



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	46+ criteria	—	—	—
3 roles (O/R/S)	Yes	—	—	—
Management suite	Complete	—	Limited	—
AI Assistant	<€3/month	—	—	—
Proprietary data	Only us	—	—	—

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	€3.99/month
Searchers	View listings (read-only)	Unlimited matches + interactions + boost	€19.99/month <small>(projected)</small>
Owners	—	Multi-properties + assisted matches + analytics	€23.99/month



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 co-living

Française et vérifiée



Où ?

📍 Ville, quartier...

Budget

€ €800/mois

📅 Flexible

🔍 Rechercher



ID vérifié



Annonces vérifiées



Support 24/7

Ou commence directement



Je loue mon bien



Je suis résident



Je cherche un logement

izzico.be

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"

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