
MyProp - Real Estate made easy

Problem statement and
solution proposal



Outline

The Problem

Solution Proposal

Wireframes

The Problem

- Designing the end to end Investor journey for investment in a commercial real estate asset/alternative financial product enabled through a web based digital platform/website along with a dashboard to highlight key metrics for any investor's investment.
- Designing a platform for enabling Resale of shares/securities by any existing investor to a new buyer/investor.



Why invest in Fractional CRE?

- **Monthly Cash Flow** leading to stability
- **Diversification** options at hand
- **Liquidity** done faster at time of sale
- No hassle of **Property Management**
- **Choice of investment** available
- Less **Volatility**
- Nominal **Fees**
- **Direct Investing** in the property
- Higher **Yields**

Assumptions

- The minimum investment is as per the lowest unit cost of the property and varies from property to property.
- If a property doesn't complete its funding target, all funds are reimbursed to the investors.
- For each investment, a Specific Purpose Vehicle (SPV) is created in which funds are raised to own and manage the property
- Annual property management fee of 1% is charged along with performance fee of 10- 20% on capital appreciation at the time of sale
- All returns & earnings will be credited after tax deductions



Solution Proposal



Investor journey

1. Once the investor registers/logs in, they will be required to complete the KYC process.
2. They can explore through the properties listed on the platform which undergo rigorous due diligence which are personalized for every investor based on their requirements like type of property, location, min. investment, etc
3. Investor can express interest in a property and pay a 5% token amount. They can withdraw until the final agreement is made. If property is not fully funded the money is refunded back.
4. Once fully funded, the SPV is created, property is purchased and all documents sent to investor. During entire process investor doesn't have to travel at all thus providing a seamless experience.

Wireframes



Register

Firstname

Lastname

Email

Mobile Number

Password

☐ By clicking Sign Up, you agree to our Terms of Use and Privacy Policy

Save

Do you already have an account? [Login](#)

miro

Verification

Mobile OTP

Email OTP

Set up 4 digit PIN

Enter PIN

Confirm PIN

Next

Are you a Resident of India?

☐ Yes, I'm an Indian

Enter City

City ▾

☐ No, I'm a NRI

Enter Country

Country ▾

Next

How much capital do you wish to invest?

Select your amount

10 Lakhs - 25 Lakhs

25 Lakhs - 50 Lakhs

50 Lakhs - 1 Cr

1 Cr - 5 Cr

Over 5 Cr

Next

Do you wish to invest in a specific city?

Select a city

Bangalore

Hyderabad

Chennai

Mumbai

Pune

Delhi

Next

Do you wish to invest in a specific type of commercial property?

Select a type

Offices

Retail

Warehouses

No Preference

Next

We would love to answer any of your questions?

(Optional)

Add text

Done


MyProp

HomeDashboardPropertiesWelcome, Devashish

Properties

AllLiveFully FundedClosedUpcomingResale

Filter By



LIVE

IB Tech Park,
Bangalore


START: 01/09/2021END: 31/10/2021

Fixed Returns	8%
Min.Investment	26L
Expected IRR	13%

40% Funded

50 Crores

KNOW MORE



FULLY FUNDED

Super Corridor,
Mumbai

START: 01/09/2021END: 31/10/2021

Fixed Returns	16%
Min.Investment	10L
Expected IRR	20%

100% Funded

5 Crores

KNOW MORE

micro

MyProp

Home Dashboard Properties Welcome, Dashboard




Super Corridor, Mumbai

Office FULLY FUNDED

100% Funded

5 Cror

Express Interest

Tenant	Min Ticket Size	Rental Yield	Target IRR	Asset Area	Asset Value
Google	25 Lakhs	8.99%	15.2%	26982 sq ft	19.43 Crore

Overview

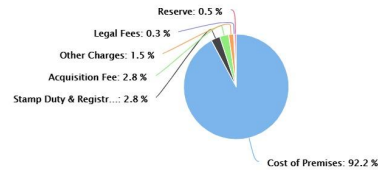
An ideal opportunity to invest in a Grade A+ asset located at BKC Centre Point, Andheri. The asset is let out to Google India. Google is a Grade A tenant with long lease and lock-in. It is one of the leading company in the world. The asset is located in Andheri which is an evergreen real estate market, primarily known for its proximity to the International and Domestic Airports and for the MIDC, SEEPZ, IT hubs and commercial spaces. It is a very attractive investment opportunity given the asset and tenant quality, long lease and location advantage.

Financial Model

Particulars	Amount	Year 1	Year 2	Year 3	Year 4
Total Investment	25,00,000				
Rent Income		₹1,94,405	₹1,94,405	₹1,94,405	₹2,18,705
Rent Top Up		₹25,000	₹0	₹0	₹0
Income from Security Deposit		₹5,833	₹5,833	₹5,833	₹5,833
Gross Income		₹2,25,238	₹2,00,238	₹2,00,238	₹2,24,538
Property Tax		₹-9,484	₹-9,484	₹-9,484	₹-9,484
Management Fees		₹-25,000	₹-25,000	₹-25,000	₹-25,000
Net Income		₹1,90,754	₹1,65,754	₹1,65,754	₹1,90,054
Rental Yield		₹9.01%	₹8.01%	₹8.01%	₹8.98%
Sale Price		₹ 33,38,673			

Cost Breakup

Total Cost : ₹ 19.43 Crore



Tenant Details

Area 15,361 sq ft	Security Deposit 6 Months	Lock-in Period 5 Years
Rent ₹ 82 per sq ft pm	Fitouts Done by Tenant	Lease Period 5 Years
Escalation 12.5% Every 3 Years	Lease Start Date March 2021	Lease End Date March 2026

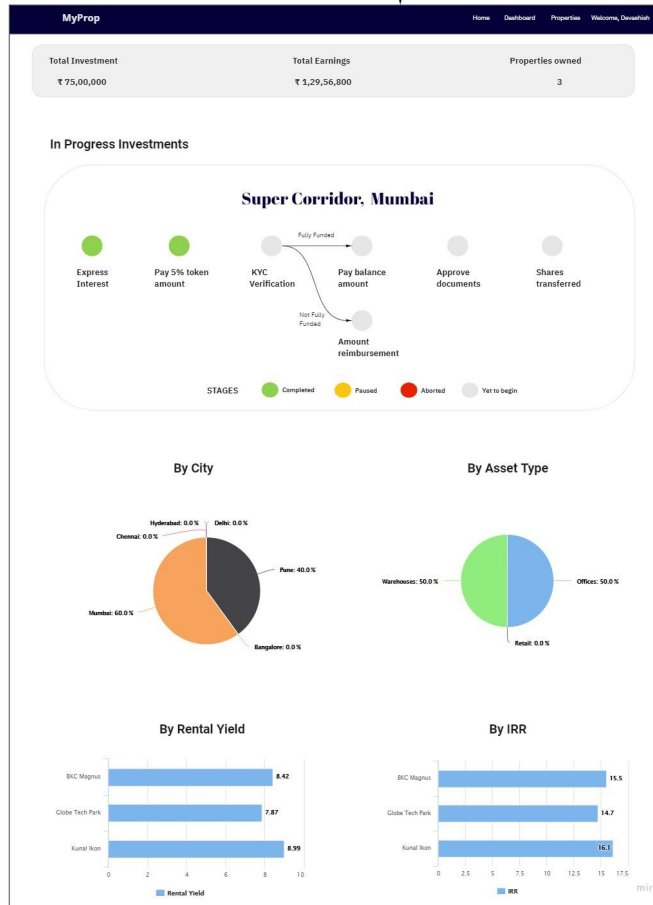
Building Amenities



Location

Evergreen commercial market in Mumbai | Close proximity to International and Domestic Airport | Excellent connectivity via Rail and Metro



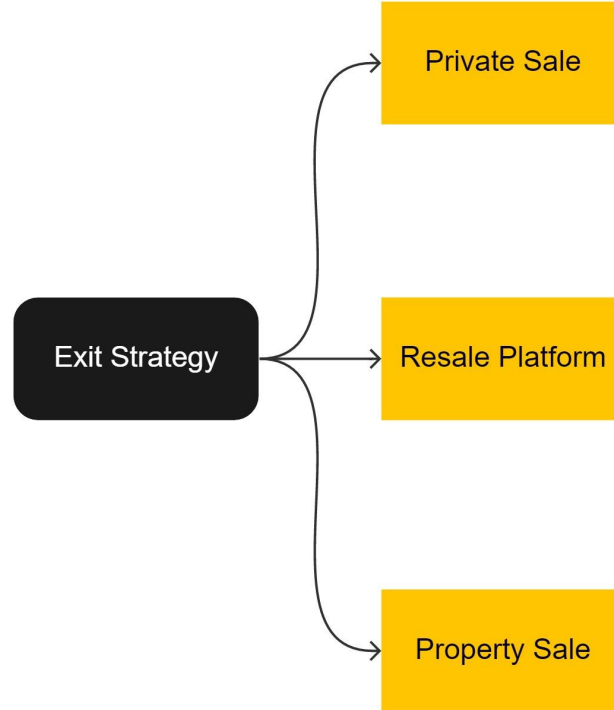






Resale Platform

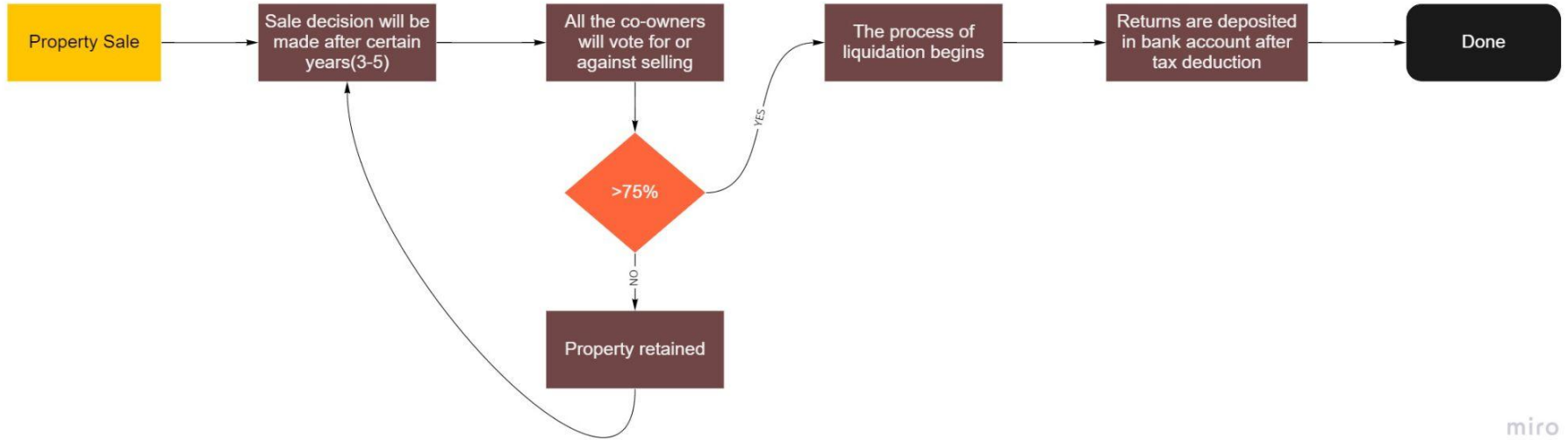
- The first solution is through traditional selling but making the process of finding already existing buyers on our platform faster using Machine Learning.
- The second solution is through using Blockchain technology to liquidate the asset faster into fractional shares which can sold faster too and is way more secure



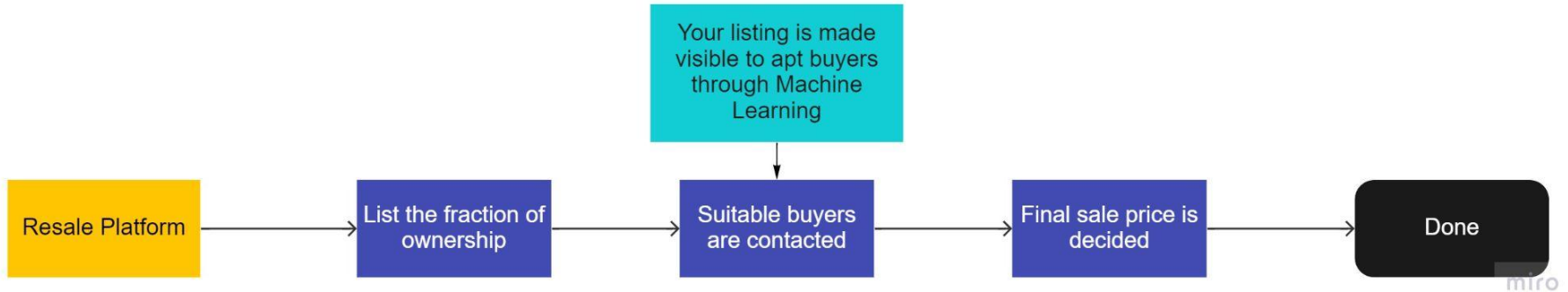
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Thank You!

