estate assets becomes cheaper.
- Monopoly of HNIs in commercial real estate investing gets broken
- Commercial Grade Property Ownership includes office complexes, warehouses, and factories. Because of the high quantities of money necessary, commercial real estate has remained the realm of HNIs and Ultra HNIs. As a result, middle-income investors have just two options: volatile stocks or low-interest fixed deposits.
- Because of fractional ownership, investing in high-quality commercial real estate assets becomes cheaper. Because of this concept of real estate investing, Indians may own commercial property that fits their budgets. As a result, the monopoly of HNIs in commercial real estate investing gets broken.
- This segment has attracted equity investments to the tune of \$15.4 billion in the last decade.
- The Indian market also saw two successful REIT listings of Embassy Office Parks and Mindspace REIT, totalling Rs 9,250 cr, in recent times.

- Blackstone and Brookfield also announced two biggest deals in the Indian real estate market, in the midst of the pandemic, amounting to around Rs 25,000 cr, acquiring office parks from Prestige and RMZ, respectively.
- The recent Brookfield REIT listing was oversubscribed by a whopping 8 times. This is a testimony of the vibrancy and long-term prospects of this sector.

## PESTEL ANALYSIS



### Political

The company can be said to be an investment management institute that is regulated by the Reserve Bank of India. Local laws and ordinances also need to be complied with, in order to function legally within the confines of the Indian system.

### Economic

Real Estate markets are riddled with high volatility and uncertainty. Thus, diversification is an essential tool needed to invest in this market but one that is not available for the common folk. This is where our company comes into the picture.

### Social

The median age in India currently stands at 28 years old. People buy their first homes later into their career, but our product will enable the younger untapped public to venture into the real estate market and start investing in this market segment at a younger age.

### Technological

With the recent boom in the software industry in India, many capable and motivated software engineers are in the market who are willing to work for affordable rates. They can easily create, handle and maintain websites and servers for the company to reach a wider audience.

### Environment

Environmental factors like droughts or natural disasters might bring down the value of real-estate in affected areas. Furthermore, when the company starts investing in farmland at later stages, the environmental factors will heavily affect the valuation of agricultural lands.

### Legal

There are several legal implications when it comes to dealing with the fractionalization of real estate assets. Liability in case of fraud and wrongdoing might end up very severely affecting the company. Thus it will be paramount for the company to proceed with all necessary precautions to avoid future implications.

## **MARKET ANALYSIS**

This revolutionary plan is setting the stage for the future of real estate. No existing franchised or corporate owned traditional real estate company will be able to compete with the fees and subsequent profits established by our industry plan. Even if the structure of real estate sales in the future is automated to the point of not needing real estate agents, our company will have a firm hold on the FSBO (For Sale By Owner) market. We are committed to change and embrace the idea that is inevitable. Our ability to foresee needs for change will prepare us for a profitable future in the industry.

### **MARKET SEGMENTATION:**

#### **Demographic Segmentation**

Gender	Male, Female
Age	Above 18 years
Income Level	
Marital Status	Married, Unmarried
Education	Not required
Race	White, Black, Asian, Hispanic, others
Religion	Hindu, Muslim, Sikh, Jain, Buddhism, others
Generation	Silent Generation, Baby Boomers, Millenials
Nationality	Indian
Company Type	Real Estate, Real Estate Investment Trusts
Company Size	Small Scale, Medium Scale, Large Scale
Social Class	Middle class and above

#### **Geographic Segmentation:**

Geographic Location	Indian Sub-continent
City or metro	10,000+
Density	Urban, Sub-urban,Rural
Climate	All

### Psychographic Segmentation:

Personality	Ambitious
Lifestyle	Culture-oriented, Sports-oriented, outdoor-oriented, others.

### Behavioral Segmentation:

Occasions	Regular Occasions
Benefits	Economy, Service
User-status	Potential user, First-time user, Regular user
Usage Rate	Light user, Medium user, Heavy user
Loyalty Status	Medium, Strong
Readiness Stage	Desirous, Informed interested, Intending to buy
Attitude towards product	Enthusiastic, Positive.

### Main Competitors

Companies like Arrived, Ember and Fintor have provided customers some options to invest in fractional real estate properties but aren't completely dedicated to this new concept. What we offer is complete dedicated towards fractional offerings which includes providing services and highly innovative options like Snippet portal, Sestimate, Snippet offerings, Snippet funds, Snippet collateral loans. Considering the tools we provide for the customers to utilize to their benefits, the competition from the above companies for our company is expected to be minimal.

However, our concern is over copycat companies and the ease of repeating our idea before we grab a firm national position. We are investing a great amount of energy using copyrights and patent laws to assure a firm position.

## **MARKETING PLAN**

**Target:** Our target market is primarily low net worth individuals who want to invest into real estate but do not have the means to purchase entire properties. Alternatively our tool is also very useful for average net worth individuals who wish to diversify their real estate portfolio since it is very hard to do so by purchasing entire properties. We also aim to tap into the investment market in the future by offering diversified real estate investment products to established investment management companies.

**Product:** Our primary product is fractionalization of real estate assets. The shared ownership of properties between various owners, which will enable higher accessibility for the real estate market in India.

**Place:** Initially we will only be working with properties in the Mumbai area but the list of cities will continue to expand as time progresses. Mumbai has been carefully chosen as our starting point as factors like relatively low rates of sale deeds, ever-increasing demand of real-estate and presence of a significant number of wealthy individuals ensures a sustained investment in real-estate which provides a conducive environment for us to start our business. Our platform will be available for all individuals permitted to possess real estate in India.



*Mumbai*

**Price:** Our primary mode of revenue is commission fees derived from the closing of fractionalization deals.

**Promotion:** Usual modes of advertisements like Television, Newspaper and Radio Ads will be employed. But cheaper and more far reaching avenues like Instagram Ads/Reels and YouTube Ads will be analysed to obtain the most reach for each rupee invested into marketing. The primary message behind the promotion will be the opening of the Indian Real Estate market for each and every single Indian.

## **MANAGEMENT TEAM AND COMPANY STRUCTURE**

### **OWNERSHIP STRUCTURE**

The company will be formed as an LLC. The creation of a separate legal entity will ensure the owners won't be directly liable for the company and any legal claims against the business remain against the business, not its owners. The management team members will hold 100% stake in the company, and the voting rights will be divided in proportion to the stake they hold.

<b>Name</b>	<b>Ownership stake</b>	<b>Voting rights</b>
Rohit Yelnare	20%	20%
Tanmay Dadhania	20%	20%
Niranjan Belambe	20%	20%
Manav Bhatia	20%	20%
Jinil Thakkar	20%	20%

### **HIGH-LEVEL OVERVIEW OF COMPANY STRUCTURE**

#### **1. Legal Team**

Since the company's functions fall under the umbrella of Investment Management, it is important for the company to toe the line set out by the local and central regulatory bodies and the Reserve Bank of India. This team is also tasked with anticipating and defending the company against any and all legal actions that will be taken against during its functioning.

#### **2. Marketing Team**

The Marketing Team will be crucial in advancing our organization's operations and purpose. It will act as the public face of our firm, organizing and creating all materials that portray it. Reaching out to potential clients, consumers, investors, and/or the general public is the responsibility of the marketing department, which is also charged with developing a unified brand image that favourably reflects our business. All the promotional content with respect to the company will be generated and be disseminated by social media handles which the team will manage.

#### **3. Real Estate Team**

The Real Estate team will consist of several real estate agents that will be responsible to interact with users who are selling their real estate on our portal. They will act as a gateway and streamline negotiations between users willing to invest and users willing to sell. The real estate agent assigned to a certain property will be



responsible for ensuring that lessees pay their rents and the proceeds are returned to users who are investing according to their respective stakes. The real estate agent will also ensure that the property is appropriately maintained by using the funds available from the rent paid by the lessee before the rental yields are returned to its investors.

#### **4. Software Development Team**

The software development team will be in charge of the analysing and planning, development and maintenance of client-facing softwares available to customers as well as in-house softwares which employees within the organization will be able to utilize. This team will consist of project managers, technical leads, developers, quality assurance engineers, user interface designers and business analysts. This team will work in sync with the product development team as well as consult the real estate and legal teams.

#### **5. Product Development Team**

The Product Development Team will be responsible for initiating and formulating the products that are on offer by the company. They have to extensively study the current state of the market and be in constant contact with the Real Estate and Legal Teams. They will be responsible for the life cycle of the products that they devise.

#### **6. Human Resource Team**

Recruitment, workplace safety, employee relations, pay planning, labour law compliance, and training will be the six primary duties of Human Resources. Finding and hiring the right talent is paramount for any organization to function. The responsibilities of Human Resource won't end there, they are further responsible for fostering and developing the talent acquired and maintaining a healthy and amicable relationship between the company and the employees. Creating a safe environment and enabling atmosphere around the company and making sure that the company is complying with the local labour regulations is also a critical function of the Human Resources department.

The following table summarizes our personnel expenditures for the first three years, with compensation increasing from less than Rs. 1.2 Crore for the first year to over Rs. 2.5 Crore in the third. We believe this plan is an equitable balance between fairness and expedience, and meets the commitment of our company's mission

Role	Year 1	Year 2	Year 3
Legal Advisor	10	15	25
Real Estate Agent	16	20	25
Software Developer	40	60	90
Product Developer	20	25	40
Marketing specialist	6	10	15
Managing Director	20	40	50
Human Resource Recruiter	7	7	13
Total people	12	20	33
	119	177	258

## 7. Management team



**Niranjan Belambe** will be acting as the CEO of our company, he has prior experience working at several management roles at JPMorgan Chase & Co. for the past twenty years and is a graduate from Sardar Vallabhai National Institute of Technology, Surat. He has excellent oral skills and has top of line soft skills and is capable of charming anyone who talks to him.



**Tanmay Dadhania** will head the Marketing Department at our company, he was previously employed as the head of Marketing at the Northern Trust. He is an alumni of the Jubail School of Management. He is a bright personality that has years of experience in the field. His expertise has been in the marketing domain originating from a 10-year service with Coca-Cola.



**Rohit Yelnare** will head the Product Department and Software Development Teams at our company as he is well versed in the domains of software development and real estate markets. He has vast experiences in the developing software for giant companies like JPMorgan Chase & Co. and will be a tremendous addition to our management team. He also has obtained his management degree from Wharton School of Business, Philadelphia, USA.



**Jinil Thakkar** will head the Human Resources Department at our company as he has shown great capabilities in dealing with people while serving as the HR head at MathWorks for over 4 years. He has a calm and collected demeanour that helps while interacting with a bevy of personalities that are usually found in an organization. He possesses a keen eye for talent and is able to accurately assess individuals in conversation.



**Manav Bhatia** will serve as the head of the legal team in our company as he happens to be a domain expert in this regard. He has obtained his law degree from the prestigious Indian Law Society's Law College, Pune. He has previously served as a legal advisor at companies like Zomato, Swiggy, Dunzo etc.

## **OPERATIONAL PLAN**

### **Initial Plan for Existence and Survival Stages:**

- During the first phase of our plan we will focus on the development and launch of the core of the products we plan to offer. In order to help minimize costs we plan to lease IT resources like servers, databases, etc. by using cloud service providers like Amazon, Microsoft's Azure, etc.
- We will first launch a real-estate search engine similar to magicbricks and 99acres and start marketing our idea of fractionalization and incentivize early-users of our portal by guaranteeing additional benefits when our fractionalizing product is launched. This way we will have a small customer base of bullish real-estate investors who are keen on our idea of fractionalization before we launch our product.
- We initially aim to target the market of urban residential and commercial real estates in Mumbai which will help us get a great start. Mumbai is a growing urban cluster and with that the demand of real-estate is always on a rise.
- Furthermore, with a significantly higher presence of wealthy individuals, the disposable income at the hand of individuals is relatively greater compared to other regions in India.
- Additionally, we can look into forming tie-ups that will give real-estate developers, who are generally low on liquid cash, indispensable cash to continue their projects and in return increase the promotion of our product. It'll thus be easier to lure people in a growing urban city like Mumbai.

### **Success and Take-off Stages:**

- Once we establish our brand and find success locally, we expect our client testimonials to aid our expansion all across the country. This in turn will increase the diversification in real-estate our customers will be able to access and drive further reputability and growth.
- During the success of our flagship product, we intend to expand our portfolio of financial products and subsequently tap into the collateral loan and institutional investment market.
- In the future our products and services will be intertwined and hence profits made by a single segment will be compounded as customers of one product will be incentivized to avail other products as well.

## **PRODUCT/SERVICE DESIGN & DEVELOPMENT**

### **Snippet Portal**

- Snippet portal will be an online forum where buyers, sellers and brokers/agents can exchange information about real estate properties quickly, effectively and inexpensively.
- Buyers here will be able to make fractional bids for properties that are up for sale.

### **Sestimate**

- Sestimate property valuation AI model will be Snippet Realtor estimate of a home's market value. It will incorporate public and user-submitted data into a proprietary formula, also taking into account home facts, location and market trends.
- It won't be an appraisal but rather just a mere tool to help users get a ballpark estimate of estate valuations.

### **Snippet Offerings**

- Similar to an IPO in the share market, whenever an estate is listed for sale on the portal, our company will make an offer to the seller based on our AI-based tool *Sestimate*.
- If the seller accepts the offer, the offering will be fractionalized into affordable snippets of a maximum said value (Rs 500). Users will then be able to buy up portions of the estate by making bids on one or more of these small snippets.
- After the auction ends after a set time (e.g. 24 hours) if the bids exceed the offering amount, the highest bidders will be selected and the excess amount will be kept by the company as profits.
- Apart from the bidding amount, users will have to pay a small fraction (0.5%) as convenience fee to cover for costs involved in the upkeep of the software, salaries of real estate agents working with the seller and the law firm services availed during the buying process.
- The rent received by leasing the property will be proportionately divided into its stakeholders. As the real estate will be owned by the company on behalf of the users, the maintenance of the property will be paid from the rent received as the company will operate as a property management firm as well. This will help users save income taxes as they are unable to deduct expenses needed to maintain the property.

### **Snippet Funds**

- Similar to index funds which compose a portfolio of stocks, snippet funds will be designed using quantitative modelling to reap the benefits of diversification in real estate.
- Capitalizing on the fact that residential, commercial, agricultural, industrial, rural, semi-urban and urban areas have varied degrees of risks and

profitability, various snippet funds will be created ranging from low risk and low profits to high risk and high profits.

- Money spent by users to buy these funds will automatically be allocated to real estates as soon as the respective categories are up for sale. This will enable inexperienced users and financial institutions (banks, investment management companies) to invest their money in real estate.

## **Snippet Collateral Loans**

- Banks provide loans against collaterals but levy an interest rate of around 9-10%.
- Instead, users will be able to sell a fraction of their own property to the highest bid via snippet offerings. In the process, the user will incur a one-time sale deed fee (which ranges around 3 to 6% across India) apart from the appreciation of the property (which is an average of 3 to 4% YoY across India).
- Users will also be needed to pay a convenience fee of 1% which is similar to rates of loan application fees charged by banks.
- To incentivize the use of *Snippet offerings*, users availing snippet collateral loans won't be required to pay this convenience fee if the loan is reinvested back into real estate via *Snippet offerings*.

## **FINANCIAL PROJECTION**

We aim to finance growth mainly through cash flow. We recognize that this means we will have to grow more slowly than we might like. At the start, we will make sure that our starting capital is mainly devoted towards the development of the Snippet portal, Sestimate and our flagship financial product: Snippet offerings. As these are technological products, it won't require a huge upfront investment but we also recognize that in order to generate revenue in the first year, we would need to take loans to be put towards preliminary marketing of our products in the region where we will be starting our operations.

### **Important Assumptions**

The financial plan depends on important assumptions. From the beginning, we recognize that the real-estate market will be perceived by investors as a safe and reliable investment mode, a factor we cannot easily influence, at the start at least. We are planning to be ready to deal with the problem in the future if the need arises. Interest rates, property tax rates, and sale deed charges are based on conservative assumptions.

Some of the important underlying assumptions are:

- We assume a strong economy and stable real estate market, without major recession.
- We assume, of course, that there are no unforeseen changes in technology to make our products and services immediately obsolete.
- We assume that no laws will change to interfere with fractionalization in the real estate market as we see it now.

### **Funding**

The owners plan to invest an initial amount of Rs. 10 crore as well as take out additional small loans for initial existence and survival either as plain collaterals from banks or loans from other financial institutions with a debt-to-equity swap option in the future.

### **Future Projections**

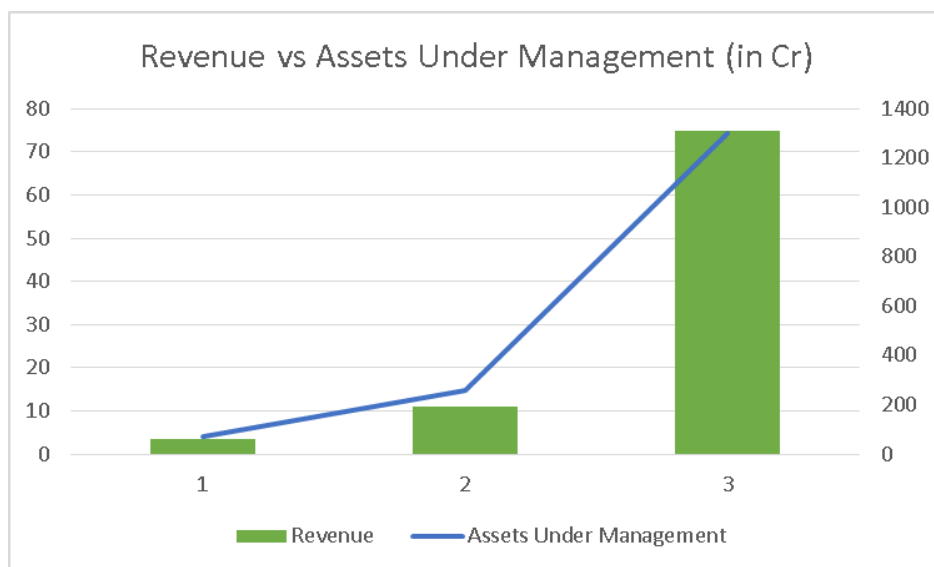
Our operating income constitutes a comparatively small percent of our revenue because the assets are in many cases held under our company's name on behalf of our customers. This is done to ensure maximum rental yield for our customers. In reality, the cost of revenue will be very limited and consist mainly of small components like employee salaries, product development & maintenance costs. In short, stakeholders of the company will see relatively larger profit margins on their side.

Following table shows our projected revenue, profit and other key elements (in Cr.).



	Year 1	Year 2	Year 3
<b>Revenue</b>	3.5	11	75
<b>Operating Income</b>	-0.5	1.6	10
<b>Profit</b>	0	0.5	9.6
<b>Assets Under Management</b>	70	260	1300
<b>Total Assets</b>	1.2	21	193
<b>Total Equity</b>	0.5	18	176

- Following our expansion by the subsequent launch of collateral loan and investment solutions, our Assets Under Managements (AUM) are bound to grow rapidly and hence our revenues.



- Although our revenues and AUM will grow in sync, the revenues might alter slightly depending on the risk and return of investments made by our customers.

## **APPENDICES**

### **INDUSTRY RESEARCH**

The real estate sector in India is expected to reach US\$ 1 trillion in market size by 2030, up from US\$ 200 billion in 2021. India's real estate market is estimated to increase at a CAGR of 19.5% during 2017- 2028. The market is forecast to reach US\$ 650 billion, representing 13% of India's GDP by 2025. The real estate business is expected to boom in metro cities and urban and semi-urban areas with the help of investments by various private equity investments and the government's initiatives towards this sector.

- Fractional real estate ownership is still in its early stages in India. In India, the fractional ownership sector gets valued at \$5 billion.
- In India, fractional ownership of commercial real estate is progressively increasing, with the CRE market predicted to rise by 13% to 16% over the next five years.
- This segment has attracted equity investments to the tune of \$15.4 billion in the last decade.
- The Indian market also saw two successful REIT listings of Embassy Office Parks and Mindspace REIT, totalling Rs 9,250 cr and investments of around Rs 25000 crore by Blackstone and Brookfield.

Therefore, with the recent investments in this sector, fractional real estate offerings have a bright future which can be exploited using the latest technologies to provide collateral loans, diversified real-estate investment funds, fractionalized ownership, etc.

# ROHIT YELNARE

SOFTWARE DEVELOPER



+91 7984563212

yrohit@gmail.com

Surat, India

yrohit.com

## PROFILE

I am a qualified and professional software developer with five years of experience in database administration and website design. Strong creative and analytical skills. Team player with an eye for detail.

## SKILLS

- Web Design
- Design Thinking
- Wireframe Creation
- Front End Coding
- Problem-Solving
- Computer Literacy
- Project Management Tools
- Strong Communication

## EXPERIENCE

### SOFTWARE DEVELOPMENT HEAD

JPMorgan Chase & Co.

2016 - Present

- Database administration and website design
- Managing the Software Development team

### WEB CONTENT MANAGER

Intuit

2014 - 2016

- Led a team and built a large-scale online platform for the community, which has scaled up to 10M users.
- Managed the Software Development Branch of the Office.

### ANALYSIS CONTENT

Velocity Data Solutions

2011 - 2014

- Database administration and website design
- Built the logic for a streamlined ad-serving platform that scaled
- Educational institutions and online classroom management

## EDUCATION

### MBA

Wharton School of Business,  
Philadelphia, USA

2014 - 2016

### BACHELOR OF TECHNOLOGY

University of Massachusetts, Boston,  
USA

2011-2014

# NIRANJAN BELAMBE

I solve problems and help people overcome obstacles.

+91 9876543290

<https://www.linkedin.com/NiranjanB>

[niranjan@gmail.com](mailto:niranjan@gmail.com)

Surat, India



## EXPERIENCE

### Vice President

#### JP Morgan Chase

02/2017 - Ongoing Bengaluru, India

- Brought in the user perspective to 4 successfully launched projects
- Decisions affected a total user base of 400,000+
- Led the launch of a new invoicing software in just 4 months

### Internal Project Manager

#### Sunrise HLP

06/2015 - 02/2017 Berlin, Germany

- Planned, beta-tested and led the rollout of a new internal communications system to all 400+ employees in 6 locations
- Led the research for building the personal development platform Sunrise employees use currently
- Manage recruitment and resources training (more than 50 resources trained and coached)

### Software Engineer

#### Altalife Limited

03/2014 - 05/2015 New York City, NY

- Led a team of 16 engineers working on a new media library solution
- Managed the research and built new technologies.

## TECH STACK

Zoho Sprints

UserVoice

Intercom

VWO

Taboola

Stata

Maven

Jenkins

Oracle

JIRA

## ACHIEVEMENTS



### Record Project Delivery

Facilitated the development of a full-featured SMB product in just 4 months.



### Mentoring

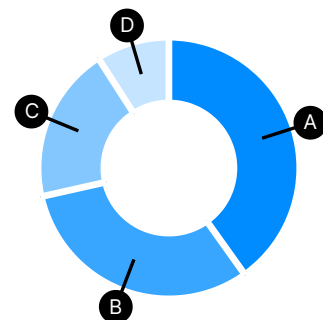
Implemented 1-on-1 meeting rhythm within my team, reaching high employee happiness and the longest retention rate.



### Taking On Challenges

Moved to the USA and headed a project no current team leads wanted to work on, reaching 90% lead time predictability.

## MY TIME



- A Solving problems that slow the company down
- B Product roadmap planning
- C Mentoring and coaching my team of 16
- D Sports

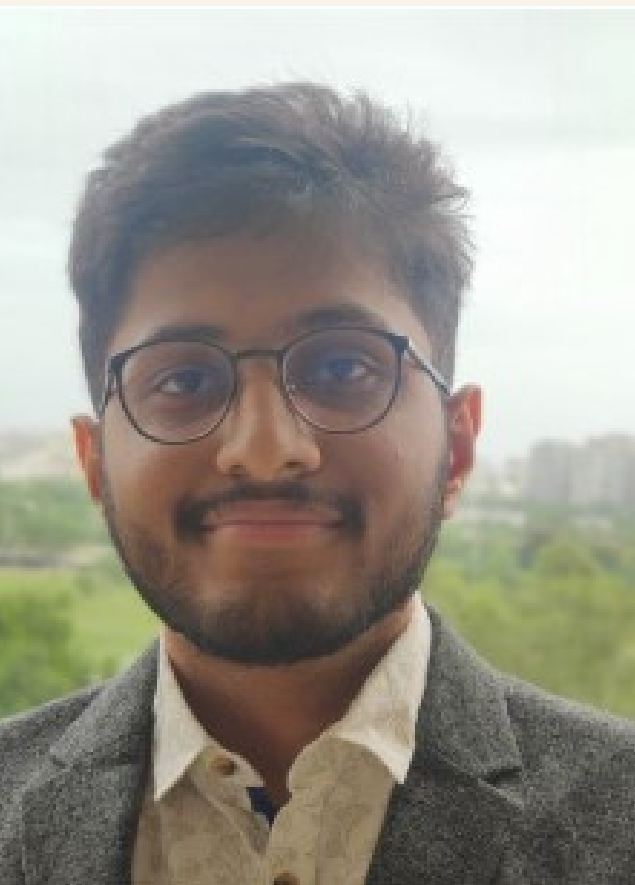
## PASSIONS



### Running



### Adrenaline Sports



# TANMAY DADHANIA

MARKETING MANAGER

## WORK EXPERIENCE

### Head of Marketing

2021 - 2022 / Northern Trust Fund

Managed the whole team of marketing including designers, digital marketers etc.

### Marketing Manager

2011 - 2021 / Coca Cola

Helped Coca Cola with their marketing and make a name in the game

### Marketing Staff

2009 - 2011 / Present - Salford & Co.

Worked on marketing campaigns for different brands. Assisted the head designer in numerous projects. Works closely with the copywriting team.

## SKILLS



Budgeting  
Planning



Public  
Relations



Project  
Management



Team  
Leadership

## EDUCATION

**Master of Business | 2009**

Borcelle University

**Bachelor of Business | 2007**

Fauget University

## REFERENCES

**Olivia Wilson**

CEO, Warner & Spencer

reallygreatsite.com

## CONTACT

### Address

Surat, India

### Phone

+91 9456978456

### Email

tanmayd@gmail.com

# Jinil Thakkar

Administration / HR

## About

I am an administrator with an emphasis on human resources with a degree in Administration from Borcelle College.

## Education

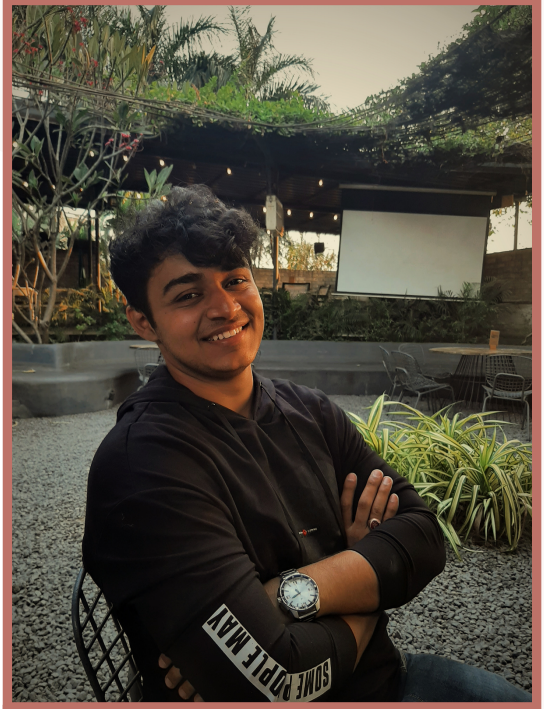
2018 - Administration and Human Resources  
Borcelle College

2014 - Personal development course  
Borcelle Vocational Courses

## Career

HR Head  
MathWorks | Dec 2018 - present  
Responsible for managing people, payroll and cash flow

Internship in human resources  
Borcelle | Dec 2017 - Nov 2018  
Responsible for people management and payroll



## Contacts

📍 Surat , India  
☎ +91 9876543211  
✉ jthakkar@gmail.com

## Skills

Personal and professional development  
People management  
Management

## Languages

English  
Hindi  
Gujarati



# MANAV BHATIA

## Litigation Attorney

### PROFESSIONAL PROFILE

I am an accomplished, solutions-focused professional with broad experience in trial litigation. I specialize in both the public and private sectors.

### CORE COMPETENCIES

- Employment Law
- Insurance Defense
- Litigation Management
- Corporate Law
- Criminal Prosecution
- Regulatory Compliance
- Alternative Dispute Resolution

### WORK EXPERIENCE

#### *Litigation Attorney*

ZOMATO, 2019 - PRESENT

Provides legal advice and services in the areas of estate/trust law and personal injury. Also offers fiduciary support and administration for various accounts.

#### *Business Lawyer*

SWIGGY, 2017 - 2019

- Provided legal assistance for taxation, intellectual property and various business transactions
- Trained paralegals in documentation and legal service

### ACADEMIC BACKGROUND

#### *Indian Law Society's Law College, Pune*

DOCTOR OF JURISPRUDENCE DEGREE (J.D.)

- Graduated with a CGPA of 9.45
- Awardee, Lawyers with Leadership 2011
- Nominee, Young Lawyer of the Year 2011
- Passed the Bar Examination on July 2012

#### *Indian Law Society's Law College, Pune*

BACHELOR'S DEGREE IN POLITICAL SCIENCE

- Graduated with a CGPA of 9.5 (Summa Cum Laude)
- Founding Member of the Beechtown Pre-Law Society
- President of the University Student Council, 2007

### CAREER HIGHLIGHTS

- Active member of the State Bar of Beechtown City
- Joined several committees in the financial services section
- Authored policies for e-commerce platforms

### CONTACT DETAILS

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Surat, India  
www.bmanav.com