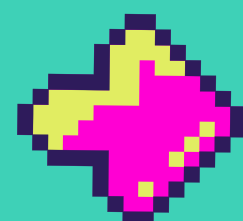


# Mobile app ROOMANCE



## Smart Roommate Matching



BY ZHIBEK, AMIRZHAN, ALDIYAR



# CHALLENGES:



INCREASE IN  
HOUSING PRICES



FRAUDS AND  
SCAMS



DIFFICULTY IN  
ADAPTATION



AS OF 2023, THERE WERE APPROXIMATELY **110,000 NONRESIDENT STUDENTS** IN ALMATY. DORMITORY FACILITIES COULD ACCOMMODATE ONLY A FRACTION, LEAVING ABOUT **85,000 STUDENTS TO SEEK OFF-CAMPUS HOUSING OPTIONS**

ADDITIONALLY, THERE IS A MAJOR INCREASE IN RENTAL PRICES - **12,5% GROWTH** IN A YEAR

THESE PROBLEMS OFTEN FORCE STUDENTS INTO SHARED ACCOMMODATIONS WITHOUT STRUCTURED ROOMMATE MATCHING PROCESSES, INCREASING THE LIKELIHOOD OF **COMPATIBILITY ISSUES**



<https://kazrealt.com/Almaty/cena/?t=dinamika>

<https://cushwake.kz/storage/files/doc/student%20housing.pdf>

APPLICATION



# ROOMANCE IS

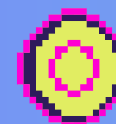
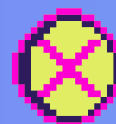
A GO TO PLACE FOR YOUNG PEOPLE DESIGNED TO BRING TOGETHER PEOPLE LOOKING FOR **SHARING ACCOMMODATION** AS UNAFFORDABLE HOUSING INCREASES. MATCHING INTERESTS, HOBBIES, AND TIME FRAME OF STAY FOR INTERNATIONAL STUDENTS LIVING IN THE SAME CITY, ROOMANCE IS DEVELOPED TO CREATE CHEAPER LIVING BY MEETING GREAT PEOPLE AND MAKING LIFELONG FRIENDS.

ROOMANCE

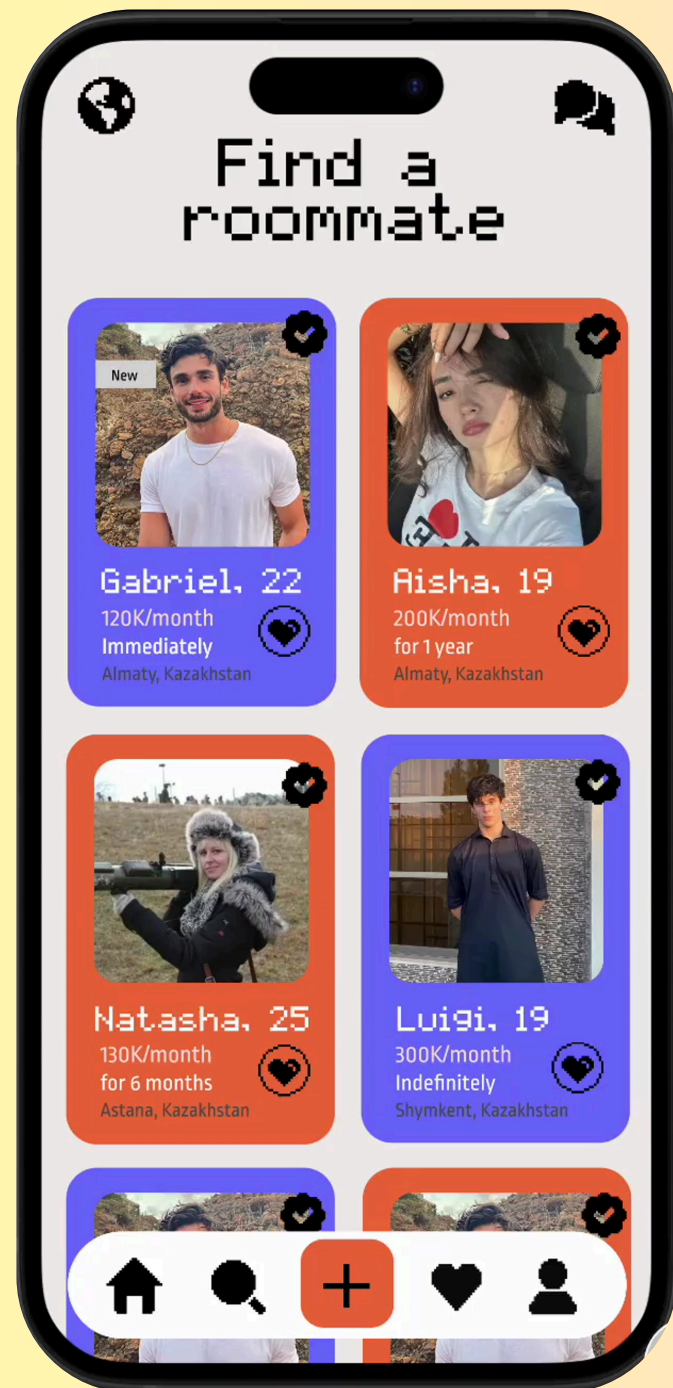
Smart Roommate Matching

Sign up

Log in



# SOLUTION:



SMART MATCHING  
ALGORITHM



VERIFIED PROFILES

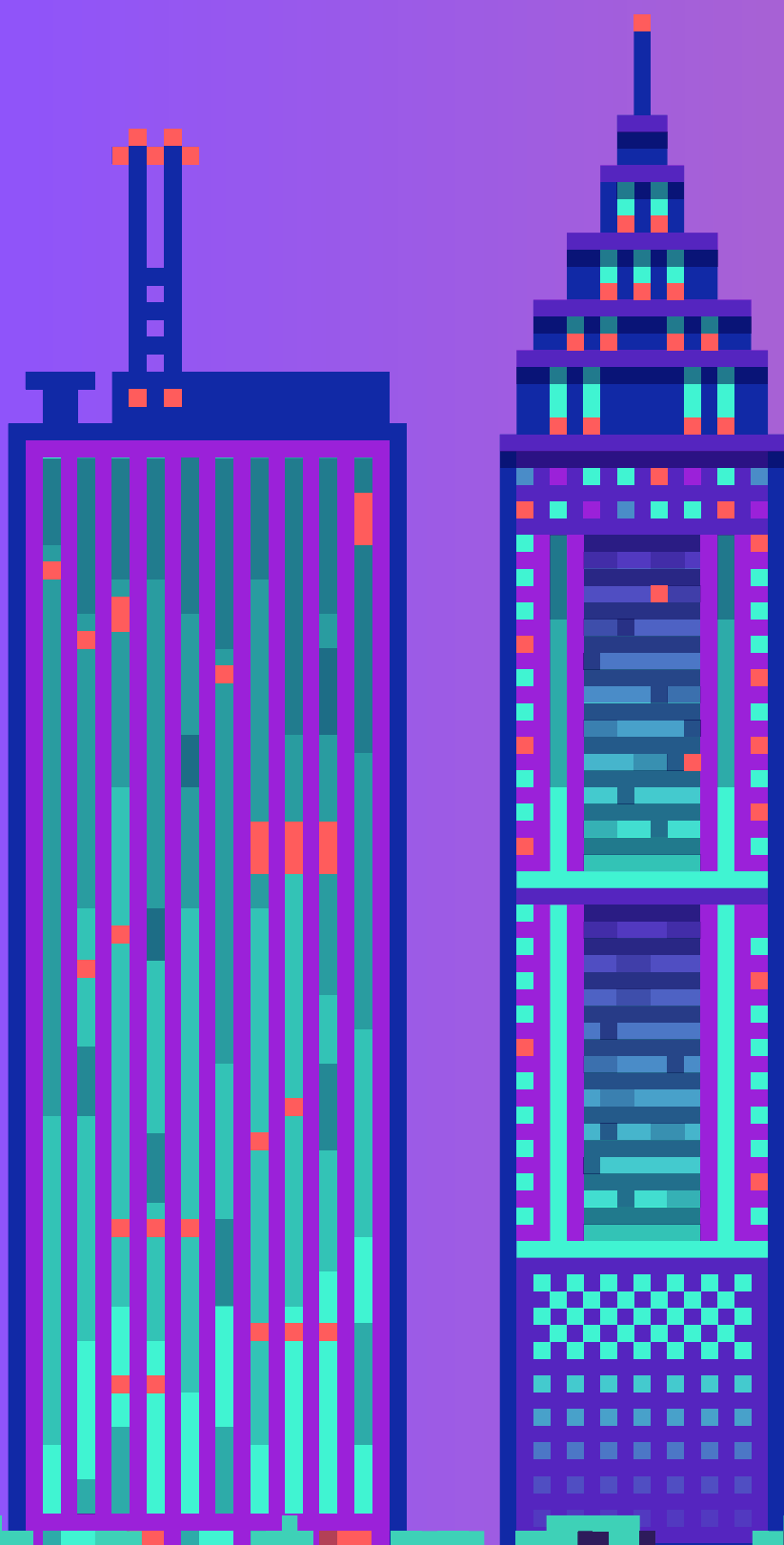


IN-APP COMMUNICATION

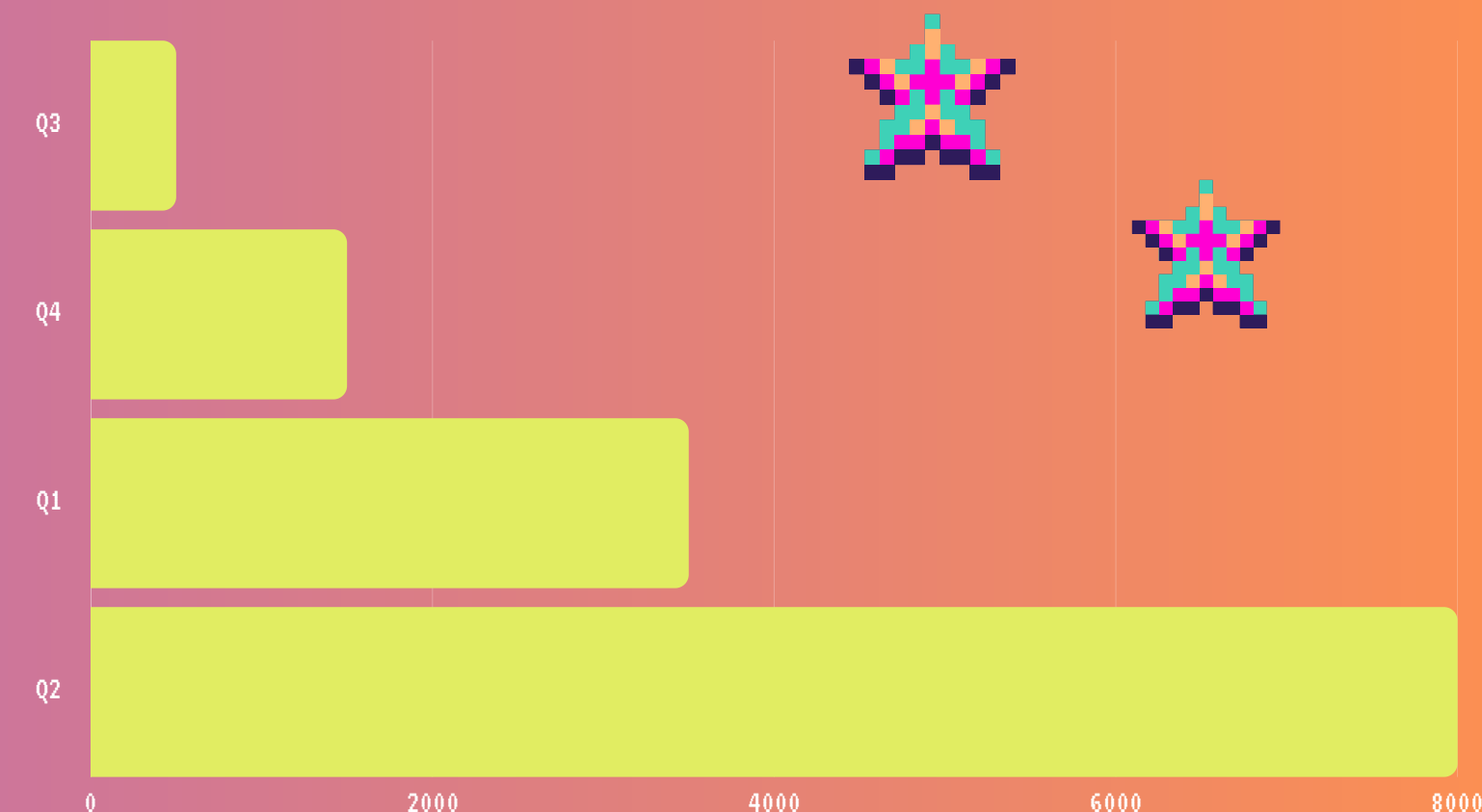


CITY-SPECIFIC  
FEATURES

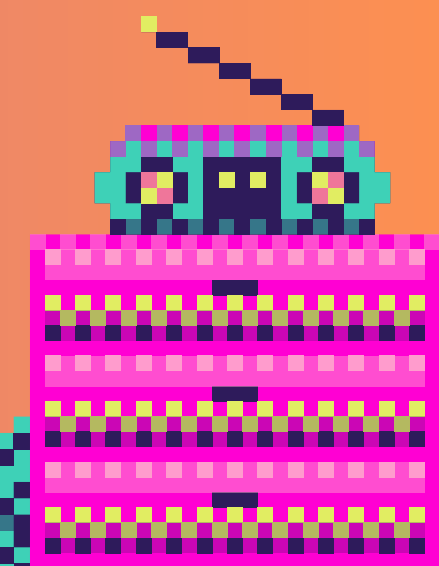
# TARGET AUDIENCE & MARKETING



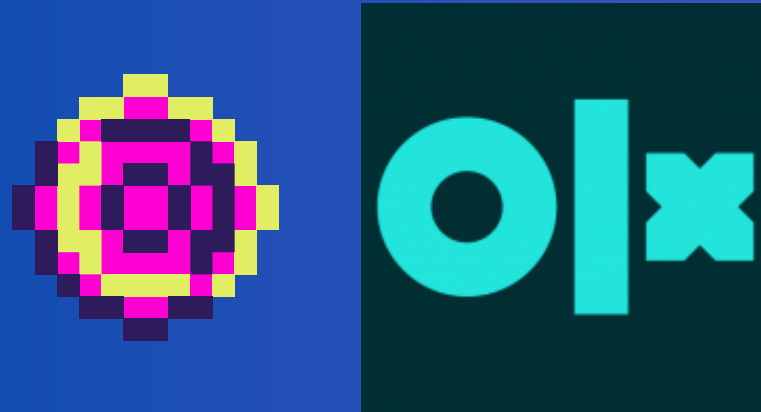
- NON-LOCAL STUDENTS
- RELOCANTS
- LOCAL STUDENTS
- YOUNG PROFESSIONALS
- ANYONE LOOKING TOWARD SHARED ACCOMMODATION



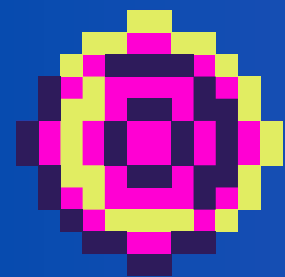
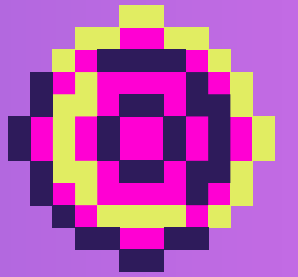
- LAUNCH INSTAGRAM AND TIKTOK CAMPAIGNS WITH REAL STORIES ABOUT BAD ROOMMATE EXPERIENCES AND HOW ROOMANCE SOLVES THEM
- PILOT IN STUDENT-HEAVY ALMATY, ASTANA TO TEST FEATURES AND GATHER FEEDBACK
- PARTNER WITH UNIVERSITIES: NU, KIMEP, KBTU, SATBAYEV U
- WORK WITH STUDENT INFLUENCERS FOR AUTHENTIC USER ENDORSEMENTS
- GIVE EARLY ADOPTERS REWARDS FOR EACH VERIFIED FRIEND REFERRAL



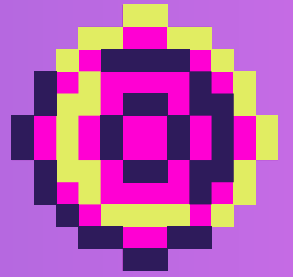
# COMPETITORS



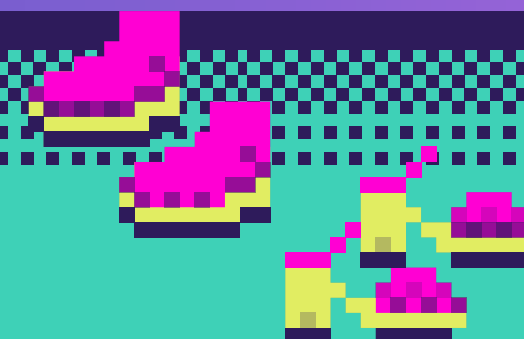
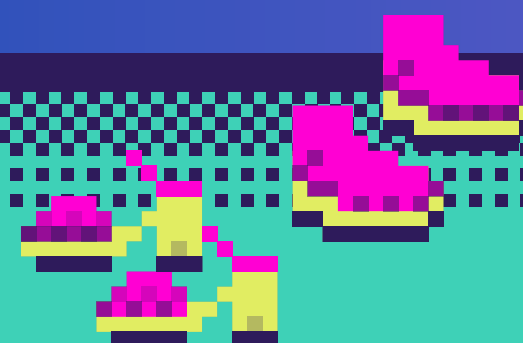
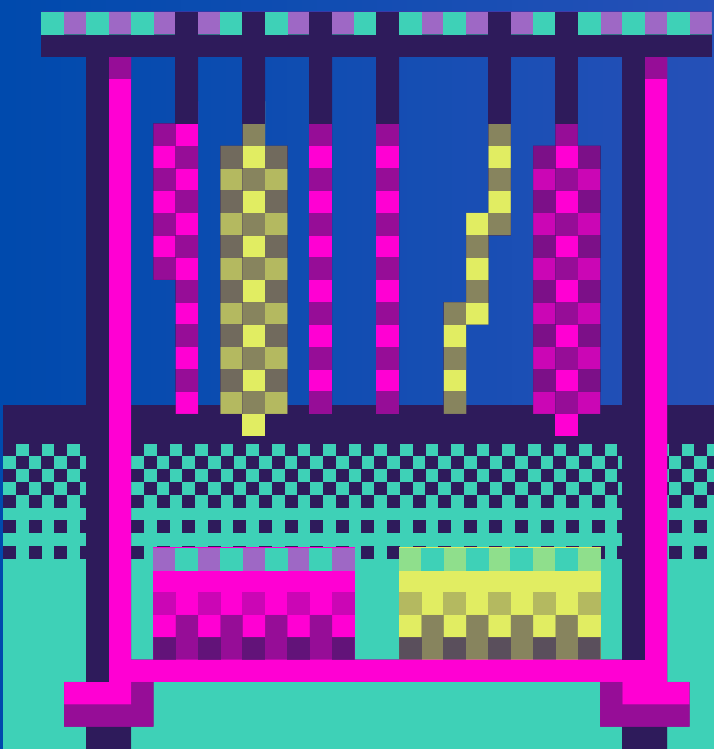
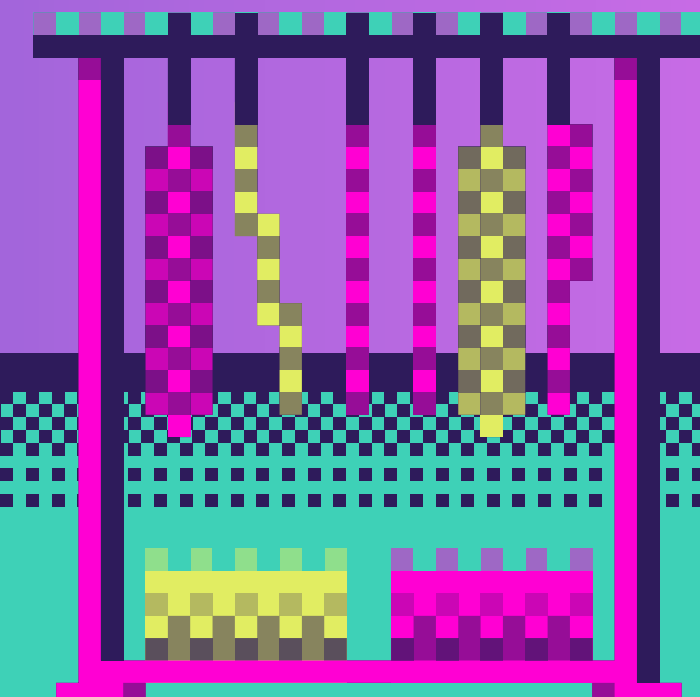
MOST COMMON PLACE FOR STUDENTS TO FIND RENTALS.  
HOWEVER IT PRESENTS SEVERAL SECURITY ISSUES AND “SCAM” PLACEMENTS  
SINCE NO VERIFICATION IS REQUIRED + NO ROOMATES



EFFECTIVE TO PUT UP LISTINGS, YET IT DOES NOT FOCUS SO MUCH ON  
COMPATIBILITY AND CULTURAL FACTORS. WORKS ONLY IN UK



MARKETED TOWARDS AFFORDABLE RENTAL, BUT LACKS IN MEANS TO PUSH UPON  
LIVING WITH ROOMATES, ESPECIALLY TOWARD STUDENTS



# MONETIZATION SYSTEM



## ♥ SUBSCRIPTION

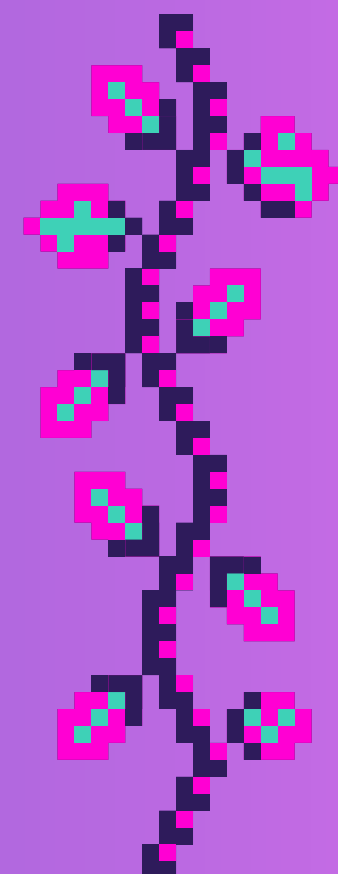
- PRICE: 999.00KZT/MTH(ENTRY LEVEL)
- REALISTIC CONVERSION RATE: 5-7%
- Q4 2025 ESTIMATE:  
 $1500(\text{USERS}) \times 5-7\% \times 999(\text{KZT})$   
 $= 149,850-209,790 \text{ KZT/MTH}$

## ♥ IN-APP ADDS

- EST 2-3 BUSINESSES ONBOARDED IN Q3
- PRICE: 20,000-30,000 KZT/MTH PER SLOT
- ESTIMATED AD REVENUE: ~60,000 KZT/MTH

## ♥ PILOT B2B MODEL

- UNIVERSITY/DORM PROVIDER INTEGRATION
- 1 PAID PILOT: ~100,000 KZT/MTH





# FINANCIALS

UNIVERSITY  
PARTNERSHIPS

SOCIAL  
MEDIA CAMPAIGNS

REFERRAL  
PROGRAMS

## CURRENT PHASE:

- MVP COMPLETION: 30%
- PILOT TESTING: 3RD QUARTER 2025
- BOOTSTRAP-FUNDED: ~1.3 M KZT

## MONTHLY OPERATING EXPENSES:

- SERVER & BACKEND: 35K
- MARKETING: 60K
- BASIC LEGAL/ACCOUNTING: 50K
- COFOUNDER STIPENDS: 3 DONERS
- SUPPORT: 25K

## USER GROWTH FORECAST:

- Q3: ~500 BETA USERS
- Q4: ~1500 USERS
- Q1(2026): ~3500 USERS
- Q2(2026): ~8000 USERS

MONTHLY EXPENSES:  
170K + 3 DONERS



# TEAM



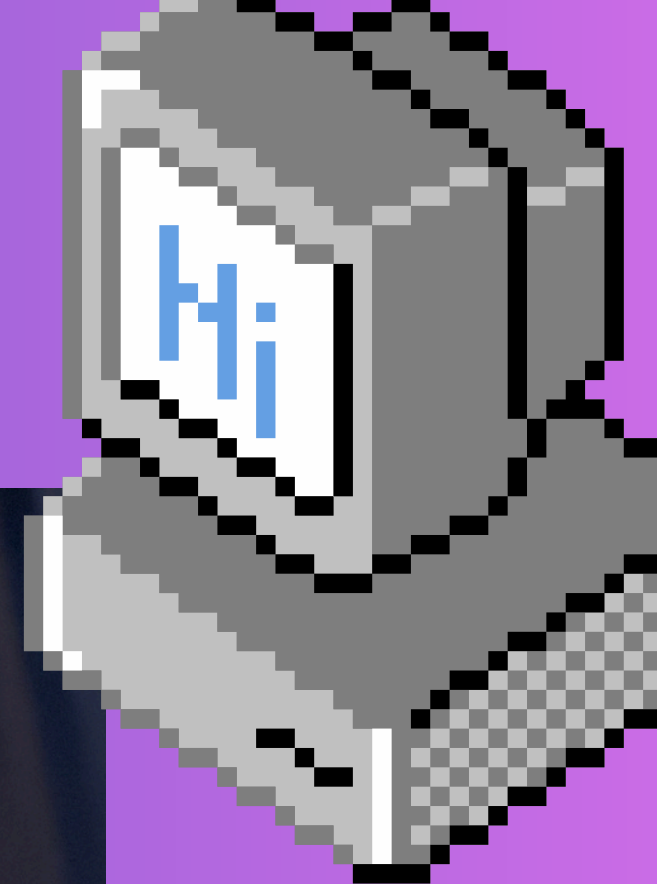
M. ALDIYAR  
FRONTEND



P. ZHIBEK  
FINANCIST



S. AMIRZHAN  
BACKEND



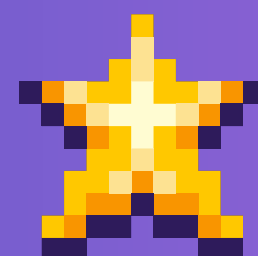
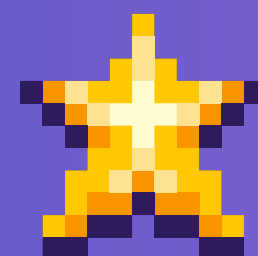
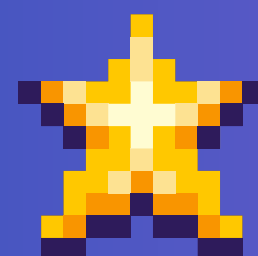
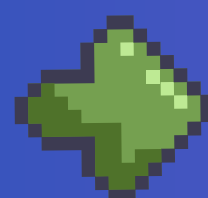
# ROADMAP

Q3 2025: LAUNCH MVP AND  
BEGIN BETA TESTING IN  
ALMATY

Q4 2025: INCORPORATE FEEDBACK  
AND ROLL OUT TO OTHER MAJOR  
CITIES LIKE ASTANA

Q1 2026: ESTABLISH  
PARTNERSHIPS WITH  
UNIVERSITIES

START





# CLOSING STATEMENT

WE INVITE THOSE WHO ARE INTERESTED TO JOIN US IN  
REVOLUTIONIZING THE HOUSING EXPERIENCE FOR STUDENTS IN  
KAZAKHSTAN.

TOGETHER, WE CAN MAKE SAFE, AFFORDABLE, AND COMPATIBLE  
HOUSING ACCESSIBLE TO ALL

