



Apartmate

Find rental apartments and roommates
you love coming home to

Problem

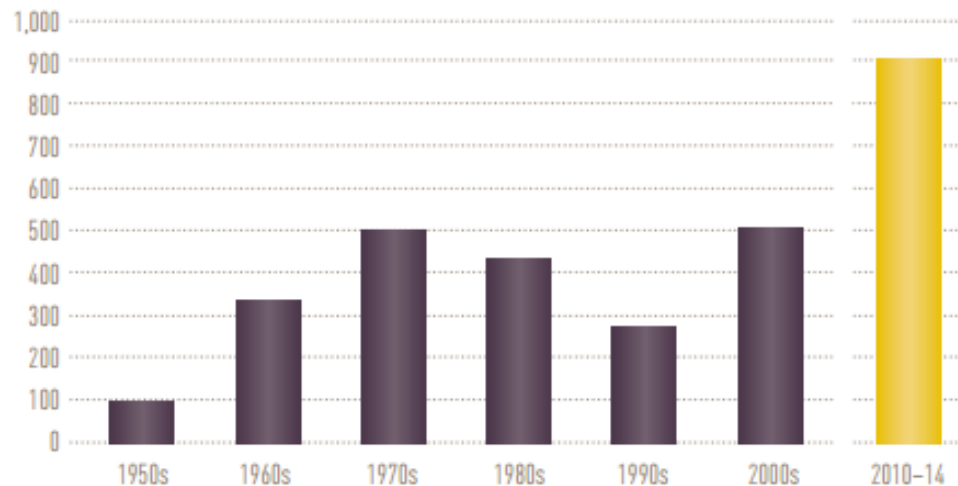
- Renters, roommates and landlords face similar challenges:
- Little information about who they are renting from, with, or to.
- Landlords and room-holders must sift through hundreds of responses.
- Renters and room-seekers get lost in a sea of noise.
- All require satisfaction across multiple dimensions.
- Current credit scores exclude most millennials and internationals.
- Vulnerable to rental scams and identity theft.
- Technology does not meet modern expectations.



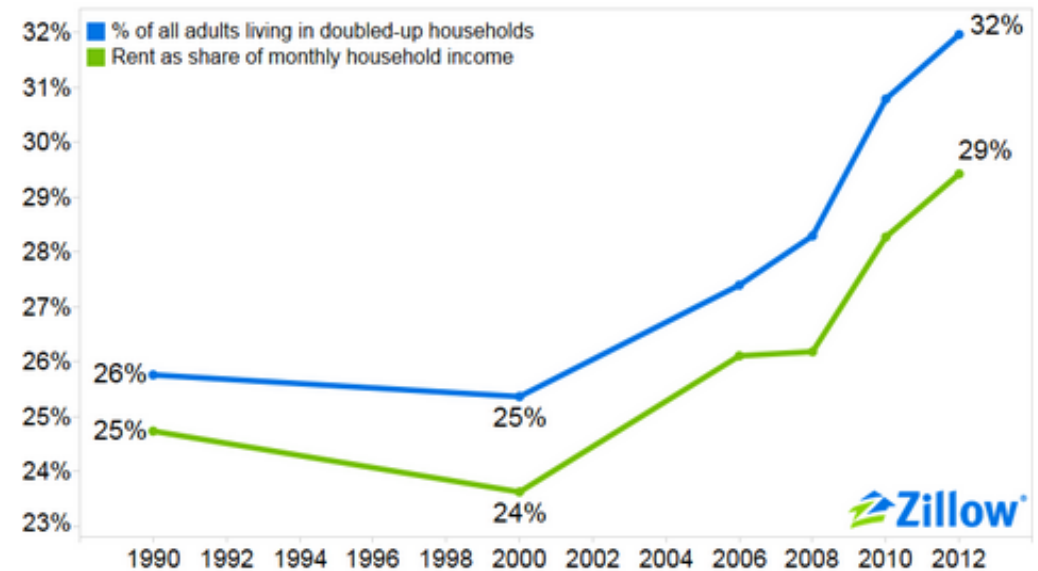
Market - Big Picture

- The past 10 years has been strongest decade for rental growth in history and is expected to continue to grow at exponential rate through 2025.
- Demand to grow by 144 million people. Supply also increasing with 90% of new builds intended for rent.
- Rent is rising at twice the rate of income. Adults are increasingly living with roommates to save on living expenses (25% growth since 2000).

Average Annual Change in Renter Households (Thousands)



Source: JCHS tabulations of US Census Bureau, Decennial Censuses and Housing Vacancy Surveys.



Zillow



Market - Bottom Up

- In addition to the \$441 billion in rent every year, \$2.5 billion is spent on:

	Landlords	Renters	Roommates	Total / year
Spent	\$1.5 billion Advertising	\$360 million Agent fees (NYC)	\$1.6 million Roommate apps	\$2.5 billion Current spending
Lost	\$50 million Credit checks	\$600 million Tenant insurance		
	\$100 million Evictions	\$20 million Deposit fraud	\$? million Lost productivity due to turn-over	>\$120 million Incentive for better services

All figures for the USA.



Solution

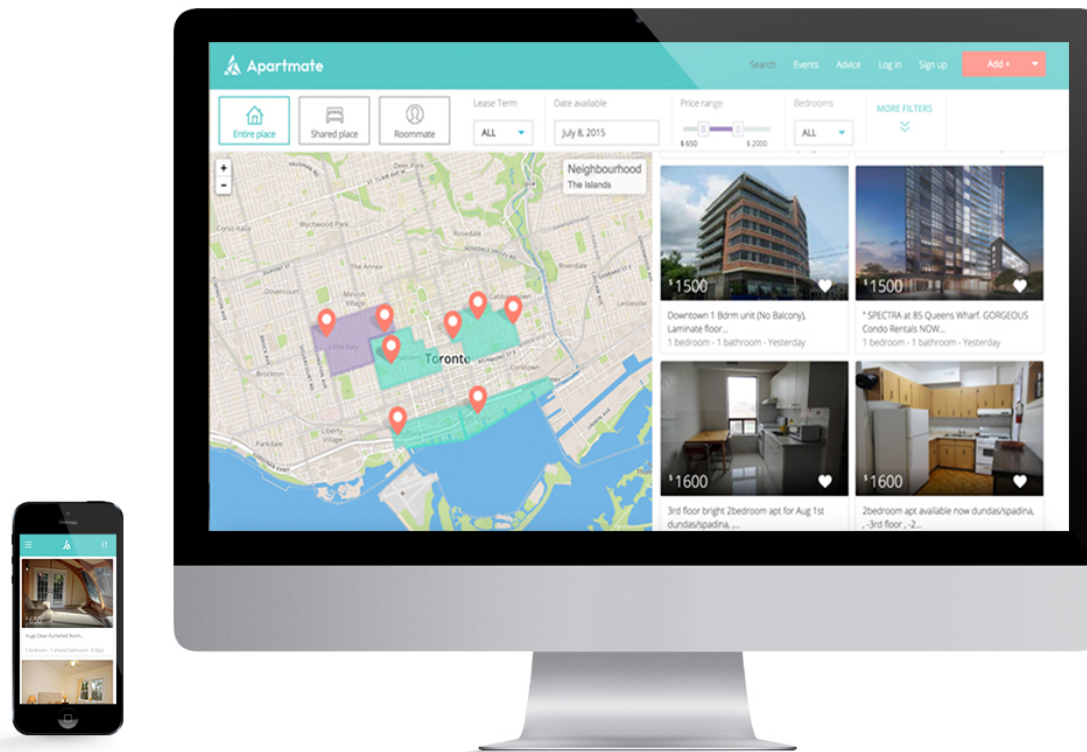
Apartmate aims to do for renters what AirBnB has done for travelers

- Default marketplace for rental apartments and roommates
- Exceptional search and matchmaking features
- Verified user profiles
- Trusted information resource
- Secure deposit payment
- Innovative credit scoring algorithm
- Rent guarantee



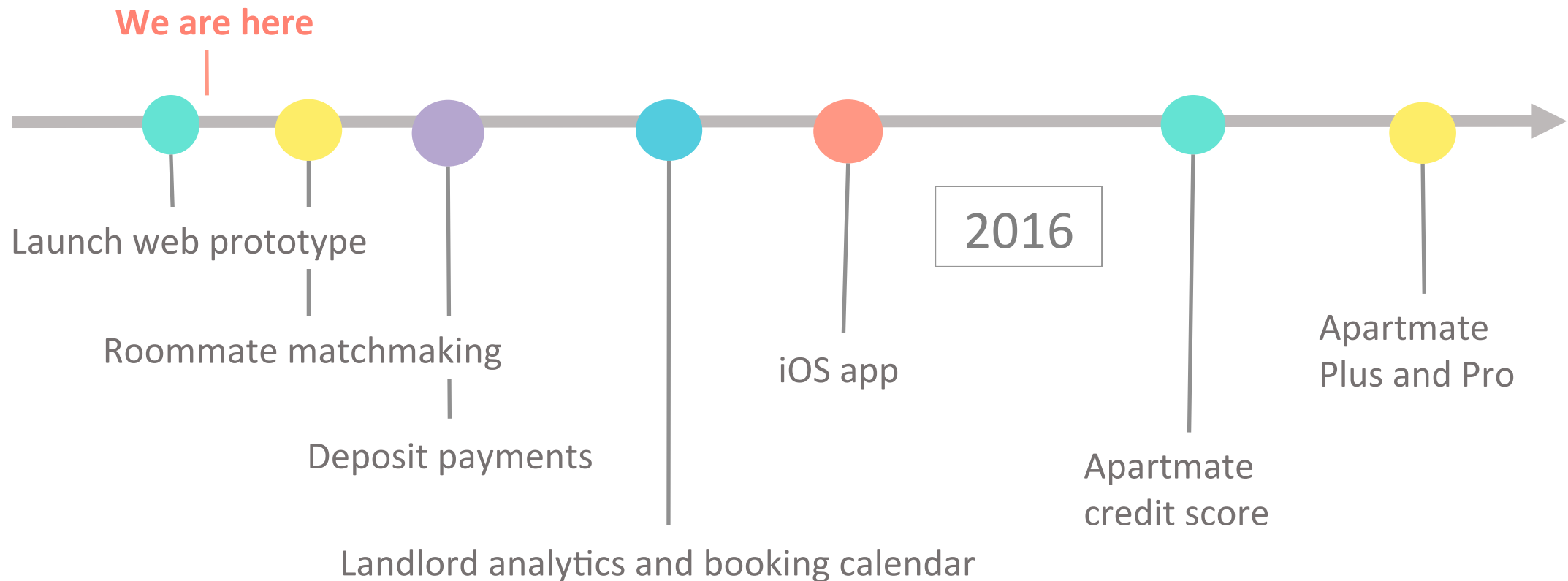
Product

- Fully mobile responsive web app was chosen as best way to initially build SEO and inbound marketing. Mobile app to follow.



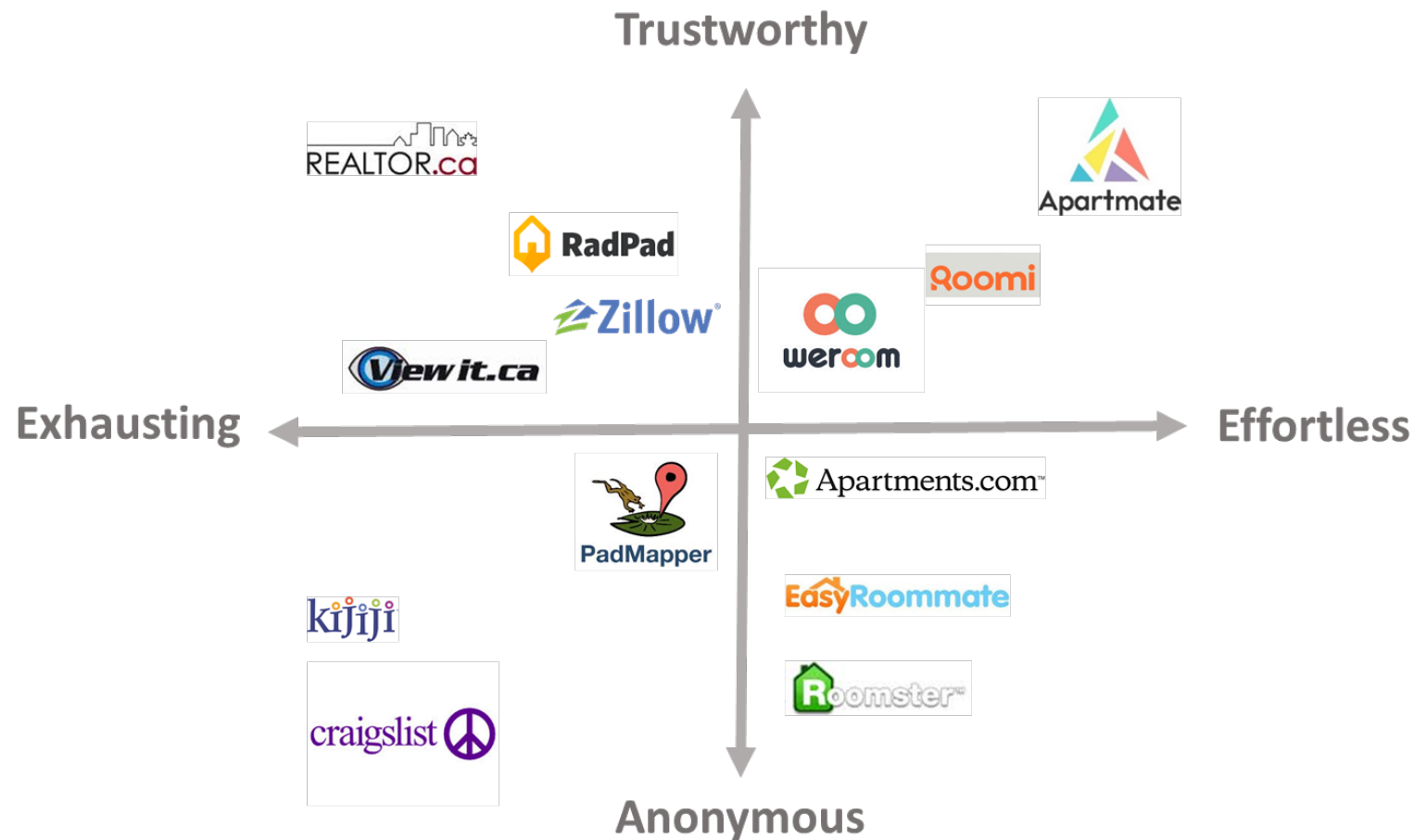
Timeline

- Our first focus is adding value for roommates, followed by landlords, then renters.



Competition

- There is no dominant player; this is a highly competitive but still wide-open category.



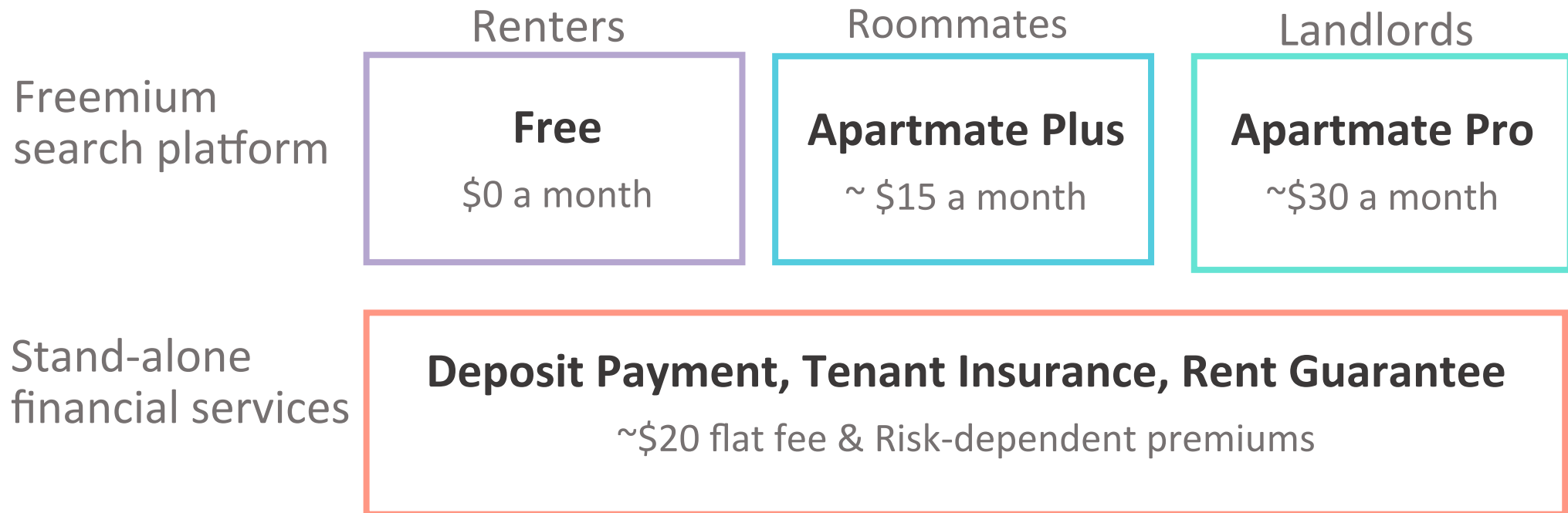
Competitive Advantage

- Multi-service platform
- Niche market entry point
- Data driven matchmaking
- Unprecedented financial service offerings
- Personalization / high switching cost
- Compelling branding



Revenue

- Freemium search platform serves as the sales funnel for innovative stand-alone financial services providing unique value.



Customer acquisition

- Acquisition will focus on capturing existing demand for improved search experience and promoting awareness of unique financial service offerings.

Content & Press

- Data source for media & research
- Thought leadership
- Practical information resource (SEO)
- User interviews & stories

Viral sharing

- Referral incentives
- Reference requests
- Accounts allow multiple users
- API & syndication
- Simple sharing

Social & Partnerships

- Roommate mixers
- Contests & quizzes
- Partnerships & co-promotions



Founders



Sarah Bermingham
Product focused CEO
London School of Economics



Nikhil Tumne
Full stack CTO
Founder of Freshly Grazed

Advisors



Patrick Bermingham
CEO Bermingham Construction
EY Entrepreneur of the Year



Exit Opportunities

- Previous acquisitions indicate Apartmate will have multiple exit opportunities that will result in a high ROI. Potential exits include:



Truilla (\$3.5 billion)
StreetEasy (\$50 million)
RentJuice (\$40 million)
HotPads (\$16 million)



CrashPadder (undisclosed)
Accoleo (undisclosed)



ApartmentGuide (undisclosed)
Rentals.com (undisclosed)
Rent.com (\$145 million)
Lovely (\$13 million)

