



[PROTOTYPE LINK](#)

Overview

As a new startup, we are trying to eliminate real estate problems with our customer-centric solutions. We intend to provide solutions that are innovative yet simple, fast, and serve the masses. Our Vision is to create an ecosystem that empowers individuals to live on their terms and enhances their quality of life.

Problem

Property Listing Sites prioritize revenue generation by charging customers for property listings, rather than prioritizing the completion of property deals.

Brokers prioritize their commission over their client's interests and offer limited options. The visibility of their client's properties is often restricted to a small number of potential customers.

Other challenges such as settling into a new city, reaching a larger audience, or achieving same-day move-in remain unresolved.

Solution

What We Do – Finding house & helps you make it home.

How We Do That – Creating a marketplace that offers a vast & unique selection of options for users and enables property owners to present their properties to a larger audience hassle-free.

How To Reach Us – Online – App, Website
Offline OneStop Branch for your needs

Market Size

Assesment of Total Market Size

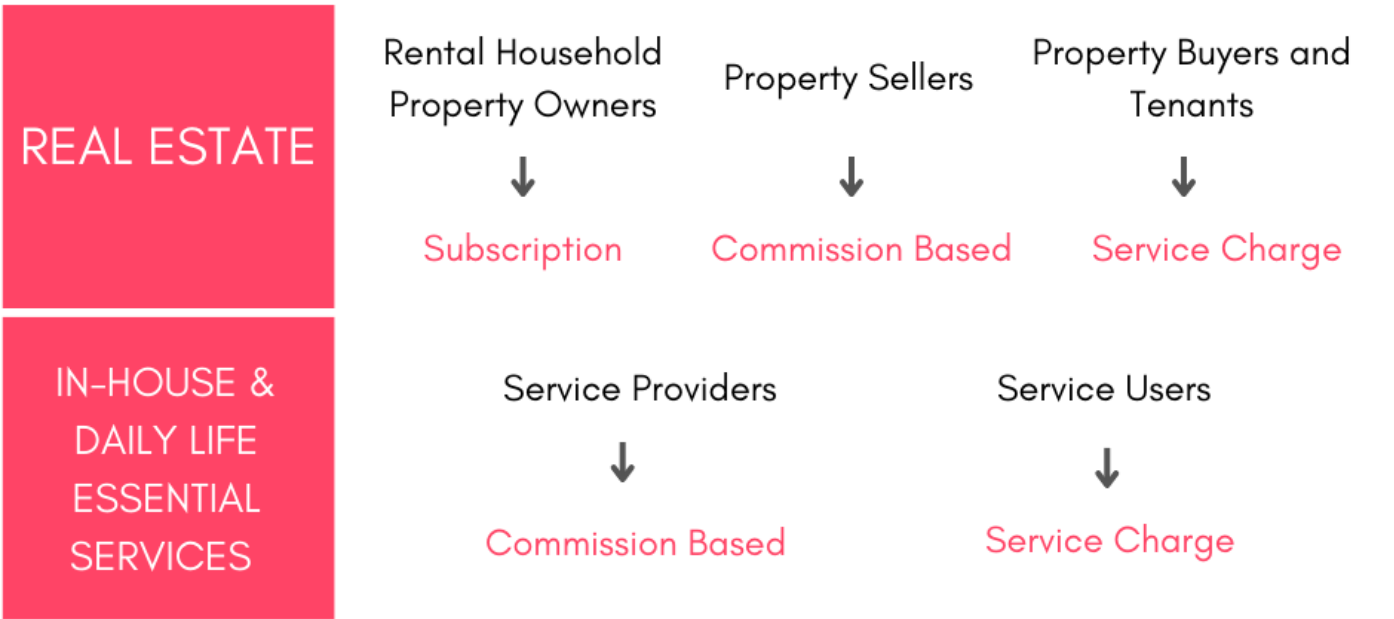


The smaller circle represents our Target Audience

Business Model

DESCRIPTION		KEY OBJECTIVES		STAGE
BiB is a real estate Marketplace for residential and commercial sectors. Our business offers two models: a subscription-based & commission based model for property owners and a freemium model for tenants and buyers.		<ul style="list-style-type: none">Develop a customer-centric MVP with user-friendly and easy-to-use features before Q3 of 2023.Gather property data using diverse strategies that cater to the needs of property owners.Attain the dominant market share of real estate data till 2024 in selected cities.		Ideation with Prototype
CUSTOMER TARGETS	CUSTOMER CHALLENGES	OUR SOLUTION	OUR VALUE	OUR PRICING
<ul style="list-style-type: none">Rental Property Owners/LandlordsTenants looking to relocate or are newcomers in a city.Property Buyers or SellersCommercial Property OwnersReal Estate Investors	<ul style="list-style-type: none">Property Owners deal with tenant acquisition, rent collection, and maintenance and repairs oversight.Tenants struggle to find properties that meet their specific needs.Property owners and buyers struggle with property search and paperwork.	A one stop platform with unique solution & features that caters to different variety of customers like Property Owners, Tenants, Buyers & Sellers or Investors.	Bib strives to organically eliminate real estate challenges, ensuring people never have to deal with the stress and hassle.	With low CAC, or Customer Acquisition Cost such as lead generation we intend to make our price point comparable cheaper than our competitor to target a larger audience.
USP		GO-TO-MARKET		
Apart from having a large database, we have various USPs & strategies that are currently not in the market that benefits users like - <ul style="list-style-type: none">A simple app for Property Owners to list and manage their property related things.Unique Marketing Strategies<ul style="list-style-type: none">Same-day Move In FacilityPersonal Insight for Property Owners<ul style="list-style-type: none">Offline One-Stop-Shop for everyoneFeatures like Earn from Home, Secure your Property.<ul style="list-style-type: none">ROI is far greater than our competitors		<ul style="list-style-type: none">Our platform are available in Online and Offline market.Our platform is accessible through App and WebsiteOur One-Stop-Shop allows customers without smartphones to connect with us.We are also targeting customers who are new to a city and looking to find a place.QR Boards located throughout the city, which make house hunting easy by allowing customers to scan and access property details.		
INVESTMENT REQUIRED		GROWTH OPPURTUNITY		
Components	Cost(in dollar)	Cost(in Indian Rupee)	Duration (in month)	
Website + App Development	55k	44 Lakh (apx.)	3-6	<ul style="list-style-type: none">Developing the platform along with collecting data in single city such as Delhi or Bengaluru taking into the account of market size and increasing job opportunities.Expansion from 1 city to all other Tier 1 cities before establishing in Tier 2 cities where the market share is marginal of our competitors.Our plan consists of 4 phases, with Phase 1 focusing on property listing and services. We intend to expand our company into other sectors after Phase 1, creating a ecosystem for all our users.
Office Setup	12k	10 Lakh (apx.)	6	
Employee	30-38k	24-30 Lakh (apx.)	6	
Server	3-5k	2.5-4 Lakh (apx.)	6	
Miscellaneous Expenses	10k	8 Lakh (apx.)	6	
Total Cost	\$110 - \$120k	90 Lakh - 1 Cr (apx.)	6 month	

Revenue Source



Competitive Advantage

Better
Engagement

Targets A
Larger
Audience

Effective
Marketing
Strategies

Lead
Generation
Strategies

Daily Life
Services

We have several additional advantages that set us apart from our competitors –

- Dedicated Owner App
- Property Insight for Owners
- Earn from home options
- Realistic Service Options
- Affordable Cost
- Focus on Closing Deals
- Offline Solutions

The Team



Prashant Kr. Singh

B.Tech in IT from KIIT

(Kalinga Institute of Industrial Technology)

(1.5 year experience in Infosys As System Engineer) (3 years experience as Freelancer)

Founder



Abhinav Singh

BCA in IT from JNU

(Jaipur National University)

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Other Key Members



Payal Singh

B.Tech in CSE from SVTU

(8 years experience as Cyber Security Engineer in IBM, Accenture, Wipro & Optum India)



Anand Jhunjhunwala

B.Tech & M.Tech from

IIT Kharagpur (2017-22)

(Major – Electronics & Electrical Communication with 9.6 CGPA
Minor – CSE with AGPA 9.53)



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B.Com from St.Xavier

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