

# Payments Monetisation Charter

We're aiming to evolve our housing marketplace to a housing platform which will become the operating system for rental businesses Europe-wide.

This requires monetisation of a suite of different independent products. The first product line that is ready to be monetised is HousingAnywhere Payments.

The method we use to charge tenants doesn't necessarily need to be different from our marketplace (transactional vs subscription). The fact that we are charging for a different product is in itself diversifying income streams for the business.

## Goals of monetising the payments product

### 1. Prove some customers are willing to pay for our payments tooling

- The actual amount of revenue isn't overly relevant at this point, we just need to prove it's possible
- Charging many users a small amount is favoured over few users a large amount as it's more scalable
- Freemium is preferred as a first iteration to mitigate risk of churning users

### 2. Improve the quality of the feedback we receive

- Our most active users should be the ones approached, all these already have an account manager
- Ideally we pay-wall the entire suite, so feedback is more about overall performance
- Make only a single changes at a time, to better understand what changes brought what feedback

## Value proposition of the product

The identified areas we generate the most value on the landlord's side are

1. Automated reminders save landlords time from reminding tenants to pay
2. Automation of payment plan creation based off listing and booking data saves landlords time

## Weaknesses in the product

1. Payment success rate is still around 57%, this means many payment requests are going unpaid.
2. Landlords struggle to integrate HousingAnywhere Payments with other systems because the payout timing is based on move-in date. This means money coming into their business from different sources has different rules and timing, which creates complexity.

## Proposed model

Landlords must pay €99 a month to request payment requests for more than 3 different tenancies. They can continue to create as many individual payment requests as they like within these tenancies.

Approach		cost	no. of tenancies	revenue
Subscription	One-off	€0 €99 €199	0-10 10-20 20+	€0 €300 €1000 <b>€1100 p.m.</b>
Transactional	Per tenancy	€0 €5	< 3 tenancies per tenancy after 3rd	€0 <b>€1125 p.m.</b>

## Modelling

- On average 400 tenants receive a payment request from a landlord every month.
- 20 landlords send payment requests to more than 3 tenancies monthly

If all these landlords converted to paying customers would be €1989 p.m