

Executive Summary

Feel at home, away from home

Contact Information

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Website: Scan the QR code!



Management Team

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Development stage

[Startup]

Year founded

[2018]

THE GRAB

Home@broad provides an online platform for mobility students to experience hassle free accommodation renting process. The platform is easy, simple and user friendly. As well, Home@broad provides a quick solution to the landlords who are looking for secure and regular payments.

CUSTOMERS

The target customers are international mobility students, who face difficulties in finding affordable accommodations while moving across countries.

MARKET

Our research draws attention to two main analytics in regard with students, "The volume of student housing transactions in Europe increased by almost 81% per annum" since year 2012. Also, "The number of higher education students is anticipated to grow to 262 million globally by 2025 and Europe is one the biggest recipients of these students".

BUSINESS PLAN

We aim to start with the city of Milan, Italy and acquire 10 housing contracts in first year. Gradually reach to 100 housing contracts in two years and in parallel expand to another European city. By the end of six years, we would have housing contracts in atleast six European cities with a profit of around 80,000 euros per month.

COMPETITORS

There are many companies providing accommodation worldwide. However, very few of them have an overlap with Home@broad customer target in EU. One of which is Uniplaces. Superficially, this competitor seems ideal but in reality, looking in internet there are a lot of complaints about the poor customer service and the low quality of Uniplaces accommodations. This makes it easier for Home@broad to penetrate among students in EU to look for rental houses.

GO TO MARKET STRATEGY

We plan to start with the city of Milan, Italy, and then expanding to other major cities namely, Barcelona, Rome, Lisbon, Amsterdam, Madrid, London, and so on.

COMPETITIVE ADVANTAGE

Hassle free experience, secure payments, and accessible platform.