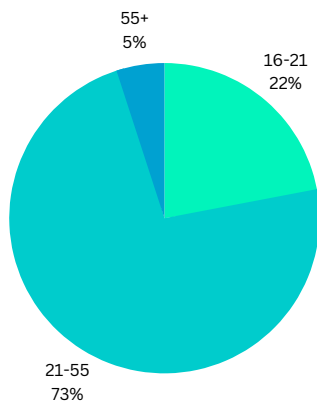


PROBLEM IDENTIFICATION AND VALIDATION

Real estate is a highly prone sector to be affected by economic fluctuations, making it a lucrative investment option. The rules and regulations of investing in real estate is complex, creating a barrier for the younger generation to invest.

In India 77% of household invest in real estate for wealth generation and security. The surveys explore the problem statement further:

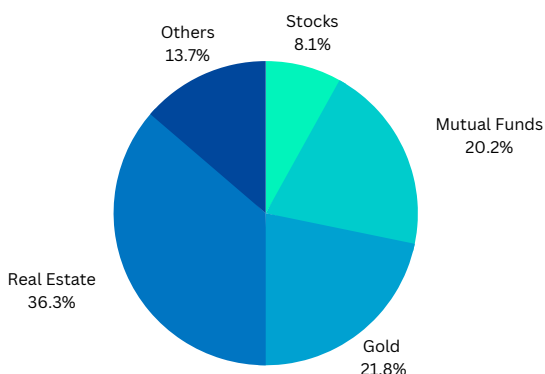
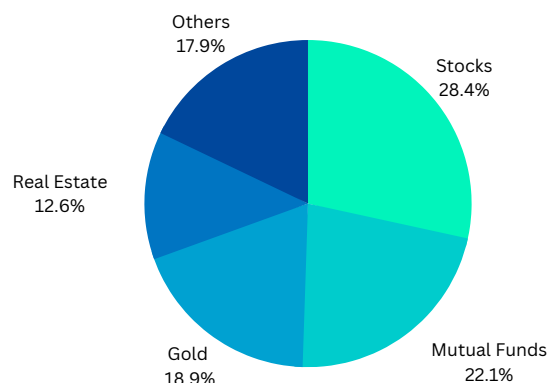
Age group



The Survey was conducted in a mix of family and friends, **73%** of the participants lie in the **21-55** age group, which are considered as the working population. We infer that the relevance of further obtained data will be high

What is your preferred investing instrument?

12.6% of the participants prefer investing in real estate. The other investments have an approximately equal distribution, stocks being the most preferred. A point to note is that the preferred investment was asked



What is the safest investment instrument?

A staggering **36.3%** people choose real estate as the safest investment followed by Gold. This may suggest barriers in the process of investing in real estate like, complexity, RoI, Capital involved and other reasons to be explored

Problem: Despite being considered a safe investment option, fewer people prefer to invest in real estate

Solution: Create a platform to facilitate real estate investments for millennials. Real estate is a sector affected by economic cycles

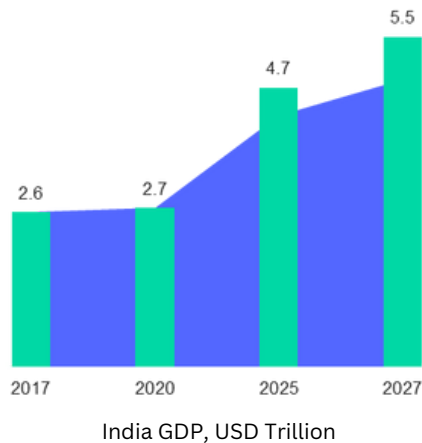
Why the real estate industry is relevant in a state of depression and why this solution is beneficial to the industry is explored further

INDUSTRY OVERVIEW

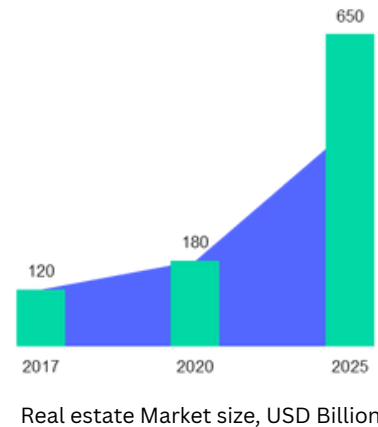
Assuming that the global economy is moving towards depression, the **Real estate** industry will be significantly affected. The following assumptions are taken considering past recessions in India and their effect on GDP and real estate market size:

- GDP will decrease by 10% for three years, then grow by 2%-5% for the next two years
- The market size of the industry will decline by ~30%

Source: Statista, Federal Bank



Assuming **10%** GDP decline in depression, **30%** decline in real estate market



■ Current Forecast ■ Revised for depression

Drivers

- **Stability:** Secure low-risk investment with good returns in the longer time frame
- **Demographic:** Urban and working populations to increase, with 50% of the urban population in 22–55 years of age by 2050. The nuclearization of families drives the market
- **Less Interest Rate:** In an economic depression, the interest rates are reduced with an influx of stimulus packages by the federal banks, making a purchase of real estate easier
- **Lower Prices:** Reduced buyers lead to decreased prices for the property during a recession

Inhibitors

- **High Capital:** Creates a barrier to attracting millennials and the young population
- **Rules and Regulations:** Unorganized agents and lack of transparency
- **Lack of Standardized Platform:** Demand can be increased with a convenient platform

We will leverage the drivers and work on the inhibitors to create the seamless solution

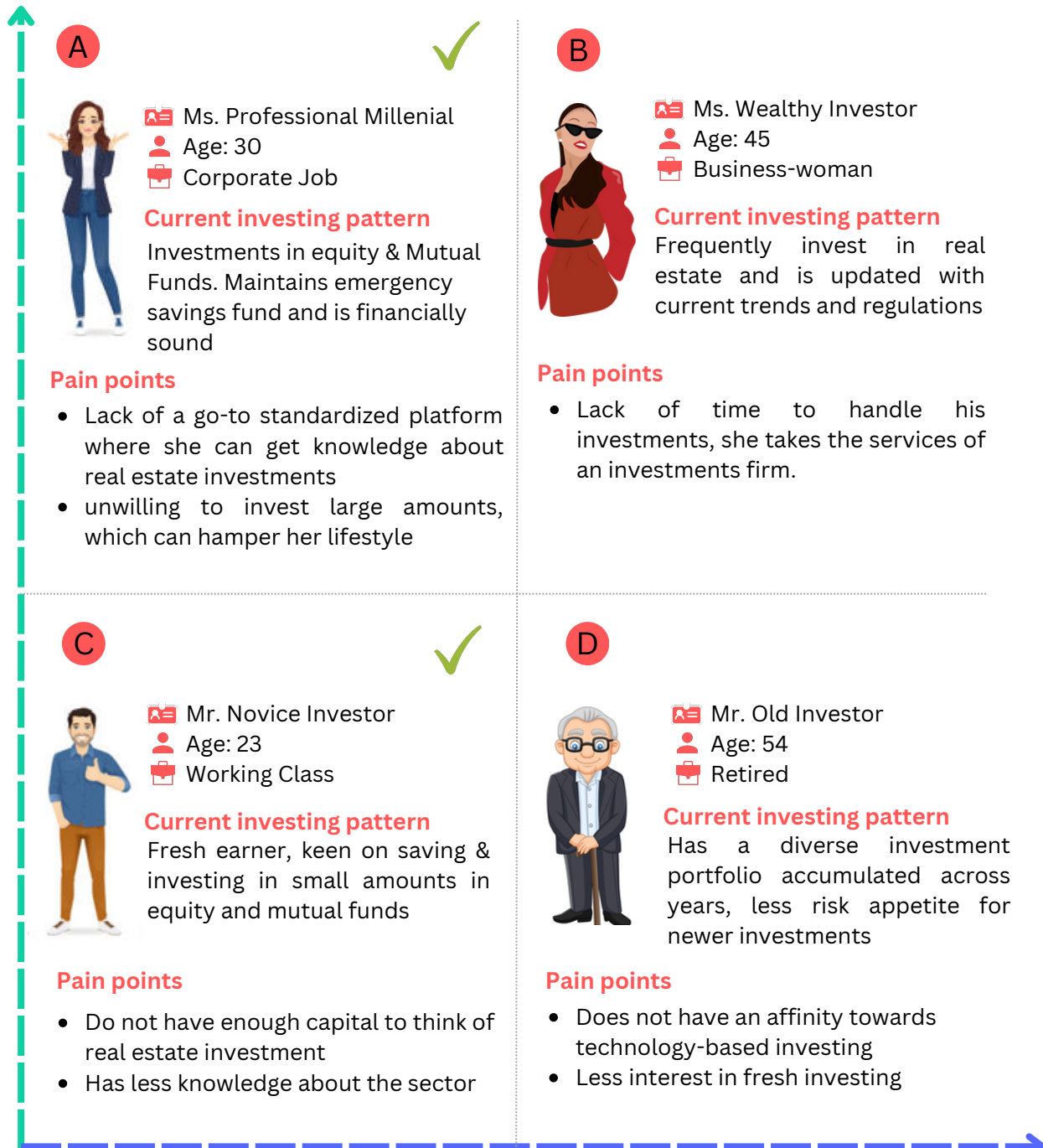
Market Analysis

| Platform | App based | REITs | Fractional Investment | Automated Service | Blog |
|----------|-----------|-------|-----------------------|-------------------|------|
| Strata | ✓ | - | ✓ | - | - |
| hBits | - | - | ✓ | - | ✓ |
| Groww | ✓ | ✓ | - | ✓ | ✓ |

USER PERSONAS

Y-axis - Risk-taking ability

X-axis - Knowledge of real estate



By identifying different user personas based on knowledge of real estate and risk-taking capability, I am prioritizing Quadrant A and C (Millennials with less understanding of Real Estate investments) because of the following reasons:

- There is enormous scope for an increase in market size by targeting these users. 34% of the Indian population and only 40% of them invest in real estate
- Investing at an early age in real estate is very rewarding
- Millennials have a great affinity toward technology-based investing

ISSUES AND SOLUTIONS

Three significant issues and pain points:

1. There is an absence of standardized technology-based real estate investing application targeting millennials
2. Even though there are some platforms for real estate blogs, as seen in market analysis, users do not get access to direct knowledge and awareness on different types of real estate investments, regulations, and current trends on a single platform.
3. Millennials generally invest in stocks and mutual funds but consider real estate a huge capital investment. If provided with the correct assistance, they will be acquainted with numerous investment strategies which do not require high capital.

Key features of solutions:

1. User-friendly application to invest in REIT and Fractional investments. These investments require less capital compared to physical real estate.
2. Three primary tabs: Explore, Portfolio and Blog. All the information about real estate investment will be available on one platform.
3. Introducing a Chatbot, a Personal AI assistant to help in managing our investments and providing knowledge about real estate

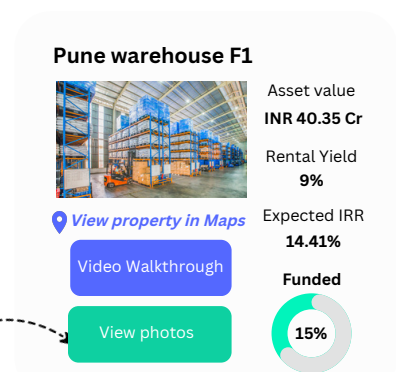
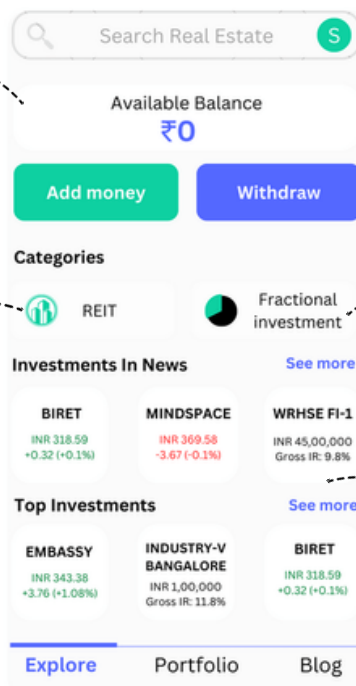
Skeleton of the product and its features:

Explore Tab

- Search bar for user to easily navigate to interested section/real estate
- Available balance section for easy transaction of money

On clicking this user will be directed to REIT page.

BIRET INR 318.59
 Brookfield Indian
 Real Estate Trust +0.32
+0.1%



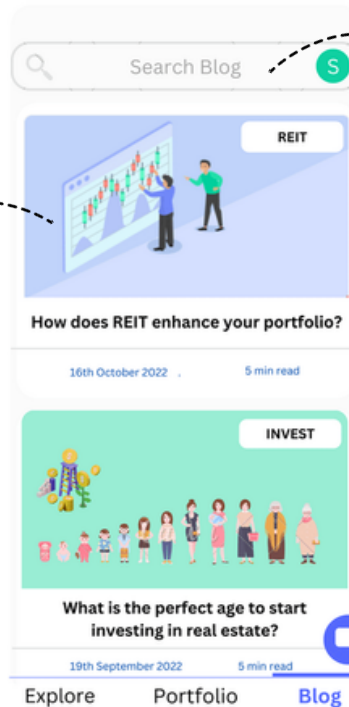
On clicking this user will be directed to fractional investment page.

Top and trending investments for user to keep updated about current investments

ISSUES AND SOLUTIONS

Blog Tab

Blogs on current trends and general facts about real estates to educate users more about real estate investing, increase their interaction with the app and enhance their interest in investing

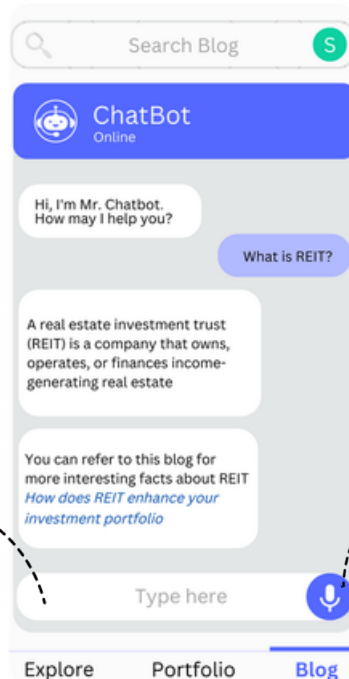
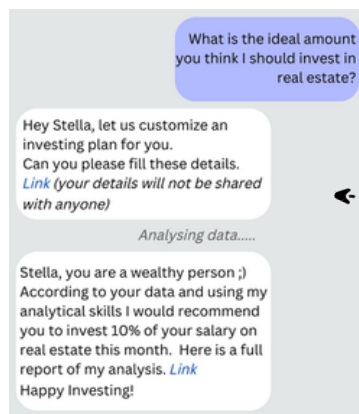


Search bar to search any relevant topic for blog

On clicking this a pop-up Chatbot window will appear.

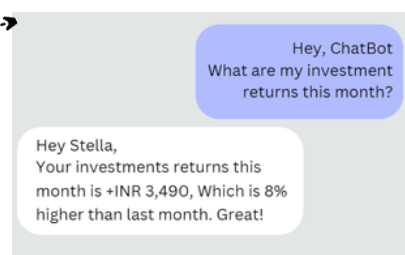
Chatbot

By typing:



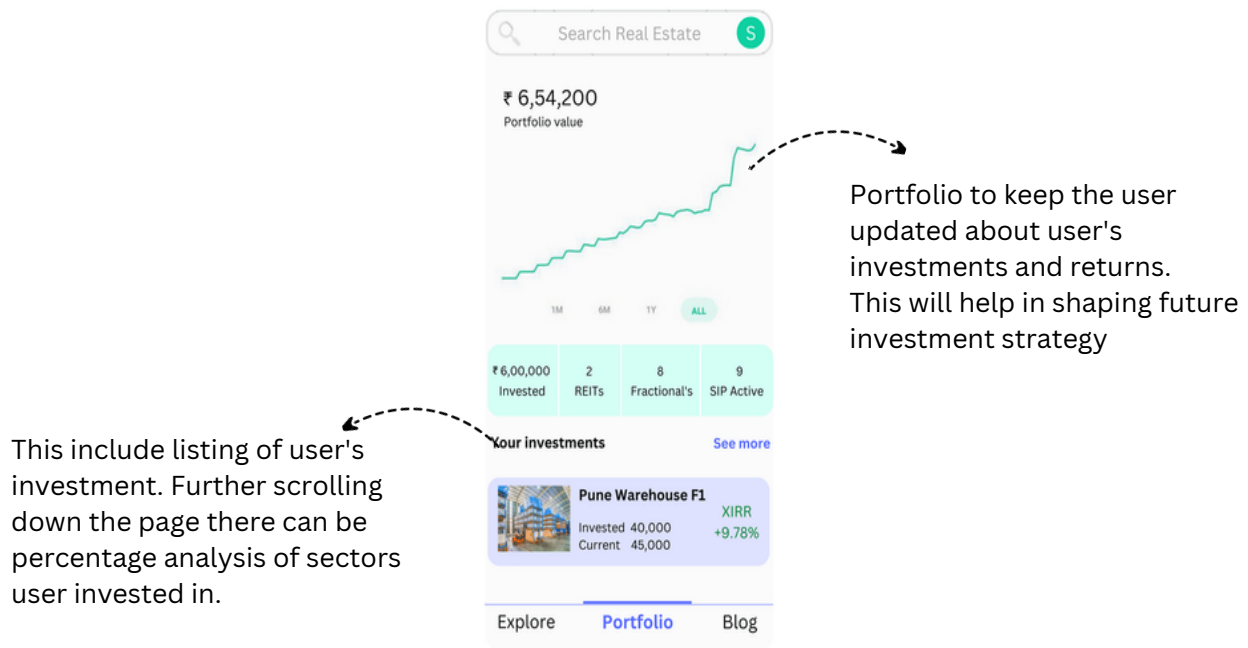
By voice command:

Hey, ChatBot
What are my
investment returns
this month?



ISSUES AND SOLUTIONS

Portfolio Tab



Key KPI's and metrics to measure success of the product



Average Investments per user

= Annual total investments / Total number of users in a year



User retention rate

= (Number of investors in month-2 / Number of Investors in month-1) * 100



Average time user spends on the blog tab

= Total time users spend on the blog tab / Total number of users



Stickiness of Blog articles

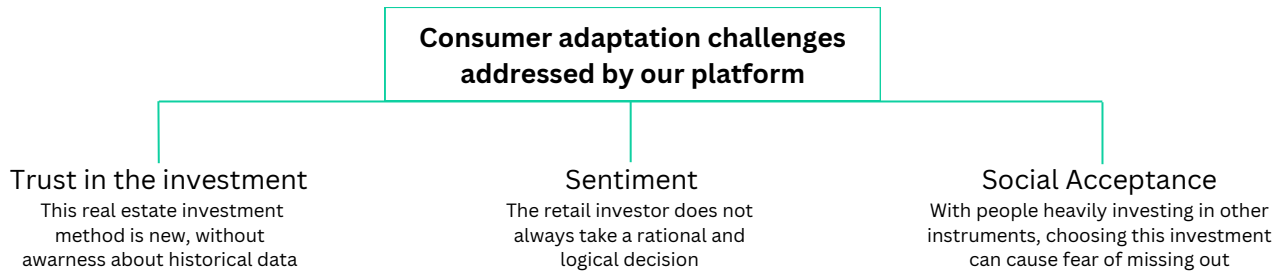
= Avg number of blog readers weekly / Number of blog readers monthly



Chatbot response volume

= Number of questions chatbot has answered

CHALLENGES AND FUTURE ENVISION



Product challenges

| | |
|------------------------------|---|
| Chatbot | <p>This can happen due to undeveloped AI where</p> <ul style="list-style-type: none"> • The BoT doesn't understand the question, or the answer is not available • Failure of voice listening feature <p>Solution: Collecting data and training the chatbot to make it robust</p> |
| Add or withdraw money | <p>This can happen due to server or bank issues of the company or vendor</p> <p>Solution: The money can be directly paid to the investment group without redirecting it from our account; withdrawal also in the same way</p> |
| REITs | <p>While there are considerable mutual funds for real estate, only 3 listed REITs are available to consumers. Lack of options for investors to create a diverse portfolio</p> <p>Solution: Incorporating global REITs investments</p> |

Future envision

1. **Collaborate with leading real estate developers globally** to launch fractional investments on our platform to create diverse offerings like hospital projects, industrial projects, housing, and others.
2. **Create secondary instruments** of insurance and loans in our platform to increase investments in real estate and support the revenue of the company
3. **Add additional languages** to use the voice chatbot feature
4. Facilitate the creation of **a complete portfolio** for the investor by adding other instruments like equity, mutual funds, precious metals, bonds, and much more

In the course of the next three years, the knowledge and market size of real estate would surely increase to a great extent. We can keep on improving our product with regular customer feedback and current investment trends.