

LEASE LOUNGE

APRIL 2024

Lease Lounge

Pitch Deck

Try Pitch





AGENDA

- 01 **Meet the team**
- 02 **The Problem**
- 03 **Data and Insights**
- 04 **Additional Issues**
- 05 **Lease Lounge**

Meet the Team



CEO, SHIVANI
DATAR



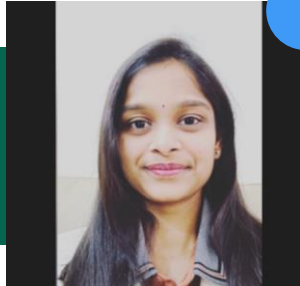
CCO, SATADRU
DEBNATH



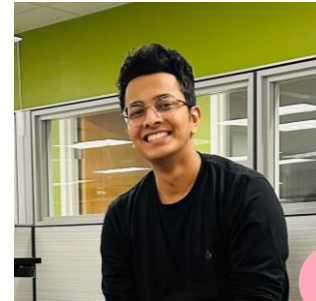
CLO, KUMAR
MEHUL



CTO, ANSHUL
SINGH



CFO, RAGAMALIKA
KARUMURI



COO, SWARAG
GUTTE

The Problem

TIME TO SHOW WHAT THE PROBLEM IS IN THE MARKET



In today's fast-paced, technology-driven society, finding suitable rental accommodation presents considerable challenges

This is challenge especially for university students, families relocating to new cities, and working professionals

The process of renting is often complex and lacks transparency, contributing to frustration and dissatisfaction.

This complexity is amplified by several prevalent issues in the rental market





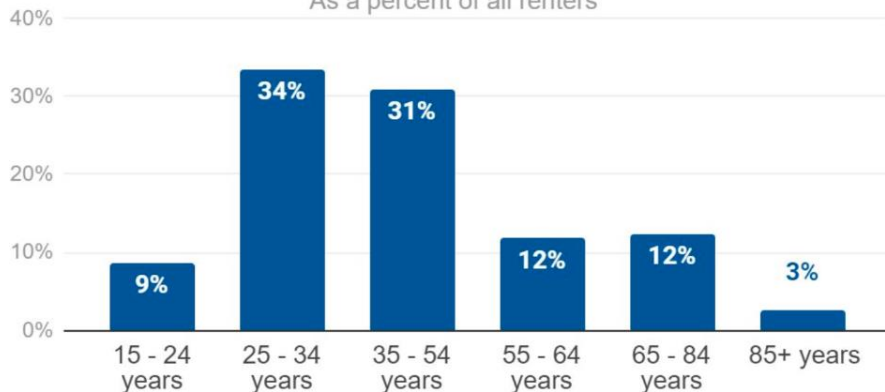
Data and Insights

Who Are Boston's Renters?

Boston has a **young renter population**, with 34% ages 25-34, and only 15% over age 65.

Renters by Age of Householder

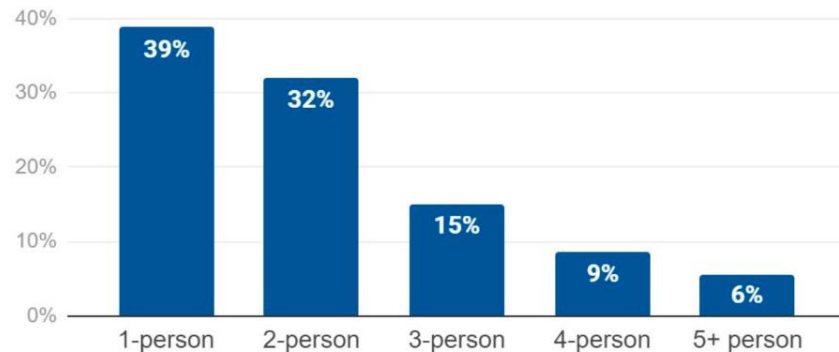
As a percent of all renters



Renters households tend to be **small**, with 39% of renters in a 1-person household, and 32% in a 2-person household.

Renters by Household Size

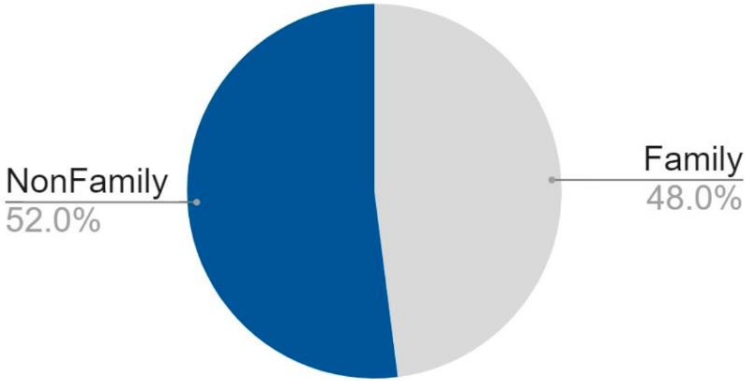
As a percent of all renters



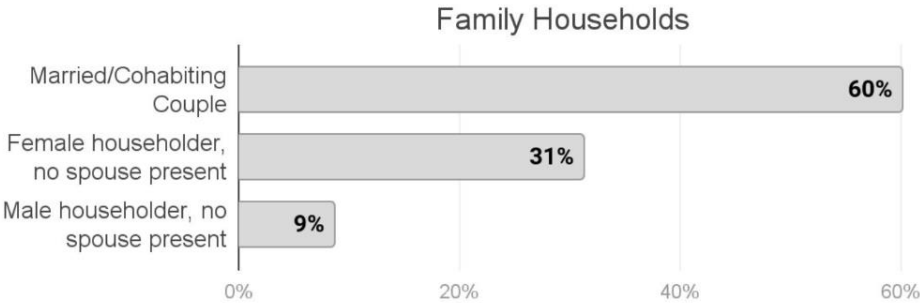
Who Are Boston's Renters?

Nearly half of all renter households are **families**.

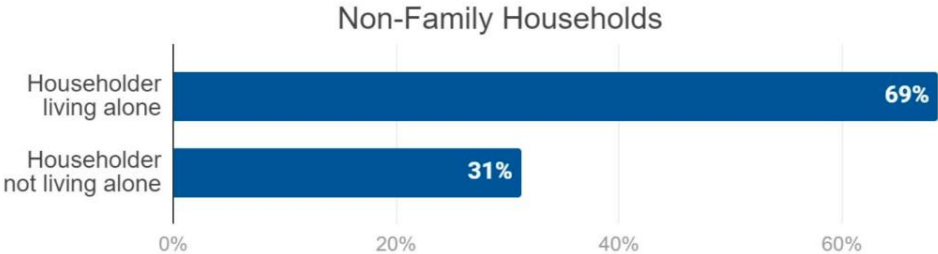
Renters by Household Type



Of all family renters, 60% are married/cohabiting, and 40% have no partner present.



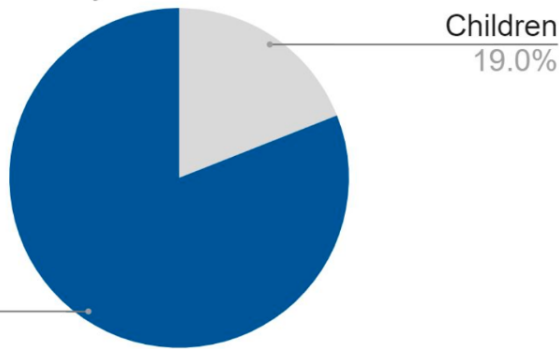
Of all non-family renters, 69% live alone and 31% have roommates.



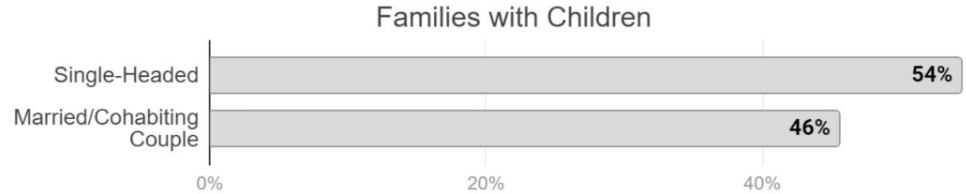
Who Are Boston's Renters?

The vast majority of renters (81%) do not have children living in their household.

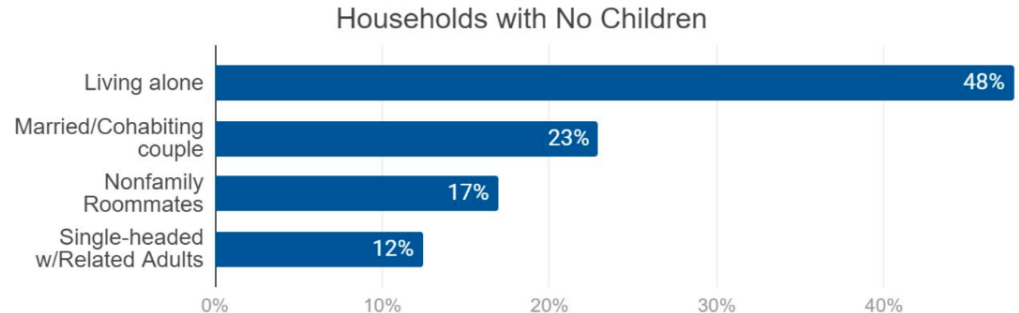
Renters by Presence of Children



Renter families with children are slightly more likely to be headed by a **single parent**.



Almost half (48%) of the households without children live alone.

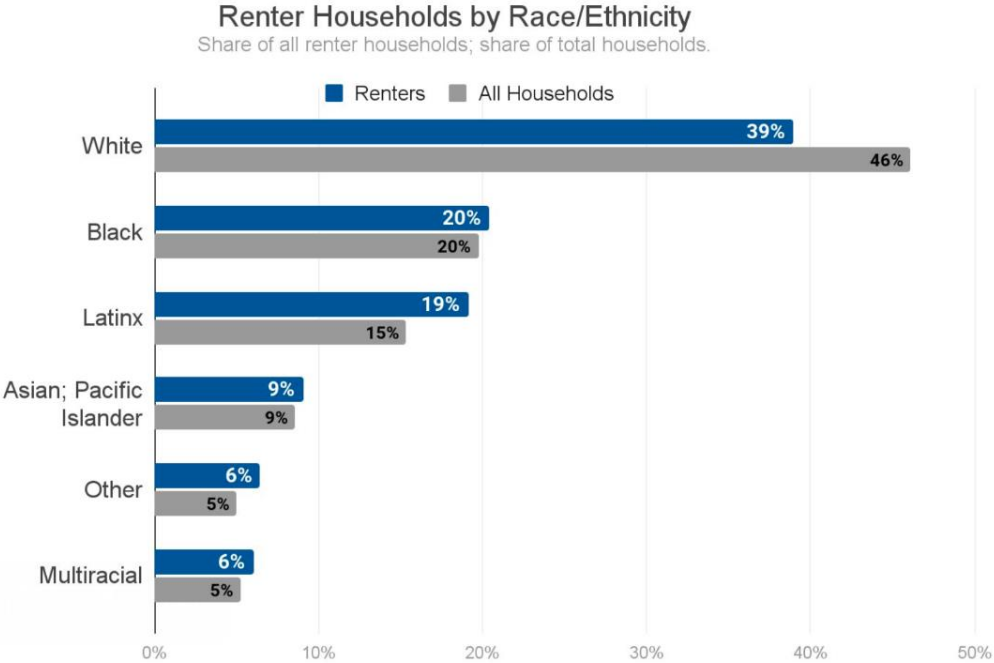


Who Are Boston's Renters?

13% of renter households are students.

Student Renter Households	23,386	13%
Non-Student Renter Households	152,812	87%
Total Renter Households	176,198	100%

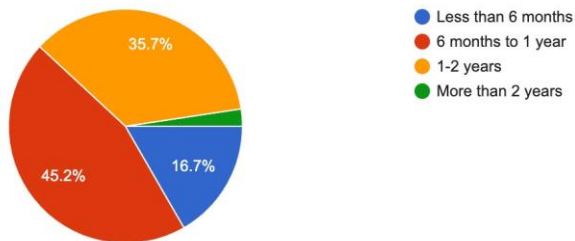
Latinx households are overrepresented in their share of renters, and White non-Latinx households are underrepresented (they have higher rates of homeownership).



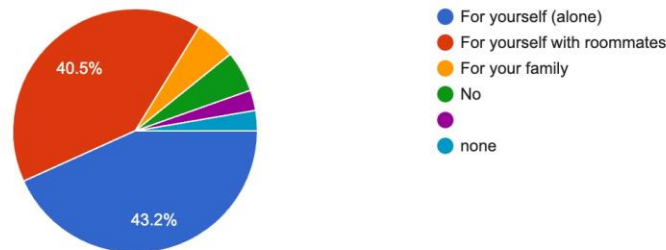
What our targetted users are saying?

Responses via Google Form (150+ responses)

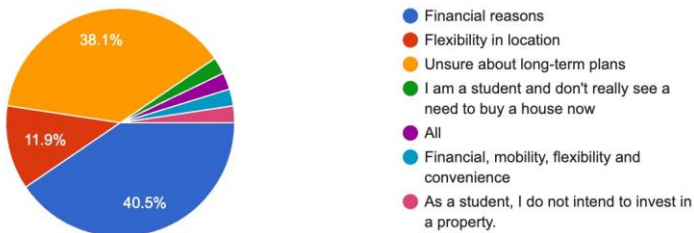
How long have you been renting your current accommodation?



Are you currently searching for a house

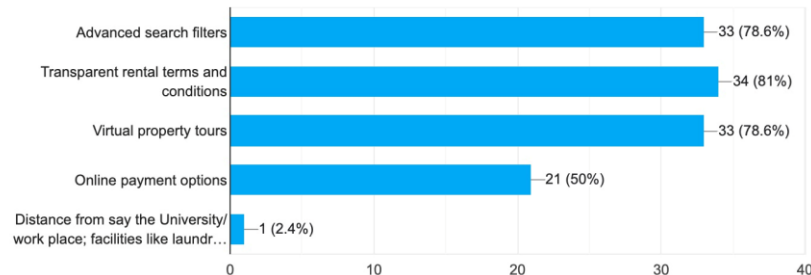


What influenced your decision to rent instead of buying a property?



What features do you consider essential when searching for a rental property? (Select all that apply)

42 responses





Additional Issues

Redundant Listings

Unresponsiveness

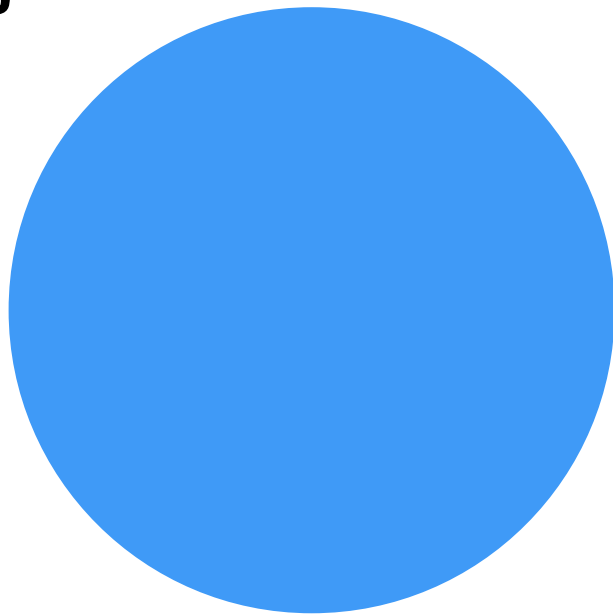
Unverified Visual Content

Scams and Unverified Listings

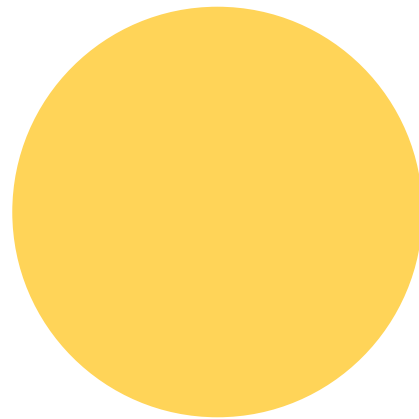


The current market size for Renting and leasing apartments

CAGR OF 10% TILL 2030 IN USA



Total Market Size
\$600B+



USA Market Size
\$173B



Possible Future Solution

- By 2030, experts estimate there will be more than 700,000 of us living, working, and raising families in this city
- Where can these many people live??
- The City of Boston believes that accommodating growth and stabilizing the market will require the creation of 53,000 new units of housing by 2030, a 20 percent increase in housing stock



But this is plan for future

Who knows what will happen in future

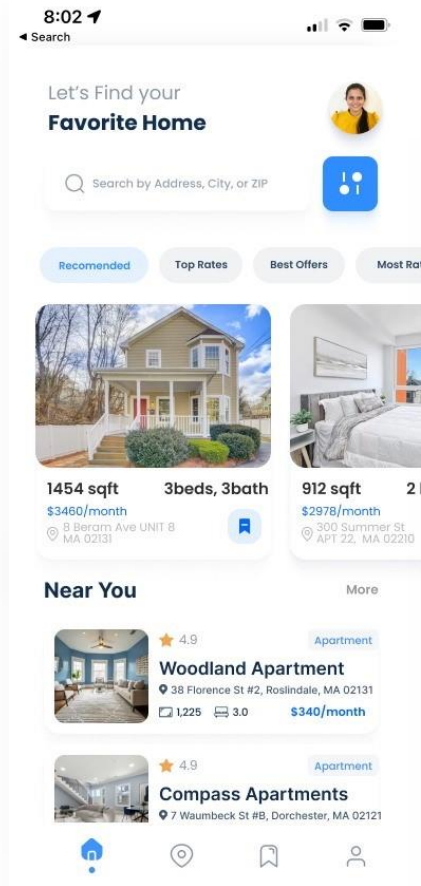
So is there a solution for the same for this moment ?





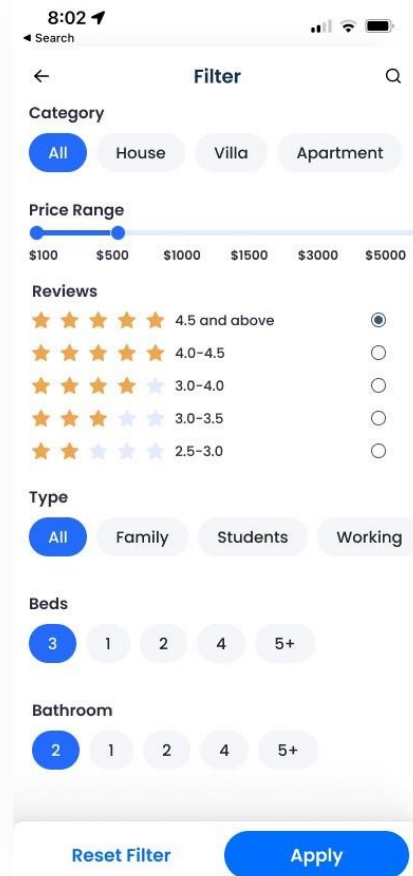
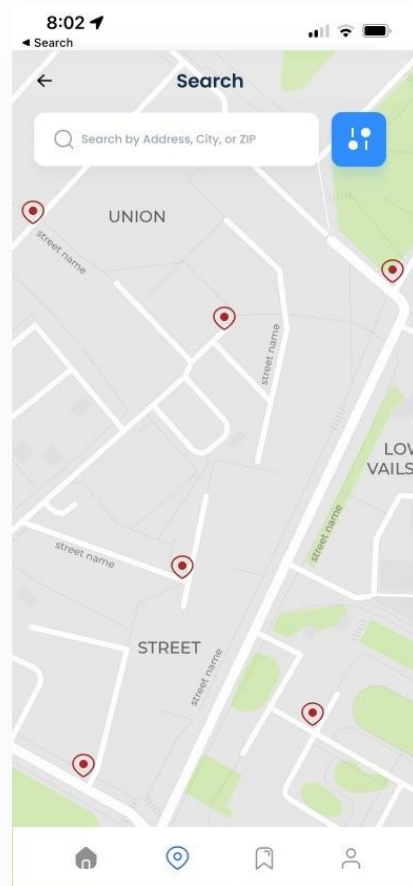
Introducing LeaseLounge

One stop solution for renting and leasing



LEASE LOUNGE

Get Started



Try Pitch

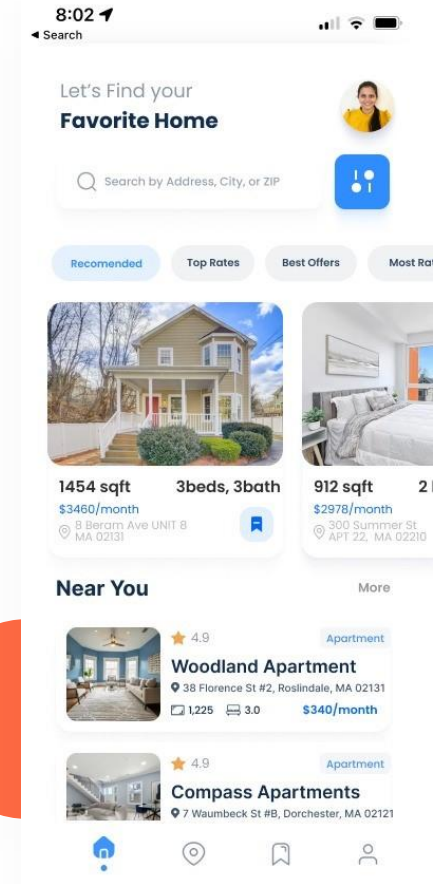
Features and Benefits

Our home grown and build application which will provide one stop solution for all your needs

The application will make apartment search process easier, providing a wide array of options, guaranteeing transparency in the rental terms, and increasing the effectiveness of finding housing.

Personalized recommendations take into account user preferences, and online support and feedback tools are used to maintain Customer Relationships

Targeted customer segments include working professionals looking for rental housing, families in transition, international students, and university students.



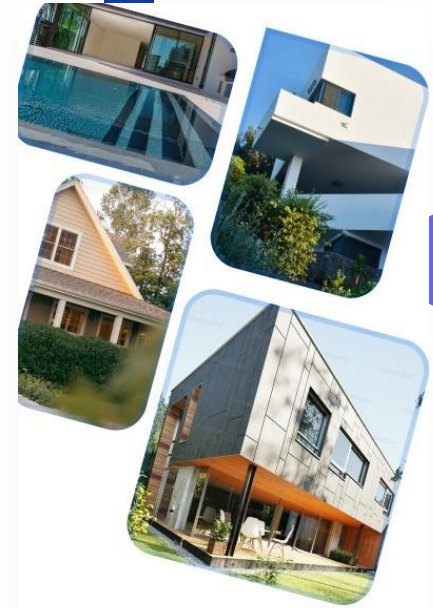
Overview

Finding an apartment in boston is not easy and above that leasing that apartment can be more difficult

But if you want to study here or want to live the city you cant live on streets (Well thats the option butlers not go there)

What can be done?

Leasing lounge is at your rescue with all its state of the art and revolutionary features which came to reality to make your life easy.



LEASE LOUNGE

Get Started



References


- Images from unsplash.com
- Prototyping and designing using Figma
- https://www.boston.gov/sites/default/files/embed/h/housing_a_changing_city-boston_2030_full_plan.pdf



Thank you! Questions? Let's get talking.

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