**Startup Title**

A property management and tenant-landlord communication tool.

**General Area of Activity & Theme area from Industry (if applicable)**

Urban and rural households (more than 27.4 million in number)

**Business idea**

All the tools and applications similar to this have a subscription-based business model which is successful in foreign countries but in India that creates a barrier between the potential users and the company. So the application is going to be completely free for a greater reach.

For revenue we can/will offer services like-

1. Tenant verification
2. Providing instant credits to tenants (at later stages).
3. After integrating our own payment method, online rent payments can be charged for a small amount.
4. Gradually providing other services like on demand plumbers/electricians etc.
5. This tool is fully paid in countries like US, Nepal, Indonesia and all the other countries. So this is going to have a global reach and we can subsequently work out other revenue models for them. But even for free, it will help us build a brand name overseas too which is the most valuable thing for a startup.

After the success of step 1, we will enter other property related areas like property listing etc. This would be the expansion of the company. Initially the major focus will be on growth and not on revenue.

**Product/Service Description**

A tool which allows you to manage your property in your phone or computer. We aim to create the simplest User interface which can be used by all age groups and which does not involve inputting huge amount of data-

1. Easy management of accounts and finances related to tenants.
2. Efficient management and storage of tremendous tenant related paperwork
3. Online, recurring, automatic rent payments.
4. An efficient interface for tenants to officially post issues/maintenance requests.
5. Rent and other free reminders.
6. An extremely easy to use tool especially designed for the ease of every individual.
7. Reports/receipts generation
8. Analytics regarding the rent patterns in the area, full analysis of tenant payments and vacancy rates etc.
9. Services like tenant verification which are otherwise very time consuming for the owners
10. Generation of state-based lease documents and rent payment receipts.
11. Easily manage multiple apartments
12. An integrated sound level meter which would notify owners and tenants in case of increased noise levels.
13. Tenants can view the rules and regulations or the rent agreements any time.
14. Owner can send rent increased or rent due etc notifications to tenants.
15. Rent rates predictions in user’s area using data science and AI.
16. A review system and rental history of tenants which acts as a quick background check.
17. Tenants can file complaints or address issues to the owner (can be anonymous) so that the owner is reminded of unresolved complaints
18. E-signature tools let tenants sign leases remotely from mobile or desktop devices. Landlords and tenants can access documents remotely as well, built-in lease templates allow users to configure rental amounts, lease dates and pet addendums. Users can also add, remove, and sublease tenants.

**Main objectives to be achieved in the first year-**

1. Development and testing of Minimum Viable Product and iterating when necessary (the development part has already started and is supposed to be completed within two months so that we are ready to apply to Y Combinator (funding) in march.
2. Area wise identification and targeting of users and development of a marketing strategies.
3. Investors
4. Building up a bigger team and adding more and more people on board.

**Commercial potential of the service/product**

Number of houses with tenants = 27.4 million

1. tenant verification (even if we earn INR 100/year from each household, the revenue will account to 274 crores) This is the bare minimum that we are assuming as the cost per tenant (if we assume 3 tenants/household) per year is just INR 100/3 i.e. around $ 0.451 per tenant.
2. If we assume that all the tenants opt for loans and lets assume a total revenue of INR 20/year(per tenant). The revenue from loans turn out to be INR 164.4 crores.
3. If we assume a meagre INR 10 ($ 0.14) collectively from online transactions and other services it would still amount to a revenue of INR 27.4 crores

Total revenue amounts to= 274+ 164.4 + 27.4 = INR 465.8 crores annually.

This is revenue by the application by still keeping the app free for users.

Once the step one is over, we expand to the listing platform

1. Can be charged for a higher quality/visibility listing. Can charge 500/month (purely tentative) for better visibility of their ads (around 10 Lac Real Estate Brokers many of whom currently pay more than 23,000/3 months for around 8 listings at high visibility) Revenue from listing amounts to max amount INR 600 crores.

TOTAL REVENUE GENERATED BY THIS BUSINESS MODEL = INR 1065.8 CRORES/YEAR

(with min pricing)

**So, the main idea is to reach the maximum number of people in the shortest period of time.**

**Capabilities and Expertise of team members-**

The team consists of two real brothers as of now who have extensively researched the industry for the past few years and been a part of the Y combinator startup school. Extremely hardworking and determined people working 24x7 with a vision of ‘tech for all’

Shivam Jaglan-

An IIT Delhi sophomore majoring in Electrical engineering(ee1), a powerhouse application developer with a demonstrated history of working in the IT sector. Did two full time application development internships in the first year itself. With grade of 8.147(not that it matters, it doesn’t actually). Was a part of the Y combinator startup school and has been researching the industry for past few years. Weight lifting captain, Sportech executive

Dhruv Jaglan -

An IIT Bombay graduate with BTech. with Honors in Computer Science and Engineering. **Deep learning, ML/AI, computer vision** expert with publications like ‘ A comparison of open source libraries ready for 3D reconstruction of wounds’ etc. Worked at LinkedIn as a Software Development Intern, Quantitative Analyst Intern iRageCapital, Research Intern Technische Universität Braunschweig, Germany and a PPO from LinkedIn. Extremely hard working and highly motivated individual. Also a part of the YC startup school and exploring the industry for the last few years.

Collectively we’ve already interviewed a large number of people with in depth market analysis at all stages.

**Budget Details (IRD Support Rs. 2 Lakh and/or Industry Support Rs. 2 Lakh)**

1. Hiring interns
2. Facilities/bandwidth/website hosting etc..
3. Market research