**Execution Plan for Startup: Property & Rental Management App**

**Phase 1: Foundation (Month 1)**

**Goal:** Build the core idea and validate it with real landlords.

**Core Idea:**

A platform for **property owners and landlords** to manage rental properties efficiently. It will allow them to:

* **Track and automate billing** (rent, water, electricity, etc.)
* **Monitor expenses** and earnings per property
* **Store tenant data** securely
* **Log and track maintenance issues**
* **Communicate with tenants** easily and professionally
* Possibly include **report generation** (monthly/annual financials)

**Target Users:**

* **Property Owners & Landlords** (with multiple properties especially)
* **Tenants** (for issue reporting, communication, document access)
* **Property Managers** (middlemen managing properties on behalf of others)
* **Define MVP features**:
  + Landlord dashboard (add properties, tenants)
  + Billing module (rent, utilities)
  + Expense tracking
  + Maintenance/issue tracker
  + Tenant portal (for payments, issue reporting
* **Research user pain points**:
  + Talk to 10–20 landlords, tenants, and property managers
  + Ask about how they manage rent, maintenance, tracking
* **Build a simple wireframe** (use tools like Figma)
* **Assemble team** (find 1 frontend dev, 1 backend dev)
* **Budget & tech stack**:
  + Frontend: React or Vue
  + Backend: Node.js, Django or Laravel
  + DB: PostgreSQL / MongoDB
  + Hosting: Firebase / Heroku / AWS

**Phase 2: Development & Testing (Month 2–4)**

**Goal:** Launch a working prototype to a test group

* Build core modules (landlord/tenant dashboards, billing, issue tracking)
* Enable basic mobile-friendly layout
* Add email/SMS rent reminders
* Set up cloud database & security (data privacy is key)
* Do private testing with real users (5–10 landlords)
* Collect feedback & refine
* Payment gateway (mobile money and banks)

**Phase 3: Launch & Monetize (Month 5–6)**

**Goal:** Get first paying customers and market the product

* Launch website and app
* Offer **freemium plan** (basic features free, advanced features paid)
* Partner with real estate agents and property managers for outreach
* Use social media & WhatsApp marketing
* Offer incentives (1 month free, referral rewards)

**Phase 4: Growth & Scaling (Post-launch)**

**Goal:** Improve features and reach 100+ landlords

* Add features like:
  + Document vault (leases, ID scans)
  + Financial reports
  + AI rent prediction or default alerts
* Hire support staff or onboard more devs
* Raise seed funding if needed