**Viserra Overview**

**What is Viserra?**

Viserra is an analytics platform designed to help people make smarter investment decisions in REITs (Real Estate Investment Trusts) and real estate crowdfunding opportunities. We give users the tools and data to compare different investment options, choose investments that fit their personal goals, and track the performance of the assets they own. The goal is to make high-quality data and insights, typically reserved for large institutions, accessible to everyday investors and smaller funds.

Here is our website: <https://www.viserra-group.com/>

**What are REITs?**

REITs are public companies that own and operate real estate. They trade like regular stocks on public exchanges such as the New York Stock Exchange or Nasdaq.

For example, **AvalonBay Communities** is a REIT company, here’s their website:

<https://www.avaloncommunities.com/>

AvalonBay own apartment communities all over the US. They managed about $20 billion worth of real estate. When you buy their stock, you’re effectively “investing in a REIT” – what this means is that you indirectly purchase a fraction of the real estate portfolio they own.

The advantage of investing in REITs, as compared to buying real estate, is that:

1. You get paid rental income (in the form of quarterly dividends), just like you would for real estate. REITs are legally required to pay out at least 90% of their taxable income as dividends.
2. You don’t have to deal with the hassle of managing properties. REITs like AvalonBay have full-time professionals handling maintenance, leasing, repairs, property taxes, etc.
3. With REITs, your investment will automatically be diversified across many properties and regions. As compared to putting all your money into one house in one city.
4. A REIT is much more liquid compared to real estate. You can sell them anytime in the stock market, unlike physical properties which might take months to sell.
5. REITs are more affordable. One share of AvalonBay might cost ~200 USD (and many other REITs are cheaper). Buying an actual house will cost you at least $200,000 up front.
6. You get the opportunity to invest in **commercial** real estate. For example, many REITs own office buildings, hotels, shopping centers, industrial warehouses, hospitals, data centers, you name it. These assets are normally not accessible to a regular person.

REITs trade like regular stocks, but they’re quite different from companies like Apple, Google, or Tesla. Those companies are mostly evaluated based on their products and sales (like iPhones or electric cars). REITs, on the other hand, are all about the real estate they own. The value comes from the properties, not a product or service. Because of that, **investors look at very different metrics and data when evaluating REITs’ performance**, which is an important point that our startup build upon.

Here is some more information on REITs:

* <https://www.investopedia.com/terms/r/reit.asp>
* <https://www.reit.com/what-reit>
* <https://www.schwab.com/stocks/understand-stocks/reits>

**What is Real Estate Crowdfunding?**

Real estate crowdfunding is another vehicle for people to invest in real estate without needing to buy the actual property.

Take Fundrise for example. Here’s their website: <https://fundriseintervalfund.com/>

Fundrise is a crowdfunding platform that manages a real estate fund called the **Flagship Fund**, and the way people invest in it is by signing up on their website or app and buying shares of that fund directly.

The Flagship Fund itself is a diversified portfolio. It holds a lot of different properties across the US. So when someone invests in the fund, they’re getting exposure to all of those properties at once, just like with a REIT. The difference is, this fund isn’t publicly traded, which means the buy-in price doesn’t go up and down with the stock market every second. Instead, the fund reports a new share price every quarter, based on the value of the real estate it owns (this value is called Net Asset Value, or NAV).

Here is some additional information on real estate crowdfunding:

* <https://www.rocketmortgage.com/learn/real-estate-crowdfunding>
* <https://gowercrowd.com/real-estate-investing/real-estate-crowdfunding>
* <https://smartasset.com/investing/what-is-real-estate-crowdfunding>

**Viserra’s Business Model / How are We Different?**

Our business model is to sell data and analytics to people through subscription plans. There are lots of **consumer-grade stock analytics platforms** (platforms that were built for the general public) out there, like MarketBeat, MarketWatch, Seeking Alpha, etc., but most of them were designed to analyze traditional companies like Apple or Tesla, where the data focus is on product sales, profit margins, EPS, book value, and so on. But REIT investors look at very different sets of metrics, such as FFO, AFFO, NOI, NAV, etc.

Most of the consumer-focused platforms are not able to provide these REIT/real estate specific data since their goal is to **cover every stock on the market**. Their data on REITs is often surface-level or not relevant, which makes it hard for people to do useful analysis.

A screenshot of a website

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*Take AvalonBay for example again – platforms like Market Beats has a lot of data on EPS, P/E and stuff, which are only relevant to regular companies, but not REITs.*

A screenshot of a computer

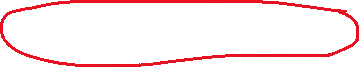
AI-generated content may be incorrect.



*More irrelevant data points from Market Beats’s analysis on AvalonBay*

A screenshot of a computer

AI-generated content may be incorrect.

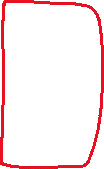


*Another example from MarketWatch – it’s 2025 already and they still only have outdated data as of 2023, along with a bunch of missing items.*

On the other hand, **institutional-grade platforms** like Bloomberg, Capital IQ, or Green Street have great data on REITs — but they’re extremely expensive and geared toward institutional investors (for example, investment companies like Blackrock, Blackstone). To give you a sense of how much they charge, Bloomberg’s subscription plan is 24,000 USD a year.

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AI-generated content may be incorrect.



*Here’s an example from Capital IQ’s dataset for AvalonBay – you can see they do have lots of industry specific data, but again, not affordable to everyday investors.*

So, this gap is where Viserra comes in. We provide institutional level data to the general public. The way we’re able to do this is **by covering solely REITs and Real Estate crowdfunding vehicles** – There are only ~200 of these companies in the US, so with this smaller coverage, we’re able to:

1. maintain the quality of data – minimize missing value, incorrect numbers, etc.
2. provide real estate specific metrics
3. use these real estate metrics to perform quantitative analysis/scoring for each REITs

Another reason why we chose to focus on REITs and crowdfunding vehicles is because, **the data is available online**. There are other companies that provide private real estate data to the users (for example, CoStar provides commercial real estate data, like rental rates, cap rates, transaction history, etc.), which is just very hard to do for a startup. CoStar literally has a call center that calls CRE brokers 24/7 to obtain those data, in addition, there’s no way to guaranty the accuracy of those private data.

Finally, another unique thing about us is that there are no other platforms that provide analytics for real estate crowdfunding vehicles. Crowdfunding platforms like Fundrise or RealtyMogul publish data on their website, so the data is out there, it’s just fragmented and messy. We can organize and turn them into something useful for people.

Here is some more information about REIT specific metrics:

* FFO: <https://www.investopedia.com/terms/f/fundsfromoperation.asp>
* AFFO: <https://www.investopedia.com/terms/a/affo.asp>
* NOI: <https://www.investopedia.com/terms/n/noi.asp>
* NAV: <https://www.greenstreet.com/insights/valuation-methodology>
* Cap rate: <https://www.investopedia.com/terms/c/capitalizationrate.asp>
* Occupancy rate: <https://www.investopedia.com/terms/o/occupancy-rate.asp>

**Target Clients**

1. B2C – Individuals interested in building wealth through commercial real estate but lack access to institutional analytics tools. Here are some online forums where people discuss these types of investments:

* <https://www.reddit.com/r/reits/>
* <https://www.reddit.com/r/FundRise/>

There are also plenty of finance youtubers talking about REITs/RE crowd fundings, which I think speaks volume to the number of people that are interested in this topics:

* <https://www.youtube.com/watch?v=KOoBDbnkArc>
* <https://www.youtube.com/watch?v=E7YcwPWZwkE>
* <https://www.youtube.com/watch?v=mT4f398Wd7c>
* <https://www.youtube.com/watch?v=bAwnrI99ZfY>
* <https://www.youtube.com/watch?v=XjFYBLoEuQs>
* <https://www.youtube.com/watch?v=DdsczhGbmWk>

1. B2B – We can also sell our product to smaller REIT Funds or the REIT investment department of larger fund managers. Here are some examples:

* MetLife Investment: <https://investments.metlife.com/investment-strategies/real-estate/real-estate-equity/>
* Principle Asset Management: <https://www.principalam.com/us/investment-teams/principal-real-estate>
* JP Morgan Asset Management: <https://am.jpmorgan.com/us/en/asset-management/institutional/investment-strategies/alternatives/reits/>

However, as I mentioned above, these larges companies normally can afford institutions-grade tools like Bloomberg, so in the early stage of the startup, we can target student-managed REIT funds at universities. For example, New York University has a REIT fund like this: <https://www.sps.nyu.edu/homepage/communications/press-releases/2023/nyu-sps-schack-institute-of-real-estate-introduces-ground-breaking-student-run-reit-investment-fund.html>

**Competitor**

1. General Stock Analytics Platforms

* *Institutional*: Bloomberg, S&P Capital IQ, FactSet, Morningstar
* *Consumer*: Yahoo Finance, Seeking Alpha, MarketBeat, MarketWatch

1. REIT-Specific Platforms

* *Institutional*: Greenstreet
* *Consumer*: **Alreit Research**: <https://alreits.com/>

To expand a bit more on Alreit, they’re very interesting because this platform is basically what I imagine our REIT segment could be like in the future. They’ve also collaborated with some larger platforms like Seeking Alpha and Hoya Capital:

<https://seekingalpha.com/checkout/mp_1026?avoid_pp=true>

And if you go to their About Us page, you’ll see they have a pretty similar vision to us:

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AI-generated content may be incorrect.

1. Real Estate Crowdfunding

* Virtually no platforms offer a systematic data view. Some editorial sites (e.g., NerdWallet, Investopedia) write articles or reviews, but none provide data analysis or filtering tools. I think this is where we can scale and differentiate from Alreit.

More of a higher-risk but higher return business line if that makes sense.

**Other Business Advantages**

* SaaS Model – Our digital product doesn’t require major upfront capital. Most expenses are tied to scaling rather than the initial setup. This reduces risk as we can test the market, acquire users, and then invest more as demand grows.
* We’re also not geographically bound. Anyone with internet can use Viserra. This opens the door to international investors, especially those looking to diversify into US real estate market – to them, investing in an actual property is even more of a hassle.
* Any finance-related company is naturally gonna be affected by stock market conditions - when the market is down, their revenue usually takes a hit. But one advantage of running a platform like Viserra is that **we’re not making the investment ourselves**. we’re simply providing the tools that help people make their own investments. This creates a layer of separation between us and the market, which helps reduce our exposure to financial risk.