milluu

we home you

While big cities continue to expand and the request for rentals is growing

———

Solutions don't evolve

▼

Prices grow higher

▼

Conditions get tougher

The European rental market

Even in 2018, the residential market rental model in Europe is based on a traditional approach.

1 Obsolete model

Real-estate agents & basic online platforms.

2 Impersonal approach

It's all about numbers, figures and scores.

3 Costly & time-consuming

In most countries, at least one party pays high commissions. The rental process takes months.

4 Unbalanced report

Disproportionate report between requests & offers, permanent rise in rent costs, renter and tenant rights may differ considerably.

Aren't you tired of...

😞 **Blindingly** fishing out in **a sea of irrelevant listings**?

😞 Searching through **old and fake listings left** online as bait?

😞 Writing **hopeless emails** to agents?

😞 Paying **high commissions** to real estate agents that are **slow & with their own agenda**?

😞 Trying to **impress the landlord** with your printed application file?

❓ **When did searching for a home turn into a long & terrifying exam?**

Finding a good tenant is hard too

☹ Hundreds of **unsuitable** requests.

☹ **Waiting for months** to find someone ok.

☹ Paying **high commission** to agents.

☹ **Not actually knowing** your future tenant as an individual.

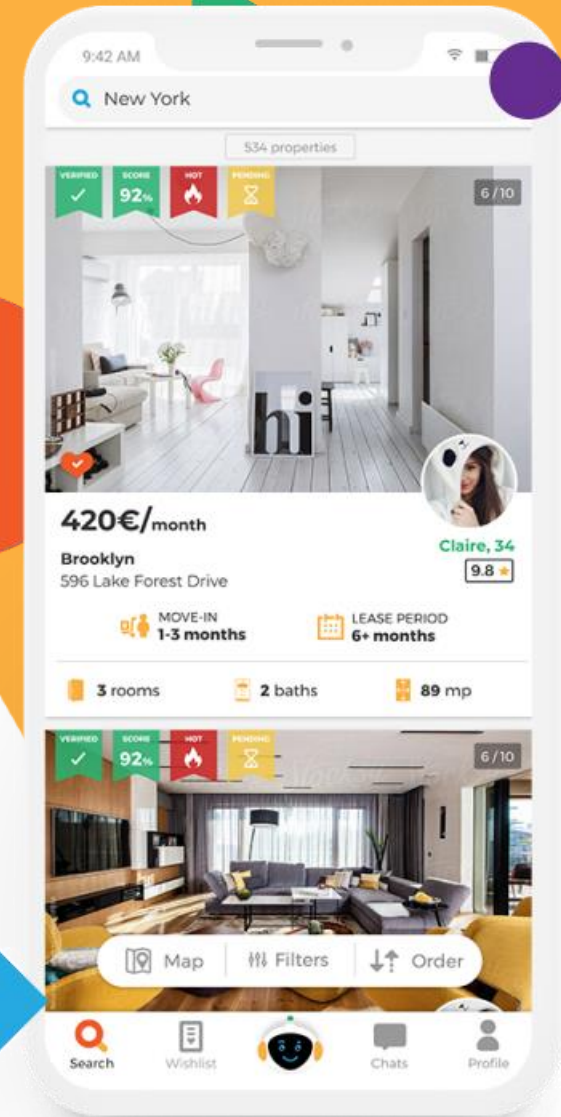❓ **How did we get so impersonal about a choice that is fundamentally based on suitability and trust?**
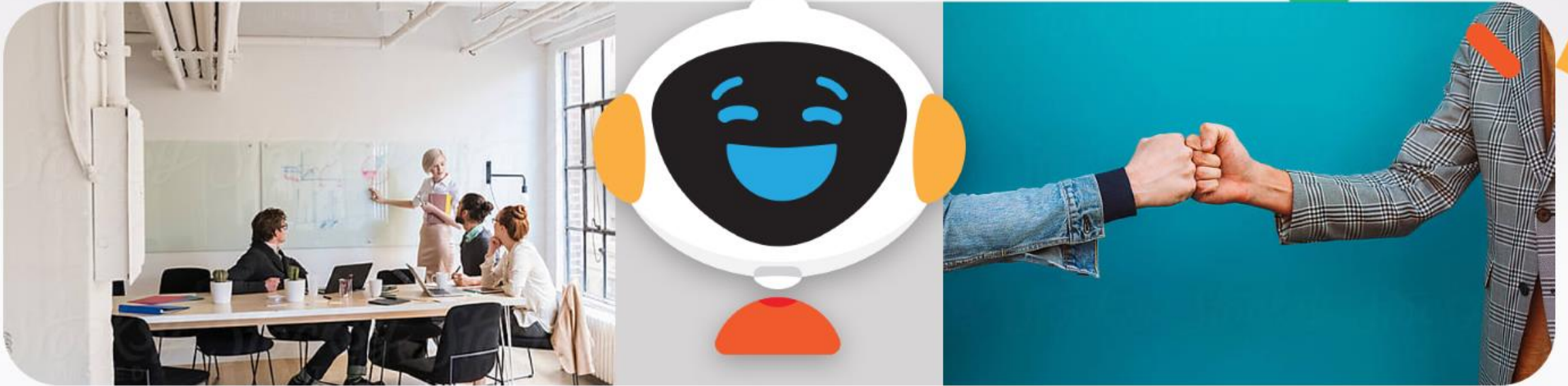
This is where we come in

▼

Milluu

-the app the gets personal, relevant & smart about rent-

Based on **ML & AI**, **Milluu** connects directly listers and tenants based on their preferences and offers them complete and permanent support.

Mission

We believe that things are done properly when you're **personally invested**. And we invest our **technology & smart tools** to help people find their next home or their next ideal tenant!

Powered by **AI and ML**, our **Milluu Bot** is the friendly face of the app, assisting people permanently in their rental journey, making suggestions for **great matches and helping them close the deal**.

And it doesn't end there! Milluu is the **long-term partner for your rental**, offering you support solutions all throughout the lease.

The Product

It's all about you

ENJOY the most personalized results based on your preferences!

1+1 = Match

CONNECT & DEAL only with people who match your housing needs!

All on your phone

SET UP viewings, calls, chats or make deals directly in-app!

Renting made easy

NO agents, **NO** fees & a safe online payment method.

The benefits

Tenant	Common	Lister

Customized & selective
Receive only results based on a high matching score.

Personal and relevant
Receive only results, based on your criteria.

In control
Choose from suitable requests whom to connect to.

Real-time
Get instant notifications on the properties that fit.

Safe & Trustworthy
See only verified profiles and properties.

Real-time & handy
All the info you need in the app to make a decision.

Application file
Apply for a property in app with your profile. No need for interviews.

Complete solution
From browsing to closing the deal and managing the rent. All in-app.

Money and time friendly
No high commissions and a much lighter process.

The Market

Europe is a strong rental market

22%

An average of **22%** of people renting homes versus owning.*

With the largest renter share increase from 2010 to 2015 are in Europe: UK, Ireland, Denmark, Spain etc.**

€

Rough estimations of **100 Billion Eur** for the entire European Rental market at 2016 figures.

* Euromonitor international 2016
**www.rentcafe.com

Top Renter

France is ~40% pro rental

- ✅ 53% of French people do not expect ever to own a place of their own.***

- ✅ Paris is one of the busiest cities and in top 10 most expensive rents in Europe.****

- ✅ High potential overall market – 21.97 B $ transaction volume for real-estate investments in Paris in 2015.*****

Rent in Paris

Competition is fierce when it comes to renting an apartment

☹ It may take even **up to 6 months** to find a long-term apartment.

☹ Most people work with agents, which **increases costs significantly**.

☹ There is **a long list of French paperwork requirements** for your application form and many other **hidden charges** or extra fees not included in the actual rent.

☹ A furnished one-bedroom, 40sqm apartment can range up to EUR **3,000 per month in central Paris**, although other neighbourhoods in Paris and Paris's suburbs offer cheaper accommodation.

Targeted Markets

We target the largest cities in Europe for launch in the first 2 years

Berlin

20% Market share
690 € / avg per month

Paris

25% Market share
1610 € / avg per month

London

15% Market share
2360 € / avg per month

Madrid

10% Market share
900 € / avg per month

Target

Demographics

Adults
(>24 y.o.), smartphone app users, with various incomes, from large urban areas;

Students
(19 - 25 y.o.) looking for shared apartments / rooms

Expat communities
from major cities who don't have a English friendly platform

Status

Tenants
with a stable income, able to sustainably pay rent, with little time;

Listers
- direct owners
- developers
- owner representatives

Competition

1 **The old school options**

a. Ad publishing platforms
b. Real-estate agents & platforms

SeLoger.com

Century 21

craigslist

2 **The new solutions**

a. Mobile apps
b. P2P websites and

pap.fr

Nestpick

[SPOTAHOME]

Appartager.com
LE N°1 DE LA COLOCATION

Milluu vs. The competition

Features	Milluu	Spotahome	Seloger	Pap
Type	Medium & long-term rental | P2P	Short & medium term | P2P	Medium & long-term | 20% P2P, 80% agents	Medium & long-term | P2P
Search	**ML& AI based, high matching score results only**	Normal search filters	Normal search filters	Normal search filters
Smart tools	**Scheduling viewings**, direct call/chat, review system	Virtual tours	Promote ads – listers only	Legal and real estate consel – listers only
Pay in app	Booking & **recurrent**	Booking only	No	No
Commissions	Equal **flat fee/ lead** for all users	Commissions	Fees per package – listers only	Fees per package – listers only
Relationship	Search, close & **manage deal** app	Search & close the deal platform & app	Search platform and app	Search platform and app

Marketing approach

Strong positioning

A **digitalised & personal solution** for most European markets, where the rental process is completely outdated.

Targeted approach

Dedicated messages and **benefits for each target group**. We estimate a cost per install between 0.5 Eur and 2 Eur depending on the market.

200.000 €
Private initial investment in initial set-up & Marketing

Strategic partnerships

Develop **key-partnerships with developers and other start-ups** and mobile services for the **best rental experience** – from insurance to moving facilities or utility bill payment.

Free usage

At launch, the first 6 months will be **completely free** to encourage usage and increase the community.

8 months from launch ~ September 2018 – April 2019

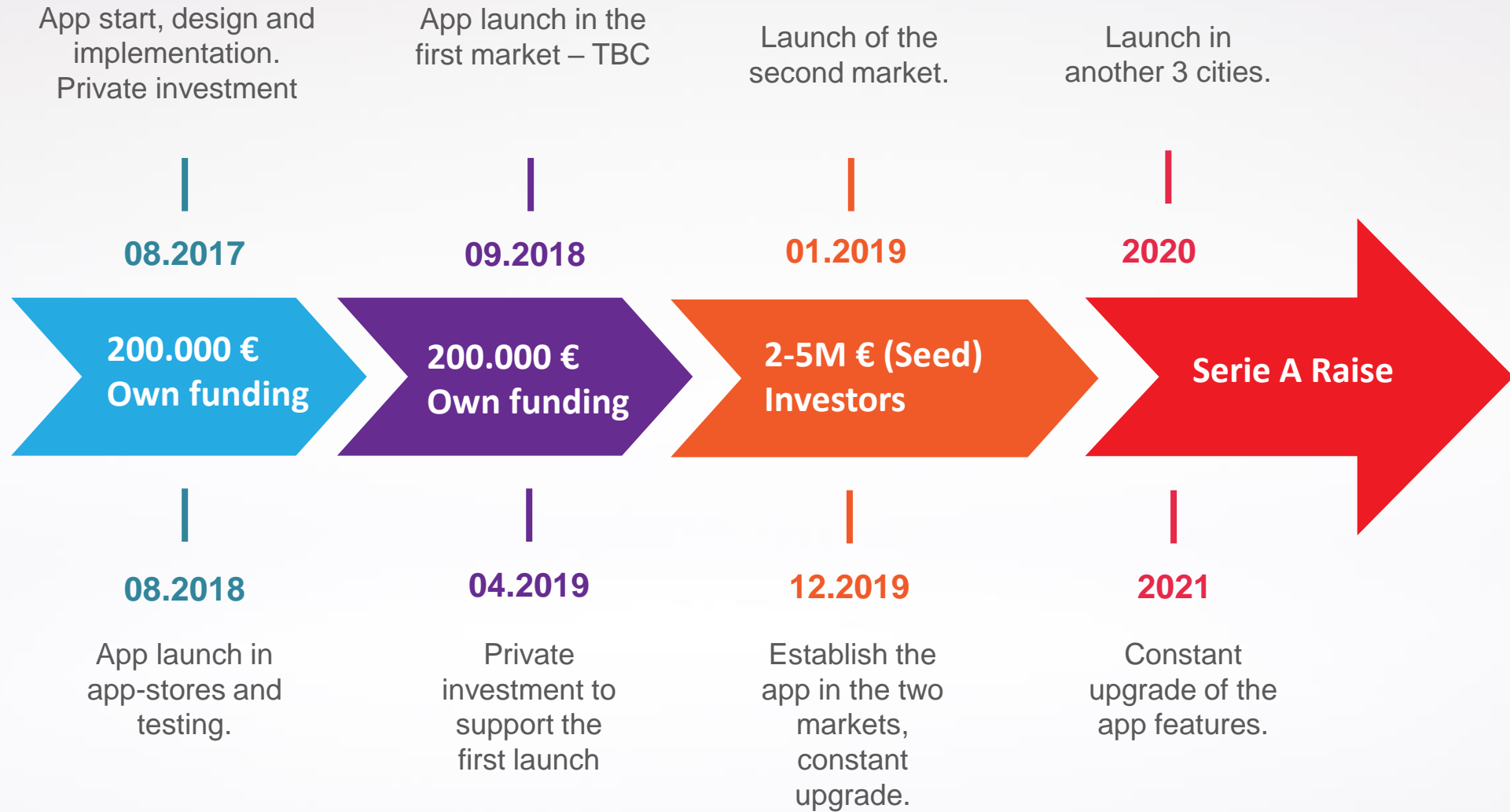|	**Tenant**	**Lister**
Digital 30% of budget	mobile ads, social media channels, influencers.	Mobile ads
PR 15% of budget	Pitching articles and interviews in lifestyle & tech publications, DMs	Pitching articles and interviews in general, Business, Real estate publications, industry events, DMs, press
Media 40% of budget	Mobile ads, SEO, ASO, radio, email campaign	Mobile Ads, SEO, ASO, radio, print/OOH
Guerrilla 15% of budget	Open houses, viewings, street activations	Real estate events, street activations

**We home you.
The personal and complete solution for you to find your next home.**

The complete, time-efficient & relevant solution for renting. Plus, cost friendly.

Business model

Launch

The service will be free the first 6 months

Equal

Flat fee per lead both to tenant and lister

Reduced value

Between 3-5 euros/lead depending on the market

Other minor charges

1. For in-app payments, a service fee will be applied.

2. Value added services like background checks, ID verifications, and rental agreements are included if booked online and otherwise available to purchase separately.

3. For current lease renewal, a small fee will be charged.

Final projections

Estimations

Based on the market rental potential combined with lead charge business model and in-app payment services we our projected revenues are:

200.000 €
2018

4M €
2019

THE NEED for 2019:
2-5 M. € for 2 new markets.

About us

We are a Bucharest based start-up.

The founders are serial entrepreneurs having launched other 3 start-ups successfully.

The 10 member team has comprehensive expertise in all key fields.

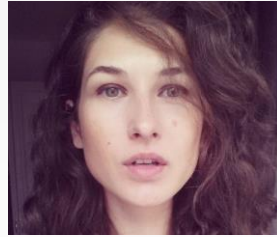The app is in its fine-tuning phase, pre-launch.

Launch date established for August 2018.

The team

Florin Stoian
Founder

Ana Trif
Marketing & Product
Manager

Bogdan Costea
Software developer lead
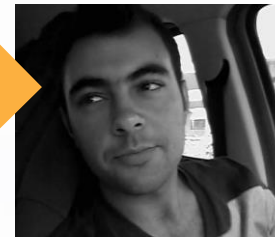(AI &ML)

Flavius Dobrescu
Senior iOS Developer

Cristian Branduse
Senior Backend
Developer

Andrei Bogdan
Senior Android
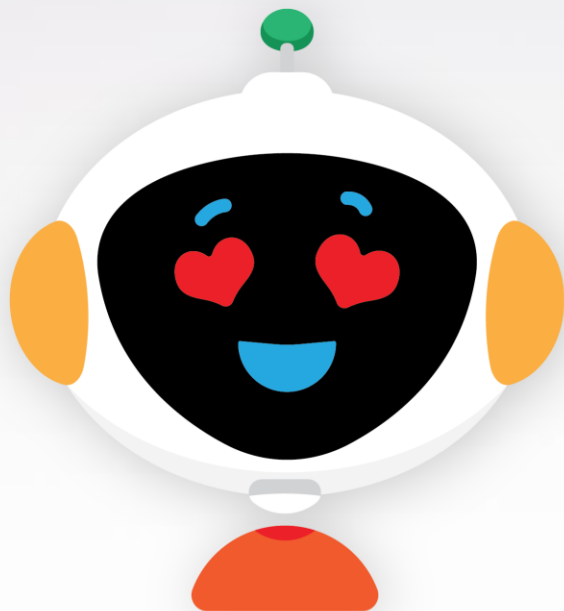Developer

Tibi Neagu
Android Developer

Marius Micu
Tester Q&A

Calin Stefanescu
Design Director

Thank you!

Any questions?
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www.milluu.com