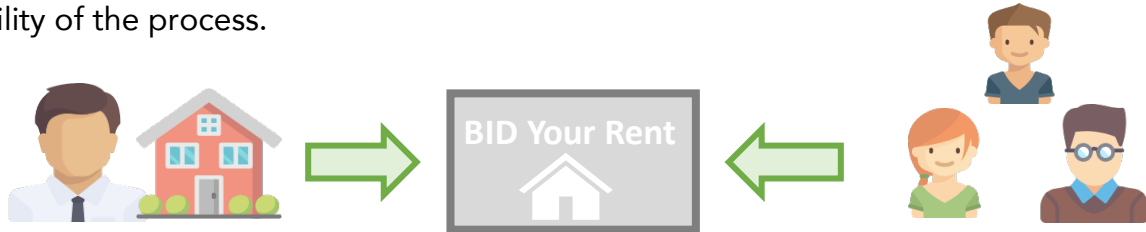## What is Bid your Rent?

Bid Your Rent is an online platform in which tenants **bid** for a desired place, enabling an auto-regulated market and attending to other critical issues such as: the quickness and reliability of the process.

BID Your Rent

It connects landlords with tenants in order to achieve their desired apartment/tenant and accomplished their requirements.
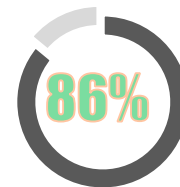
Why Bid your Rent?

DISLIKE

86%

The renting market in Madrid is dramatically increasing its demand.

Difficulty in getting wished place because of high demand + RS high fees and long processes.

Are willing to pay over the price of the apartment in order to achieve the one they want.
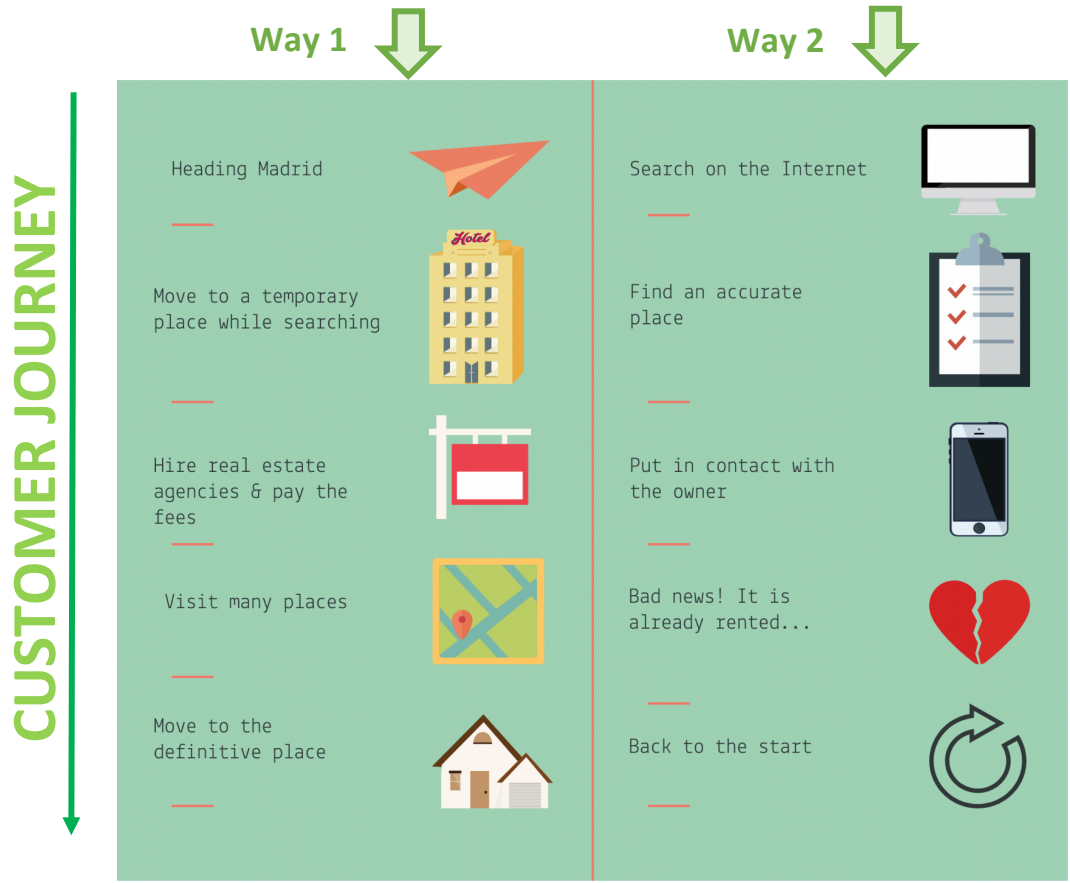
Who are our customers?

TENANTS

- Business Schools students and other Universities.
- Medium-high Incomes
- Students coming to Madrid
- Willing to pay more for the place they **really** want
- They need short processes

LANDLORDS

- Techy profile
- Risk takers
- Not happy with RS Agencies
- Want fast processes
- Matching tenants

Customers that are looking for a new concept and more personalized service that can ensure the rent of the wished place and wished tenant.

What is it like to find an apartment in Madrid today?

Way 1   **Way 2**

CUSTOMER JOURNEY

Way 1	Way 2
Heading Madrid	Search on the Internet
Move to a temporary place while searching	Find an accurate place
Hire real estate agencies & pay the fees	Put in contact with the owner
Visit many places	Bad news! It is already rented...
Move to the definitive place	Back to the start

Current market requires that tenants have to through long processes to rent an apartment in Madrid, in many cases not being successful because of the huge demand. They have to move temporarily to Madrid while looking for it or pay high Real State fees, and in many cases, they are **not happy with their apartment.**

What is our Value Proposition?

FOR TENANTS

✔	**Effective**	Ensure the wished place
⏱	**Quick**	Quick response and quick renting process
👍	**Reliable**	Reliable view of the apartment Non-speculating bid

FOR LANDLORDS

💰	**Maximize profit**	Ensure the maximum the market is willing to pay
⏱	**Quick**	Quick renting process
👍	**Reliable**	Verified profiles Non-speculating bid

How is the technology we use?

Bid your rent is 100% online through APP and Webpage. We use an algorithm that makes intelligent matching between tenants and landlords.
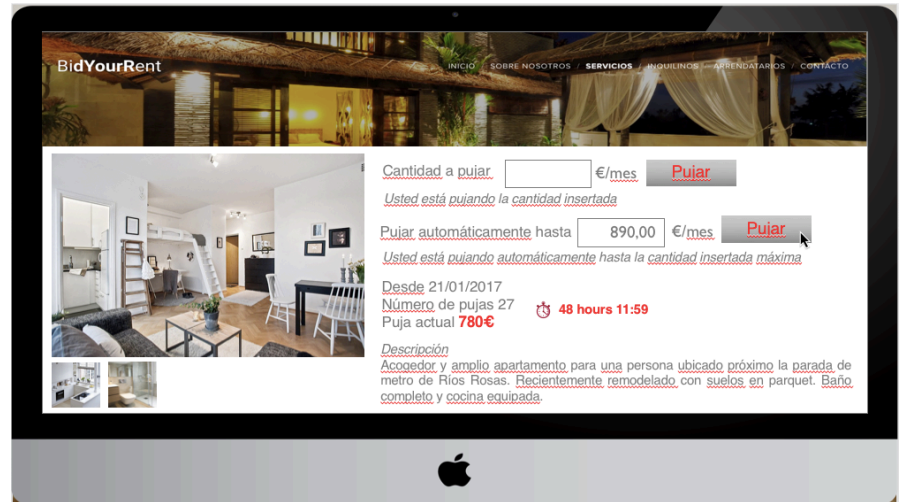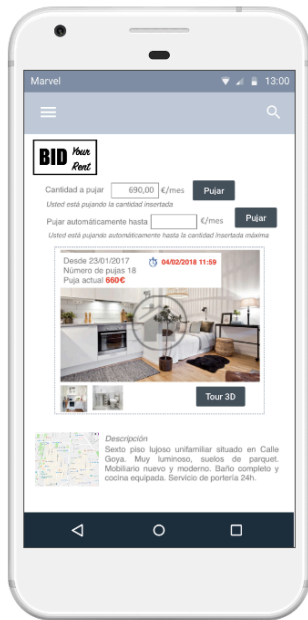
| Data Analytics | Reliable | Own control |

| Easy | Transparent | Simple | Real time |

How does our model work?

Phase 1. Registration and Search

- Tenants and Landlords create an account in our platform.
- Tenants complete their profiles
- Landlords sign their apartments up and set their preferences.
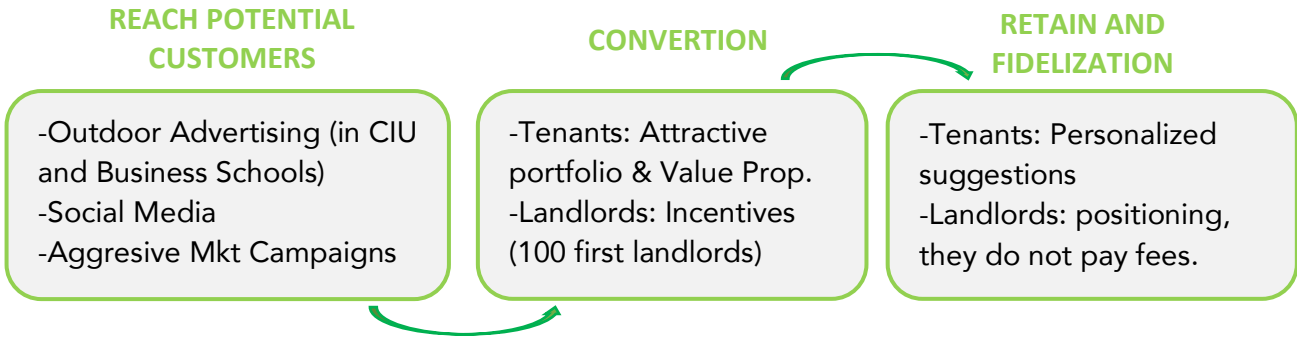- Intelligent matching thanks to the algorithm.

Phase 2. Bid and Contract

- Tenants start bidding for their wished apartment.
- After a week, the highest bid wins.
- Tenant and Landlord proceed to sign the Contract.

Phase 3. Management

- The platform makes sure the payments and obligations are being carried out.
- Bid your Rent works as an Intermediate between tenants and landlords regarding payments and legal problems.

How do we communicate?

REACH POTENTIAL CUSTOMERS

-Outdoor Advertising (in CIU and Business Schools)
-Social Media
-Aggresive Mkt Campaigns

CONVERTION

-Tenants: Attractive portfolio & Value Prop.
-Landlords: Incentives (100 first landlords)

RETAIN AND FIDELIZATION

-Tenants: Personalized suggestions
-Landlords: positioning, they do not pay fees.

How do we make money?

VARIABLE

First month of the difference between the starting price and achieved in the bidding based on the value created

FIX

30€ charged to the tenant in concept of Administration fees. Based on competitors
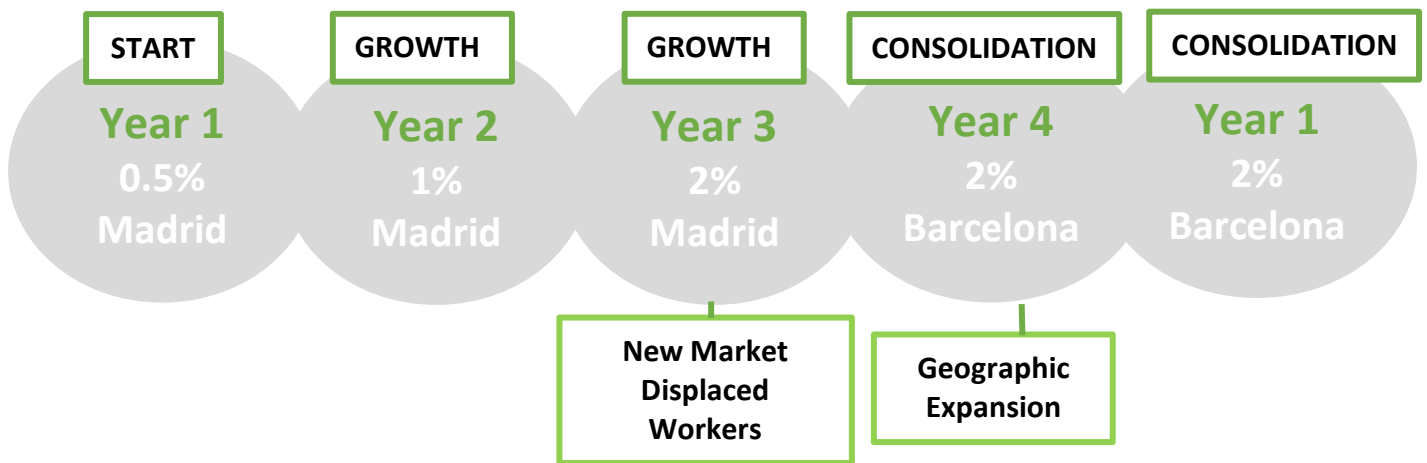
Initial Investment and Financial Data

Equity: 112.670€
Internal Investors: 57.630€
External Investors: 55.040€

FINANCIAL DATA	Year 1	Year 2	Year 3	Year 4	Year 5
Sales (€)	158.365	316.730	633.600	755.865	1878.130
Cash-Flow (€)	14.294	55.505	204.896	359.044	405.381
Net Income (€)	5.413	46.624	196.015	351.629	396.366
Equity (€)	115.083	161.707	357.772	709.351	1.105.717
Employees (N°)	7	9	9	10	10

PAYBACK	NPV	ROI	SALES	EBIT (Over Sales)
2 years & 5 months	639,488	252%	878.130€	60,2%

Future perspective. Market Penetration

START	GROWTH	GROWTH	CONSOLIDATION	CONSOLIDATION
Year 1 0.5% Madrid	**Year 2** 1% Madrid	**Year 3** 2% Madrid	**Year 4** 2% Barcelona	**Year 1** 2% Barcelona

New Market Displaced Workers

Geographic Expansion

In the future:

> *New source of income (Advertisement)*
> *Geoghapic expansion. New markets*

THE TEAM

We are a Team of students in EOI with different capabilities that want to become entrepreneurs. All of us are different kinds of engineers, from management to mechanical and energy. We have acquired knowledge in technology, marketing, communications and business thanks to our degree and the masters studied in EOI Business School.

CFO
Chief Financial Officer & Co-Chief Marketing Officer
Belén de Lorenzo Pérez

CTO
Chief Technology Officer
Alejandro Bernal del Olmo

CSO
Chief Strategy Officer & Co-Chief Marketing Officer
Maria de los Ángeles Ruiz-Rico

CEO
Chief Executive Officer
Álvaro Manso Polo

COO
Chief Operation Officer
Pablo Monteagudo Guerrero

CSO
Chief Sales Officer
Servando Tirado Tejero