



UniCribs

Rent Smarter, Live Better

The image shows a laptop displaying the UniCribs website. The website has a dark header with the UniCribs logo and three tabs: COMMUNITY, STUDENT, and LANDLORD. The main content area features a large "Welcome to UniCribs" heading, a subtitle "Bridging Students and Landlords for Smarter Housing Solutions", a search bar with placeholder text "Enter location here...", and three stats boxes: "200+ Happy Customers", "10k+ Properties For Clients", and "12+ Years of Experience". To the right of the laptop, a hand holding a pencil points towards the screen. The background of the slide is a gradient from light blue at the top to dark purple at the bottom.

COMMUNITY STUDENT LANDLORD

Welcome to UniCribs

Bridging Students and Landlords for Smarter Housing Solutions

Enter location here...

200+ Happy Customers

10k+ Properties For Clients

12+ Years of Experience

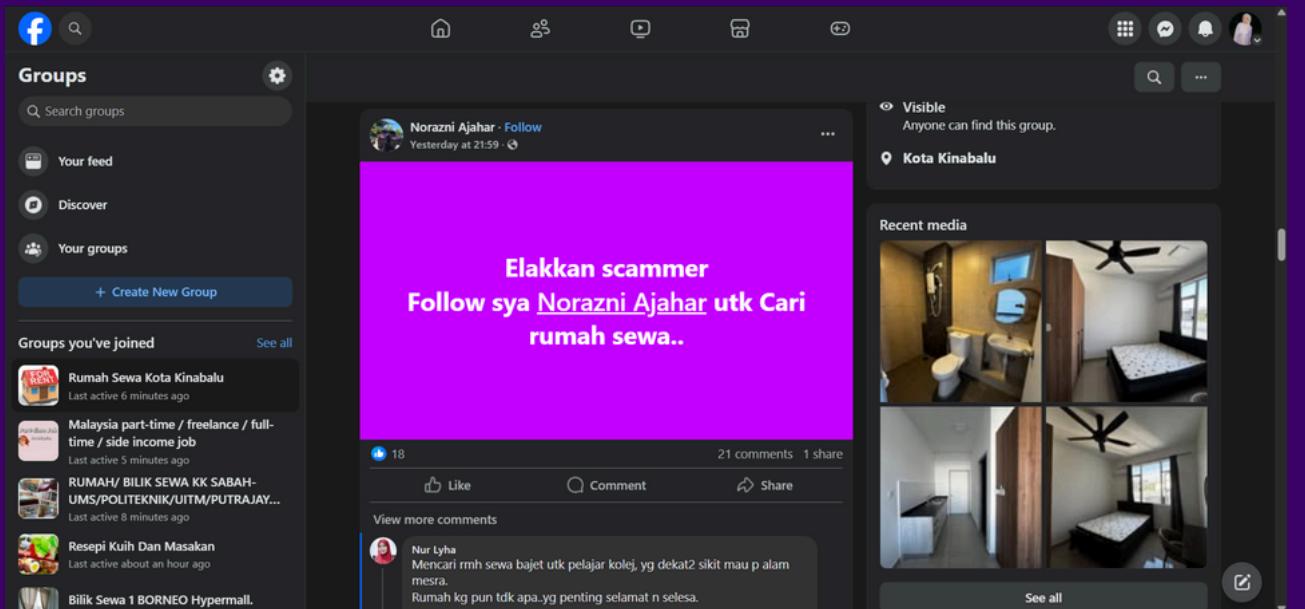
COMMUNITY STUDENT LANDLORD

June 24, 2025

PROBLEMS



Students struggle to find safe, verified housing.



Rental searches across platforms are time-consuming and not student-focused.



Miscommunication with landlords leads to misunderstandings.



Solutions



Safe & Scam-Free

- Verified listings, secure payments, and smart search.

Direct & Easy

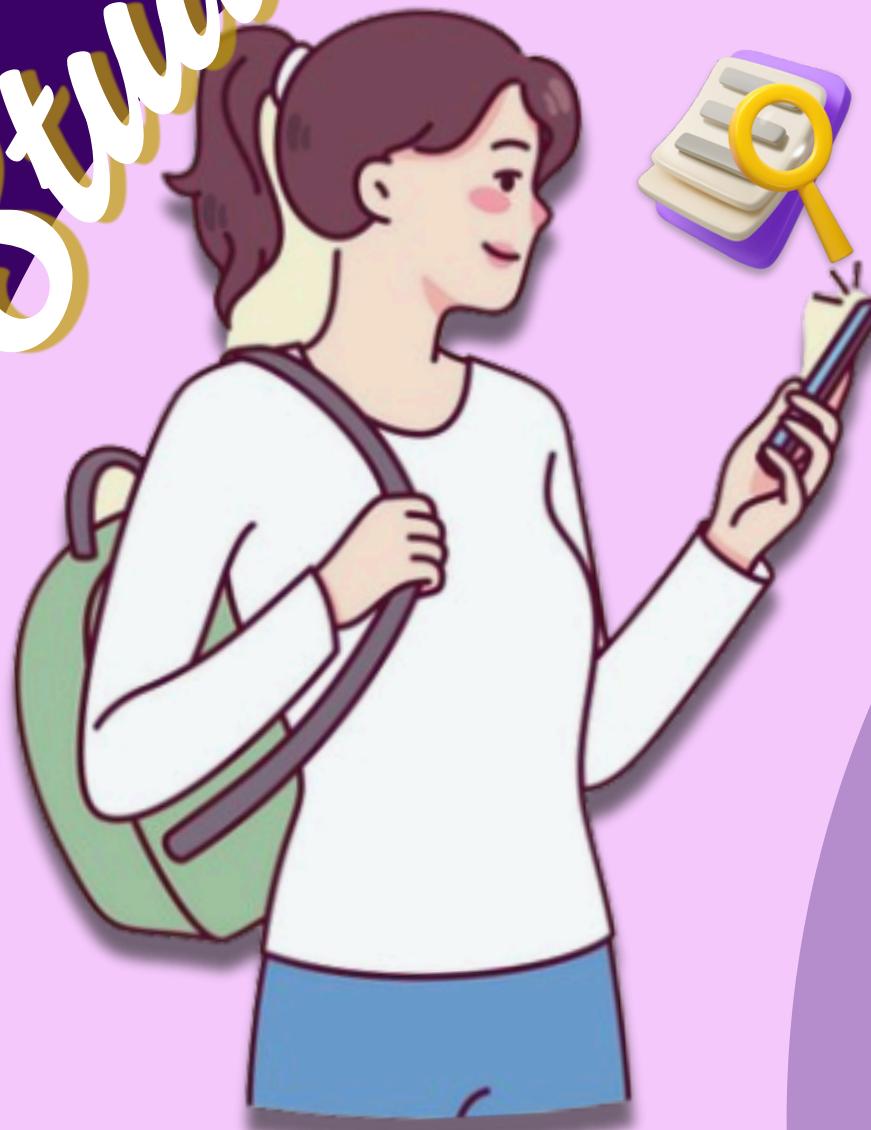
- Chat with landlords, book instantly.

Affordable & Trusted

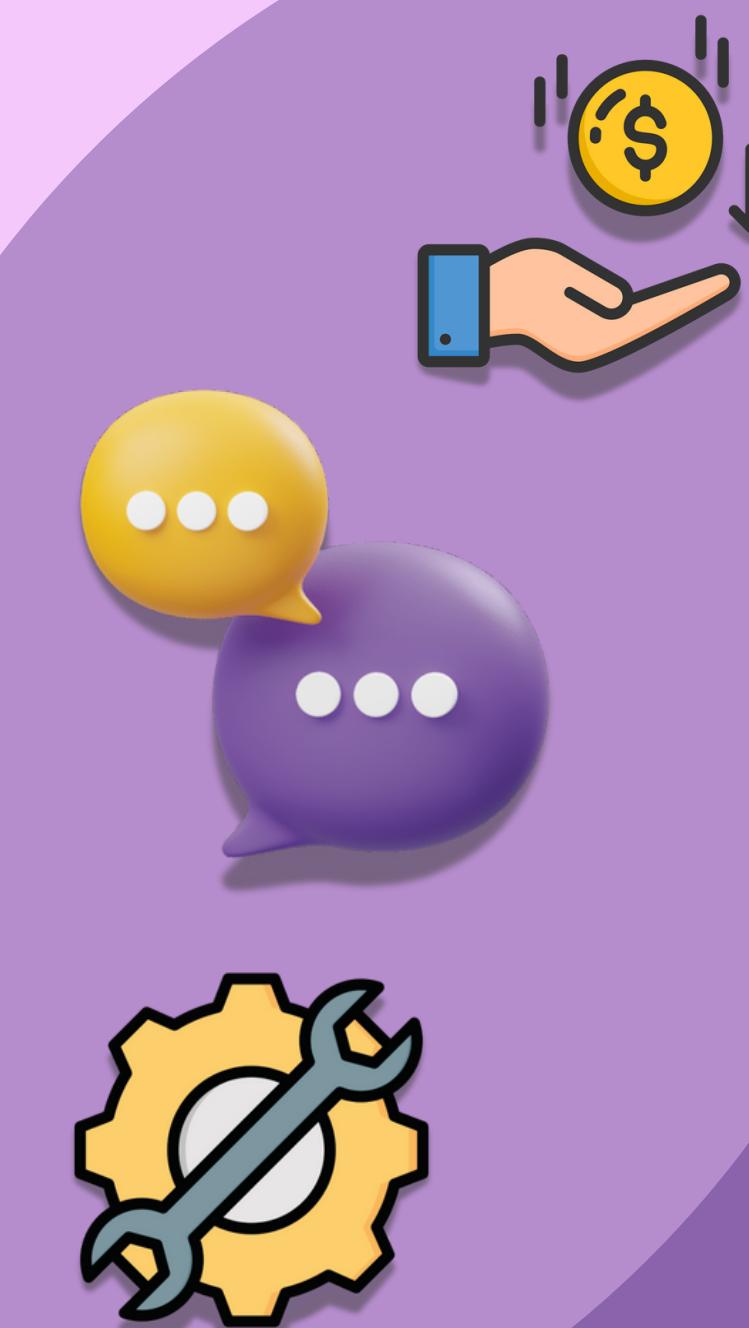
- Flexible rentals, simple payments, real reviews.

PRODUCT FEATURES

Students



BROWSE
LISTING



MANAGE
LISTING

TENANT
SCREENING

RENTAL
HISTORY



Familiarity

VALUE PROPOSITION

No Creeps, Just Cribs
“RENTING NEVER BEEN SO SECURE”

Market Analysis

TAM (MALAYSIA-WIDE)

 1.2M STUDENTS × 50% RENTERS × RM600 × 10 MONTHS
= RM 3.6B RENTAL MARKET/YEAR
→ UNICRIBS 5% REVENUE = RM180M/YEAR

SAM (URBAN CITIES: KL, JB, PENANG, KK)

 700K STUDENTS × 50% RENTERS × RM600 × 10 MONTHS
= RM 2.1B RENTAL MARKET/YEAR
→ UNICRIBS 5% REVENUE = RM105M/YEAR

SOM (KOTA KINABALU LAUNCH)

 TARGET 2,000 USERS (FROM 50K STUDENTS)
= RM550/MONTH × 10 MONTHS = RM11M RENT VOLUME
→ UNICRIBS 5% REVENUE = RM550,000/YEAR

Data from MOHE, Casita, Mudah.my & FB rental listings.
Analysis uses both top-down and bottom-up logic

shahirah Shafiqah

MARKET SIZE – TOP-DOWN VIEW

Tier	Market	Rental Value	UniCribs 5% Revenue
TAM	Malaysia (Nationwide)	RM 3.6B/year	RM 180M
SAM	Urban cities (KL, JB, Penang, KK)	RM 2.1B/year	RM 105M
SOM	KK – Launch Market (2,000 users)	RM 11M/year	RM 550K

BOTTOM-UP VALIDATION:

2,000 students × RM550 × 10 months = RM11M rental volume

RM11M × 5% = RM550,000 UniCribs revenue

Realistic, data-based goal within Year 1–2/

Business Model



FREE

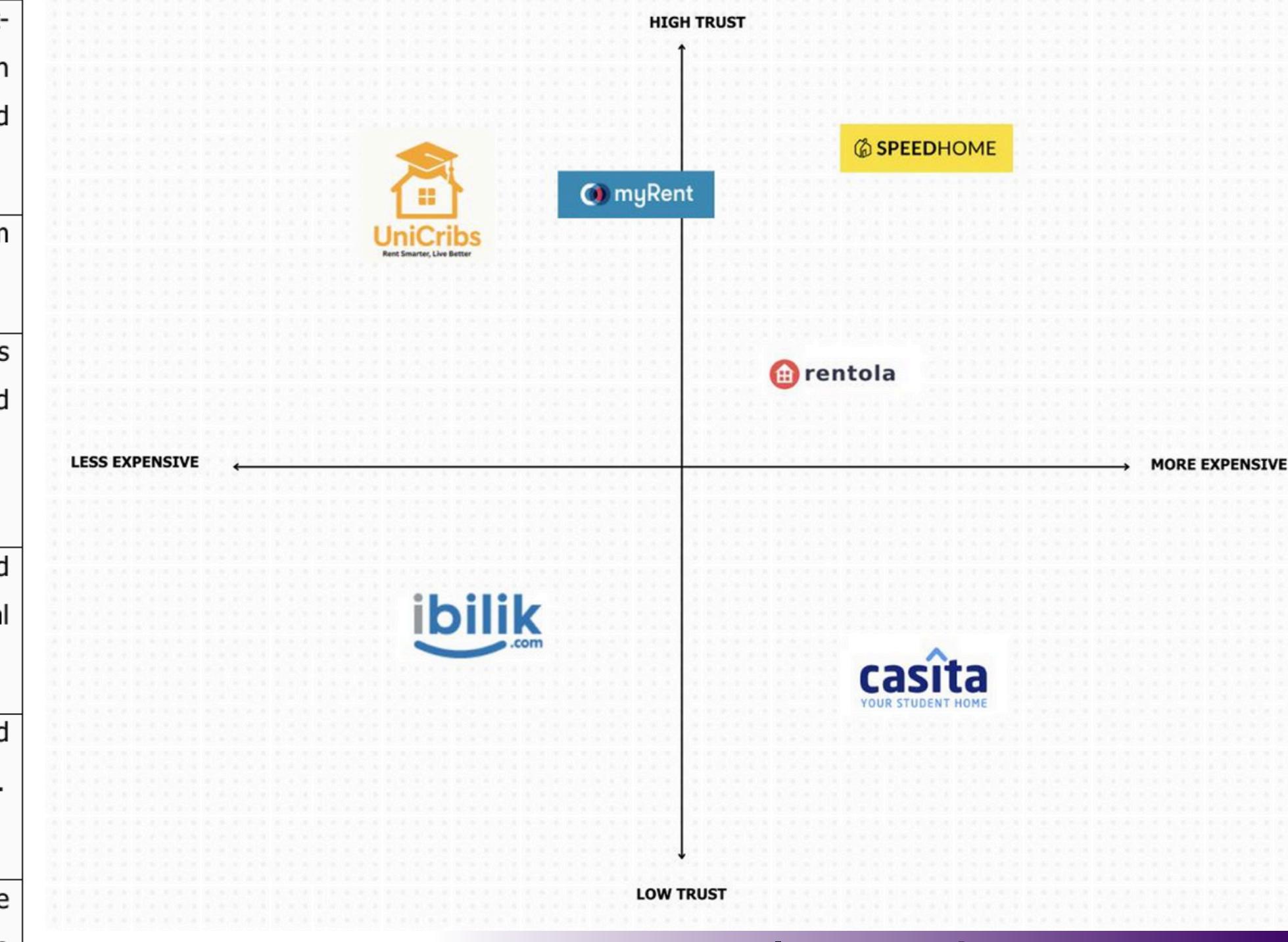
Browsing and listing

5% SERVICE FEE

- Deducted per rent payment by tenants
- Landlords receive 95% directly after confirmation

Competition

Platform	Key Features	Pricing Model	Value Proposition
UNICRIBS	Browsing filtering, flexible rental plans, direct communication, maintenance report	Free listing and browsing. 5% service fee deducted per rent payment	Safe, affordable, student-centered rentals with trustworthy landlords and easier payments.
iBilik	Price/type filtering, short-term stays, direct landlord contact.	Free basic listing, pay for ad boost.	Affordable, flexible room rentals.
Speedhome	No-deposit rental, tenant screening, rental insurance.	Free listing, landlords pay for optional insurance (~RM400–800/year).	Hassle-free rental process with no deposit and insurance-protected tenancies.
Rentola	Aggregated rental listings from multiple sites, SearchAgent alerts, tenant blog guides.	Free browsing, €39 premium for landlord contact (28 days).	Wide rental choice and quick alerts for fast rental opportunities.
Casita	Purpose-built student accommodation, virtual tours, 24/7 support, flexible payment.	Free browsing, commission paid by accommodation partners.	Trusted, personalized service and flexible terms.
MyRent	Background checks, auto rent collection, tenancy contracts.	From \$19 NZD/month subscription.	Affordable, easy-to-use platform for landlords to manage their properties digitally.



Competitive Analysis Grid

T
E

A
M



SITI NURHADIRAH
CEO



NUR SAFIYYAH UI/UX
DESIGNER



NUR AINA ALIYAH
SOCIAL MEDIA
MANAGER



SITI SHAHIRAH
SHAFIQAH
ACCOUNTANT



ABEL DAS
DEVELOPER

THANK YOU !



@WEAREUNICRIBS