



property management marketplace

to:

Generic

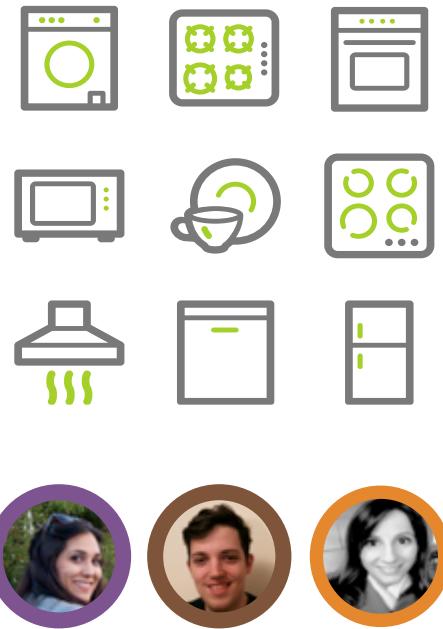
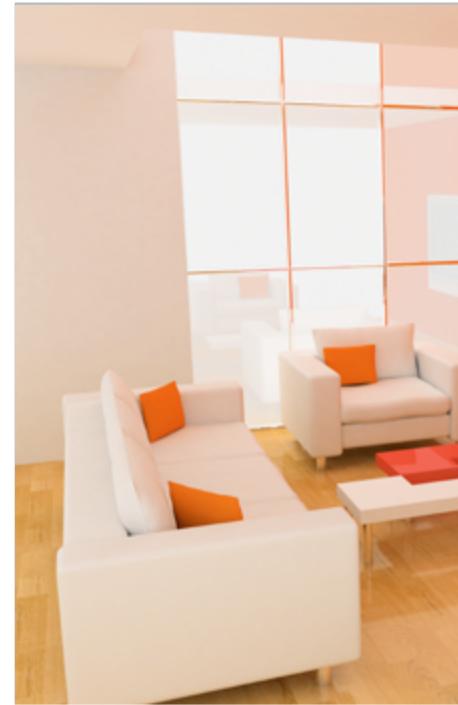
from:

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Investor Deck : 30 May 2018 : Version s3v61

Thank you for your time reading this pitch deck and your interest in DadShed.

Lost

Thrown away

Not easily accessible



If the reader of this pitch deck looks around the room they are in, they will soon realise the information in the space is lost, thrown away or not easily accessible. It is the same issue everywhere in the world whether commercial or residential properties. This lack of data matters, because it causes time, money, travel and customer service issues when trying to have property repaired or changes made. Additionally, the owners and relationships of all the fixtures and fittings are required to enable issues to be resolved, whether it is faulty air conditioner unit in an office building or trying to find a replacement handle for your home kitchen cabinet.

Mission

VISION

Contents 'easily' accessible

Management marketplace

Data reuseable



2 January

I know this question was previously asked, and I know I supposed to twist the metal disc, but this isn't working. I tried to take the whole thing out but the plaster is coming off 😞

Any tips?

Ps. I didn't know the bulb can explode like this!



The DadShed vision is about making property accessible and moving the management of property towards a model where users can tag items during the lifecycle of the property. This is creating a marketplace opportunity through a defensible network effect between people, property and products. As these relationships are built over time, property management can be simplified and, in some scenarios, completed online through IoT devices. In a similar way that Google has mapped the external built environment, the mission at DadShed is, with permission, to tag the built internal environment, and over time the uses of that data will evolve. Users can also self-manage, collaborate which then frees up time for the property professionals to focus on providing expertise in their trade or ensure they are complying with local legal issues. Currently, the noise around management prevents experts applying their trade without firstly ploughing through misinformation and inefficient administration.

Problem

DETOXIFYING MANAGEMENT

Complexity increasing

No digital duplicate

Screenshot of a Facebook search results page for "riverside residents group". The search bar shows the query. Below it, a navigation bar includes All, Posts, People, Photos, Videos, Pages, Places, Groups (which is underlined), and Apps. A sidebar on the left contains filter options: SHOW ONLY (Any group, Public groups, Closed groups - selected), and MEMBERSHIP (Any group, Friends' groups, My groups). The main area lists several groups:

- Wicker Riverside Residents Group** (107 members) - Sheffield · This is a place to meet your neighbours and those you pass in the lift each day. It is also a place to share your grievances.
- Riverside Residents, Footscray** (146 members) - Footscray, Victoria, Australia · A place for Footscray Riverside residents to get to know your neighbours, make new friends or...
- Queens Riverside Residents** (145 members) - East Perth, Western Australia · Welcome to the Queens Riverside Residents Facebook Group! This is a resident-led page for Queens...
- Stella Riverside Residents** (520 members · 9 posts a day) - Blaydon · We all live together on the best estate in the area so please think before you post on this site if you are going to cause anyone...
- Residents Of Riverside Point Warrington.** (223 members · 5 posts a day) - This is a group for 'Residents Only' to discuss both positive and negative issues on the estate. As some of the subjects discussed i...
- Uncensored Residents Of Riverside/Delanco** (268 members) - A place where you can post the good, the bad and the ugly without the fear of censorship. Speak your mind. Debate. Argue. Whatever...
- Riverside Village Residents** (55 members) - This group was made for residents of Riverside Village in Scotch Plains, NJ. If you know anyone who lives in Riverside Village, please...

Each group entry includes a thumbnail image, the group name, its member count, and a "Join" button.

Property management is becoming more complex, and with the advent of IoT, more services are being resolved at a helpdesk remotely. The ideal situation to arrive at is when there will be a real-time digital duplicate of every property, building and the contents within it. DadShed starts the process of creating a digital duplicate of property items by moving them online and provides access to them by permission from the admin user. As with uses of Google Maps, uses have evolved. Likewise, we believe the uses of this data will evolve over time and Apps will be created to tackle specific management issues once contents have been tagged.

PROPERTY

COMPONENTS

MyPad

Manuals

Guarantees

Ground Floor

1st Floor

Garage

Bathroom

Kitchen

Living Room

Bedroom

Loft

Dishwasher

Cooker

Washing Machine

Microwave

Upload Photo

Diary

Note

Insert Link

Warranty Details

Receipt

NAVIGATE

Supplier

Agent

Retailer

Tenant

PEOPLE

invite

HelpTicket

PDF

SMS

SAVE

service@repairs.com

MAIL

SHARE

export

App visual : PRODUCT

PROPERTY

MyPad

Manuals	Bathroom	Dishwasher
Guarantees	Microwave	
1st Floor	Kitchen	
Ground Floor	Living Room	
Garage	Bedroom	Cabinets
	Loft	Kettle

NAVIGATE

PEOPLE

invite

COMPONENTS

701.323.75 20795

IKEA
Design and Quality
IKEA of Sweden
Made in Austria

PRODUCT

Upload Photo
Diary
Note
Insert Link
Warranty Details
Receipt

< Menu

HelpTicket PDF SMS SAVE

service@repairs.com MAIL

SHARE

export

PROPERTY

MyPad

Document	Bathroom	Washing Machine
Guarantees	Bedroom	Microwave
Ground Floor	Living Room	Rental Contract
1st Floor	Kitchen	Cooker
Garage	Loft	

NAVIGATE

Owner Agent Tenant Supplier

COMPONENTS

EQUIFAX

PRODUCT

Owner

Tenant

- a. Room, Property & Price
- b. General Terms & Conditions
- c. Signatures

SIGNATURE NOTES
We, the Undersigned, agree to the above stated terms

SIGNATURE NOTES
26/02/18

SIGNATURE DATE
26/02/18

OWNER NAME
Aaron Mani

OWNER NAME
Rosie-may Tortice

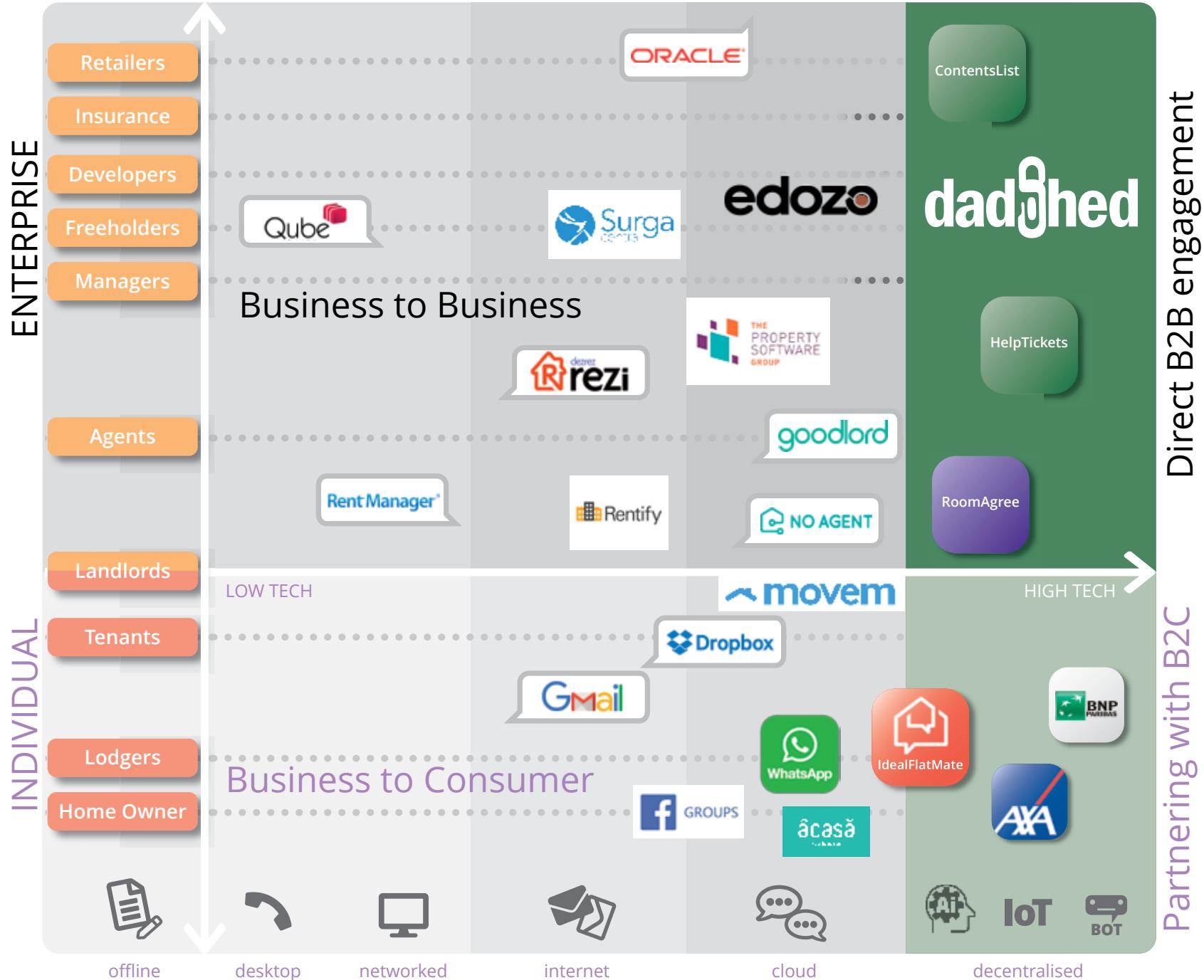
SHARE

HelpTicket PDF SMS SAVE

service@repairs.com MAIL

invite

export



How property is currently managed

Landscape

PROPERTY APP VACUUM

Fragmented space

Tools data siloing

Global issue

Mapping ■ Proptech



There is no software currently available to manager property for the low touch volume user requires basic functionality and is devoid of workflow. Most people around the world manage property using a pen, paper, telephone calls and on-site visits. The aim of DadShed is to move this model online, where all contents are available digitally as public or private blocks of data, and then they can be shared or connected to with users to speed up the management processes. This will end data siloing, as every property manager uses their own system and do not share anything with other software providers. In general, homeowners currently do no use any technology to manage properties other than e-mail or cloud-based sharing, when in fact this is the largest global market opportunity. The example above is a fraction of software applications currently available globally around real estate, identified just in France and as a similar siloed issue can be found globally.

Competition

NO DIRECT COMPARISON

Single task apps

Work flow solutions

End-to-End software

Investment

- Finance
- Lettings
- Planning
- Development

Office space

- Co-working
- Smart buildings

Search

- Discovery
- Estate agency (Brokerage)

appear [here]



Proplend[®]

OFFICE R&D

easyProperty.com

basestone™

HUCKLETREE

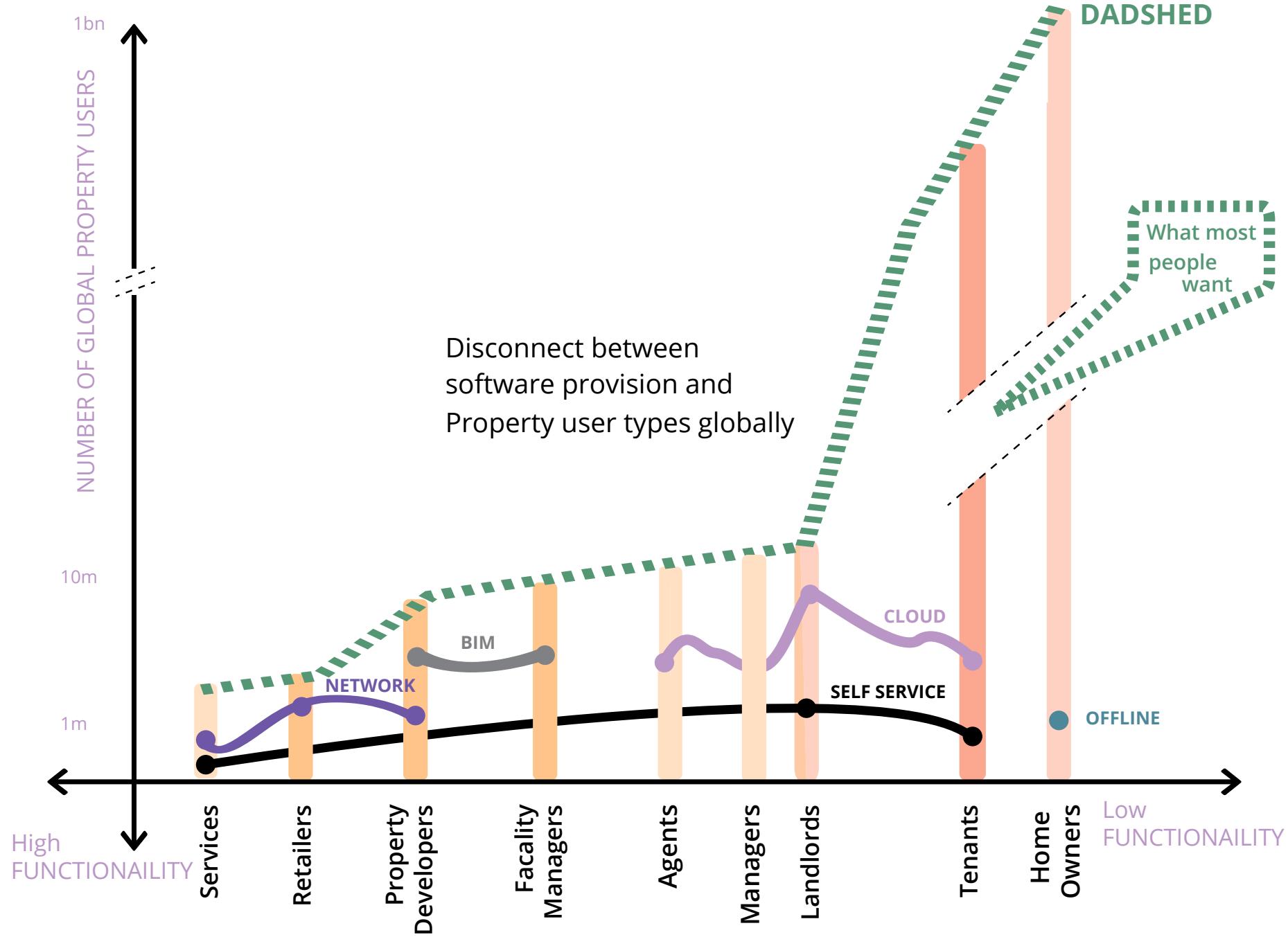


BREVITAS
DISCOVER. CONNECT. CLOSE.

techspace[®]



DadShed has no direct competitor, though there are services that do some of the work DadShed proposes. Other software companies are building end-to-end software service that can only work in a specific country whilst at DadShed we are building a marketplace. These competitor products tend to solve individual issues through an App or are software solutions which do complete workflows for a pain point. We plan to connect with these workflow and software companies via API's.



Unique

JURISDICTION AGNOSTIC

Experts marketplace

Gamification

Rewards



There are number ideas we are bringing to property management domain, which are not being currently addressed by existing property software providers. We are building a 'property experts marketplace' where professionals can network property management issues and/or provide expertise to the consumer market. Similar to how Waze gamified how the SatNav market, we are going to work with the data the users provide and reward positive property management behaviour. The DadShed App will be jurisdiction agnostic and will work in any country whilst most current software providers try to connect service to local laws.

Technology

INTELLECTUAL PROPERTY

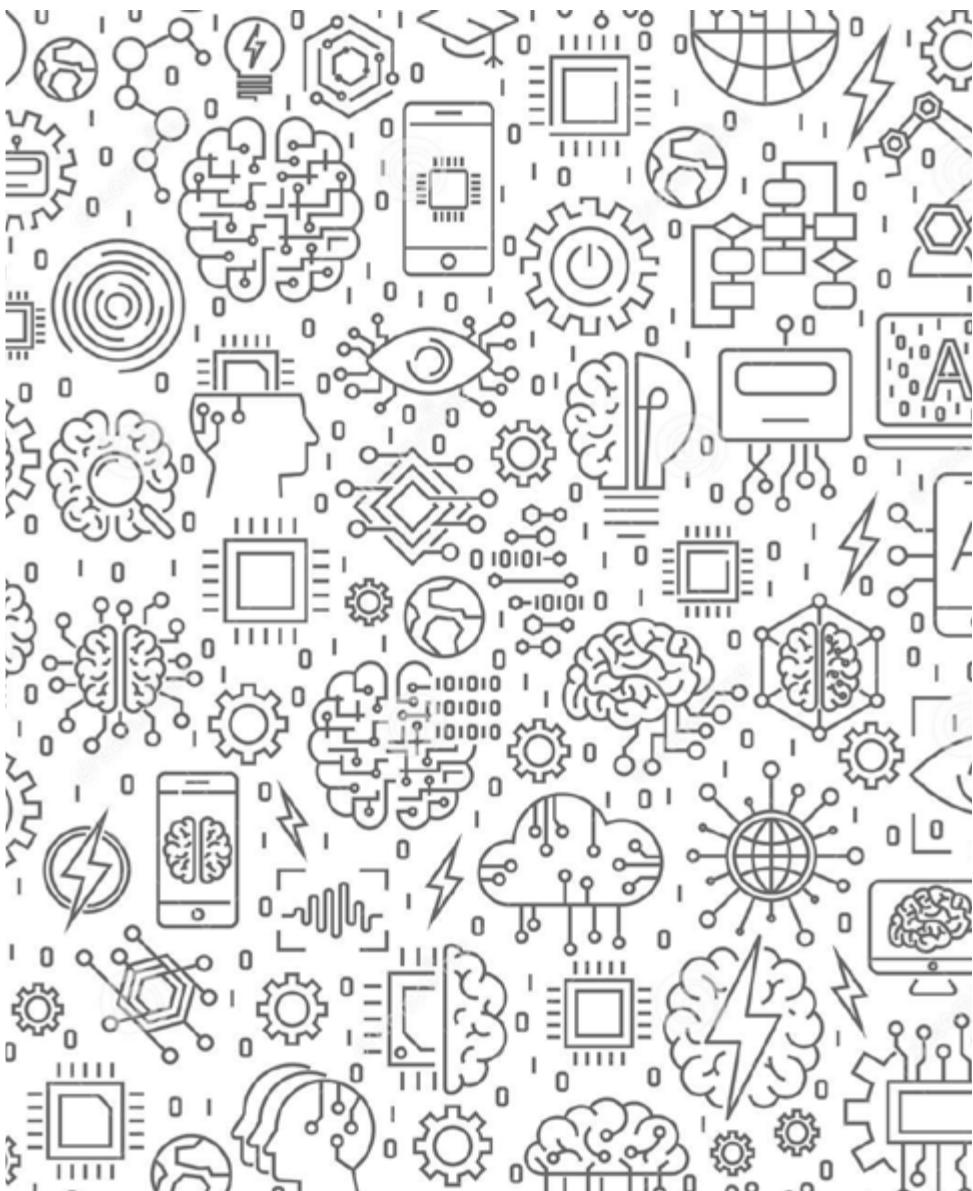
Blockchain

Artificial intelligence

Machine learning

Chatbots & Bots

Voice



Over the long term, DadShed will move towards a decentralised ledger and blockchain to avoid working with a central vendor for the signature aspect. Using ChatsBots, we will save time for end users and the content will be available for interrogation using AI or Machine Learning. We imagine reaching a position where property contents could potentially have a public and private key.

Success

IDEA UNDERSTOOD

Pre-accelerator - London

Office prizes - Manchester

Offered incubator - Berkley

StartupYard finalist - Prague

Blackprint finalist - Frankfurt

FFWD ▶ LONDON'S PRE-ACCELERATOR



We are making progress, although we're not marketing the existing service as it will not scale, and it is not based on newer and more responsive technologies. Our ideal scenario is to secure one pilot property management business that will invest in the rebuild, and then we can cater the service to fit their needs though not forget the wider use outside their business. DadShed has won a pre-accelerator in London, an Incubator in Berkley 2018 at the Batchery.com and a prize of office space at a pitch event in Manchester. Additionally, we have had exploratory meetings with Axa insurance who have an expressed an interest in using our service for their home insurance market. In May 2018 DadShed is a finalist for an investment in Frankfurt Germany from a Proptech fund and was shortlisted in Prague at SartupYard.

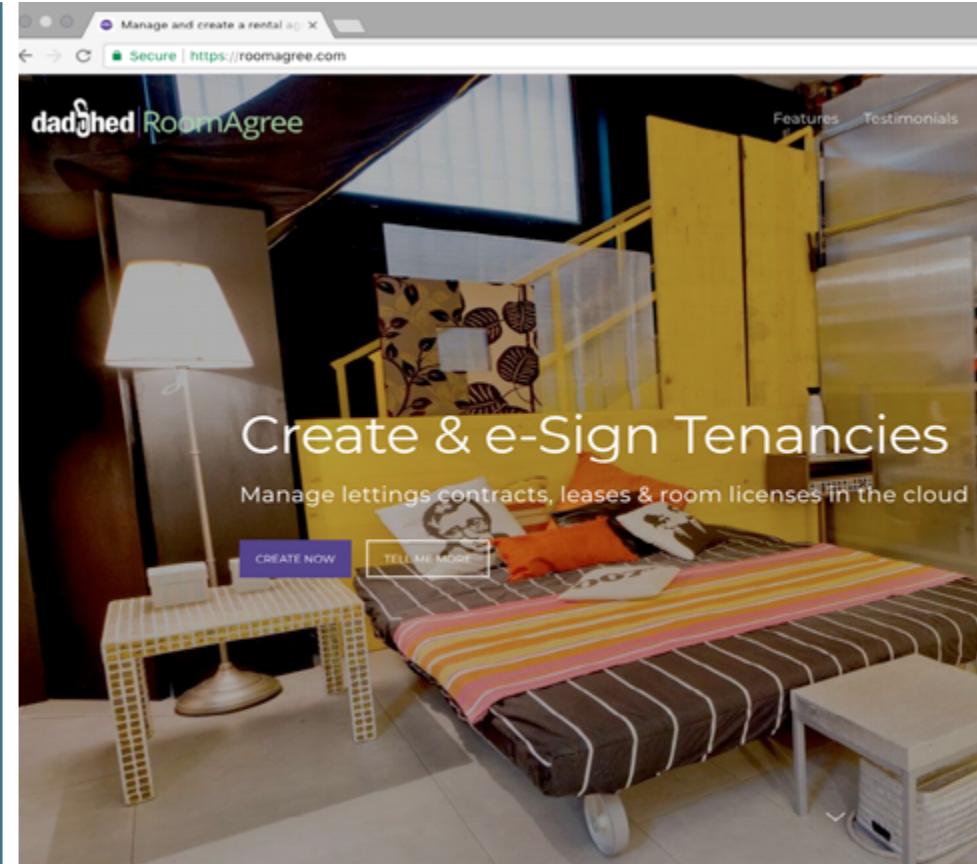
Traction

MVP

268+ users

Minor revenue

Pilot users negotiation



DadShed is in minor revenue through our current 'hack' and whilst it is stable and in public beta, it requires a rebuild to make it have less friction. In the UK DadShed is marketing to property management businesses that are going to be affected by the tenant fee ban. Our current campaign is about addressing the issue around making their operation more efficient and save administration time around this. We are at an early stage in negotiating with pilot users including Abode and Jigsaw Housing Group whom locally have over 30,000 properties under management and 100,000 potential users for the platform.

Validation

PLATFORM COMPARISON

Operation - Trello

Personality - Waze

Marketplace - Ebay

Frictionless - Instagram

One product - Receipt Bank

Evolve use - What3Words



There is currently no direct experience that replicates the DadShed business model, yet it has been validated in other domains which can be applied to the property management marketplace. Operationally, the DadShed platform will work like Trello in a benign way, providing no advice and allowing experts to add additional functionality. DadShed will have a personality similar to Waze, where users collaborate together to resolve management issues. Finally, DadShed will build on the peer-to-peer marketplace, something proved by eBay, by integrating data to assist with purchasing decisions across a blockchain of other public assets. We will have the simplicity of use of Instagram, no more than 3 clicks to tag or asset or 5 to add detailed information. Finally, we expect the crowd will invent how the DadShed platform is used as users have done so with What3Words business idea, once the property asset is networked with the building and its users.

Team

EXPERIENCE

Branding

Design

Technology

Support

Marketing



COO



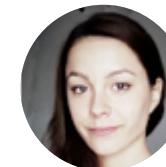
CEO



CTO



Marketing



Support



Property
(Advisor)

There has been a number of contributors to the DadShed vision over the years that have worked on this part-time or we have taken advice from. What brings this the team together is the belief in the user-generated and sharing economy model, which has yet to be applied to the property management domain. We are an international team of designers and technologists, and we are all from a consultancy background with no vested interest.

- uk.linkedin.com/in/bharat-lad-0308338

- linkedin.com/in/paulford

- linkedin.com/in/ruben

- linkedin.com/in/scott-haverly-71838b40

- <https://www.linkedin.com/in/strongwebstudio/>

- linkedin.com/in/sandra-gonciarz-9a0a69b9

Acquisition

CONTENTS TAGGING

Maintenance

Scheduled service

Refit

New build

Point of sale



Contents acquisition will be achieved within DadShed in numerous scenarios, and we have outlined five examples here. This is again about tagging people, property and products (including fixtures, fittings and appliances). As an example, items could be uploaded at the point of a new build property or when a new service is added, such as a boiler. In some cases, a refit would allow a supplier to tag their products within a building. With tenants and trades, items could be tagged during maintenance issues. In some scenarios, tagging will occur during a regular services issues or at the point of sale with a retailer.

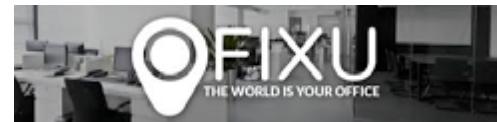
Monestise

PROPERTY PROFESSION

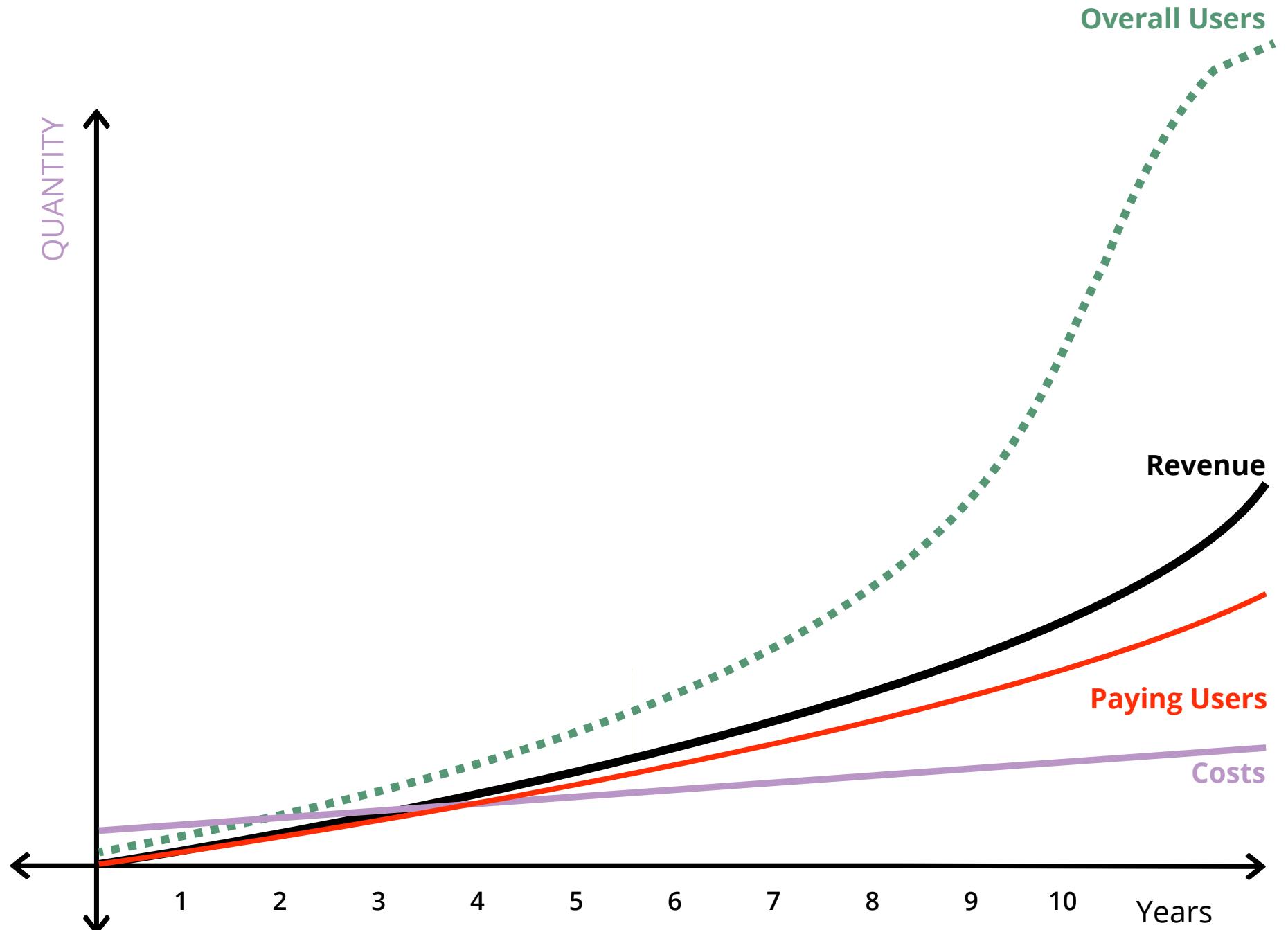
Big Data

Transaction fees

Strategic alliances



DadShed is creating an Integrated Property Management Marketplace. Initially, this will be through providing useful websites for the users to connect with, and long-term, there will be an opportunity to transport this data. With permission, these integrations will save users time, and all these service providers will be optional, connecting globally. These integrated partners can be classed as inbound, such as tenant screening services before an agreement is signed, or secondly outbound, services once a let is complete, with providers such as rent collection credit agencies.



Revenue, Users and Operating Costs

Forecast

SALES

Year	1	2	3	4	5		10+
Users	1k	10k	100k	1m	10m		100M
Funding	£25k	£85k		£1m			
Revenue	£60k	£200k	£500k	£3m	£10m		1bn+
Profit	(£30k)	£0	£30K	£1.2m	£5.6m		£100m

This business was set up since 2013, though the CEO has worked full-time since April 2017 at which point the RoomAgree APP was launched in October 2017. We expect to build a revenue of £60k in year 1 from transaction sales, advertising and bespoke work. In year 2 if we achieve an investment for the rebuild then we expect this to cover our running costs and then drawing salaries in year 2 to 4. DadShed will be raising a Series A round or an ICO of around £1m which will be used to expand globally. We guesstimate in the UK alone this business could have revenues of £millions and globally £billions.



property management marketplace

**Building communities of interest around
*Property Management.***

**Enabling the network effect between
*Buildings, Users & Contents.***

**Commercialising as a Business to Business
*Property Experts Marketplace.***

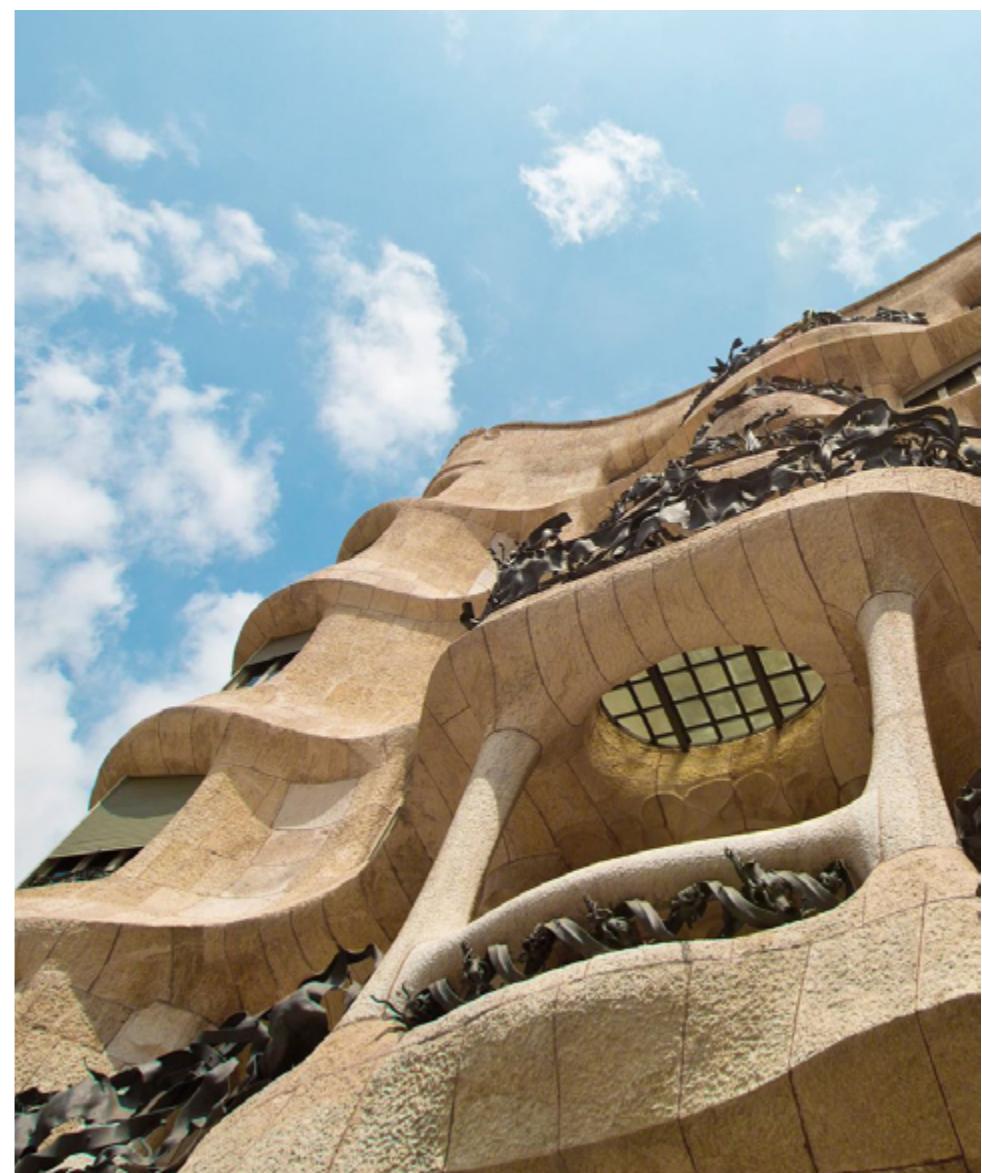
Investments

FUNDING SOUGHT

£20k - friends & family raise

£25k - will rebuild App

£110k - 18 month runway





DadShed platform ecosystem, shares property contents information with other applications.

Insight

MARKETS

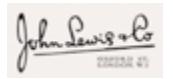
Data transportable

Suggest parts or upgrades

Negate website

Predictions

IoT



PHYSICAL MARKETS

Formal

Centralised

Department Store

Convenience

Specialist

Expertise

ONLINE MARKETS

Individual Ecommerce

Trust

Centralised Infrastructure

Speed

Platform marketplace

Price

Specialist Department

Sophisticated

DIGITAL MARKETS

Comparison Market
(Transactional - Outbound)

Comparison

Integrated Marketplace
User Generated Data
(Management - Inbound & Outbound)

Real Estate

Here we provide some insight into how purchasing and markets have developed over time, from town centre stalls to online price comparison sites. Initially, markets specialised by grouping together services of different companies of similar products, such as a street selling jewellery. Different products are still sold in one physical space in market towns and also under one company roof such as in a city department store. Internet markets evolved this thinking into either centralised as Amazon or decentralised with a peer-to-peer as eBay and specialised product providers such as Made.com. We believe markets will evolve into integrated services, using data that can be transported, creating digital duplicates and avoiding website switching when purchasing.

Token economy

HYBRID STRUCTURE

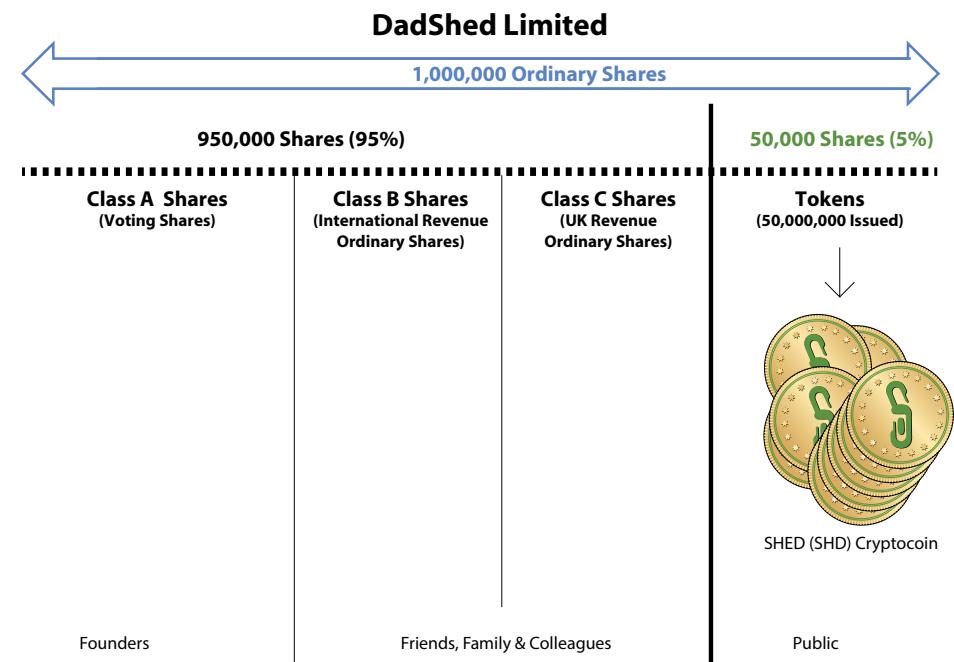
Majority, limited company

Minority, equity token

Redeem, buy or sell tokens

Reinforce positive behavior

Crowd source innovation



The business will be structured in a way that users gain rewards for positive management behaviour by buying, selling, receiving and redeeming tokens across the platform. Gamification will play a part in this opportunity and both the platform and users on a peer-to-peer basis will be able to participate in this thinking. As an example how this is being done in a real-world situation, that some housing associations have created an incentive that reward tenants with vouchers and reductions in rent for assisting in the communal garden maintenance of shared areas.

Obstacles

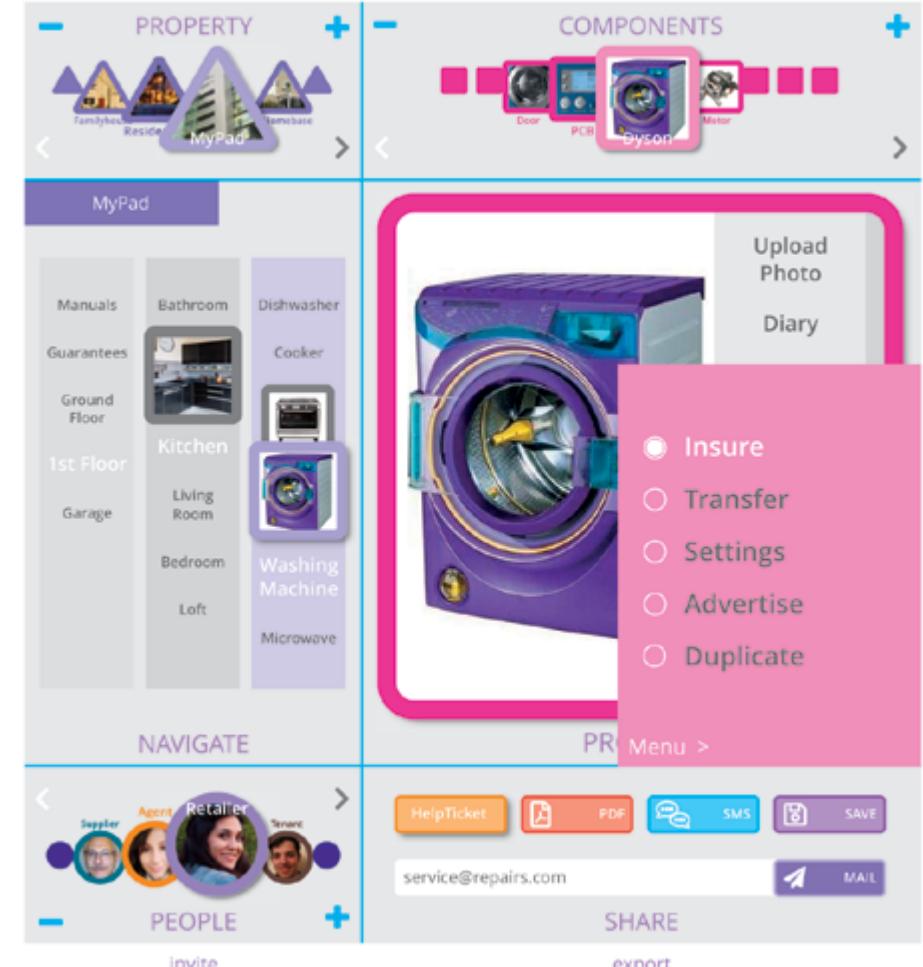
REBUILD

Investment to scale

Reduce friction

Find pilot users

Multilingual



We are currently searching for a pilot property management business that can trial the service, and ideally, they will invest in the rebuild. It will take three months to recode the service and reduce the friction which will then allow us to market the service.

Market size

GLOBAL

16,000 UK Agents

1.7m UK Tenancy movements

1.5bn households

100m commercial spaces



In the UK, there are 17m tenancy movements each year in the private rental sector and they will all potentially require a new agreement or contract via RoomAgree. This can be extrapolated worldwide in both sophisticated and less developed markets than Europe. The DadShed business itself has the potential to be a billion-dollar idea as the software can work anywhere in the world.

Funding

OPTIONS

30% lead investor

Accelerators

Incubators

Venture capital

ICO



This seed investment of £110k could be realised from a Lead Investor then syndicate the remainder as we have also pre-qualified for the early stage blockchain market Funderbeam.com. DadShed has been shortlisted for an ICO with iconiqlab.com. We have connected with over 150 VC firms worldwide for an investment and have been interviewed for at least 10 of these. DadShed has also been shortlisted for accelerators and incubator programmes worldwide.

Exit

SEIS/EIS TAX OPTIONS

RoomAgree sale 1

Funderbeam exchange

ICO



There are three possible exit options for investors beyond returning cash to them with a multiple. They include:

1. Our preferred route to raise money is through the early stage marketplace Funderbeam and if that is achieved, investors will be able to sell the tokens for fiat currency.
2. A trade sale of the RoomAgree App with the most likely buyer being a property software company.
3. If the business achieves an ICO, then there will be the ability for investors to sell the cryptocurrency on an exchange

Roadmap

PAST, PRESENT & FUTURE

Network further assets

Add useful advertisers

Integrate partners



Firstly, after the service has been rebuilt, the business will add marketplace advertisers into the platform. Secondly, we will add integrations with other providers. We will start networking additional products into the platform such as gas safety certificates and EPC certificates.

Solution

PRODUCT MARKET FIT

Agent, Landlord & Tenant

Digitizes tenancies

Esignature

Reduce admin

Negates travel



The RoomAgree App is the current product market fit and a means to gain traction. This is in revenue to start the network and social effect. This will create the opportunity to build a user base of properties and their connected users with one product, the tenancy. There are millions of tenant movements per year, and most still use a pen, paper and physical signature. The App digitizes the process of creating a tenancy agreement between Property Managers/Agents, Landlords, Tenants, Guarantors and References. Very similar to the way Amazon started selling books and now sells anything, we at DadShed wish to network rental contracts then move onto other property assets.

Investor

INVESTOR TYPE PREFERENCE

Property managers

Proptech software

Sharing economy

User generated platform

Peer-to-Peer



We believe any potential investor will come from one of the following areas:

A Property Manager that could potentially use the service, a Property Software business, an Investor from the Sharing Economy App such as Waze, an investor in a user-generated platform such as Trello or somebody that understands the value of a peer-to-peer market such as eBay. There is no existing 'Platform as a Service' for the property sector, therefore it will take a leap of faith to understand the value of what is being proposed and we believe this will require previous experience in the above space. Long-term, DadShed will be an integrated three-way peer-to-peer marketplace for the property sector.

Demo

YOUR OPERATIONS

Existing contracts

Existing process

Current software

Network effect, Creating relationships between Property, Products and People

PEOPLE
INVITE PEOPLE
Email address

PROPERTY
ADD PROPERTIES
Property name

PRODUCT
TAG PRODUCTS
Product type

Search for a person in DadShed by name , cemail address or enter an email address to invite someone new.

Search your property on DadShed by name or by its unique reference

Find a fixture or fitting by its name, Product Code or add tag a new item within the property

Mantas33 (Tenant)

Related

Possibility

Other

On this slide we normally review a companies existing processes or demo the RoomAgree application.

Globally, rental relationships between the Owner/Agent and Tenant are either:

1. Agreed verbally
 2. Handwritten
 3. Word-processed then printed for signature
 4. Word processed then sent for eSignature elsewhere
 5. Created within property management systems (that is gate kept) and then e-signed with a bespoke integration.
- RoomAgree will work in all of above scenarios or connect to other software providers and will offer an advantage to the end user to use marketplace services without having to re-enter data.

Integration

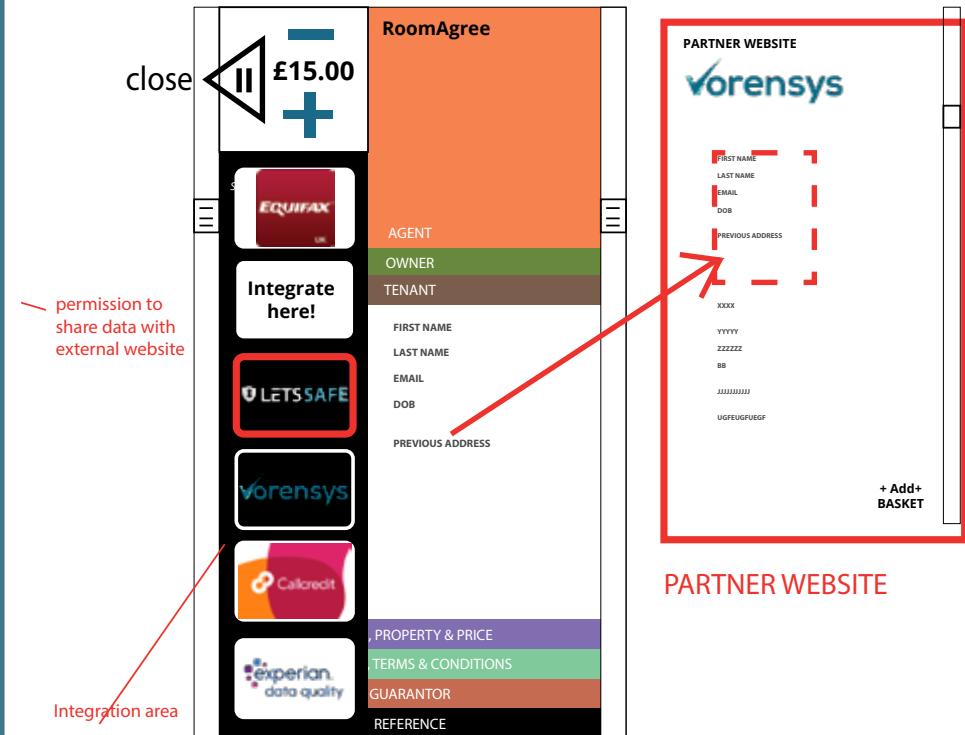
TRANSPORTABLE DATA

Professionals - Marketplace

Advertising - Useful websites

Partners - Integrated

AGENT VIEW - Optional integration



We expect the property management professionals to provide the expertise and we will simply be a platform, operationally working similar to the way Trello does, connecting to 'Powerups' or what DadShed is referring to as modules. DadShed has made numerous inroads in link exchanges, advertising and partnership agreements with property-related service providers. DadShed will not be entering the sales or search portal space either. We expect to take a transaction fee for the use of this data, and the business will scale as the data grows from user interaction.

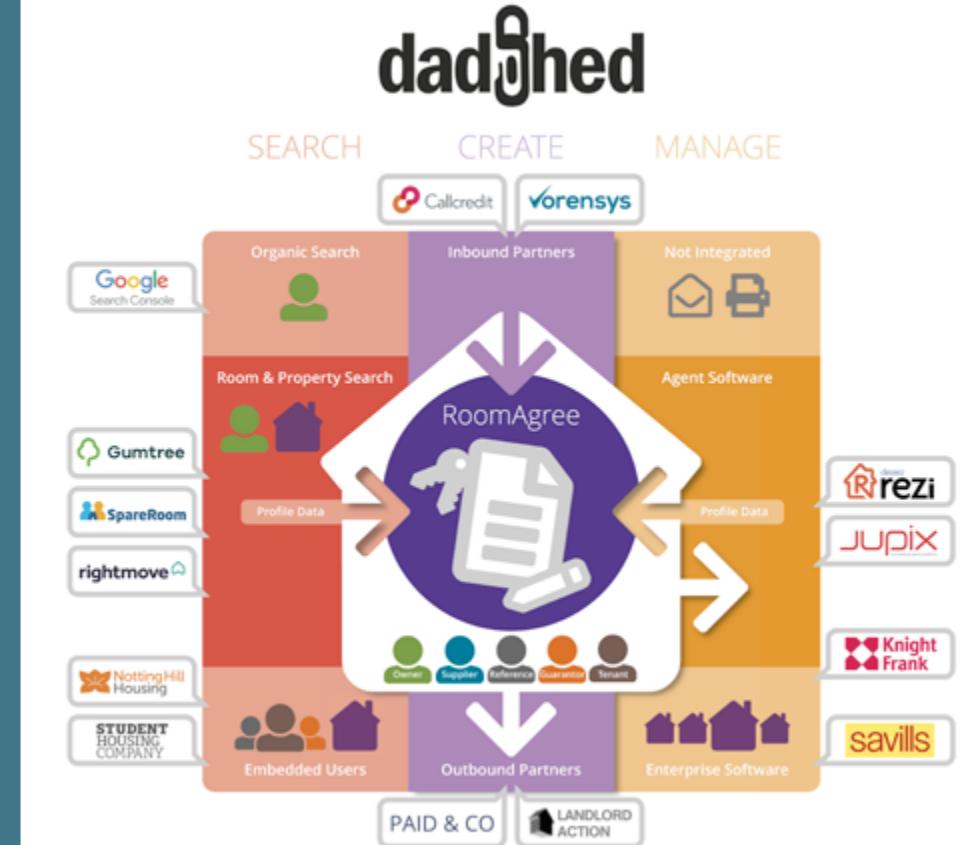
Purchasing

ROOMAGREE

Self-service

Transaction

Consult, Design & Support



There is a myriad of ways tenants find and secure properties globally. Searches are vast and there is no single source for this 'search' activity. A tenant could find a room through a Google search, from a housing association, a classified site like Craigslist or a search portal, etc. We expect to make formal agreements with these providers as we have done with idealflatmate.co.uk in London. We provide three options to pay for the service which includes either pay-as-you-go or per eSignature transaction. At an early stage, we may provide bespoke services to any pilot companies and charge for roadmap additional features.

Status

CALL TO ACTION

Use the service

Useful website advertisers

Partners

Feedback

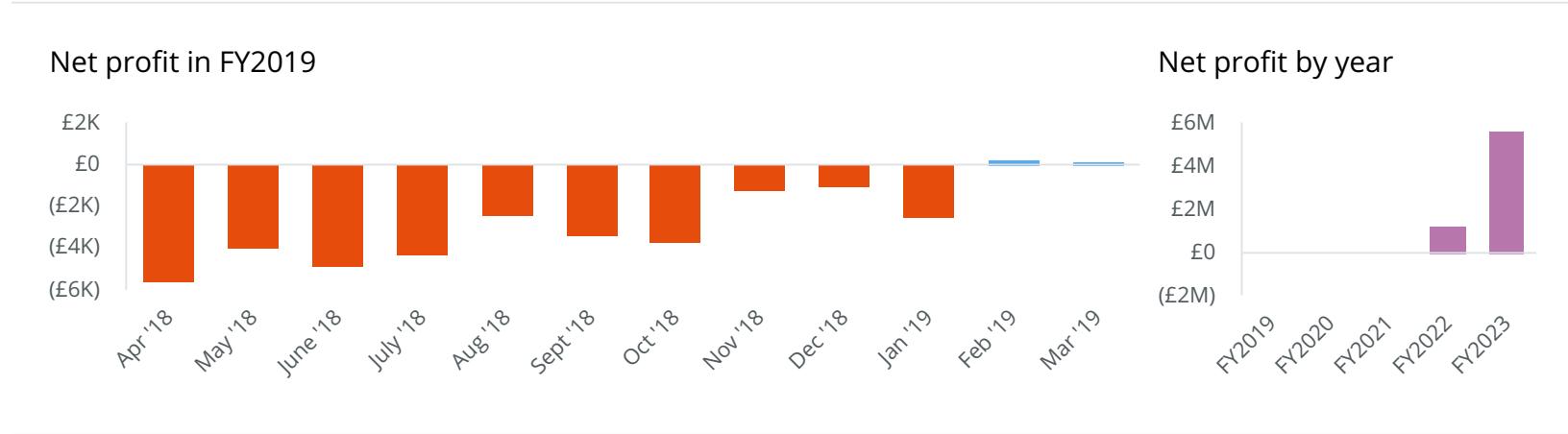
Investors

Team



We are currently searching for pilot company users, adding advertisers to the platform and looking for partners to integrate with for a time with the API will be ready. Additionally, we seek feedback from potential users and investors. We continue to build a database of PropTECH experts, potential users and industry experts to discover opportunities to the rebuild of the service

Projected Profit & Loss



Projected Profit & Loss	FY2019	FY2020	FY2021	FY2022	FY2023
Revenue	£60,918	£200,775	£502,100	£3,022,100	£10,081,100
Direct Costs	£70,418	£92,875	£155,315	£257,583	£431,843
Gross Margin	(£9,500)	£107,900	£346,785	£2,764,517	£9,649,257
Gross Margin %	(16%)	54%	69%	91%	96%
Operating Expenses	£22,800	£107,000	£312,748	£1,225,120	£2,789,196
Operating Income	(£32,300)	£900	£34,037	£1,539,397	£6,860,061
Income Taxes	£0	£0	£475	£277,091	£1,234,811
Total Expenses	£93,218	£199,875	£468,538	£1,759,794	£4,455,850
Net Profit	(£32,300)	£900	£33,562	£1,262,306	£5,625,250
Net Profit %	(53%)	0%	7%	42%	56%

Years 1 to 5 from investment