

Startup Roadmap for Your Holiday Home Rental Platform

1. Business & Legal Setup

Resources Needed:

- **Legal Consultant (Iran + UAE)** to:
 - Draft terms for property owners and renters.
 - Register your business legally in both jurisdictions if needed.
 - **Money Exchanger Agreement** (already in motion): finalize contract terms, fees, settlement cycles, and legal coverage.
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2. Platform Development

Core Team Additions:

- **Full-stack Developer or Development Agency**
 - To build a scalable web app (React or Vue.js for front-end; Node.js, Laravel, or Django for backend).
- **Payment Gateway Integration Developer**
 - Specialized in implementing payment solutions in Iran and cross-border settlements to UAE.

Tech Stack Suggestions:

- **Frontend:** Next.js + Tailwind CSS
 - **Backend:** Node.js (Express) or Laravel
 - **Database:** PostgreSQL or MongoDB
 - **Hosting:** AWS or Hetzner (Iran-friendly)
 - **APIs:** Google Maps, Iranian SMS gateways (like Kavenegar), Exchange rate APIs
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3. Platform Features to Build (MVP)

- User onboarding (host/guest)
- Property listings (image uploads, availability calendar)
- Search & filters
- Booking & payment in Rial (converted to AED behind the scenes)
- Admin dashboard (property management, user control, financials)
- Review & rating system

- Mobile responsive design or PWA
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4. Marketing Setup

Since you already have an ad specialist and SEO agent:

Launch Plan:

- Pre-launch landing page with email capture
 - Blog + SEO around travel in Iran, top holiday spots, etc.
 - Google Ads + Instagram targeting domestic tourists and diaspora
 - Partnerships with local travel influencers
 - Listing your homes on niche platforms to build traction
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5. Operational Tools

- **CRM:** HubSpot or Zoho (free tiers available)
 - **Analytics:** Google Analytics, Hotjar (for user behavior)
 - **Customer Support:** WhatsApp Business + chatbot, Telegram, ticketing tool like Crisp or Zendesk
 - **Booking & Calendar Sync:** iCal/Google Calendar integration for hosts
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6. Financial Structure

- Create a transparent **currency conversion flow** using your exchanger.
 - Automate:
 - Rial collection (Shaparak gateway integration)
 - AED transfer and profit sharing
 - Monthly financial dashboard for hosts and admin
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7. Scale Plan (Post-MVP)

- Mobile App (Flutter or React Native)
- Dynamic pricing algorithm (based on demand)
- Host onboarding tool
- Loyalty/reward points for frequent users
- Expand to other cities/provinces in Iran
- Add experiences (tours, food, etc.)