

Aparto

THE ULTIMATE APARTMENT RESOURCE

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INTRODUCTION



Have you ever...

- Been late for a rent payment?
- Had trouble with maintenance requests?
- Struggled to find reliable information on the internet while looking for apartments?

The space

- **32%** of apartment building owners are looking to improve customer service (*Jan 2011*)
- **58%** of apartment building owners worry about timely rent payment (*Sept 2010*)
- **53%** of apartment seekers are using the internet as their primary source of information during apartment hunting (*Sept 2010*)

Source: J Turner Research, jturnerresearch.com

Aparto is...

A property management service to facilitate transparent and efficient **communication** between apartment **building managers** and **tenants**.

And a platform for tenants to provide consistent customer **feedback** to managers and **apartment seekers** to help the apartment hunting process.

Aparto is a service for **TENANTS**
to share their voice.

Aparto is a service for **APARTMENT SEEKERS**

to get genuine, up-to-date reviews from real tenants.

Aparto is a service for **BUILDING MANAGERS**

to ensure transparent and effective management.

Aparto is a service for **REAL ESTATE OWNERS**

to stay more in touch with their properties.

Aparto is a service for **MAINTENANCE CREWS**

to get real-time and accurate information about their responsibilities.

THE NEED



Stakeholder Analysis

Tenants

- Transparent communication with the management
- Better management service
- Means of providing feedback to management

Stakeholder Analysis

Apartment Building Managers

- Effective and speedy communication with the maintenance crew
- Consistent customer feedback from tenants
- Better management service

Stakeholder Analysis

Maintenance Workers

- Efficient maintenance work
- Appreciation for the work

Stakeholder Analysis

Real Estate Management Company Owners

- Ability to see the voice of the tenants
- Transparent information on the state of their properties
- Better control over management

Stakeholder Analysis

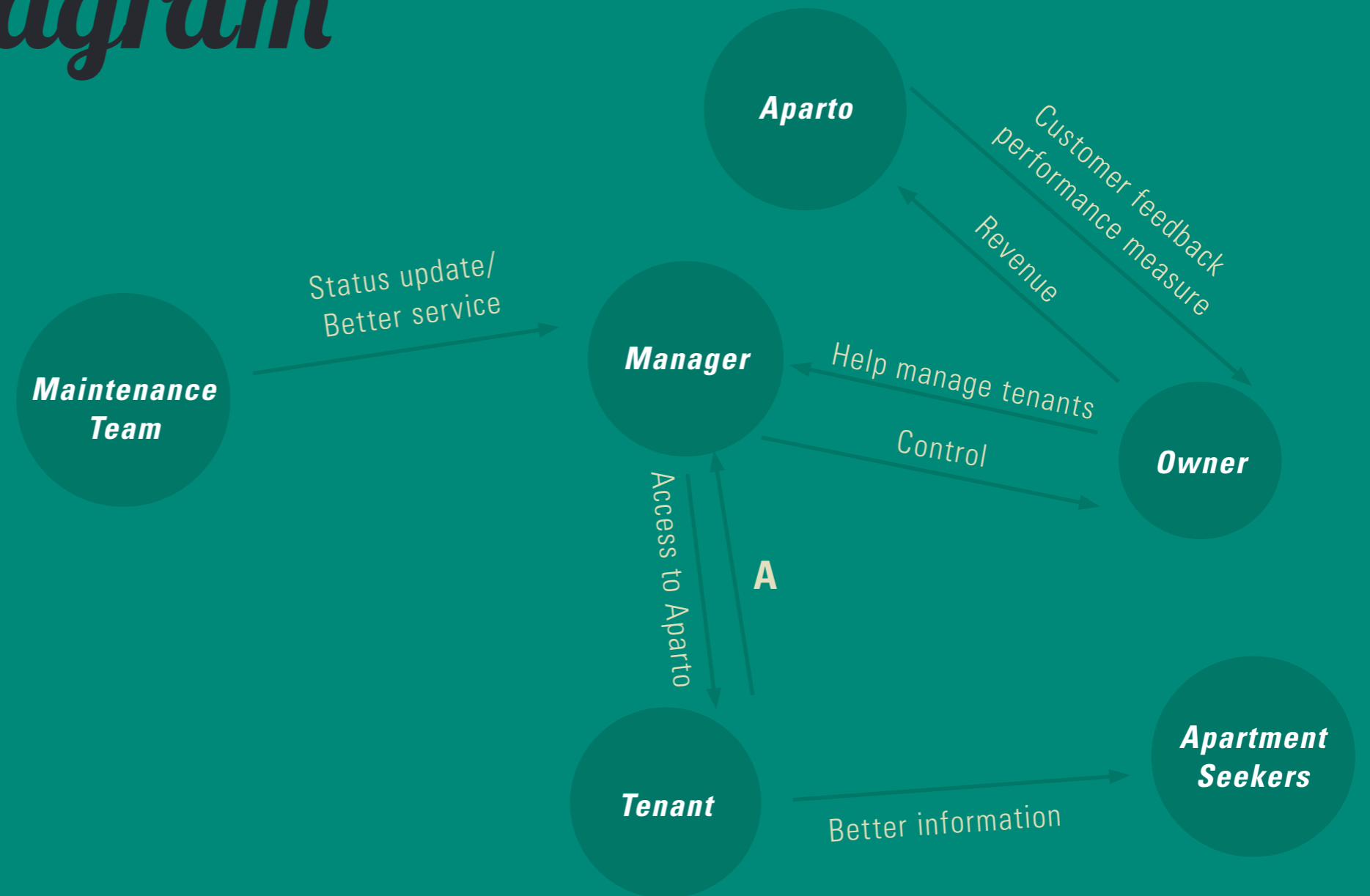
Apartment Seekers

- Unbiased and reliable information and reviews about apartments

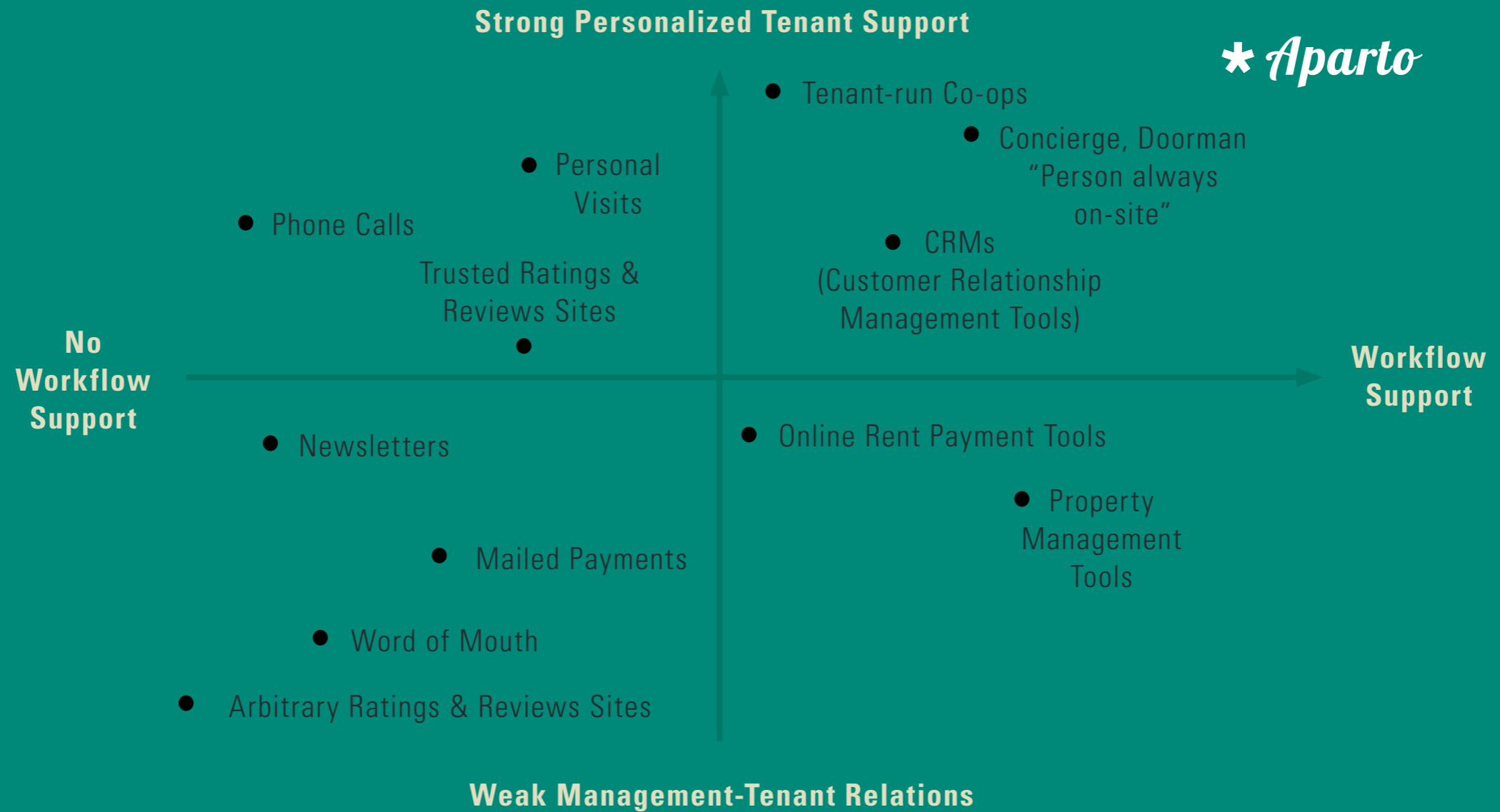
Value Diagram

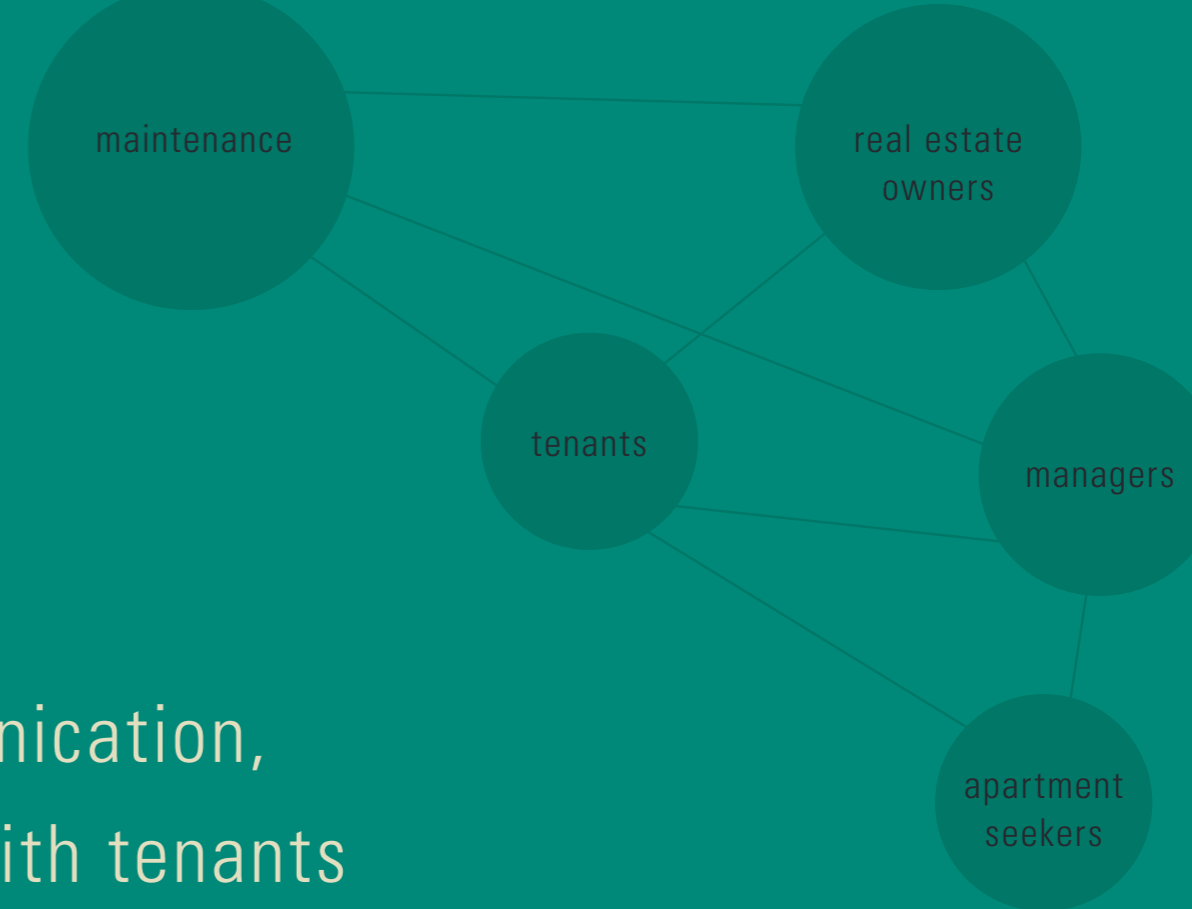
A:

- Rent payment
- Maintenance request management
- Feedback of apartment
- Rating of apartment



Territory Matrix





Aparto's Goals

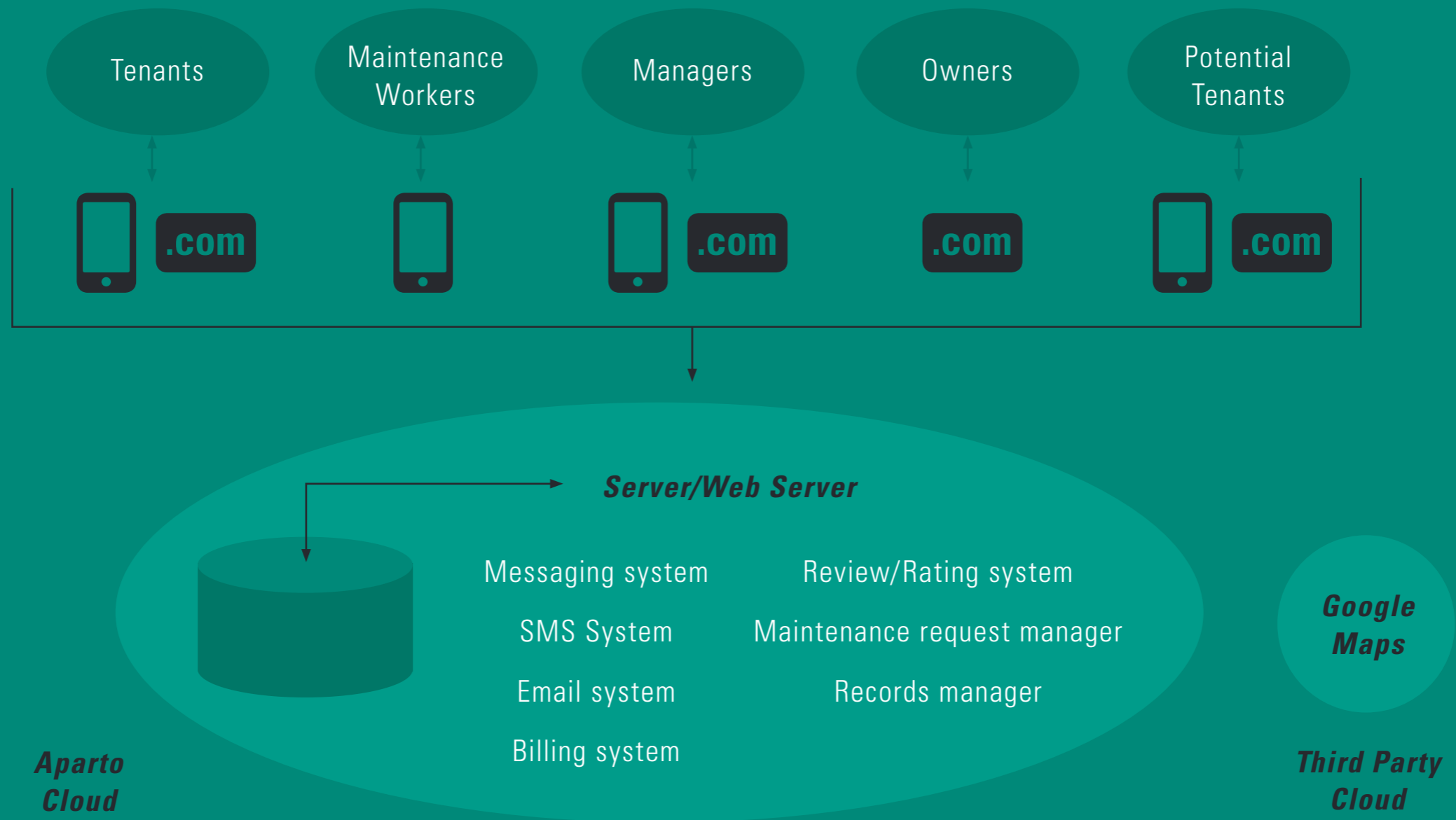
By opening a channel of communication, Aparto will **co-create value** with tenants and building managers.

We are **rebundling** the experience of living in an apartment and interacting with management.

TECHNICAL FEASIBILITY



Block Diagram



Resources

Manpower

- Front-end Developer, Smartphone Application Developer, Back-end Developer

Software and Hardware

- Linux, Apache, MySQL and PHP (LAMP)
- Amazon Web Service (Amazon EC2)

Development Plan

Phase 1

- Back-end development
- Most important features for partial users

Phase 2

- Add remaining feature to all users

Phase 3

- Compatibility and multi-platform

FINANCIAL FEASIBILITY



Revenue Flow



Our assumptions...

Average units per apartment building:

100

According to apartmentratings.com, average rent in Pittsburgh for a 1-bedroom is **\$728**, 2-bedroom is **\$847**

Average rent per unit is:

\$800

And let's say we get 100 buildings on board to use the system in a year...



	Use Case Lines	UUCW	Actor Weight	Subsys
1. Sign up/Register with Asunto + ...	5	10	2	
2. File a maintenance request (Tenant rates maintenance work & Tenant reviews updates on his maintenance request)	15	15	2	2
3. File a lost/found to (specific/all tenants)	3	5	1	
4. Pay Rent -> Review Apartment	13	15	1	2
5. Apartment Review on Web	5	10	1	
6. Owner check on manager through review	4	10	1	
7. Manager tracks apartment process (reviewing payment/review of maintenance people/ review apartment ratings)	5	10	1	
8. Tenant contacts management with some specific issues that can not be solved by provided features.	5	10	2	
9. Reports/Updates/Takes Action on request.	5	10	2	
10. Checks on his reviews/ tenant rating	3	5	1	
11. Intervention in case of an orphan maintenance request/ faulty rent payment...	10	15	3	
		115		21
Technical Complexity Factors	Weight	Assessr	Impact	
Distributed system	2	1	2	
Performance objectives	1	2	2	
End-user efficiency	2	3	6	
Complex processing	1	2	2	
Reusable code	1	0	0	
Easy to install	0.5	4	2	
Easy to use	0.5	3	1.5	
Portable	2	2	4	
Easy to change	2	4	8	
Concurrent use	1	3	3	
Security	2	4	8	
Access for third parties	1	0	0	
Training needs	1	2	2	
Total (TFactor)			40.5	
TCF			1.005	
Enviornmental Factors				Bad Signs
Familiar with the development process	1.5	2	3	0
Application experience	1	3	3	0
Object-oriented experience	1	2	2	0
Lead analyst capability	0.5	2	1	0
Motivation	2	1	2	1
Stable requirements	2	1	2	1
Part-time staff	-1	2	-2	0
Difficult programming language	-1	1	-1	0
Total (Efactor)			10	2
EF			1.1	
UCP			150.348	
Hours			3006.96	
Programmer-weeks			75.174	
Number of programmers	3			
Development time (weeks)			25.058	

Development Time

We need: 3 developers
& 25 weeks.



ONE TIME COST

Development Cost

1 full time developer, 2 part time developer,
1 part time UI designer, 1 sales person

Cost: \$171,000

ONE TIME COST

Infrastructure cost

Database space at Amazon EC2, two servers

Cost: \$7,000



Total Expenses

\$171,000 development labor cost
+ **\$7,000** infrastructure cost

\$178,000 start-up cost

YEARLY

Maintenance Cost

Full time developer, full time sales manager,
Amazon EC2, Merchant Account and transaction fee

Cost: \$137,420



Revenue

Aparto Subscription cost:

\$1 per unit/month by the owner

Rent Payments:

2% of all the rent payments

PAYMENT 1

Owners Subscribing Monthly

Charge \$1 per unit per month, \$50 minimum

- \$1/unit per month
- x 100 units/building
- x 100 buildings
- x 12 months

\$120,000 / year

PAYMENT 2

Paying for Rent Transaction

- 2% of every rent transaction
- x 25% of Aparto Subscribers
- x \$800 average rent per unit
- x 100 units
- x 100 buildings
- x 12 months

\$480,000 / year

\$600,000 YEARLY PROFITS - \$313,420 STARTUP COSTS =

\$286,580

we'll be making in first year

\$600,000 YEARLY PROFITS - \$137,420 MAINTENANCE COSTS =

\$472,580

we'll be making in second year

For each new apartment building in the Aparto network we will make:

\$16,800

CONCLUSION



Social

- Improve interactions between building management and tenants
- Helping tenants see their management is about serving them
- Allow apartment seekers to find truthful, up-to-date reviews in one easy-to-reach location

***A channel
to facilitate transparent
and effective communication
between building managers
and tenants, and provide
a means of consistent
customer feedback.***

Economic

- Building managers already pay for mediocre software that does this; payment for this type of service would not be something new
- Subscription service provides monthly revenue

Technology

- Smart phones and web services are increasingly prevalent for consumers and businesses
- Extend the functionality of management software to directly reach tenants
- Improving transactions to be more transparent and secure
- Providing “just-in-time” information for emergency and non-emergency situations

VIDEO SKETCH



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THANK YOU *from*

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