**Third person perspective Business plan**

**Executive Summary**

Dwellner is a groundbreaking one-stop rental solution platform that aims to revolutionize the way people find and rent homes. With the tagline "One click away from your dream home," Dwellner is committed to streamlining the often stressful and time-consuming process of securing rental accommodations.

Designed to address the key issues faced by both tenants and landlords, Dwellner's innovative platform offers comprehensive rental listings, customized decoration plans, and a sophisticated roommate matching service. Through Dwellner's advanced search algorithm, tenants can find their ideal homes quickly, personalize their living spaces with affordable, factory-direct furniture sets, and choose compatible roommates using the platform's matching feature.

For landlords, Dwellner provides a cost-effective way to list properties, offers help in filtering potential tenants by gathering relevant information, and assists in preparing the properties for rent. This platform not only eliminates the need for expensive real estate agent commissions but also facilitates the rental process, making it more efficient for all parties involved.

Dwellner seeks to secure $900,000 in funding to support its marketing and sales activities, cover operational costs, and boost public relations. The funds will enable the company to drive awareness through paid ads, foster engagement via social events, offer free furniture giveaways for conversions, hire industry experts, and host events to promote its product while establishing connections within the real estate industry and beyond.

The ambitious and talented team behind Dwellner is led by Founder Mingze (Sean) Sun, who specializes in Product Design and Algorithm, along with experts in marketing, web crawler development, machine learning, and branding & business model.

Dwellner's business roadmap is set to achieve significant milestones, including the platform's launch in August 2023, an expected 10% occupancy of the Greater Toronto Area (GTA) rental population and 1% of furniture market by January 2024, and the release of Dwellner 2.0 by October 2024. By December 2024, Dwellner aims to raise its furniture market share to 5%.

With a clear, strategic plan and a strong commitment to improving the rental experience, Dwellner is poised to become a leader in the rental solutions market, offering an innovative, streamlined, and user-centric approach to the rental process.

**Company Description**

Dwellner is a pioneering tech startup revolutionizing the rental industry with its all-in-one rental solution platform. The company is committed to simplifying the rental process by centralizing all available rental listings from different platforms into one easily accessible location. Dwellner's unique offerings seek to address and resolve the significant challenges faced by both tenants and landlords in the rental market.

For tenants, Dwellner's advanced search algorithm helps to save time by filtering through countless rental listings to deliver high-quality, matched results that align with the user's preferences. In addition, Dwellner's innovative platform offers the possibility of customizing the rented property with affordable furniture sets, helping renters truly make their living space their own. Furthermore, the platform features a unique roommate matching service, easing the worries about cohabitating with unsuitable roommates.

For landlords, Dwellner provides an affordable listing service that eliminates high real estate agent commissions. It also offers tools for tenant filtering, helping landlords gather potential tenants' essential working and financial information. Dwellner even assists landlords in preparing their properties for rent, ensuring a balance between renovation investments and returns.

Based in the Greater Toronto Area (GTA), Dwellner aims to capture a substantial market share in a city with a population of over six million. By providing a cost-effective, efficient, and streamlined rental process, Dwellner is well-positioned to transform the rental experience for both tenants and landlords alike.

The dynamic team behind Dwellner brings together diverse skills in product design, algorithm development, marketing, web crawler development, machine learning, and business model strategy, offering a comprehensive and innovative approach to meeting the challenges of the rental market. The team's expertise, dedication, and innovative thinking form the foundation of Dwellner's drive to become a leading force in the rental solutions market.

**Team**

The operations of Dwellner are led and managed by a diverse and skilled team:

MINGZE (SEAN) SUN, the founder/CEO, has bachelor’s degrees in applied economics and computer Science from Queen's University, master’s in finance from McMaster University. Mingze is charging on product design and algorithm development, overseeing the technical development of Dwellner's features. Before starting his entrepreneurial journey, Mingze had interned at Samsung Research China's Speech Lab, where he worked as a data engineer. He assisted the team in training and developing the semantic understanding model for Samsung's Chinese voice assistant, Bixby. Based on his experience, Mingze have already collaborated to complete Dwellner's semantic search algorithm with his development team; Meanwhile, Mingze also responsible for milestones laid out in Dwellner's business roadmap and achieving the set revenue targets.

ZIYUAN (ARTHUR) YU, technical director, has bachelor’s degrees in software design from Queen's University. As an experienced Java Developer with a wealth of experience in search engine development. Arthur is the Crawler System developer responsible for web crawling functions of the Dwellner search engine, essential for gathering rental listings from various sources. Currently, Arthur has led a 4-member engine development team, including outsourcing members, to successfully develop the exclusive search feature for Dwellner. This feature allows Dwellner to perform cross-platform rental property searches.

Zhaoqin (Chain), Market Data Scientist with a dual degree background in business and computer science, which includes bachelor’s degree in applied economics with Honors from Queen's University. Certificate in Business Finance from Smith School of Business. Master’s degree in computer and information Technology with a specialization in Big Data from the University of Pennsylvania. Chain heads the marketing department, devising strategies to promote Dwellner and engage both tenants and landlords. Chain’s work primarily involves analyzing a vast amount of market data to determine the most suitable profit model for us. Additionally, in the initial phase, Dwellner will be selling furniture packages. Chain has used market data analysis to select appropriate partnering brands and set the right prices for product sales.

Zhixian (Vito) Yang, Chief Operating Officer (COO) with over 6 years of senior management experience in top real estate companies in the Greater Toronto Area, overseeing commercial properties with a total value exceeding $260 million. Adjunct Professor at Tamwood College, teaching Digital Marketing and Business Management. Vito oversees branding and business model development, ensuring the Dwellner brand is accurately represented, and the business model is sustainable and profitable. Currently, Vito has already assisted Dwellner in building the initial profit model, which includes the furniture sales process, brand partnerships, and furniture supply chain. Additionally, Vito will be responsible for the subsequent promotion of Dwellner and the implementation of other profit models.

Yiwen (Tony) Feng, Technical Advisor. Tony is a Machine Learning Researcher, specialized in Computer Science, wich computer science bachelor's degree from Queen's University and Research master’s degree in Natural Language Processing (NLP) from the University of Toronto.

As a Machine Learning Researcher, Tony conducts research in Natural Language Processing to refine the search function. To enhance the website's search experience, Tony's main responsibility is fine-tuning the natural language understanding model used by Dwellner. He achieves this by retraining the model with collected training data to provide a more high-performing and improved model.

**Product and Service**

**. Description**

Dwellner is an innovative one-stop rental solution platform that has been meticulously designed to simplify and streamline the rental process for both tenants and landlords. The platform distinguishes itself by offering a unique blend of services, integrating rental listings, personalized decoration options, and a roommate matching system, all under one digital roof.

The key features of Dwellner's platform include:

Integrated Search: This feature enables users to search across multiple rental listings, sourced from across the internet, thereby saving time and reducing the complexity of finding a suitable property. Each listing includes the original source, allowing users to easily access additional information if desired.

Customized Decoration Options: Dwellner provides renters with the option to choose from a variety of competitively priced decoration plans. These plans are not only 20% lower than the market price but are also purchased directly from the factory, reducing costs significantly. This feature eliminates the typical frustrations associated with furniture buying and installation, making the move-in process seamless and enjoyable.

Roommate Search: An advanced search function allows users to find compatible roommates by using keywords to match routines and habits. This feature alleviates the common concern of sharing living space with incompatible roommates, contributing to a more harmonious living environment.

For landlords, Dwellner offers a range of services that streamline the process of renting out properties. These include sophisticated search algorithms for tenant filtering, assistance in property preparation for rent, and affordable listing promotion plans.

Dwellner's forward-thinking approach to the rental process makes it a standout service in the property rental market. With a clear focus on user needs and innovative problem-solving, Dwellner is poised to redefine the rental experience, making it more accessible, efficient, and user-friendly.

**. Technology**

**. The Tech Specs**

Dwellner's search engine consists of three parts: 1. The web information retrieval system developed by the information retrieval team led by Arthur Yu, based on Apache Nutch. 2. Tony Feng and Mingze Sun fine-tuned the natural language processing models using OpenAI's pre-trained large model "GPT-3.5 Turbo" and the embedding model "text-embedding-ada-002," along with Cohere's embedding model and Facebook Llama 2 model. 3. The Dwellner AI search algorithm, jointly developed by Mingze Sun and Tony Feng.

The Dwellner team collected 200,000 samples from the rental housing domain and fine-tuned the natural language processing models from OpenAI, Cohere and Facebook to achieve the best search experience. Additionally, both the information retrieval system and search algorithm were developed in-house by the Dwellner team and will be patented after the product is launched.

**. How it works?**

To achieve the goal of "searching rental listings using natural language descriptions only," Dwellner follows these steps:

Information Collection: Dwellner's information collection system traverses the entire internet to gather all rental listings, including those from visible sources (other rental platforms' advertisements) and hidden sources (such as Facebook and various forums). This process ensures comprehensive and diverse data on rental properties.

Natural Language Understanding: Dwellner's natural language understanding models process each rental listing. These models comprehend the literal meaning of each listing and employ semantic understanding techniques to recognize and capture synonyms and related terms, enabling precise searches across various expressions and languages.

Indexing: The understood rental listing information is used to create a search index. The index includes keywords, synonyms, and relevant details, facilitating accurate matching of rental listings to user queries.

Search Algorithm: Dwellner's search algorithm utilizes the natural language understanding models and the established index, allowing users to conduct accurate searches using simple, natural language descriptions. This means users do not need to use specific keywords or search syntax; instead, they can query in a conversational manner akin to everyday language.

By employing these steps, Dwellner enables precise rental listing searches in any language and with synonymous terms. This natural language search approach provides users with an intuitive, convenient, and accurate search experience, making the process of finding rental properties more efficient and straightforward.

**. Why this is advanced?**

The reason why this search technology is considered advanced is because AI language understanding capabilities made unprecedented progress around 2022. This progress can be attributed to two main factors:

Advanced Transformer Neural Network Architecture: Dwellner utilizes large language models based on the Transformer BERT (Bidirectional Encoder Representations from Transformers) architecture. BERT models were invented after 2018, and through continuous improvements by researchers, multilingual-BERT was introduced in 2022. The Transformer architecture has proven to be highly effective in natural language processing tasks, significantly enhancing language understanding capabilities.

Substantial Investment in AI Models: Both OpenAI and Cohere companies have invested more than 100 million USD in each large language model they developed, such as gpt-3.5 and gpt-4. Achieving high-quality performance with these large language models requires considerable financial resources. The development and training of such models demand substantial computational power, data resources, and specialized expertise, all of which necessitate significant financial investments.

Furthermore, these large language models typically require more than 1.7 trillion parameters each to achieve their remarkable performance. The number of parameters reflects the complexity and capacity of the model to store and process information, and having such a vast number of parameters enables the model to capture intricate patterns and nuances in language, leading to advanced language understanding capabilities.

In summary, the combination of the advanced Transformer architecture and substantial financial investments has driven the development of highly capable AI language models, allowing Dwellner's search technology to offer cutting-edge language understanding and enable accurate searches using natural language descriptions.

**. Unique Value Prop**

"Dwellner's unique value proposition lies in its ability to enable rental property searches using natural language descriptions, all powered by cutting-edge AI technology. Our language models are based on the advanced Transformer BERT-based architecture, which made unprecedented strides in language understanding capabilities after 2022. Leveraging significant investments from OpenAI and Cohere, each large language model boasts over 1.7 trillion parameters, equipping them with powerful semantic comprehension and intelligent search capabilities.

Users no longer need to rely on specific keywords or complex search syntax; instead, they can simply describe their desired rental requirements in natural and concise language. For example, a user might input, "Two-bedroom apartment in New York, monthly rent between $2000 and $2500, lease term of at least one year." Our natural language understanding models accurately comprehend and extract crucial information, resulting in precise and intuitive rental property searches.

Dwellner's search technology stands at the forefront of AI language understanding, delivering efficient, convenient, and accurate rental property searches. Regardless of the language used or synonymous terms, our platform consistently delivers astounding search results. Make Dwellner your preferred search engine when looking for your ideal rental property."

**. Competitive Advantage**

Dwellner operates in the market of all-in-one service platforms for rental-related needs, focusing initially on rental property search. Let's compare Dwellner to some of its key competitors:

1. Zillow: Zillow is a well-established platform that offers a wide range of real estate services, including rental property search. It has a vast database of rental listings and provides various tools for users to explore and filter properties. However, Dwellner's advantage lies in its advanced natural language understanding, which allows users to perform accurate searches using simple language descriptions.

2. Kijiji: Kijiji is a well-known online classifieds platform that offers various services, including rental property listings. It is a popular choice for users looking for rental properties and second-hand items. While Kijiji provides a wide range of listings, its search capabilities may not be as advanced as Dwellner's natural language understanding, which allows for more precise and intuitive searches.

3. Apartments.com & Rent.com: They are prominent players in the rental property search market. Like Zillow, it provides comprehensive property listings and search filters. However, Dwellner's unique value proposition of offering an all-in-one service platform with additional features beyond search, such as rent payments and second-hand item transactions, sets it apart.

4. Facebook Marketplace: Facebook Marketplace facilitates second-hand item transactions, including furniture sales. While it serves a specific niche, Dwellner's goal of integrating such services along with rental property search makes it a more comprehensive platform for users seeking multiple rental-related solutions.

Dwellner's Competitive Advantages:

1. Advanced Natural Language Understanding: Dwellner's primary advantage lies in its advanced AI-powered language understanding, allowing users to perform precise rental property searches using natural language descriptions. This sets it apart from competitors that may rely on traditional keyword-based search methods.

2. All-in-One Service Platform: Dwellner's vision to offer a comprehensive suite of services for all rental-related needs, including rent payments, utility management, and second-hand item transactions, differentiates it from competitors that focus solely on rental property searches.

3. Expansion Potential: Dwellner's strategic approach of starting with rental property search as a foundation and gradually expanding into other rental-related services positions it for future growth and opportunities in the rental market.

4. Multilingual Support: With the integration of multilingual-BERT, Dwellner has the potential to attract users from diverse linguistic backgrounds, providing an advantage in catering to a broader user base.

In conclusion, Dwellner's advanced natural language understanding, all-in-one service platform, expansion potential, and multilingual support give it a competitive edge in the rental market. As it continues to refine its offerings and expand its services based on user feedback and market demands, Dwellner has the potential to establish itself as a leading player in the industry.

**. Current Status**

What has been done?

Currently, 98% of the algorithm, model, and website development work for Dwellner.com has been completed, and we expect to launch the website in early August. The first version of the website will not include any profit-generating features; it will serve as an initial test version for the public. We plan to update and iterate with the second version in September.

In this new version, we will introduce discounted furniture packages from partnering manufacturers (brands), including three versions: basic, core, and elite (for details, please refer to the Operations and Management section). Presently, our marketing department has finalized preliminary cooperation agreements with Costco and Ashley Furniture for GTA, but specific discount and pricing details cannot be disclosed at this time.

What is in progress?

the second version in September (with discounted furniture packages) is still under development. Additionally, we are actively engaging in discussions with other brands to collaborate and seek out suppliers that offer the most reasonable combination of quality, pricing, delivery speed, and minimum order requirements. This effort includes both GTA (Greater Toronto Area) and Kingston Area to ensure a wide range of options and coverage for our customers. Our goal is to provide the best possible furniture offerings and services to meet the diverse needs of our users.

**Operations and Management**

**. Business Model**

In the early stages, Dwellner's profit model revolves around offering quality upper-tier furniture at discounted prices to its users. The Dwellner team earns profit by taking the difference between the selling price to users and the price obtained from suppliers.

All Dwellner users can enjoy a 10% discount on furniture purchases. Landlords who have purchased Dwellner Listings algorithm promotion services can offer an additional 10% discount to their tenants. Users who make purchases using offline store discount codes can also avail an extra 10% discount.

As mentioned earlier, Dwellner Team have already established partnerships with Costco and Ashley Furniture. These collaborations allow us to provide a wide range of high-quality furniture offerings to our users at discounted prices.

**. The future updates of this model**

To provide our customers with even lower discounts while ensuring fast delivery within a week, and to increase the profit margin for the Dwellner Furniture Package, the Dwellner team plans to lease warehouses in the GTA area for advance furniture storage. The team will forecast the order volume for different months within a year to improve inventory turnover.

By having leased warehouses strategically located in the GTA, Dwellner can efficiently store and manage the furniture inventory. This proactive approach allows us to purchase furniture in larger quantities at better prices from suppliers, leading to increased profit margins. Additionally, forecasting the demand for different months helps in optimizing inventory levels and reducing the risk of stockouts or overstocking.

With a well-managed warehouse system and accurate demand forecasting, Dwellner can offer more competitive discounts to customers without compromising on the speed and quality of logistics. This strategic move not only benefits our customers with better prices but also enhances our overall profitability and operational efficiency.

**. 5 Years product & Services Strategy**

Stage 1 (2023) focuses on launching Dwellner, collecting market feedback, raising capital, and testing the Move-in Package™ and preauthorized monthly rent payments. The product and service iterations include login & signup, AI search for listings, posting listings, AI search for tenants, direct messaging, deposit payment via Stripe, and the Move-in Package™ offering furniture packages with optional shipping and moving services.

Stage 2 (2024 - early 2025) aims to enhance product performance, attract users to initiate the Broker-Plan™, Dwellner Market™, and Dwellner CarPool™ testing in Canada.

Stage 3 (late 2025) involves testing Halo Store™, attracting more users in Canada, and testing the real estate business with Dwellner estate™.

Stage 4 (2026) focuses on further improvements to Halo Store™, attracting more users in Canada, and testing the Hydropower, gas, and water tank payment service with Dwellner utilities™.

**Market Analysis**

The rental market has been rapidly growing and evolving, particularly within the Greater Toronto Area (GTA). As of 2023, the GTA is home to a population of approximately 6.37 million, of which around 3 million are renters, according to Macrotrends.net and Elevate partner. This vast market provides ample opportunity for innovative rental solutions like Dwellner.

The increasing digitization of the rental process further boosts this potential. With approximately 2.7 million renters searching online for rental properties and 2.38 million utilizing multiple websites in their search, there's a significant demand for a centralized platform that can simplify and streamline the rental process.

In addition, there's a clear market segment of 1 million renters who prefer unfurnished properties, indicating a potential customer base for Dwellner's unique offering of customized, cost-effective decoration plans.

However, the market is not without its challenges. Renters often struggle with the time-consuming nature of searching for rental properties, lack of choices for personalized furniture, and difficulty in selecting roommates. Landlords, on the other hand, grapple with the high cost of real estate agent commissions, difficulty in filtering prospective tenants, and the need to prepare their properties for rent.

These challenges highlight the need for an all-in-one solution that caters to both landlords and tenants, such as Dwellner. With its unique selling propositions and a business model designed to address the existing gaps in the market, Dwellner is well-positioned to capture a significant share of the GTA rental market. This opportunity is further emphasized by the company's aggressive but achievable goal to secure 20% of the market by December 2024.

With a comprehensive understanding of the market and a commitment to meeting the unique needs of both renters and landlords, Dwellner stands ready to disrupt the rental market landscape in the GTA.

*To be specific in current stage:*

In the current phase (Phase 1 Sep -Dec), our primary focus is on "AI Rental Property Search & AI Roommate Search." We have identified two revenue streams: "Sale of Dwellner Furniture Package™”.

The average original price of the furniture package is calculated as follows:

Weighted Average:

0.75 \* Basic plan + 0.25 \* Elite Plan

= 0.7 \* $800 + 0.3 \* $1470 = ~$1000

Average original price of the furniture package = $1000

The Price we obtain at 55% discount = $550

Our profit per order at 30% = $300

Discounted price for buyers at 85% = $1000 \* 85% = $850

Market Size in the GTA Area

Total Rents in Toronto = 48.1% \* 6,372,000 (population in the metropolitan area) = 3,065,000 (urban renters)

Out of these 3,065,000 renters, 2.1% are new renters = 6,372,000 \* 2.1% = 133,812 new renters

Based on ResidentRated's 2021 survey, the moving rate in Ontario is 15.6%, which means that 15.6% of residents move out each year, and new tenants move in. We use this rate as the moving rate for the Toronto area.

So, the number of renters moving in Toronto each year (turnover in rental units) is

3,065,000 \* 15.6% = 478,140 people.

Therefore, the target audience in the Toronto area is approximately:

133,812 + 478,140 = 611,952 people annually.

The predicted profit would be:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Marketing Cost** | **#of buyers for zero lost** | **Predicted #buyers** | **user to buyer rate** | **# predicted buyers** | **Profit before marketing cost** | **Market Share** |
| $100,000 | 333 | 42,166 | 3% | 1,265 | $379,500 | 0.20% |
| $200,000 | 666 | 84,332 | 3% | 2,530 | $759,000 | 0.41% |
| $300,000 | 999 | 126,498 | 3% | 3,795 | $1,138,500 | 0.62% |
| $400,000 | 1,332 | 168,664 | 3% | 5,060 | $1,518,000 | 0.82% |
| $500,000 | 1,666 | 210,830 | 3% | 6,325 | $1,897,500 | 1.03% |

***Table 1.1 Marketing cost to predict profit.***

**Marketing and Sales Strategy**

1. SEO optimization & Online Marketing

SEO optimization refers to the process of ensuring that when Google users search for keywords related to renting, furniture, roommates, and other relevant terms, Dwellner.com or Tensorhalo.com appear as top search results as much as possible.

Additionally, Vito will be responsible for online promotion, which includes the following strategies:

Precise Paid Promotion: Implementing targeted advertising campaigns to reach specific audiences most likely to be interested in Dwellner's services. This ensures that marketing efforts are focused on the right demographics, increasing the chances of converting leads into users.

Accurate Advertising: Creating compelling and accurate advertisements that effectively convey Dwellner's unique value proposition and services. Ensuring that the ads align with user expectations helps in building trust and attracting potential customers.

Google Keyword Search Ads: Utilizing Google's keyword-based advertising platform to display ads to users searching for relevant terms related to renting, furniture, roommates, etc. This increases visibility and drives traffic to the Dwellner platform.

Google Display Network: Displaying ads on various websites within Google's Display Network to reach a wider audience and increase brand awareness. This method targets users based on their interests and online behavior.

Building a Facebook Platform: Creating a dedicated Facebook page for Dwellner to connect with users on the platform. This allows for engagement, updates, and customer support, fostering a sense of community and trust.

Facebook and Instagram Advertising: Running targeted ad campaigns on Facebook and Instagram, which are popular platforms among potential users. These visually appealing ads can effectively reach and engage the desired audience.

By combining SEO optimization and targeted online promotion strategies, Dwellner aims to increase its visibility and attract a broader audience, ultimately driving user adoption and establishing a strong online presence in the rental, furniture, and roommate industries.

1. Fostering Engagement:

To build a sense of community and to keep its audience engaged, Dwellner will host social events. These events could range from online webinars and Q&A sessions that educate users on navigating the rental market, to offline meetups that allow tenants and landlords to connect. By fostering an engaging environment, Dwellner creates a stronger connection with its audience, encouraging them to use the platform regularly.

1. Driving Conversions:

The core of Dwellner's conversion strategy lies in the allure of free furniture giveaways. By offering free furniture pieces to new tenants or landlords who use the platform for transactions, Dwellner provides a strong incentive for users to sign up and use its services. This tactic not only promotes Dwellner's furniture customization offering but also rewards users for choosing Dwellner.

1. Brick-and-mortar store billboard Plan

Dwellner plans to strategically select 300-500 popular offline stores in the GTA to place advertisements. These stores will cover over 95% of the population in the region.

First the team will introduce Dwellner.com as free to use rental website that supports 95 languages, aiming to improve GTA's housing environment to ensure that people of diverse backgrounds can find homes that best suit their needs. In support of the GTA's diverse community, the Dwellner team hopes to promote the platform through custom advertisements placed in the selected stores.

For each partner store, Dwellner will design a customized advertisement board and provide a furniture discount code.

*What can cooperate store owners expect in return?*

Firstly, their customers will have the opportunity to purchase high-quality furniture at cost price. Secondly, every time the discount code is used at the store, the store owner will receive a certain percentage of the profit share.

The advertisements will be tailored to fit the different sizes, colors, and styles of each store, which may include restaurants, gyms, shopping malls, Chinese supermarkets, and more. The Dwellner team will cover the printing costs for the advertisements.

Throughout this process, our intention is to promote the GTA as a diverse and highly inclusive city through our non-profit initiatives. This approach will help minimize the expected and future returns for the partnering businesses, as: 1. They are offering discounts to their customers, and 2. Supporting us means supporting diversity.

**Financial Projections**

**. Current Financial Status & Potential Investors**

Current Dwellner is looking for an Angel investment. After the launch of the Dwellner Furniture Package Plan™, the Dwellner team is planning to raise funds through investment. Vito, the head of the marketing department and profit model, has already identified two potential investors. One of the investors is an early backer of RealMaster.com, while the other is an angel investment firm based in Toronto.

In addition to these two potential investors, the team has a strategic plan to apply for funding from Adevinta Ventures. Adevinta is a Norway-based company that serves as the parent company of eBay and Kijiji, and it is dedicated to building a global one-stop service platform. Adevinta Ventures specifically focuses on investing in promising startups like Dwellner.

The team sees these potential investors as key partners who can provide not only financial support but also valuable industry expertise and connections. With the support of these investors, Dwellner aims to further strengthen its position in the market and accelerate its growth.

**. Current Financial Status & Allocation**

Currently, we are seeking a funding of 900,000 CAD to support our expansion plans. The allocation of this funding will be as follows:

1. Marketing and Promotion in the GTA area - $600,000:

This includes investments in paid advertising platforms, planning and execution of offline events, cooperative marketing costs, and the salaries of the marketing team. With a strong focus on the GTA market, we aim to raise brand awareness and attract a significant user base through effective marketing strategies.

2. Office Lease Expenses - $40,000:

Securing a dedicated office space will enhance our business communication and product development efficiency. The office will serve as a central hub for the team to collaborate and drive innovation.

3. Operations and Development Costs - $200,000:

This budget covers the expenses related to the development team, including salaries and benefits, as well as hardware expenditures such as servers, IP proxy pools for the search system, databases, and leasing costs for GPU clusters used in training neural network models. Ensuring robust and efficient operations is crucial to deliver a seamless user experience.

4. Public Relations - $60,000:

To bolster our brand image and engage with the public, we will allocate funds to plan and execute public relations activities. This includes organizing media events, establishing communication channels, and fostering relationships with relevant stakeholders.

By securing this funding, we aim to accelerate our growth trajectory and strengthen our position in the market. The GTA region is a strategic focus for our marketing efforts, and we believe that a well-equipped office and efficient operations will drive our success. Additionally, investing in public relations will help us build credibility and establish a strong presence in the industry. We are confident that with these resources, Dwellner will be poised for sustainable growth and success in the real estate and rental market.

**Financial Forecast**

***For Furniture Business until the end of 2024***

*In 2024, Dwellner will have two revenue-generating businesses: Furniture Business and Marketplace Business. This document only includes the gross profit forecast for the furniture business until the end of 2024.*

Dwellner's financial forecast is built on the firm foundation of a strategic business model that generates revenue through multiple streams. These streams include the sale of customized decoration plans, a monthly subscription fee for an advanced roommate matching service, and charges for listing promotions.

In the first year following the launch in August 2023, Dwellner aims to secure 10% of the Greater Toronto Area (GTA) rental population. With a rental population of 3 million, this translates to a potential customer base of 300,000 renters. The forecasted gross profit by cost $500,000 for marketing would be $1,397,500 by removing market cost (see table 1.1 in page 11).

As time progresses, the marginal costs of promotion are expected to decrease, and the promotion speed will show marginal increments. Additionally, furniture sales are influenced by seasonal factors, with higher sales during the peak rental season. Considering these factors, the Dwellner Team conducts market forecasts on an annual basis.

Based on the projections, by early 2024, with the optimization of user experience and lowering the cost of furniture purchasing. It is anticipated that the gross profit from furniture sales will exceed five times the profit generated in 2023 by the year 2024, more than $6,987,500 for only the furniture business.