

GLASSHOUSE

Bringing transparency to the
real estate market



CURRENT PROBLEM & NEED

Centralized & untraditional housing data

Transparent and simplified home evaluations

House-buying/renting search tool that takes into account a user's lifestyle preferences



MARKET VALIDATION

89%

of respondents think it would be valuable to have all information about a property in one place.



65%

of people used 5+ websites and apps when gathering information about a specific property.





SOLUTION

USER SURVEY

TRANSPARENT

DATA DRIVEN

*WE THOUGHT ABOUT
EVERYTHING SO YOU
DON'T HAVE TO*





DATA SOURCES

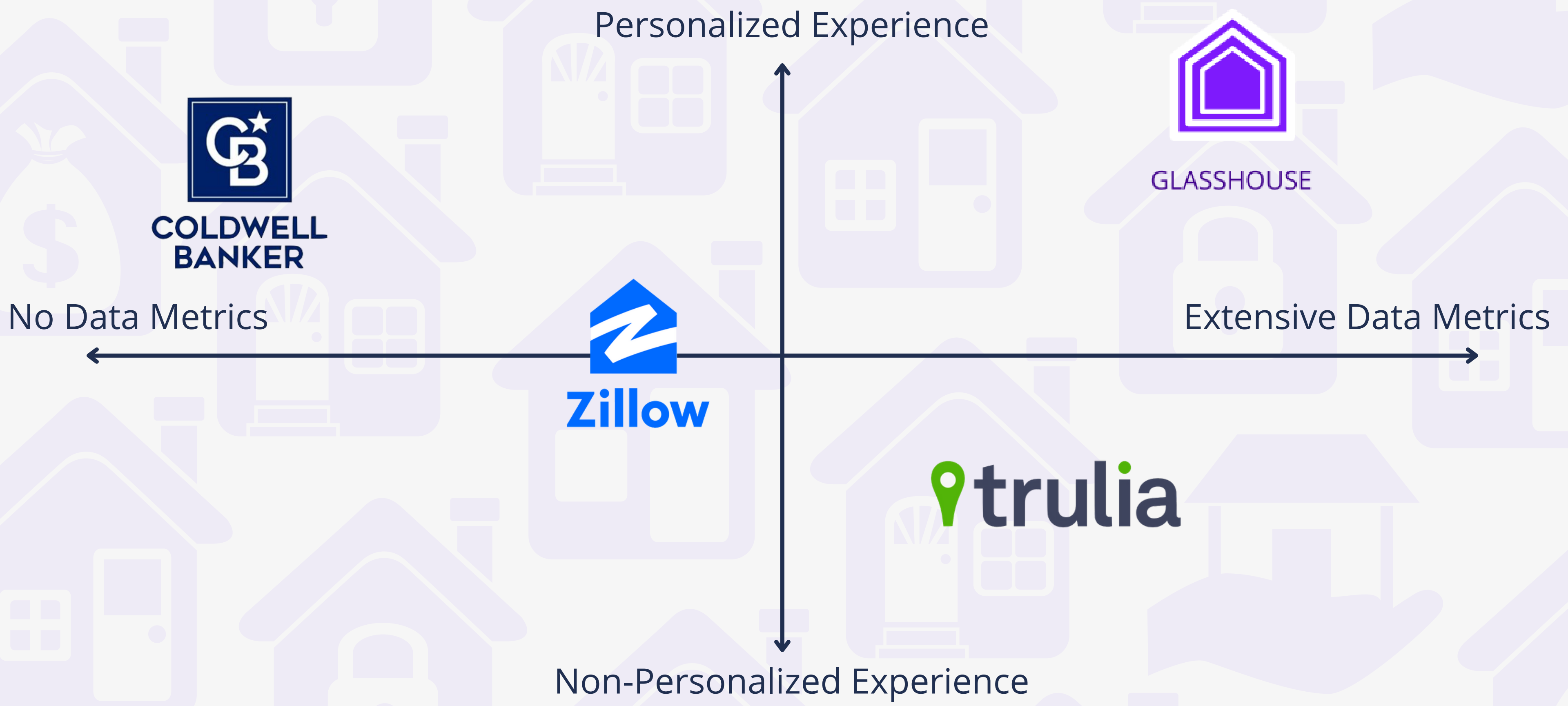
PUBLICLY AVAILABLE GOVERNMENT DATA :

U.S Census
American Housing Survey
GIS Mapping

PUBLICLY AVAILABLE PRIVATE DATA :

National Association of Realtors Housing
Market Data
Mortgage Bankers Association Historical
Index
MIT Media Lab Research

WHAT'S DIFFERENT ABOUT *GLASSHOUSE*?



A night-time photograph of the Austin skyline, featuring several tall skyscrapers with illuminated windows. The city lights are reflected in the calm water in the foreground. The sky is a deep blue, and the overall scene is serene and modern.

AUSTIN: GLASSHOUSE'S NEW HOME

**FASTEST
GROWING
CITY FOR
9 YEARS**

500,000+ NEW TEXAS
RESIDENTS ANNUALLY

2ND IN THE NATION FOR
HIGHEST WORK
RELOCATION

IDEAL CUSTOMER

- Gen Z or Millennial
- Looking to buy or rent their first property in Austin, TX
- Wanting to make the best possible home decision



WHO CAN USE OUR SERVICE?

- All home buyers
- All renters
- Anyone looking to find the perfect home

MONETIZATION



AD REVENUE



***SELLING NON-
PERSONAL DATA***



PROMOTED HOMES

MARKETING



"It would be nice to not have to use a million sites
when wanting to learn everything about a home and
its surroundings"

Daniel Gaughran

Client Experience Specialist at Flyhomes, PropTech Startup Company
B.S. in Management Science and Engineering, Stanford University