

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.

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,

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

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
- 2.

Weaknesses in the product

1. Payment success rate is still around
2. Landlords struggle to integrate HousingAnywhere Payments

Proposed model

Landlords must pay

Approach		cost	no. of tenancies	revenue

Modelling

- On average receive a payment request from a landlord every month.
- send payment requests to more monthly

If all these landlords converted to paying customers would be