* Problem
  + Customer profile searching for housing
  + Same exact situation, but from property manager perspective
    - Should have same issues, different reasons for being upset with one another, all because of miscommunication
* An unsolved niche: how property managers deal with the uniqueness of the student housing market
  + Inexperienced renters - mistakes even when everything goes right
  + Yearly turnover of new customers - no time to build good relationships
  + Income is not indicator of ability to pay because of student loans - judging through other criteria
* We are Smarta, built by students for students
* How we found the problem (market research)
  + Students reported terrible experiences due to poor communication with landlords
  + Landlords reported that poor communication options available in the market leave a disconnect between the two parties, creating unnecessary tension
    - They want lease terms to be understood clearer, rules to be known, and communication to feel transparent and open
* Solution (Smarta Features and Benefits)
  + App screen walkthrough and demo
* Market Opportunity (market research)
  + $198 billion annual spending market
  + $11 billion in student housing investments in 2018
  + High enrollment rates and low levels of new competition
* Target Market
  + Property managers of luxury student housing
  + Students searching for off-campus housing and have a higher budget
* Smarta Choice benefits and pricing
  + Give property managers complete control of each tenant from pre-sale to move-out
  + Sales strategy of FOMO and convenience creating student demand
  + Benefits for property managers
  + Smarta Rewards
* Key Competitors and our competitive advantage
  + Loftsmart was started by a college drop out. We have leaders who have actually lived through this problem, not just heard about it
  + Off Campus Partners relies on university interest in off-campus housing, which is not a sure bet by any means
  + Rent College Pads lacks features and benefits that increase retention rates
* Launch location
  + Launch marketing plan (marketing smarta’s services)
* The Smarta Team
  + Advisors
* Current Gaps
* Threats and opportunities
* Financial plan
  + Costs to get through a successful launch: $39,527
  + CEO David Fox is putting in $20k of his own capital
  + Raise additional $20k, get through launch at SU, expand to Upstate NY then down East Coast. After the East, we target the West and meet in the middle through a two-front marketing campaign to dominate the US student housing market
* Conclusion
  + Smarta will be the number 1 off-campus housing solution in the world