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 avasa.ai

SUMMARY

One-liner: AI-driven home move for tenants

Mega trends (why now):

As 'work from anywhere' picks up pace post reopening, tenants need a reliable and efficient solution to make home moves seamless. Simultaneously, the proportion of global urban population expected to rise from 55% in 2018 to 68% by 2050, putting huge pressure on the ability to find the right home.

Customer Segment:

Busy professionals who are moving locally, domestically or internationally, and international students

BUSINESS MODEL

Pain: Fragmented home move journey takes an average 23 days to rent a new home, with steep hidden costs

Gain: Avasa cuts down the time to 10 hours

Product / Service Description: AI-powered customer journey with expert industry support to find a dream home combined with an embedded marketplace to book services like utilities, broadband etc.; tenants or their employers pay Avasa to solve home move problem

Revenue Streams: (i) Tenants or their employers pay us a fee to access the platform and support; (ii) Referral income from partners in the embedded marketplace; (iii) Potential SaaS platform for Corporates to manage long-term stay requirements for new and relocating employees

Primary go-to-market: B2B2C - referral partnerships and B2B

CAC / CLV: In 2021, our blended CAC is £82 with potential CLV of £900

MARKET

- An additional 2.5 billion people expected to live in urban centres by 2050
- By 2030, an estimated 90 million tenant households globally will move every year creating £23 billion in revenue opportunity for tenant-focused offerings
- Corporates, professionals and service providers (e.g. visa and education consultants) under increasing pressure to find home move solutions that are scaleable globally, cost effective and save costs and productivity

TEAM

Mayank Mathur

Founder; 2x tech entrepreneur, ex-tech banker

Octavian Pop

Cofounder; real estate expert

Dr. Stylianos Kampakis

AI Lead; PhD in computer science

Rajnish Kohli

CTO; 35+ years in tech

Mahita Parvatha

No-code specialist

TRACTION

- Over 50,000 free users on the app; approx. 500 opted for an upgraded support
- Over 125 paying users; of which approx. 7% in the last 12 months are repeat clients
- 30+ commercial partnerships globally with education and visa experts, and law firms to refer their clients to Avasa; collective annual flow of over 10,000 people moving to the UK every year
- 52% paying clients said they would be "Very Disappointed" if they can't use Avasa for their next home move

NEXT STEPS AND NEEDS

We are currently looking for:

- £1.3 million in seed funding
- Target to create £1 million repeatable revenues stream in 15-18 months post funding, by strengthening the referral partnerships channel and signing up 3 pilot B2B clients