

Facebook Roommate Feature

Strategic Product Outline

The Opportunity

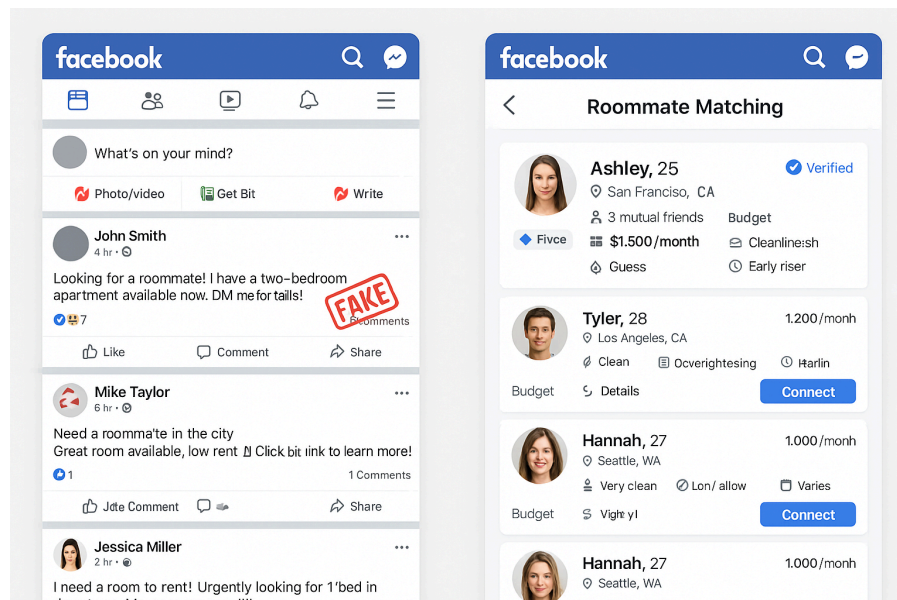
Current Problem

Facebook has 50+ million users searching for roommates through cluttered groups filled with fake profiles and spam. Users struggle with:

- **Safety concerns** - Unverified profiles and scammers
- **Poor experience** - Cluttered feeds, no structured matching
- **Limited trust** - No social verification or mutual connections

Market Size

- **40M Americans** move annually requiring roommates
 - **35% of renters** have roommates (70M+ people)
 - **\$200B+ rental market** with Facebook having largest user base
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Product Vision

"Make finding verified, compatible roommates as safe and easy as connecting with friends"

Key Differentiation vs Competitors

Facebook Roommate	Current Apps (SpareRoom, Roomi)
3B+ user base	Limited user base
Social verification via friends	No social context
Native Facebook experience	Separate app downloads
Trust through mutual connections	Anonymous matching

Target Users

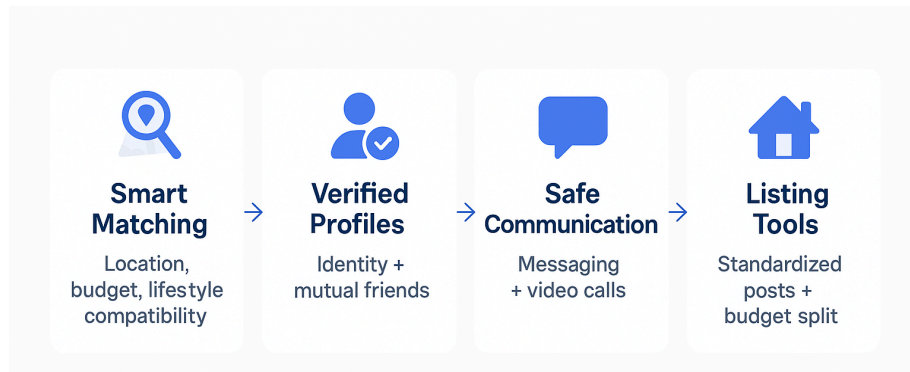
Primary Segments

College Students (22-26)

- Moving for school/internships
- Budget-conscious, safety-focused
- Need lifestyle compatibility

Young Professionals (25-32)

- Career relocations to expensive cities
 - Seeking mature, responsible roommates
 - Value convenience and efficiency
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Core Features (MVP)

1. Smart Matching System

- Location-based with commute preferences
- Lifestyle compatibility questionnaire
- Budget range matching
- **Social trust scoring** via mutual friends

2. Verified Profiles

- Integration with Facebook identity
- Mutual friend highlights
- Optional ID verification
- Lifestyle preferences (cleanliness, guests, schedules)

3. Safe Communication

- Dedicated roommate messaging
- Structured conversation starters
- Report/block with roommate-specific options
- Video call scheduling

4. Listing Tools

- Standardized room posting format
 - Photo verification
 - Budget split calculators
 - Timeline management
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Go-to-Market Strategy

Phase 1: College Beta (3 months)

- Launch in 5 major university towns
- Partner with student housing offices
- Focus on core matching functionality

Phase 2: Professional Expansion (6 months)

- Top 15 metro areas
- Add young professional features
- Introduce premium verification

Phase 3: Full Launch (12 months)

- National rollout
 - Complete monetization features
 - Advanced AI matching
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Business Model

Revenue Streams

- **Premium Matching** (\$9.99/month) - Advanced filters, priority visibility
- **Verification Badge** (\$4.99 one-time) - Enhanced trust signals
- **Property Listings** (\$19.99/listing) - For landlords and property managers

Success Metrics

- **North Star:** Monthly Active Roommate Seekers (MARS)
 - **Key KPIs:** Match rate, conversation rate, successful placements
 - **Safety Metrics:** Verification rate, user satisfaction scores
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Key Risks & Mitigations

Safety Risks

- **Risk:** Fake profiles and scammers
- **Mitigation:** Multi-layer verification, AI detection, robust reporting

Legal Compliance

- **Risk:** Housing discrimination laws
- **Mitigation:** Fair housing algorithm design, legal compliance review

Competition

- **Risk:** Established players like SpareRoom
 - **Mitigation:** Leverage Facebook's social graph and user base advantage
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Why This Will Succeed

Facebook's Unique Advantages

1. **Massive user base** eliminates cold-start problem
2. **Social verification** builds trust through mutual connections
3. **Existing infrastructure** leverages Dating and Messenger systems
4. **Local network effects** strengthen with more users per city

Market Timing

- Post-pandemic housing shortage increases roommate demand
 - Gen Z/Millennials prefer integrated social experiences
 - Growing focus on safety in peer-to-peer platforms
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Next Steps

Immediate (0-3 months)

- User research with existing Facebook Groups
- Technical feasibility with Dating team
- Legal/compliance review

Development Phase (3-9 months)

- MVP build and university partnerships
 - Beta testing and algorithm refinement
 - Safety systems implementation
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Success Framework

This feature positions Facebook to:

- **Solve a real problem** for 70M+ roommate seekers
- **Leverage unique social assets** that competitors can't replicate
- **Create network effects** that strengthen with scale
- **Generate sustainable revenue** through premium features

Bottom Line: Facebook Roommate transforms housing search from anonymous matching to trusted social connections, creating a defensible business built on Facebook's core strengths.