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Simplifying Off-Campus Housing

# The Problem

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**Inefficient market** for both  
students and landlords

The **best** off-campus properties are  
**never** listed

Off-campus rental prices don't  
reflect their **fair market value**

**5.2 million**

students live off-campus every  
year.

**\$36 billion**

is spent annually on off-campus  
housing.

# The Solution

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A web platform that incentivizes  
landlords to list high-demand properties  
by making a

**Competitive Marketplace**



Landlords make  
**MORE MONEY**

Students  
**FIND  
HOUSING**

# The Team

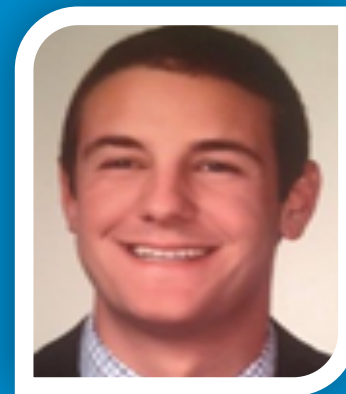
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**Chun Wang**  
*Software Engineer*  
Computer Science  
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**Hank Couture**  
*CEO*  
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Goldman Sachs



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*COO*  
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## Advisors

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**Chris Chaney**  
*Business Development*  
CEO of CSG  
Forbes 30 under 30

**Christian Bloch**  
*Technology Development*  
10 years @ Google  
Senior Project Manager



# The Product

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# Simple & Efficient

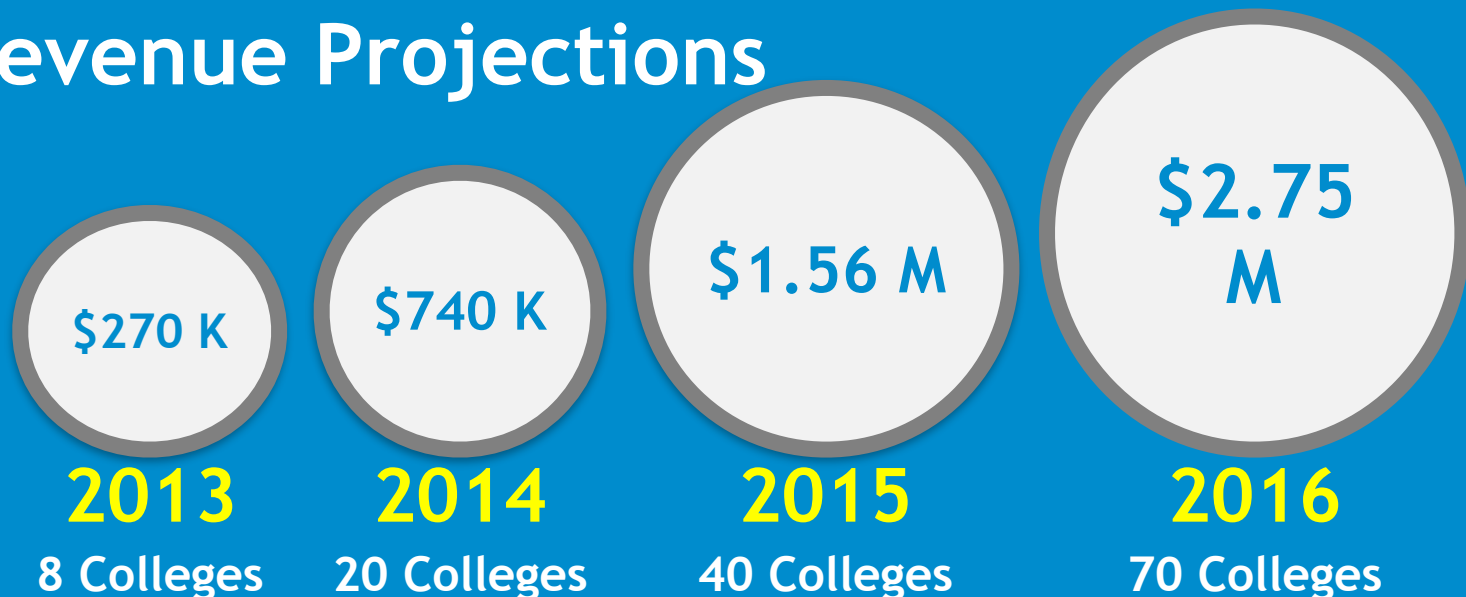
# The Business Model



1. Listing Fee for Each Property
2. Charge for Featured Listings on Home Page
3. Targeted Advertising for Specific Demographics

Highly **Profitable** and **Scalable**

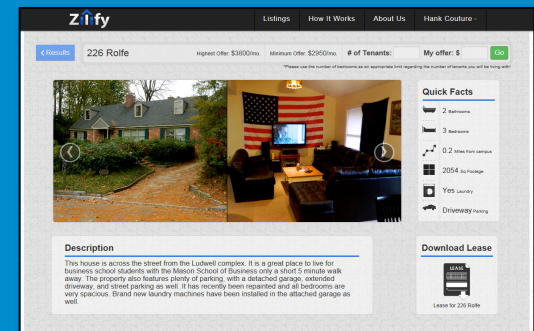
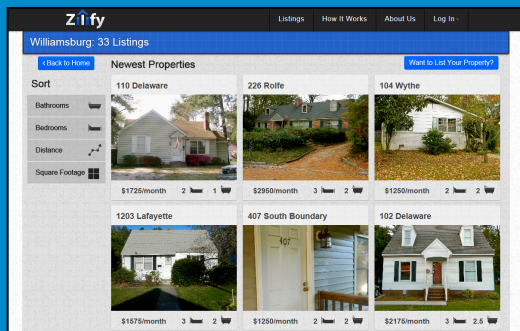
## Revenue Projections



# De-Risk: Beta Test Run



Launched Zilify last fall at William & Mary



1,200  
Users

\$4,000  
Revenue

\$2.5 K  
Extra Profit per Listing

30% of Target Market

Revenue

*Zilify proved that students **want the product**,  
and landlords are **willing to pay** for the  
product*



# Competitive Landscape

 jumpoffcampus

Free to list  
Partner w/Colleges

No Revenue  
Raised \$125 K  
4,000 Users  
10 Campuses

 OFF CAMPUS  
p a r t n e r s

\$50 per listing  
Partner w/Colleges

Industry  
Leader

 Yorango

Free to list  
No Expansion Yet

No Revenue  
Won \$30 K  
400 Users  
1 Campus

**Listing sites** are not the solution,  
they are **the problem**

# Competitive Advantage

## List Incentive

We are the only service that can make the landlord more money, thus we incentivize them to list

## Best Places

We can attract the best properties to list while competitors cannot

## Ease of Use

Our platform design is simpler and more user friendly than competitors

## 1st to Market

We are the first to launch a product like this. We have the ability to capture the market before anyone else

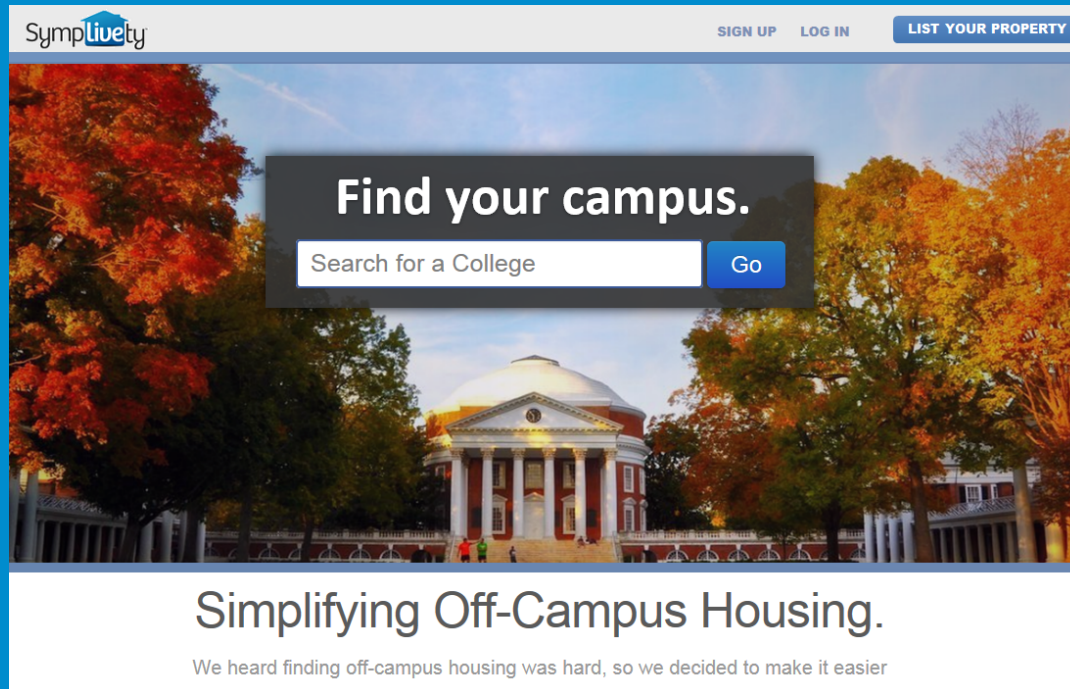
## Lots of Users

Our platform has the ability to capture a large user base with its design and high quality listings

## Marketing

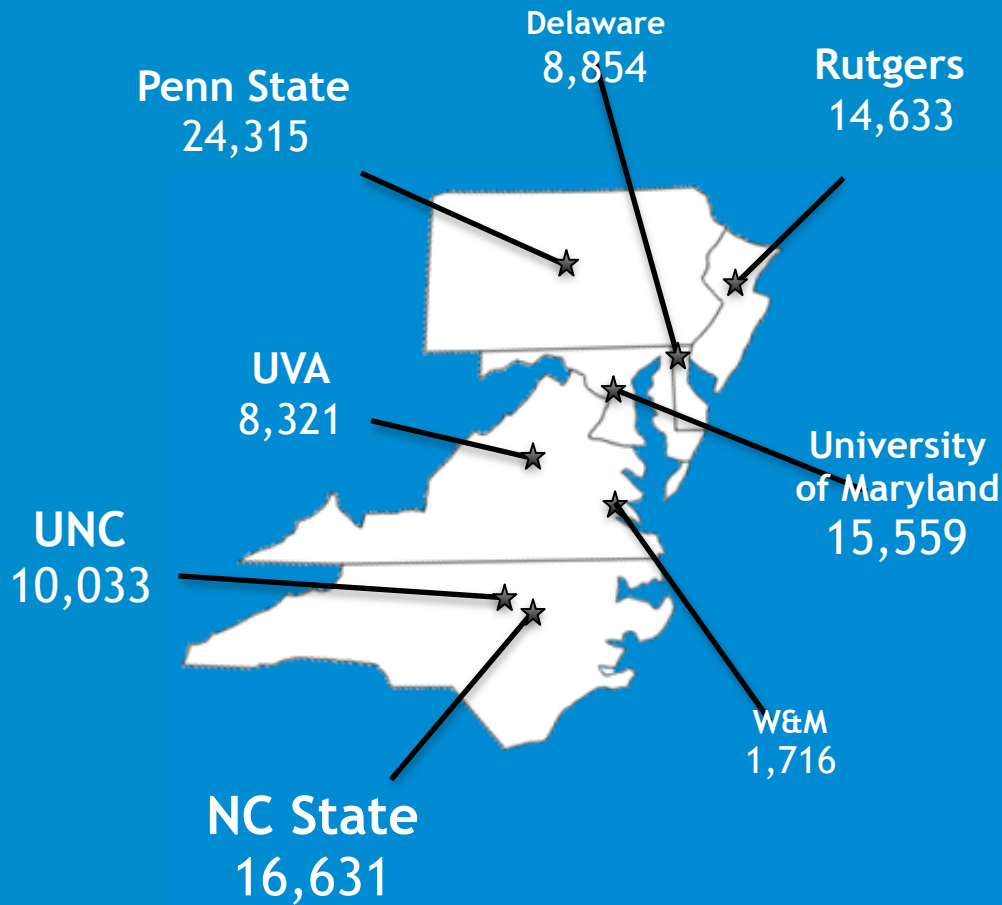
Our marketing strategy incentivizes students to get the word out and attract more students

# Current Product Development



- We are currently in the midst of redesigning our website for expansion campuses as well as a more user friendly interface and improved connection between landlords and students.

# East Coast Expansion



Numbers represent the  
estimated students  
living off-campus

# Our Value Proposition

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- The best off-campus properties are never listed, because landlords do not need to list them. Houses are consistently passed down amongst friends and social groups and thus they never appear on any current listings sites.
- Symplivety incentivizes landlords to post high demand properties with the goal of increasing market transparency and obtaining their fair market value.
- This allows students a fair opportunity at all off-campus housing options and creates a formalized process on an easy to use platform. With Symplivety, all students have an equal chance at any property.

**With Symplivety, both students  
and landlords win!**