13th October 2023

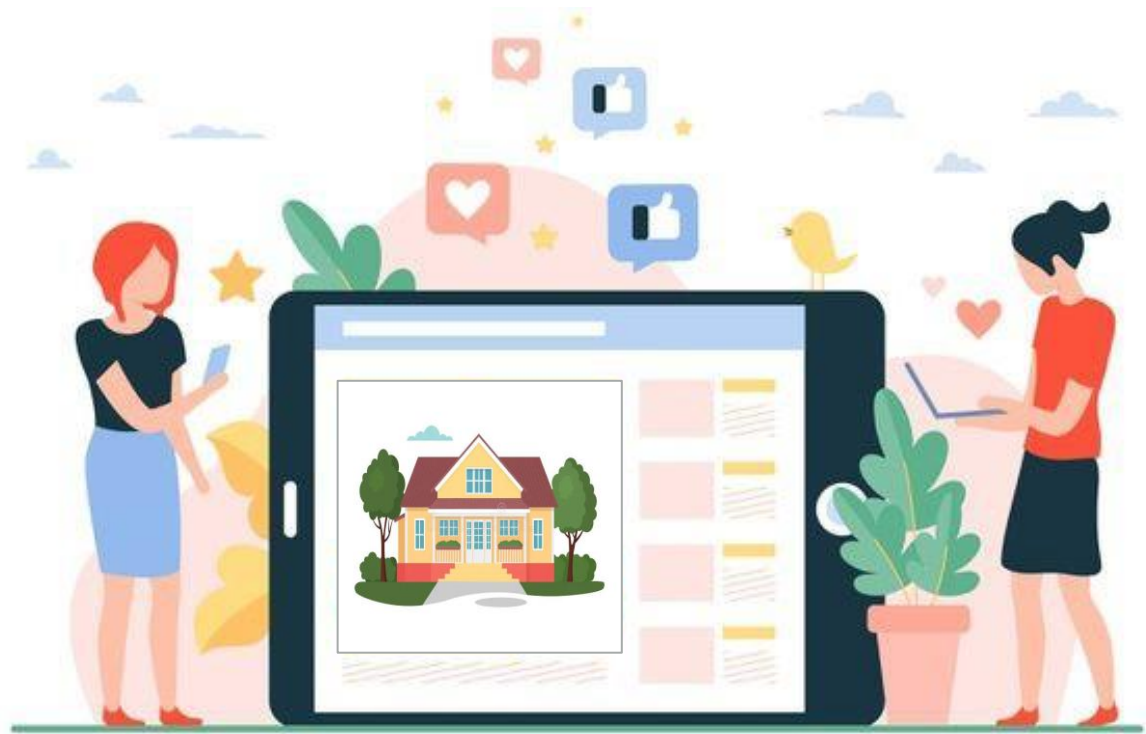# MOVE IN

An application to find your perfect rental in a new city

Agenda

▶ Vision

▶ Business Problem - Current State

▶ Product Overview

▶ Market Analysis

▶ Revenue Model and Key Metrics

▶ Competition

▶ Launch Strategy and Go-to-Market

▶ Solution Approach and Timelines

▶ Product Demo

Vision

Move In!

The one-stop shop to help you find your dream home

Current State

Apartments

Zillow

Apartments.com™

Is the neighborhood safe?

Is the neighborhood safe?

Grocery Stores

Restaurants

Which apartment has easy access to grocery stores?

What are the top restaurants near the apartment?

AT YOUR SERVICE Since 1857

Google Maps

Safety

CUSTOMER PAIN POINTS

Time-Consuming Apartment Search

Disparate information across websites
(Apartments, Restaurants, Grocers, Safety)

Low user satisfaction

Potential Risk of Landlord Fraud

Product Overview

Move In - A digital, interactive platform for house-hunting

User searches for an area

User enters an area where he is hunting for an apartment (Eg. Squirrel Hill)

Top listings - Grocery stores, restaurants & information on safety for selected area

Details about the service options of nearby grocery stores, restaurants rating and matrix of top crime incidents in the neighborhood

Recommendations of top 4 apartments

Display the top 4 apartments in the area based on the key factors & metrics (#top rated restaurants, nearby grocery stores & safety
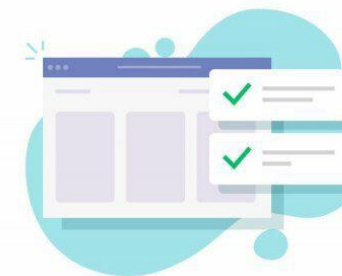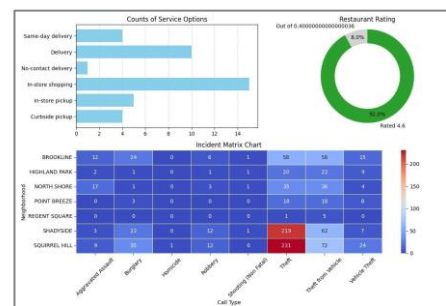
SOLUTION IMPACTS

Saves time

Unified platform for access to information

Recommendations based on user input

Users save money & avoid scams

Scalable platform

Market Analysis

Target Customers

Demographic: US Relocators
Scenario: New City, Familiar Neighborhood
Awareness Level: High

Market Size

US Relocation Rate: 8% p.a
Audience Subset: Digital Tool Users

Market Forces/Drivers

Desire for Quality Living: Seek a Comfortable Home
Time Efficiency: Streamlining House Hunting
Scam Avoidance: Ensuring Security and Legitimacy

Revenue Model and Key Metrics
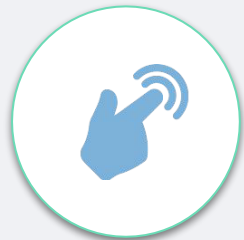
Revenue Model:
We charge a small share of the transactions (apartment rent/sale value) made on our platform to the property management companies/landlords.

Pricing details:
A 5 % percentage fee on the total transaction value for successful property rentals or purchases facilitated through the platform.

PERFORMANCE METRICS
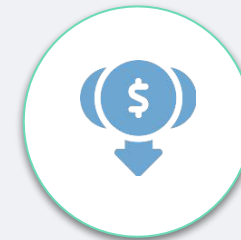
Click-through Rate (CTR) Conversion Rate Customer Rating Lifetime Value (LTV) Cost per acquisition Bounce rate
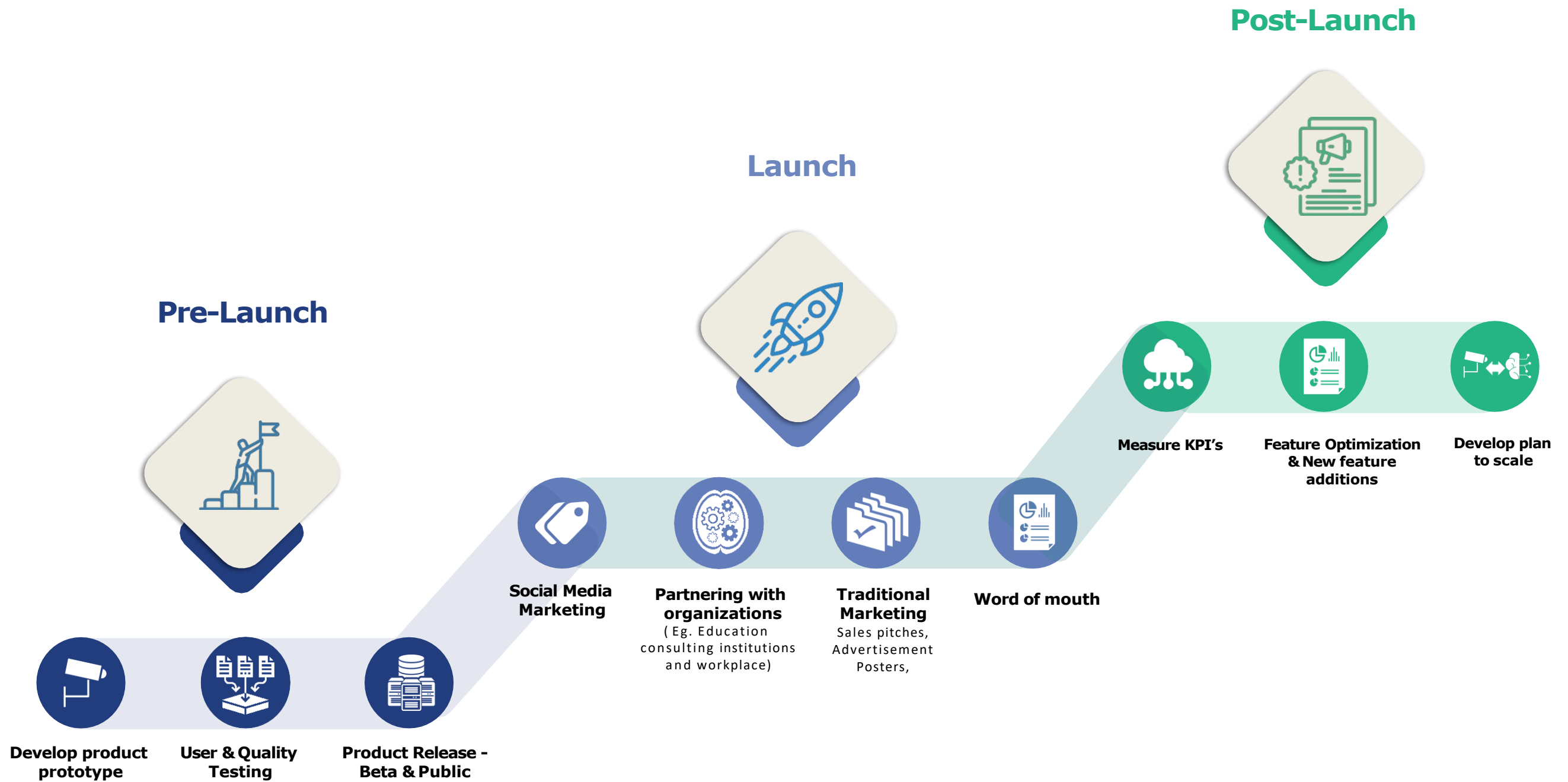
Competition

Key players:
1. Real-estate marketplace companies, e.g. Zillow
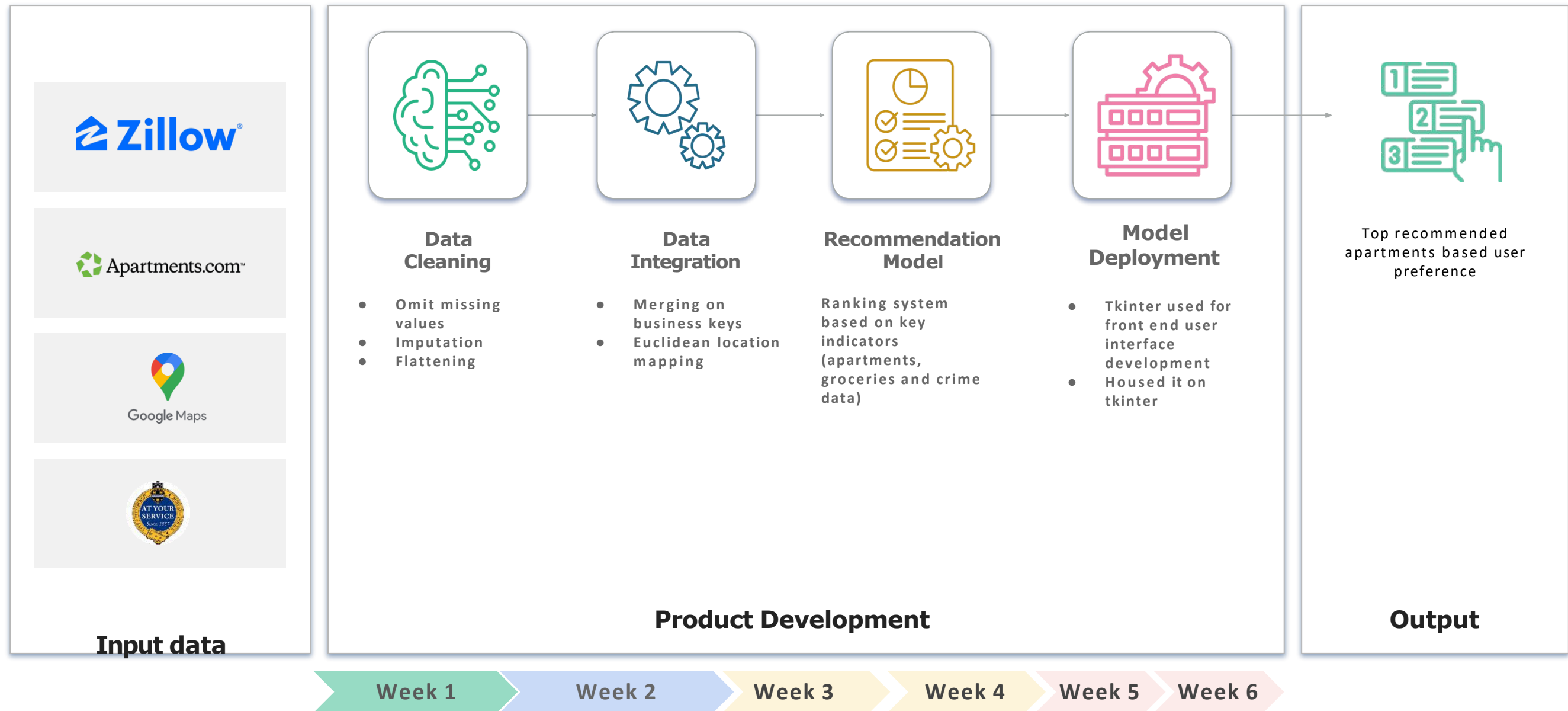2. Map tools, e.g. Google Maps

Our differentiators:

1. **Honesty and Transparency:**
   a. No Upfront Charges for Agents
   b. Focus on User-Centric Experience

2. **Data Accuracy and Integrity:**
   a. Aggregating Information from Multiple Sources
   b. Ensuring Up-to-Date and Reliable Data

3. **Incorporating Crime Incidents Data** allowing users to check safety of their neighborhood

Launch Strategy & GTM

Post-Launch

Launch

Pre-Launch

Develop product prototype

User & Quality Testing

Product Release - Beta & Public

Social Media Marketing

Partnering with organizations
(Eg. Education consulting institutions and workplace)

Traditional Marketing
Sales pitches, Advertisement Posters,

Word of mouth

Measure KPI's

Feature Optimization & New feature additions

Develop plan to scale

Solution Approach & Timelines

Input data
- Zillow
- Apartments.com
- Google Maps
- AT YOUR SERVICE Since 1857

Product Development

Data Cleaning
- Omit missing values
- Imputation
- Flattening

Data Integration
- Merging on business keys
- Euclidean location mapping

Recommendation Model

Ranking system based on key indicators (apartments, groceries and crime data)

Model Deployment
- Tkinter used for front end user interface development
- Housed it on tkinter

Output

Top recommended apartments based user preference

| Week 1 | Week 2 | Week 3 | Week 4 | Week 5 | Week 6 |

Product Demo

Hello There
We Heard You Are Moving To Pittsburgh
Exciting!!
Except If You Are Going To CMU ;(
Need A New Home?
Let Us Help!

Get Started

Hello There
We Heard You Are Moving To Pittsburgh
Exciting!!
Except If You Are Going To CMU ;(
Need A New Home?
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Get Started
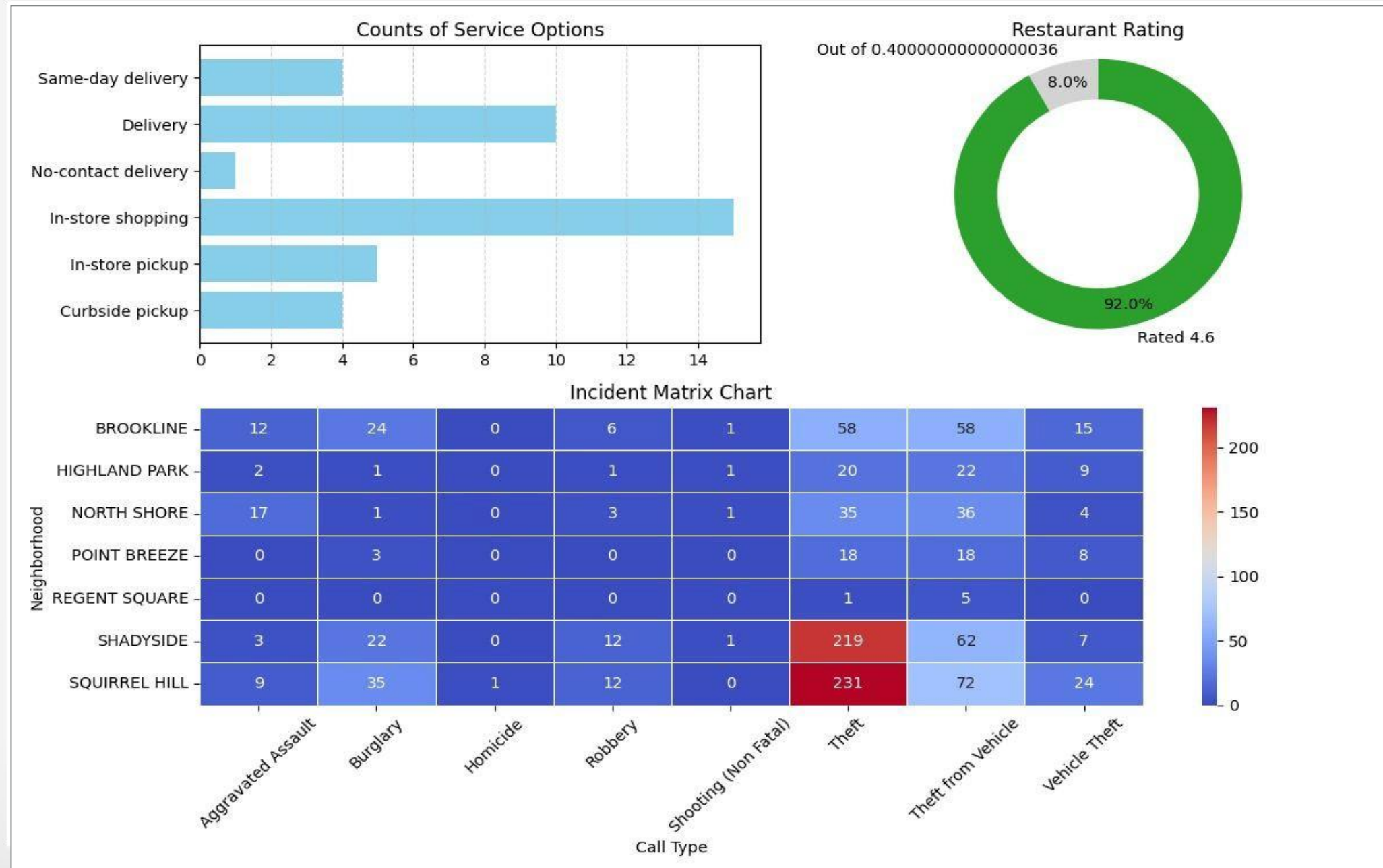
Area You Are Going To Live In: Squirrel Hill

Previous   Forward

Screenshots - 3/4

Screenshots - 4/4

Apartment Name: Morrowfield
Address: 2715 Murray Ave
Price: $1,045+/0 bed(s);$1,090+/1 bed(s)
Rating Category: Excellent
Safety: safe

Apartment Name: Beechwood Gardens
Address: 3245 Beechwood Blvd
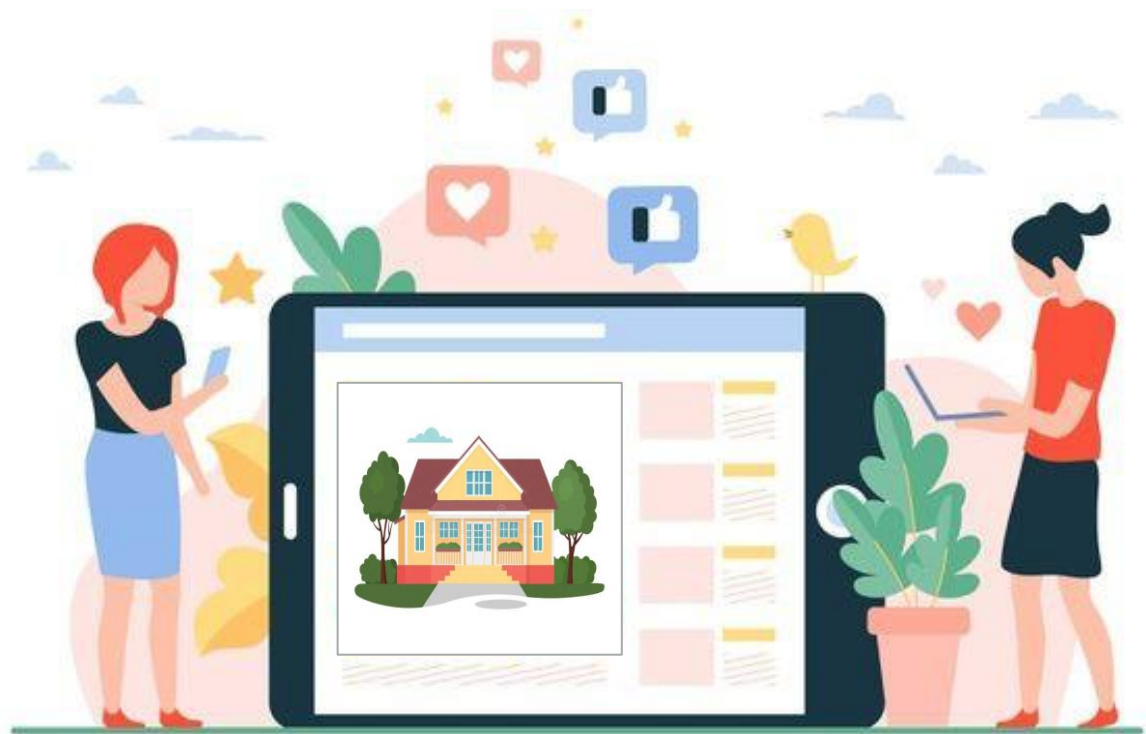Price: $825+/1 bed(s);$925+/2 bed(s)
Rating Category: NA
Safety: safe

Apartment Name: Walnut Towers at Frick Park
Address: 7070 Forward Ave
Price: $1,295+/1 bed(s);$1,495+/2 bed(s)
Rating Category: Great
Safety: safe

Apartment Name: The Wendover Community
Address: 5562 Hobart St
Price: $1,100+/0 bed(s);$995+/1 bed(s)
Rating Category: Good
Safety: safe

Previous

Thank you!