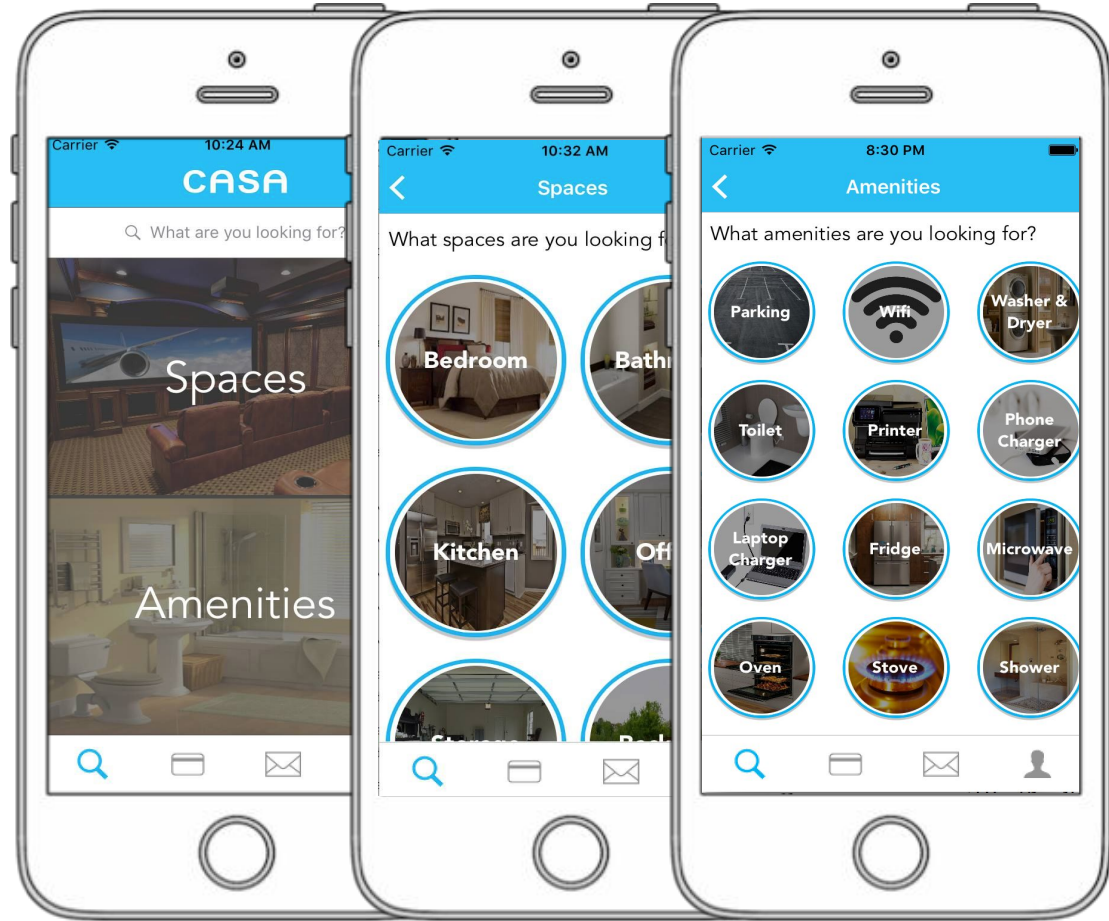# CASA

mi casa su casa

Problem 1 - Users

- Today, if someone wants to gain access to a particular household item or service, their options are limited to purchasing an item outright through a retailer or booking a hotel or house.

  - Issue with Purchasing:
    - Price does not justify amount of usage (i.e. barbeque grill, pool table)
  - Issue with Booking Hotel or House:
    - This can be very expensive if only one part of the house desired (i.e. bathroom, office).
    - This can become a bigger issue if someone just wants to use a specific amenity like a microwave.

A platform specifically for household services and amenities at a reasonable price that meets a user's needs does not exist in today's marketplace.
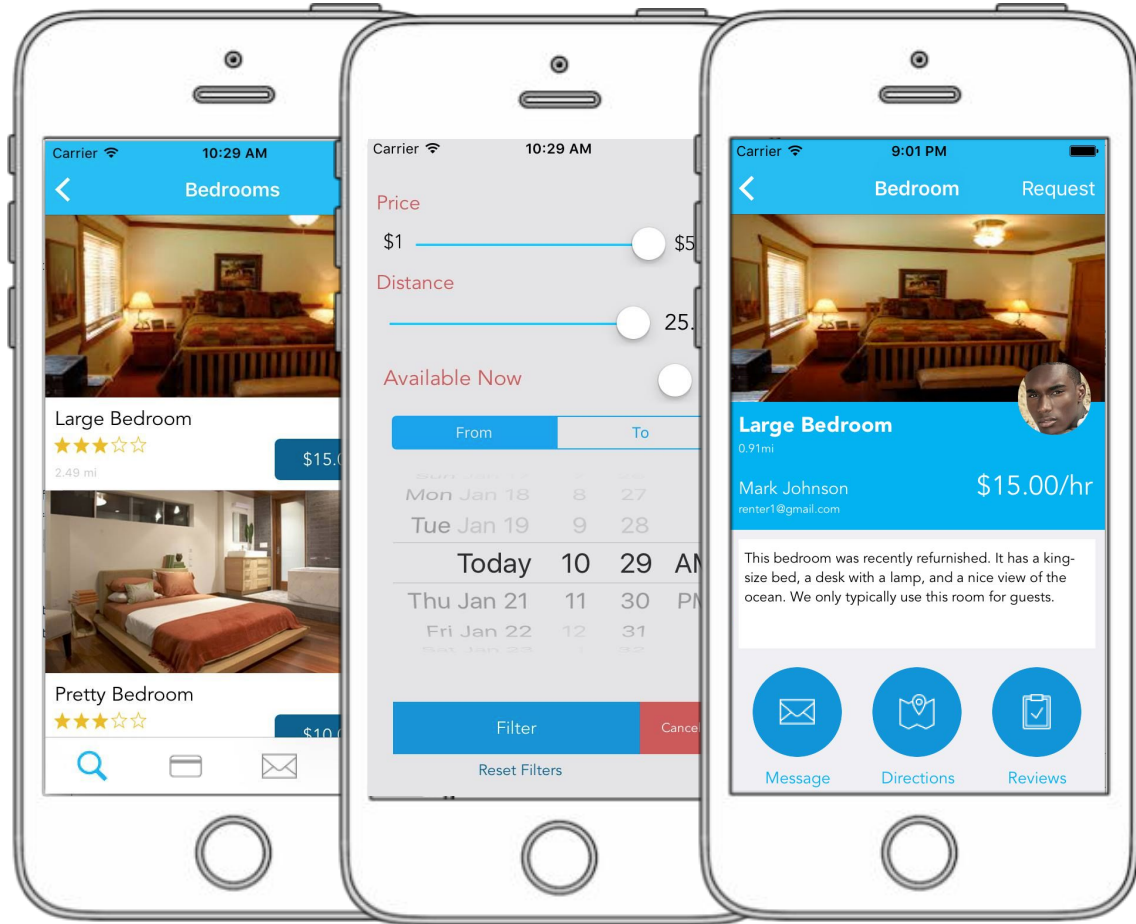
Welcome to Casa

Casa's clean UI/UX allows users to easily search for spaces (larger rooms) and amenities (single items) by using the search bar or tapping on buttons.

Product Overview

Users can scroll through results and filter results by price, distance, and time.

They can also view them in more detail, and take other potential actions easily (message, directions, view reviews, request)

Problem 2 - Renters

- Many of the services in people's houses go unused for much of the day. For example:
  - People are in their kitchen only less than an hour a day
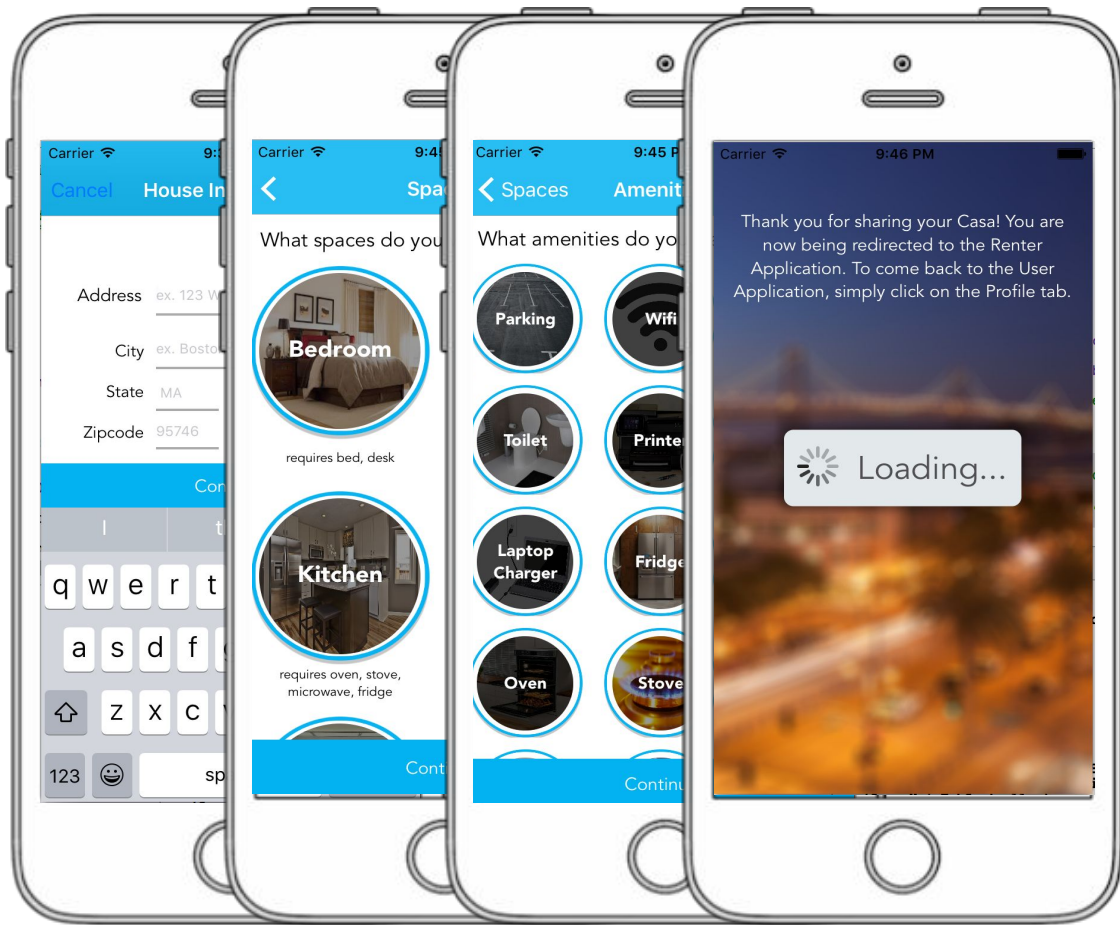 - People are in their offices only when they need to be

Overall, homeowners are not taking advantage of the value of their assets.
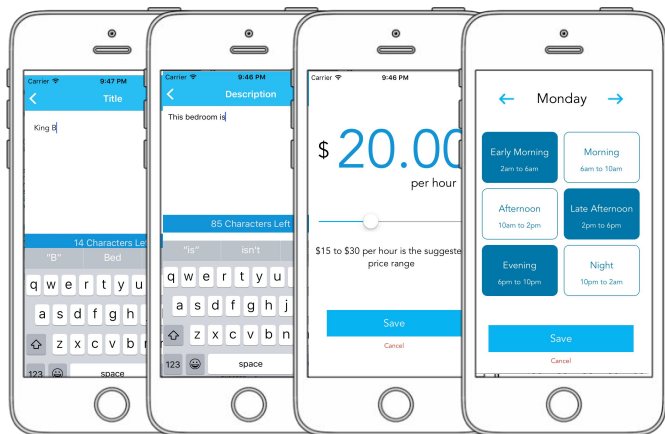
Become A Renter

Casa's clean UI/UX allows users to easily become renters in three easy steps:

1. enter house information
2. choose spaces to share
3. choose amenities to share

Product Overview

Once becoming a renter, users modify their house by adding a picture, title, description, price, and availability for each listing.
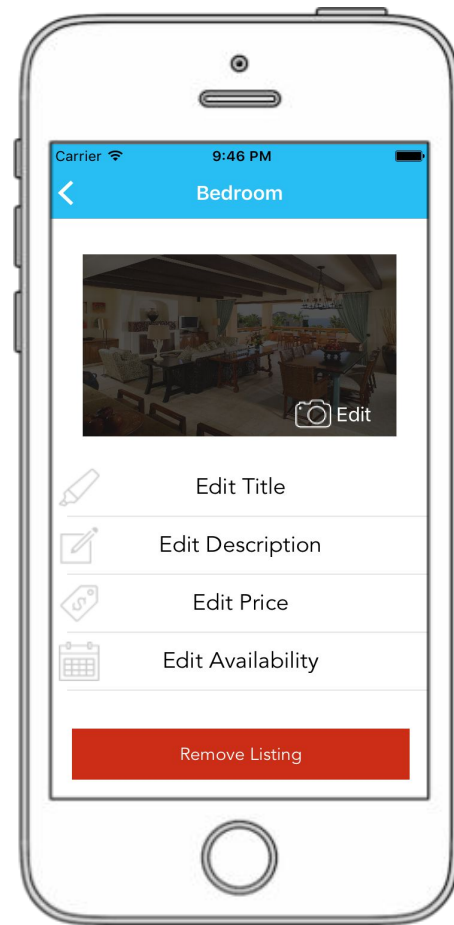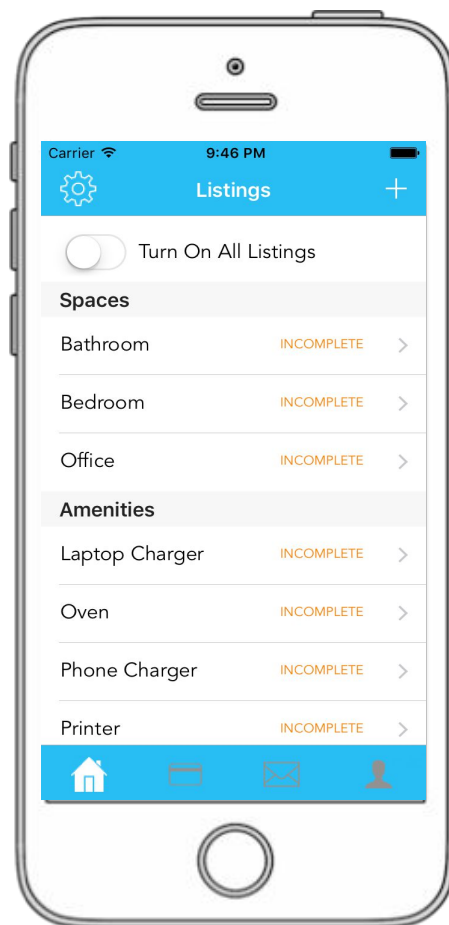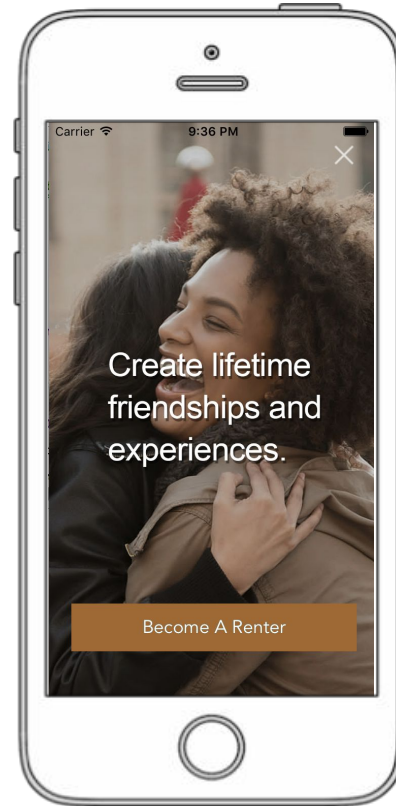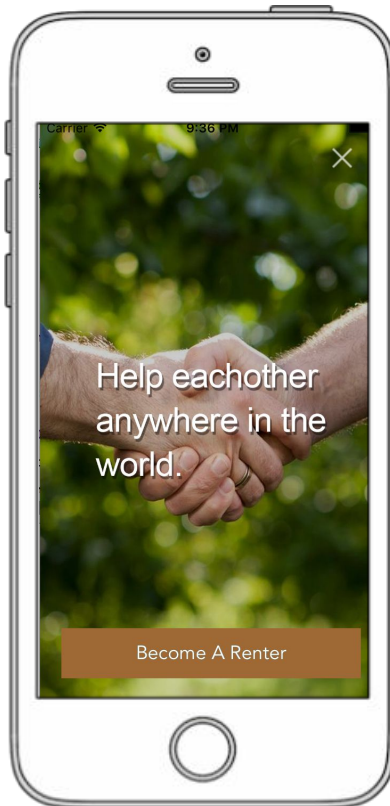

title   description   price   availability

Why Share?

Share your home with neighbors from around the world.

Become A Renter

Help eachother anywhere in the world.
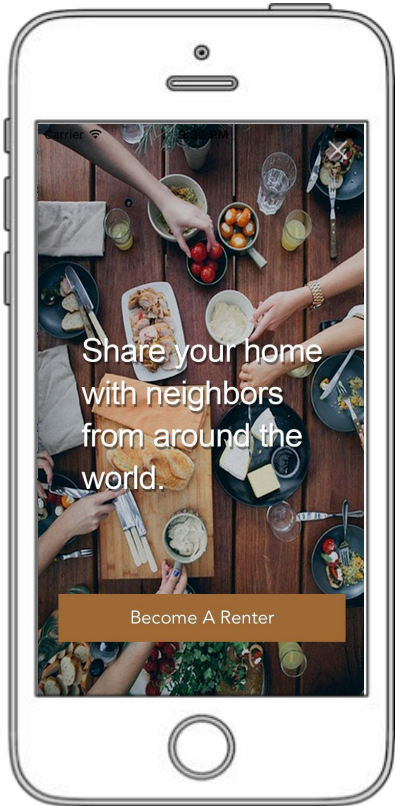
Become A Renter

Create lifetime friendships and experiences.

Become A Renter

Revenue Model

- When a user pays the renter for using their amenity or space, we take a small percentage of the total transaction for providing the Casa platform.

- We use Braintree to handle transactions in Casa. Braintree allows us to integrate various payment and cash out methods including bank account, credit card, Paypal and Venmo, allowing for more user flexibility.
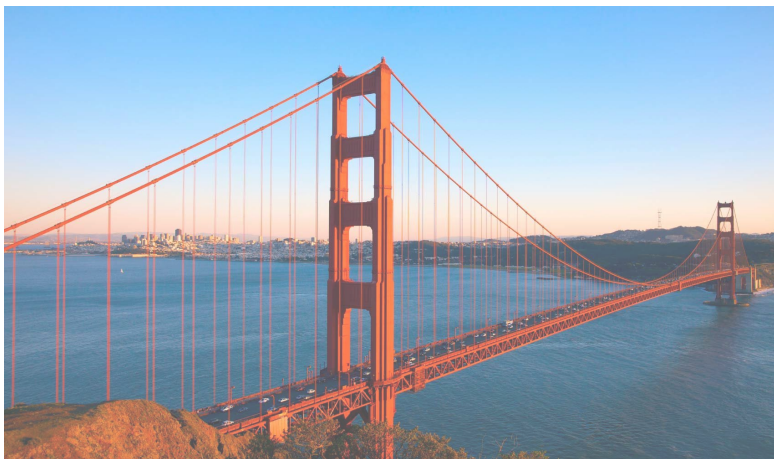
Competitive Analysis

- Many sharing economy apps are established and experiencing hyper-growth, but are limited to one type of service
- Casa is the first platform to provide users with all home services

House

airbnb

Office

🌲 **breather**

Parking

JustPark

The Market

Our goal is to first succeed in the Bay Area market as a proof of concept before pursuing other areas.

2.7 million households
in Bay Area

5.5 million adults
in Bay Area

these successful sharing economy companies, covering all industries, all started in the bay area

The Team

- Daniel Babanezhad- Co-Founder/CEO

- Brent Godlewski- Co-Founder/COO

- Alex Khodaverdian- Co-Founder/CTO

- Sampath Duddu- Front End Engineering Lead

- Pranav Kumar- Back End Engineering Lead

- Akilesh Bapu- Front End Engineer/Designer

- Mario Hernandez- Lead UI/UX Designer

- Ali Zagari- Back End Engineer

Contact

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