# Arparto

## Report

### What

You gave a clear description of the service.

### Why

You have good justification for this service. Tenants would be happier and you seem to have a way of getting the apartments to pay. You need to understand the power of competition between apartments and the impact of ratings, and make the case to owners that happier tenants will create higher occupancy.

### How

How does it interact with other software the aparment management uses?

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Did you find an owner who said they would pay? You need to find out how much they pay for their financial management systems and estimate how much more they would pay for yours. Ideally, you would also provide the finacial management software by acquiring, building, or partnering.

Charging a percentage of rent seems like a complication. Maybe just raise the per-apartment charge.

## Presentation

### Oral Affect

Nice questions at openitng.

Stakeholder analysis redundant.

Matrix good, too short.

Development plan sensible.

Good tight. Repeat

### PowerPoint

Good opening.

Good summary of four stakeholders!

The Value diagram has a few minor mistakes—no explicit value to tenants, no rent to owners.

I don’t see any real re-bundling.

Nobody will read the spreadsheet.

The infrastructure cost is not a start-up cost.

Generally, a very good presentation.

### Video Sketch

Excellent. Covers all the bases, repeats value propostions.

## General

The structure of the business is nice: providing better day-to-day service backed up by better information for owners and potential renters. The long term win might be the dependable apartment reviews, but it will take years to establish.

Bundling this service with the existing financial packages is a good strategy; owners are not looking for additional expenses, but may switch packages for your features. Then you would collect somehow from fiancial package purveyors.

I’d like to see a deeper analysis of the late rent problem, since that’s a hot button for managers. Maybe add some game mechanics or rewards.