

Imagine, you've just been accepted
for a **student exchange...**





You're **ready** to explore,
make new friends,
and experience the
adventure of a lifetime...



But wait.

Where are you going to stay?



NestAbroad

Securing your next Home-Away-From-Home

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01

Introduction

Of NestAbroad



WHAT IS NESTABROAD?

A game changer that simplifies the process of finding accommodation for exchangers.



Tagline:

Securing your next Home-Away-From-Home

Mission:

Simplifying accommodation search for
exchange students

TARGET MARKET

Singaporean students going for exchange in Vancouver, Canada



More than **5000** students from Singapore embark on exchange annually, with Vancouver being one of the most popular cities.

However, Vancouver's rental market is notorious for being challenging to navigate.

TARGET MARKET ANALYSIS

Additional reasons behind the selection of our target market

1 SIMILARITIES

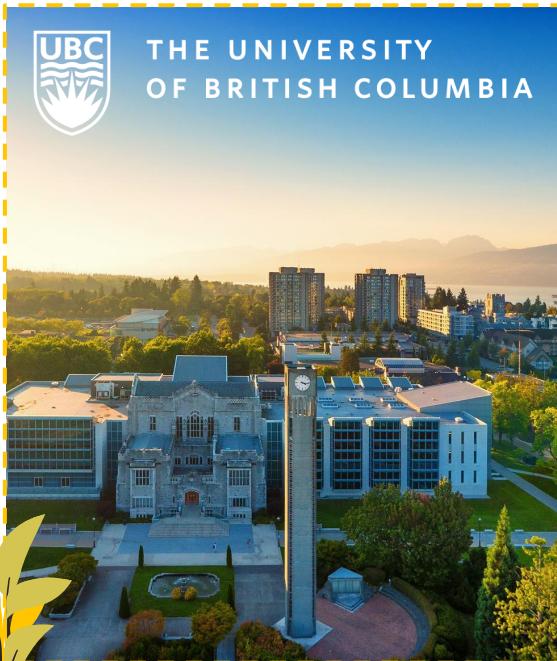
Between Singapore and Vancouver's **housing needs**



2 DEMOGRAPHIC

Similarities – both Singapore and Vancouver have a **large international student population** with a **good reputation for education**.

CURRENT MARKET PRACTICE



TIME-CONSUMING & INEFFICIENT



UBC is Singapore universities' only partner university in Vancouver. To find suitable housing options, exchange students there have to:

1. Browse through multiple sources of information (eg. Airbnb and university websites)
2. Ask for recommendations from peers

PAIN POINTS



LACK OF CONSOLIDATED INFORMATION

Tedious search process due to scattered information sources



INSUFFICIENT LOCAL KNOWLEDGE

Challenging to determine neighbourhoods suited their needs

Hence, NestAbroad aims to address these pain points by providing a user-friendly platform that streamlines the entire search process.

COMPETITIVE ANALYSIS

Using Porter's 5 Forces



Competitive Rivalry	High competition  
Bargaining Power of Suppliers	High bargaining power 
Bargaining Power of Buyers	Limited bargaining power 
Threat of Substitution	Low 
Threat of New Entrants	Moderate 

02

Implementation

Creating the application



Assumptions



Accommodations

AirBnb is the main source of listings that accommodate long-term stays - ideal for students on exchange programmes.



Partner Universities

The university of British Columbia will remain the only partner-university for the duration of this project



Currency Exchange Rate

Currency exchange rate between SGD and CAD will remain at a static rate of 0.98 SGD per CAD



Data Sources

Data Source	Details
Inside Airbnb	<ul style="list-style-type: none">- Detailed listings information- Reviews of the listings- Neighbourhoods in the region
UBC's official student residences site	Accommodations provided on campus
Vancouver Open Data	Information about Vancouver's locale Location of facilities within the region



Data Processing

01



Data Cleaning

Reformatting

Filtering

Listings

Reviews

02



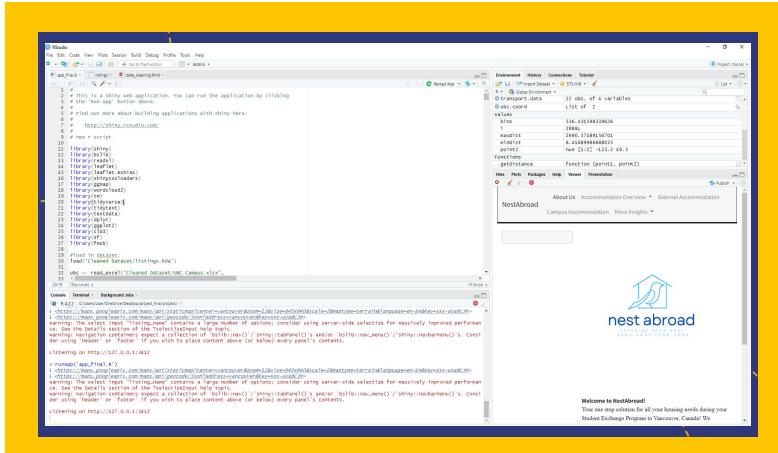
Feature Creation

Distance to Facilities

Discretization

R Shiny Development

Intuitive UI



Interactive
Server

03

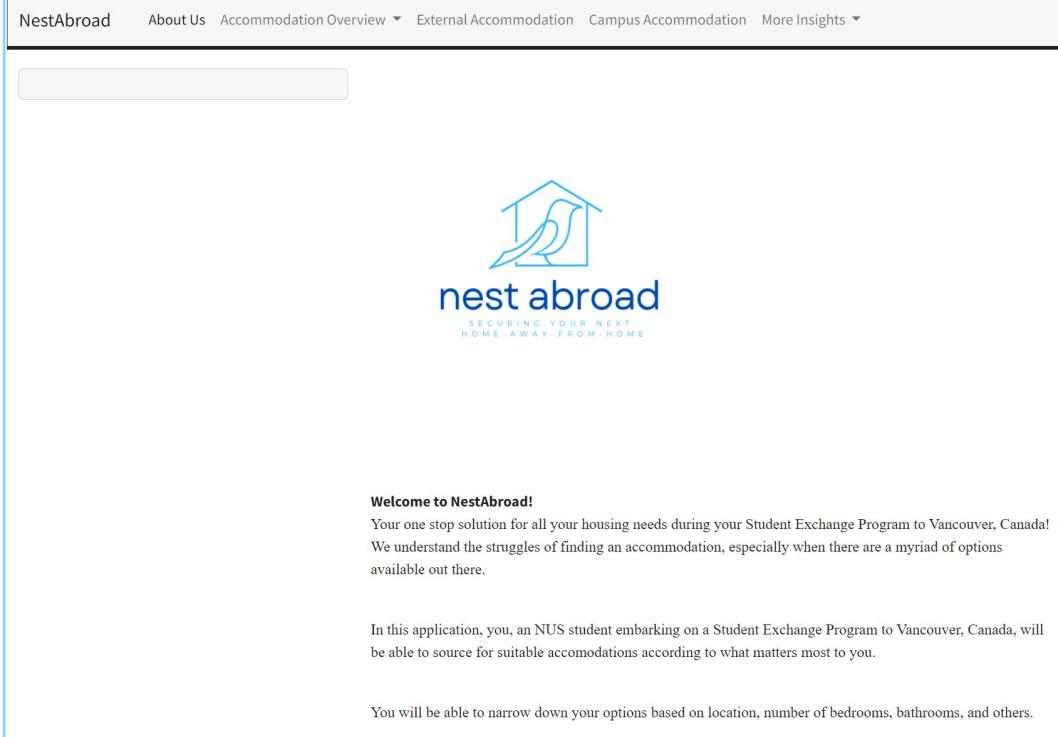
Marketing Strategy



Establish Brand Identity



NestAbroad About Us Accommodation Overview ▾ External Accommodation Campus Accommodation More Insights ▾



The wireframe shows a website layout. At the top is a navigation bar with the brand name "NestAbroad" and links for "About Us", "Accommodation Overview", "External Accommodation", "Campus Accommodation", and "More Insights". Below the navigation is a large, empty rectangular area representing the main content area. In the center of this area is the nest abroad logo. To the right of the logo is a section titled "Welcome to NestAbroad!" with a descriptive paragraph. Further down is another paragraph about the user's ability to narrow down accommodation options. The entire wireframe is enclosed in a light blue border.

Welcome to NestAbroad!

Your one stop solution for all your housing needs during your Student Exchange Program to Vancouver, Canada! We understand the struggles of finding an accommodation, especially when there are a myriad of options available out there.

In this application, you, an NUS student embarking on a Student Exchange Program to Vancouver, Canada, will be able to source for suitable accomodations according to what matters most to you.

You will be able to narrow down your options based on location, number of bedrooms, bathrooms, and others.

Partnership with Universities

NUSMods - NUS

The screenshot shows the NUSMods website interface. On the left, there is a sidebar with various links: Today, Timetable, Modules, Venues, Settings, Contribute, Whispers, Vertical Mod, Add module to, LAS2201 Spac, and BSE3701 Mac. Below these are sections for Total Module Credit and a link to Click here for list of modules offered in Mini-Semesters.

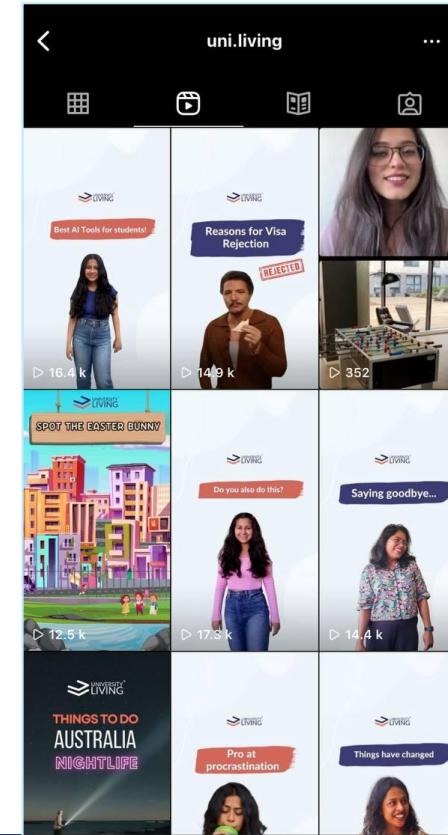
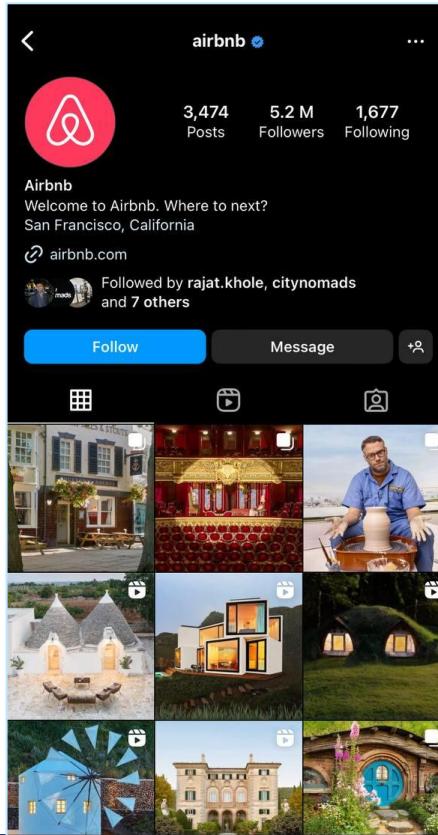
The main header features the NUS logo and navigation links: Home, Academic Plan, About, Using ModReg, Module Information (which is underlined), Schedule & Timeline, Special Terms, Resources, Contact Us, and FAQs. A search bar is also present.

The main content area has a dark blue header "Undergraduate Students" and a breadcrumb trail "Home / Undergraduate Students". The main body contains a section titled "NUSMods" with text about module and timetable information, prerequisites, and module details. It also includes links to "UG ModReg Workflow (PDF)", "Schedule & Timeline", "Using ModReg (UG)", "Contact Us", and "FAQs (UG)".

Getting involved with Student Groups



Build a Social Media Presence



Promoting at Study Abroad Events

Study Abroad Education Fair May 2023

When: 13th - 14th May 2023, 12:00 PM - 06:00 PM

Where: Raffles City Convention Centre, Atrium Ballroom, L4,
Singapore

Highlights:

This May, join us and have fun at an old-school themed education fair! Find out more about studying abroad while having fun with your friends and family.

IDP Study Abroad Education Fair is a free physical university fair tailor-made for students who want to discover overseas study opportunities (UG/PG) at Universities and Colleges from Australia, New Zealand, Canada, Ireland, and the United Kingdom.

Our team of dedicated and experienced IDP Education Counsellors and Uni Reps will be there to guide you to kick-start your study abroad journey to your dream university.

Participate in a wide range of interactive activities to redeem attractive shopping vouchers.

Join us at NUS Go Global Fair 2023!



NUS Global
To: NUS All Undergraduate Students
Cc: GRO Comms



Wed, 8 Feb 2023 • 1:00 - 7:00 PM SGT
NUS UTown, Stephen Riady Centre, Level 2

Looking to make the most of summer?

Come check out the NUS Go Global Fair 2023, where you will be able to speak directly with our partner universities and NUS units to find out more about the many study-abroad opportunities available, such as the plethora of summer programmes, internships, NOCs, and of course, student exchange opportunities!

Peers from partner universities, and even seniors who have been to these universities will be there to share their amazing overseas experiences with you.

What are you waiting for? Mark your calendars and we will see you there!



Navigating NestAbroad



04

Feasibility



MARKET FEASIBILITY



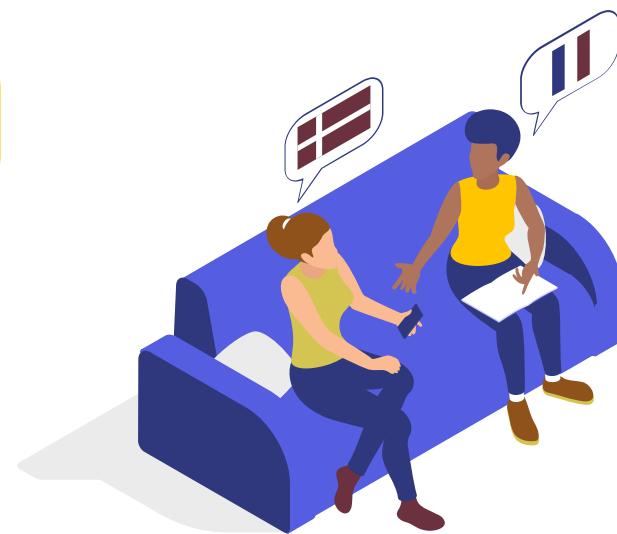
**The increasing demand for
overseas study**



**First accommodation web app for
exchange student in Singapore**

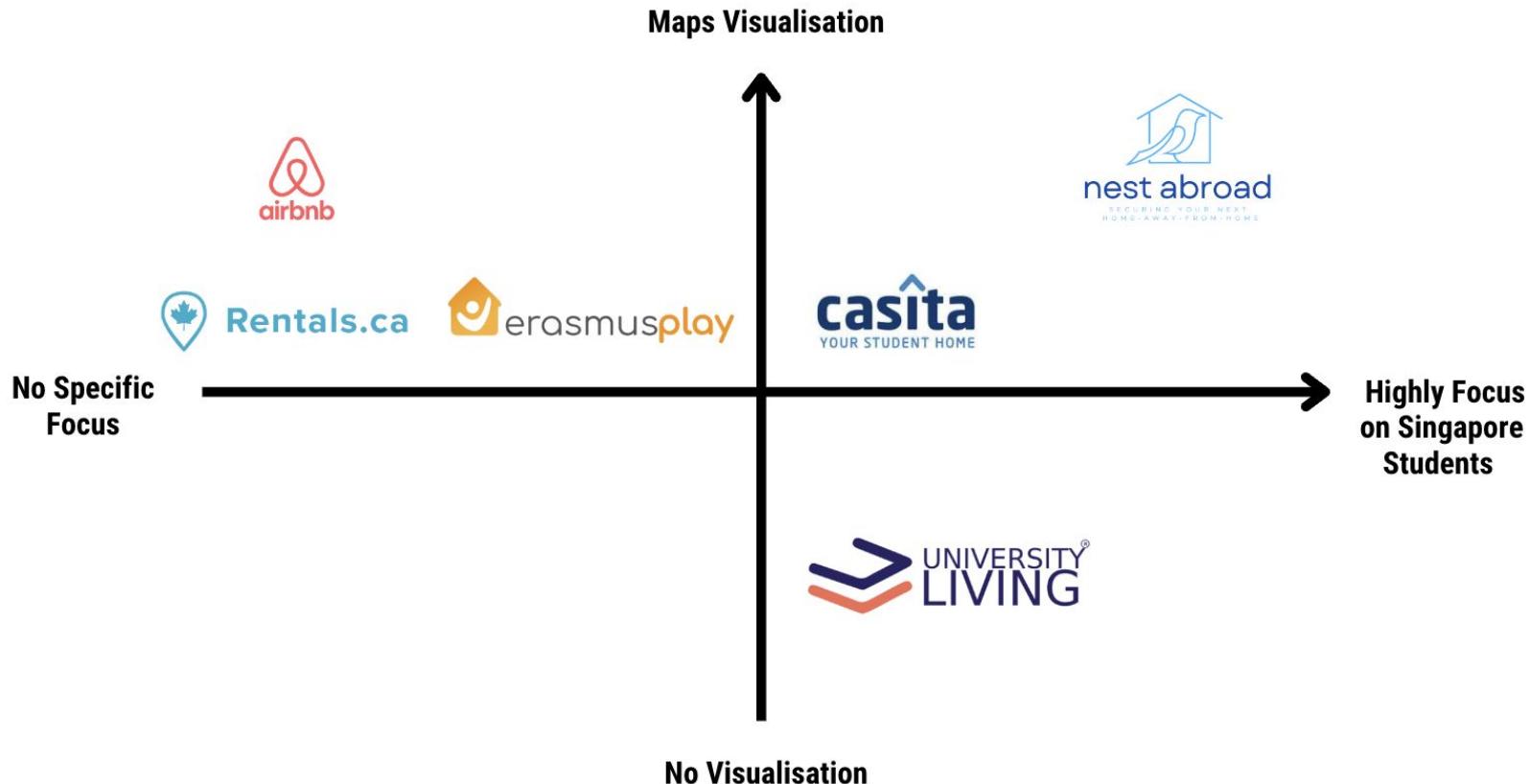
20,000

Singaporean students study overseas

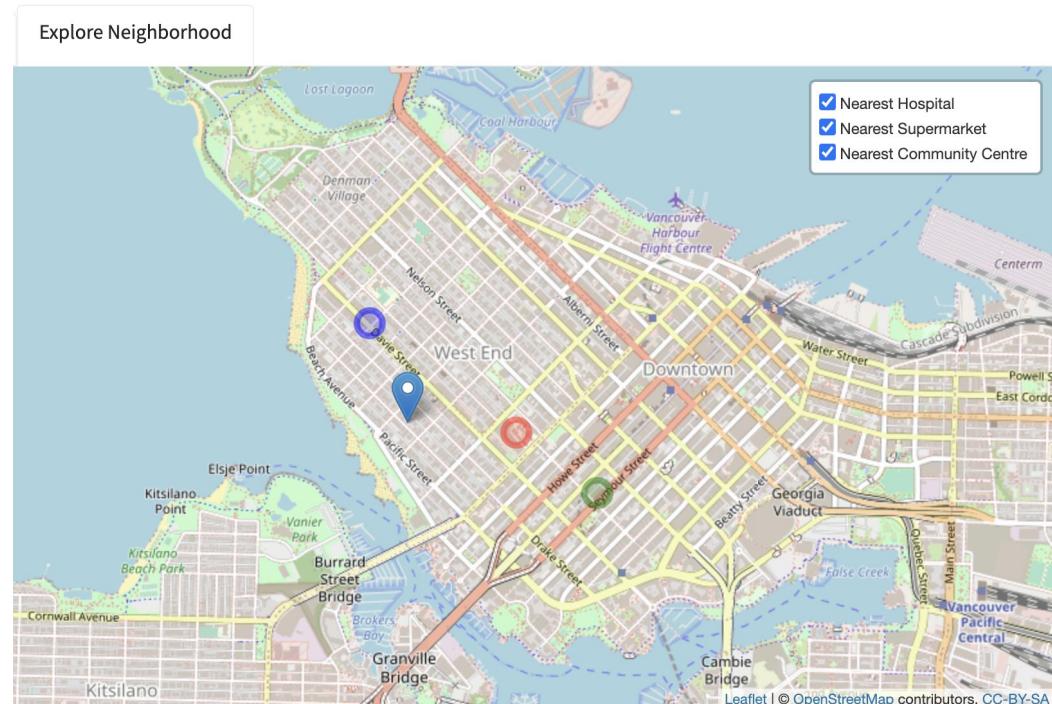
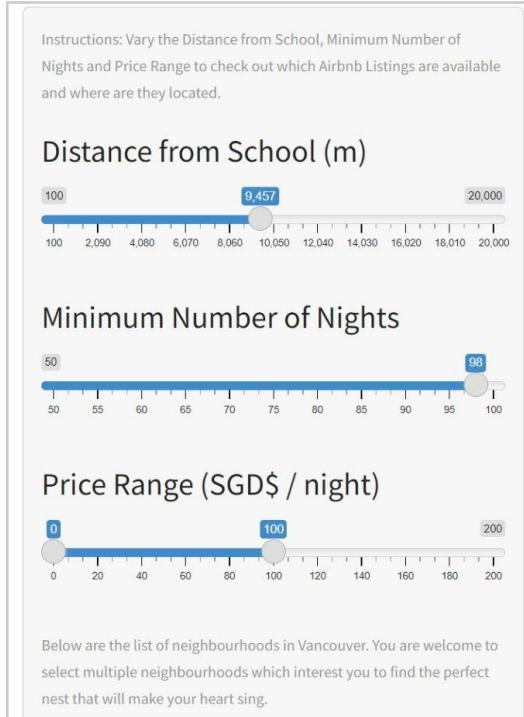


(Open Doors Report, 2021)

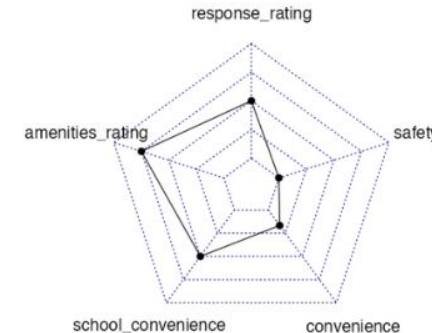
COMPETITOR ANALYSIS



STUDENT-FOCUSED SEARCHING TOOLS



FRIENDLY USER INTERFACE



OPERATIONAL FEASIBILITY

Current Operational Market



Potential Issues

Technical disruption can be minimised by **load testing, regular maintenance** and **continuous monitor**.

05

Future Outlook



FUTURE DEVELOPMENT PLAN

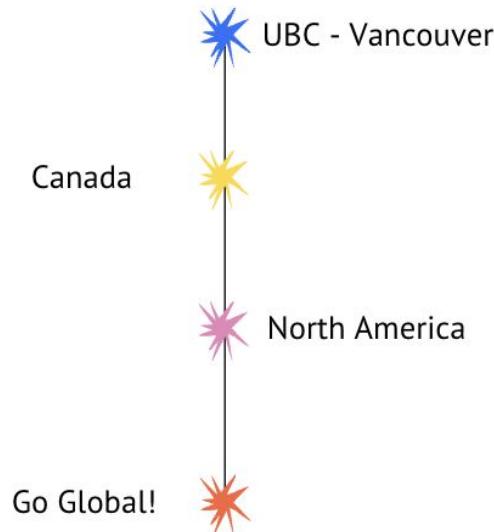


UPDATED AIRBNB
DATA

A screenshot of the Airbnb website interface. At the top, there's a search bar with "Vancouver", "Week in Sep", and "Add guests". To the right are links for "Airbnb your home" and user profile icons. Below the search bar is a navigation menu with categories: All homes (selected), Cabins, Amazing pools, Design, Beachfront, Amazing views, Private room, and a "Filters" button. A message indicates "Over 1,000 homes in Vancouver". Below the menu, there are two listing cards. The first listing shows a bedroom interior with a double bed, a lamp, and a painting, labeled "Superhost". Below it is the text "Flat in Vancouver Between the Beach and Broadway" and a rating of ★ 4.98 (425). The second listing shows the exterior of a green, two-story house with a porch, also labeled "Superhost". Below it is the text "1 Room in Vancouver Perfect Find for Solo Traveler!" and a rating of ★ 4.98 (425). Both cards have a "Show map" button.

FUTURE DEVELOPMENT PLAN

ROADMAP



**EXTEND THE
MARKET**

FUTURE DEVELOPMENT PLAN



**BUILD MORE
FEATURES**





06

Conclusion

Tackling Pain Points

Have we addressed the pain points we identified?

LACK OF CONSOLIDATED INFORMATION

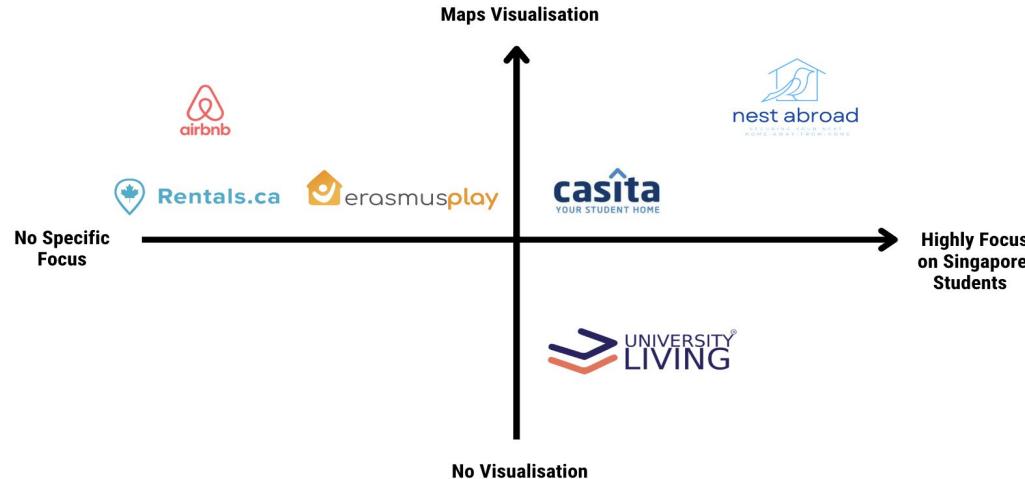
- Multiple Data Sets utilized
- Provides holistic view

Lack of Local Knowledge

- Insights of facilities such as Supermarkets & Hospitals

Setting Ourselves Apart

COMPETITOR ANALYSIS



THANK YOU!

