

# CAPSTONE PROJECT :: FLATMATE DISCOVERY PLATFORM



## TEAM 05

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# I | PROBLEM STATEMENT AND PRIMARY RESEARCH

12

Telephonic Interviews with working professionals

45

Working Professionals

8

Students

56

Total Responses



## Problem Statement

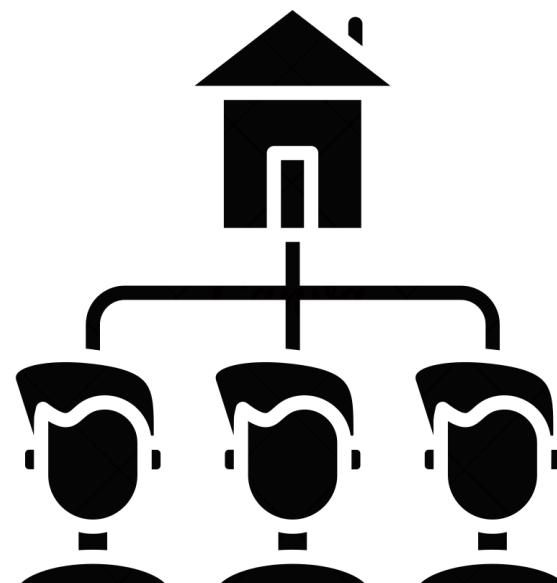
### Objective:

Develop a trust-first, compatibility-driven platform to help young renters in India—especially those relocating to new cities—find reliable, like-minded flatmates and experience secure, fulfilling co-living.



## Value Proposition

Clearly communicate the platform's value: verified flatmate profiles, compatibility-based matching, safety assurance, and a smoother co-living journey for urban youth.



## Key Insights from Primary Research



88.5% of respondents reported having some form of bad experience with flatmates found online, indicating a significant trust and verification problem in the market.



Many respondents report that finding a compatible flat mate takes weeks to months—sometimes never finding one at all. The process is described as slow, frustrating, and often fruitless.



Working professionals make up the vast majority of respondents, followed by students and freelancers, indicating this is primarily a working professional market segment.



Most respondents struggle to find flatmates whose lifestyle, habits, and schedules align with their own.



Background verification is mostly limited to personal referrals or in-person meetings. Few use structured checks (like ID, employment, or rental history verification), and many wish they had more information before moving in.



## Customer Pain Points



"I wish I knew their lifestyle preferences, household rules, and previous rental history before moving in."



"Never found a flatmate online."



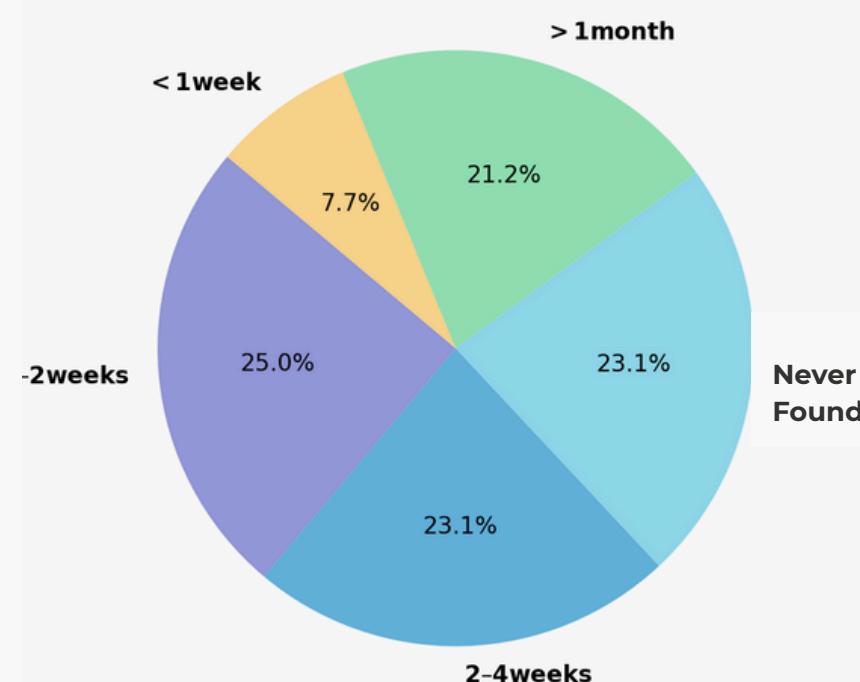
"I wish I knew their lifestyle preferences, household rules, and previous rental history before moving in."



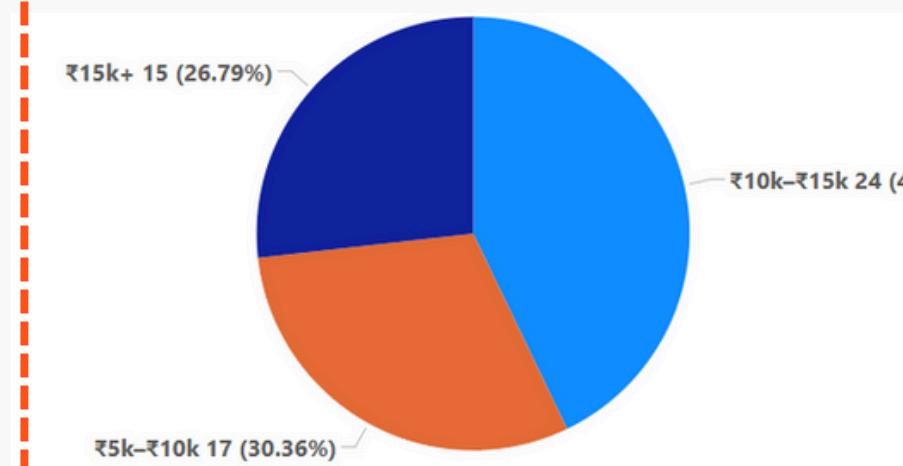
"There are not trustable platforms. They respond slowly. I don't know fully about their background."

# PRIMARY RESEARCH AND INSIGHTS

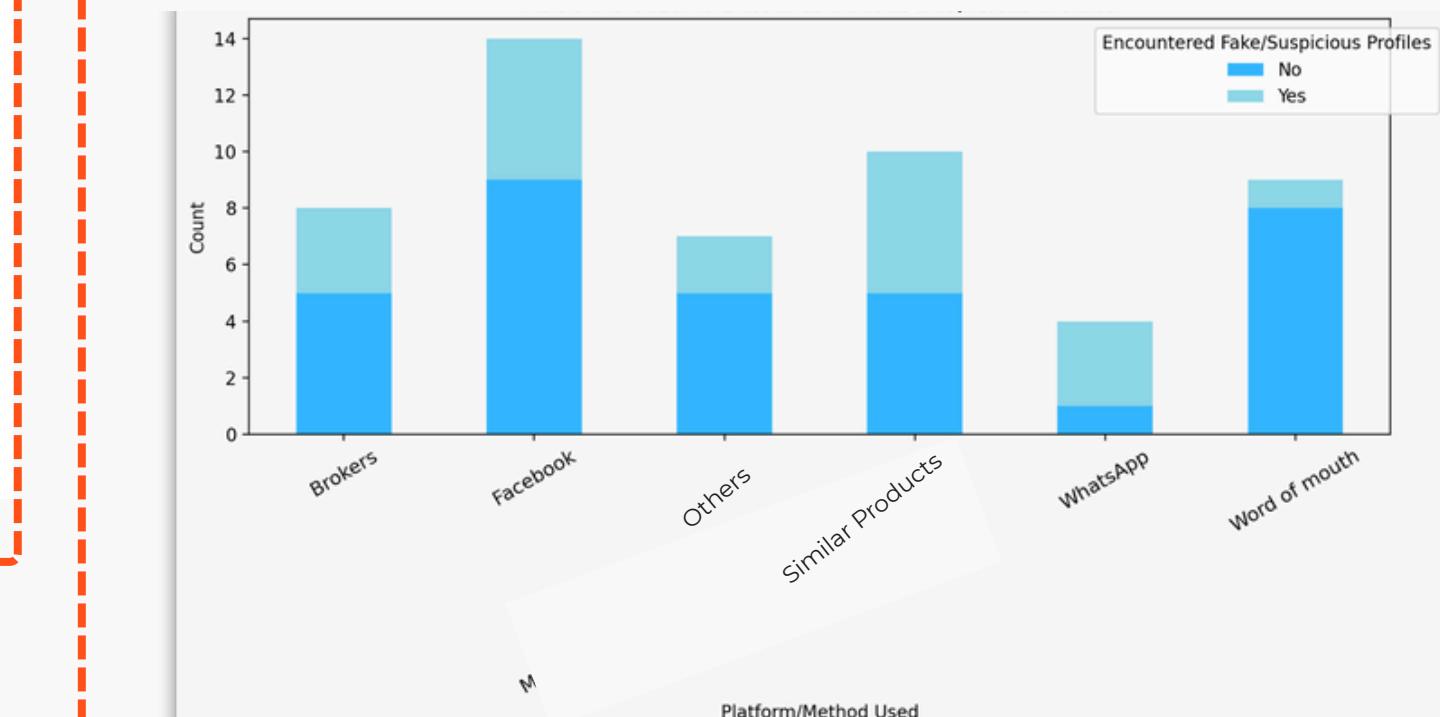
**Time Taken to Find a Flat Mate**



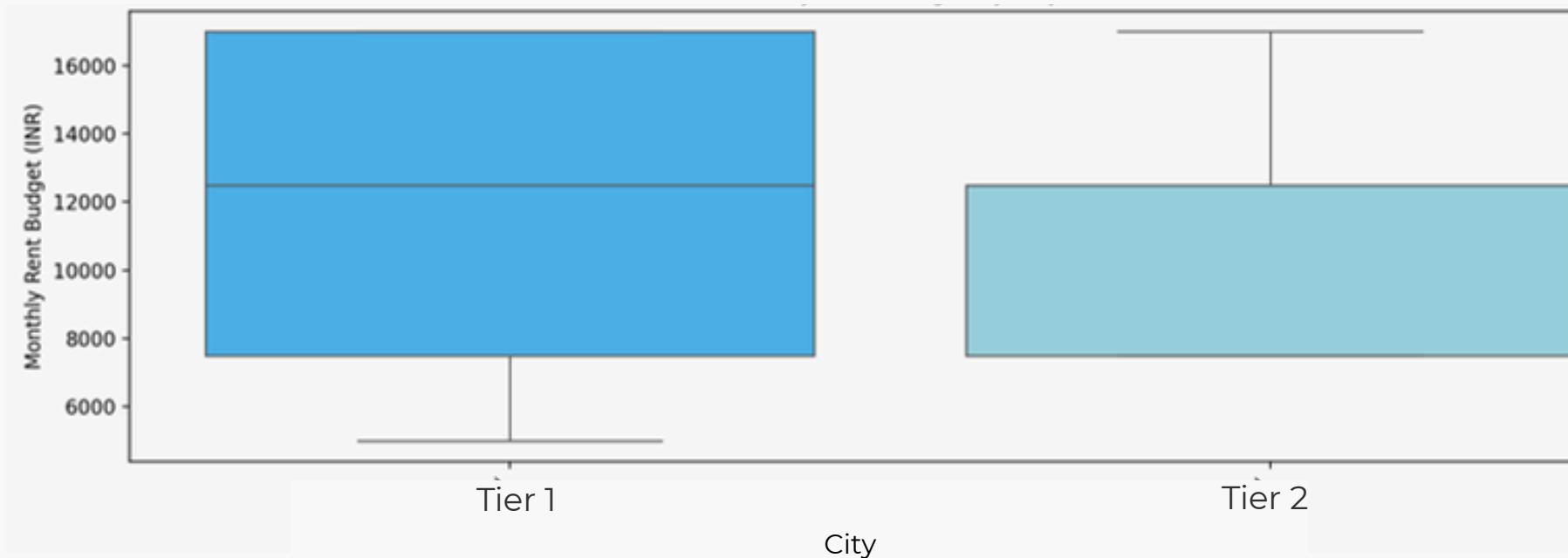
**Rent Budget Preferences**



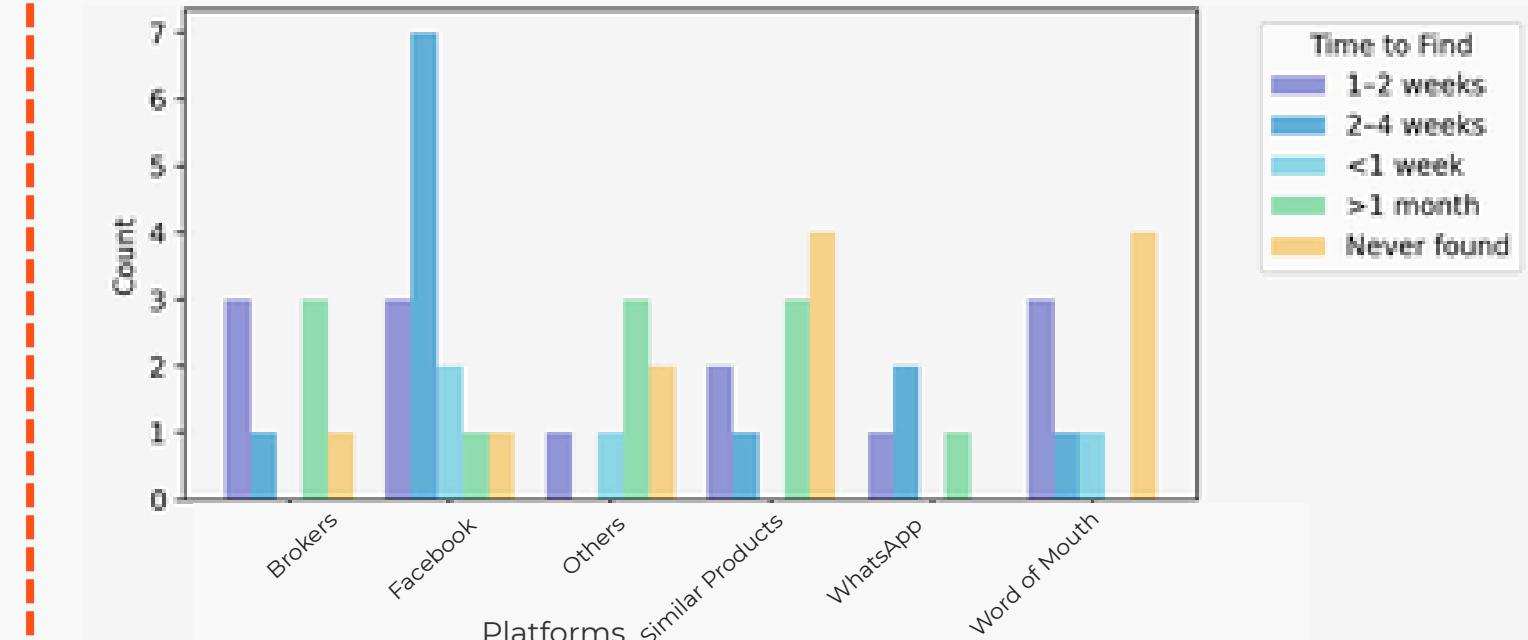
**Platform Used Vs Encountered Fake Profiles**



**Monthly Rent by City**



**Platform Used Vs Time to Find Flat Mate**



# I PRIMARY RESEARCH AND ANALYSIS

To better understand user behavior in the flat mate discovery journey, we conducted survey-based segmentation among working professionals and students across Indian metros. These users were grouped based on key factors such as city tier, verification needs, trust in current channels, and preferences for compatibility and transparency.

$P(\text{segment } y \text{ using the flat mate platform}) = x$

$0 \leq x \leq 1$  and  $y \in \{01, 02, 03\}$

**In statistical terms, following user profiles are most likely to adopt a verified flat mate discovery platform**

## TOP TIER (80%+ ADOPTION PROBABILITY)

**01**

- Users in Tier 1 cities frustrated by Facebook/WhatsApp groups (88%)
- Young professionals relocating frequently who prioritize lifestyle match & hygiene (85%)
- Women users citing security and verified profiles as a core need (82%)



## STRONG TIER (60–75% ADOPTION PROBABILITY)

**02**

- Tier 2 city residents planning to move to metros for jobs (72%)
- College students relying on MagicBricks or brokers but dissatisfied with filtering (68%)
- Budget-conscious users who want matching flexibility and clear rent expectations (64%)



## SOLID TIER (55–59% ADOPTION PROBABILITY)

**03**

- People currently settled but open to using the platform during future moves (57%)
- Users who had one negative experience with a flatmate and now want control (56%)
- Individuals who value privacy but would explore a trusted solution (55%)



**THE RESEARCH IDENTIFIED THREE TIERS OF POTENTIAL PLATFORM ADOPTERS**

# INSIGHTS FROM USER INTERVIEWS

Users experiences about current flatmate discovery process

## Friends & Colleagues

It doesn't help much as the inventory is very limited.

But, the trust is ensured. Background check is easy



## Facebook Groups

No filtering options, some groups are managed by brokers, women are hesitant to share mobile numbers on FB groups, No trust , listings are not organized



## Brokers

Brokers charge very high brokerages  
Most of them show what is available in their inventory

There is no guarantee or trust on the background of flatmates



## Rental Platforms

Except Nobroker, no platform offers flatmate finding service

We have to pay huge subscription to nobroker



## Whatsapp Groups

Works only for people from old colleges which have huge alumni

Very less inventory

Many are not aware of these platforms



## Existing Platforms

Very less inventory

Many are not aware of these platforms

(Example: Flatmate.in)



# OVERVIEW OF THE CO-LIVING MARKET



## Executive Summary

### Market Growth

- India's urban shared living market is experiencing robust growth, fueled by rising rental costs, urban migration, and hybrid work models.
- The co-living sector, valued at \$600 million in 2022, is projected to reach \$1.2 billion by 2027 with a 17% CAGR.

### Fragmented Flatmate Discovery

- However, flatmate discovery remains fragmented, with 25% of shared renters reporting toxic living experiences due to mismatched lifestyles or unverified flatmates.

### Lack of Robust Features in Existing Platforms

- Existing platforms like FlatMate.in, NoBroker, and informal channels (Facebook groups, Telegram) focus on property listings or basic filters, lacking robust verification, safety, and compatibility features.



## Market Gaps

### Deep Identity Verification



Limited to Aadhaar/PAN; no social (LinkedIn, mutuals) or professional (employer, university) layers.



### House Rules Framework

Absence of predefined rules or conflict resolution tools.



### Female-Centric Safety

Lack of female-only modes or enhanced male verification, critical for 80% of female renters.



### Compatibility Scoring

No platform uses AI or other advanced technologies to predict compatibility based on the users preferences and profile.



### Rent-Splitting Tools

No tools for equitable rent or utility division, a top conflict source



## Customer Pain Points



### Toxic Living Experiences



### Unstructured Channels

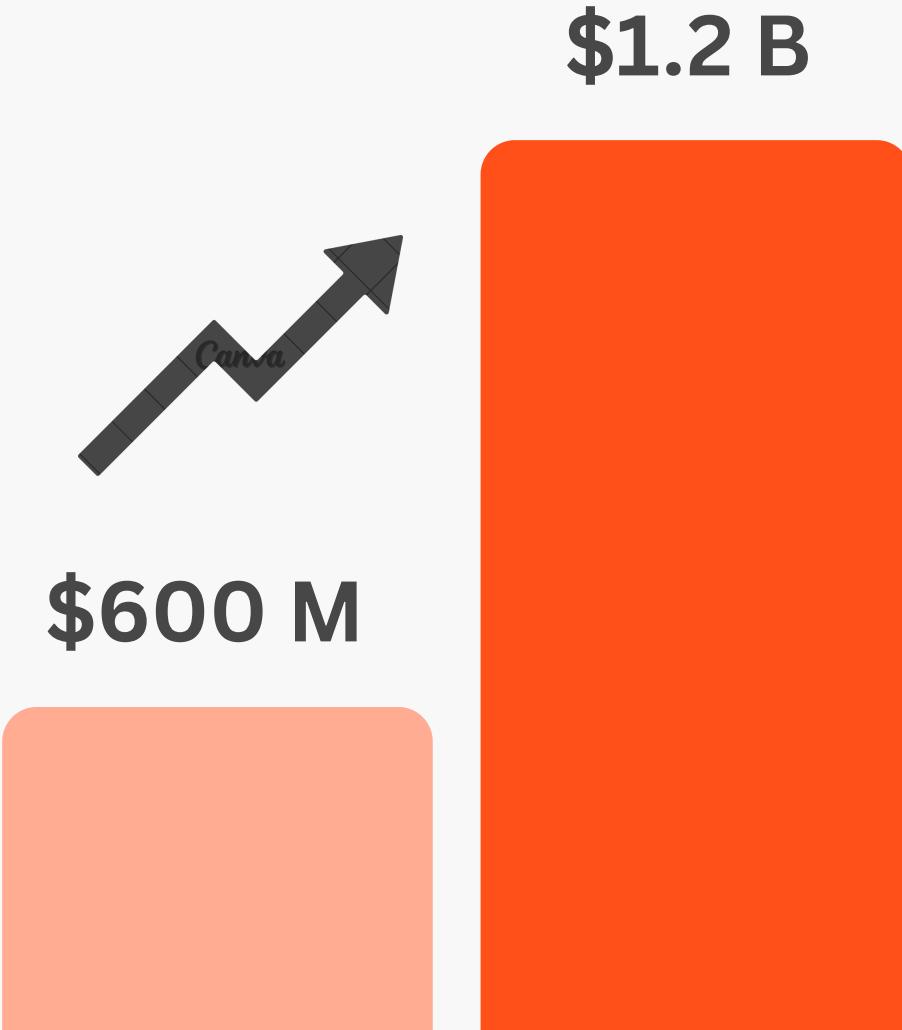


### Property-First Approach



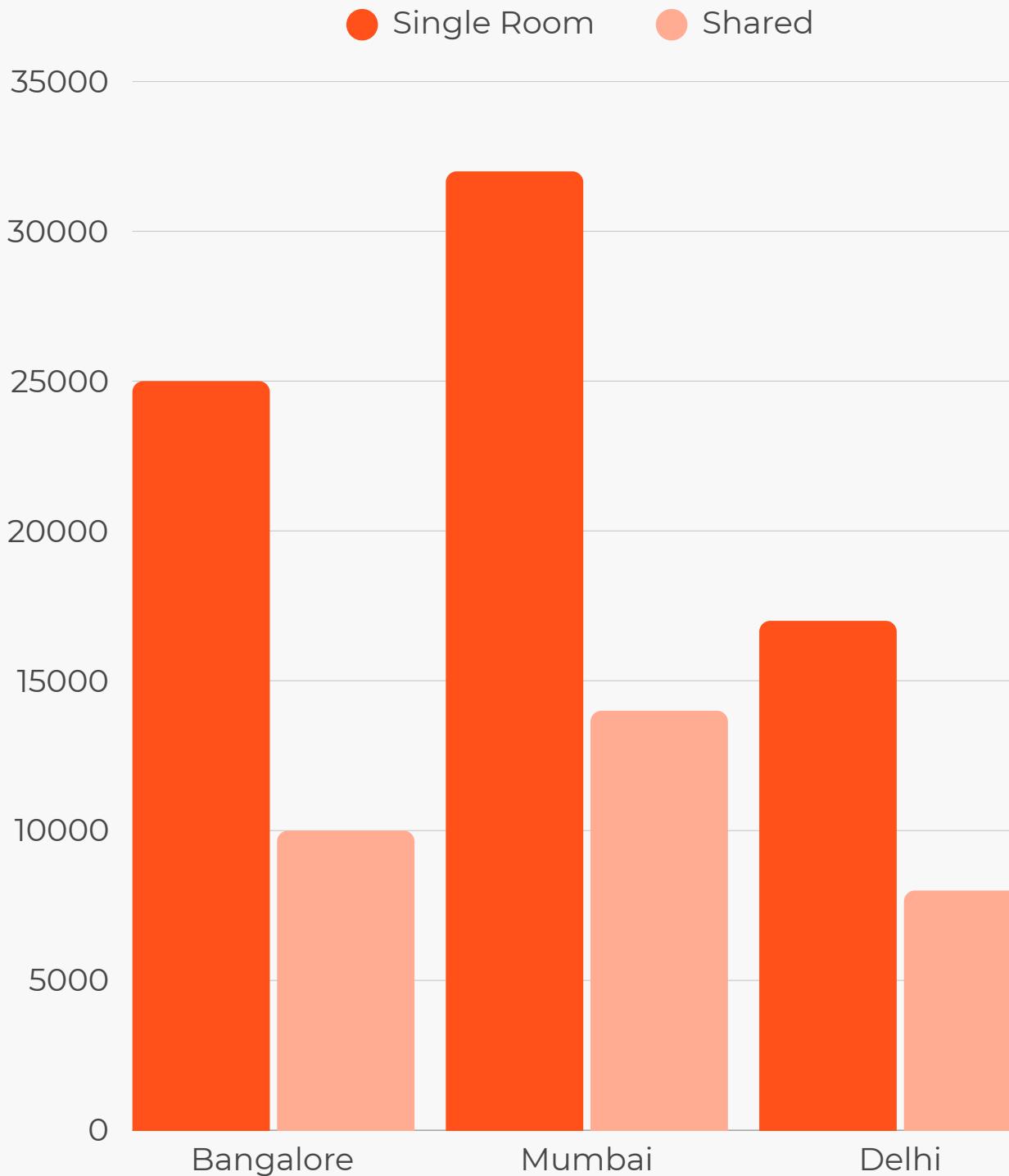
### Safety Gaps

# OVERVIEW OF FLAT MATE DISCOVERY MARKET



The global co-living market is expected to grow at a compound annual growth rate (CAGR) of 17% from **\$600 M in 2024 to \$ 1.2 B** by 2027.

## Rental Costs in Cities (Post covid)



## Key Drivers

Urbanization

Gen Z Preferences

Affordability

Hybrid Work Model

Increased Migration

Cultural Shift

## Key Players

FlatMate

Roomi



SpareRoom

FLAT  
BUDDY

EasyRoommate

# COMPETITOR ANALYSIS

## Company

### OVERVIEW

### FEES MODEL

### STRENGTHS

### WEAKNESS

### INSIGHTS



One of India's most popular platforms for finding rooms, PGs, and roommates.

- Freemium model with limited free features
- Paid membership for full access

- Comprehensive services catering to various accommodation needs.
- Strong presence in major Indian cities.

May have a steeper learning curve due to the breadth of services offered

Offers a comprehensive suite of services, making it a one-stop solution for various accommodation needs.



A user-friendly platform allowing free listing, searching, and communication for finding flatmates.

- Credit-based system
- Pay-per-action model

- Free to list and search for roommates.
- In-app messaging system for direct communication.

Limited advanced features compared to some competitors.

Ideal for users seeking a straightforward platform with high user satisfaction



An instant messaging platform that connects users with like-minded flatmates and apartment listings. G and room partner search

Hybrid model with free and paid features

- Emphasis on user compatibility and instant connections.
- User-friendly interface with quick onboarding.

Limited information on long-term user engagement and retention

Best suited for users looking for instant connections and compatibility-based matches.



A platform facilitating direct connections between roommates or landlords and seekers across top Indian cities

- Location-based pricing
- Dynamic pricing model

- Wide reach across multiple cities.
- User-friendly interface with straightforward navigation

Limited advanced features compared to some competitors.

Provides a broad reach across cities with a focus on direct user connections.



An app-based service assisting students and young professionals in finding suitable PGs or roommates.

Social network-integrated model

- Specialized focus on a specific demographic.
- Simplified process for finding PG accommodations.

Limited to app users, potentially excluding non-app users.

Caters specifically to students and young professionals, simplifying the process of finding PG accommodations.

# MARKET POTENTIAL

## TAM Calculation

Users = % of people between 20-30 age \* Population of tier 1 cities

$$\text{Users} = 0.16 * 124,382,887 = 19901262$$

Revenue=Population aged 20–30 in Tier 1 Cities \* Natural frequency per year \* Revenue per user

$$\text{Revenue} = 19901262 * 0.5 * ₹500 = ₹497.5 \text{ Crores/ year}$$

## SAM Calculation

Users = Migrant population percentage \* Digitally reachable population percentage \* TAM Users

$$\text{SAM Users} = 80 \% * 80 \% * 1.99 \text{ Crores} = 1.23 \text{ Crores}$$

Revenue = Users \* Natural Frequency per year \* Revenue per user

$$\text{Revenue} = 1.23 \text{ Crores} * 0.5 * 500 = ₹318.4 \text{ Crores/year}$$

## SOM Calculation

Let's assume we acquire 10% of market share in 2 years

$$\text{SOM Users} = 10\% \text{ of SAM Users} = 12.3L \text{ Users}$$

$$\text{SOM Revenue} = 10\% \text{ of SOM revenue} = 31.8 \text{ Crores/year}$$

**TAM**

**1.99 Cr Users  
497.5 Crores**

**SAM**

**1.23 Cr Users  
318.4 Crores**

**SOM**

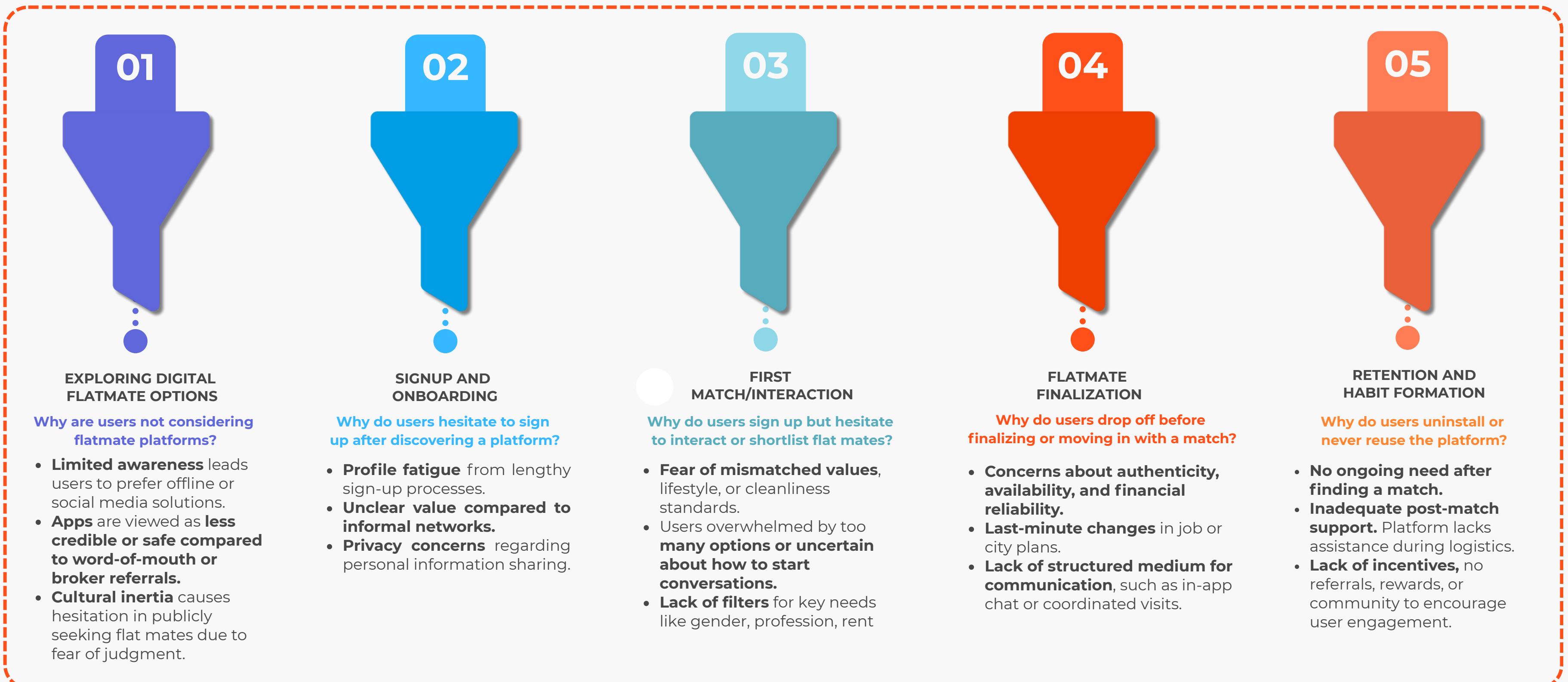
**12.3L Users  
31.8 Crores**

## Assumptions

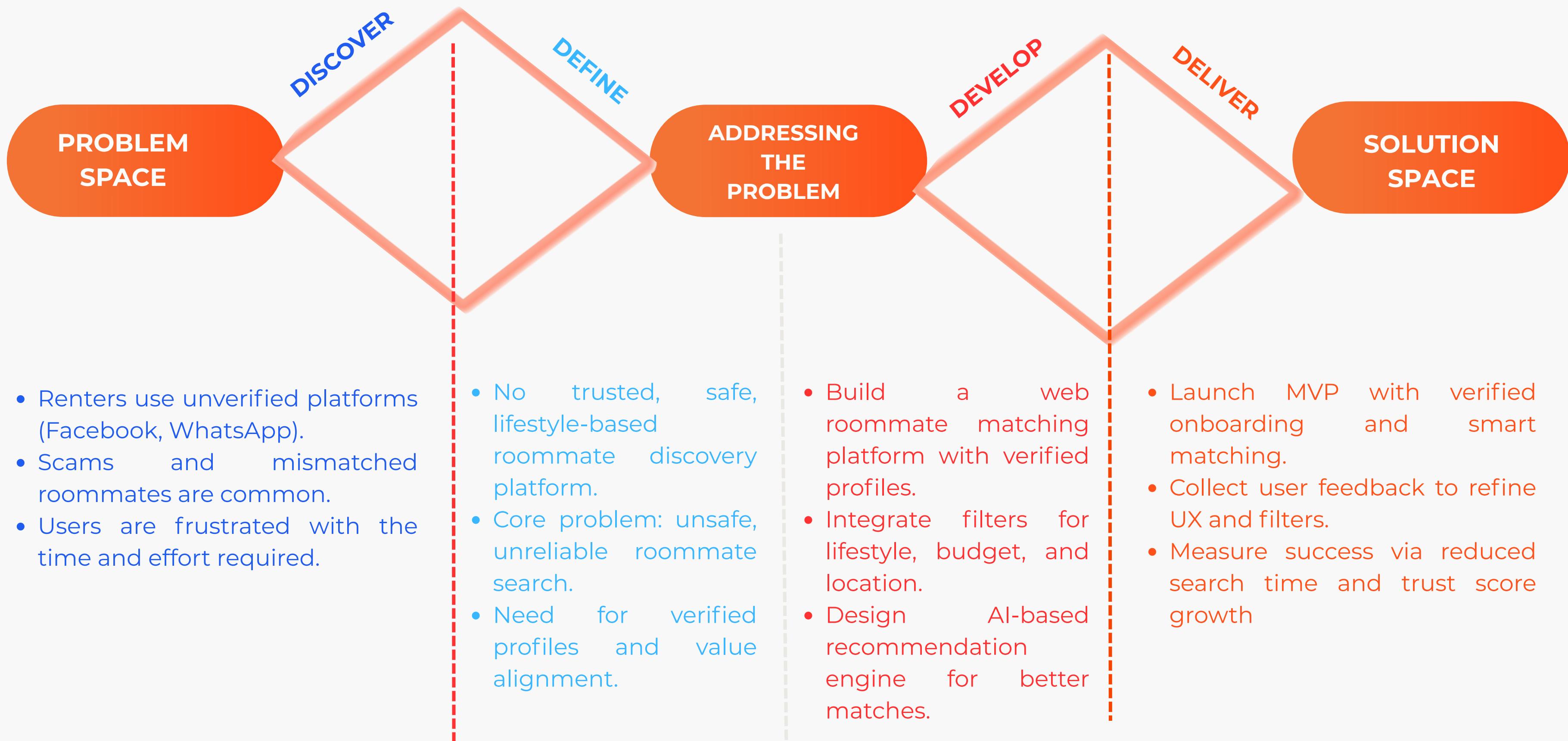
1. Revenue Per customer = INR 500 per usage
2. Job switch happens once in 2 years
3. Natural frequency of usage = 5 times over a period of 10 years
4. Population of top 8 cities = 124,382,887(TOI Report)
5. Percentage of 20-30 aged population = 16 (NHFS)

# PROBLEM BREAKDOWN

## Adoption Funnel Breakdown



# DOUBLE DIAMOND FRAMEWORK



# MOSCOW METHOD - PRIORITIZATION OF PAIN POINTS



## Must Have

- Verified user profiles to ensure safety and trust.
- Filters based on lifestyle preferences (smoking, gender, pets, etc.).
- Secure and direct messaging between matched users.

## Should Have

- AI-based matching recommendations.
- Budget and rent split calculator.
- Reviews or ratings from past roommates.

## Could Have

- Integration with rental listing platforms.
- In-app roommate agreements or contracts.
- Group creation for shared apartment searches.

## Won't Have

- Offline meet-up events.
- AR/VR-based room tours.
- Credit score checks or financial background reports.

# JOBs TO BE DONE

## Plus One

1

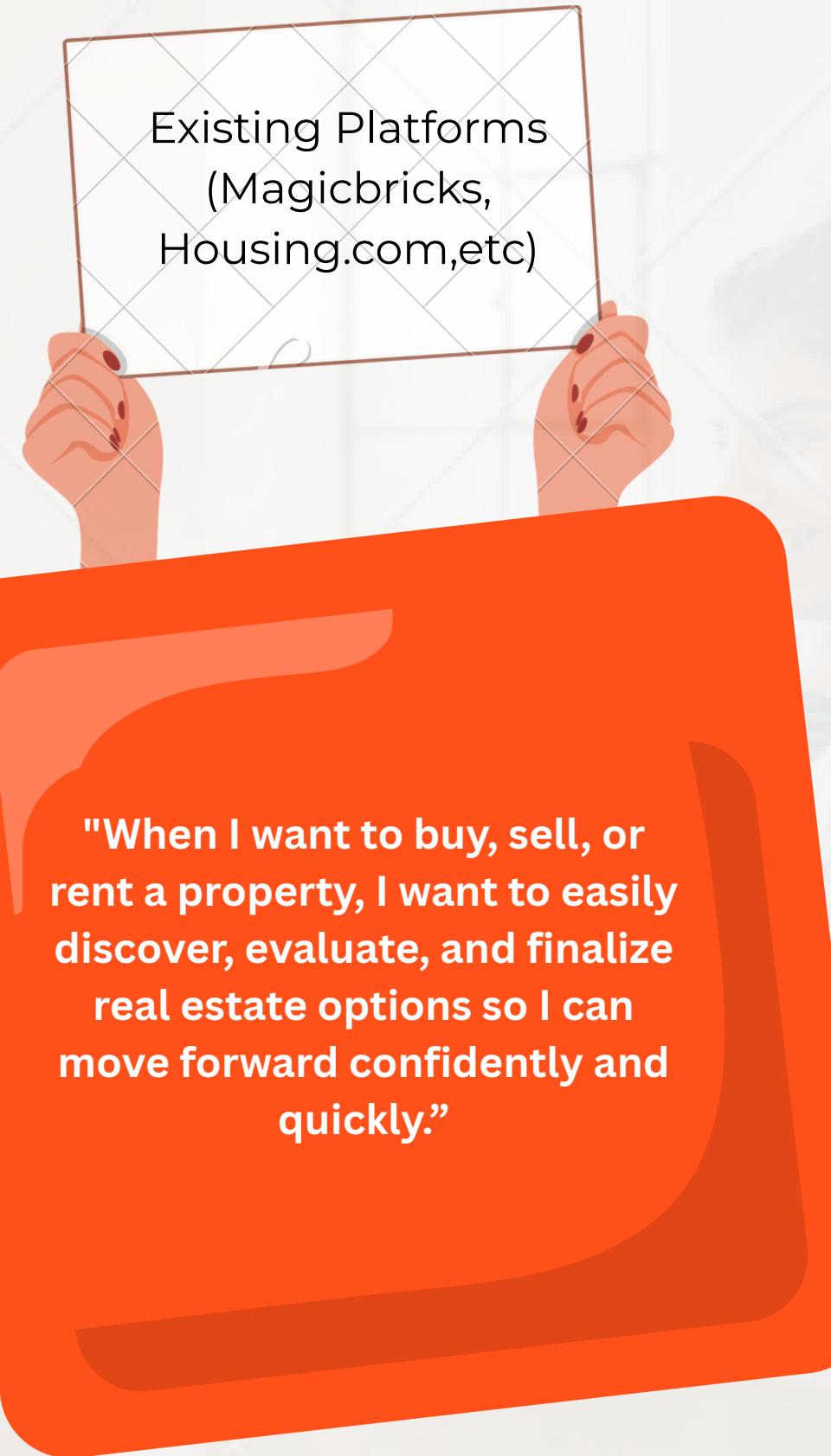
**Job 1 (Flatmate Seeker (Looking for a Shared Place))**  
“When I’m looking for a flatmate, I want to easily discover people who match my lifestyle and preferences, so that I can live peacefully and comfortably after moving in.”

2

**Job 2 (Flat Owner (Looking for a Tenant))**  
“When I’m looking for tenants for my flat, I want to be assured of their background and reliability, so that I don’t face issues after renting it out.”

3

**Job 3 (Filling a Partially Vacant Flat)**  
“When I am looking for a flat mate for my partially vacant flat, I want to easily discover people who match our lifestyle and preferences, so that we can live together peacefully and comfortably.”



# USER SEGMENTATION





Name	Ananya Sharma	Rohan Patil	Priya Nair	Vikram Gupta
Description	The Safety-Conscious IT Newcomer	The Budget-Conscious Student	The Flexibility-Driven Freelancer	The Stability-Seeking Manager
Age	23 Yrs	18 Yrs	25 Yrs	35 Yrs
Location	Tier 1 (Bangalore, Mumbai)	Tier 1/2 (Pune, Delhi)	Tier 1 (Mumbai, Bangalore)	Tier 1/2 (Gurgaon, Pune)
Occupation	Associate Software Engineer	B.Tech student	Freelance content creator	Product Manager
Income Range	₹10K-₹20K	₹5K-₹10K	₹12K-₹25K	₹15K-₹30K

# ANANYA SHARMA



- Ananya moved from Vijayawada to Bangalore for her first job as a Software Engineer.
- Excited but **nervous**, she quickly settled into a 2BHK with another woman in tech after a short call.
- However, her flatmate soon **broke agreements**—hosting late-night guests, ignoring kitchen rules, and delaying rent payments.
- Once, Ananya had to pay the **full rent** to avoid eviction. With only **informal text agreements**, she had no legal or emotional support.

*"I felt trapped,"* Ananya said. She realized she had no control over her own living space.

*"All I Wanted Was a Peaceful Home."*

**Age** : 23

**Occupation** : SoftwareEngineer

**Location** : Bangalore (Kormangala)

**Characteristics** : Cautious Financial Planner  
Safety-Driven Trust Seeker  
Tech-Savvy Minimalist

## Pain points

- Fear of scams and unverified profiles.
- Safety concerns as a solo female renter.
- Mismatched lifestyles.
- Disputes with flat mates because of late payment, non-payment and partial payment of rent

## Platform Needs

- Mandatory KYC verification (Aadhaar, employer email).
- Women-only filter and in-app reporting for safety.
- Lifestyle matching (vegetarian, early sleep schedule).
- Trust badges for verified profiles.
- Legal/Formal agreements

# ROHAN PATIL



**Age** : 18

**Occupation** : B.Tech student

**Location** : Bangalore (Koramangala)

**Personal Characteristics**

- Cost-Sensitive Deal Seeker
- Time-Constrained Multitasker
- Social Hobbyist (Gamer and night owl)

## Pain points

- Difficulty finding budget-aligned flatmates.
- Chaotic, spam-filled platforms (e.g., Telegram, WhatsApp).
- Time constraints due to classes and projects.
- Financial disputes over deposits or bills

## Platform Needs

- Hobby-based matching (gaming, late-night study).
- Transparent pricing (no hidden fees).
- Simplified onboarding (minimal steps).

*"All I Wanted Was an Affordable Vibe"*

# PRIYA NAIR



**Age**

: 25

**Occupation**

: Freelance content creator

**Location**

: Mumbai

**Personal  
Characteristics**

- Flexible Budget Manager
- Creative Community Builder
- Premium Feature Adopter

## Pain points

- Lack of people-focused platforms.
- Incompatible flatmates (non-pet-friendly, rigid schedules).
- Time wasted on generic listings.
- High broker fees and unreliable matches.

## Platform Needs

- Pet-friendly and schedule-based matching.
- Premium features (priority matches, profile boosts).
- Transparent user reviews and mutual connections.

**"All I Wanted Was a Flexible Haven"**

- Priya is a seasoned freelancer who moves between Mumbai and Bangalore for client projects.
- She owns a cat and works irregular hours, often late at night. Her last flatmate, found via a broker, complained about her schedule and pet, leading to tension.
- Frustrated by platforms like Housing.com that focus on properties, not people, she wants flatmates who embrace her creative lifestyle.
- She's willing to pay for premium features to find the right match quickly and avoid broker fees.

# VIKRAM GUPTA



- Vikram has lived in Gurgaon for five years, climbing the corporate ladder.
- He shares a flat to save for investments but values stability and professionalism in flatmates.
- His last flatmate, found via a colleague, was messy and noisy, disrupting his work-from-home routine.
- He's frustrated by the lack of platforms offering detailed compatibility
- Privacy is a concern, as he's wary of sharing data on unsecure platforms.

*"All I Wanted Was a Stable Sanctuary"*

**Age** : 33

**Occupation** : Product Manager

**Location** : Gurgaon (Cyber City)

**Personal Characteristics**

- Professional Efficiency Seeker
- Privacy-Conscious Organizer
- Social Hobbyist (Gamer and night owl)

## Pain points

- Difficulty in Finding Compatible Long-Term Flatmates
- Time-intensive vetting for compatibility.
- Lifestyle Mismatches (Messy vs. Clean, Noisy vs. Quiet)
- Privacy Risks on Informal Platforms

## Platform Needs

- Detailed compatibility scores (cleanliness, noise levels).
- Privacy-focused onboarding
- Professional profile verification (LinkedIn, employer).

# PERSONA PRIORITIZATION

## High Engagement on Risky Platforms

Ananya uses Facebook (50% usage rate), indicating high engagement but also high risk of scams and conflicts, making her a prime candidate for Plus One's safety features.

## Revenue Potential

Ananya is more likely to adopt premium features to avoid bad experiences, supporting our monetization strategy

## Safety-Conscious

As a young female professional, Ananya aligns with the 80% of women who prioritize verified flatmates, justifying our female-centric safety features (e.g., female-only mode, enhanced verification).

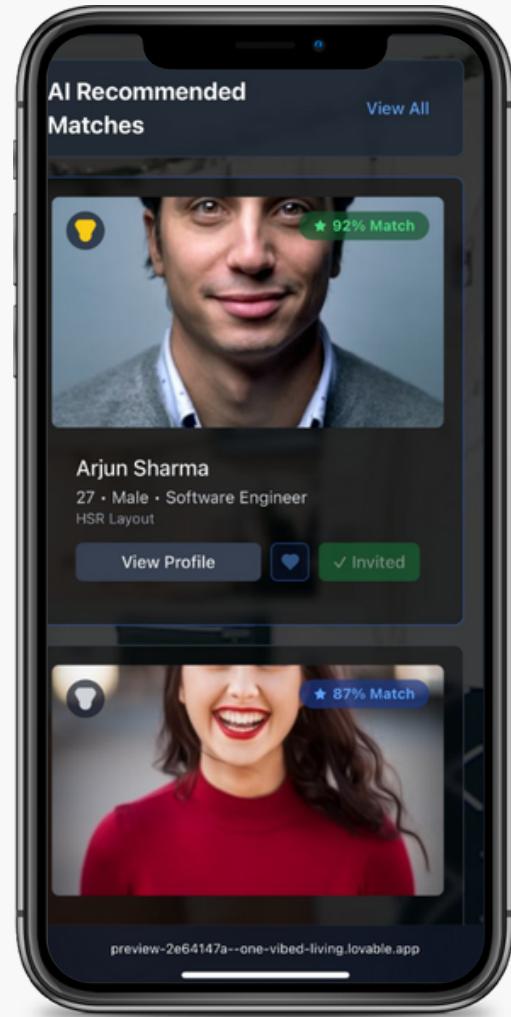
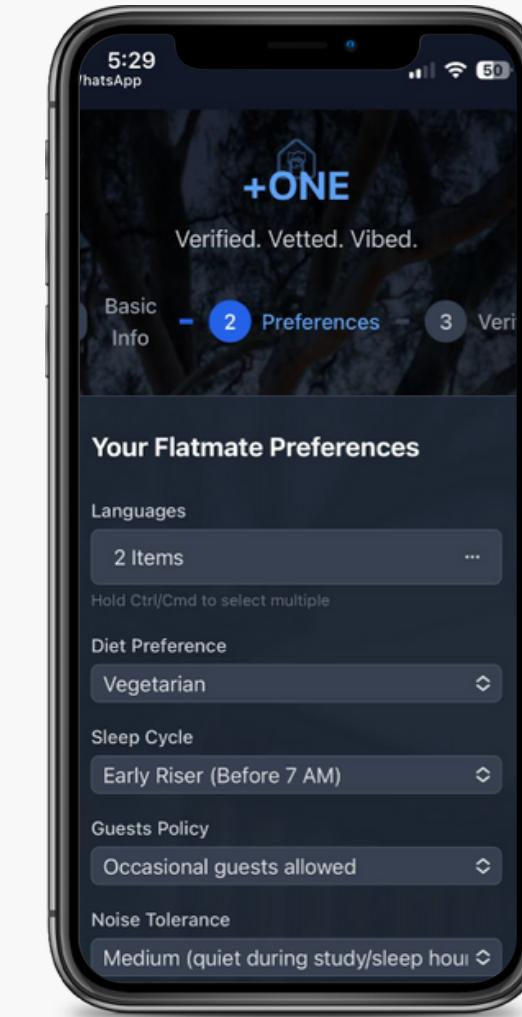
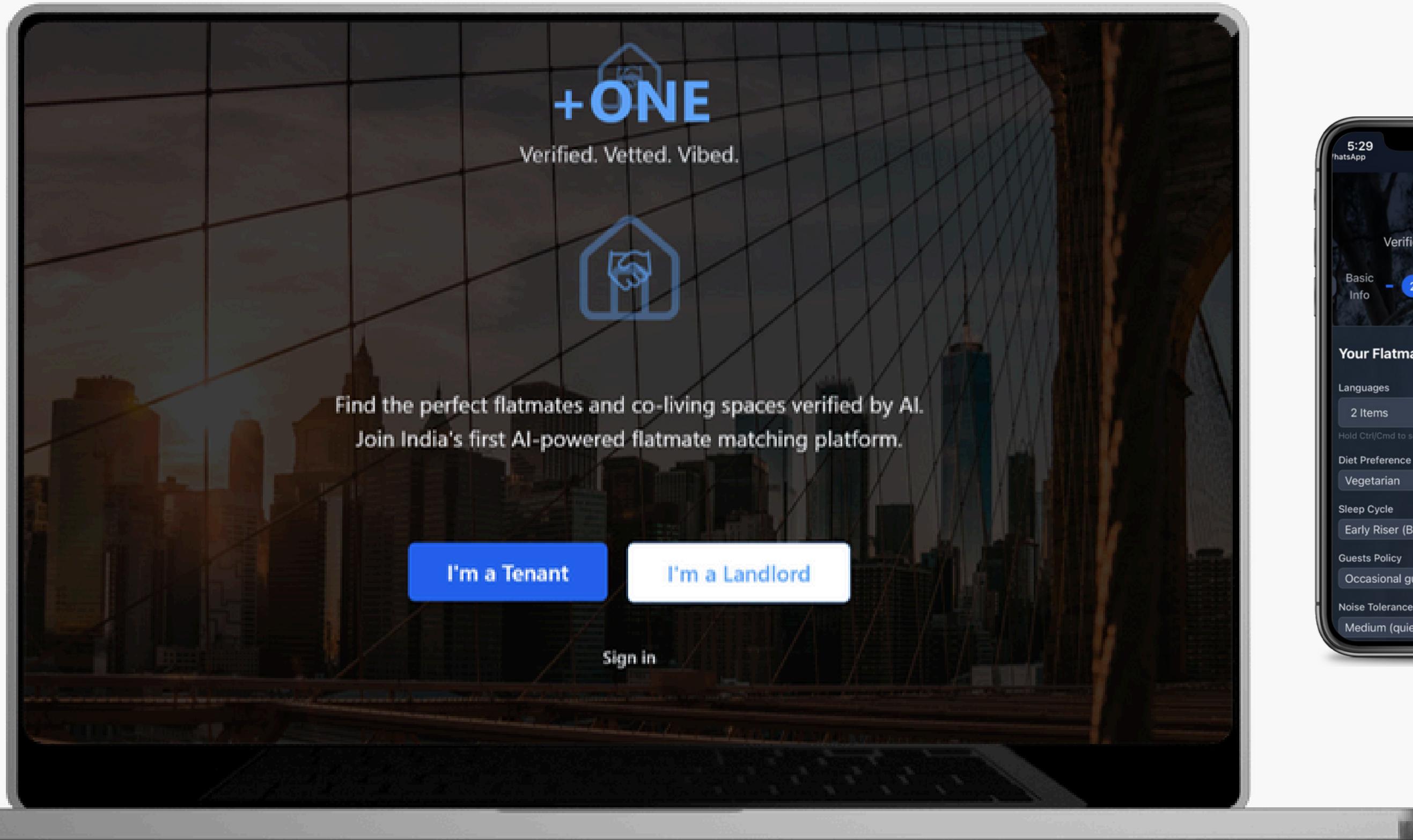
## Compatibility-Driven

Ananya's frequent bad experiences highlight her need for AI-driven compatibility scoring (92% match accuracy), a core platform feature.

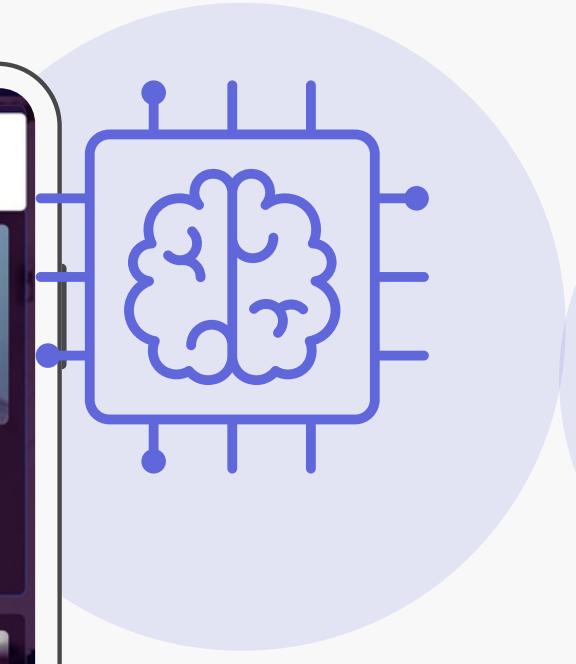
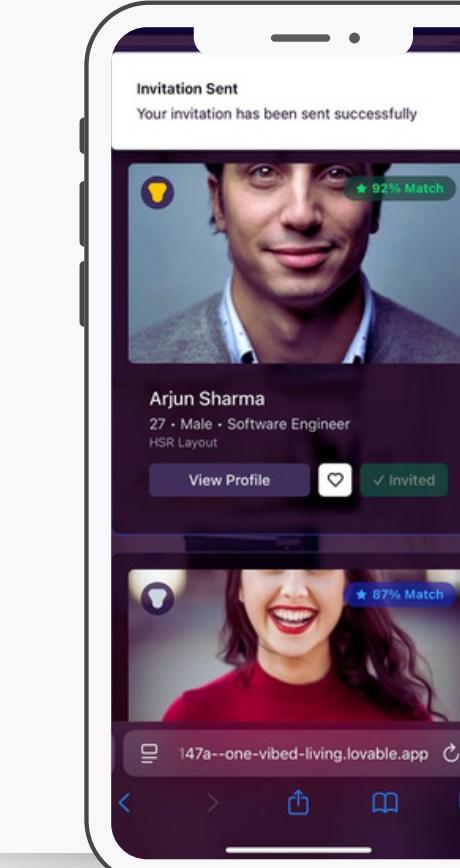
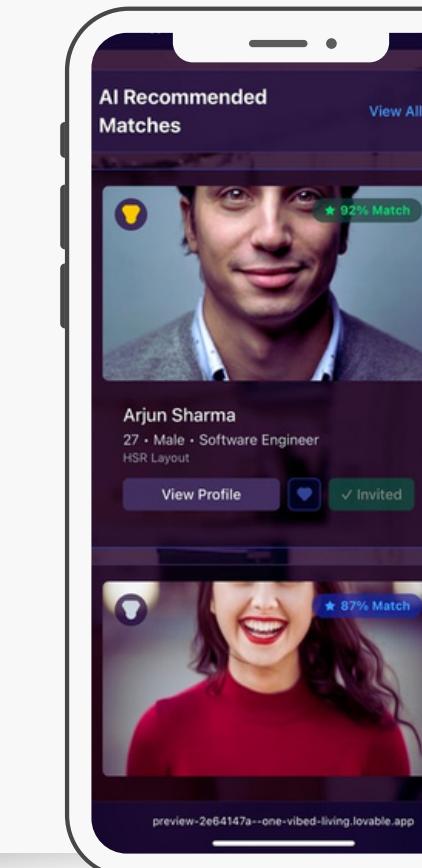
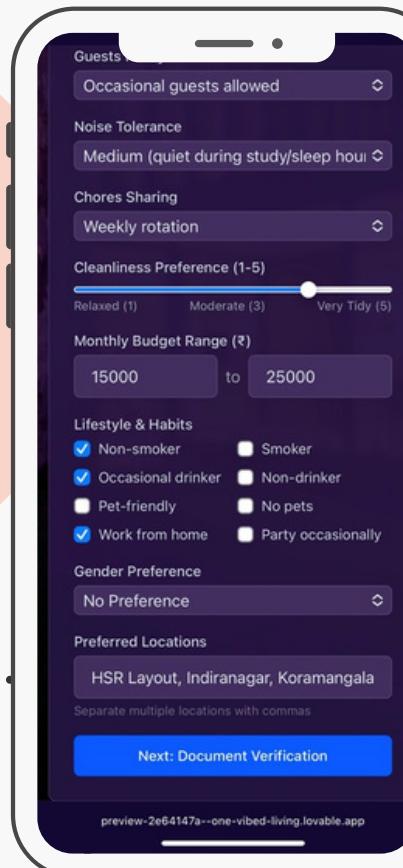


## ANANYA SHARMA

# Prototype: +ONE : One Vibed Living

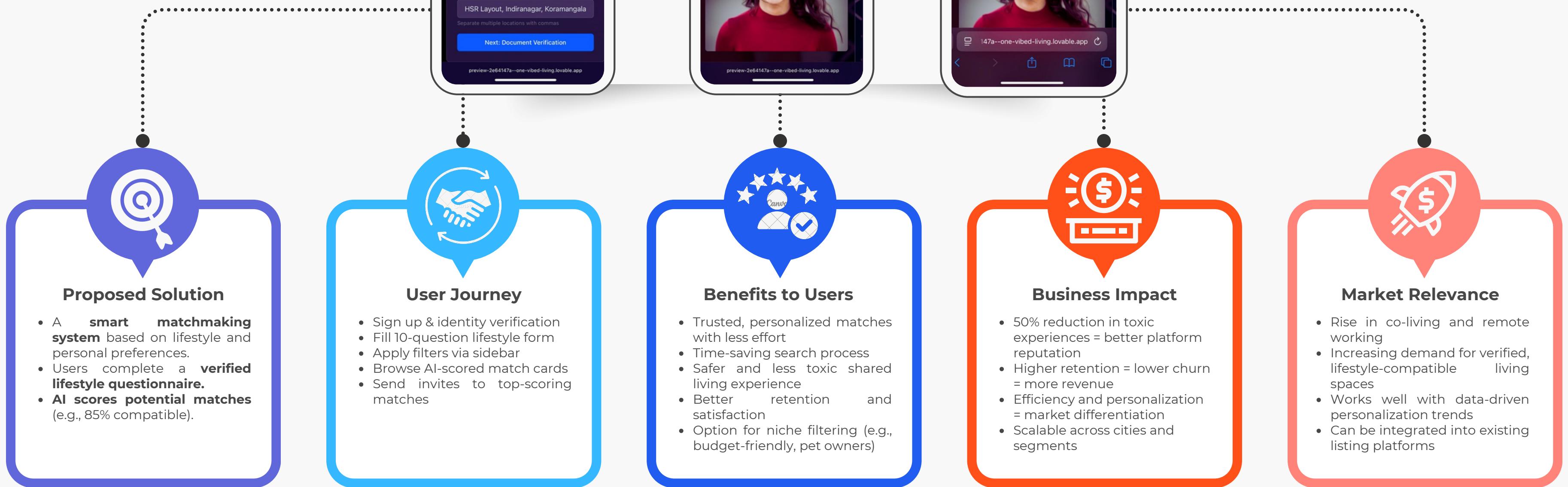


# SOLUTION 1 - AI COMPATIBILITY SCORE

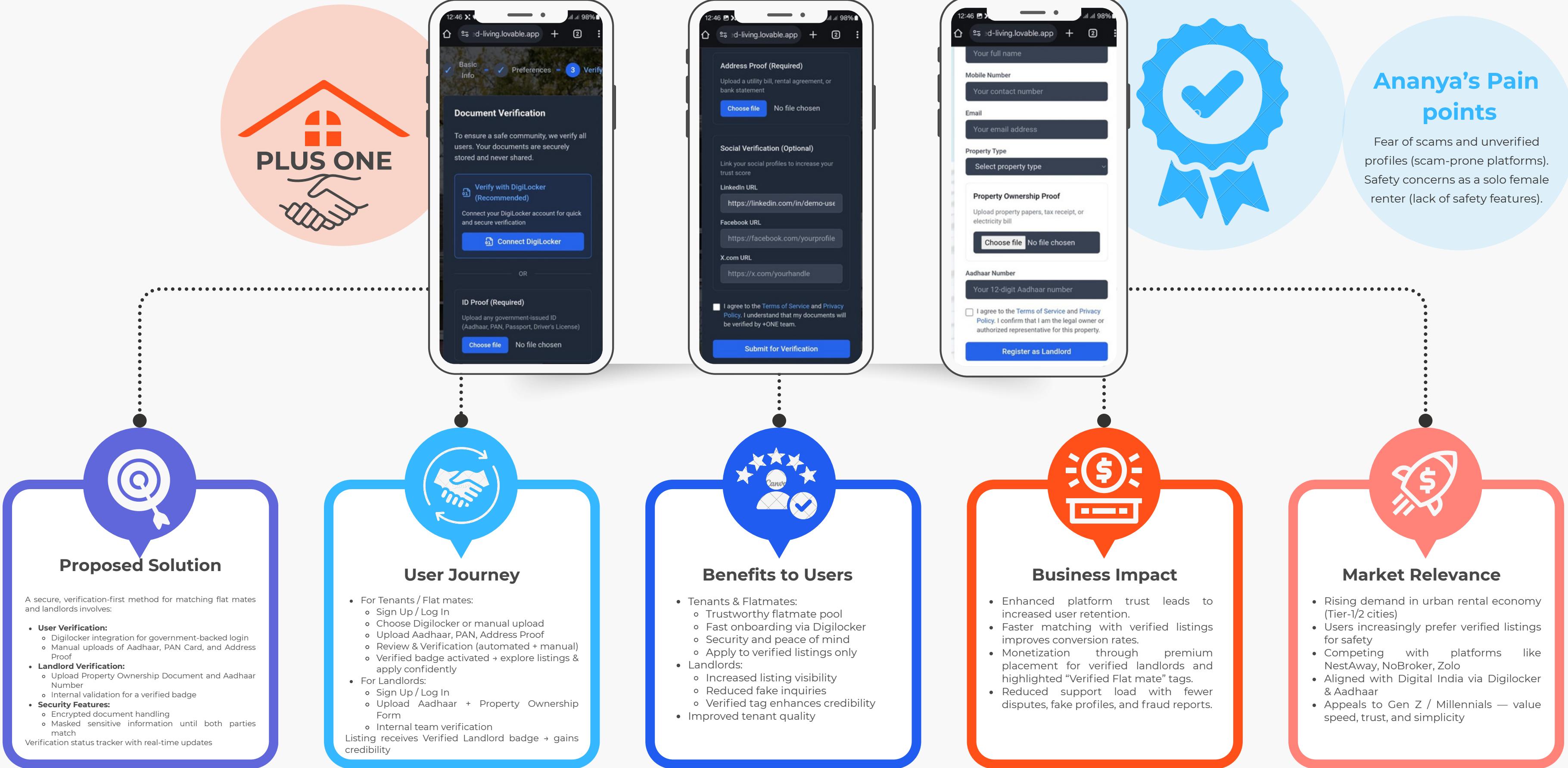


## Ananya's Pain points

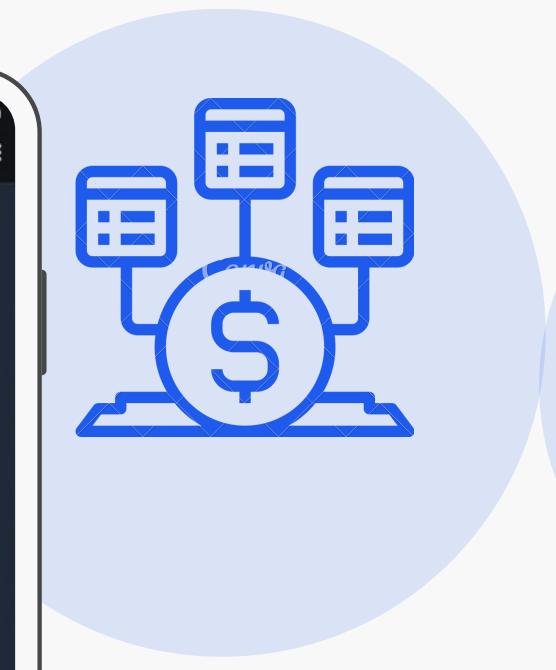
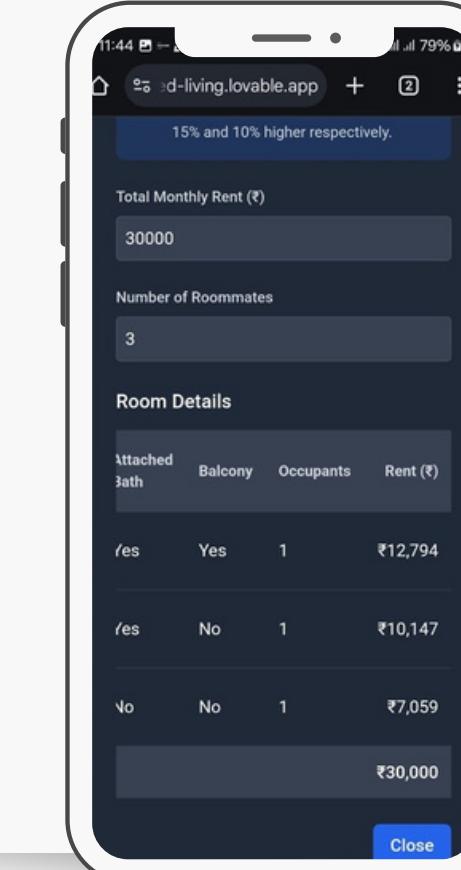
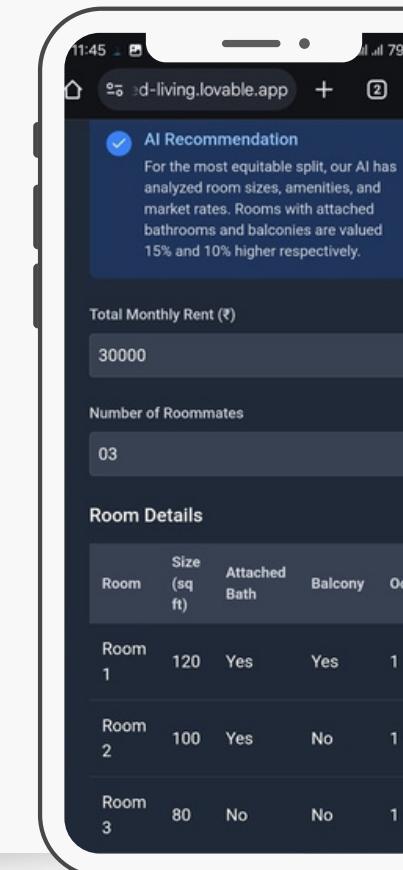
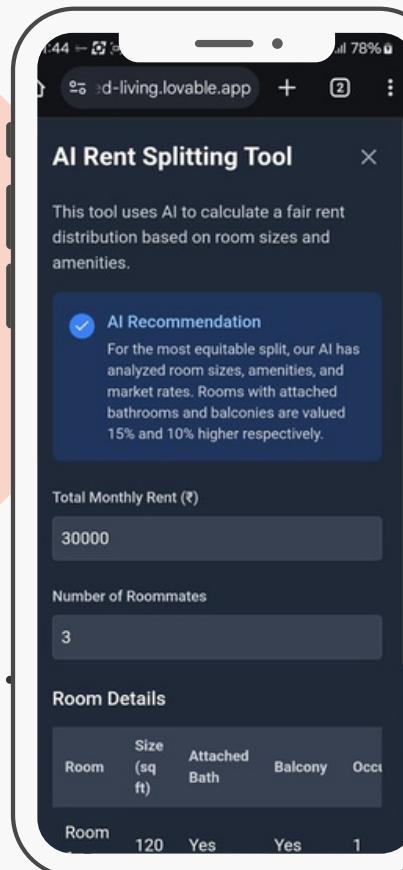
- Conflicts over different lifestyle of flat mates
- Time-intensive vetting of incompatible flat mates
- Unfiltered platforms with irrelevant listings
- Lack of trust in match quality due to vague or generic profiles



# SOLUTION 2 - VERIFIED TENANTS & LANDLORDS

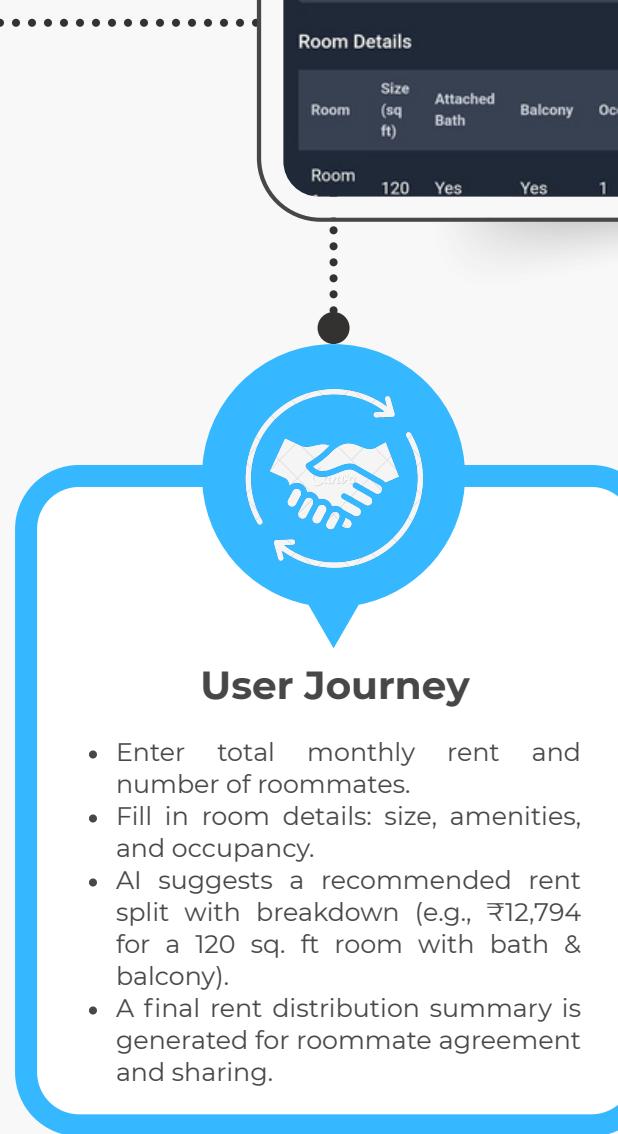


# SOLUTION 3 - RENT SPLITTING TOOL



## Ananya's Pain points

Disputes with flat mates because of late payment  
Non-payment  
Partial payment of rent



# | BUSINESS MODEL & MONETIZATION



## Business Model



## Subscription Plans



## Add-Ons



## Referral

**Model Type:** Freemium Subscription Model

**Core Offering:** Flatmate discovery platform with compatibility matching, verified profiles, safety filters, and communication tools.

**Target Users:** Students, working professionals, young migrants, especially in metro cities.

Basic Plan(Free): Basic features, search, filters

Premium(INR 500): Compatibility score, invitations and messages, contacts, Email support, rent splitting tool, Whatsapp support, Verification of ID and employment, draft rental agreement

Profile booster, Relationship manager, Rent receipt generator

₹100 cash back for each friend who subscribes,  
Special plans for students

# GO TO MARKET STRATEGY



## Pre-launch

( -2 Months to launch)

- **Build Targeted Waitlist:** Referral rewards, micro-targeted campaigns in Bangalore
- **Acquire Supply:** Create Property Partner Program, host broker workshops, develop verification badges
- **Community Testing:** Source listings from 20+ Facebook groups, run matchmaking sprints
- **Infrastructure Setup:** Establish 24/7 support team, outbound listing acquisition team, document verification team



## Focussed Launch

( 0 to 3 Months)

- **Zero-Fee Model:** Free for all landlords permanently, free for all users, premium features free for first 10K users
- **Launch City: Bangalore**
- **User Experience:** Frictionless onboarding (<3 mins), smooth offboarding post-match
- **Engagement:** Comprehensive email campaign sequences, neighborhood-specific content
- **Support:** Dedicated relationship management team, document verification, issue resolution



## Accelerated Growth

( 3 to 12 Months)

- **Monetization:** Maintain zero fees for landlords, ₹500/month premium after first 10K users
- **City Expansion:** Scale to new Tier 1 cities after 2K+ waitlist and 300+ listings per city
- **Growth Channels:** Expanded outbound team, digital campaigns, partnerships with co-living companies
- **Retention:** Post-match support, landlord retention program, rent-splitting tool
- **Platform Growth:** Mobile app, video verification, specialized off-boarding team, Add-on features

# METRICS

## Solution 1:

### AI Compatibility Score

Number of messages exchanged among profile pairs with minimum of 80% score

## Soultion 2:

### Verified Tenants and Landlords

Percentage of verified tenants and landlords

## Solution 3:

### Rent Splitting Tool

Number of rent transactions processed

## Revenue

Number of premium subscribers

## North Star Metric

Number of invitations and messages sent and received

## L1 Metrics

- 1. Verification Completion Rate** ( % of users (tenant + landlord) who complete the full ID/property verification process )
- 2. Profile Completion Rate** ( % of users completing 80%+ of profile including preferences, habits, budget, etc. )
- 3. Rent Splitting Tool Usage Rate** ( % of matched roommate pairs using rent splitting tool)

## L2 Metrics

- 1. Message Engagement Rate** ( % of matches with 5+ messages exchanged )
- 2. Referral Rate** ( % of users who invite others )
- 3. 30 day Churn Rate** ( % of users who leave or go inactive after 30 days )

## Counter Metrics (To Watch For Unintended Consequences)

- 1. Post-match dispute rate** ( Any reports of mismatched expectations, property issues, or payment disputes )
- 2. Support Tickets per 1,000 Users** ( Monitor increase in operational load, bad UX signals, or fraud attempts )
- 3.Fake Profile Rate** ( % of flagged users by community or automated system)



If you want to join the waitlist, write to  
[plusonewaitlist@gmail.com](mailto:plusonewaitlist@gmail.com)