



LazerFocus:YourSpace Case Challenge

A blurred background image showing several students in a dormitory or university residence hall setting. Some students are visible in the foreground, while others are in the background near balconies and common areas.

Innovating India's
Student Housing Industry

Team TwinAce

ANANYA CHOPRA

+91 9818747923

ananyachopra11@gmail.com

AVISHI CHOPRA

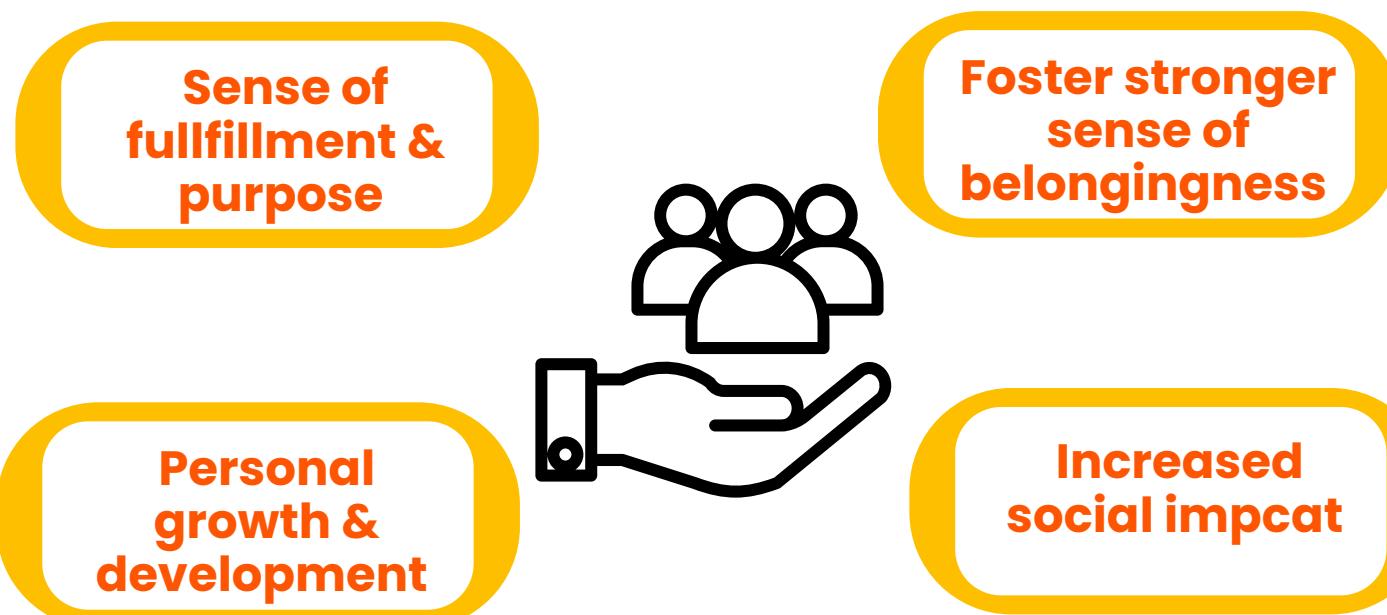
+91 9560514998

avishichopra11@gmail.com

ANCILLARY REVENUE: COMMUNITY ENGAGEMENT

1. Community Service & Volunteering

Partner with Local NGOs: Collaborate with local NGOs to **organize community service projects**, such as food drives, blood donation camps, or environmental clean-up drives.



2. Wellness Activities: YourSpace Unite

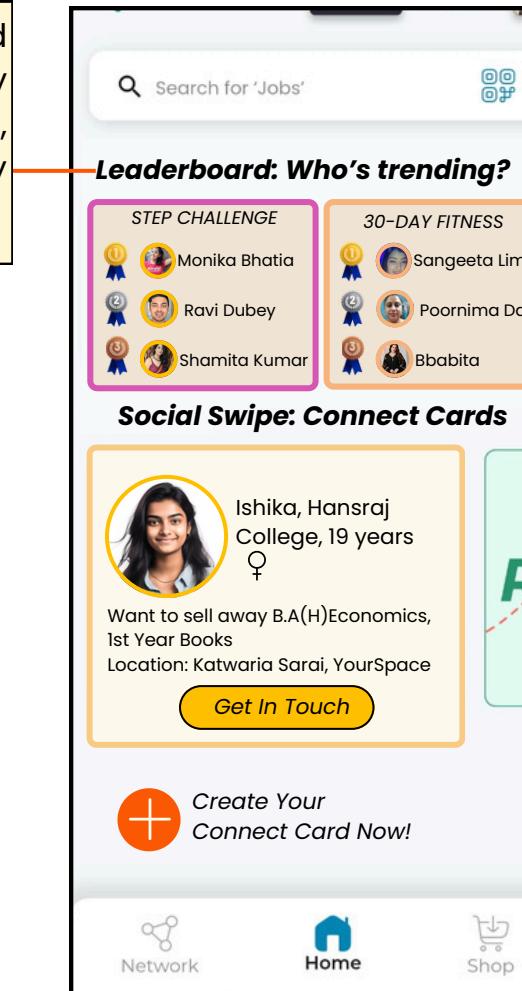
Leaderboards categorised based on Community Contests like Marathons, Step Competition & 30 Day Challenges.

TRACK PERFORMANCE IN FITNESS CHALLENGES

PARTICIPANTS EARN POINTS BASED ON THEIR PERFORMANCE

POINTS ARE ACCUMULATED AND DISPLAYED ON A LEADERBOARD

RESIDENTS REACH MILESTONES & UNLOCK REWARDS



A series of **inter-branch** wellness **challenges** & activities designed to foster community, promote healthy living, & encourage friendly competition.

01



INTER
BRANCH
WALKS

02



30-DAY
FITNESS
CHALLENGE

03



STEP
CHALLENGE

3. All Things Fun Collaboration



Themed Events: Collaborate on events such as "Game Night," "Movie Nights," or "Art Sessions."



Exclusive Events : "ATF" events exclusively for YourSpace residents, fostering a sense of community.



Dedicated Event Spaces: Host events within designated common areas at YourSpace-lounges, courtyards, etc



Credits Program: Points-based system, "fun credits" for participating in "ATF" events, redeemed for discounts on rent, amenities, or other services.

ANCILLARY REVENUE: COLLEGE FUNCTION INTEGRATIONS

1. Career Fairs & Workshops

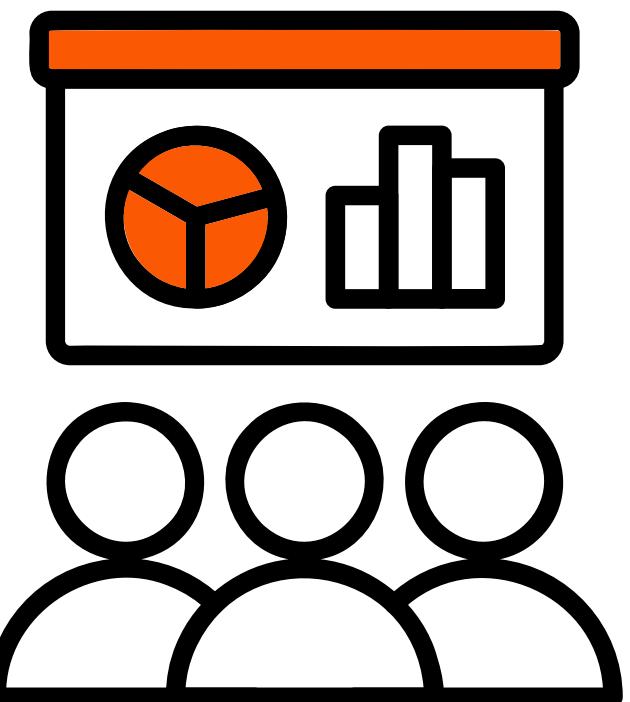
YourSpace leverages its **resources & infrastructure** to create a **valuable platform** for both students & recruiters, partnering with **college placement cells**.

Enhanced Employability

Potential Revenue Generation

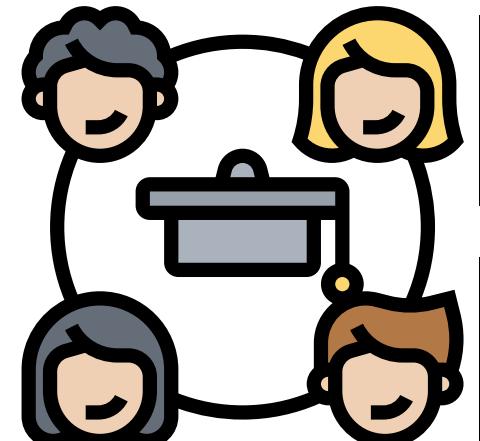
Convenient Access

Brand visibility & engagement.



3. Alumni Chapters & Meet-Ups

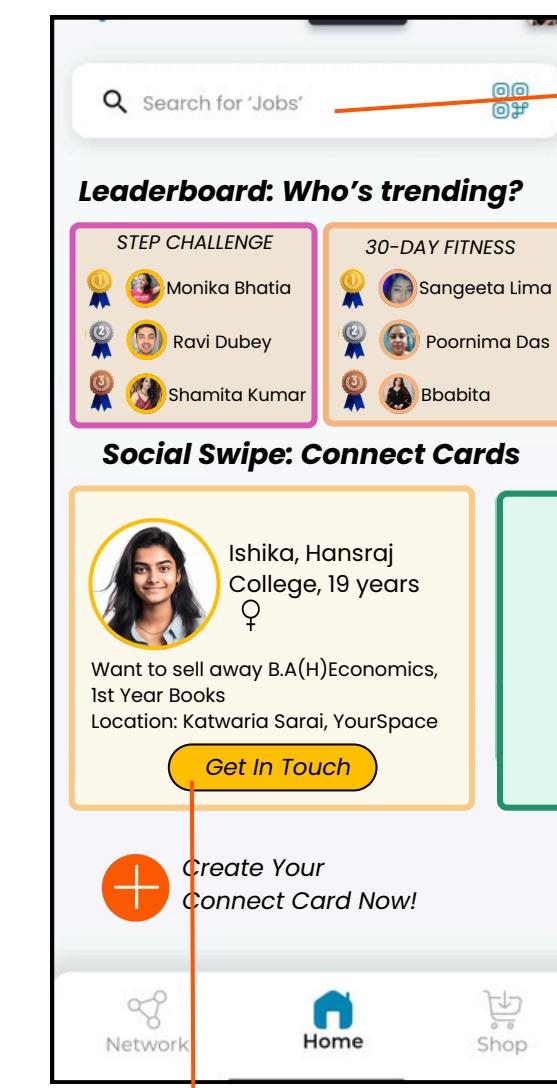
Showcase the **success stories** of alumni who have found employment or pursued higher education after residing in YourSpace Properties.



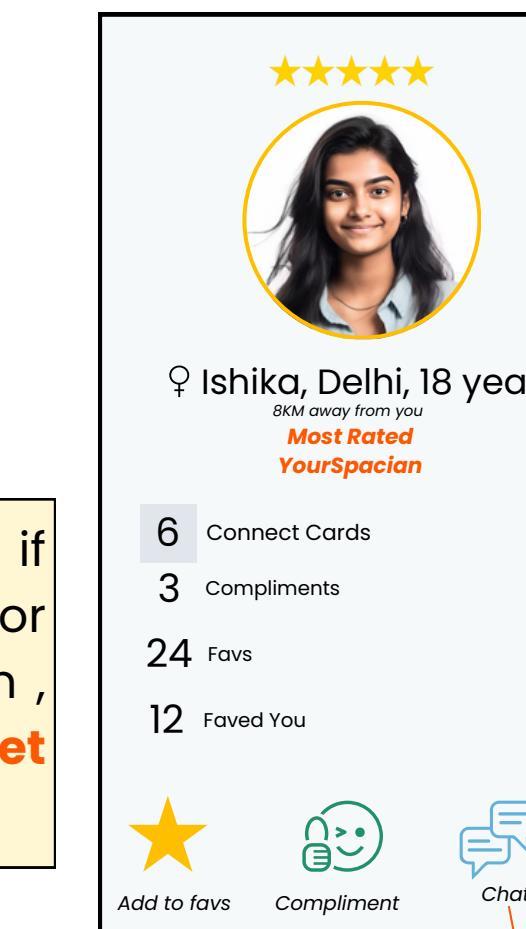
Strong sense of community & engagement.

Venue for alumni chapter meetings & gatherings,

2. Platform Based Engagement



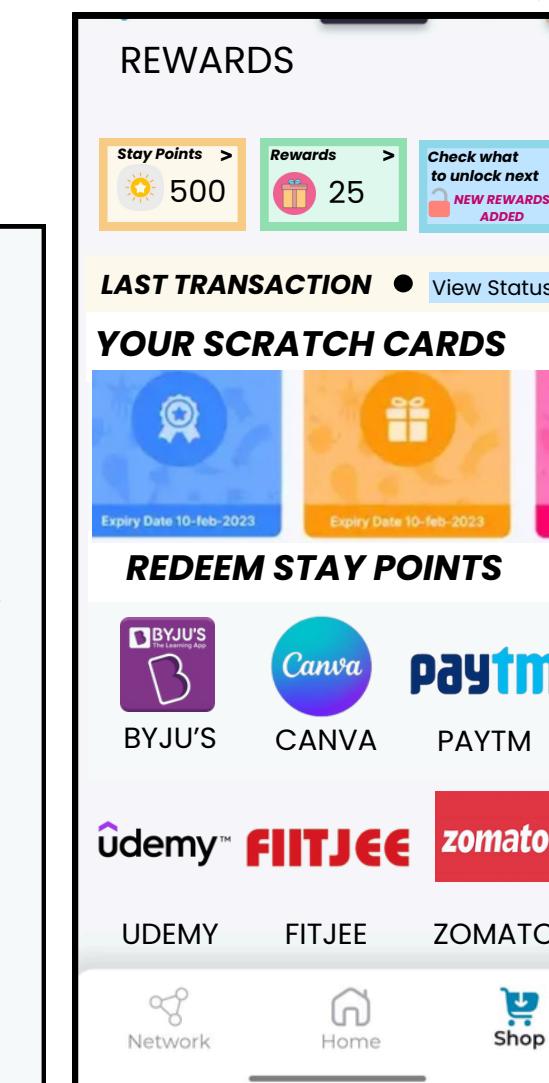
Integrate a **job board** directly into platform, allowing companies to post open positions specifically for YourSpace residents.



Cards created by users, if users wish to network or connect with the Spacian , they can click on the '**Get In Touch**' button.

"Your Spacian" gives a sense of shared Identity & community culture

Incentivize user engagement & loyalty through rewards program, **gamification** elements, & sharing.



Chat button to initiate the conversation

Scratch cards offer meaningful rewards, discounts on future courses or access to exclusive content.

Refer & earn rewards

Make 20 more referrals to unlock!

Stay Points Bonus
100 Karma points credited on 14th Aug'24

Verification Badge
Unlocked for you!

Feature on Leaderboard
Make 10 more referrals to unlock this reward!

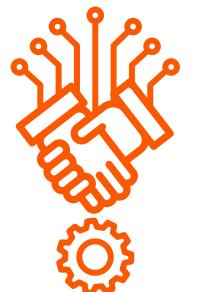
Cash Withdraw
Make 20 more referrals to unlock this reward!

Network **Home** **Shop**

Earning potential: Allows students to earn money by completing tasks or referring friends. This can be a great way for students to supplement their income. Gives students the **financial flexibility** to cover unexpected expenses or invest in their future.

ANCILLARY REVENUE: OTHER REVENUE STREAMS

1. In-House Travel Services: YourTravel



FLEET

Invest in a **fleet of vehicles** (cars, autos, vans) and employ drivers.

TECHNOLOGY

Integrate a **booking system** within the existing platform.

PRICING

Offer **competitive fares**, with discounted rates for frequent users or monthly passes.

CONVENIENCE

On-demand booking, scheduled rides, shared ride options to **optimize costs**.

2.Sign-Up Verse

Collaborate with leading educational platforms (Udemy, Coursera, etc), design tools (Canva, Figma), professional resources (CMIE, Bloomberg) & other relevant organizations to offer **exclusive benefits to YourSpace residents**.



Curated Access
Tiered Packages

3.“Essentials Corner”- Supplies Floor



Convenience for Residents

Create a **dedicated floor** within the YourSpace building can house a wide variety of stationery, study supplies, First-Aid, Printing- Lamination facilities, Snacks & Beverages & other essential items for the residents.



Revenue Generation

Generate an additional income by selling these products at competitive prices to residents & the surrounding community

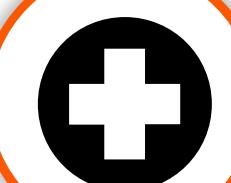
4.AFFORDABLE NECESSARY SERVICES

01



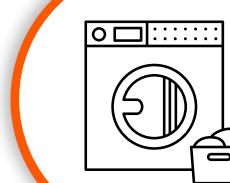
Wi-Fi & OTHER AMENITIES

02



FIRST-AID SERVICE

03



LAUNDRY & HOUSE CLEANING

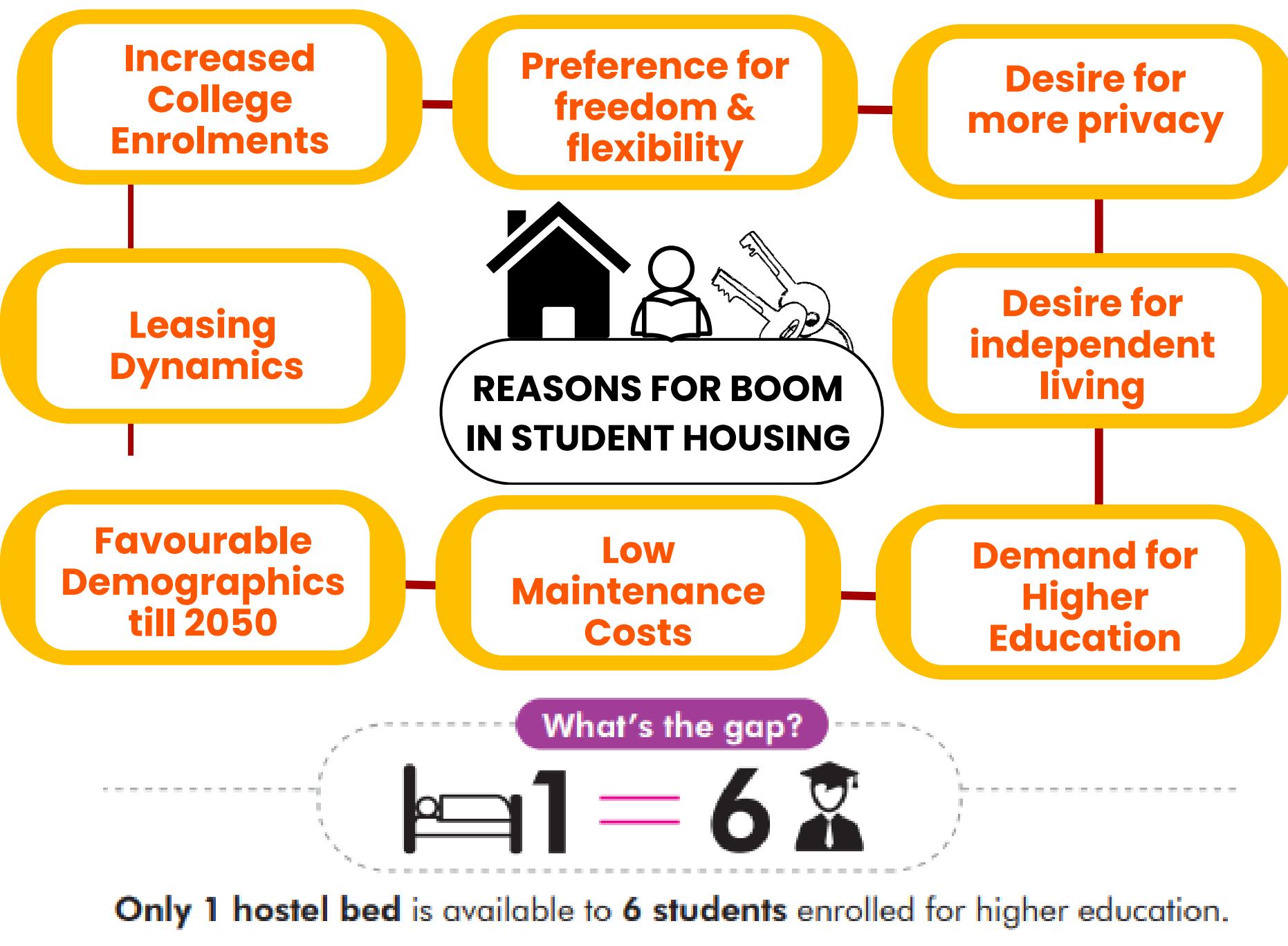
04



LIBRARY/ STUDY ROOM

SME REITs: MARKET FEASIBILITY & VIABILITY

INCREASED DEMAND



26.3%

GER in 2018-19

27.3%

GER in 2020-21

28.4%

GER in 2021-22

COST- BENEFIT ANALYSIS



MARKET FEASIBILITY: REGULATORY FRAMEWORK & MODEL

LEGAL & OPERATIONAL REQUIREMENTS

REIT-Enabled Ownership Model for Student Housing

TAX REGULATIONS

A committee must be formed to create specific tax regulations & provide a platform for stakeholders to engage in discussion.



STANDARD GUIDELINES

Could give an opportunity to codify best practices & facilitate coordination among stakeholders.



INCENTIVE BASED SCHEMES

Operators or developers following the above guidelines must be incentivised.



DEFINITION OF STUDENT HOUSING

Government must recognise & provide a formal definition to student accommodation .



1

FUND COLLECTION THROUGH REITS

1. Issue REITs for existing properties in portfolio.
2. Utilize a crowdfunding platform to facilitate sale.
3. Conduct marketing campaign to attract investors
4. Provide educational resources & workshops to inform potential investors about REITs, their risks, & rewards.

2

ONBOARDING OF INVESTORS

1. Identify & target suitable investor profiles
2. Develop a value proposition highlighting benefits of investing: Attractive Returns, capital appreciation diversification, professional management technology integration
3. Establish a streamlined onboarding process for new investors, including KYC/AML checks & digital account management.

3

ASSET IDENTIFICATION & DEVELOPMENT

Identify strategic locations for new developments, focusing on areas with high demand for student housing (e.g., proximity to universities, colleges, and employment hubs).



4

LEVERAGING PARTNERSHIPS

1. Government & Universities: Secure land at favorable rates, obtain tax exemptions, & access potential funding opportunities.
2. PPP Model: Co-develop and manage student housing projects.
3. Private Universities: Develop and transfer assets to private universities, providing long-term revenue streams.

5

EXPANSION & SCALING

1. Replicate successful project models in high-growth markets.
2. Issue new REITs for each successful project to attract new investors & fund future developments.
3. Diversify the REIT portfolio by investing in different asset classes within the student housing sector

INVESTMENT MODELS

APPROACH I : PROPTECH SOLUTIONS



360 Degree Virtual View

Allow potential investors to **explore the property & specific units** from the comfort of their homes, providing a **realistic sense of space & layout**.



Drone View

Bird's-eye view of the property's location, showcasing its proximity to campus, local amenities, & surrounding neighbour to make **informed decisions**.



Interactive Floor Plan

Making it **simple for investors** to view room measurements, access floor layouts, and picture furniture placement.



YourSpace, YourWay: Webinar

Release **engaging informative webinars** with relevant stakeholders to discuss SM REITs & details of YourSpace property including relevant information for the investors.



Virtual & Augmented Reality

Provide a realistic & engaging experience, helping to make informed decisions. Will help highlight important features of the student housing.



APPROACH II : CONTECH SOLUTIONS

Environmentally friendly structures not only contribute to a healthier planet but offer **long-term cost savings & increased property value**.



GREEN BUILDINGS



SOLAR POWERED BUILDINGS



SMART THERMOSTATS & LIGHTING CONTROLS

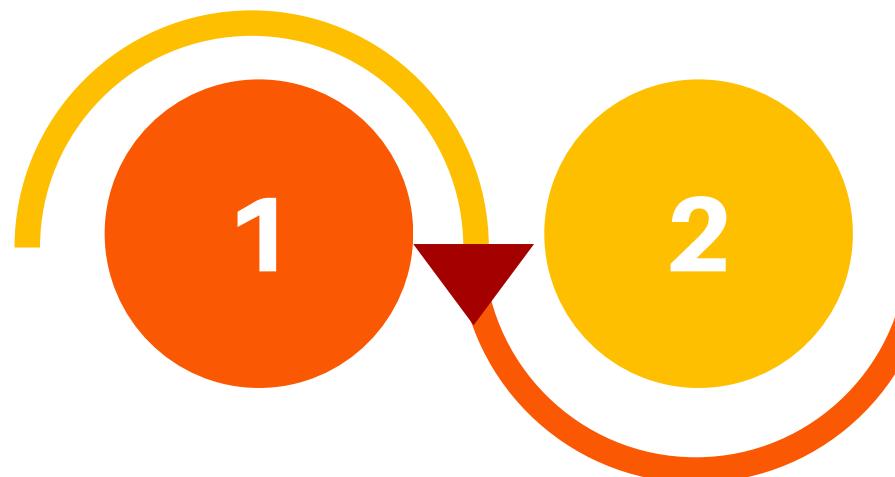


WATER SAVING FIXTURES

APPROACH III: ATTRACTING FOPs

SMART CONTRACTS

Automate terms of FO agreements, reducing need for **intermediaries**, minimizing the risk of disputes, & **cutting** down on time & costs.



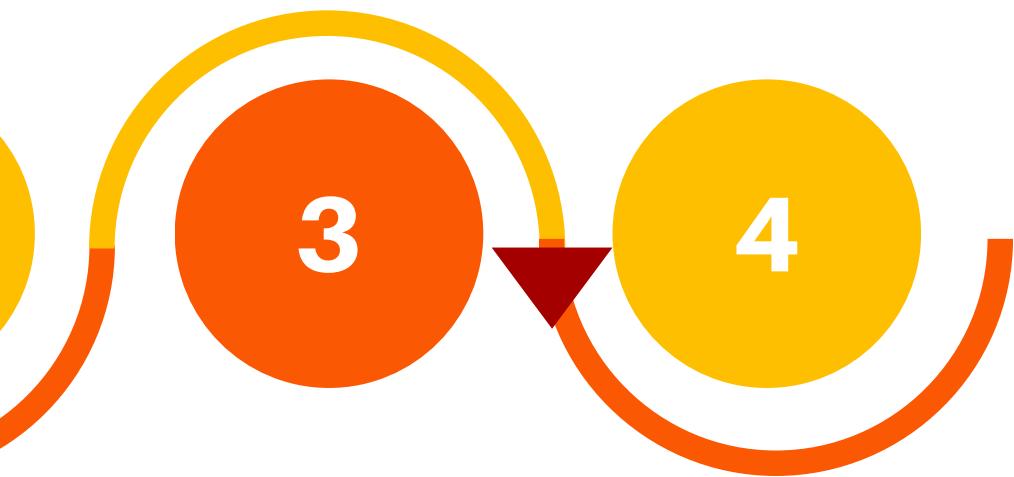
BLOCKCHAIN TECHNOLOGY

Tokenization of real estate assets into fractional shares represented by digital tokens, -transparency, security, & ease of transfer.



USE OF AI

Analyse the **market data**, keep track record of potential investment properties, & predict trends of future in terms of investment.



DATA ANALYTICS & MODELLING

Assess **historical**, current, & predictive trends to help investors understand market dynamics, optimize property valuations, and perform **risk assessments**.

FRACTIONAL OWNERSHIP: PILOT LAUNCH

PHASE 1: PLANNING & PREPARATION

Target number of investors



Team Formation



Legal & regulatory due diligence



Creation of strong pitchdecks



Identify previously ignored real estate investors : tapping new market

Relations with financial advisors.



PHASE 2: INVESTOR ONBOARDING

Launch investment platform

Begin accepting investor applications.

Initial investor outreach & direct sales

Form the fractional ownership fund

Establish regular communication channels

Implement property management strategies.

PHASE 3: OPERATIONS & GROWTH

Monitor market conditions & adjust investment strategies

Review of the pilot program's performance

Identify areas for improvement & refine the process & platform.

Develop plans for scaling the fractional ownership platform

Explore new awareness channels (TV, social media challenges).

HOLISTIC COMBINATION STRATEGY

LEASE TO OWN LISTING PLATFORM: YourSpace Hub

PLATFORM LAUNCH

YourSpace establishes a network of leased properties from owners.



STANDARD SETTING

Yourspace sets minimum standards for building operations



CUSTOMISED SERVICES

Owners retain ownership & provide tailored services amenities.



SERVICE PROVIDER

Yourspace provides property management, marketing, & resident services.



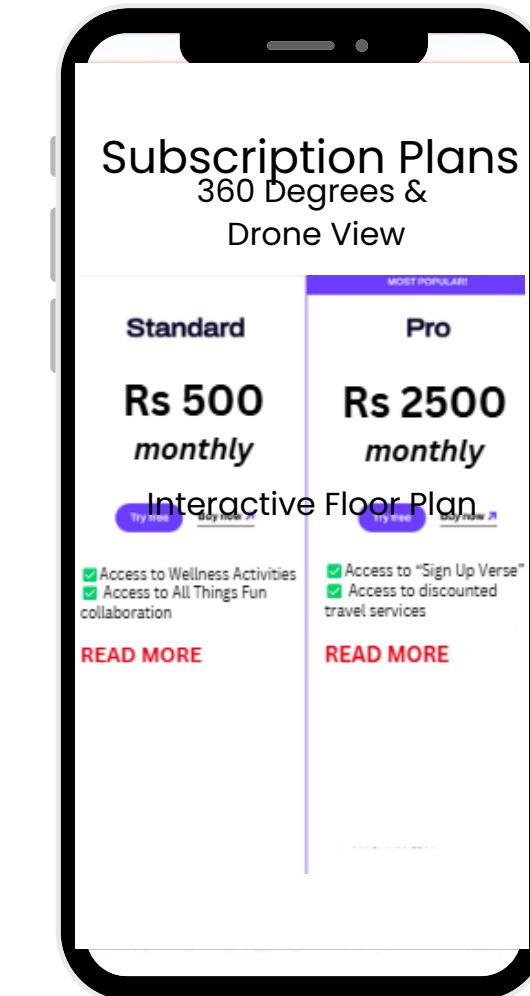
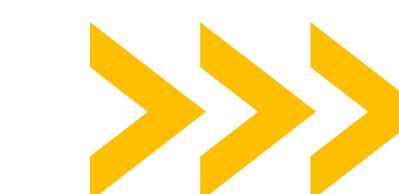
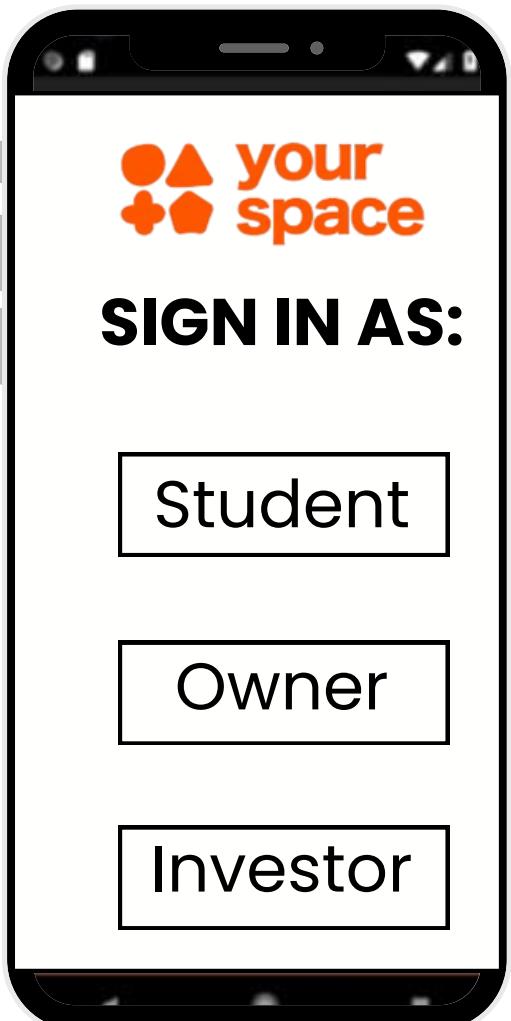
REVENUE SHARING

Revenue is shared between Yourspace & property owners based on agreed-upon terms.



PROPERTY LISTING PORTAL

User-friendly interface to list properties. Detailed property information & customizable packages.

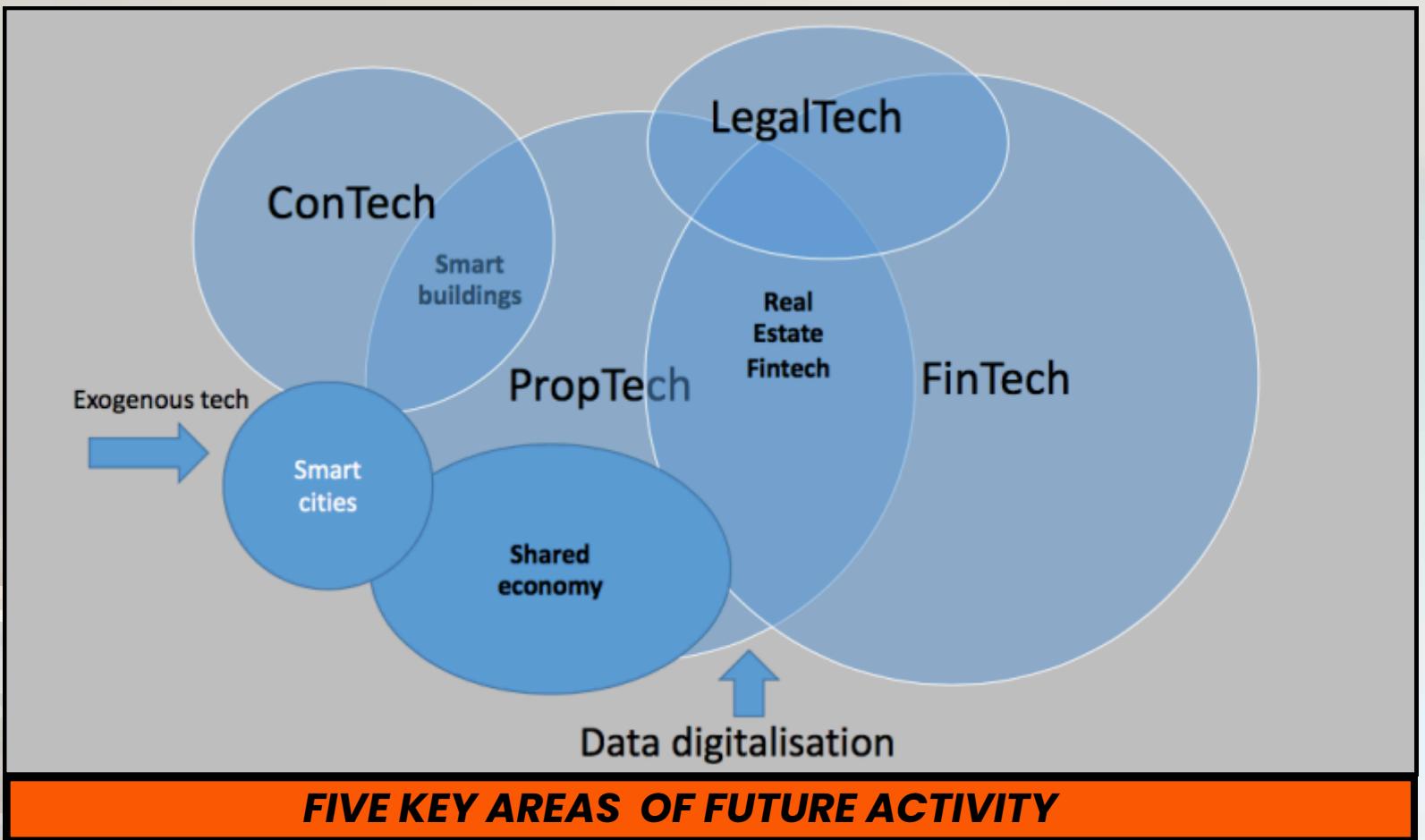


YourSpace must **invest alongside SME REIT investors** following the **regulations by SEBI**

YourSpace should get itself backed by **authentic names** for **institutional capital**. Curating a carefully designed pitchdeck.

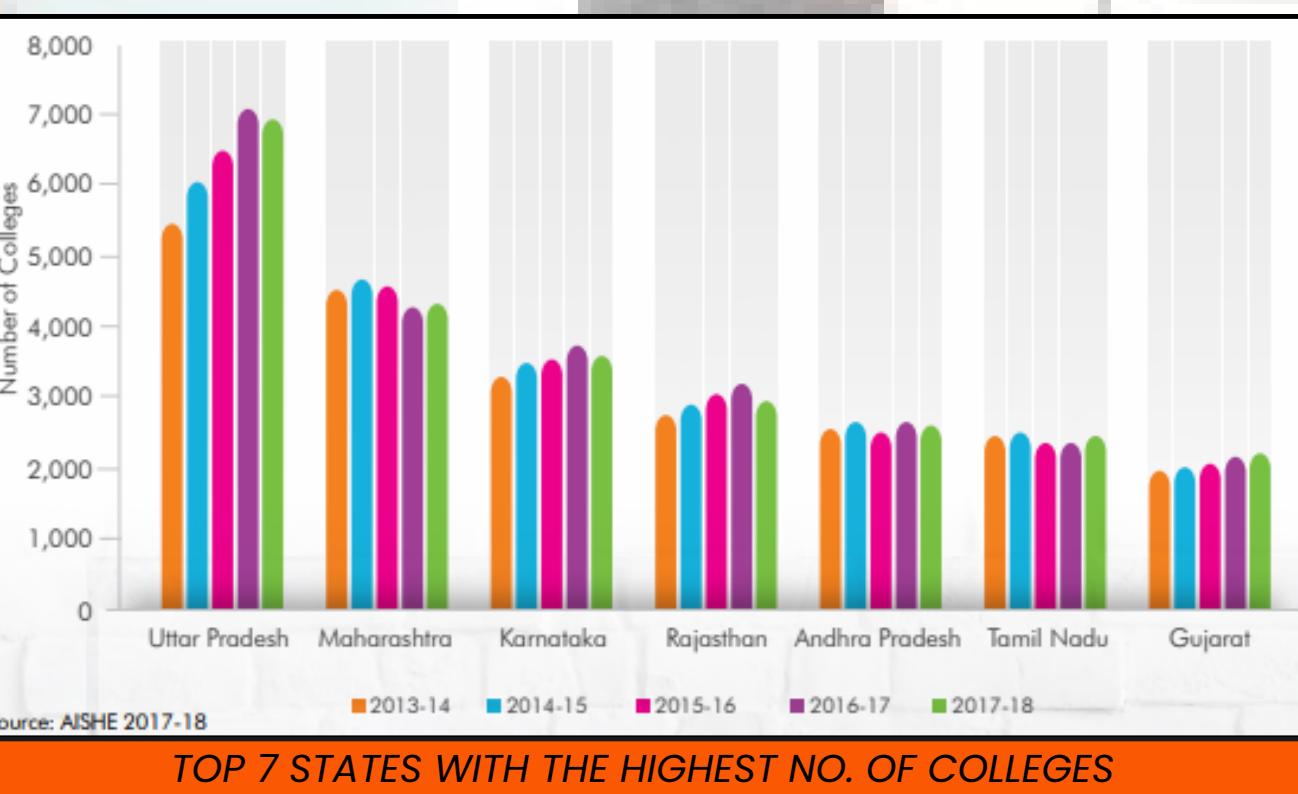
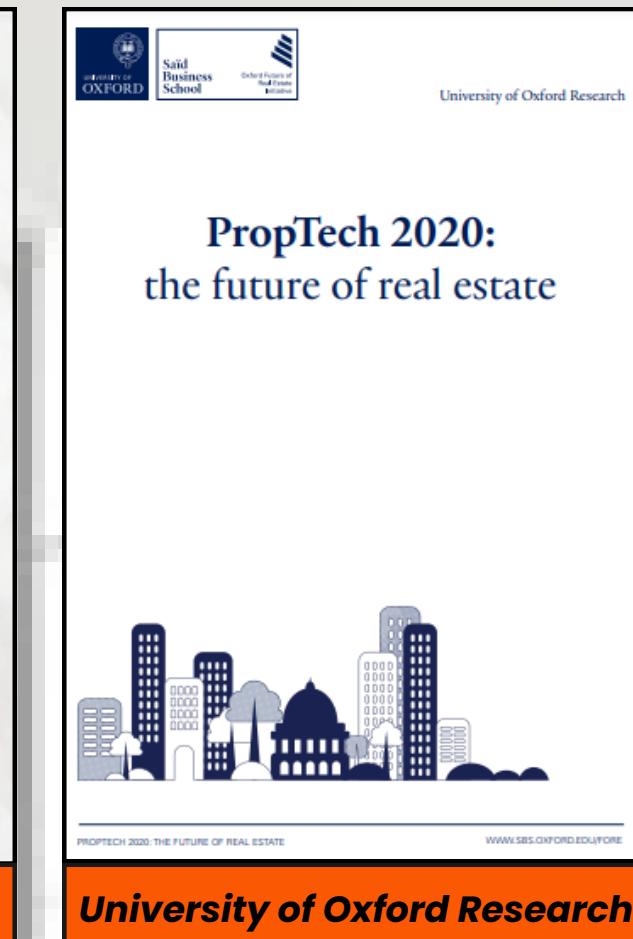
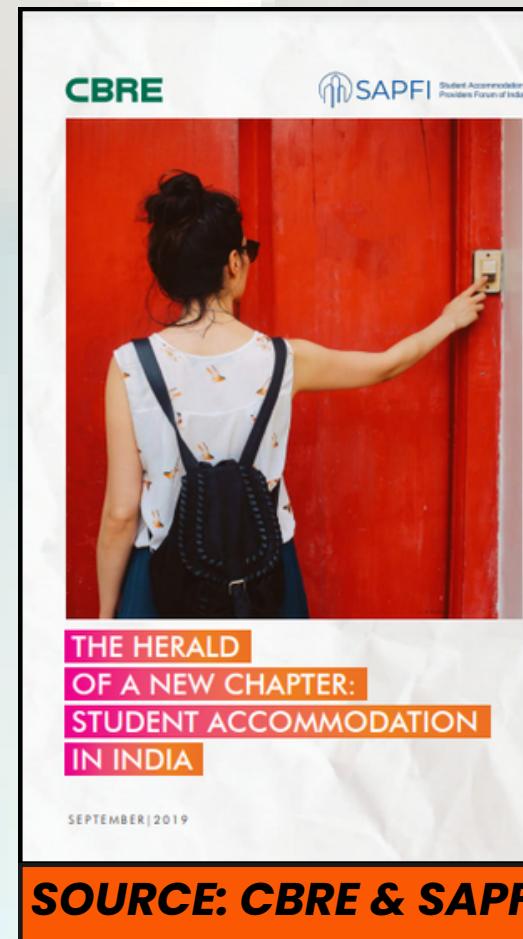
YourSpace should let investors use **Virtual Reality for property visits**, let investors track their **portfolios via their app** & use **AI for data driven insights**.

APPENDIX:



RE FinTech	ConTech	Business Processes	Modelling	Smart Real Estate	Analytics
Cryptocurrency	Pre-Fabrication	CRM	BIM	Smart Building	Predictive Analytics
Blockchain	Modular Building	Workflow Management	VR/AR	Internet of Things	Automated Valuation
Peer to Peer		Chatbots	Augmented Reality	Smart Home	Artificial Intelligence
Crowdfunding			Digital Twin	Urban Mobility	Big Data
			3D Modelling	Smart City	Data Analytics
				Sensors	Geospatial
					Mapping

DATA DRIVEN PROPTech APPLICATIONS



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THANK YOU

WE ARE OPEN TO ANY QUESTIONS!