COMM

Find the Right Place at the Right Time

Hi, I'm Joe

I got **99** problems

But finding a place to live is #1

Problem

People have a hard time finding areas to live in because:

- Unfamiliar with city
- Lack information about factors that matter
- Existing applications are cluttered

Motivation

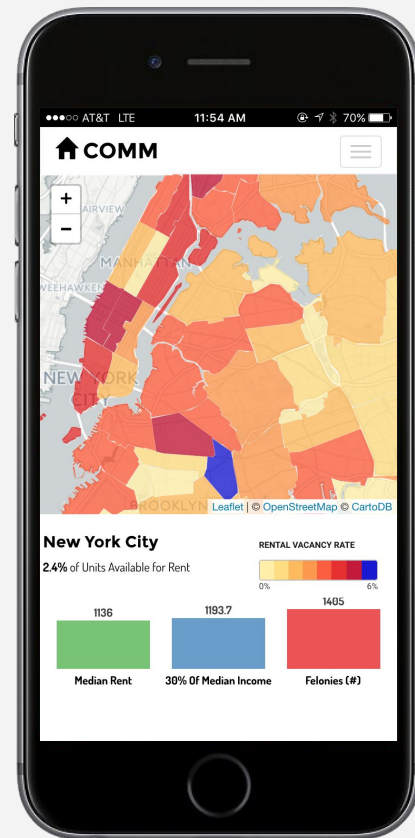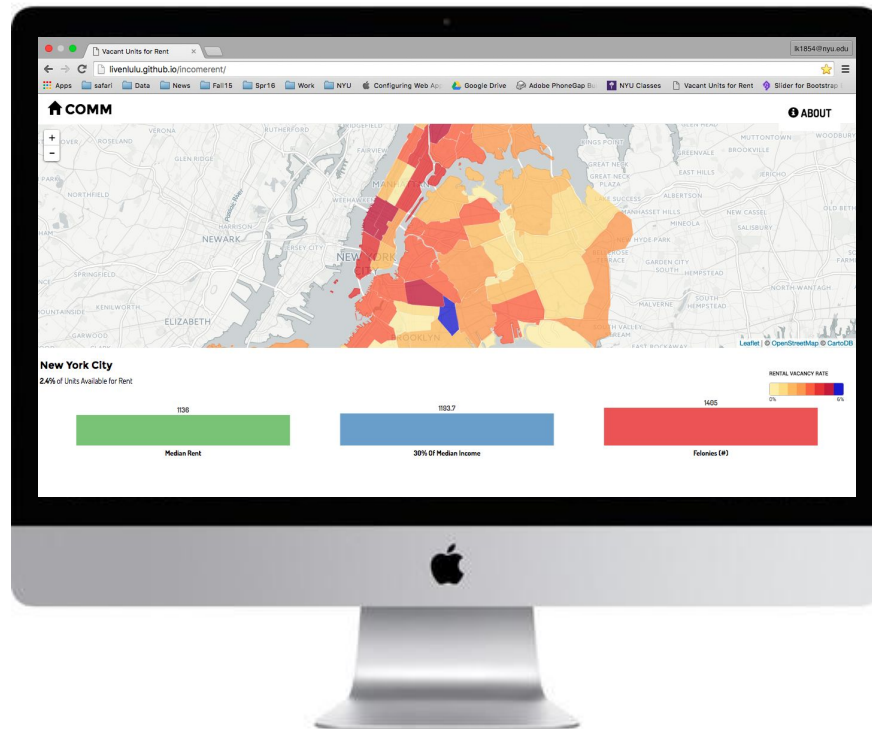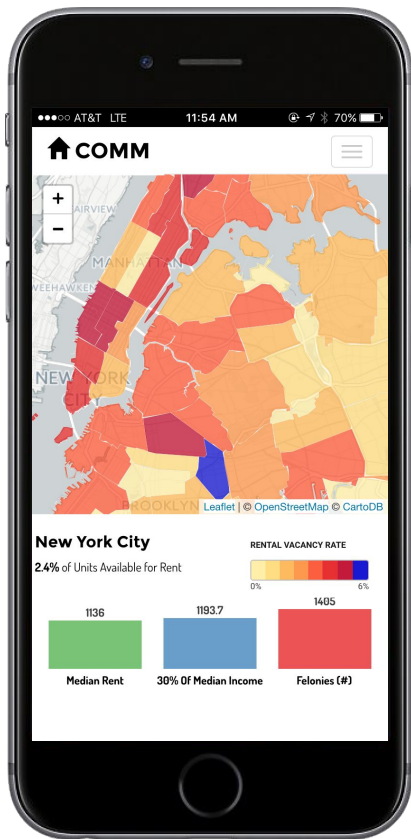Re**comm**endation

Community

In**com**e

Solution

Comm is a mobile app that helps users:

- Identify the **perfect location** to live in based on:
  - Income
  - Rent
  - Crime
- Get personalized recommendation from app of best area for **YOU**.

Overview of App

Market Analysis

- Industry: Internet Publishing, Broadcasting & Search Portals
  - Companies in this industry publish content on the internet to help people find content online
  - Advertising sales account for over 50% of US industry revenue
  - Industry forecasted to grow at annual rate of 9% between 2016 and 2020
  - Top competitors for COMM:
    - **Trulia**
    - **Streeteasy**

Competitor Analysis - Trulia

- Description:
    - Website/app to help people through the home and rental search process
- Strengths:
    - Has strong brand
    - Allows users to search for homes/apartments
    - Shows information on schools and amenities
- Weaknesses:
    - User has to do all the work
    - Doesn't provide personalized recommendation
    - Users may feel overwhelmed with complexity of site

Competitor Analysis - Streeteasy

- Description:
  - Website/app to help people through the home and rental search process
- Strengths:
  - Has a lot of filters
  - Allows users to search for homes/apartments
- Weaknesses:
  - Map isn't useful/hard to browse
 - Complex

Target Audience

- People moving into NYC for the first time
    - Age 21 - 35
    - Young professionals/rely on tech
    - Are not familiar with the area
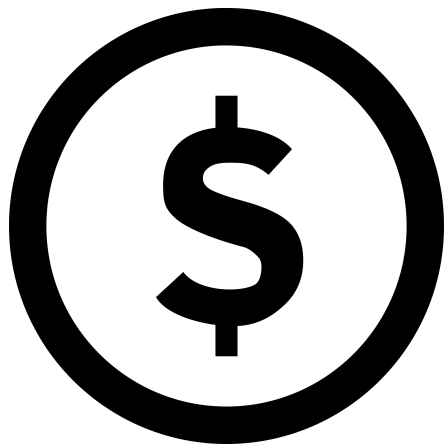   - Don't have time/want to do all the hard work

Market Analysis - Opportunity

	In N.Y.	In U.S.
Renter-occupied households	3,148,067	43,267,432
% of Total	51%	37%

Trulia's historical revenue growth

CAGR +90%

Revenue (mm$)

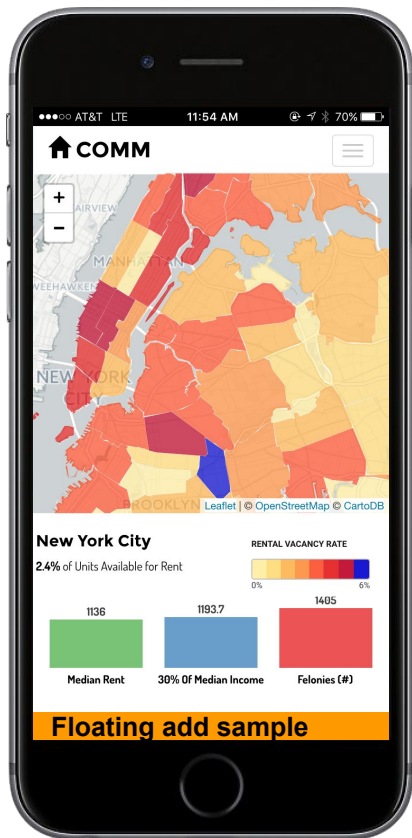| 2009	2010	2011	2012	2013	2014
10	20	39	68	144	252
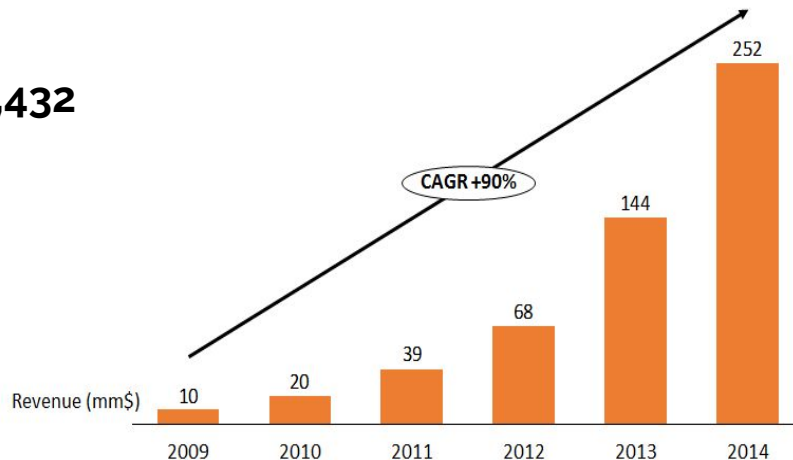
Monetization/Growth Strategy

- Monetization Strategies

    - Advertising

    - Partner real estate listings

    - Local business partnership

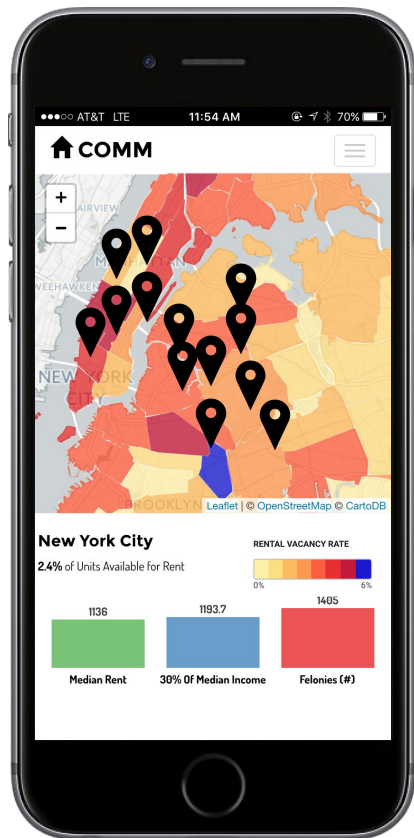# Revenue stream 1 - Advertising

We can embed ads in our application

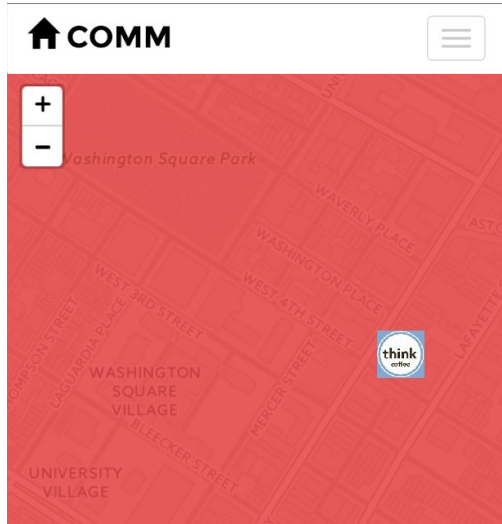Amazon and Google provide easy API access for ads display

Revenue stream 2 - real estate listing

We can show apartment vacancies on the map 📍
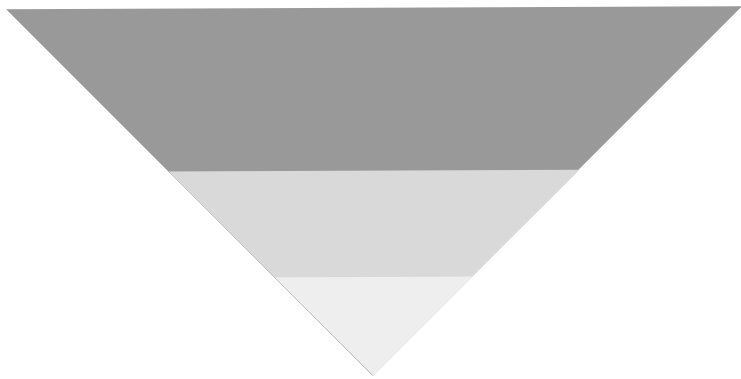
Charge **fees** by traffic direction

Revenue stream 3 - Business partners

Local business partners can show up on the map to promote their brands

Potentially get **rebates** from from their incremental revenues
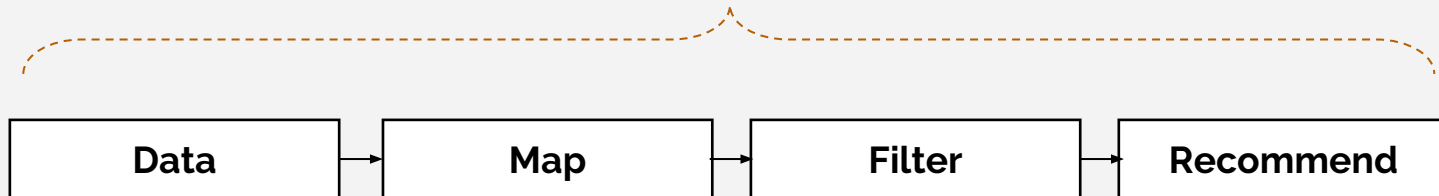
Data

Your Dream Home

Attributes about each location are written into **GeoJSON Objects**

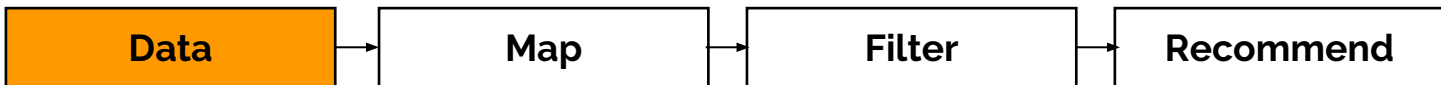Based on user input, the application **filter** the attributes

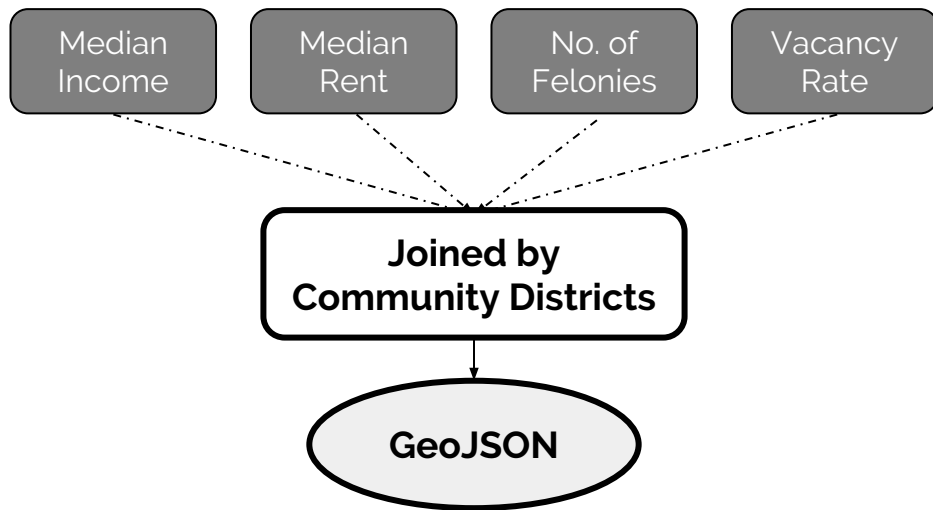Suitable objects are displayed on the **map**
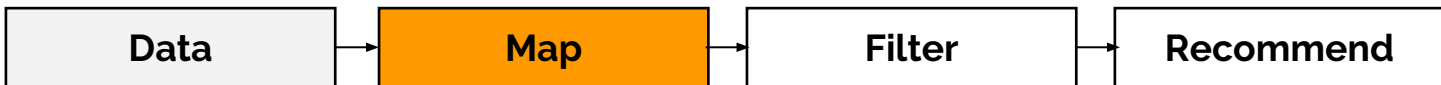
Approach

HTML, CSS, Javascript, JQuery

| Data | → | Map | → | Filter | → | Recommend |

Methodology

Data	Map	Filter	Recommend

Data: **Aggregate all data to Community Districts and convert to GeoJSON format**

Median Income	Median Rent	No. of Felonies	Vacancy Rate

Joined by Community Districts

GeoJSON

Methodology

Data	Map	Filter	Recommend

Map: **Show % of vacant units on Leaflet map and using JQuery to match data attributes**

Methodology

Data	→	Map	→	Filter	→	Recommend
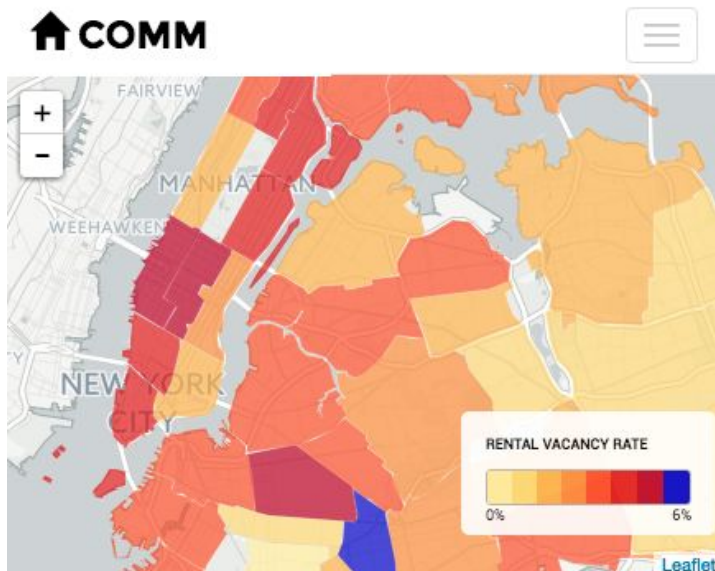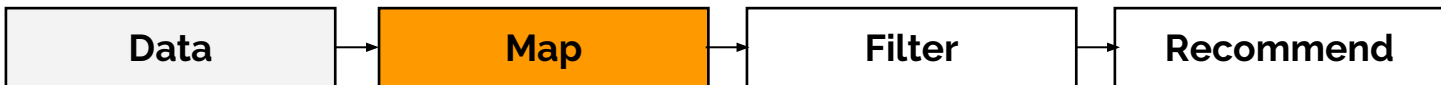
Interactive: **NVD3 Chart to show background dynamics on neighborhood**

Greenwich Village

4.22% of Units Available for Rent

5000	3004.8	3319.2
Median Rent	30% Of Median Income	Felonies (#)

Methodology

Data	→	Map	→	**Filter**	→	Recommend
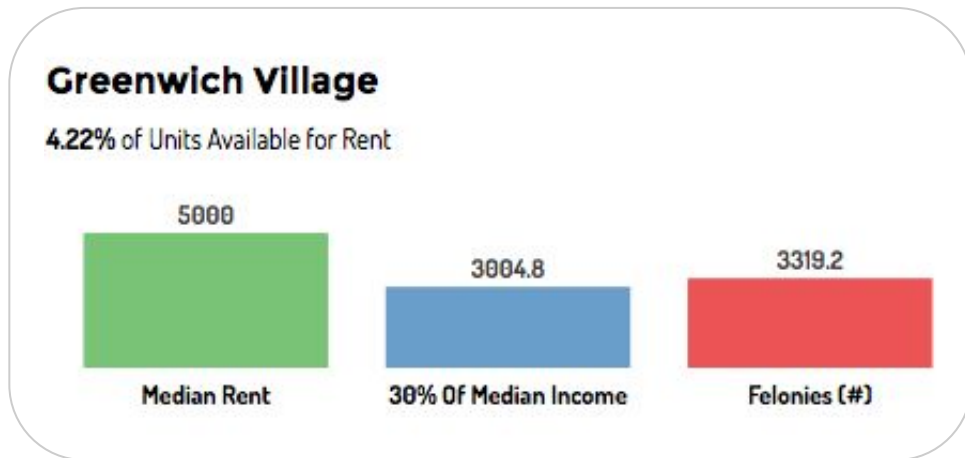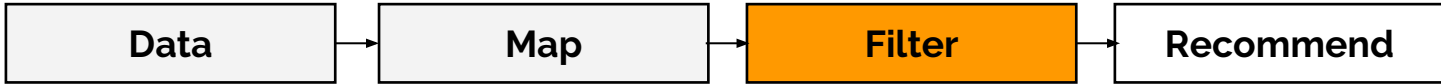
Filter: **User can indicate their own preferences on ideal rent price and safety requirement**

Methodology

Data	Map	Filter	**Recommend**
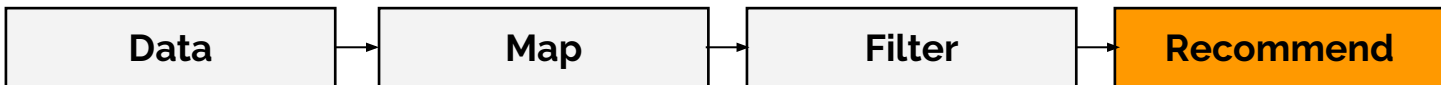
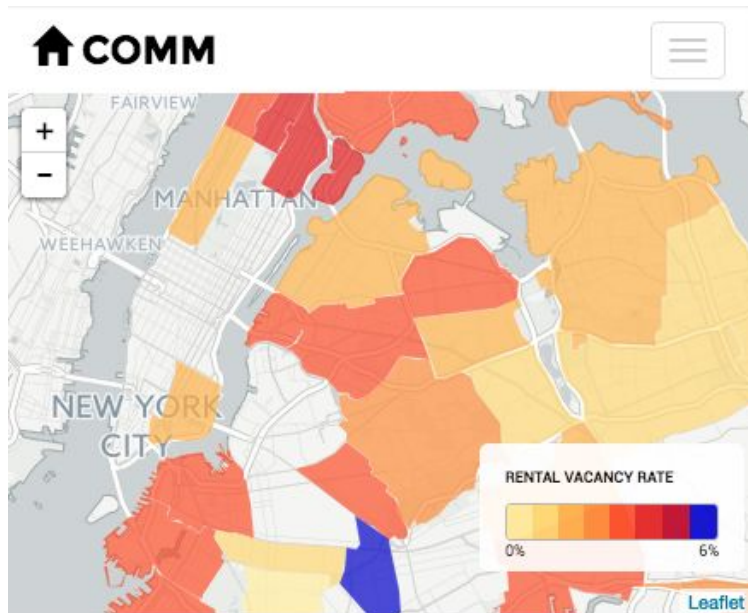*Recommend:* we provide recommendations based on their criteria needs

Problems Encountered

- **Tap** function on mobile

- Linking the data to show attributes on **d3 charts** (JQuery)

- Styling of **map / grid size**

Next Steps

- **Real-time** data

- More add-on **features** with more data attributes

- Add user **sign up/log-in** profile information

- Partner up with real estate agencies to show **actual** apartments available on app