



Key Partnerships

Financing Partners

major Silicon Valley backers include:

- ex-Uber CEO Travis Kalanick
- Dropbox co-founder Drew Houston
- Silicon-Valley VC Kleiner Perkins

SpotAHome operates as more of an American company, despite its EU roots, and will be able to continue to recruit talent and open Partner doors with the backing of these market heavyweights.

Key Resources

Technology, Brand

- Technology platform enables automation and continuous scalability of rentals on platform
- Trustability of the brand enables network effects and market dominance

Key Activities

Expansion, Product Dev, Support

- company must continue to expand into new markets, build network effects
- product must continue to support scale
- customers need to have good exp.

Value Proposition

Online Rental Platform for Mid to Long-Term Stays

- 'Safely Book your new home abroad'
- Videos, floorplans, pro photos and in-person verification of every flat
- No need to *view the flat*, book online from another city or location

[SPOTAHOME]



Customer Relationships

Online Only, no physical locations

- In-App customer service, social media, local phone#
- Tenants and Landlords *sign lease* in-person

Channels

Digital Channels, Ambassadors

- Online Ads, and social media
- Online Aggregators, Referrals, etc
- Brand Ambassadors

Customer Segments

Students, Expats, Local Rental Market

- Students coming to EU cities for exchange programs, or for their core studies
- Expats moving to major EU cities for work, contracts, etc
- ~10% of bookings in London are local renters, ~50% in Madrid are local renters (where the platform started)

Cost Structure

Technology Development

Homecheckers earn up €50 per listing

Marketing, New Market Entry, Regulatory Hurdles

Revenue Streams

Booking Fee*: approximately 6-9% split between tenants and landlords (fee is capped at ~£445/€500)

The Booking Fee is on the Total Contract Value (TCV) of the booking.