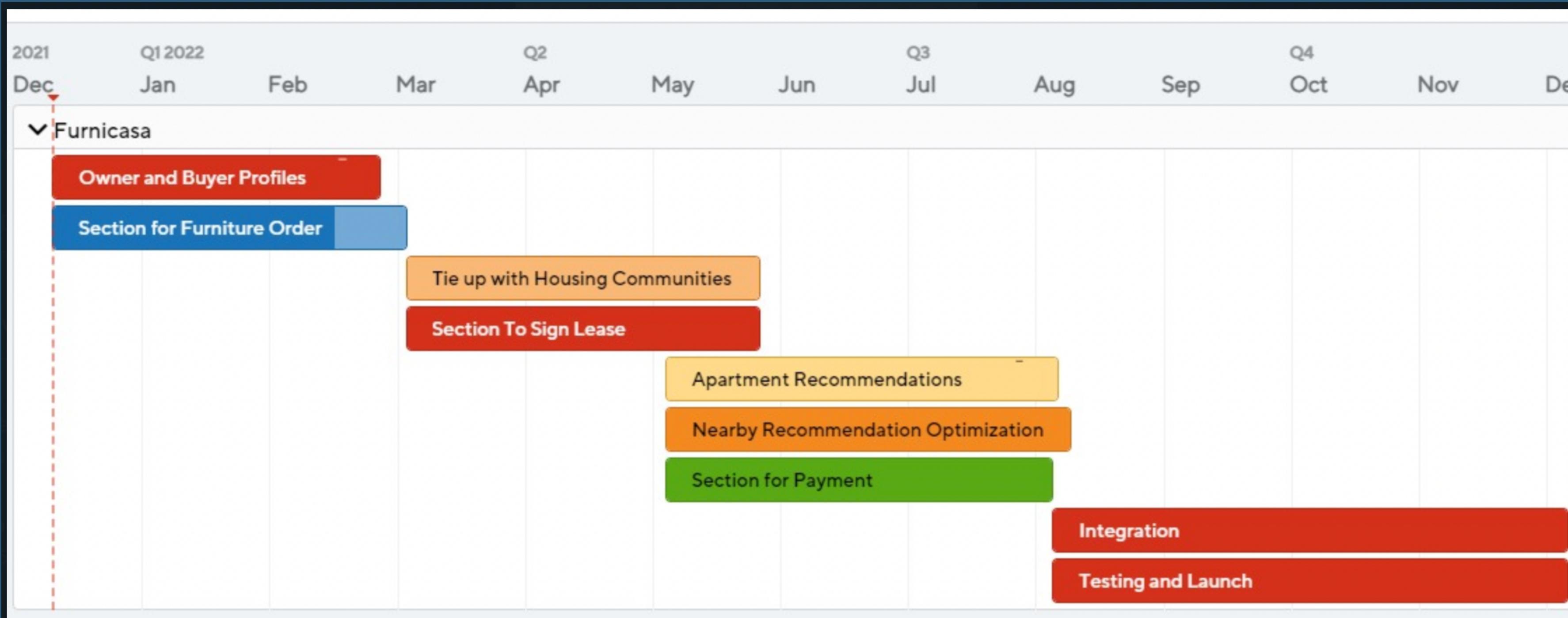


VISION

The vision is to create a centralized platform for students that provides them with housing and furniture information in order to make their transition to a new home as smooth as possible



PRODUCT ROADMAP



TARGET CUSTOMERS



EXISTING STUDENTS

whose lease maybe ending or are looking for new furniture for their existing house

INCOMING STUDENTS

who are looking for their first apartment in a new country and would be relatively unaware about housing and furniture options

USER PERSONAS



Matt F

Age: 35

Occupation: Property Manager

Education: Bachelors

Bio

Accomplished realtor with an experience of 10 years in property management. He currently manages a housing society with over 1000 apartments

Needs

- Platform to showcase his property
- Virtual tours
- Track competitor's market pricing

Pain Points

- Advertising
- Keeping track of market pricing of competitors
- Multiple property tours



Srijan G

Age: 24

Occupation: Student

Education: Masters

Bio

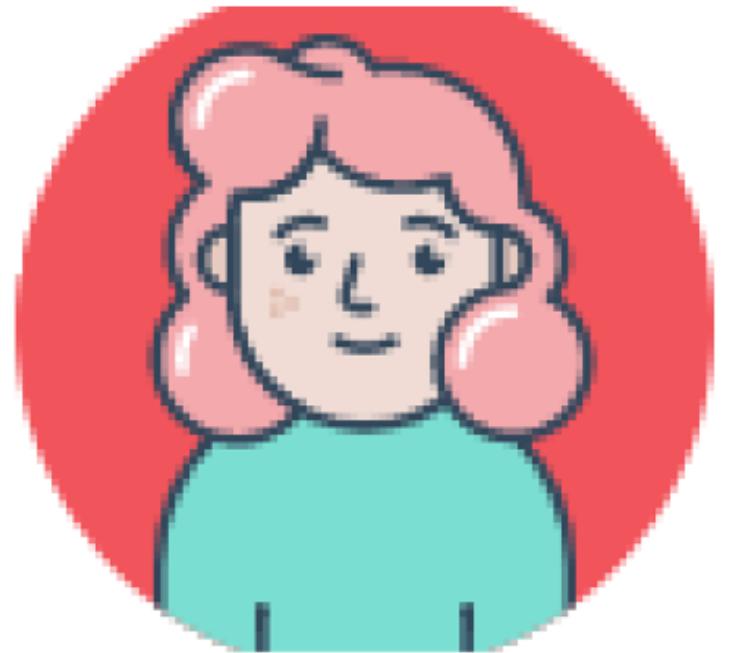
1st year grad student looking for permanent accommodation close to UT Dallas as he wants to spend most of his time in the library.

Needs

- Browse various housing options
- Pictures, virtual tours & reviews of the housing options
- Cost effective platform

Pain Points

- New to the country
- Lack of a centralized platform



Rucha P

Age: 26

Occupation: Student

Education: Masters

Bio

2nd year grad student who wants to shift to a new society along with her friends.

Needs

- Browse various housing options
- Pictures, virtual tours & reviews of the housing options
- Minimal charges

Pain Points

- No single platform that has all the data
- Lack of knowledge about housing.
- She's getting less value for the money she's paying as rent



Antriksh P

Age: 27

Occupation: Consultant

Education: Masters

Bio

Graduate student moving out of Texas for his full-time job. Since he's vacating his apartment, he needs to dispose of his furniture & hence wants to sell them.

Needs

- Sell furniture at the earliest
- Platform which has many visitors so that he can give away his furniture soon
- Minimal charges

Pain Points

- No such platform that satisfies all his needs
- Fake/Spam callers



Nikki S

Age: 24

Occupation: Student

Education: Masters

Bio

1st year grad student looking to furnish her apartment, but she feels that she can't afford to spend too much when she has loans to repay in the future

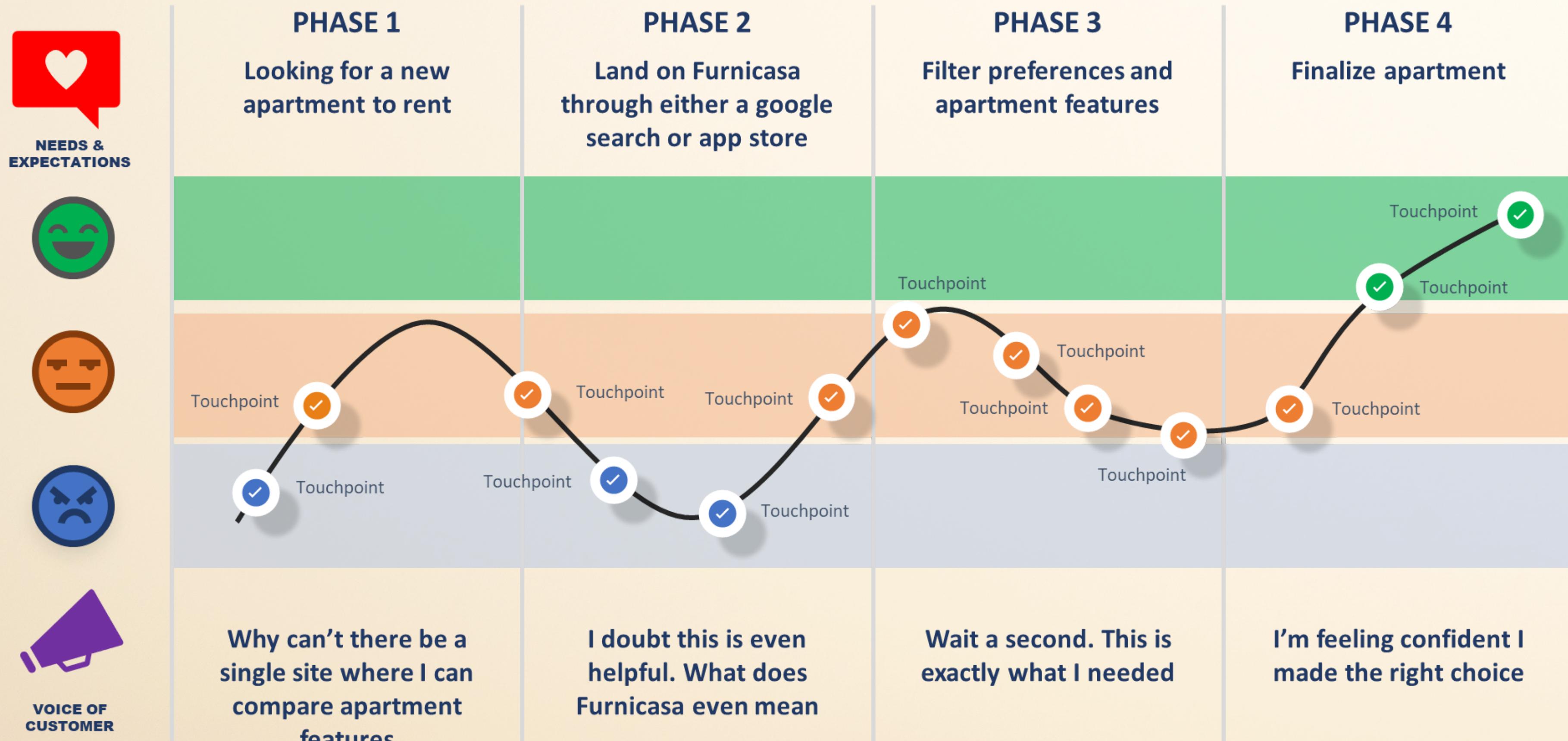
Needs

- Cost effective furniture at the earliest
- Multiple options to choose from
- Platform that has less charges for its services

Pain Points

- No such platform that satisfies all her needs
- Fake/Spam callers

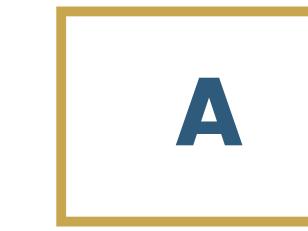
CUSTOMER JOURNEY MAP



FEATURE TABLE

	Furnicasa	Apartment Websites	Furniture Websites	Social Media
Apartment info	Yes	Yes	No	Yes
Furniture Info	Yes	No	Yes	Yes
Help with transportation	Yes	NA	Yes	No
Prioritized notifications	Yes	No	No	No

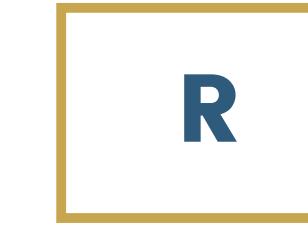
PRODUCT METRICS



Accquisition



Activation



Retention



Referral



Revenue

MEASURING METRICS

METRICS

ACQUISITION

ACTIVATION

RETENTION

REFERRAL

REVENUE

HOW THEY ARE MEASURED

User downloads the Furnicasa app

User creates an account, makes a Wishlist

Repeat visitor(3+ visits in 10 days)

Refer 2+ users who make an account

User becomes a Premium Member
Ad revenue

HOW THEY ARE DRIVEN

SEO, Social Media

Easy to understand and aesthetic UI

Emails/ Notifications reminder

Discounts on items

Ads, Premium Membership



PRICING STRATEGY





Florence Lowe (She/Her) • 1st

Founder & CEO at Alpha Genesis Labs | Rapid Digital & Business Transf...

3d •

...

What do you think? Which SAAS business model is "better"? Ignore in-app purchases for this exercise.

#SAAS #pricingstrategy #mobileapps

Does a mobile app make more money from an ad-supported customer vs a customer who pays \$1.99 (or whatever the price is) for the app?

The author can see how you vote. [Learn more](#)

Ad-supported customer

25%

Paying customer

75%

Other

0%

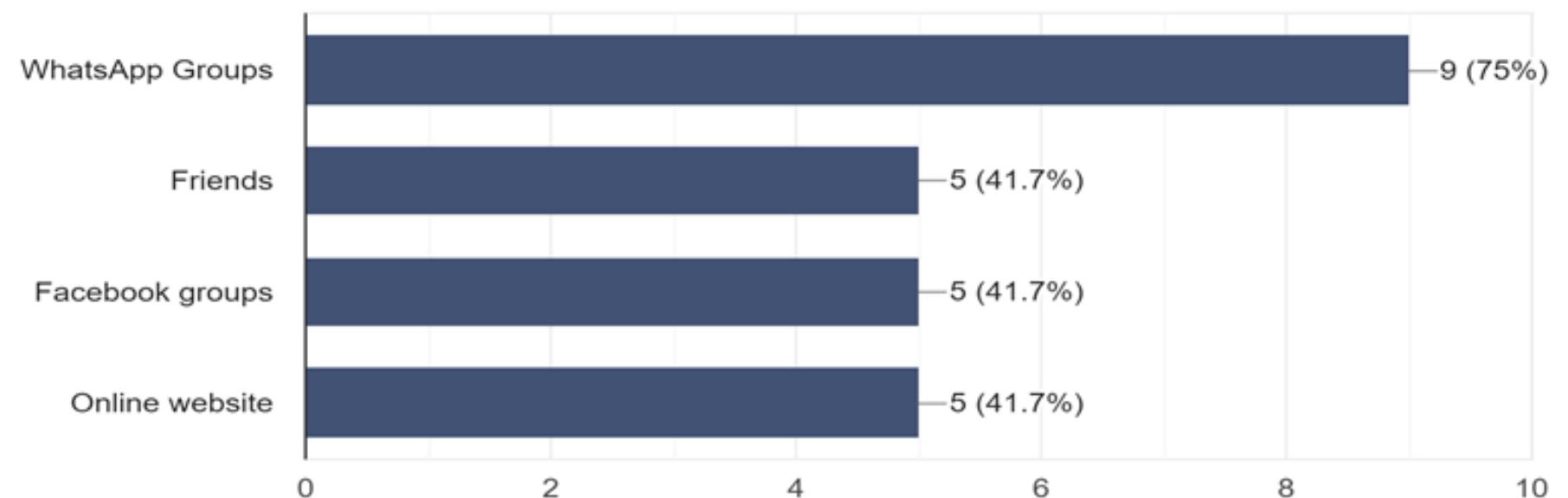
GENERATING REVENUE

Type of User	Revenue	Features
Regular Users	ADS	HOUSING INFORMATION FURNITURE INFORMATION
Premium Users	Monthly subscription fee	ALL OF THE ABOVE + TRANSPORTATION ASSISTANCE BY PROVIDING DRIVERS FOR FREE FOR 1 ORDER A MONTH + EARLY NOTIFICATIONS ON AVAILABLE FURNITURE

SURVEY FINDINGS

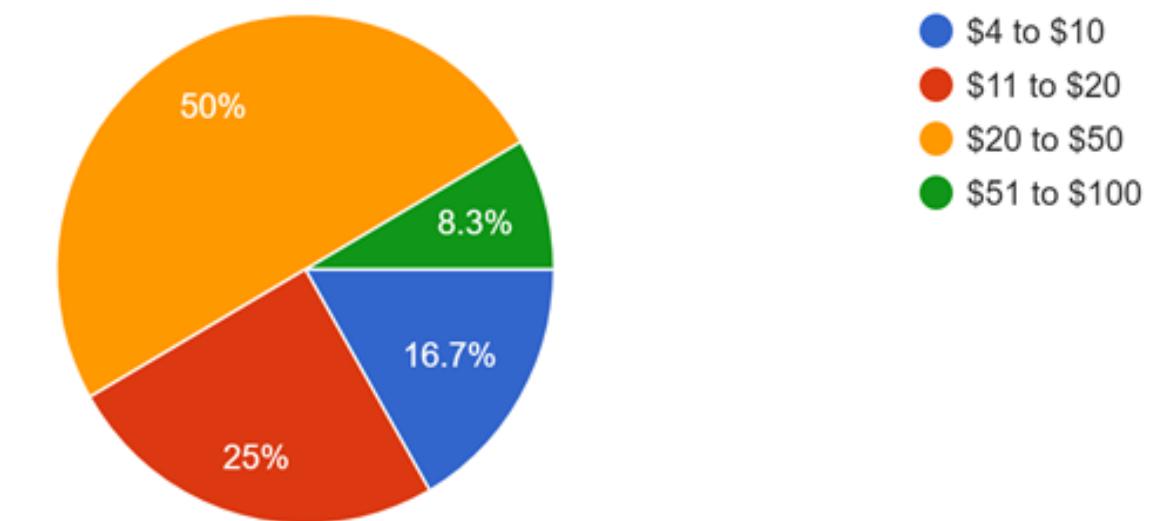
Before moving to USA, where do you receive your housing information from?

12 responses



Select the range you are willing to pay as a student for furniture

12 responses



Information ?

Whatsapp

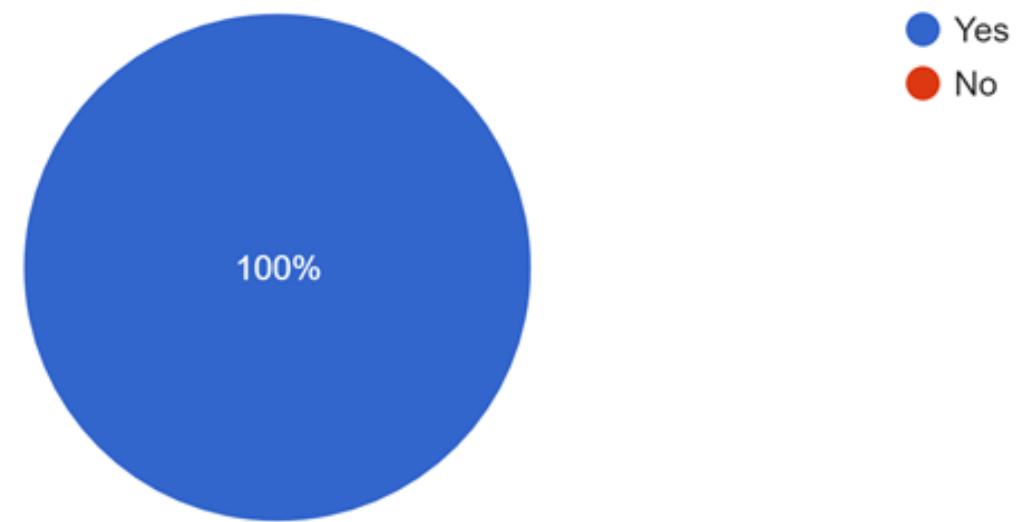
Willing to pay ?

\$20 to \$50

SURVEY FINDINGS

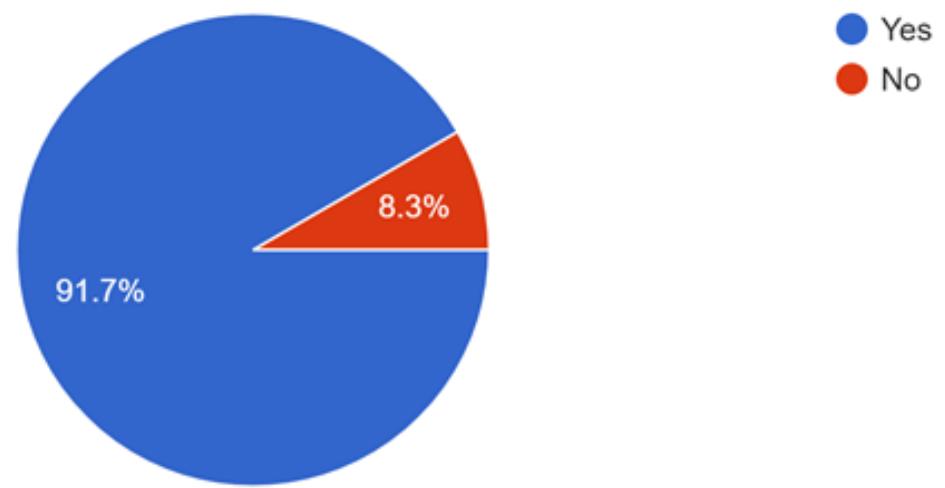
Do you think having such an application will reduce your decision making time and effort?

12 responses



Would you use a centralized application for buying furniture and viewing available housing vacancies?

12 responses



Reduce decision making time ?

Yes

Centralized app ?

Yes - 91.7 %

THANK YOU

