

RentLedger

Because memory is not evidence.

1 The Core Insight (This is the company)

India does **not** have a rental problem.

India has a **trust infrastructure problem** in rentals.

- ₹50,000+ crore in security deposits locked at any moment
- No verifiable rental history for tenants or landlords
- Disputes resolved through power, not proof
- Brokers and societies operate blind, with zero shared records

Rentals run on **memory, WhatsApp chats, intimidation, and luck**.

RentLedger replaces **memory with records**.

2 What RentLedger Is (One Line)

RentLedger is a neutral, verifiable system of record for residential rentals — capturing agreements, events, and evidence in a certifiable, tamper-resistant timeline.

Think:

- GitHub commits → but for rental life
- CIBIL → but for rental behavior
- DigiLocker → but for rental evidence

3 What Problem We Actually Solve (Not “disputes”)

Primary Problem

There is **no trusted, persistent rental record** that survives:

- Owner changes
- Tenant relocation
- Broker exits

- Society handovers

Resulting Failures

- Deposits withheld arbitrarily
- False damage claims
- Tenants blacklisted informally
- Landlords repeatedly burned by bad tenants
- Brokers stuck mediating conflicts

Disputes are just the **symptom**.

4 The Product (VC-Grade Architecture)

A. Rental Timeline Engine (Core)

Every rental unit has a **living timeline**:

- Move-in condition (photos, OCR, metadata)
- Rent payments (manual first, bank sync later)
- Repair requests & resolutions
- Notices, messages, warnings
- Move-out condition & handover

Each event is:

- Timestamped
- Hash-linked (tamper-evident)
- Attributed to a party

👉 This becomes the **single source of truth**.

B. Certified Evidence Layer (Moat)

RentLedger does **not** claim “legal proof” casually.

Instead, it offers:

- IT Act-compliant evidence exports

- Section 65B-ready bundles
- Immutable, signed PDFs
- Third-party timestamp anchoring

This turns app data into:

Court-usable, lawyer-respected supporting evidence

Not magic. Just correct execution.

C. Rental Reputation Graph (Long-Term Weapon)

Each participant builds a **private, consent-based reputation**:

Tenants

- Payment consistency
- Property condition behavior
- Dispute frequency & resolution style

Landlords

- Deposit return behavior
- Repair responsiveness
- Notice practices

Brokers

- Deal closure quality
- Conflict rates

This is **not public shaming**.

This is **decision intelligence during onboarding**.

This is the CIBIL moment for rentals.

D. Broker & Society Control Panels (Revenue Engine)

Brokers

- Faster tenant verification
- Fewer post-deal fights
- Reusable digital agreements

- Verified move-in/out records

Housing Societies

- Centralized move-in/move-out logs
- Conflict history (not gossip)
- Proof during escalations
- Police verification integration later

They don't care about "justice".

They care about **less chaos**.

5 Why This Is Defensible (Why VCs Care)

1. Data Network Effects

More rentals → more records → more trust → more adoption

This compounds.

2. Switching Cost

Rental history **cannot be recreated** once lost.

3. Regulatory Gravity

Once courts, societies, or insurers reference these records, exit becomes painful.

4. Category Creation

This is not "another proptech app".

This is **rental infrastructure**.

6 Monetization (Multi-Payer, Non-Fragile)

Tenants

- Free basic timeline
- ₹999/year for certified exports & history portability

Brokers

- ₹5,000–₹25,000/year

- Deal management + dispute reduction

Housing Societies

- ₹20,000–₹1,00,000/year
- Society-wide records & controls

Future Upside (Series A+)

- Zero-deposit rentals
- Deposit insurance
- Legal-tech APIs
- Rental credit scoring

This is **not dependent on one customer type**.

7 Go-To-Market (Realistic)

Phase 1

- 5–10 gated societies
- 50–100 brokers
- Focus on move-in / move-out records

Phase 2

- Use dispute prevention as proof of value
- Push certified exports

Phase 3

- Position as “standard rental record”
- Expand city-by-city

No mass ads.

This spreads through **institutions**, not Instagram.

8 MVP Scope (Strict, VC-Approved)

Must Have

- Rental timeline
- Media uploads
- Evidence export v1
- Broker panel

Cut Aggressively

- Payments
- Chat
- Fancy AI
- Anything not trust-critical

MVP = **proof of trust**, not feature count.

9 Market Size (India Only)

- 35M+ rental households
- 2–3M brokers
- 150k+ societies

You only need **1–2% penetration** to build a big company.

10 Valuation Reality

After 6 months (pilots + revenue)

- Clear B2B adoption
- Strong retention

👉 ₹10–15 crore

After 12 months

- Repeatable GTM
- Reputation graph forming

👉 ₹30–50 crore

At this point, VCs don't ask "*what is this?*"
They ask "*how big can this get?*"

Final Truth (Founder-Level)

RentLedger is **not easy**.
But it is **important, defensible, and foundational**.

This is the kind of startup that:

- Teaches you how systems work
- Makes VCs respect you
- Can evolve into fintech, legal-tech, or gov-tech