

**India's Rental App.**

## Problems facing by renters.

1. Unable to find their needs for rent in the nearby area.
2. Wasting their time, money & energy while finding offline.
3. Unable to pre-book rental needs which are in high demand.

## Problems facing by owners

1. Lossing a vast amount of money due to no tenants.
2. Cannot find a way to make a passive income.
3. Spending more money on advertising, But here they can post an ad for free.





# SOLUTION

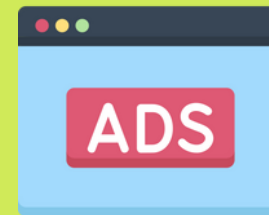
A mobile app that connects owners and renters online.  
Renters can contact genuine owners directly.  
Owners can post unlimited ads for free.

# App features



## Search

1. Find houses, shops, cars, bikes, and function halls for rent.
2. Search up to 5 cities in India.
3. Know all details of the rental needs.



## Post Ad

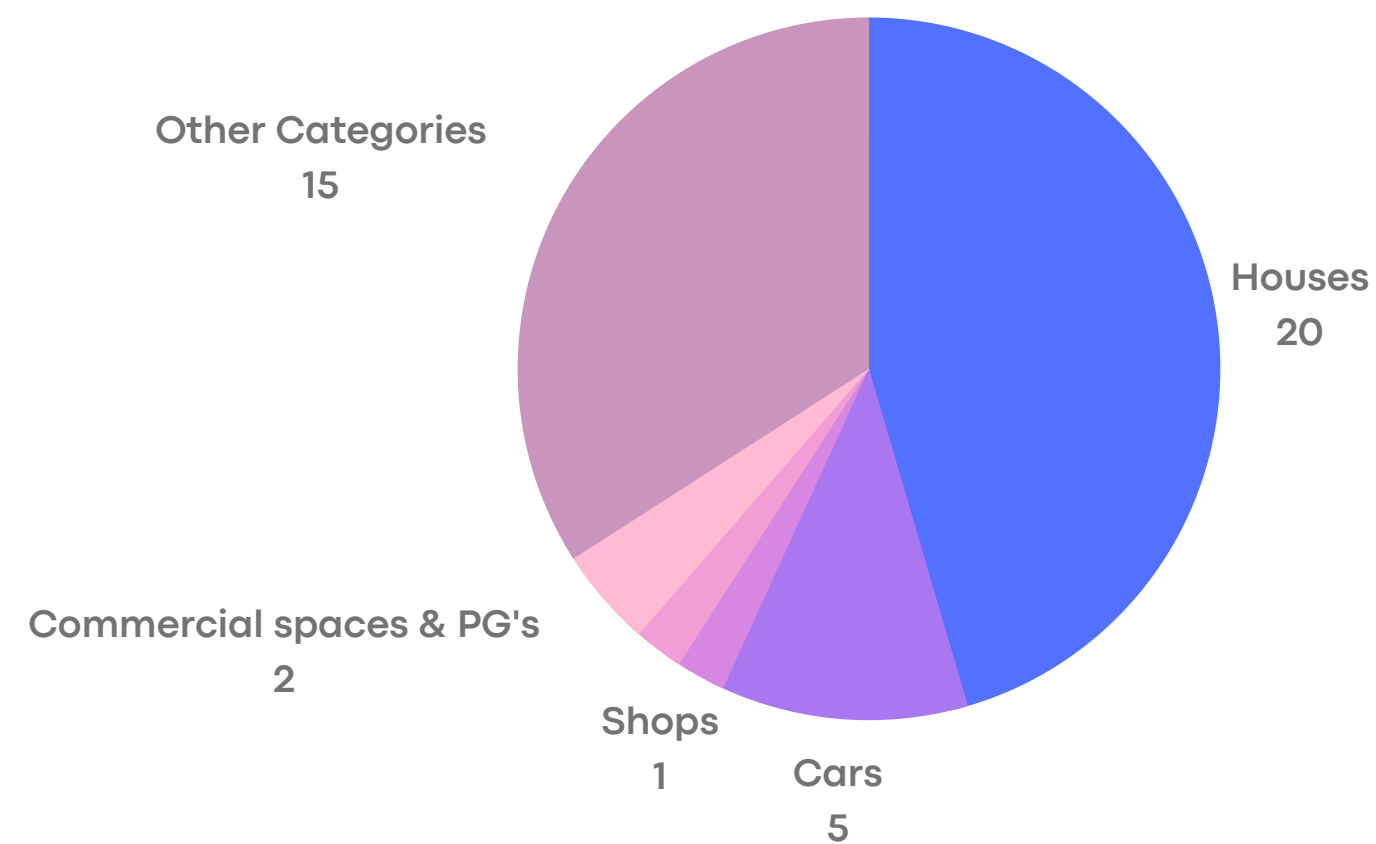
1. Post unlimited ads for free.
2. Manage, edit, and turn off active status anytime.
3. Get direct calls from renters.



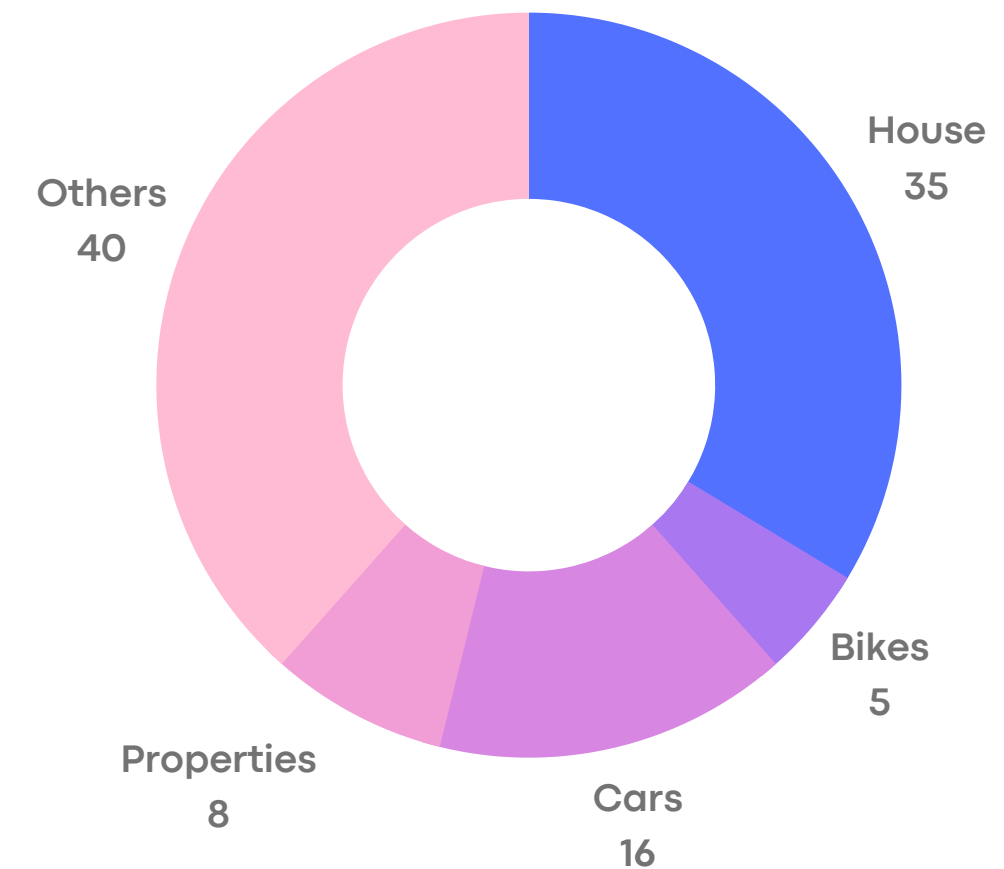
## Pay Rent

1. Pay rent directly to your owner.
2. Auto rent-debit using credit/debit card.
3. Rewards on every rent payment.

# RentEasy Market Size



Total Owners/content (TAM)



Total Renters (TAM)

The Total Serviceable Obtainable Market(SOM) is ~50 Million users.  
Only in Urban India.



# **Business or Revenue Model**

# **There are 6 revenue-generating ways from RentEasy.**

## **All Revenue Generating Ways**

1. Google Admob ads to monetize from app content.
2. In-App Purchases to block ads & paid features.
3. Sponsered Ads for owners.
4. Rewards Affiliate Marketing (rewards given to users when they pay rent).
5. House Shifting Services like rental agreements, packers & movers.
6. Pre-Booking charges on rentals in demand.

# Features to develop.

## New Features & Plans

New features like ads rating & review, pre-booking, home cleaning & repairing services. And paid features like Renter Alert for Owner, Verified ad, 360-degree view, filters, block ads, etc..

## Pay Rent Offers & Rewards

We can start doing affiliate marketing with the reward coupons. Percentage offer on monthly rent payment using and credit or debit card for festivals with terms and conditions.

## One click House Shifting

Contacting Owner, rental agreement, home cleaning & painting services with packers and movers. With one-click our team will do all these services and while house-shifting user(renter & owners) can track this process in the app. By providing these services we will charge the user.

## RentEasy Expansion

RentEasy for IOS and other app stores with local languages because of more features & platforms the users and revenue will increase. But first, need to Implement New features and gain users, and revenue so then we can go for ios and other platforms.



# **Budget Required :**

1) Cost of Realtime Database/month	:	~Rs.4117/-(\$50.34)
2) Cost of Authentication/20,000 OTP's month	:	~Rs.8179/-(\$100)
3) Cost of Images Storage/month	:	~Rs.1764/-(\$21.57)
4) Full stack android app developer	:	~Rs.1.5Lac-2Lac(for 6 months)
5) Maintance (Website Hosting, wifi, utility, etc..)	:	~Rs.20k-30k(for 6 months)
6) Marketing (Only to collect content of owners)	:	~Rs.1Lac-1.5Lac/-
Total Budget		: ~Rs.4Lac-4.25Lac/-

**This is the appox budget required to startup and survive for 6 months. We will also add few interns to build a small team. We will use Google Firebase for servers.**

**Visit : <https://firebase.google.com/pricing> to check pricing of Firebase Database.**

**Thank you.**