

One-stop-shop for private landlords

PROP.ID





"The Tanners" – have a 400k loan on their rental flat:
The Tanners hate the rental process:

- Too many enquiries
- Many candidates not showing up
- Insufficient rent burden rate
- Difficult to compare candidates

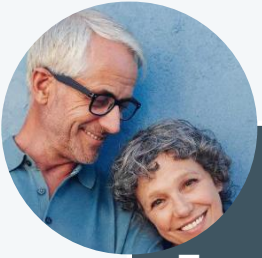
Major Pain Point Renting Out
**Find a qualified tenant
efficiently**



Tanja Bischof, manages the family rental business:
**Tanja believes that working with paper
files is not up to date anymore:**

- No centralized information storage
- No remote access, when visiting property
- Cannot share with tenant
- Too many different tools to be used

Pain Point Working Processes
**De-centralized
Under-digitalized**



To ease the process, the Tanners decided to use the **Enquiry Manager** of prop.ID:

- + Rank candidates
- + Request more info
- + Request credit check
- + Reject with auto-answer


with **one click!**


NEUE ANFRAGEN

Neueste

Merkliste

Archiv



Stefanie Burton
3 Person(en)


Bonitätscheck
starten

Mehr Infos anfragen

Neue Nachricht | Alle

eMail

+49 664 1234567

Selbstauskunft

Gehaltsbestätigung

Vermieter-Bestätigung


Arbeitgeber-Referenz


Noch keine erstellt


Neue Notiz

Merkliste

Archiv



Marianne Oberkom
1 Person(en)




Mehr Infos anfragen

Neue Nachricht | Alle

eMail

+44 1 2126588

Selbstauskunft

Gehaltsbestätigung

Lebenslauf

Noch keine erstellt

Neue Notiz

MERKLISTE

ARCHIV

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With prop.ID, Tanja gets a complete overview about their property rentals

+ For 1 or many properties
+ On Web or Mobile

Also for private landlords:
Like a Pro
real estate manager

The screenshot displays the prop.ID web interface, which is organized into several sections:

- Left Sidebar:** Contains navigation options like 'Sortieren: Aufsteigend', 'Neue Immo', and a list of properties: 'Bahnhofstraße', 'Himmelhofgasse', 'Lindenallee', and 'Rosenweg'.
- Top Section:** Features a 'Mietersuche' (Tenant Search) bar with a magnifying glass icon and a 'Kontakt' button.
- Mietzahlungen (Rent Payments):** A table showing details for 'Mietzins' (572.00), 'Betriebs- / Nebenkosten' (132.00), and 'Heizung / Warmwasser' (96.00). It also includes a 'Kautions' (Deposit) section with a 'Kautions (EUR)' of 1.900,00.
- Mietobjekt (Property):** Details the property's area (70 m²) and its location (Bahnhofstraße).
- Mietvertrag (Lease Agreement):** Shows the 'Hochgeladen am' (Uploaded on) date as 9 Dec, 2020.
- Übergabeprotokoll (Handover Protocol):** Includes a 'Runterladen' (Download) button and a 'Kautions' (Deposit) section.
- Mieter (Tenant):** Lists tenants such as 'Fr. Anna Jarolim' and 'Hr. Max Jarolim' with their contact information.
- Mietdauer (Lease Term):** Displays the 'Beginn' (Start) date as 1 Dec, 2020 and the 'Dauer' (Duration) as 5 years.
- Beenden & Archivieren (End & Archive):** Includes a 'Mieter archivieren' (Archive Tenant) button.
- Statistiken (Statistics):** A funnel chart showing the number of 'Aufgerufen' (Called) (103), 'Angefragt' (Inquired) (0), and 'Gelistet' (Listed) (3) properties.
- Verfügbarkeit & Benachrichtigung (Availability & Notification):** Features a 'For Rent' badge and a 'Neue Mieter Benachrichtigung' (New Tenant Notification) button.
- Footer:** Contains links for 'Kontakt', 'Impressum', 'AGBs', and 'Daten'.



So why is prop.ID “renting like a Pro”?

*Promote your property on popular portals
No “Chicken and Egg-problem”!*

Full market reach



All Info in one place, easily create operating cost, share info with tenants

Anywhere, fully digitalized

Find a qualified tenant, share relevant info, easy creation of operating cost...

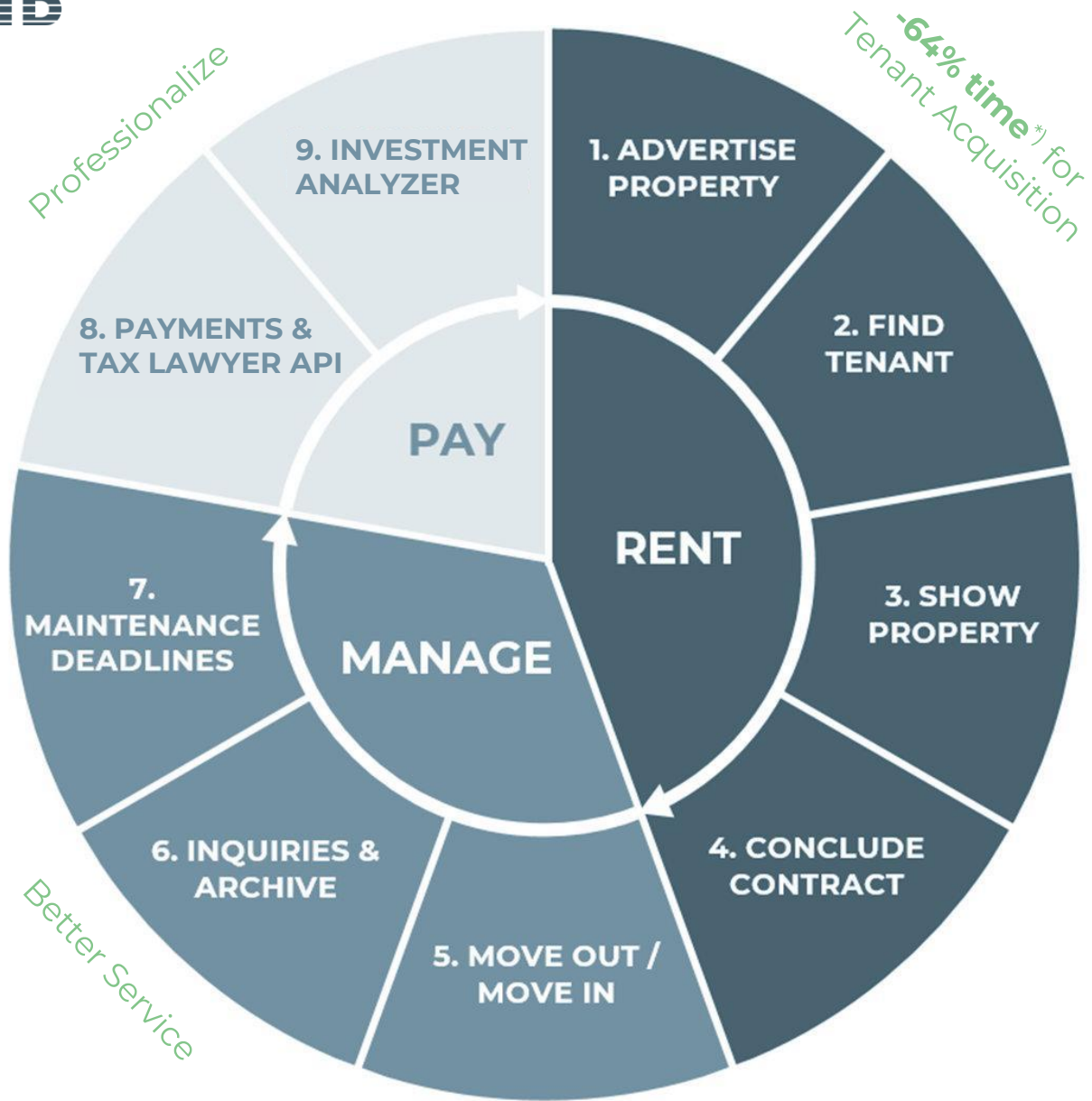
Services for all aspects of the rental life cycle

This is prop.ID

We digitalize, simplify and support
the complete rental lifecycle

One-stop-shop for private landlords





Typical match-making platforms cover "Find Tenant / Property" section only...

prop.ID is offering services along the **full rental life-cycle**

*) Pre-qualify 25 tenants (2min each), show 5x flat to 15 tenants, 30min travel time per appointment; With prop.ID: Pre-qualify tenants (1 min each), show 3x to 5 tenants, 30min travel time per appointment)

Basic Service

Register 1 property;
Find a tenant;

❖ **Free to register & use**

Premium Services

For 2+ properties;
Additional services;

❖ **Subscription fees**
❖ **One-time fees**

Market Place

additional services like:
“find a moving company”;

❖ **Commission fees**



Services with concept

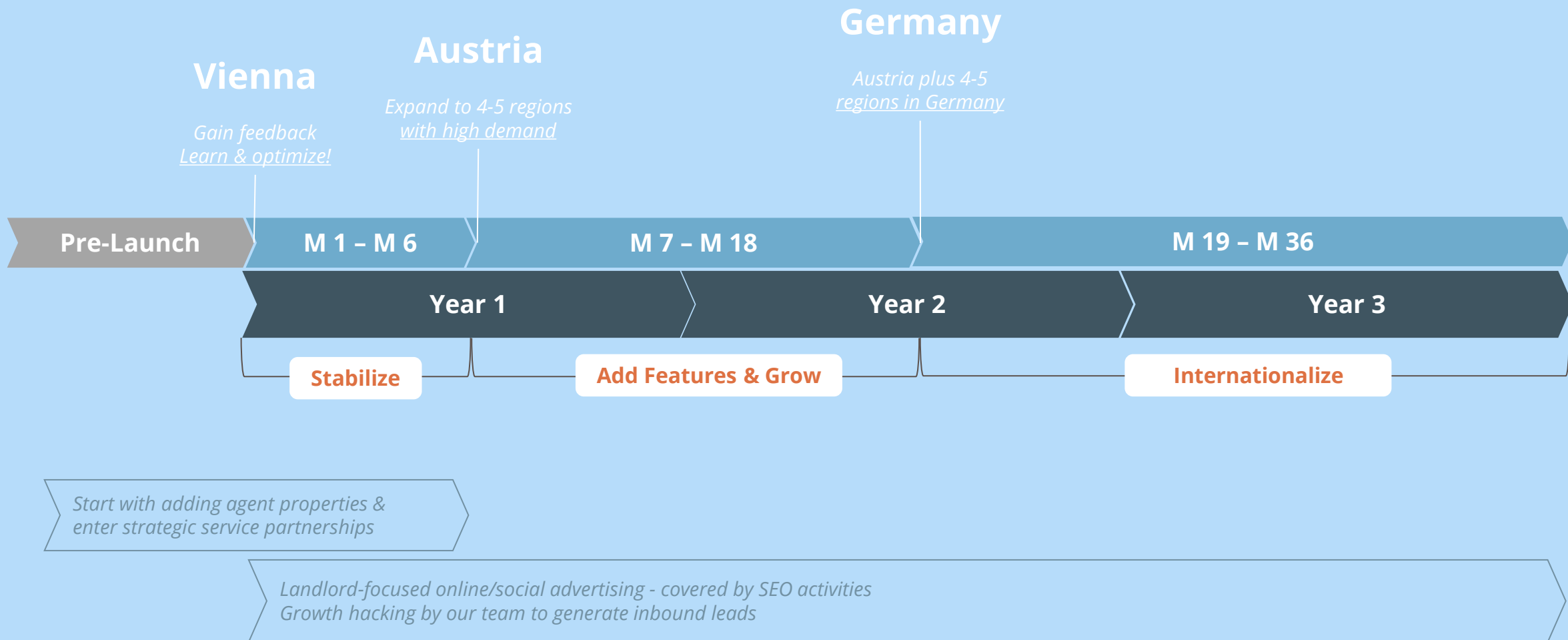
FULL LIFECYCLE SERVICES FOR PRIVATE LANDLORDS:

1 direct competitor for
13 Mio rental properties...

Vermietet.de:

+ currently targeting Germany only

+ 125 000 landlord clients (06/2021) = appr. 162 500 objects



Austria (M1-36), Germany (M19-36)	First 36 Months	
Landlords	10171	15,6%
Tenants	548 459	84,4%
Agents	270	0,04%
Total Users (registered end of year 3)	649 900	
Total Marketing Expenditures	€ 2 128 200	
Total Users, aquired	649 900	
CAC (Customer Acquisition Cost, ave.)	€ 3,27	
Revenue per Landlord	€ 55,03	
Revenue per Tenant	€ 6,28	
Revenue per Agent	€ 350,77	
LTV (Lifetime Value per User, ave.)	€ 14,01	
Net Burn Rate, ave. (until break even)	€ 26 543	

Ebita (EoY 3):

Break Even:

Pay Back:

€ 4.20 Mio

month 21

month 27



Alexander Schuch, Co-Founder & CEO ([LinkedIn](#))

Idea, Concept, CMS frontend programming
Successfully brought to market various online services over the last 20+ years (e.g. various online services for Austrian mobile telco ONE, first content partner concept Web/Mobile/SMS for German mobile telco Quam, website concept & coordination of implementation of horse betting platform Magnabet)
Licensed real estate agent in Austria since Sep 2019;



Patrick Wigan, Co-Founder & CIO ([LinkedIn](#))

Strategic Partnerships, Investors Relations;
20+ years of direct real estate investments across Europe;
Partnering with private investors and leading on individual property and portfolio management
Leading on new investor backing to build platform and strategic partners such as PM cos, agents and landlord representatives



Matthias, CO-Founder & CMO ([LinkedIn upon request](#))

Marketing, Communication, CRM and Market Roll Out;
10+ years of experience in Digital Marketing & CRM in Tech, Consumer & Real Estate Sector
Was responsible for six-digit Marketing Budgets, CRM for 3.8 Mio Customers, Corporate Websites and Social Media Accounts
→ Will join with investor on board



Raffi Yeghiazaryan, Head of Development ([LinkedIn](#))

8 years experience in PHP, MySQL, JavaScript, WordPress, and more
Leads the prop.ID developer team in Yerevan, Armenia

Fully working prototype exists: Check & try out www.prop.id
Final feature currently under development
Ready to test market from late summer 2021

We are offering prop.ID as an investment opportunity:

Pre-seed phase first 6-8 months *investment required: 150-250,000 EUR (Ticket size: 50-250,000 EUR)*

What we want to do:

- ❖ Gain and implement market feedback – optimize user experience
- ❖ Optimize existing prototype technically
- ❖ Find most suitable advertising channels for getting best traction
- ❖ Onboarding of first 5-600 landlords
- ❖ Concept preparation of further, already planned services

Market fit for expansion to further urban hotspots (markets)!

www.prop.id

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