

## INTRODUCTION

Staud

Accommodation made easy



Contact: [getstaud@gmail.com](mailto:getstaud@gmail.com), +2348126545865

## WHAT IS THE PROBLEM?



University students struggle to find **safe, supported** and **satisfactory** accommodation outside their campuses. This is due to the risks that have risen with the boom of the real estate industry.

### **Based on our research,**

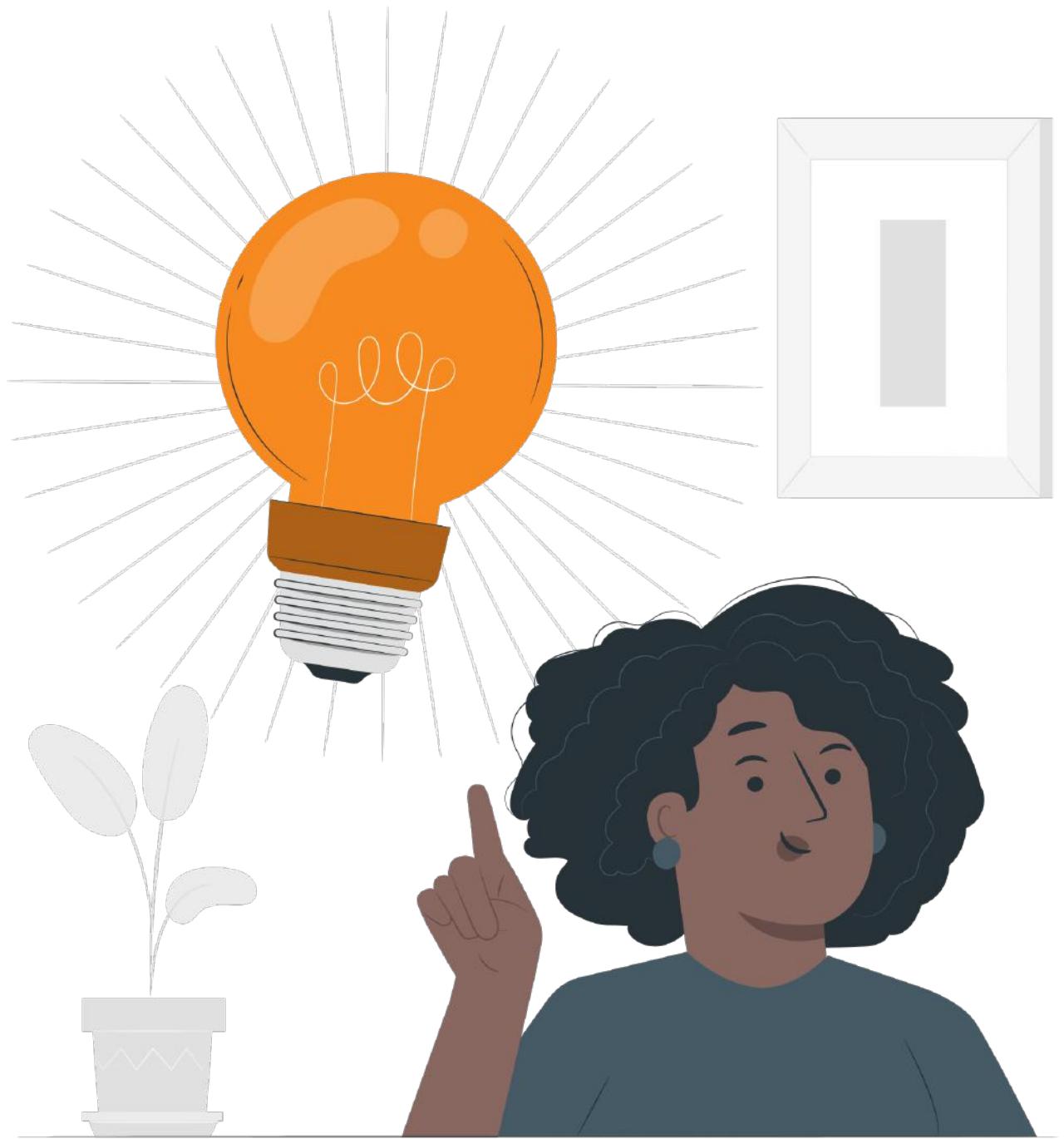
- 75% of university students find it rather difficult to find accommodation off-campus.
- 1 out of every 10 students has been scammed while looking for a place.
- Barely 30% of students are fully satisfied with what they pay for.
- 50% of students report having fair to bad academic performance as a result of poor accommodation.

## WHAT IS OUR SOLUTION?

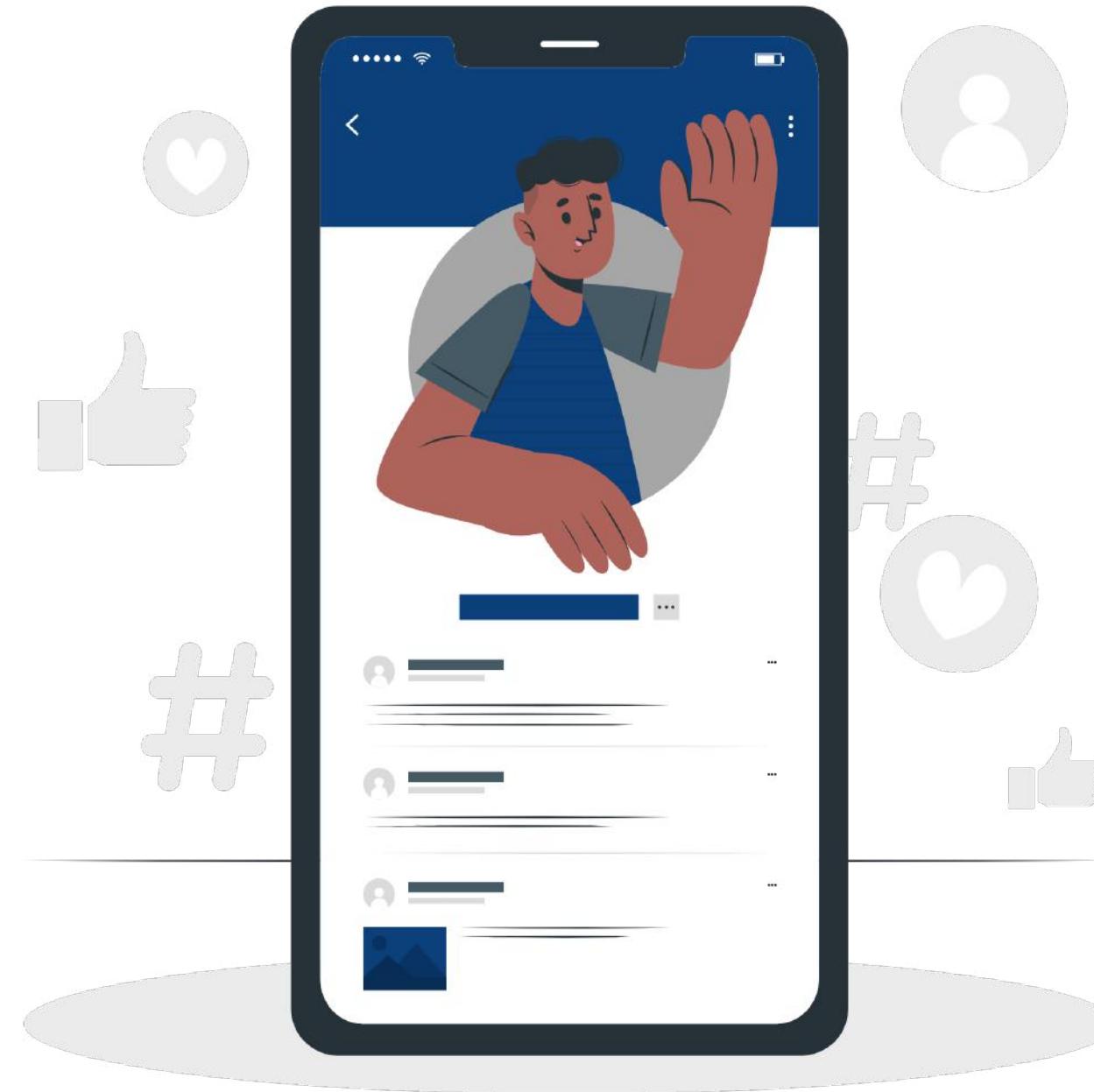
Staud is a digital business solution designed to make university student accommodation easy so students can focus on working at their best academically, and achieve their overall goals.

**“There is nothing more important than a good, safe and secure home.”** - Rosalynn Carter.

- Staud will provide a platform for students to access accommodation easily - all in one place.
- We seek to also provide agents, managers, landlords and companies with a digital presence to verify, post and connect their listings with the student market.



## HOW DOES IT WORK?



**Upon solving these problems,**

1. Students will perform considerably better in their academics, which is a major benefit.
2. For the money spent, they will receive a great deal of value.

Our digital platform, [\*\*www.GetStaud.com\*\*](http://www.GetStaud.com), will help students find the home they need for school without stress or worry, as well as provide a powerful platform for house/hostel agents, managers and owners to display their various properties, also all in one place.

Step 1: Go to [GetStaud.com](http://www.GetStaud.com)

Step 2: Look for your ideal home.

Step 3: Request an inspection from the agent.

Step 4: Make your payment and move into your new home.

## INDUSTRY DISRUPTION



Staud has discovered this gap and has positioned itself in a unique and innovative method that has never been done before. Our solution is a cutting-edge innovation of a long-standing system.

We seek to work with the ‘competition’ to bring **Digital Transformation** to the Student Accommodation industry, making it more efficient and scalable for students across Nigeria and the continent at large. As a result, we've set our ambitions high because we're in a great position to enter this rapidly expanding market.

## OUR BUSINESS STRATEGY

We follow a tailored approach towards making and keeping our clients and customers.

**For our target clients: House Owners, Agents and Hostel Managers:** We will meet and propose our business to prospects and present our structure in bids for negotiations to bring them on board with Staud.

Business Procedure:

Presentation and Meeting

Contract Talks/Negotiations

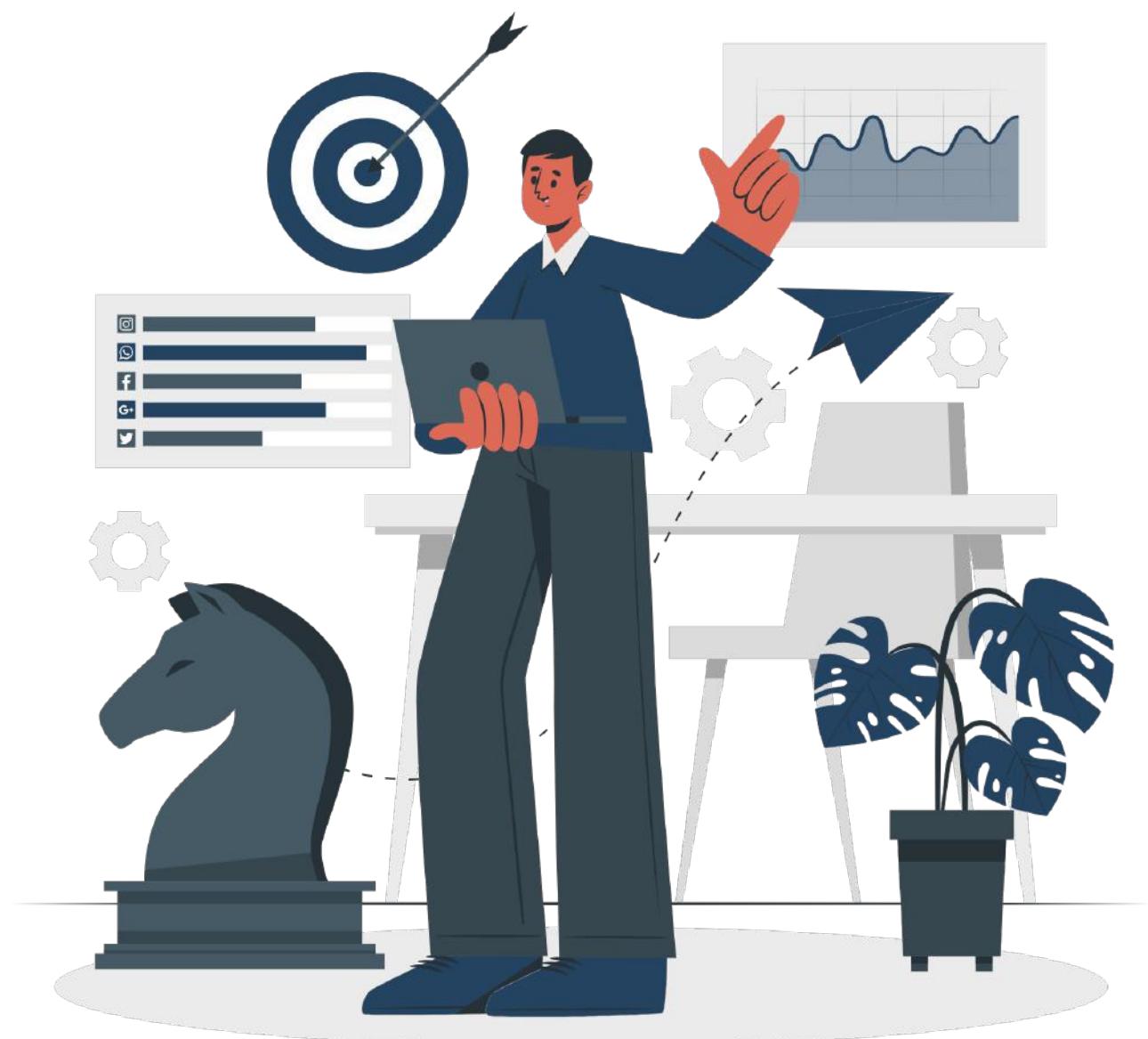
Staud Agent Registration: Verification and Subscription Details

**For our target audience: Students:** We focus on the ease of use of our website and a tailored user experience.

Connection Business Process:

Staud Pre-publicity (fliers, promotional videos, etc.)

Staud Website Launch and Management



## OUR BUDGET PLAN

For an effective launch, we would setup capital costs in key areas of our business.

The overall budget cost stands at **1,500,000 naira** with factors to;

- **Legal Costs:** These involve the services of legal practitioners on behalf of Staud covering Service Agreements, Contract Documents, Business Plans, Web legal files with all necessary parties at **500,000 naira/annum.**
- **Media/Promotion Costs:** To promote Staud efficiently, we would embark on active campaigns involving newsletters, fliers, e-fliers, videos and others, costs at **200,000 naira.**
- **Web Service Costs:** Web service costs covers domain name purchase, server, email and security, running at **75,000 naira/annum.**

Other cost variables include;

- **Running costs:** Recurring costs of web, logistics and management at **350,000 naira/annum.**
- **Misceallous:** Costs involving transport, team management and others arising at **375,000 naira/annum.**



## OUR DESIRED TRACTION



- **2021-2022:** In order to make a name for ourselves as a student accommodation solution, we plan to reach out to as many audiences from both sides as possible. Our client objective will aim at 60-90% of the seller population in Lagos by the end of 2022, while our student audience objective is meeting 50% of all students in tertiary institutions in the state.
- **2023- 2026:** Having gained momentum in the market with a sustainable student audience of at least 50% of the population, we look towards several improvements and feature products to increase the revenue stream as we continue on the main goal of providing value.
- **2026- above:** With scalability to different students across the country, we will embark on a greater scale of transformation through our products and services to reach more students in universities across Africa.

## REVENUE FORECAST

- **Staud Agents Subscription**

Our initial means of revenue are subscription payments we receive from landlords, agents, and companies that host their listings on our platform, with our **Staud Starter** plan at N5000/month.

- **Revenue from Ads**

We will host a powerful website that will take in a lot of traffic per time. By this, we intend to take advantage of this to set up a stream of income from ads and sponsored posts.

- **Payment on Platform**

After gathering audience, we will seek to implement web payments, by charging **7% service fee to the buyer, and we charge 4% service fee to the seller**, based on the amount remitted after the property must have been rented or leased.



## GROWTH FLYWHEEL



**Staud Meeting:** Legal meetings and negotiation talks with potential staud agents which includes home/hostel agents, managers and owners.

**Staud Setup:** Successful talks leading to contract setup and registration on the Staud platform.

**Staud Launch:** Official launch of Staud to the public after series of planned events and activities.

**Staud Impact and Delivery:** Constant engagement with both parties to ensure that our services remain top notch on every side.

**Staud Reboot:** After a successful launch with the market and audience gathering, there would be a reboot to reachout to more students in the state.

**Staud Continuity:** Upstream scaling of our solution to other students across the country, and Africa at large.

## OUR TEAM

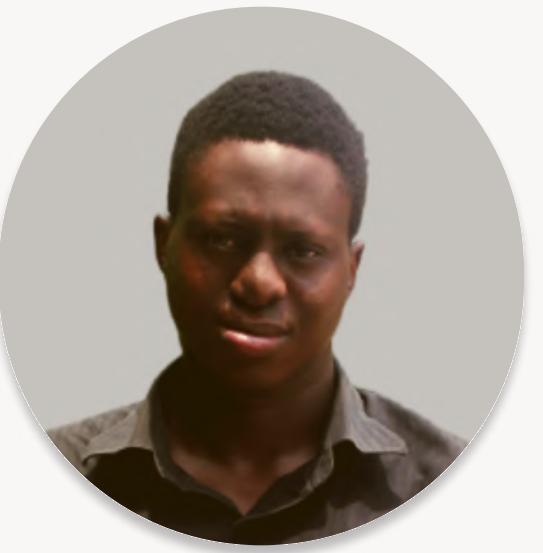


**George KADURU**

Founder & CEO

BSc. Computer Engineering, UNILAG

IT Professional and Specialist

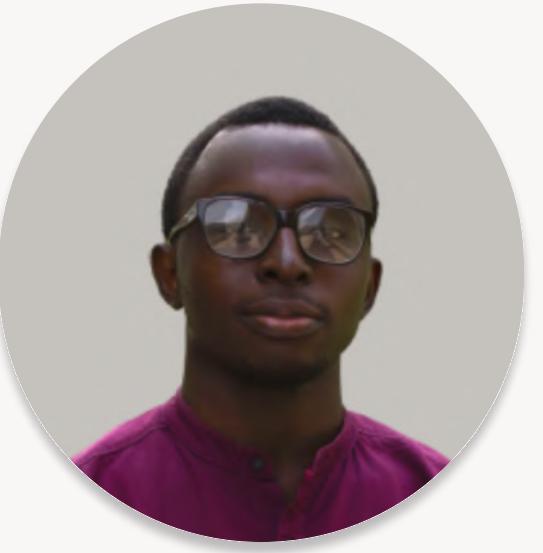


**Paul ADEBOWALE**

Co-Founder & COO

BSc. Quantity Surveying, UNILAG

Digital Design and Photography



**Pelumi ABIMBOLA**

Product Manager

BSc. Electrical and Electronics Engineering, UNILAG

UI/UX Design Professional



## OUR TEAM



### **Jemima SHOBANKE**

Content & Social Media Manager

400level Social Work, UNILAG

Content and Social Media Expert



### **Nathan KADURU**

Web Developer

400level Electrical and Electronics Engineering , UNILAG

Front-end Web Design and Development

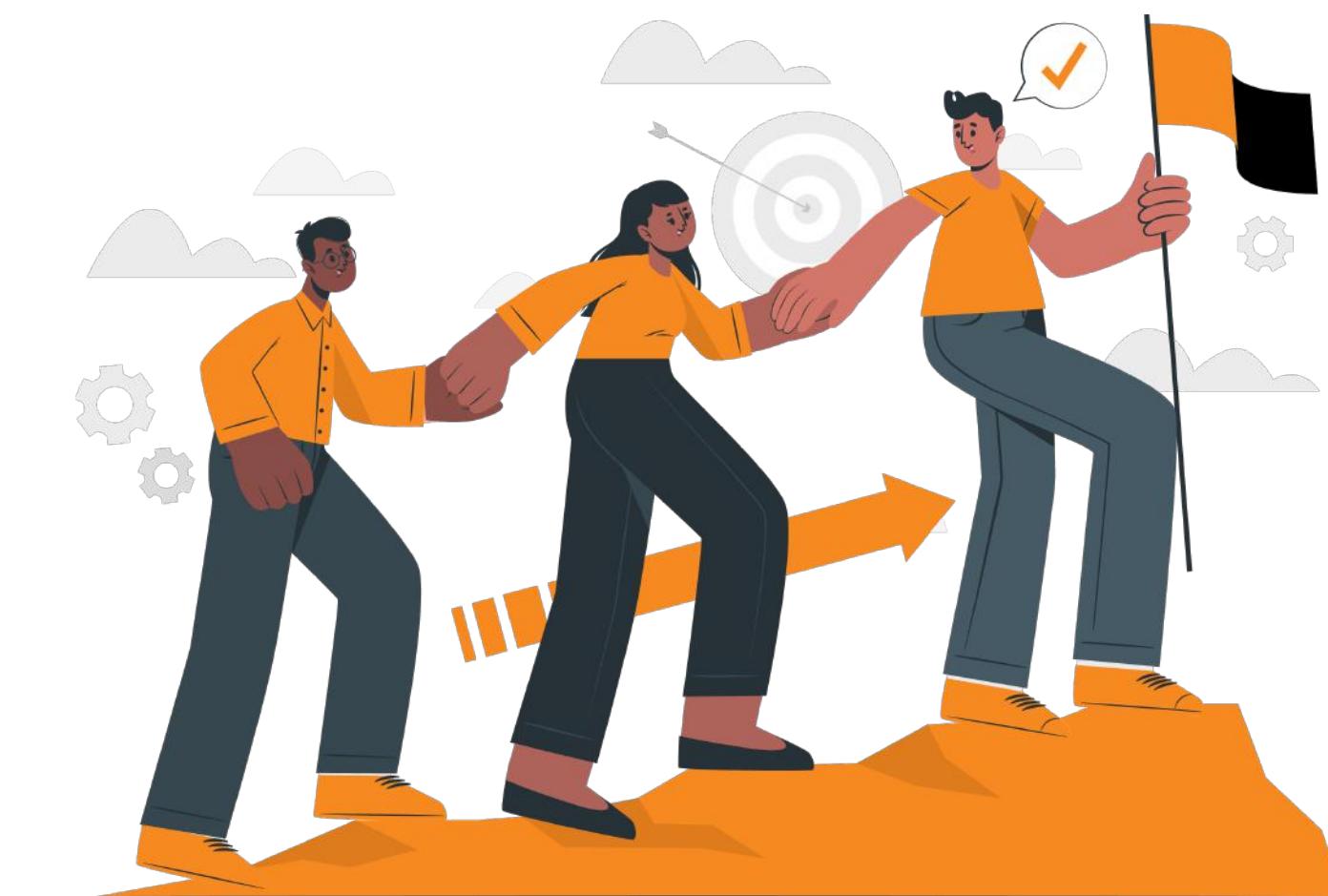


### **Hilary UGWU**

Web Developer

400level Electrical and Electronics Engineering , UNILAG

Back-end Web Design and Development



## OUR VALUES



What we **STAND** for: Student Accommodation.

What we will be **KNOWN** for: An easy and reliable digital platform that solves students' accommodation needs.

What we **REPRESENT**: We represent a Smart, Simple and Significant solution.

We will be the first business to step out in this unique way into the market, and we believe it to be the **ALL-IN-ONE** solution for students' accommodation needs.

Our **SOLUTION** offers promise and great scalability and credibility to stand for years to come. We are passionate with a strong resolve to provide great **VALUE** through our **SERVICES** and look forward to you investing in us.

## APPRECIATION

**Thank you!**

