



الجار قبل الدار

Protect Your Asset Value

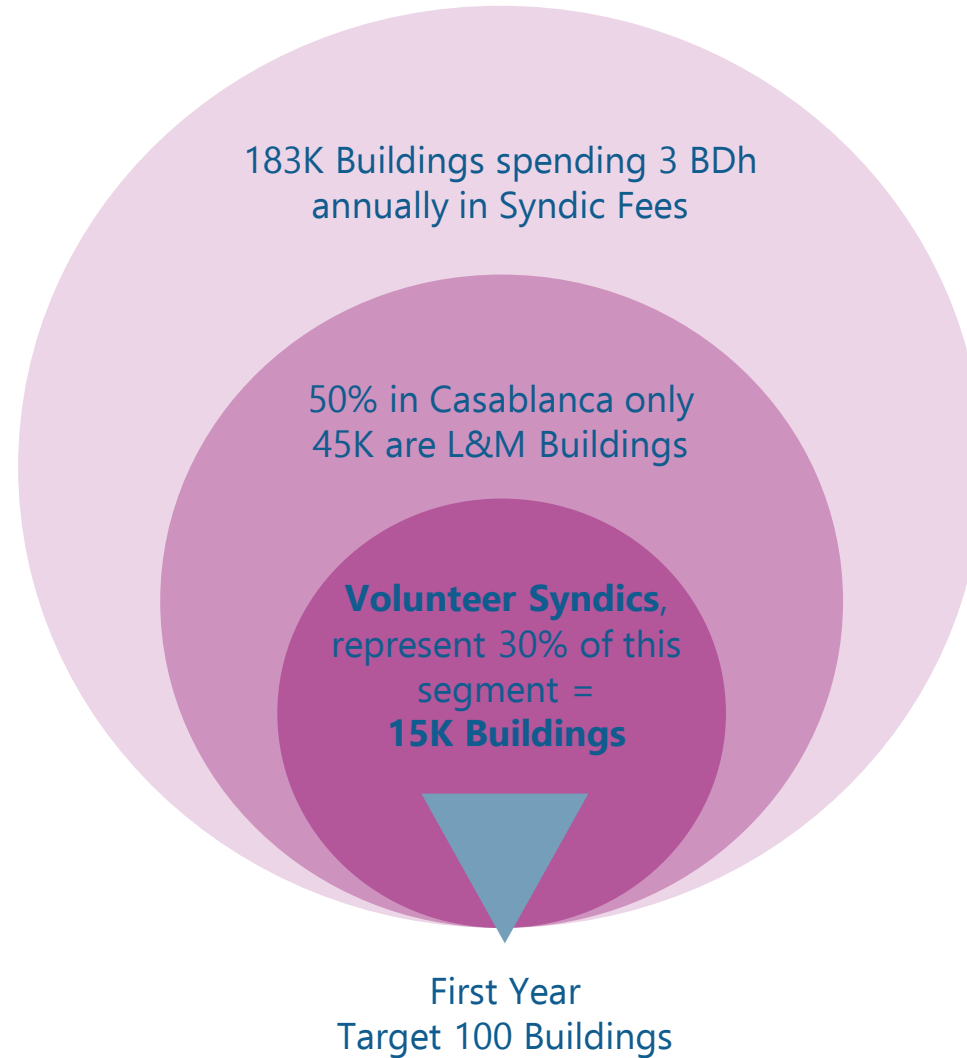
The opportunity



1. Lack of transparency
2. Dilemma of raising costs versus deteriorating building value
3. Missing the digital tools and legal and administrative support



Customer Segments



Solution pillars



Digital Platform



Transparency : all Financial information
Communication: Social Network

Legal & Experts Support



Through all channels including
Face to face

Cost Effective

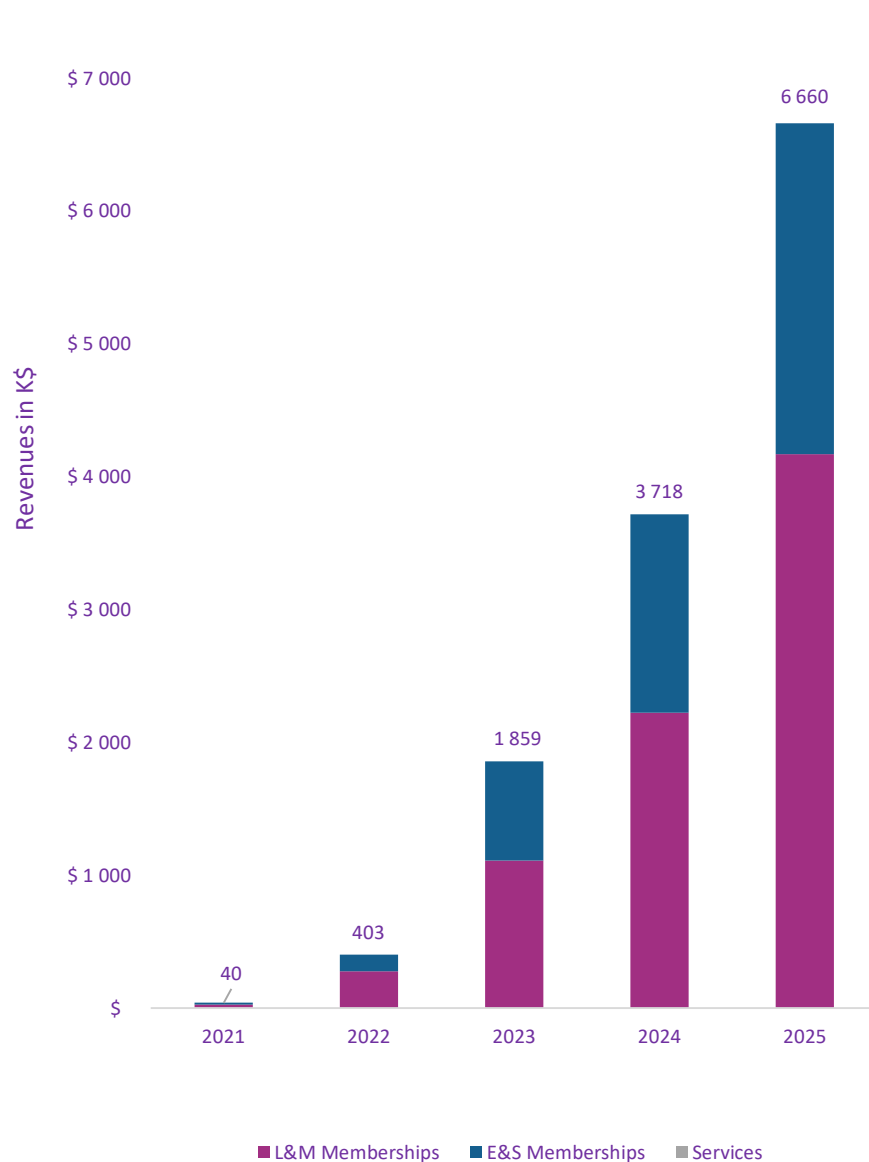


Payment & Cash Collection
Subcontractors Selection

Available on Android, iOS & Web



Five-Year Forecast



	2020	2021	2022	2023	2024	2025
Key Assumptions						
L&M* Buildings	-	97	965	3 861	7 722	14 479
E&S* under Management	-	86	865	5 188	10 375	17 292
Membership fees / Unit / Month in USD						
L&M* Buildings	\$ 2,00					
E&S*	\$ 0,50					
Services						
L&M Buildings	-	-	-	-	-	-
E&S*	-	-	-	-	-	-
Income Statement (K\$)						
L&M* Memberships		\$ 28	\$ 278	\$ 1 112	\$ 2 224	\$ 4 170
E&S* Memberships		\$ 12	\$ 125	\$ 747	\$ 1 494	\$ 2 490
Services		-	-	-	-	-
Total Revenues		\$ 40	\$ 403	\$ 1 859	\$ 3 718	\$ 6 660
% Growth			900%	362%	100%	79%
Labor & Sales Commissions	\$ 23	\$ 125	\$ 361	\$ 1 005	\$ 1 735	\$ 2 992
Platform Maintenance Costs	\$ 6	\$ 12	\$ 24	\$ 48	\$ 96	\$ 96
Total COGS	\$ 29	\$ 137	\$ 385	\$ 1 053	\$ 1 831	\$ 3 088
% Gross Profit			4%	43%	51%	54%
Marketing & Admin	\$ 30	\$ 81	\$ 242	\$ 744	\$ 744	\$ 666
CapEx: Platform Dev Costs	\$ 15	\$ 90	\$ 45	\$ 45	\$ 90	\$ 90
EBITDA	-\$ 74	-\$ 267	-\$ 269	\$ 17	\$ 1 053	\$ 2 816
% Net Op			-67%	1%	28%	42%
Ending cash Position	-\$ 74	-\$ 341	-\$ 610	-\$ 593	\$ 460	\$ 3 276

* L&M = Luxury and Medium Standing * E&S = Economic and Social Housing

Main KPI :

Churn Rate = 0,8%

CAC = 462 \$/Building

Life Time Value =
4896\$/Building

Burn Rate = 6.5 k\$/mo.

The ask:

We are seeking 1M\$
to fund the Sales &
Marketing activities
in exchange for

Team



The Businessman

Said el Bouhali
INSEAD MBA
Vice President Sales & Marketing
Global Companies



The Anthropologist

Lahsen el Bouhali
PhD la Sorbonne, Journalist,
42 Paris Alumnus & Staff @1337



The Sales Guy

Mourad Mikou
Syndic President
Experienced Sales



The Tech

The App Development
has been subcontracted
to two 1337 students

Purpose: support our Nation's Building efforts





The Problem

1. Lack of transparency
2. Dilemma of raising costs versus deteriorating building value
3. Missing the digital tools and legal and administrative support

Building Management Today

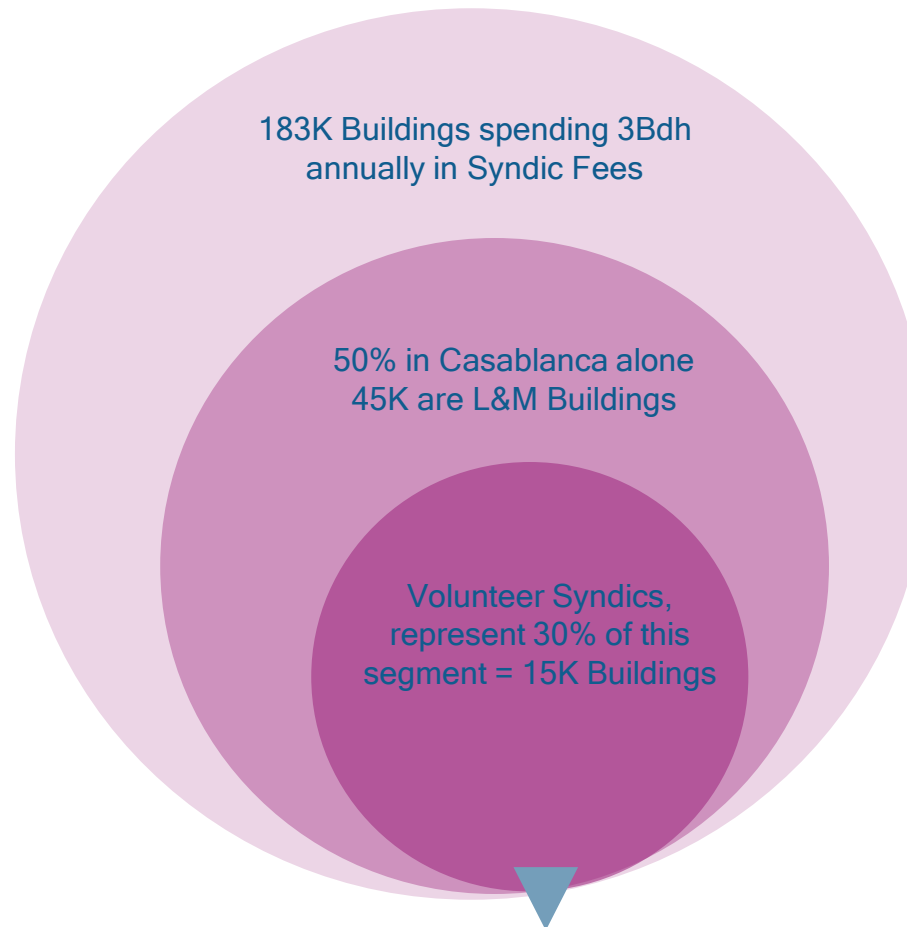


The Solution

1. Digital Platform
2. Legal & Admin Support
3. Subscription based Cost Effectiveness

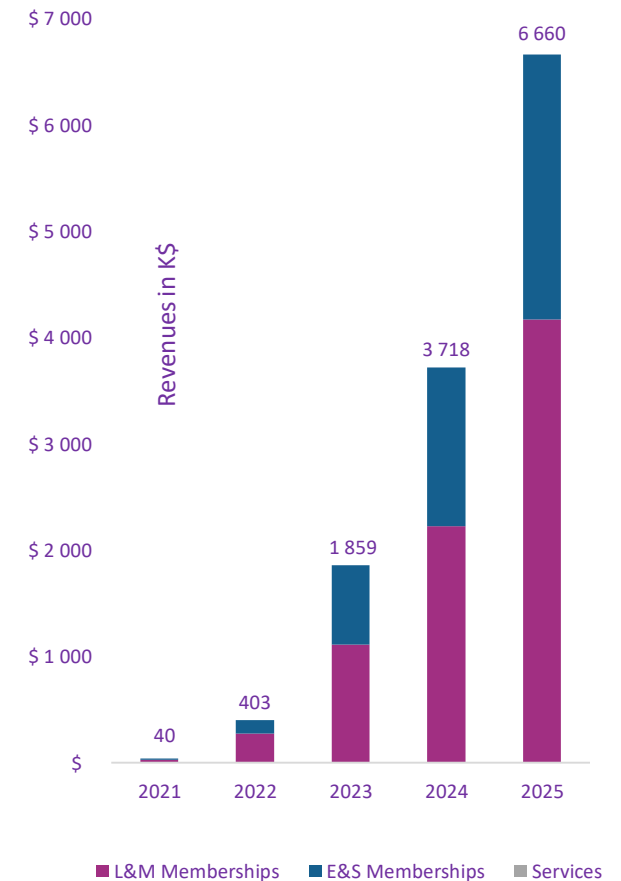


The Market & Segment Target



First Year Target: 100 Buildings

Five-Years Forecast



Our Value Proposition: Protect the Value of your Asset

Increase the Value of your apartment: by maintaining your building in good shape, and avoiding deterioration.

Increase Syndic Transparency: by marking all Syndic financial information readily available online.

Reduce Syndic Costs: by renegotiating existing and future maintenance and insurance contracts using our Subcontractors rating feature and our experts support.

Improve Syndic productivity: using digital tools especially for Volunteer Syndics.

Increase Syndic Revenues: by reducing the % of contributions unpaid, Cash Collections using Blame & Shame on the Social Network and more importantly all the legal tools. This will reduce the share of those who already pay.

Increase Syndic Quality: by increasing Syndic responsiveness using platform workflows and our Experts support.

Increase Building Quality of life: by increasing residents collaboration using our built-in social network.

Competitive Landscape

Competitor	Description
Matera.eu	French Player, started on 2017, raised 10M\$ to go Pan European in 2020
Syndico.ma	French Player, entering the Moroccan market
Syndic-one.fr	Small new player
Copromium.com	Same Platform scope as us except for the support
Votre-Syndic.ma	Moroccan Player, completely user unfriendly application

