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Simplifying Off-Campus Housing

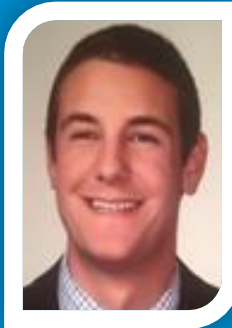
# The Team



## Hank Couture

### CEO & Co-Founder

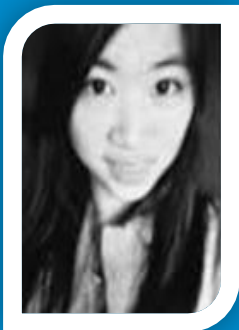
Hank is a Senior at The College of William and Mary majoring in Finance and Economics with a concentration in Accounting. Last summer he interned at Goldman Sachs in New York. He has previously worked for technology start-up ThinkNear, whom recently was purchased by Telenav for \$24 Million.



## Todd Saunders

### COO & Co-Founder

Todd is a Senior at The College of William and Mary majoring in Marketing with a concentration in Entrepreneurship. Last summer he interned at AOL in New York as a business operations analyst. Todd has also worked in operations and marketing in New York at Triton Digital Media.



## Chun Wang

### Software Engineer

Chun is a Junior at The University of Virginia majoring in Computer Science with a minor in Applied Mathematics. Last summer she worked at the REU program in Data Intensive Computing at Clemson. Furthermore Chun is actively involved in the Entrepreneurship Group at UVA.

## Other Team Members

**Zijiang Hao:** Software Engineer

**Zikuan Li:** Software Engineer

**David So:** UI/UX Designer

**Noah Willard:** UI/UX Designer

## Advisors

### Chris Chaney

Recently recognized in Forbes 30 under 30, Chris is the founder and CEO of CSG Group. He has also mentored companies such as The College People and Parkhub. Chris mentors us on all business aspects of our company.

### Christian Bloch

Christian has nine years experience launching and localizing a large number of Google's major consumer and advertising products. He is extremely product focused and mentors us on our UI/UX web design.

# Product Description



Our goal is to make it easier for students to find off-campus housing, as well as incentivizing landlords to list high demand properties with the goal of obtaining their fair market value

Competitive Auction  
Style Marketplace

Easy to Use Platform  
for Students and  
Landlords to Connect

Property Listings All  
in One Place



**5.2 Million Students  
Living Off-Campus  
Each Year**

- Housing is the biggest expense for college students after tuition
- Demand for the best off-campus housing outweighs supply
- It is currently an untapped and inefficient market

## Recent Market-Related IPOs and Current Valuations



Summer 2011  
**\$1.8 billion**



Fall 2012  
**\$800 million**



Summer 2011  
**\$2.5 Billion**

## **1. Listing Fee for Each Property**

- Our fee structure is a percentage of the minimum rent set by the landlord. This usually ranges from between \$50 to \$200 a listing. The benefit is that we are actually making the landlord more because of the competitive nature of the platform, thus justifying our cost by adding monetary value for the landlord.

## **2. Charging for Featured Properties on Homepage**

- Properties featured on the home page will have to pay a little extra for the additional traffic.

## **3. Targeted Advertising for Specific Demographics**

- Eventually we will be able to target ads to specific college markets and students by gathering user information.

# Our Value Proposition

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- 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.

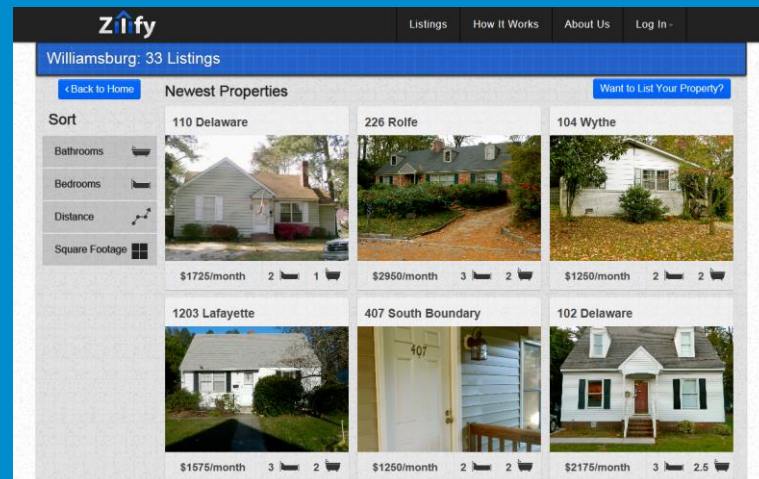
With Symplivety, both students and landlords win!

# De-Risk: Beta Test Run



- Launched a Beta Test called Zilify at the College of William & Mary last Fall
- Had over 1,200 users, capturing 30% of target market
- Proved that students want the product, and landlords are willing to pay for the product

Revenue  
**\$4,000**



# Competitive Landscape



## Yorango

- Free off-campus housing listing site based in Ithaca, NY.
- Currently no plans for expansion and no incentive to attract high demand properties that students want.



## Off-Campus Partners LLC

- Off-campus housing site that charges \$50 per listing.
- Site currently expands by partnering with colleges.
- No incentive to attract high demand properties that students want.

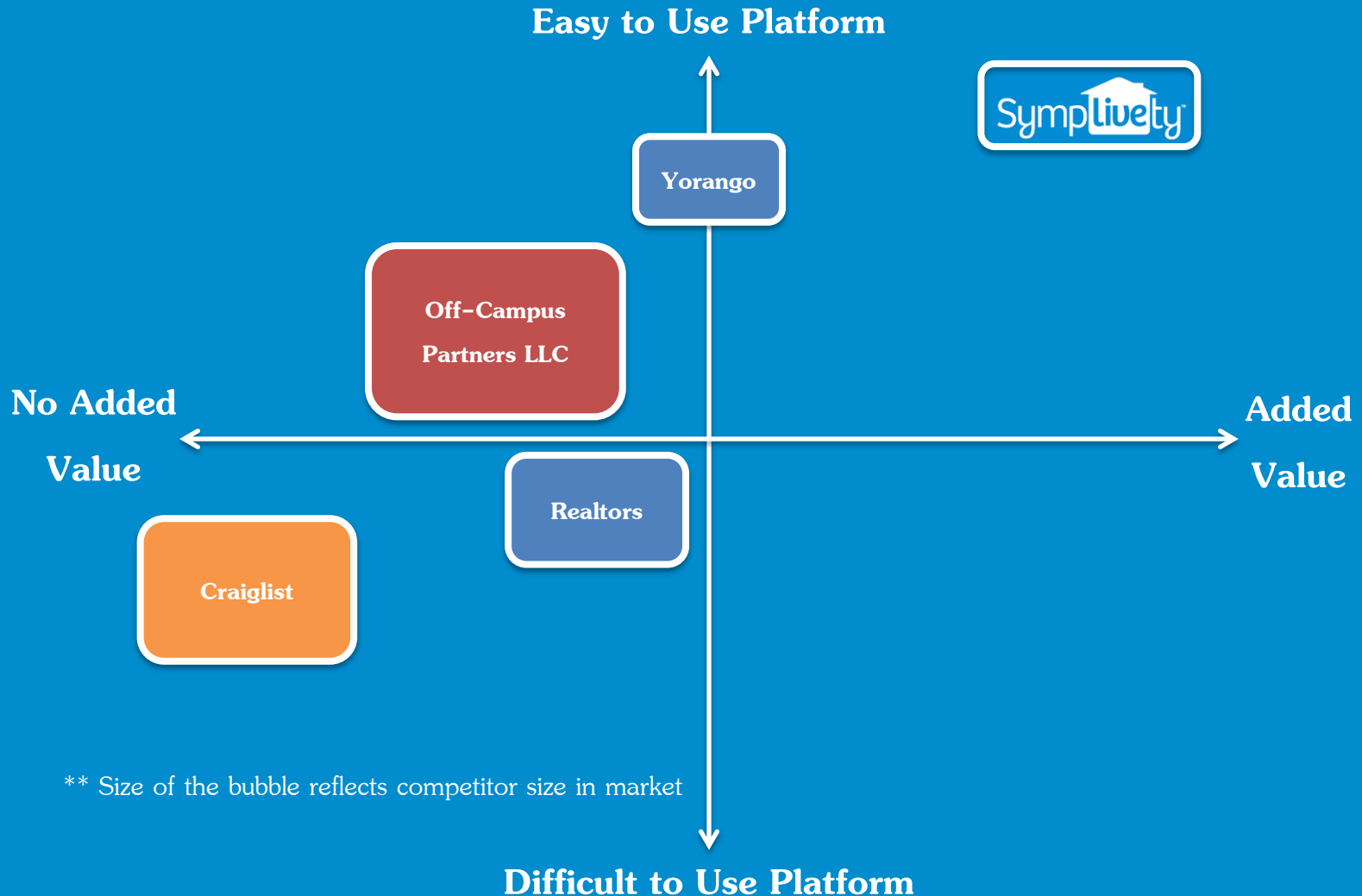


## Craigslist

- Listing site for multiple different items.
- Not directly in the college housing market.

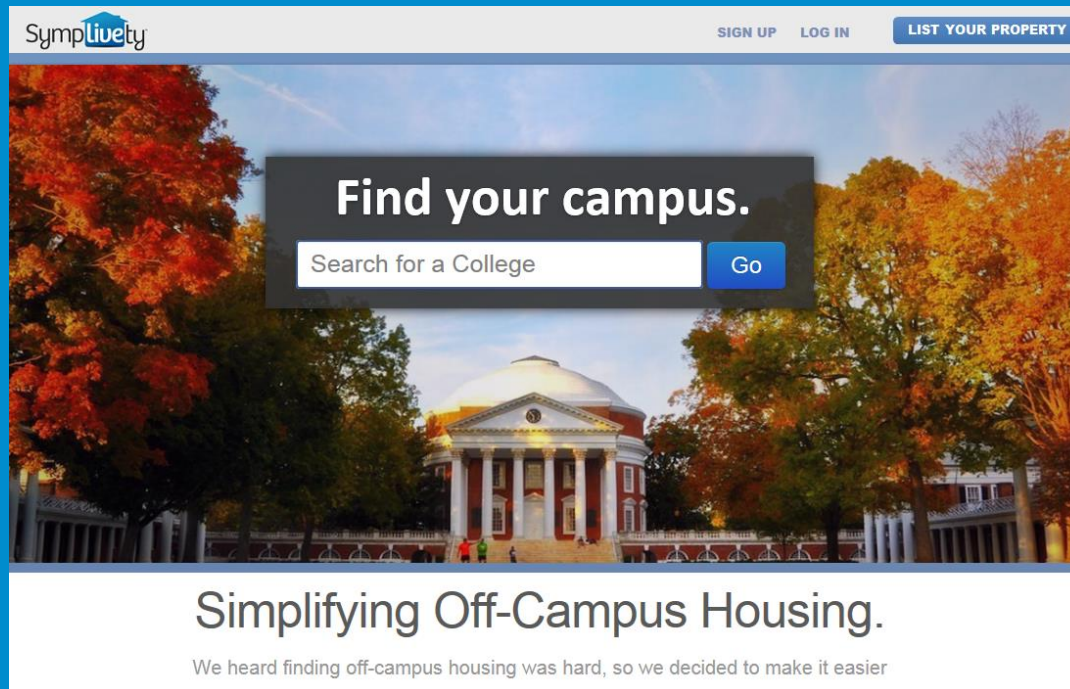


# Competitive Landscape



\*\* Size of the bubble reflects competitor size in market

# 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.

# Our Next Steps

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- Refine monetization methods
- Rebuild platform and website with lessons learned
- Reach 20 schools by August

**We have a unique product that students and landlords both want. It is our goal to provide them it and improve market efficiency and transparency.**