Simplifying Off-Campus Housing

The Problem

Inefficient market for both students and landlords

The **best** off-campus properties are **never** listed

Off-campus rental prices don't reflect their **fair market value**

5.2 million

students live off-campus every year.

$36 billion

is spent annually on off-campus housing.

The Solution

SympLively

A web platform that incentivizes landlords to list high-demand properties by making a

Competitive Marketplace

Landlords make
MORE MONEY

Students
FIND HOUSING

The Team

Chun Wang
Software Engineer
Computer Science
& Applied
Mathematics

Hank Couture
CEO
Finance &
Economics
Goldman Sachs

Todd Saunders
COO
Marketing
AOL

Advisors

Chris Chaney
Business Development
CEO of CSG
Forbes 30 under 30

Christian Bloch
Technology Development
10 years @ Google
Senior Project Manager

The Product

Simple & Efficient

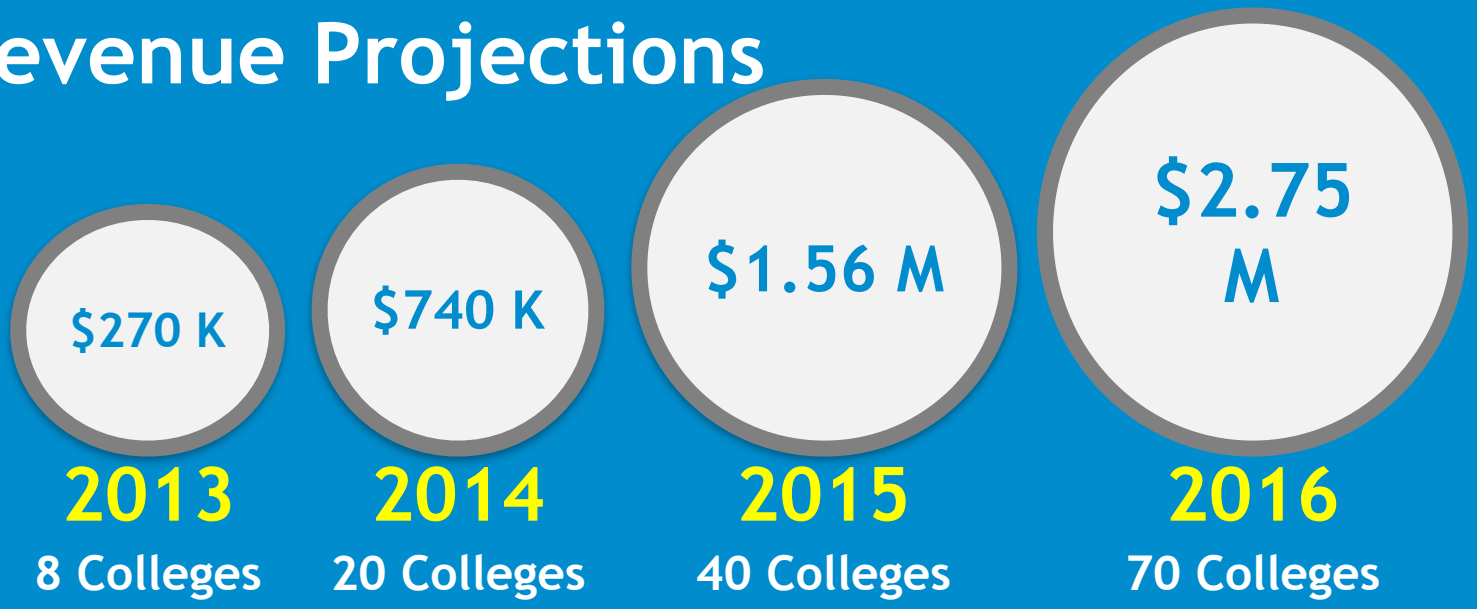
The Business Model

SympLively

1. Listing Fee for Each Property
2. Charge for Featured Listings on Home Page
3. Targeted Advertising for Specific Demographics

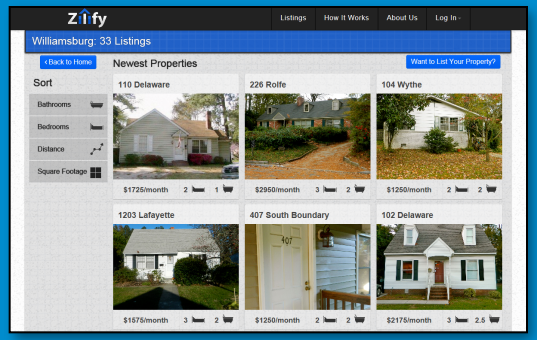
Highly **Profitable** and **Scalable**

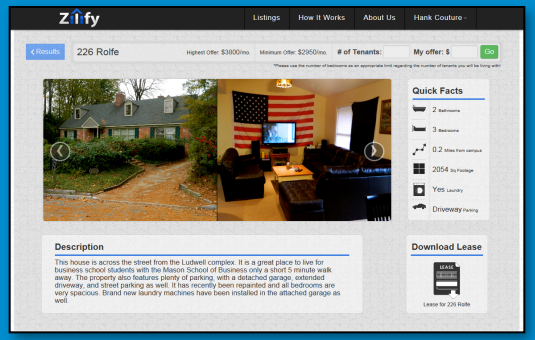
Revenue Projections



De-Risk: Beta Test Run

Launched Zilify last fall at William & Mary





1,200 Users
30% of Target Market

$4,000
Revenue

$2.5 K
Extra Profit per Listing

*Zilify proved that students **want the product**, and landlords are **willing to pay** for the product*

Competitive Landscape

jumpoffcampus	OFF CAMPUS partners	Yorango
Free to list Partner w/Colleges	$50 per listing Partner w/Colleges	Free to list No Expansion Yet
No Revenue Raised $125 K 4,000 Users 10 Campuses	Industry Leader	No Revenue Won $30 K 400 Users 1 Campus

Listing sites are not the solution,
they are **the problem**

Competitive Advantages

List Incentive

We are the only service that can make the landlord more money, thus we incentivize them to list

Best Places

We can attract the best properties to list while competitors cannot

Ease of Use

Our platform design is simpler and more user friendly than competitors

1st to Market

We are the first to launch a product like this. We have the ability to capture the market before anyone else

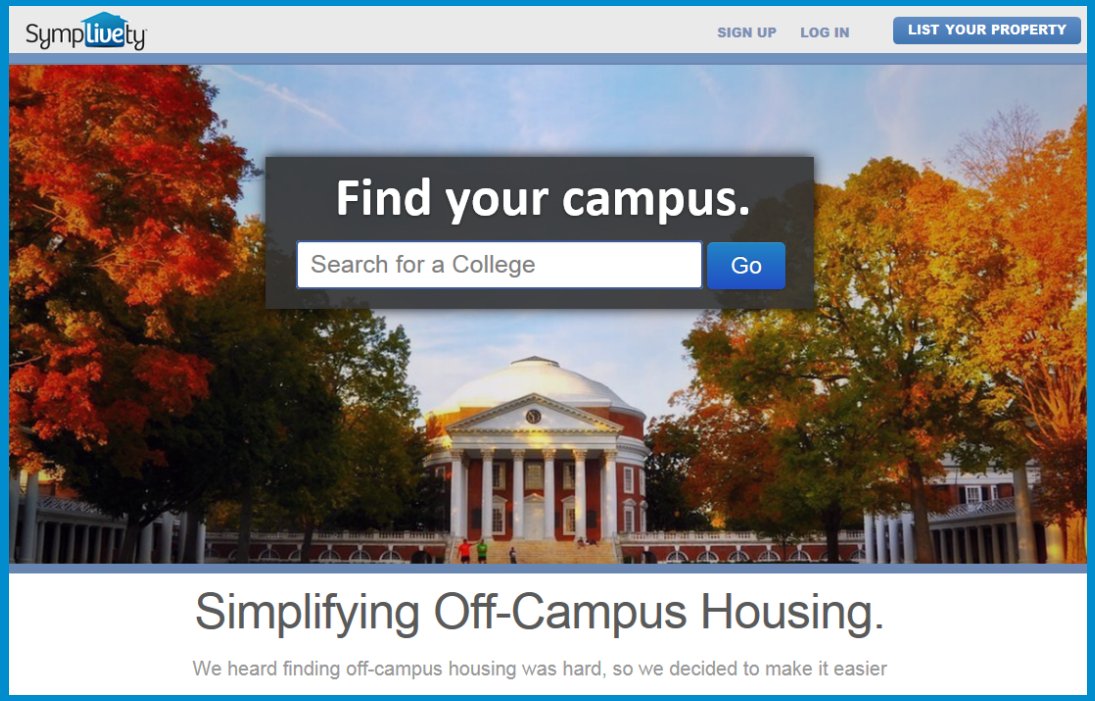
Lots of Users

Our platform has the ability to capture a large user base with its design and high quality listings

Marketing

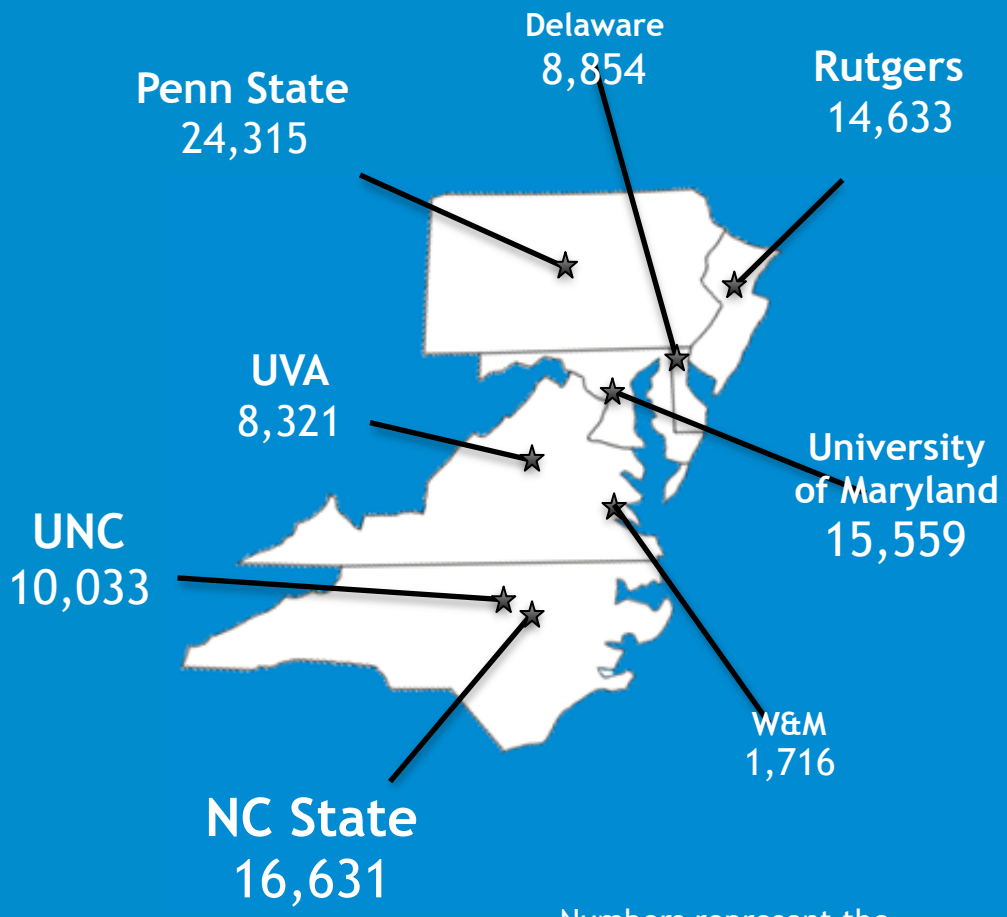
Our marketing strategy incentivizes students to get the word out and attract more students

Current Product Development



- We are currently in the midst of redesigning our website for expansion campuses as well as a more user friendly interface and improved connection between landlords and students.

East Coast Expansion



Numbers represent the estimated students living off-campus

Our Value Proposition

- The best off-campus properties are never listed, because landlords do not need to list them. Houses are consistently passed down amongst friends and social groups and thus they never appear on any current listings sites.
- Symplivety incentivizes landlords to post high demand properties with the goal of increasing market transparency and obtaining their fair market value.
- This allows students a fair opportunity at all off-campus housing options and creates a formalized process on an easy to use platform. With Symplivety, all students have an equal chance at any property.

With Symplivety, both students and landlords win!