



# Co-living reinvented through human compatibility

Samuel Baudon | StartLab Build I - December 2025

*"Find your perfect co-living, fast and safe"*

# The Problem: A Booming Market... But Unstructured



## Market Explosion

+360% roommates between 2021-2024 (CBRE)

725,000 roommates in Belgium today · Structural growth: housing crisis + energy costs



## Inefficient Search

People sign in a rush without knowing their future roommates

No personality matching, just housing · Result: frequent tensions from the first months



## Complete Lack of Data

Unmeasured, unstructured market

No official statistics in Belgium · = Unique strategic opportunity for Izzico

# 3 Personas, 1 Common Need: Compatibility



## Searchers

Find housing but not the right people

**Volume = turnover (?)**



## Owners

Difficult to build stable groups

**290K properties**



## Residents

Want to replace a compatible roommate

**725K residents**

**"Everyone is looking for the same thing: not living with incompatible strangers"**

# Izzico = Tinder meets Airbnb for co-living



## Smart Matching

- Algorithm with 46+ criteria (lifestyle, cleanliness, sociability, budget...)
- Verified profiles (KYC) + reliability scoring
- Visual compatibility score



## Daily Management

- Automated expense splitting (OCR invoices)
- Chore management
- Shared calendar + document vault



## Conflict Prevention

- Preventive alerts based on behavioral data
- Integrated mediation
- Transparent history

Reduce friction, increase satisfaction, stabilize co-living

# A €3.1 Billion Market in Belgium

**€3.1B**

TAM - Total Market

290K properties × 725K roommates

**€1.3B**

SAM - Digitalizable

Urban areas (42% TAM)

**€1M**

SOM - 3-Year Target

5% SAM penetration



## Growth Drivers

- **75% of tenants** want to buy but can't (CBRE 2024)
- **Rising rents** +4-5%/year
- **Urbanization** + student demographics (251K students FWB)

# Only Platform with Matching + Complete Ecosystem

Feature	Izzico	Appartager	Roomlala	Immoweb
Algorithmic matching	<b>46+ criteria</b>	—	—	—
3 roles (O/R/S)	<b>Yes</b>	—	—	—
Management suite	<b>Complete</b>	—	Limited	—
AI Assistant	<b>&lt;€3/month</b>	—	—	—
Proprietary data	<b>Only us</b>	—	—	—

First co-living matching platform in Belgium

# MVP ~75% Functional, Ready for Beta-Testing



## Tech Stack

- **Web:** Next.js 14 + React (production-ready)
- **iOS:** SwiftUI native (TestFlight ready)
- **Backend:** Supabase (PostgreSQL 15, 102+ tables)
- **AI:** Assistant <€3/month for 5K conversations
- **Payments:** Stripe integrated

**Development cost: nearly zero**

Developed independently with Claude Code (AI)  
No need to raise €200K to pay developers



## Ready Deliverables

- 264,652 lines of audited code
- 461 React components
- 102+ PostgreSQL tables with RLS
- Native iOS app (365 Swift files)

# Premium Model: Free Matching

Matching is FREE - Free months at launch for adoption

Segment	Limited Access	Premium Subscription	Price
Residents	—	Find replacement + match priority + analytics	<b>€3.99/month</b>
Searchers	View listings (read-only)	Unlimited matches + interactions + boost	<b>€19.99/month</b> <small>(projected)</small>
Owners	—	Multi-properties + assisted matches + analytics	<b>€23.99/month</b>



## Future Revenue

- P2P commission
- Premium services
- B2B partnerships

**Year 3 Target**  
**€950K - €1.1M ARR**

# Searchers: Find your ideal home - €19.99/month



## AI Algorithmic Matching

Personalized proposals based on your Living Persona (46+ criteria) → **Save 10+ hours of searching**



## Group Search

Search with friends synchronized, no more WhatsApp chaos



## Verified Profiles (KYC)

Verified badges (email, phone, ID) → **Avoid scams**



## Living Match (Swipe)

Actively explore the resident market via fun Tinder interface → **Mutual match = conversation**



## Smart Alerts

Get notified as soon as a listing matches your exact criteria

**Killer Benefit: Targeted search + compatibility → Time savings and less frustration**

# Residents: Live together without friction - €3.99/month



## Automatic Expense Splitting

Upload invoice (OCR) → Equal split calculated automatically → **No more "who owes what?"**



## Fair Chore Management

Recurring chore planning with assignments → No more "why is it always me?"



## Democratic Voting

Propose and vote on rules (noise, guests, cleaning) → **Transparent governance**



## Direct Maintenance with Owner

Report and track repairs in-app, no more WhatsApp → **Tracked history, guaranteed follow-up**



## Replacement Matching

Someone leaving? The AI algorithm proposes replacements compatible with the existing group

**Killer Benefit: Financial disputes = #1 cause of conflicts → Tools to avoid them from the start**

# Owners: Manage your portfolio like a pro - €23.99/month



## Multi-Property Dashboard

Manage everything from one place → **Replaces 5 tools (Excel, email, calendar...)**



## Automatic ROI & KPIs

Monthly revenue, occupancy rate, ROI calculated in real-time



## AI Algorithmic Screening

Best candidates (compatibility + verification) sorted to top automatically



## Tracked Maintenance

All requests logged with photos, costs, status → No more lost requests

**Killer Benefit: 1 vacant day costs ~€50-70 → Finding the right candidate quickly is crucial**

# Brussels Market Validation - Build II Phase



## 6-Month Goals

- 100-200 active properties
- 500 users
- 50 successful matches
- €500 MRR · NPS >30



## 12-Month Goals

- 500 active properties
- 1,500 users
- 200 successful matches
- €2K MRR · NPS >40



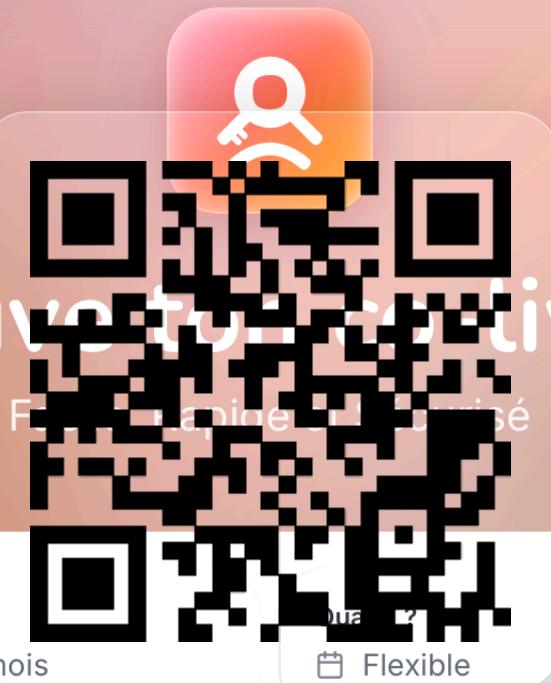
## To Clarify (Mom Test in progress)

- Refine Owners pricing (10+ landlord interviews)
- Validate Searchers willingness-to-pay (A/B tests)

Budget: €20K for Marketing + Pro Charter

[Q Explorer](#)[Résidents](#)[Propriétaires](#)[Se connecter](#)[S'inscrire](#)

# Trouve ton living



Où ?

📍 Ville, quartier...

Budget

€ €800/mois

Flexible

[Rechercher](#)

✓ ID vérifié

✓ Annonces vérifiées

✓ Support 24/7



Je loue mon bien



Je suis résident



Je cherche un logement

# Samuel Baudon - Founder



## Background

- Master in Public Relations IHECS
- Co-founder Ears & Eyes (events)
- Consultant Agoria (academic)
- Assistant MIMA Museum



## Why Izzico?

- **18-30 years old:** I am the target
- **Claude Code:** Tool that enabled Izzico's creation
- **Agoria:** 1 year learning professionalism (major campaign)
- **Ears & Eyes:** Dating app + community vision

"Join us to transform co-living"

[hello@izzico.be](mailto:hello@izzico.be) | [www.izzico.be](http://www.izzico.be)