

# meet your housemates

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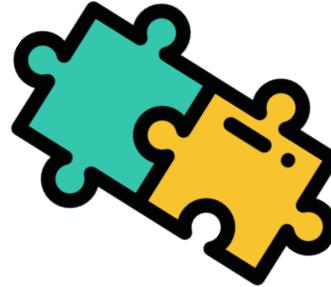
casa

# problem statement

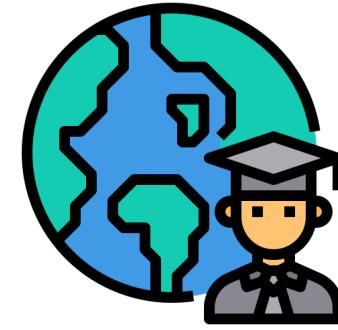
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1. roommate searching is  
a long and tedious process



2. roommate incompatibility  
is often discovered too late



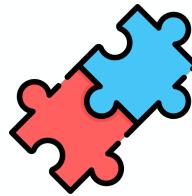
3. exchange & co-op students  
face increased difficulties

over 70% of American adults are  
*un-satisfied with their roommates*

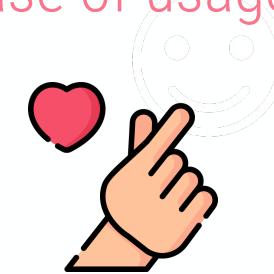
## INTRODUCTION

# value proposition

compatibility



ease of usage



"making the roommate finding process  
as easy as possible"

## INTRODUCTION

# product overview

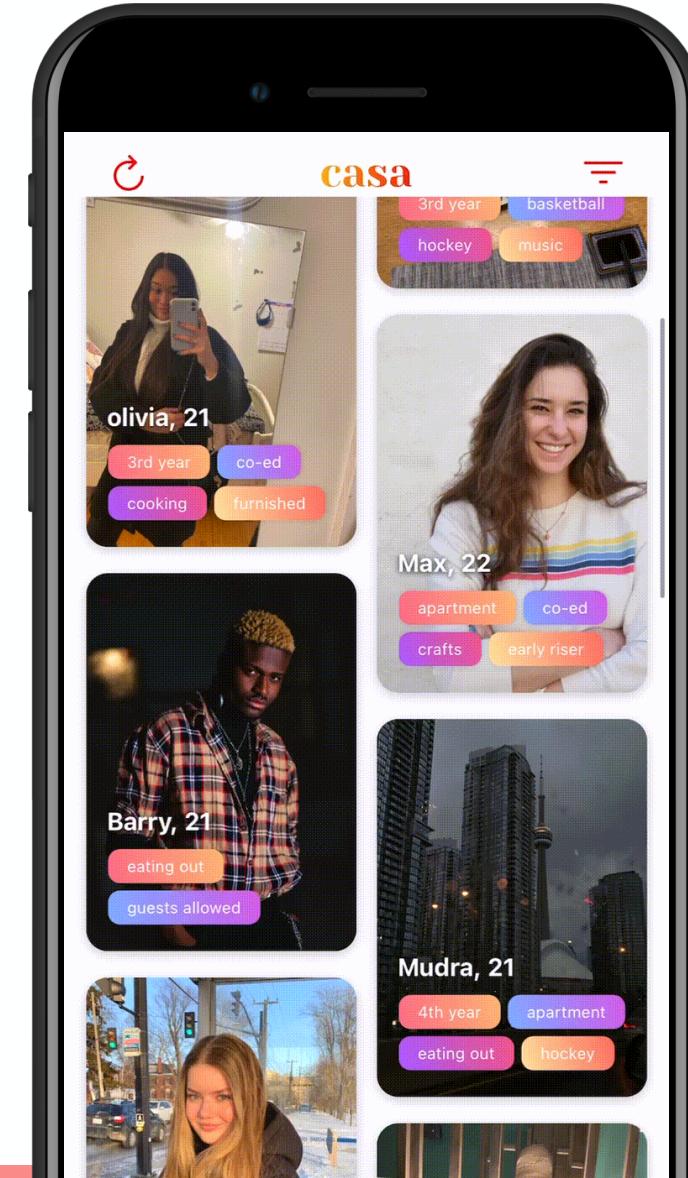
### 1 find roommates most alike to you

- unique algorithm sorts your personalized home feed by showing you those most like you at the top of your feed

### 2 connect with matched users

- chat in-app with people who like you back!
- quickly instant message potential roommates

### 3 enjoy a better roommate experience!



## TARGET AUDIENCE

# customer profile

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meet Mudra!

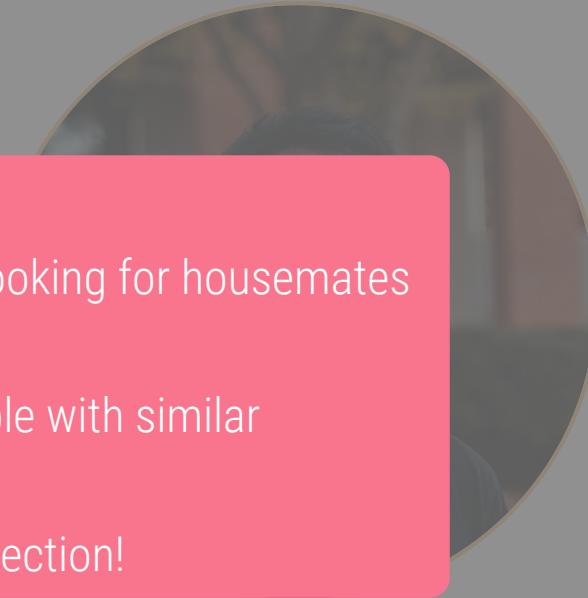
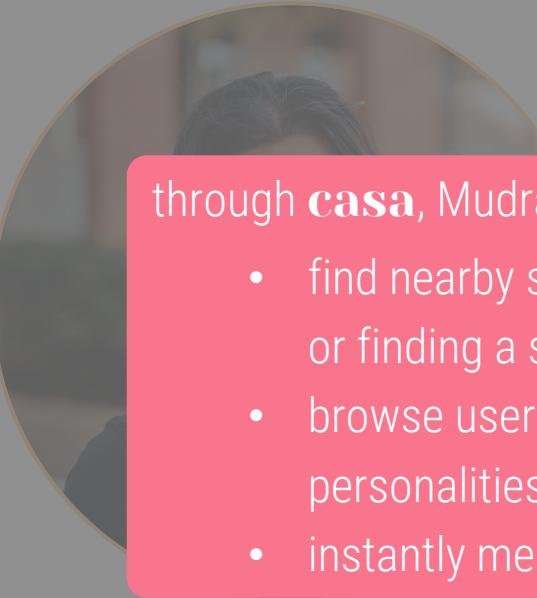
co-op student who constantly needs to  
find roommates and/or sublets



meet Kevin!

exchange student who doesn't have  
any connections in Canada

# customer profile



through **casa**, Mudra and Kevin can:

- find nearby students who are also looking for housemates or finding a sublet
- browse users' tags to discover people with similar personalities and living habits
- instantly message and make a connection!

meet Mudra!

co-op student who constantly needs to  
find roommates and/or sublets

meet Kevin!

exchange student who doesn't have any  
connections in Canada

## TARGET AUDIENCE

# core target market



concentrate within Canada  
(Ontario) and expand outwards



university/college, exchange and  
graduate students



young adults who are looking to  
rent a house before buying



### identifiers

- frustration around moving out of current home and finding new housemates

### needs

- finding roommate(s) with compatible personalities/living habits, ability to connect with other users

81.5% of our surveyed respondents (67 people) expressed interest in using our platform

## COMPETITOR ANALYSIS

# competitor matrix

	casa	<i>Roomies</i> .ca	Qoomi	FACEBOOK	Roomster™
mobile app	✓		✓	✓	✓
student target market	✓				
pay to boost listing	✓		✓	✓	✓
ID verification	✓		✓		
smart sorting algorithm	✓				
two-way messaging	✓	✓	✓	✓	

## COMPETITOR ANALYSIS

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two-way messaging	✓	✓	✓	✓	

# monetization strategy



boost profile

one-time activations

- \$2.99 per boost
- appear as top profile for 24 hours
- priced to encourage subscriptions



premium subscriptions

unlimited and more

- \$4.99 per month
- unlimited tags, likes, undo's
- can location to anywhere in the world



in-app advertising

built-in "profile" ads

- ads appear as profiles
- mix of banner and video ads
- non-invasive strategy

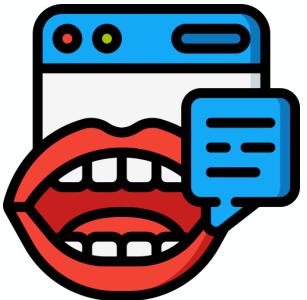


# customer acquisition strategy

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1. giveaway contests



2. paid advertising

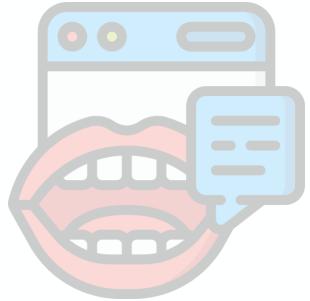


3. partners (next steps)

# customer acquisition strategy



## 1. giveaway contests



## 2. paid advertising



## 3. partners (next steps)

### what was the goal?

raise awareness for the platform and acquire users.



### what did we do?

launched a 5-day giveaway campaign on social media.

### what did we accomplish?

huge increase in user signups.

54

user signups

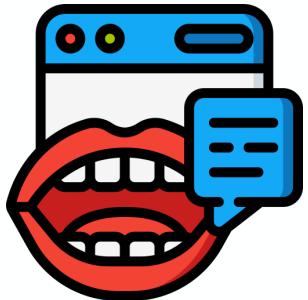
307%

increase in signups

# customer acquisition strategy



## 1. giveaway contests



## 2. paid advertising



## 3. partners (next steps)

**what was the goal?**

promote brand visibility and increase page and site visits.

**what did we do?**

created and advertised casa posts to our target demographic.

**what did we accomplish?**

increased engagement on social media.



**7,106**

people reached

**92**

ad taps

**148**

profile visits

# customer acquisition strategy



## 1. giveaway contests



## 2. paid advertising



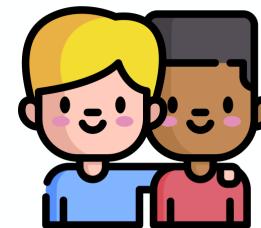
## 3. partners (next steps)

**what is the goal?**

increase our influence through institutional partnerships

**what will we do?**

reach out to Queen's University to help with first-year roommate assignments before expanding across Canada



# internal retention strategy



1

## game-based platform

- similar to tinder, casa's gamified platform keeps users engaged and active

2

## multi-purpose usage

- used in different semesters, for finding a sublet, for subletting, for exchange students, etc.

3

## one-stop shop

- chat function increases ease of usage

since satisfied customers no longer need the app, casa has good churn

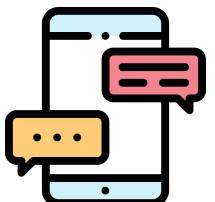
# most-requested features



filters based on  
specific preferences



student verification to  
ensure safety

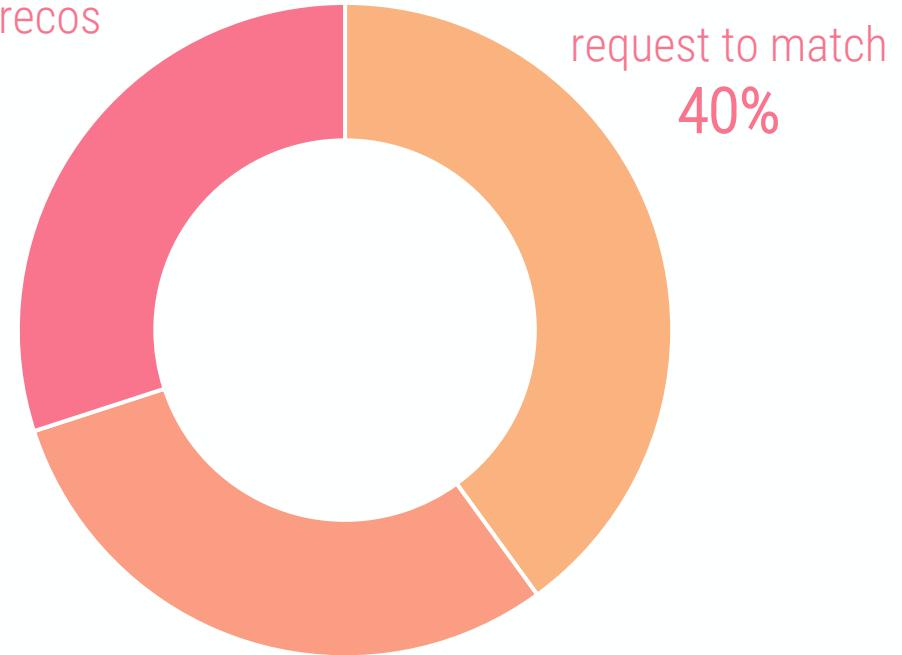


in-app messaging and group  
chats

+

generated recos  
30%

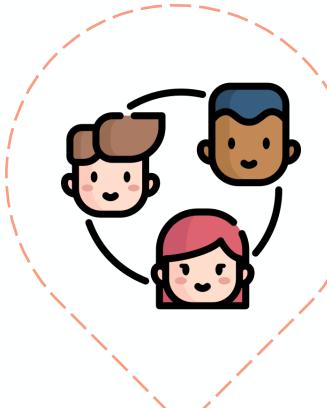
message board  
30%



## NEXT STEPS

# short-term & long-term goals

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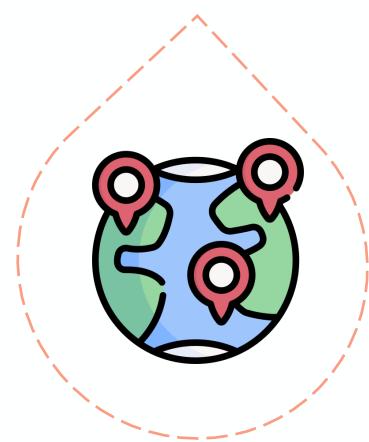
short-term goal: increase usage throughout universities

- 500+ users by August 2022



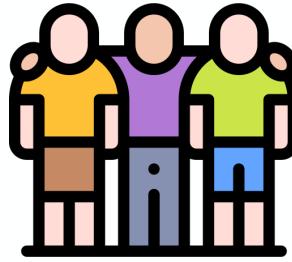
long-term goal: expand into international markets

- coordinate partnership with Smith's exchange program



# casa

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A quick and safe way to find your ideal,  
most compatible roommates.

[getcasa.app](https://getcasa.app)

THANK YOU

casa

casa

casa

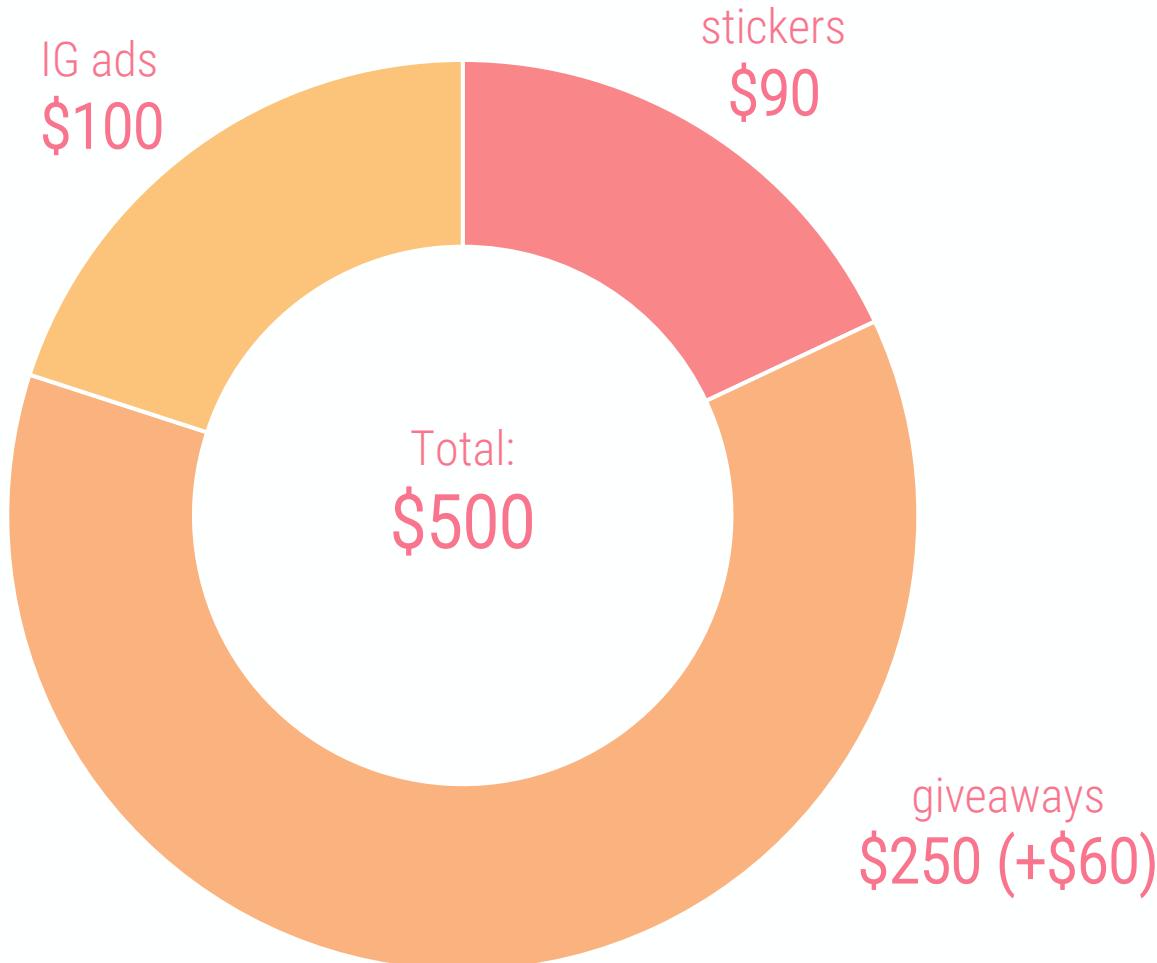
# market sizing

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Canada	38,300,000		
post-secondary students	2,180,000	young professionals <i>% rooming</i>	3,054,000 33%
		seeking roommates	1,007,820
target market %	25%	target market %	20%
target market	545,000	target market	201,564

# marketing budget allocation

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# common objections

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"i don't want to live with strangers!"



"how do I know that the information is credible?"



"i'd rather find my own roommates!"



# product design goals

1

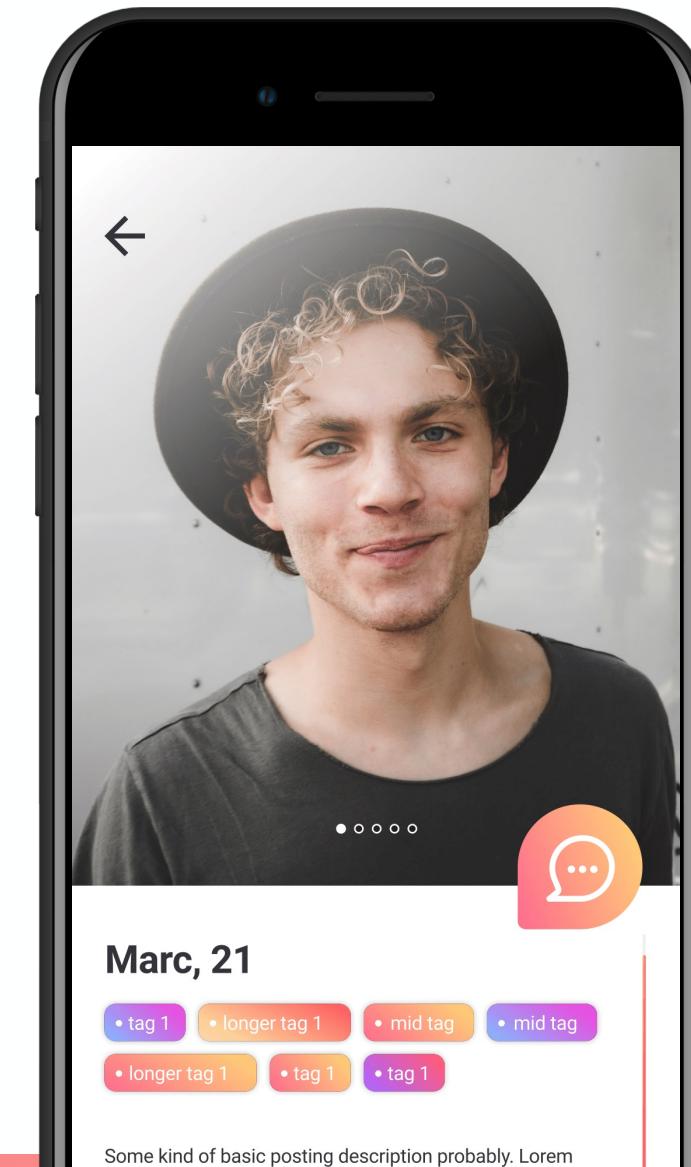
## emphasize discoverability

- find important information quickly
- easily customize recommendations to users' preferences

2

## ease of use

- prompts the user to include useful information
- actively suggests likely matches



## APPENDIX

## revenue projections + user growth

user analysis	q1	q2	q3	q4	q5	q6	q7	q8
beginning # users	2,000	3,400	4,590	5,967	7,459	8,951	11,188	13,985
churn rate	0%	65%	60%	60%	50%	40%	40%	40%
growth rate	70%	100%	90%	85%	70%	65%	65%	65%
ending # users	3,400	4,590	5,967	7,459	8,951	11,188	13,985	17,481
ad revenue / user	\$0.40	\$0.40	\$0.40	\$0.40	\$0.40	\$0.40	\$0.40	\$0.40
quarterly revenue ads	\$1,360.00	\$1,836.00	\$2,386.80	\$2,983.50	\$3,580.20	\$4,475.25	\$5,594.06	\$6,992.58
# premium users	68	124	209	327	471	736	1,150	1,798
premium users %	2.0%	2.7%	3.5%	4.4%	5.3%	6.6%	8.2%	10.3%
subscription fee	\$4.99	\$4.99	\$4.99	\$4.99	\$4.99	\$4.99	\$4.99	\$4.99
quarterly revenue premium	\$339.32	\$618.76	\$1,042.91	\$1,631.73	\$2,350.29	\$3,672.64	\$5,738.50	\$8,972.02
# paying users	102	186	314	491	707	1,104	1,726	2,696
paying users %	3.0%	4.1%	5.3%	6.6%	7.9%	9.9%	12.3%	15.4%
feature activation fee	\$2.99	\$2.99	\$2.99	\$2.99	\$2.99	\$2.99	\$2.99	\$2.99
quarterly revenue feature usage	\$304.98	\$556.14	\$938.86	\$1,468.09	\$2,113.93	\$3,300.96	\$5,160.74	\$8,061.04

## competitor overview

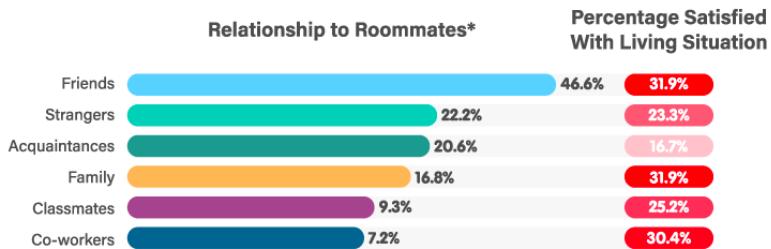
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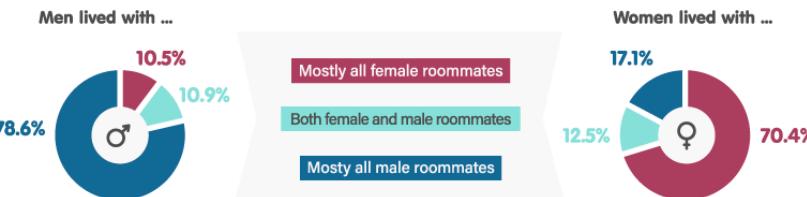
## ROOMMATES AND LIVING SATISFACTION

Friends and relatives made the best roommates, and according to 30% of respondents, co-workers made great roommates too.

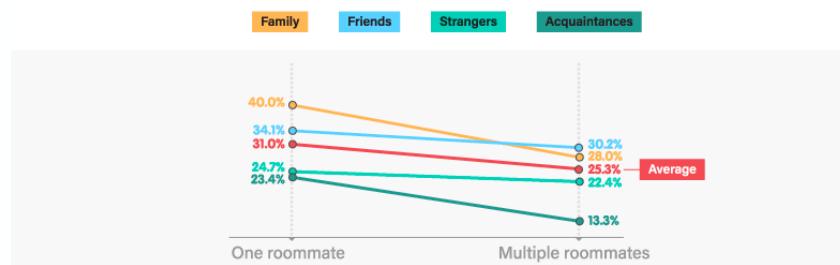


\*Before moving in together

### Gender Breakdown of Roommates



### Percentage Satisfied With Living Situation, by Roommate Type and Number



Men living with women were less happy than men who lived solely with other men.



Women living only with male roommates were more happy than those living with other women.