AURORA

PRE-SEED 2022

Deck inversión - AURORA

CONTEXT

30 MILLIONS USD

90% OF PEOPLE
Would invest in real estate if they had huge amoutns

10.000 USD
More accurate amount of money people would have

75% OF PEOPLE
currently invest in risky options

PROBLEM

People who want to invest in real state they either **don't have enough** to afford the downpayment fee or financial entities **have higher cost of debt**. And people who have the money, they allocate it all in only **one single property**

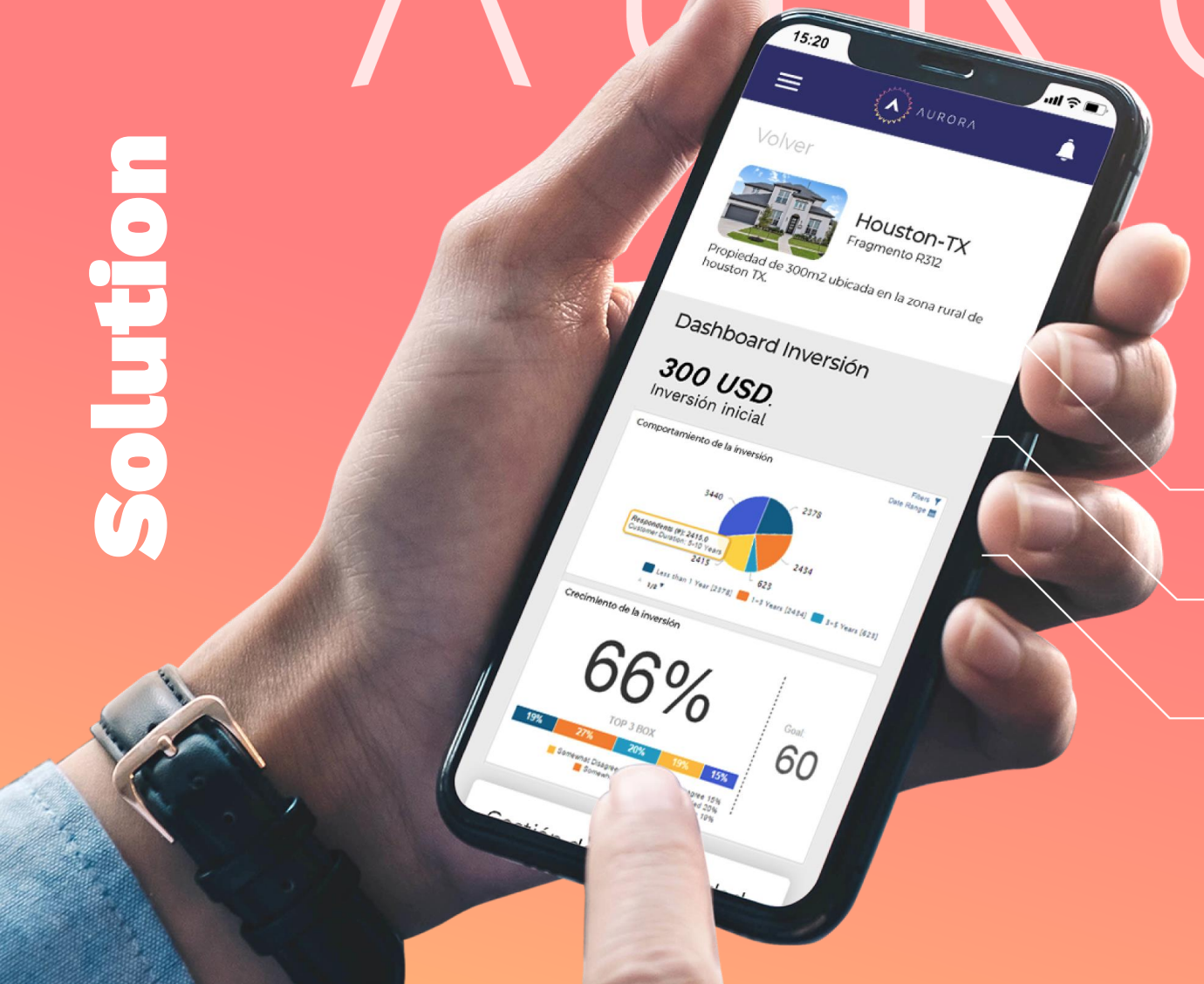
Why people don't invest

Downpayment
NOT Affordable

No support
From financial entities

AURORA

Solution



CROWDINVESTING PLATFORM

- Real State in the US
- Investment amount starting from ***300 USD.***
- Profits coming from rent and propety valualtion over time

Our mision

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Aurora will be people's investment hub in Latam

- Accesible investment amounts
- investment Democratization
- liquidity generation
- Money capitalization

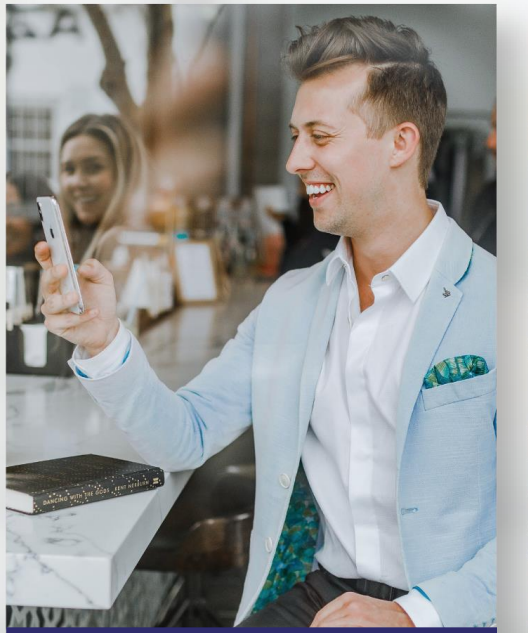
What people get when they invest?

Aurora is web platform to

Purchase fragments

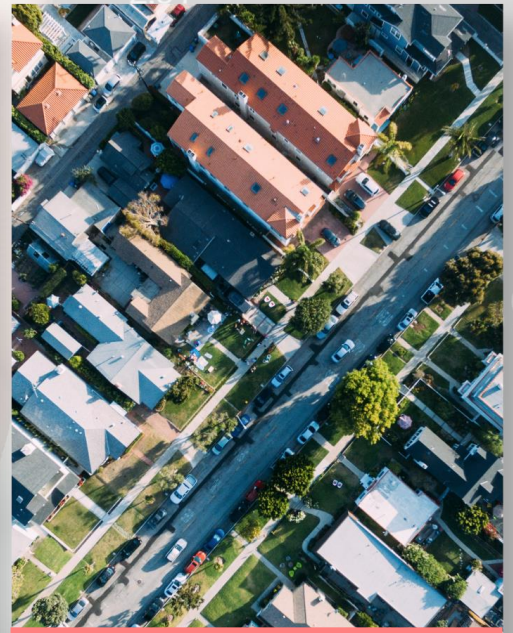
of the properties they like,
Starting from **300 USD**

Why now?

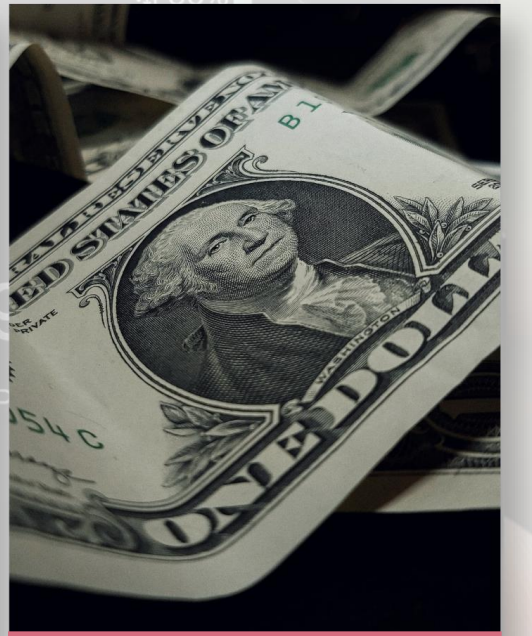


No need of morgage

Investment diversification



Patrimony building starting from 300 USD



Protection from latam currencys devaluations

Why did we choose real state?

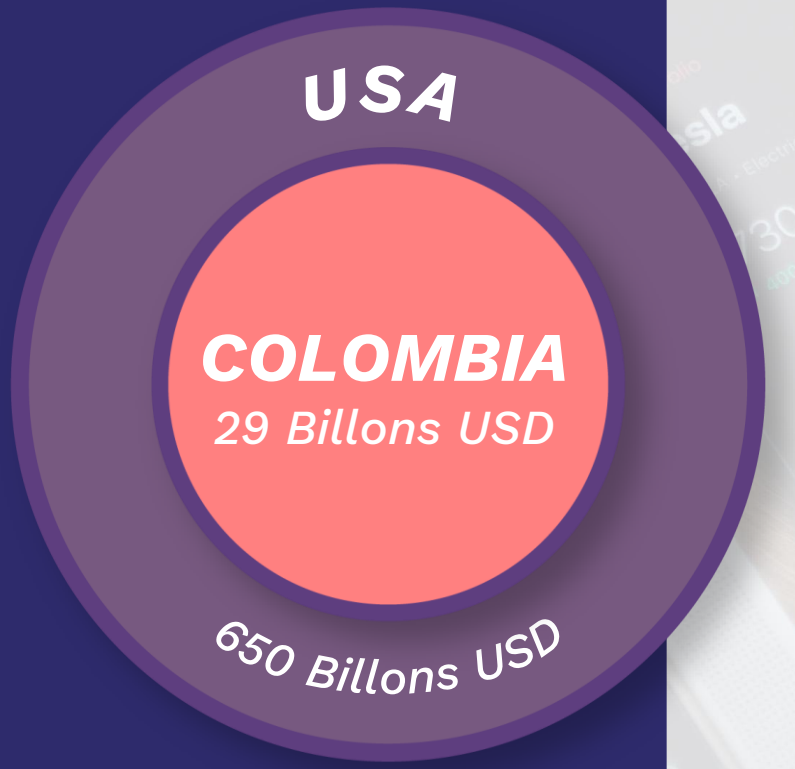
Global Market

40 BILLONS USD
NFT

620 BILLONES USD
Venture capital

2400 BILLONES USD
Global real state market

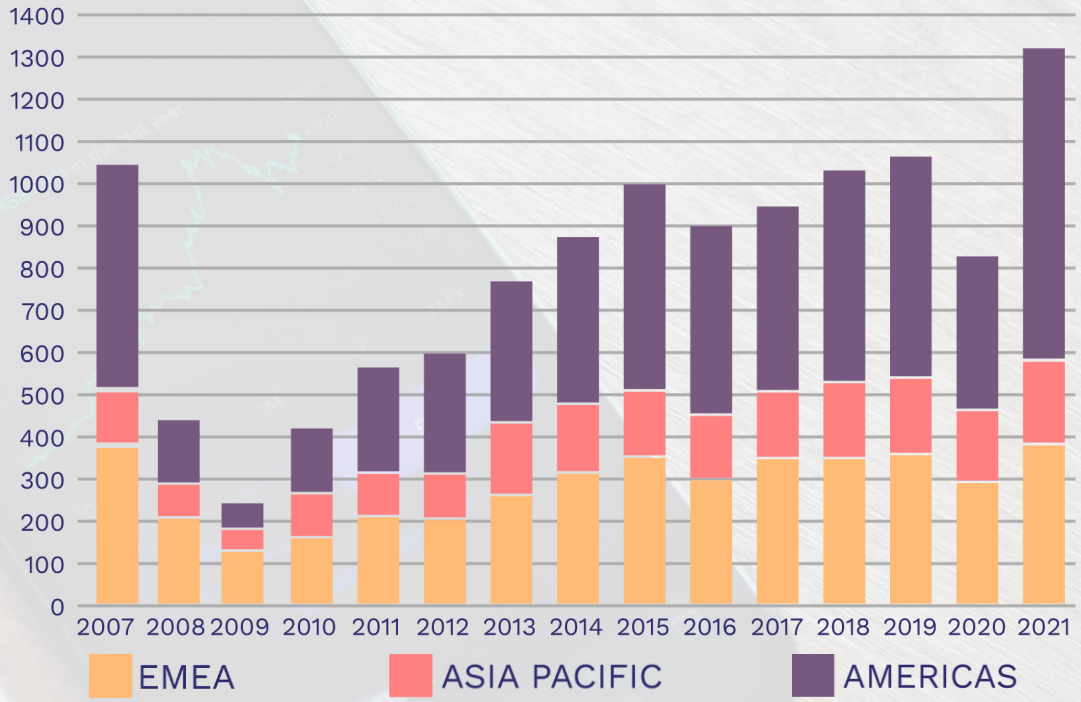
Why the US real state Market?



Real state market

Anual growth rate from 5% to 10%
By the end of 2022 in USA VS
4.5% in Colombia

Global real estate capital flows 2007 - 2021



COLOMBIAN Market (investment)

8,8 Million people represents 30 BILLONS USD cap

45% Of people
(have real state as their first investment option)

320 USD
Could be invested / year per person

13 BILLONS USD
Of an unexplored market to be inveted in real state

If Aurora gets 5% market

650 MILLONS USD
Of assets under management

LATAM MARKET

SOM

We'll focus on the ***Colombian and Mexican market,*** our goal is to have a ***GMV of 17 Millons USD in the next 1,5 years***

SAM LATAM

45% of people in latam would consider real state as their first option of invesmetn. ***305 Billones USD***

TAM LATAM

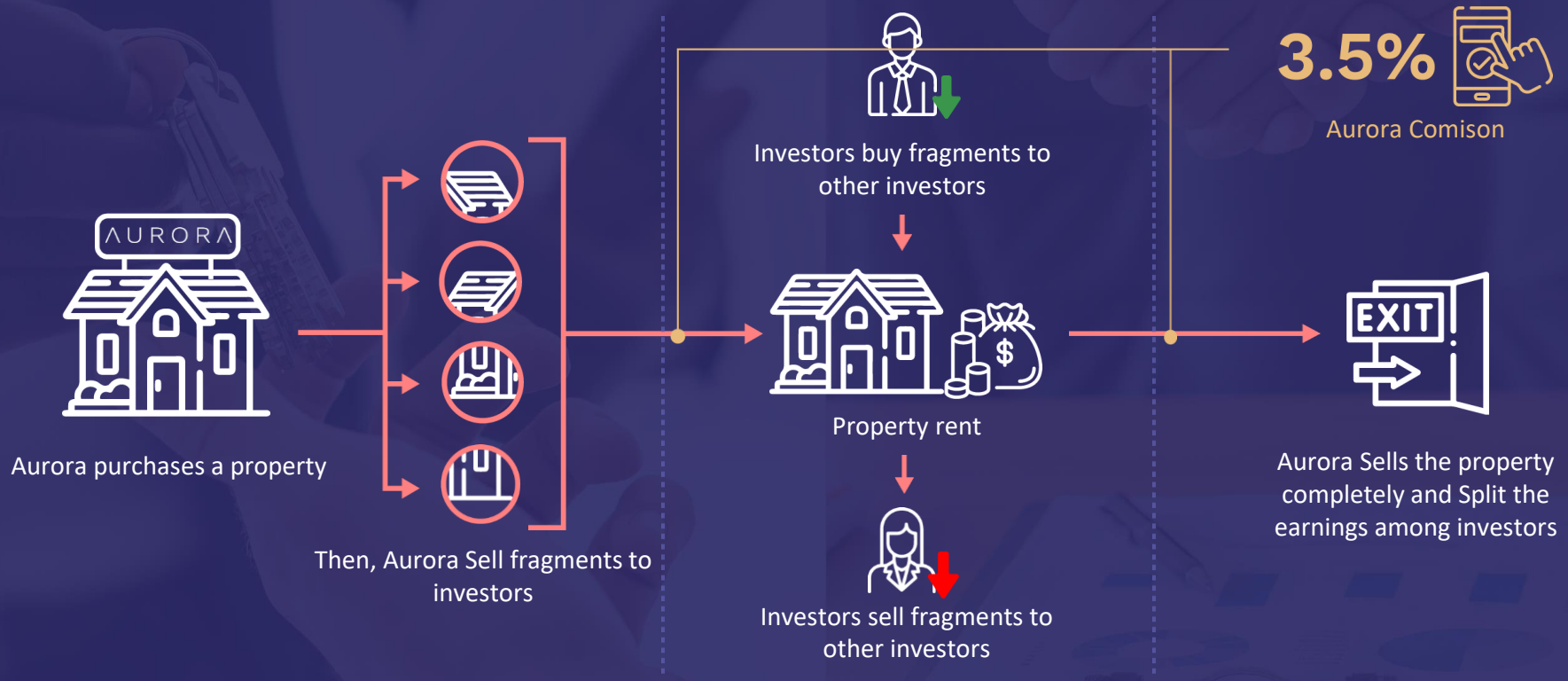
460 Billons USD of unexplored and potencial amount to be invested in real state

MONETIZATION MODEL

PROPERTIES PURCHASE AND RENT INCOME

FRAGMENTS TRADE

MONETIZATION MODEL



MOMENT 1
Year 1 and 2

MOMENT 2
Year 3,4,5, 6,7

MOMENT 3
Year 7 and 8

Investment Thesis

Price
from 80k to 500k USD.

Kilter

LOCATION

%Occupancy
In year basis

Valuation rate
Over the last
3 Years.

EXIT
average

Cash Flow
average.

Selection filter

Acquisition chanels

01 *Allies*	CUBE Ventures
02 *Latam Goverment entities*	Cámara de Comercio de Bogotá; Invest in Bogotá!
03 *PR and Media*	LinkedIn; Instagram; Facebook; LR La República; Revista Dinero; Forbes; Portafolio
04 *In person events along with Allies*	CUBE Ventures; wework

TEAM

David **Villamil**
CEO and Co-founder
Serial Entrepreneur,
Co-fundador at Cube
Ventures accelerator latam,
entrepreneur mentor at los Andes
university.

Camilo **Moreno**
CMO
CMO at *hoy trabajas* (YC22)
Expeciece relared to product
expansion across latam and
client acquisition

María F. **Cuestas**
Head legal

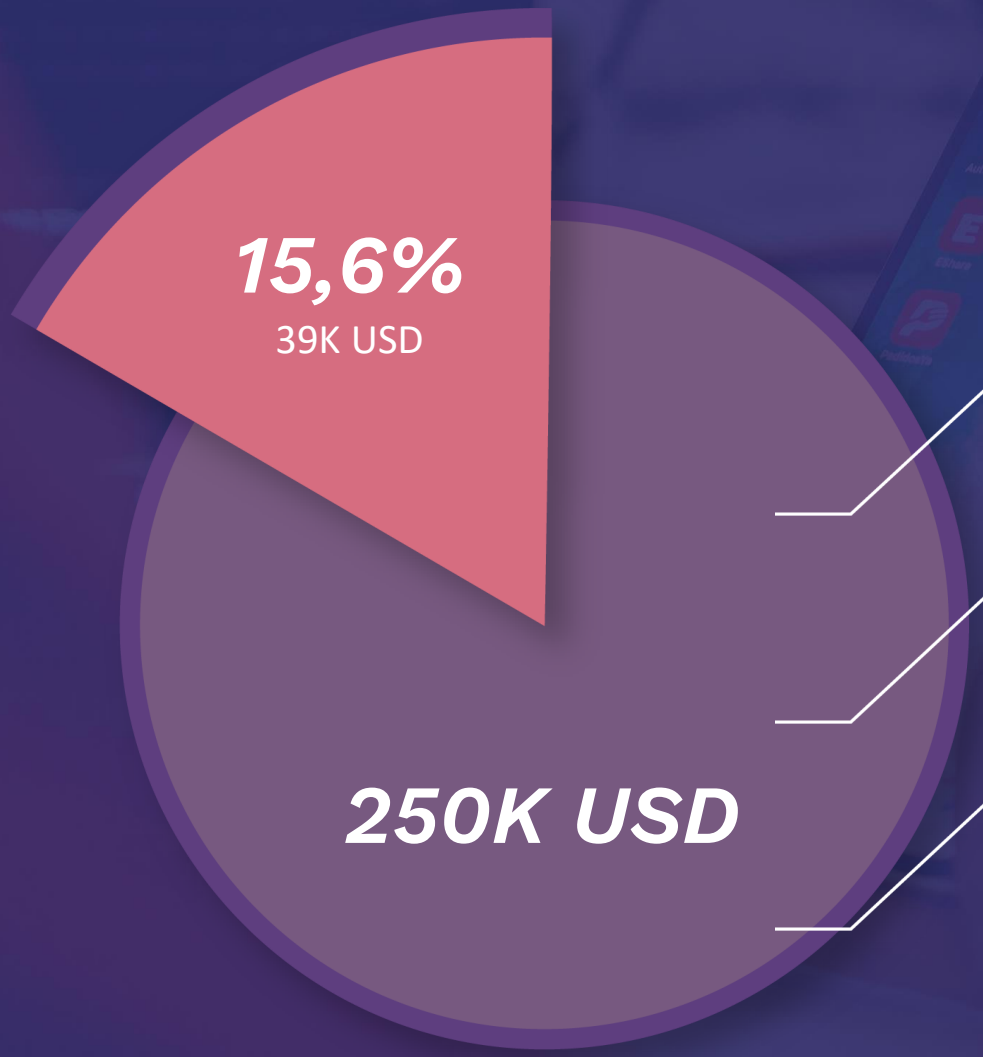
Manuel **Yepes**
Graphic designer

We bet our shot providing international investment at a razonable entry amount across latam

	LOCAL INVESTMENT	INTERNATIONAL INVESTMENT
MORE ACCESIBLE INVESTMENT AMOUNT	TROOP, weseed, LOKL	AURORA, Republic
LESS ACCESIBLE INVESTMENT AMOUNT	ALTRA INVERSIONES, MAS EQUITY PARTNERS	CARAVELA, Y

FUNDRAISING

Pre-seed



CAPITAL RECAUDADO

84% (211K USD)

Still looking for

SAFE PRE-MONEY

At a 1.5 M. USD. Valuation cap

10K USD

Ticket price.

GO TO MARKET STRATEGY

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GO TO MARKET STRATEGY

20%

1 SALES

60 Properties = GMV of ***17.4 Millons USD.***

- Adquisition events In person and online
- Referal program
- Sales representatives
- Customer service

20%

2 MARKETING

Reach out ***32.475 people the next 1,5 years***

- Strategic allies.
- Sales representatives.
- PR awareness strategy B2C.
- SEM and SEO

30%

3 OPERATION

Colombia (70%)
México (30%).

- Properties purchase
- Sales representative in each contry
- Legal and taxes team

30%

4 TECHNOLOGY

Create a full functional MVP that allows investors purchase fragments and process payments

- Ux/Ui.
- Developers
- Product manager.

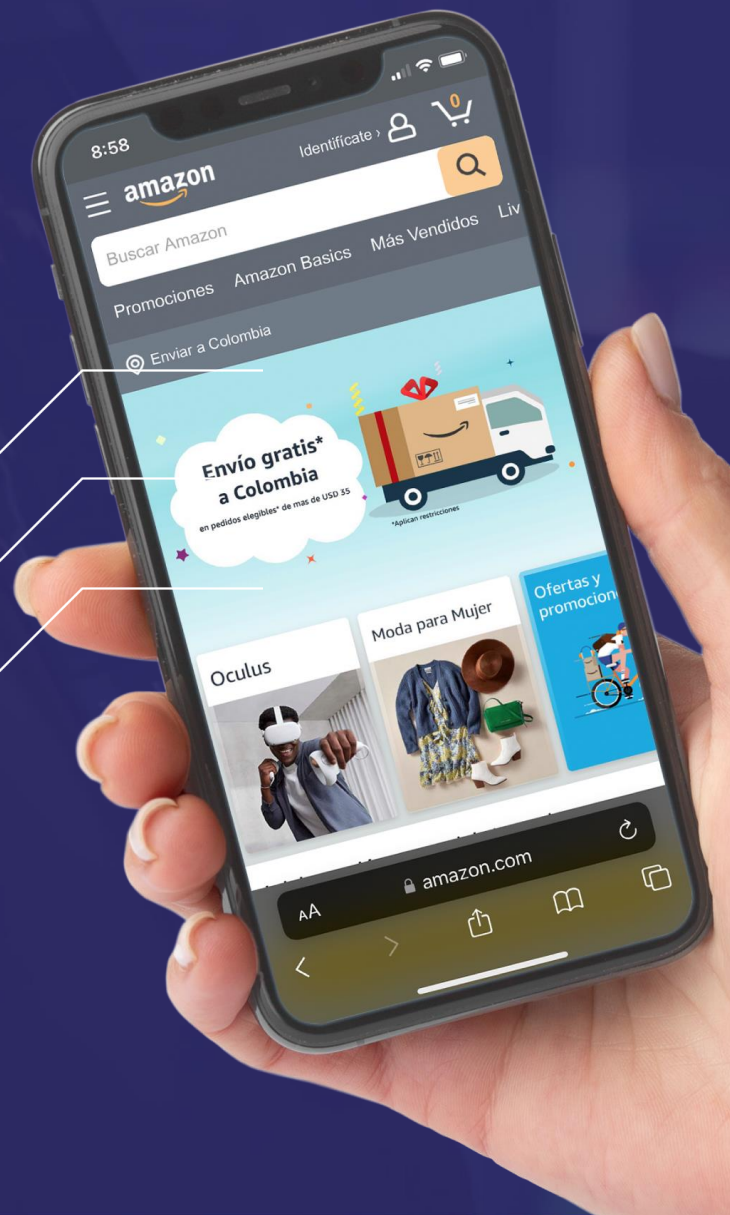
Where are we going?

AURORA = amazon

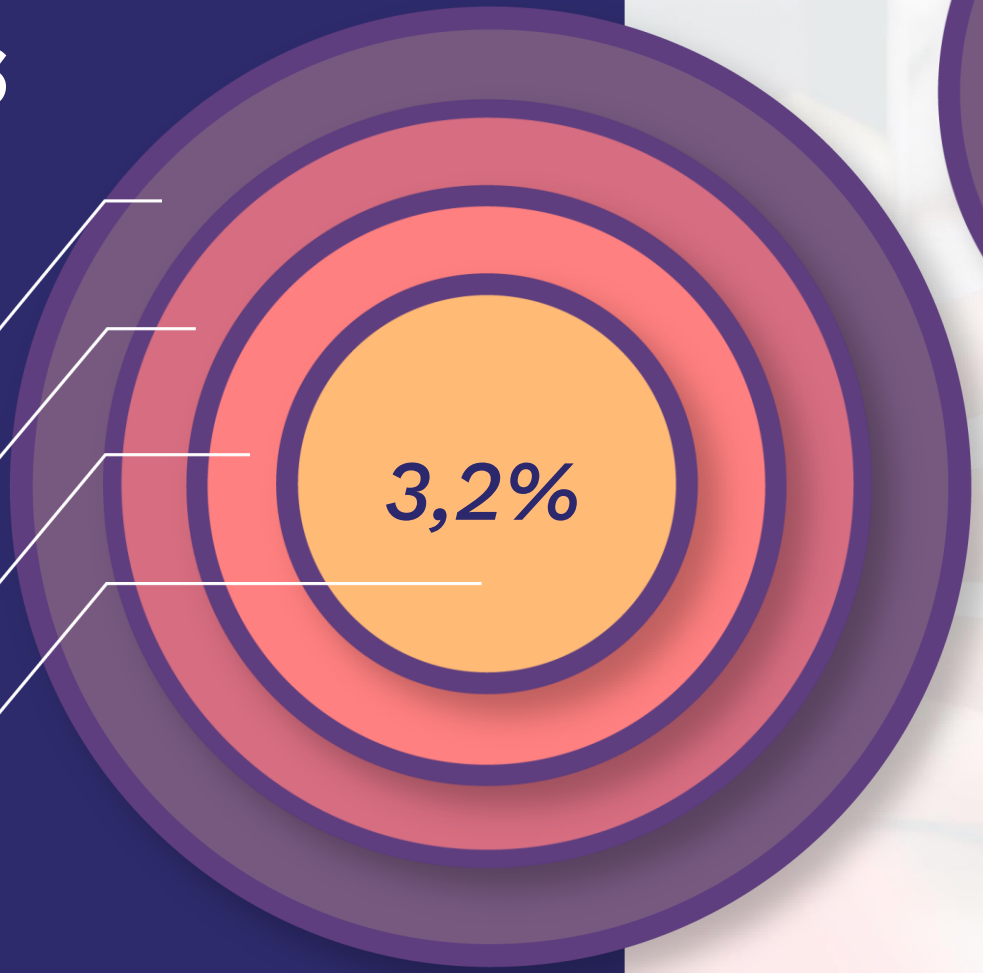
The amazon of investment opportunities

Acces to different investment sectors

Portafolio diversification



Future investment Markets



USA 311B USD

Asia 176B USD

Europa 93.3B USD

LATAM 20B USD

VC Market

38.8 BILLONS USD

NFT'S Market

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Road map

November 2022
Finance 1 property with fragment business model.

December 2022
Finance 2 Properties with fragment business model

October 2022
Launching awareness campaign

2023
Finance 70 Properties with investros from Colombia, Mexico, Argentina, Brasil

We call Aurora to the first beam of light before the sunraise

The same way, we want to be the first beam of hope to people when it comes to start building patrimony

AURORA

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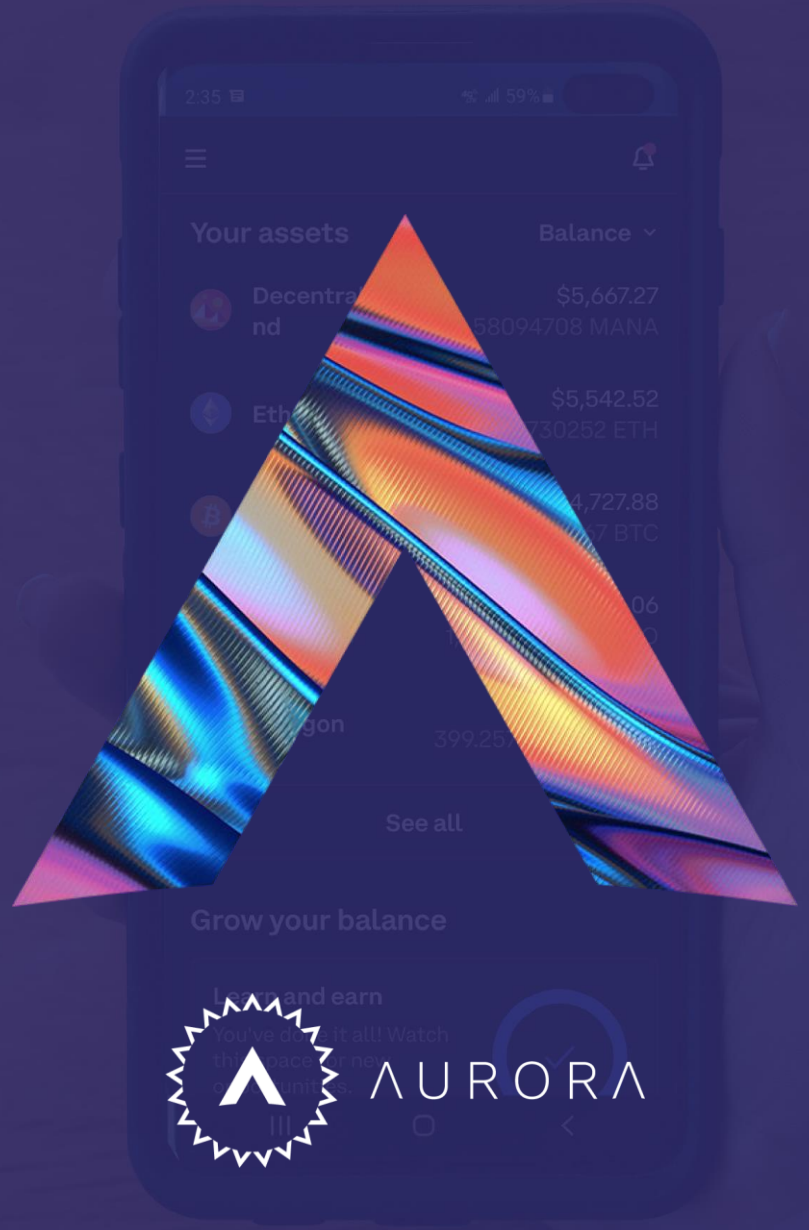
2:35
59%
Your assets
Balance
$5,667.27
$5,542.52
See all
Grow your balance

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