



HAUS

for hausmates

meet the

HAUS MATES



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product manager



KEVIN WU
business analyst



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business analyst



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senior developer



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developer



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developer



CHLOE HUNG
product marketing manager



FLORA LIN
ui/ux designer

VALUE PROPOSITION

HAUS helps **HAUSMATES**
collaborate and save on groceries

HAUS helps your **friendships**, your **wallet**, and the **environment**
- one grocery trip at a time.

STATUS QUO

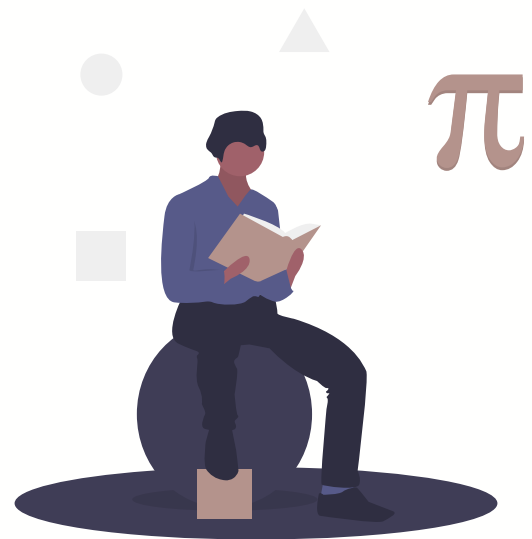
SPLIT



COORDINATE



COMPETITIVE ADVANTAGES



TARGETS STUDENTS

catered for the needs of university students



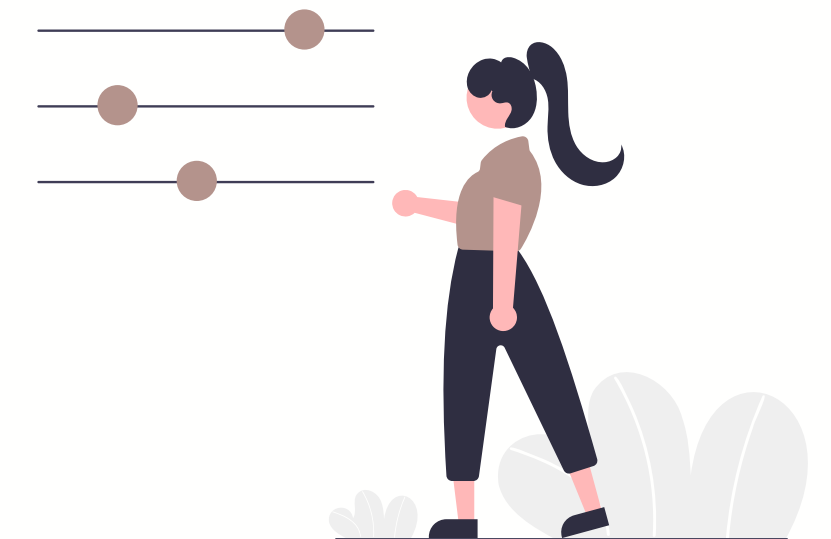
SUSTAINABILITY FOCUS

allows for bulk transaction purchases, which reduces packaging waste



FACILITATES COLLABORATION

allows new group transactions to occur, resulting in joint savings



EASE OF USE

easy to request, purchase, split, and monitor groceries

USER RESEARCH



75.8%

of students usually forget to buy a requested item



72.7%

of students would prefer more certainty regarding being paid back

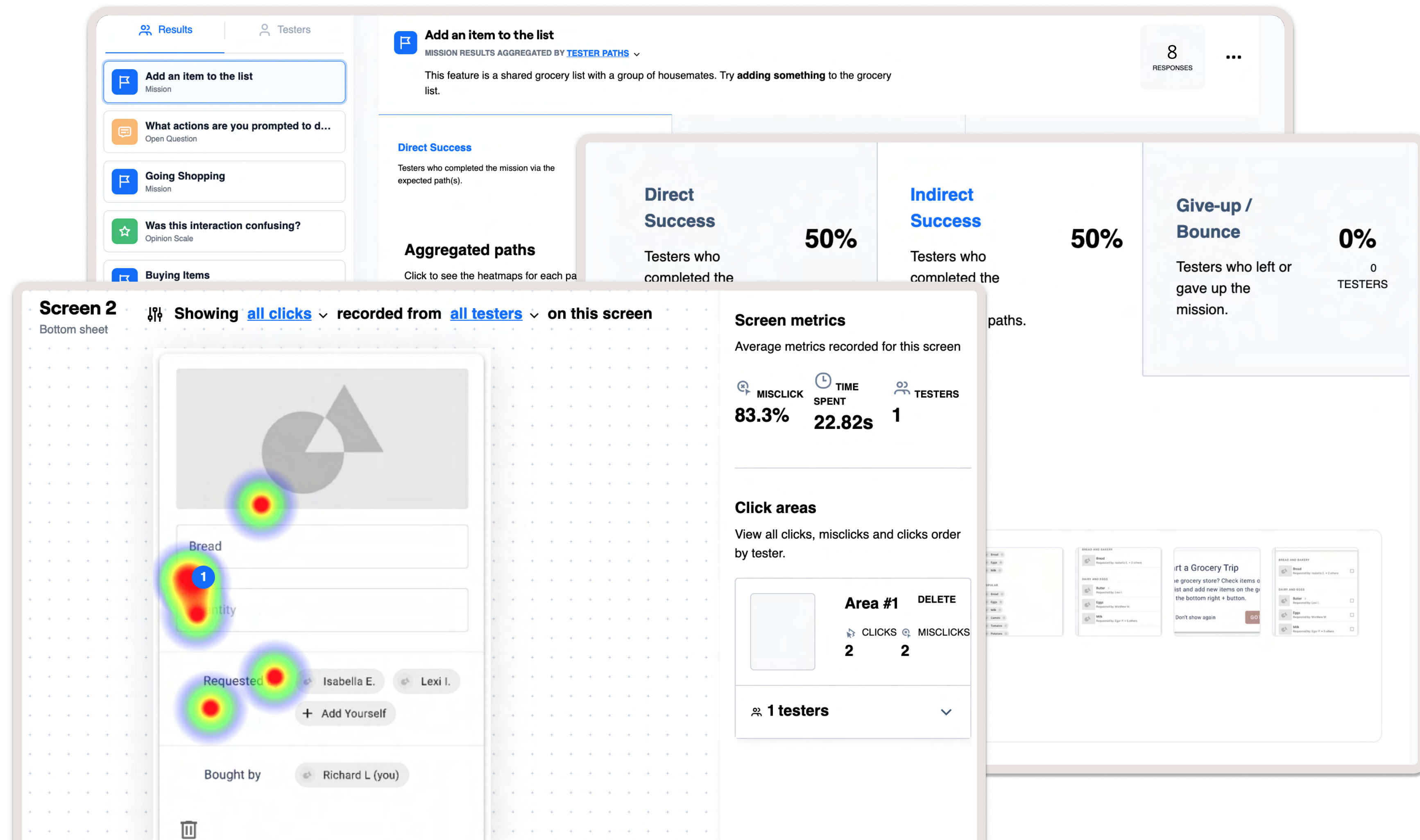


93.9%

of students waste food at least once per month

USER TESTING

- tested main flows through **maze.co**
- rapid testing of defined features at a high level
- smaller design decisions made internally



TECH STACK

frontend



Flutter



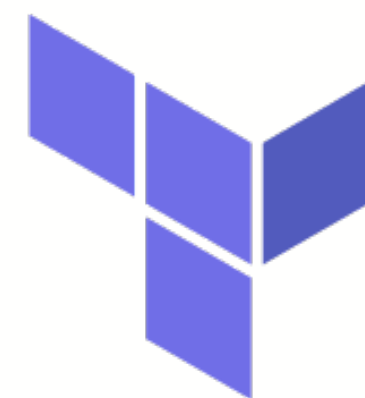
Firebase



backend



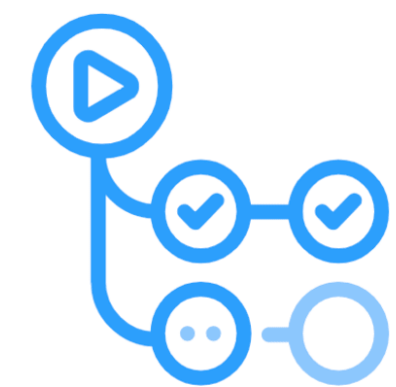
deployment



Terraform



Google Cloud Platform



GitHub Actions

INITIAL TARGET MARKET

TOTAL MARKET

11.4M

30% of Canadians rent or share a house with roommates

IDEAL MARKET

2.15M

students enrolled in Canadian post-secondary education in 2019

PILOT MARKET

20,971

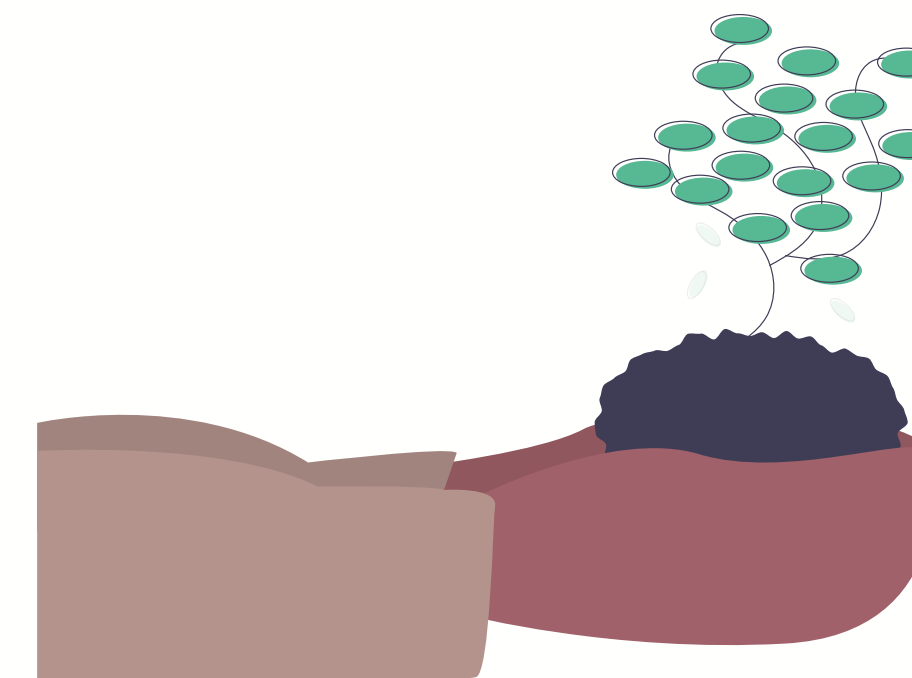
students enrolled in year 2+ in Queen's (79.7% of 2021 total)*

*26,309 students enrolled in 2021; assumption is that first-years are all living on-campus

COMMON NEEDS



saving money



making sustainable choices



sharing goods with
housemates



making non-discretionary
purchases

COMMON NEEDS

cost-conscious hausmate seeking to
manage and exchange groceries and bills
with hausmates

PROMOTIONAL STRATEGY

to generate awareness for and incentivize users to download **HAUS**



GENERATE
AWARENESS



PROMOTIONAL
INCENTIVES

PROMOTIONAL STRATEGY



GENERATE
AWARENESS

both digital and physical

social media posts or campus posters
advertising **HAUS** and any ongoing promotions

PROMOTIONAL STRATEGY

social media giveaways and deals at local grocers

deals will be acquired via partnerships with the stores

- if not possible, they will instead be obtained using the qtma budget

stores chosen based on concentration of queen's students

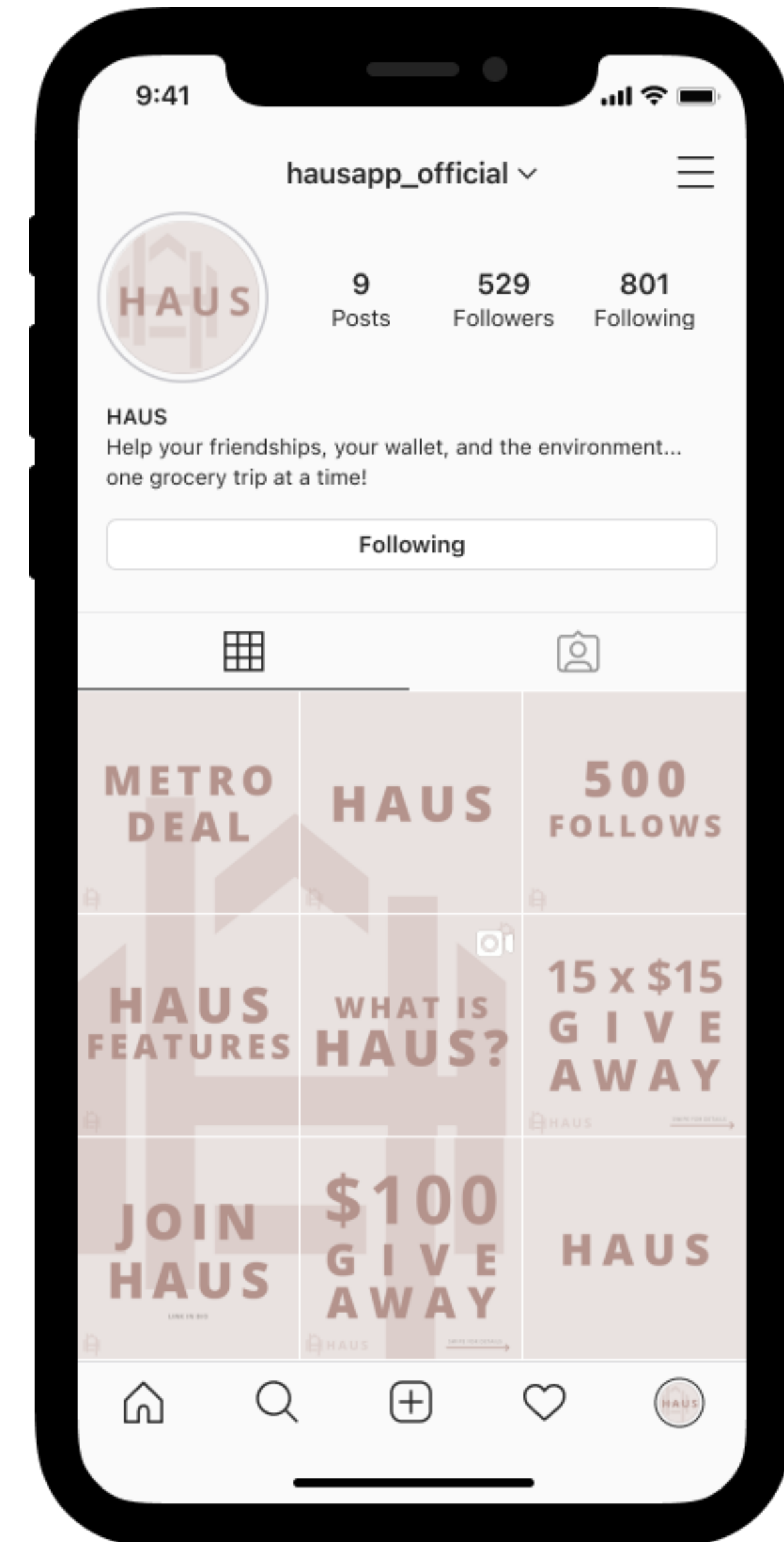
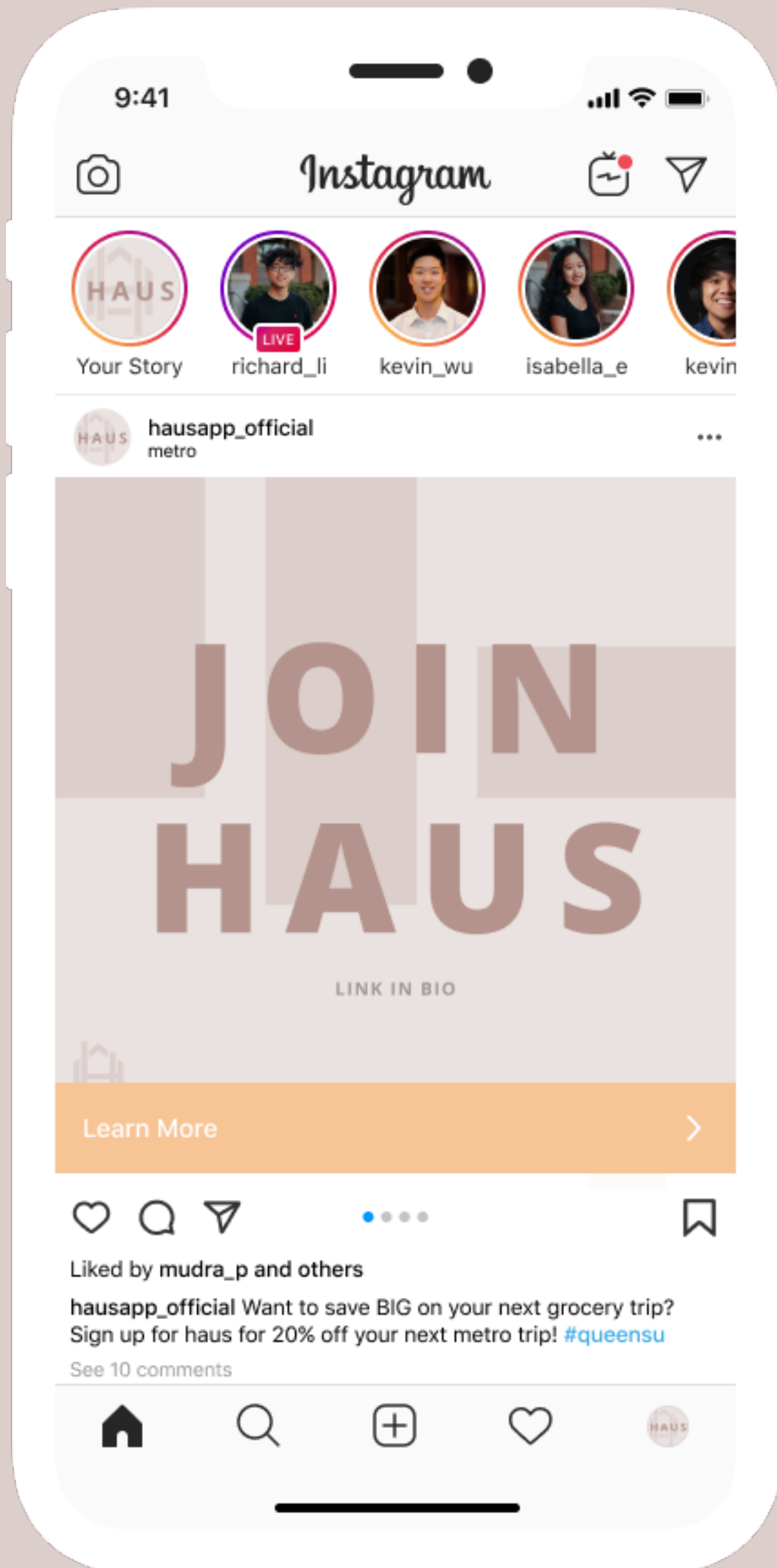
- e.g grocery check-out at the arc

store choices are supported by survey data

- e.g over 72% of students shopping at metro makes it a desirable store



PROMOTIONAL
INCENTIVES



PRODUCT GOALS



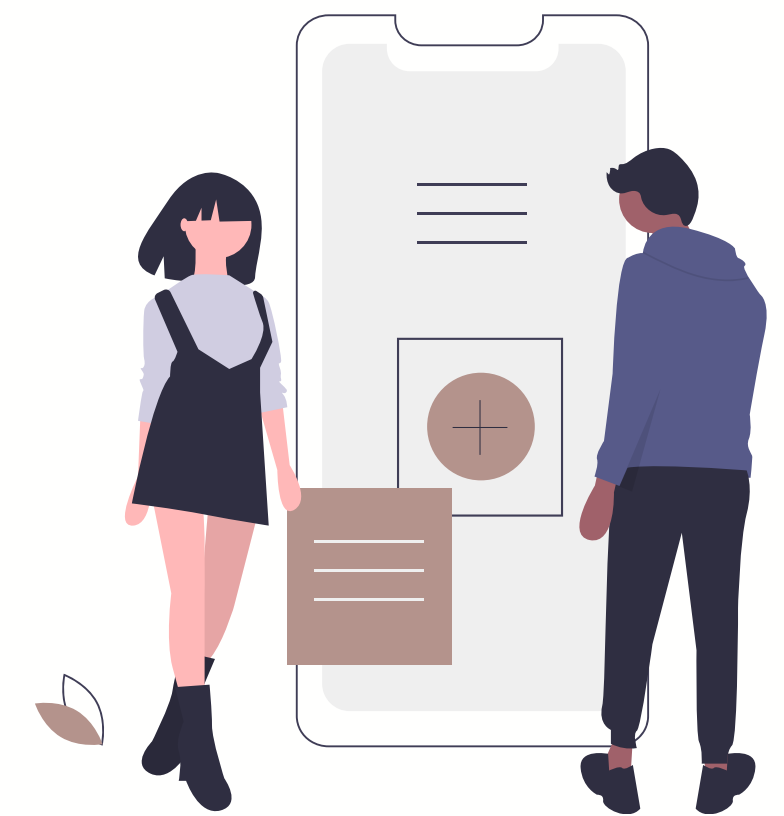
50

Houses in First Month



\$4

Target CAC

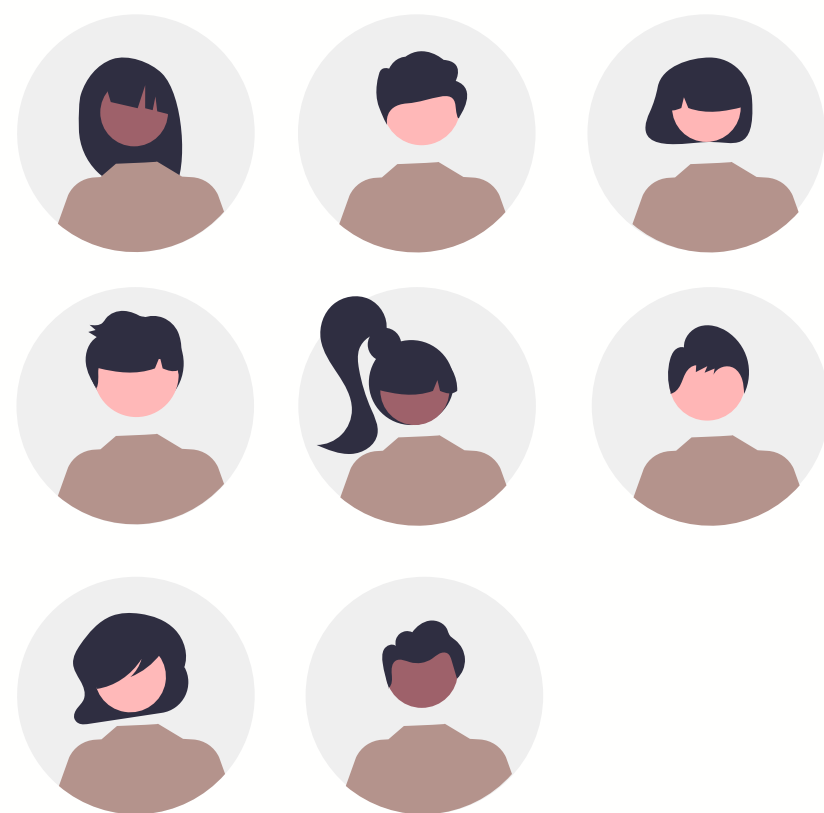


85%

Retention*

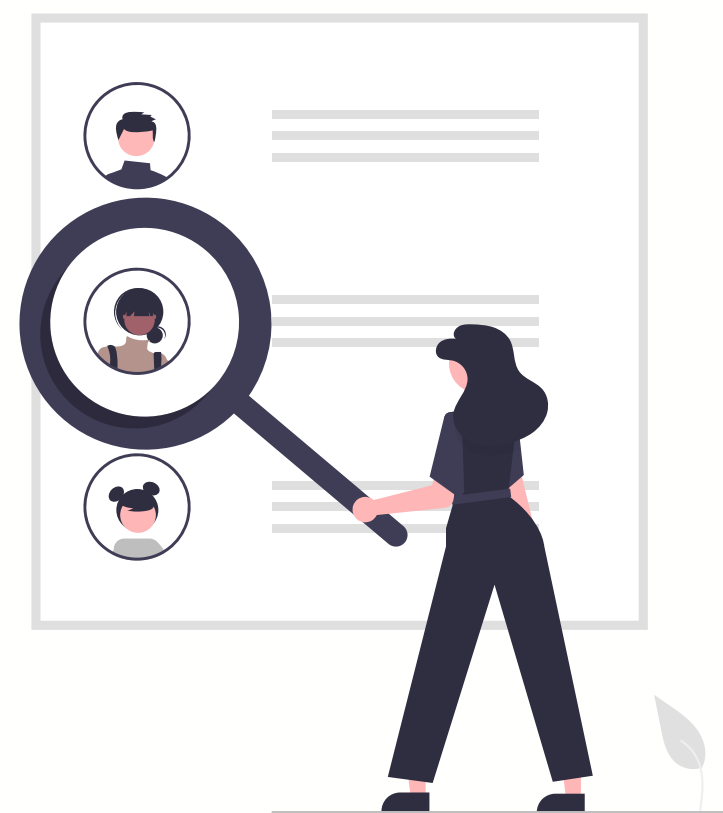
*new users active for >1 month

CURRENT RESULTS



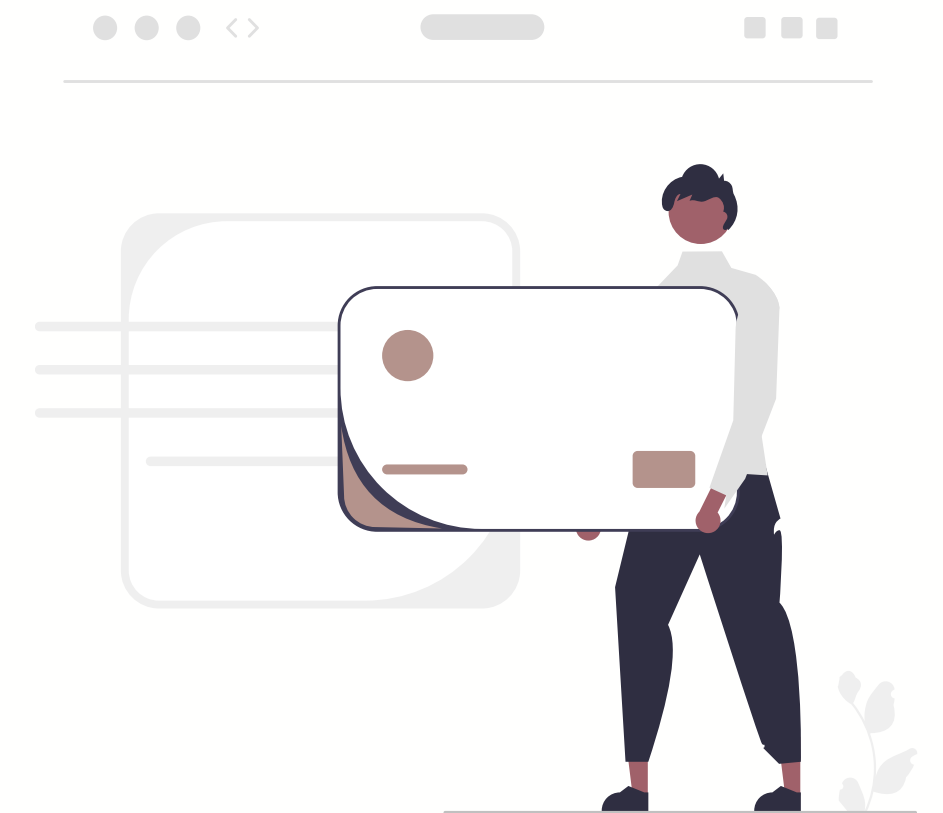
236

Social Media Followers



13

Active Hauses



55

Total Transactions

MARKETING PLAN

APR

MAY

JUN

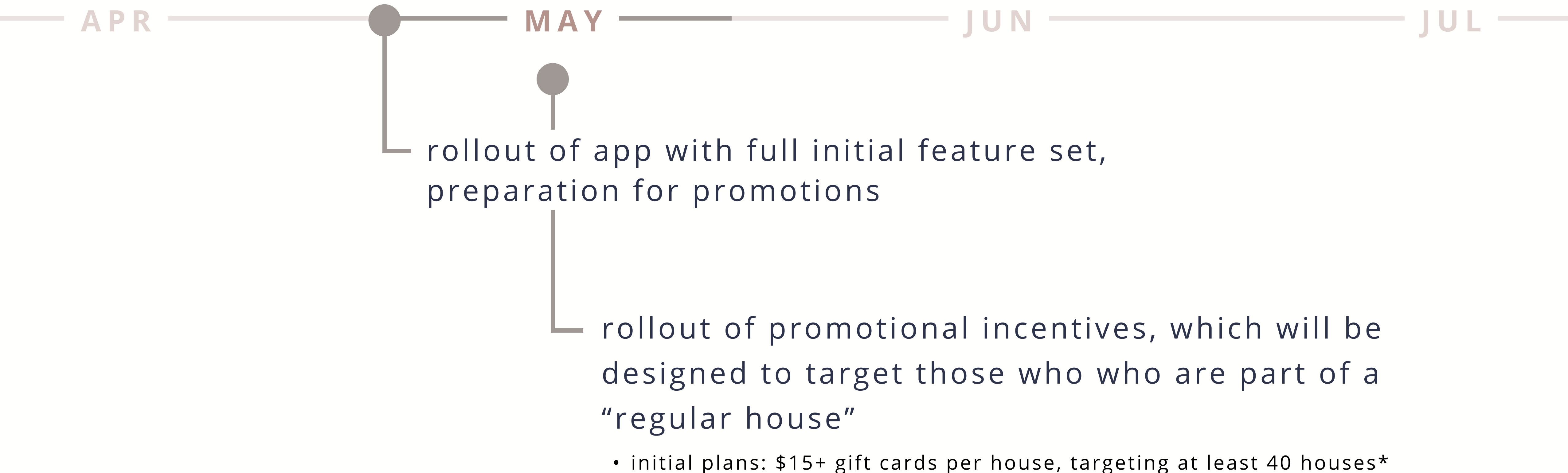
rollout of the mvp within inner qtma circles

initial social media and campus posters put up,
entering discussions with grocery outlets

aim to have at least 15 regular houses of users, with
regular user feedback

- regular users = create and/or join houses of at least three members, with at least 1 app interaction per week

MARKETING PLAN



*conservative estimate - dependent on the success of sponsorships and partnerships

MARKETING PLAN

APR

MAY

JUN

JULY

target of at least 50 regular users and iterative
improvements from regular user feedback

PRICING STRATEGY

INITIAL REVENUE DRIVER



AD PARTNERSHIPS WITH GROCERS

paid promotions
(similar to Waze)

SECONDARY REVENUE DRIVER



DATA INTELLIGENCE + ERP INTEGRATIONS

aggregated comparative data
(market share, price elasticity / propensity to
buy / stickiness / WTP)

PRICING STRATEGY

0
MONTHS

begin acquiring partnerships

SIX
MONTHS

build and sell data reports

TWELVE
MONTHS

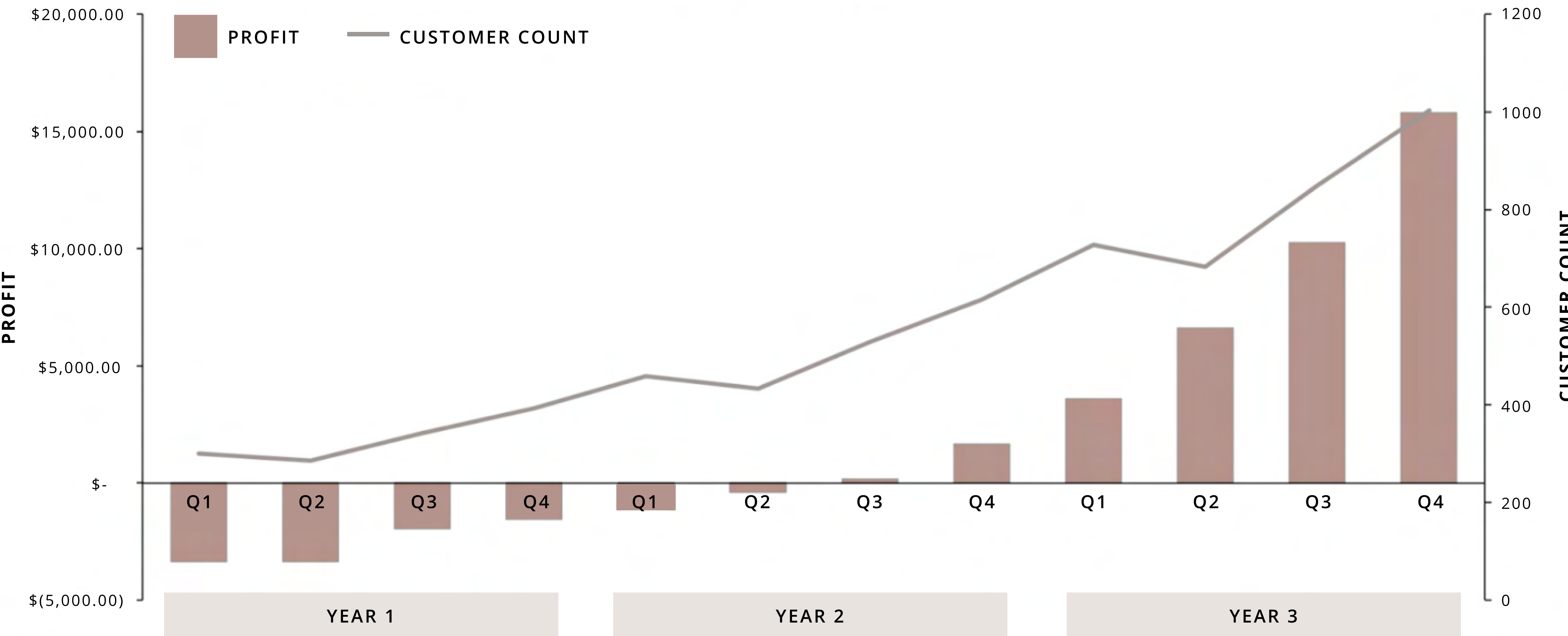
re-evaluate and expand to
new universities

PHILOSOPHY

At **HAUS**, we seek to minimize user obstructions and provide the most cost-friendly solution for our students.

HAUS also seeks to use aggregated data and insights to help grocers better support customers.

HAUS PROJECTIONS



The background features a series of abstract, geometric shapes in shades of brown and beige. On the left side, there are several vertical and horizontal bars of varying heights and widths, some with angled tops, creating a stylized architectural or structural feel. The right side is more open, with the text 'thank you :)' centered in a brown, lowercase, sans-serif font.

thank
you :)

HAUS