



H A U S
for hausmates

meet the
**HAUS
MATES**



RICHARD LI
product manager



KEVIN WU
business analyst



EGOR PETROV
business analyst



KEVIN QUIJALVO
senior developer



ISABELLA ENRIQUEZ
developer



MATTHEW MACEACHERN
developer



CHLOE HUNG
product marketing manager



FLORA LIN
ui/ux designer

VALUE PROPOSITION

HAUS helps HAUSMATES
collaborate and save on groceries

HAUS helps your friendships, your wallet, and the environment
- one grocery trip at a time.

STATUS QUO

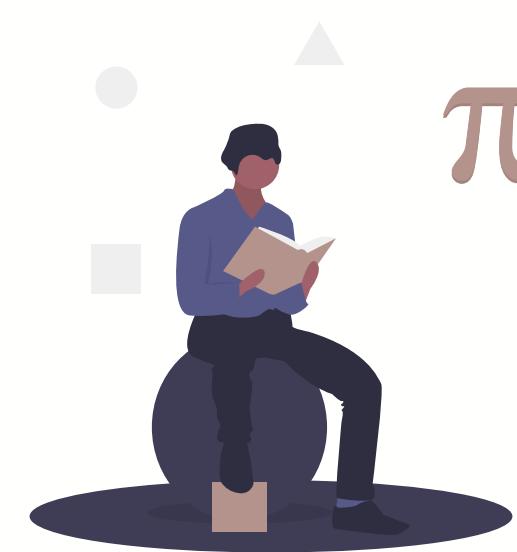
SPLIT



COORDINATE



COMPETITIVE ADVANTAGES



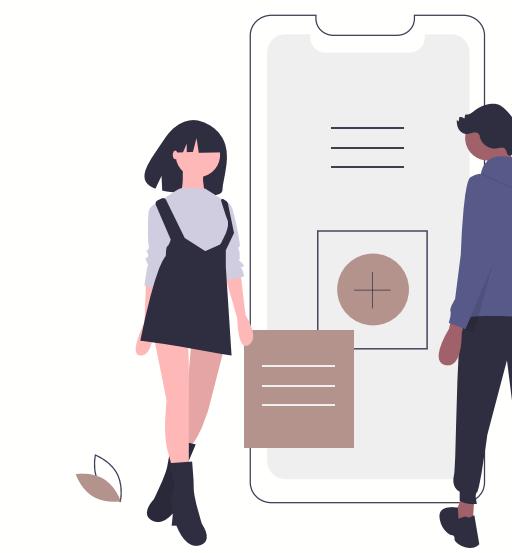
TARGETS STUDENTS

catered for the needs of university students



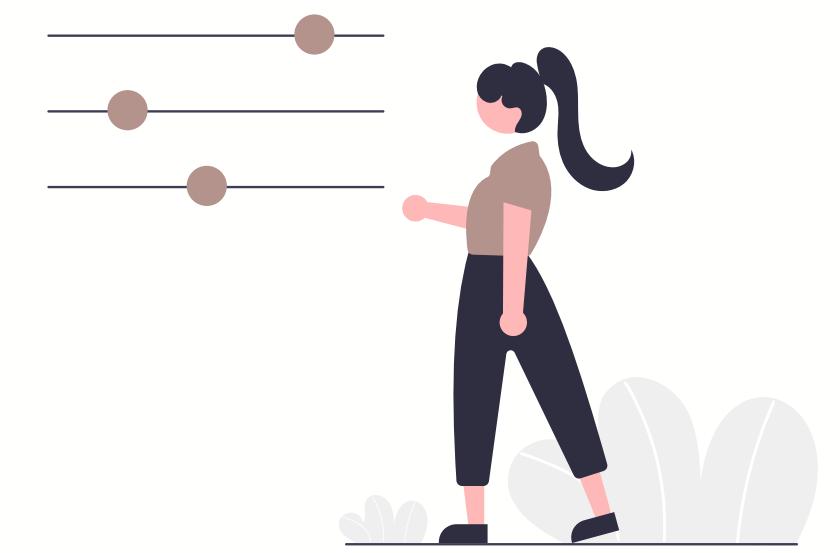
SUSTAINABILITY FOCUS

allows for bulk transaction purchases, which reduces packaging waste



FACILITATES COLLABORATION

allows new group transactions to occur, resulting in joint savings



EASE OF USE

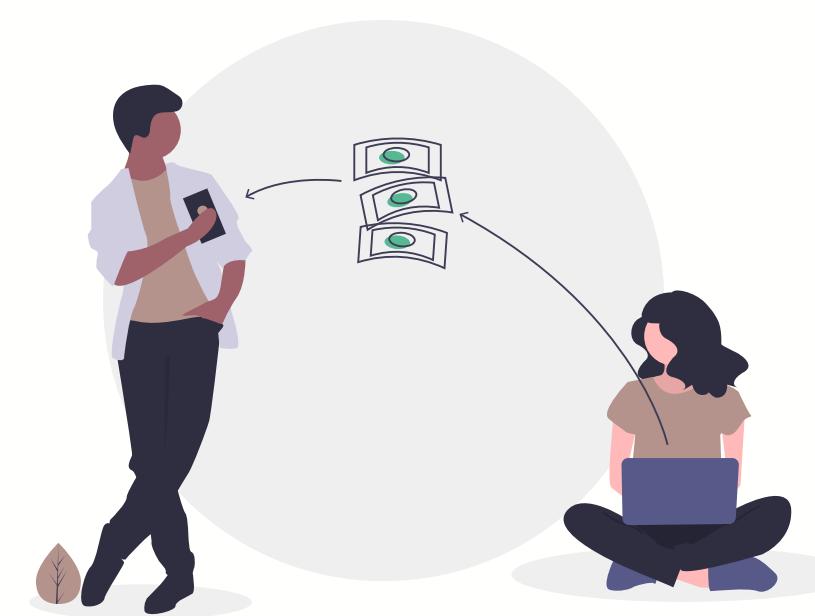
easy to request, purchase, split, and monitor groceries

USER RESEARCH



75.8%

of students usually forget to buy a requested item



72.7%

of students would prefer more certainty regarding being paid back

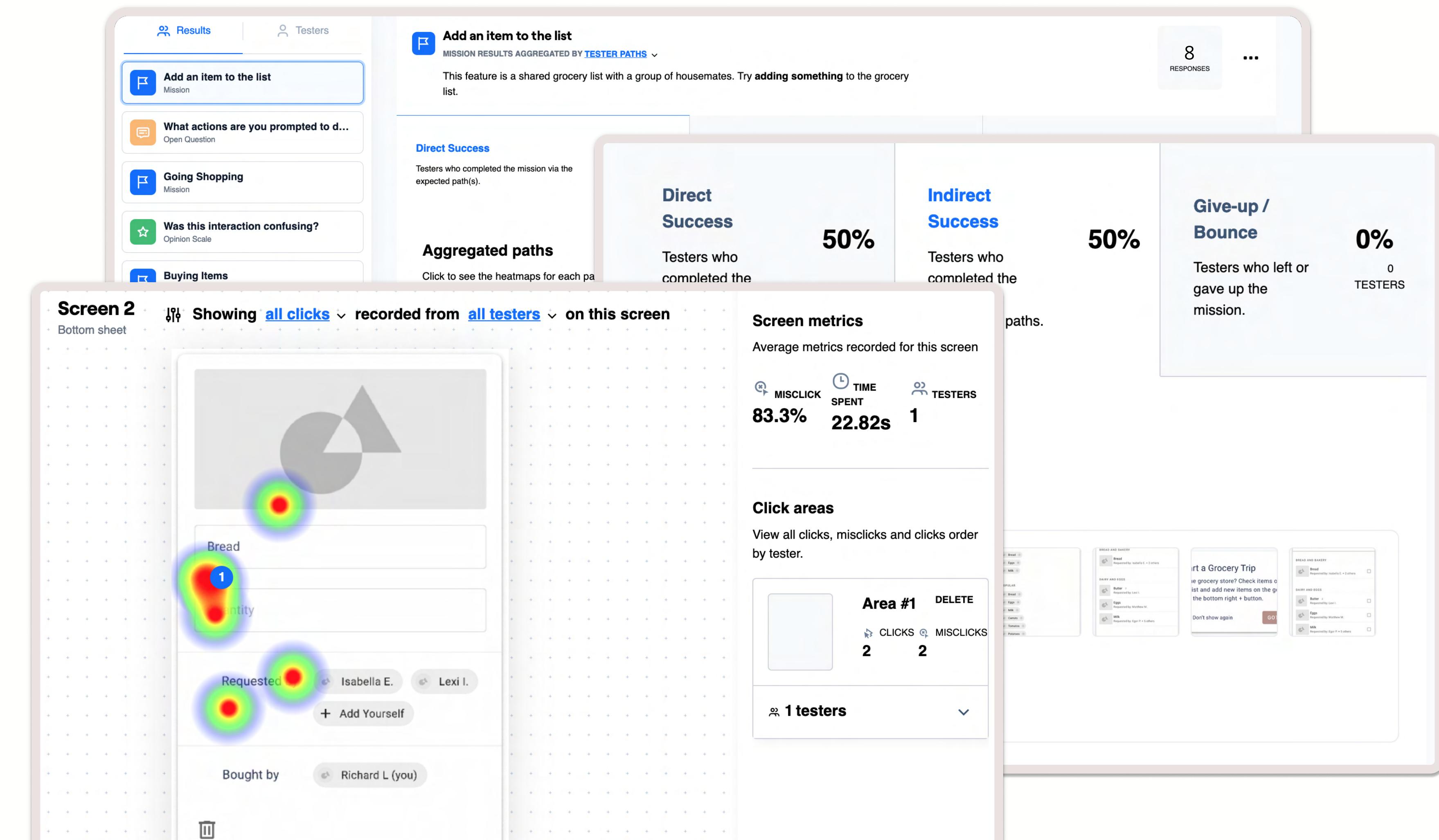


93.9%

of students waste food at least once per month

USER TESTING

- tested main flows through **maze.co**
- rapid testing of defined features at a high level
- smaller design decisions made internally



TECH STACK

frontend



Flutter



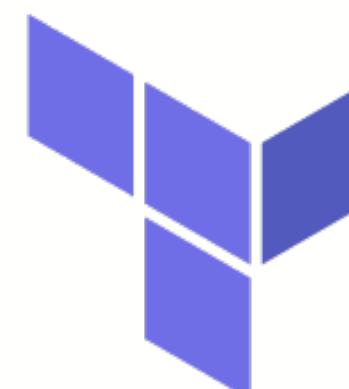
Firebase



backend



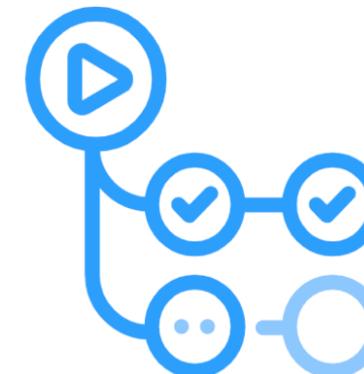
deployment



Terraform



Google Cloud Platform



GitHub Actions

INITIAL TARGET MARKET

TOTAL MARKET

11.4M

30% of Canadians rent or
share a house with
roommates

IDEAL MARKET

2.15M

students enrolled in
Canadian post-secondary
education in 2019

PILOT MARKET

20,971

students enrolled in year 2+
in Queen's
(79.7% of 2021 total)*

*26,309 students enrolled in 2021; assumption is that first-years are all living on-campus

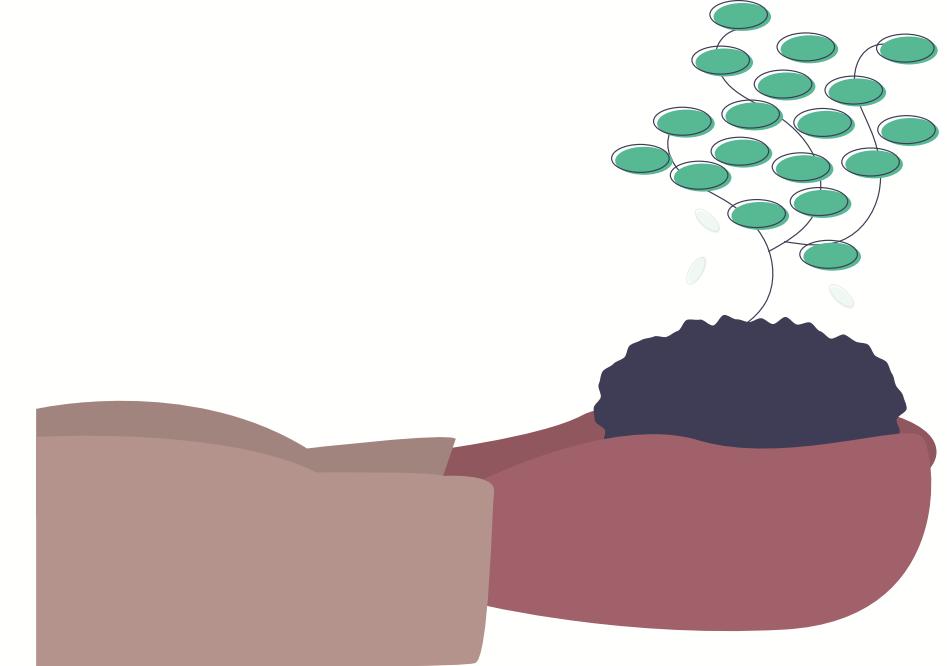
COMMON NEEDS



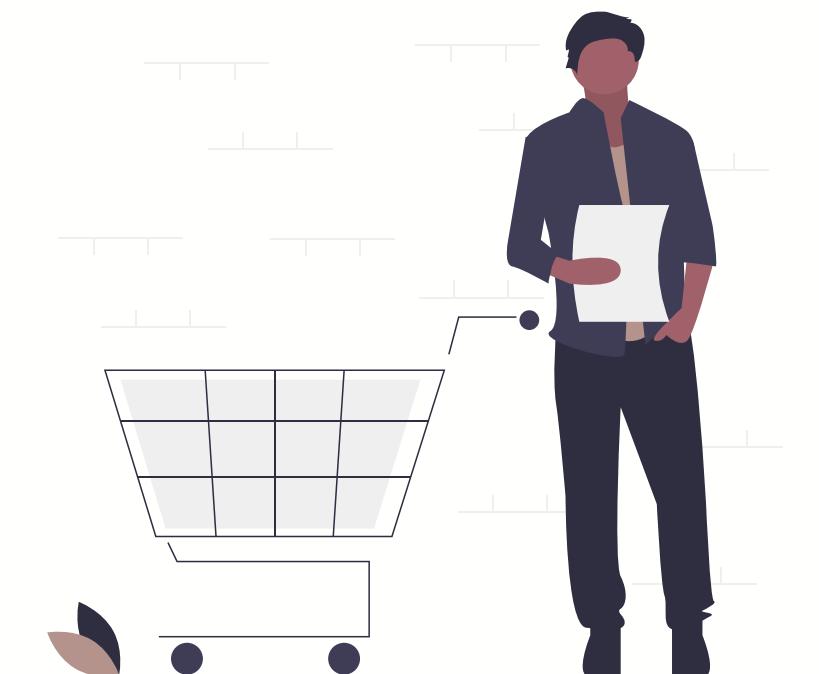
sharing goods with
hausmates



saving money



making sustainable choices



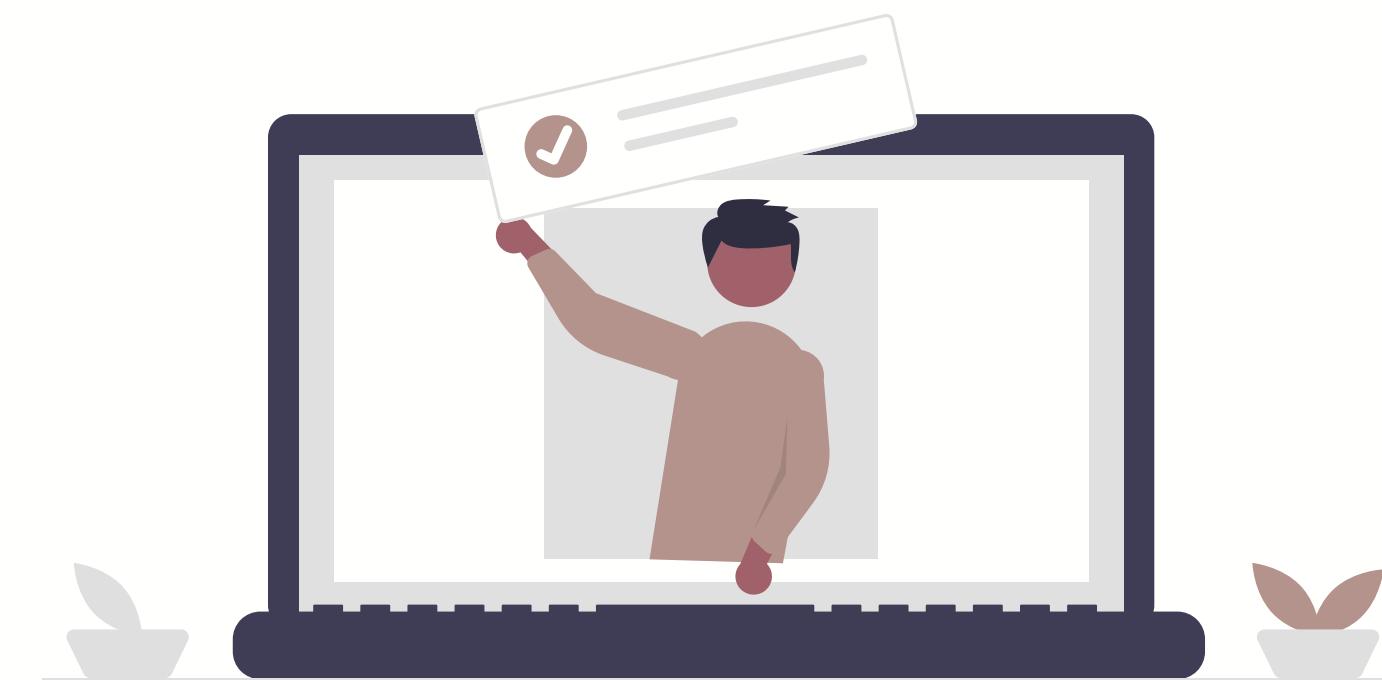
making non-discretionary
purchases

COMMON NEEDS

cost-conscious hausmate seeking to
manage and exchange groceries and bills
with hausmates

PROMOTIONAL STRATEGY

to generate **awareness** for and **incentivize** users to download **HAUS**

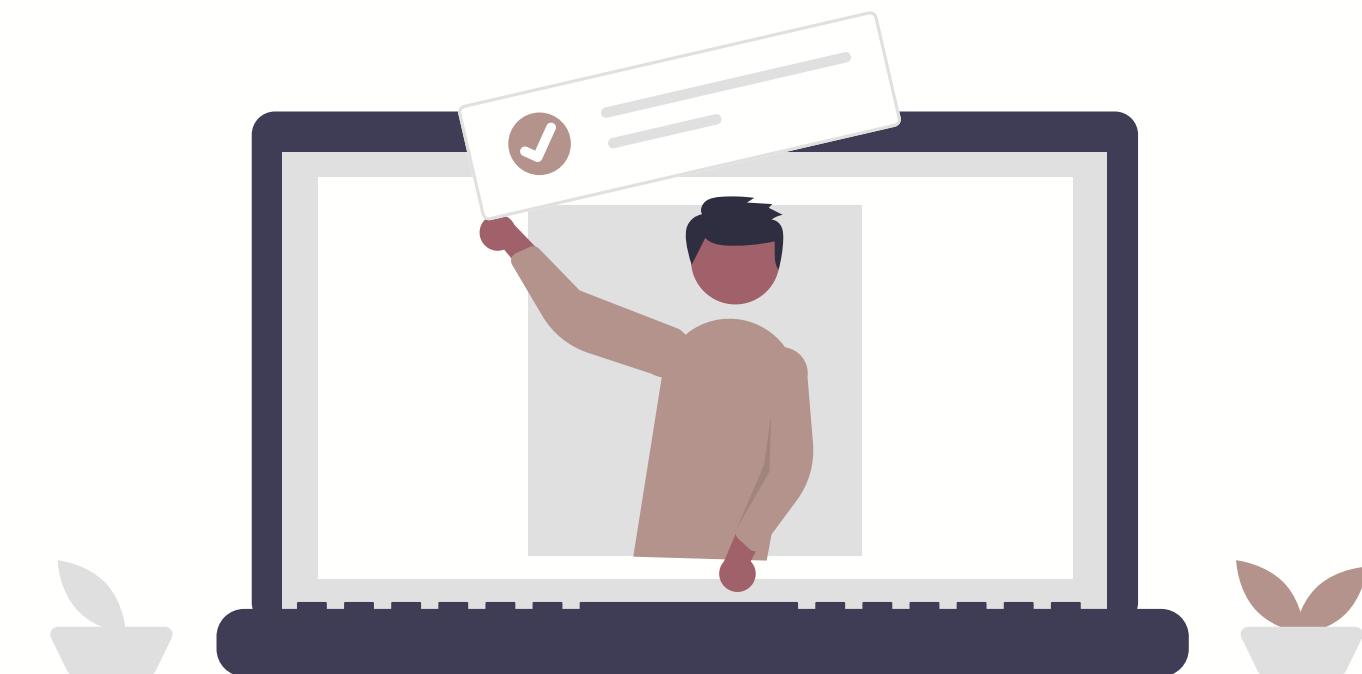


GENERATE
AWARENESS



PROMOTIONAL
INCENTIVES

PROMOTIONAL STRATEGY



GENERATE
AWARENESS

both **digital** and **physical**
social media posts or campus posters
advertising **HAUS** and any ongoing promotions

PROMOTIONAL STRATEGY

social media giveaways and deals at local grocers

deals will be acquired via partnerships with the stores

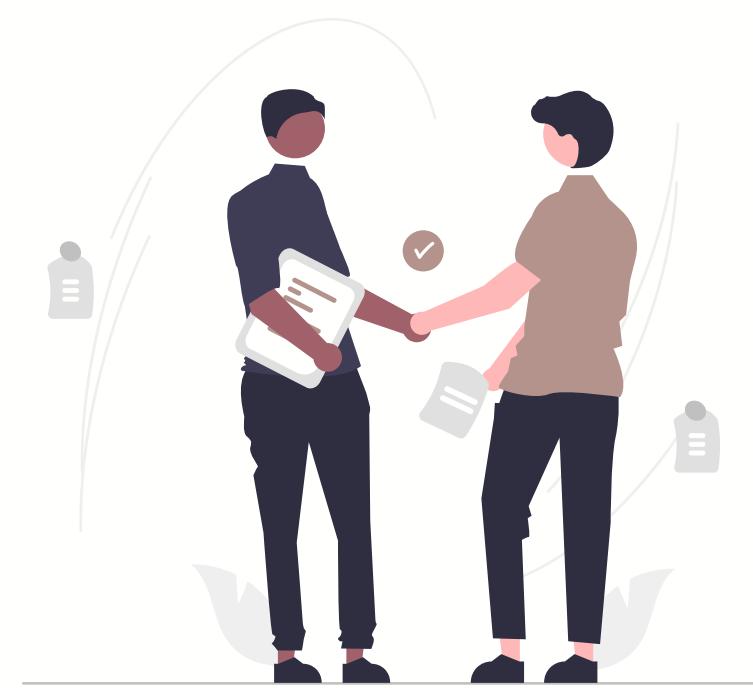
- if not possible, they will instead be obtained using the qtma budget

stores chosen based on concentration of queen's students

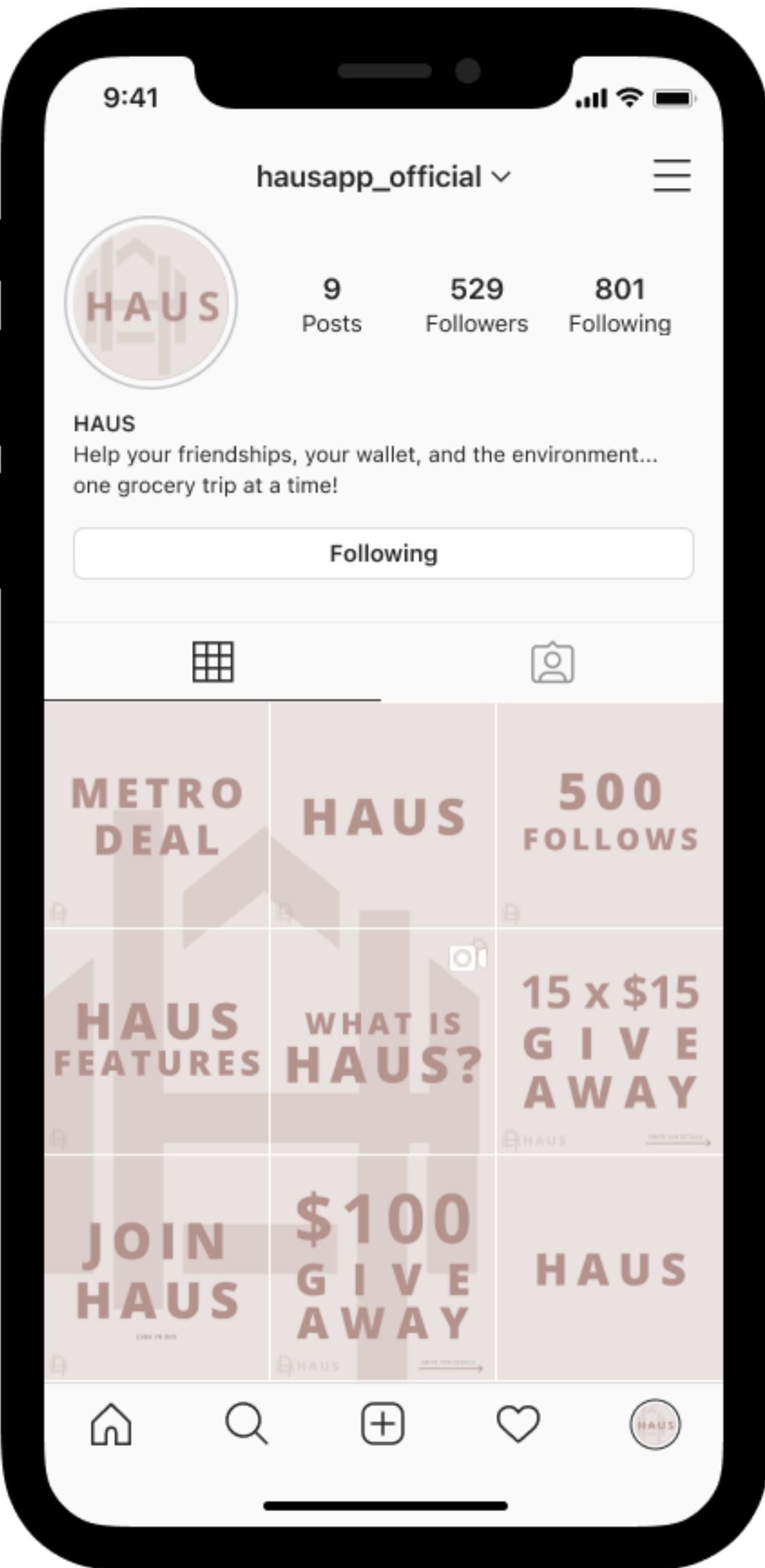
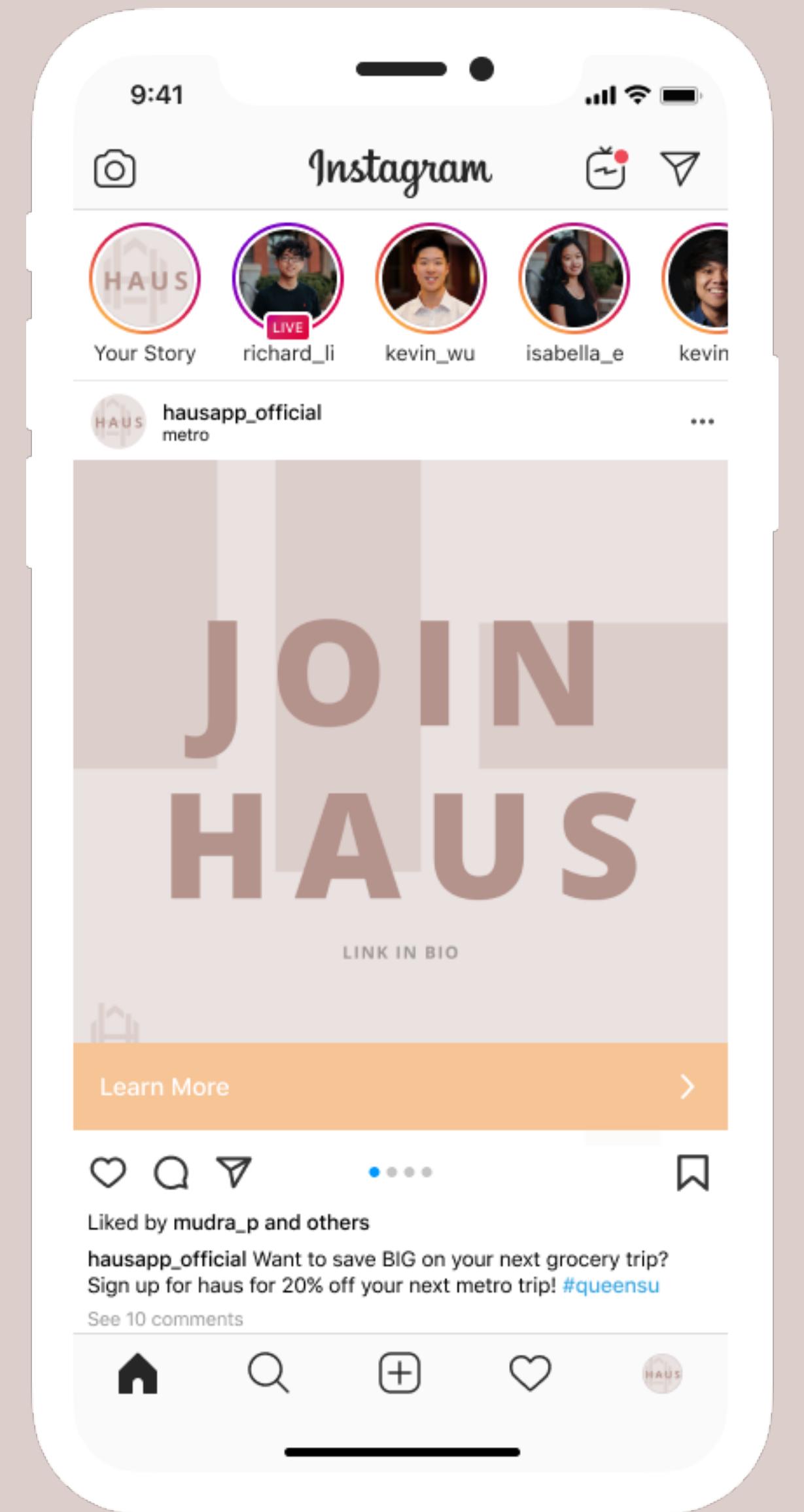
- e.g grocery check-out at the arc

store choices are supported by survey data

- e.g over 72% of students shopping at metro makes it a desirable store



PROMOTIONAL
INCENTIVES



PRODUCT GOALS



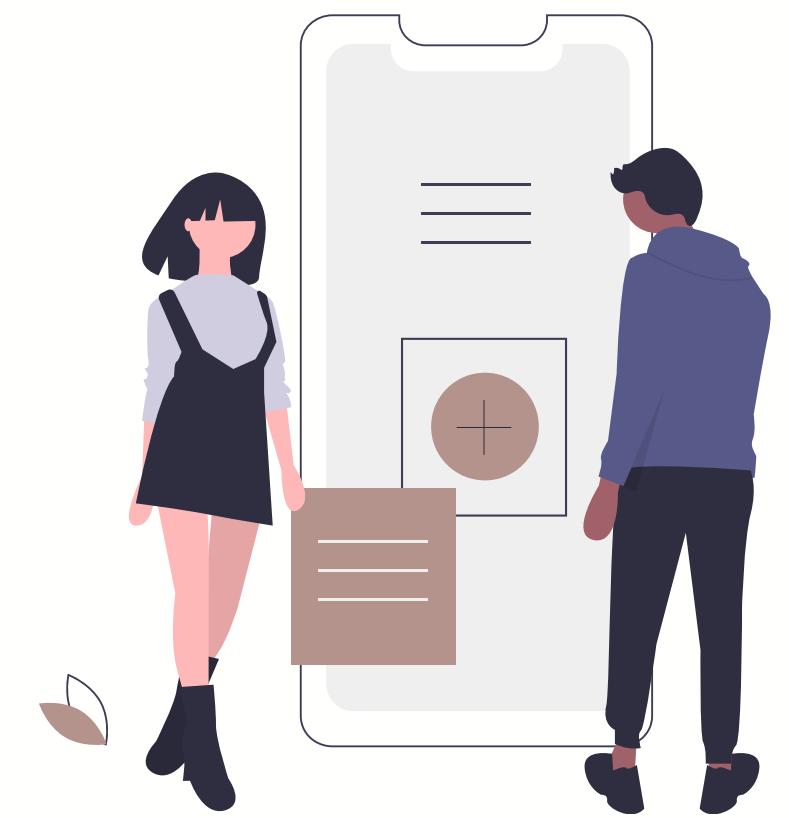
50

Houses in First Month



\$4

Target CAC

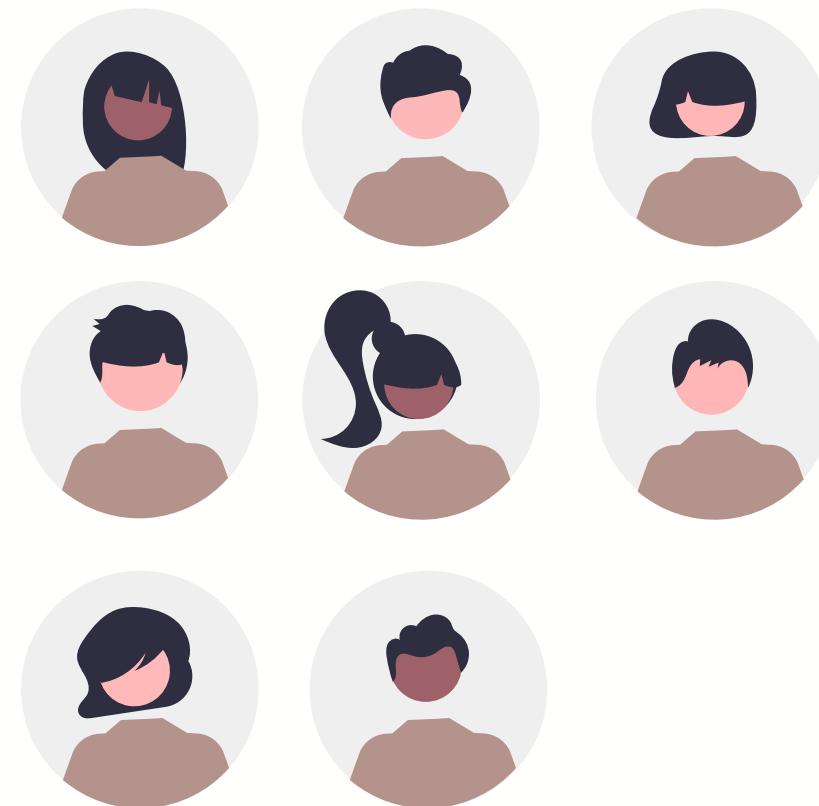


85%

Retention*

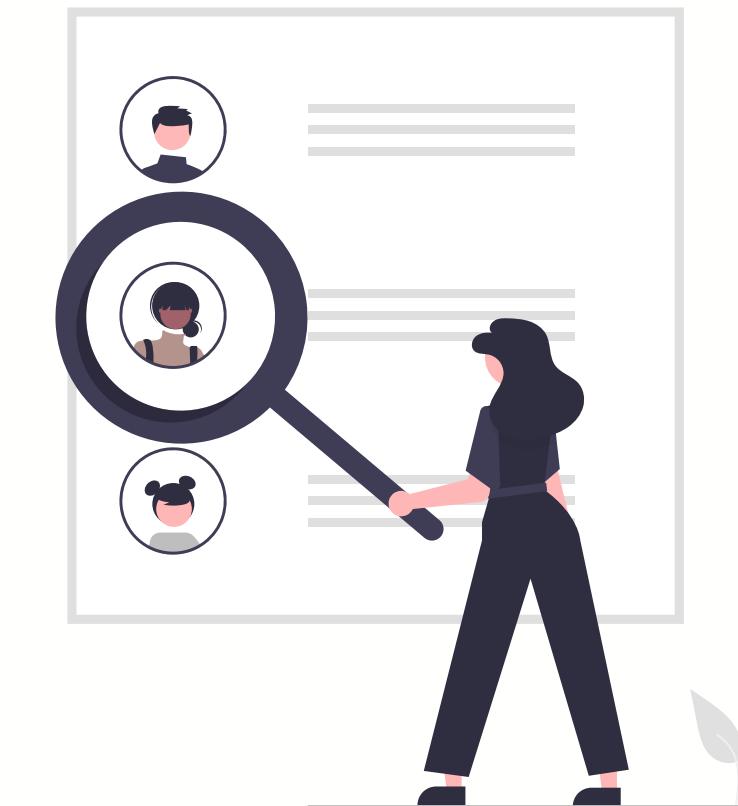
*new users active for >1 month

CURRENT RESULTS



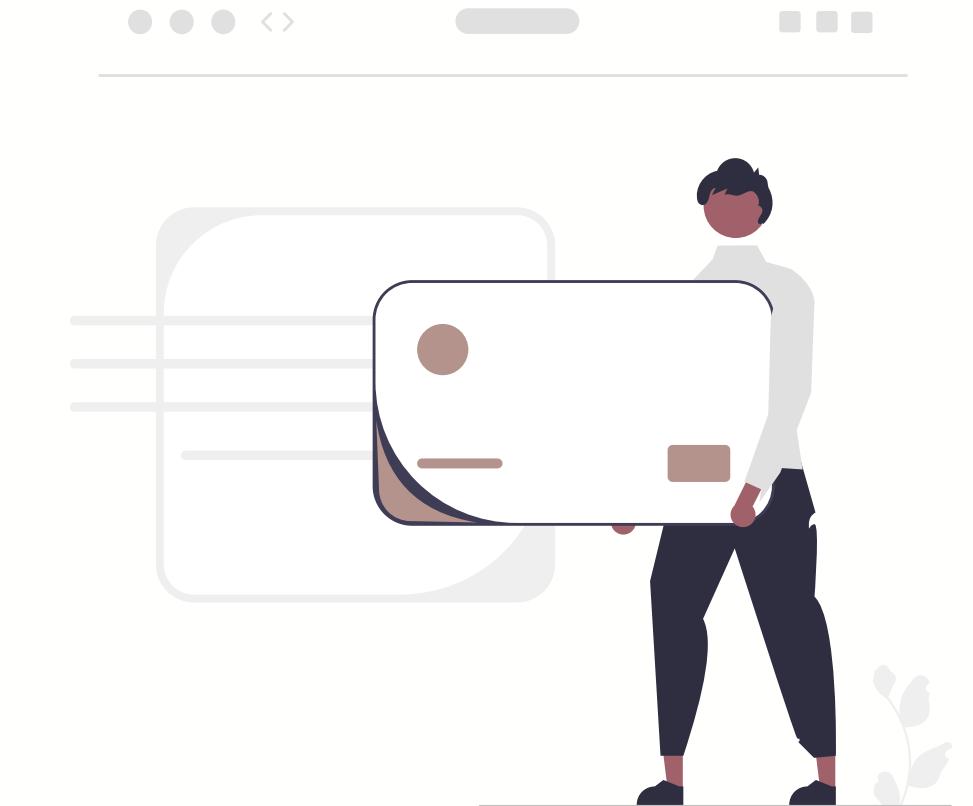
236

Social Media Followers



13

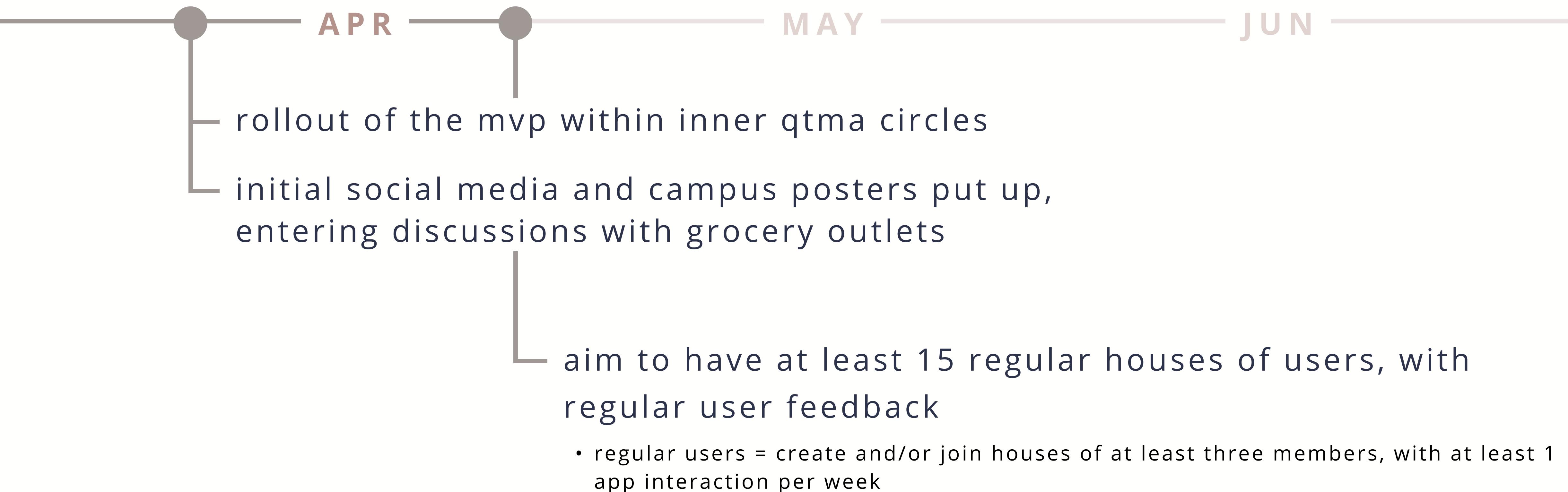
Active Hauses



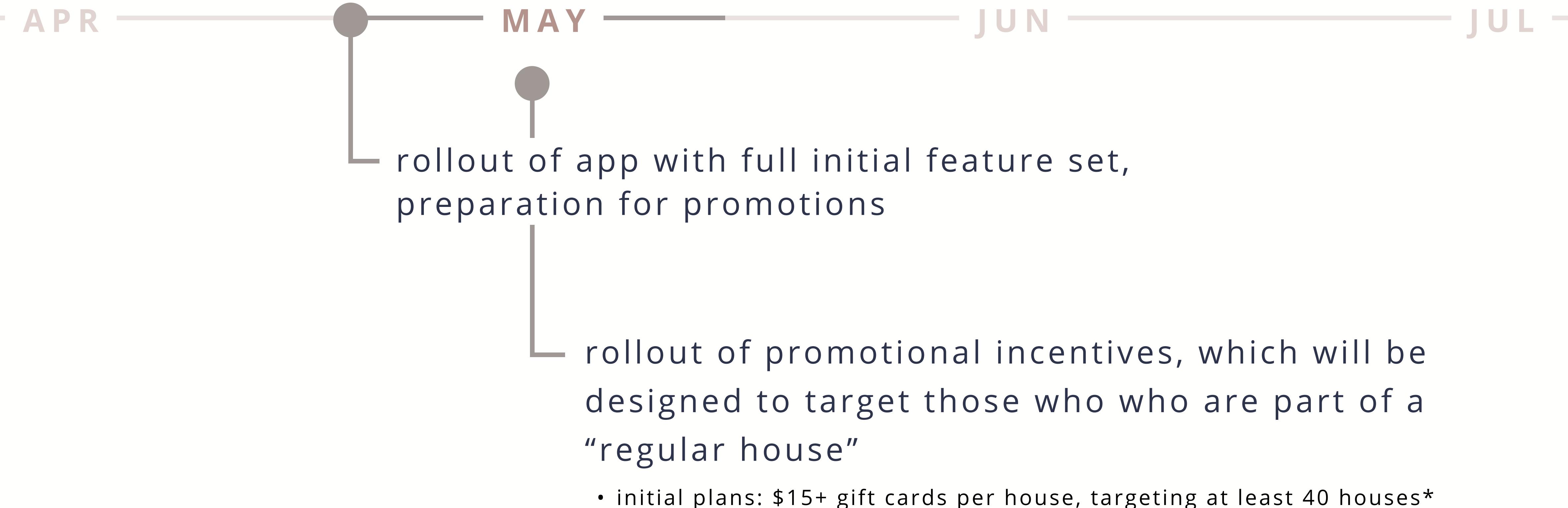
55

Total Transactions

MARKETING PLAN



MARKETING PLAN



*conservative estimate - dependent on the success of sponsorships and partnerships

MARKETING PLAN

— APR — MAY — JUN — JULY —



target of at least 50 regular users and iterative
improvements from regular user feedback

PRICING STRATEGY

INITIAL REVENUE DRIVER



AD PARTNERSHIPS
WITH GROCERS

paid promotions
(similar to Waze)

SECONDARY REVENUE DRIVER



DATA INTELLIGENCE
+ ERP INTEGRATIONS

aggregated comparative data
(market share, price elasticity / propensity to
buy / stickiness / WTP)

PRICING STRATEGY

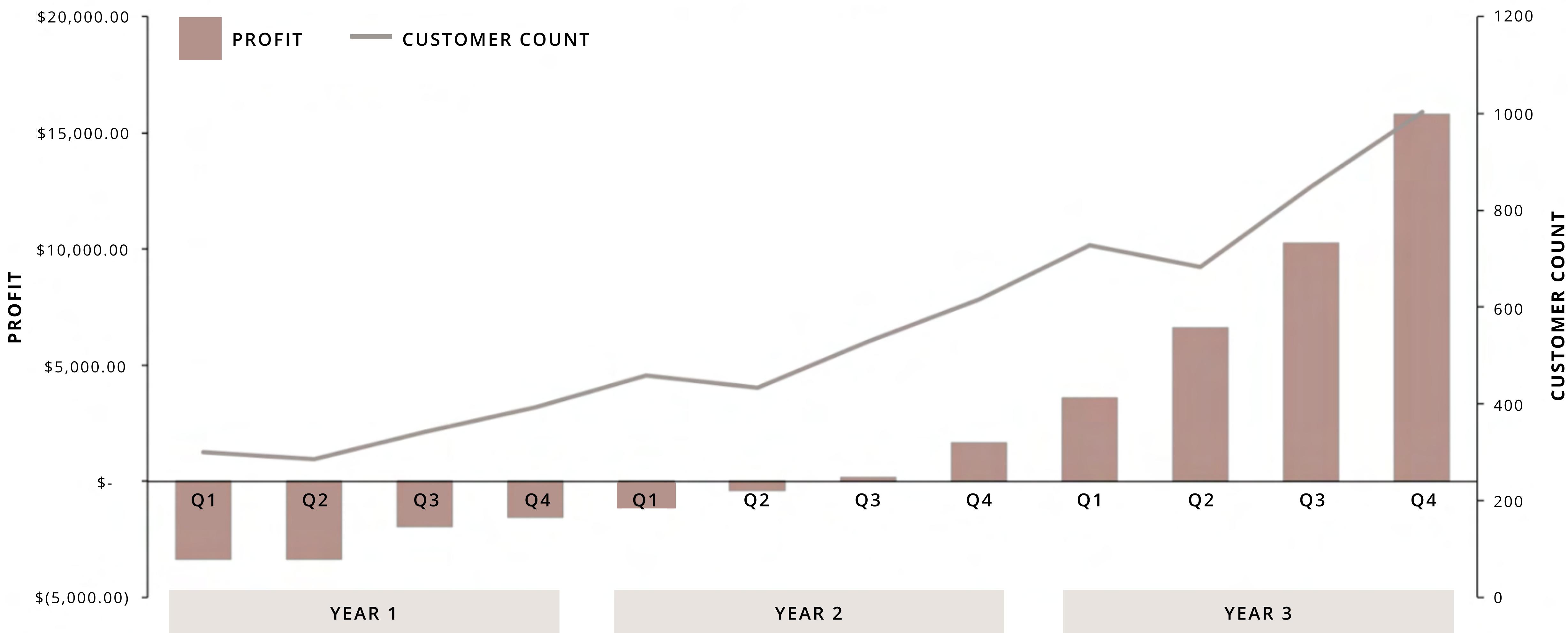


PHILOSOPHY

At **HAUS**, we seek to minimize user obstructions and provide the most cost-friendly solution for our students.

HAUS also seeks to use aggregated data and insights to help grocers better support customers.

HAUS PROJECTIONS





thank
you :)

H A U S