

meet your housemates

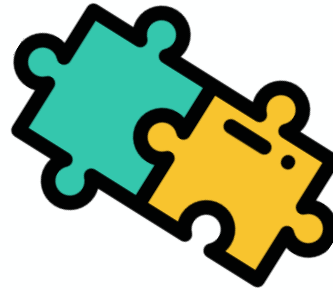


casa

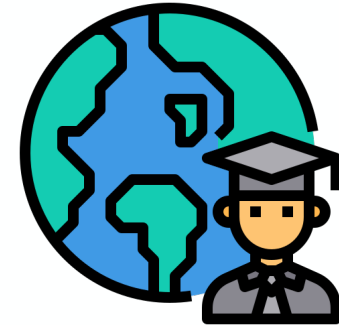
problem statement



1. roommate searching is a long and tedious process



2. roommate incompatibility is often discovered too late

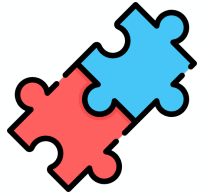


3. exchange & co-op students face increased difficulties

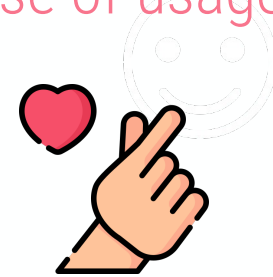
over 70% of American adults are
un-satisfied with their roommates

value proposition

compatibility



ease of usage



"making the roommate finding process
as easy as possible"

product overview

1

find roommates most alike to you

- unique algorithm sorts your personalized home feed by showing you those most like you at the top of your feed

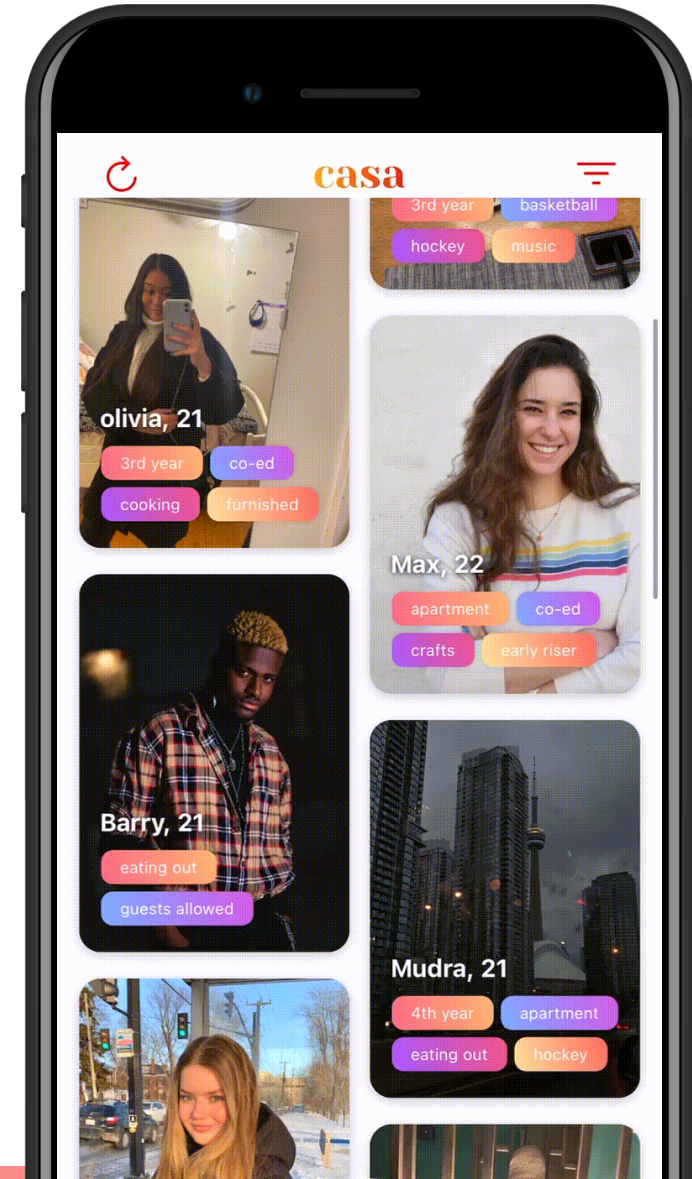
2

connect with matched users

- chat in-app with people who like you back!
- quickly instant message potential roommates

3

enjoy a better roommate experience!



TARGET AUDIENCE

customer profile



meet Mudra!

co-op student who constantly needs to
find roommates and/or sublets

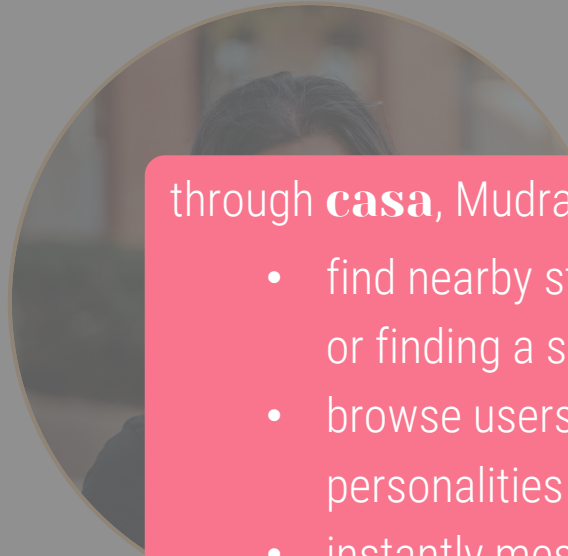


meet Kevin!

exchange student who doesn't have
any connections in Canada

TARGET AUDIENCE

customer profile

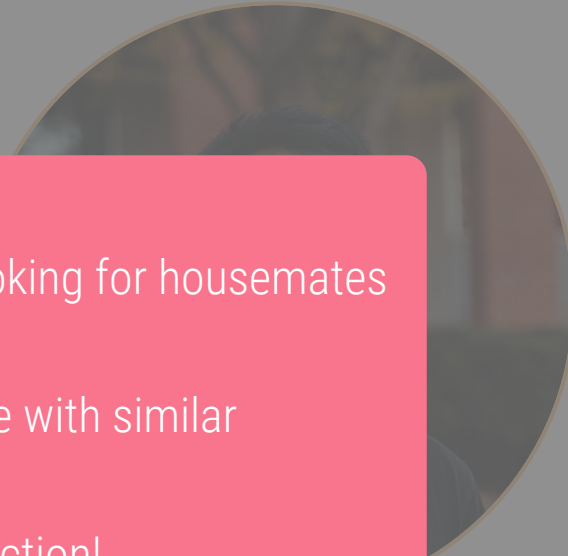


through **casa**, Mudra and Kevin can:

- find nearby students who are also looking for housemates or finding a sublet
- browse users' tags to discover people with similar personalities and living habits
- instantly message and make a connection!

meet Mudra!

co-op student who constantly needs to find roommates and/or sublets



meet Kevin!

exchange student who doesn't have any connections in Canada

TARGET AUDIENCE

core target market



concentrate within Canada
(Ontario) and expand outwards



university/college, exchange and
graduate students



young adults who are looking to
rent a house before buying



identifiers

- frustration around moving out of current home and finding new housemates

needs

- finding roommate(s) with compatible personalities/living habits, ability to connect with other users

81.5% of our surveyed respondents (67 people) expressed interest in using our platform

competitor matrix

casa *Roomies*.ca **Roomi** **FACEBOOK**  **Roomster™**

mobile app



student target market



pay to boost listing



ID verification



smart sorting algorithm



two-way messaging



competitor matrix

casa *Roomies*.ca **Roomi** **FACEBOOK**  **Roomster™**

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monetization strategy



boost profile

one-time activations

- \$2.99 per boost
- appear as top profile for 24 hours
- priced to encourage subscriptions



premium subscriptions

unlimited and more

- \$4.99 per month
- unlimited tags, likes, undo's
- can location to anywhere in the world



in-app advertising

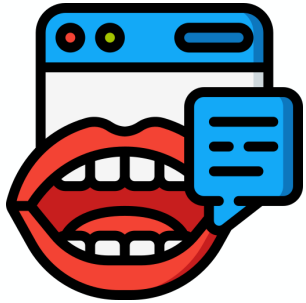
built-in "profile" ads

- ads appear as profiles
- mix of banner and video ads
- non-invasive strategy

customer acquisition strategy



1. giveaway contests



2. paid advertising

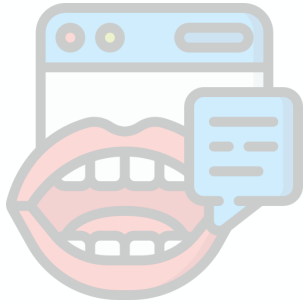


3. partners (next steps)

customer acquisition strategy



1. giveaway contests



2. paid advertising



3. partners (next steps)

what was the goal?

raise awareness for the platform and acquire users.

what did we do?

launched a 5-day giveaway campaign on social media.

what did we accomplish?

huge increase in user signups.



54

user signups

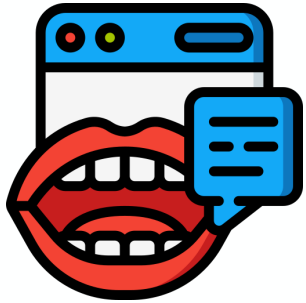
307%

increase in signups

customer acquisition strategy



1. giveaway contests



2. paid advertising



3. partners (next steps)

what was the goal?

promote brand visibility and increase page and site visits.

what did we do?

created and advertised casa posts to our target demographic.

what did we accomplish?

increased engagement on social media.



7,106

people reached

92

ad taps

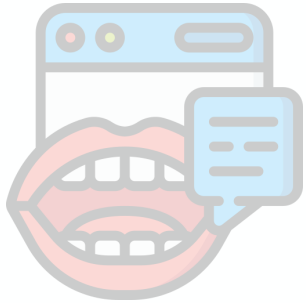
148

profile visits

customer acquisition strategy



1. giveaway contests



2. paid advertising



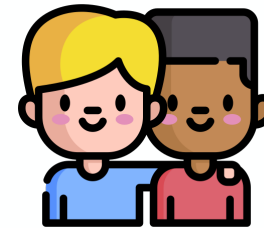
3. partners (next steps)

what is the goal?

increase our influence through institutional partnerships

what will we do?

reach out to Queen's University to help with first-year roommate assignments before expanding across Canada



internal retention strategy



1

game-based platform

- similar to tinder, casa's gamified platform keeps users engaged and active

2

multi-purpose usage

- used in different semesters, for finding a sublet, for subletting, for exchange students, etc.

3

one-stop shop

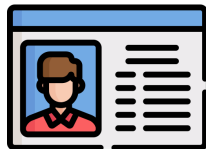
- chat function increases ease of usage

since satisfied customers no longer need the app, casa has **good churn**

most-requested features



filters based on
specific preferences

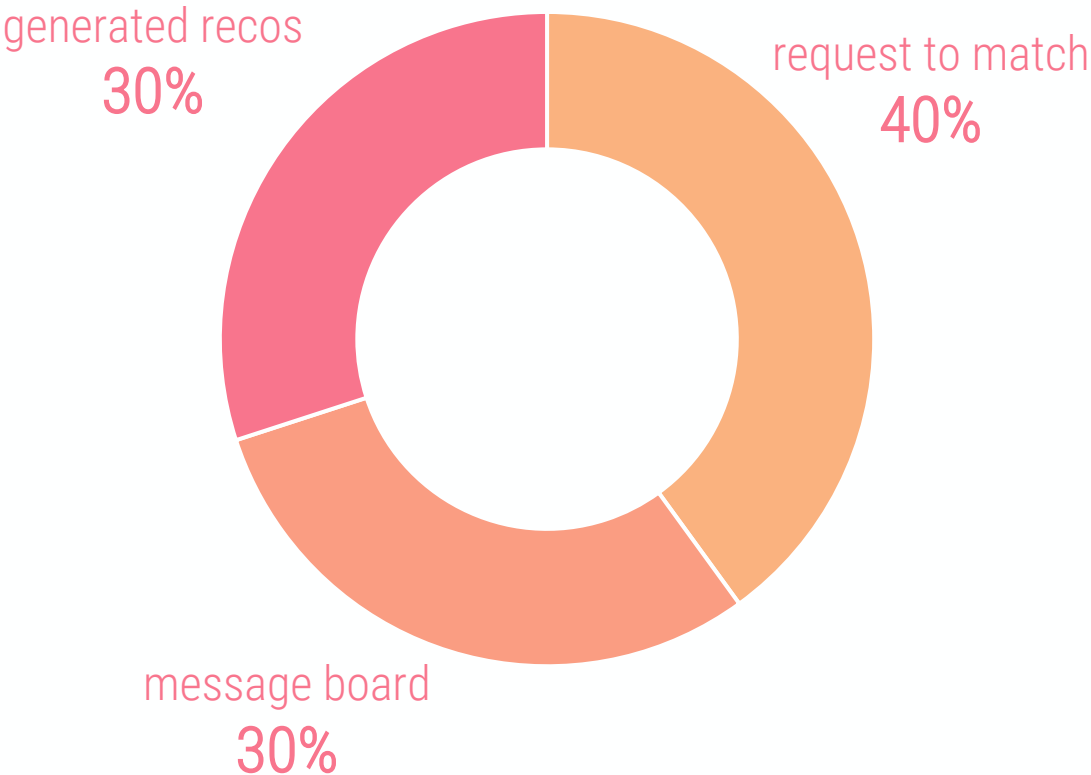


student verification to
ensure safety

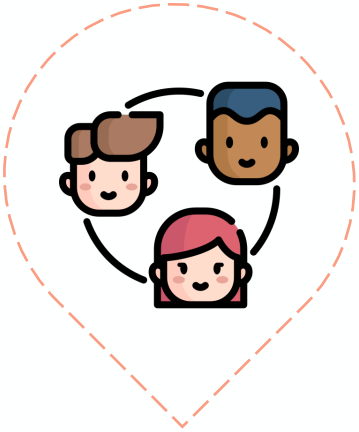


in-app messaging and group
chats

+



short-term & long-term goals



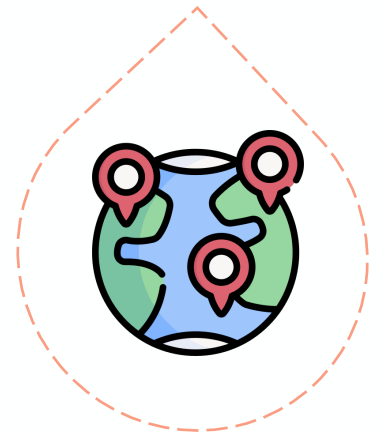
short-term goal: increase usage throughout universities

- 500+ users by August 2022

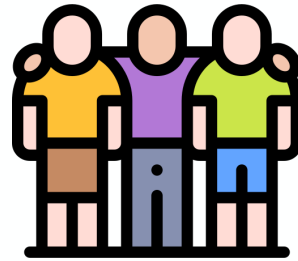


long-term goal: expand into international markets

- coordinate partnership with Smith's exchange program



casa



A quick and safe way to find your ideal,
most compatible roommates.

getcasa.app

THANK YOU

casa

casa

casa

APPENDIX

market sizing

Canada

38,300,000

post-secondary students

2,180,000

young professionals

3,054,000

% rooming

33%

seeking roommates

1,007,820

target market %

25%

target market

545,000

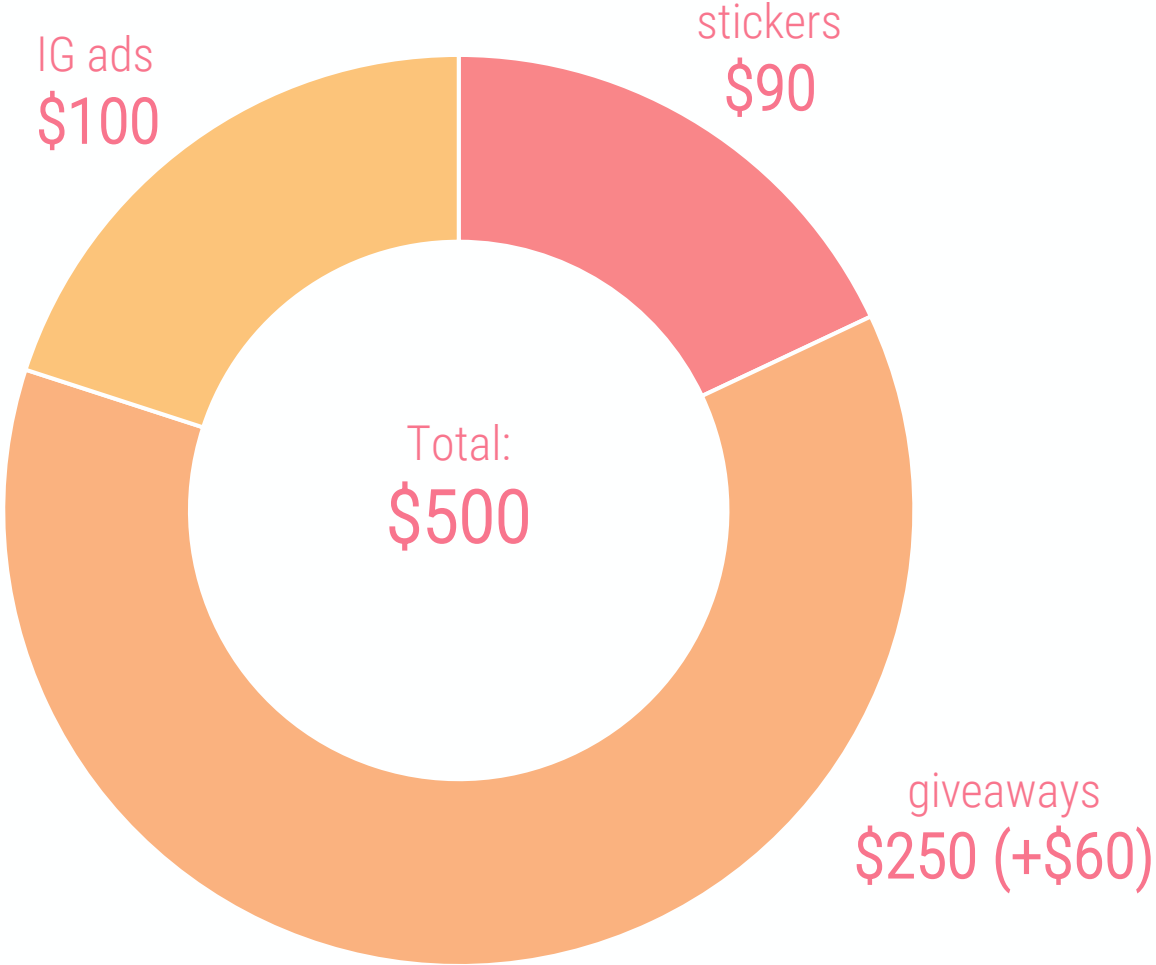
target market %

20%

target market

201,564

marketing budget allocation



common objections



"i don't want to live with strangers!"



"how do I know that the information is credible?"



"i'd rather find my own roommates!"

product design goals

1

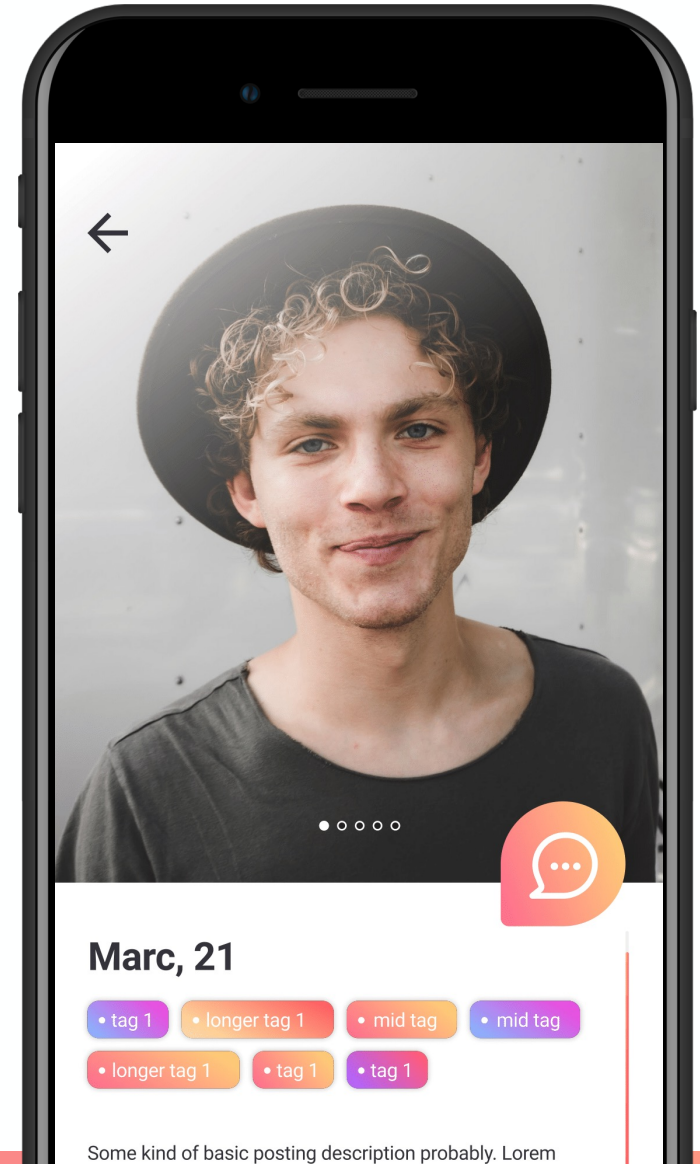
emphasize discoverability

- find important information **quickly**
- **easily customize** recommendations to users' preferences

2

ease of use

- prompts the user to include **useful information**
- **actively suggests** likely matches



revenue projections + user growth

user analysis	q1	q2	q3	q4	q5	q6	q7	q8
beginning # users	2,000	3,400	4,590	5,967	7,459	8,951	11,188	13,985
<i>churn rate</i>	0%	65%	60%	60%	50%	40%	40%	40%
<i>growth rate</i>	70%	100%	90%	85%	70%	65%	65%	65%
ending # users	3,400	4,590	5,967	7,459	8,951	11,188	13,985	17,481
ad revenue / user	\$0.40	\$0.40	\$0.40	\$0.40	\$0.40	\$0.40	\$0.40	\$0.40
quarterly revenue ads	\$1,360.00	\$1,836.00	\$2,386.80	\$2,983.50	\$3,580.20	\$4,475.25	\$5,594.06	\$6,992.58
# premium users	68	124	209	327	471	736	1,150	1,798
<i>premium users %</i>	2.0%	2.7%	3.5%	4.4%	5.3%	6.6%	8.2%	10.3%
subscription fee	\$4.99	\$4.99	\$4.99	\$4.99	\$4.99	\$4.99	\$4.99	\$4.99
quarterly revenue premium	\$339.32	\$618.76	\$1,042.91	\$1,631.73	\$2,350.29	\$3,672.64	\$5,738.50	\$8,972.02
# paying users	102	186	314	491	707	1,104	1,726	2,696
<i>paying users %</i>	3.0%	4.1%	5.3%	6.6%	7.9%	9.9%	12.3%	15.4%
feature activation fee	\$2.99	\$2.99	\$2.99	\$2.99	\$2.99	\$2.99	\$2.99	\$2.99
quarterly revenue feature usage	\$304.98	\$556.14	\$938.86	\$1,468.09	\$2,113.93	\$3,300.96	\$5,160.74	\$8,061.04

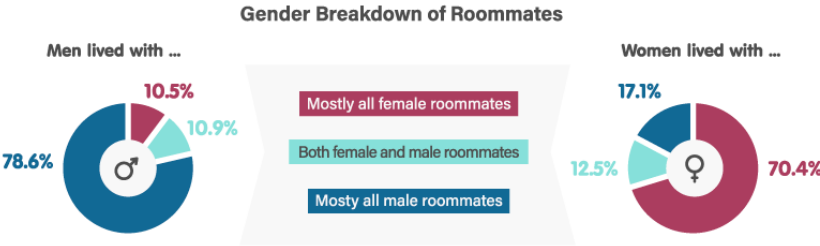
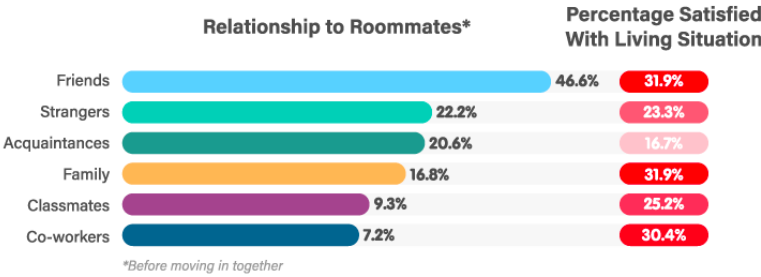
competitor overview



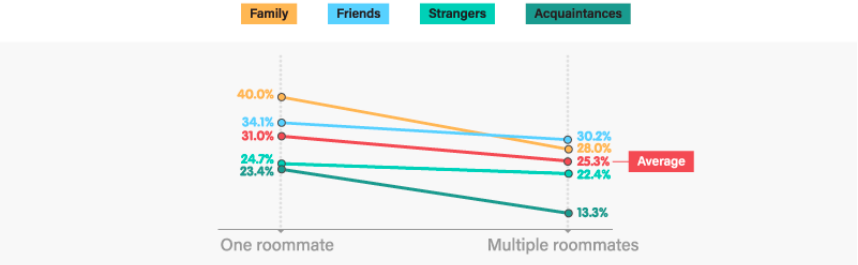


ROOMMATES AND LIVING SATISFACTION

Friends and relatives made the best roommates, and according to 30% of respondents, **co-workers made great roommates too.**



Percentage Satisfied With Living Situation, by Roommate Type and Number



Men living with women were **less happy** than men who lived solely with other men.



Women living only with male roommates were **more happy** than those living with other women.