

LIVE THE FUTURE.



2023
Investor
Presentation

Key Investment Highlights



Intro: A team with fresh perspectives and international backgrounds



Value: Comprehensive Solutions with strong differentiation



Background: A need with high-growth market opportunity



Monetization: Innovative monetization approaches



Solution: Creating an accountable and sustainable housing market



Financial: Sustainable Growth and profitability

Founding members

A team with fresh perspectives and international backgrounds



CEO
Morris Chang



UNIVERSITY of
WASHINGTON



CTO
Yuxin Miao (**Eric**)



UNIVERSITY OF CALIFORNIA
ShanghaiTech University



COO
Ibtihal Alshehri



UNIVERSITY OF CALIFORNIA
Massachusetts
Institute of
Technology



CIO
Rais Muhammad



UNIVERSITY OF CALIFORNIA
Stanford
University



A need for a better rental market

The current market lacks credibility, transparency, affordability, and a medium for communication

Our guiding mission:

Creating a transparent and accountable housing market for better living experiences

Housing Landscape



35%+

Current tenants
dissatisfaction rate
In California, US



~15%

of new
properties built
are eco-friendly

Survey Result

Interviews with ~50 tenants highlight
landlord disengagement after leasing

Rental prices are increasing on an
impeccable rates, with unmatched adequacy.

Survey of ~150 respondents reveals low
satisfaction rates in the housing market

Notes:

[1] Apartment List.Com Report

[2] Yardi Matrix Apartment Market Intelligence (<https://www.yardimatrix.com/>)

A golden opportunity

Tapping into the High-Growth, High-Demand Rental Market

US residential
rental market

SAM **\$34.5B**

Berkeley

SOM **\$108M**

TAM **\$485B**
roughly **43.3 million**
households now renting

CAGR: 9.3%

Notes:

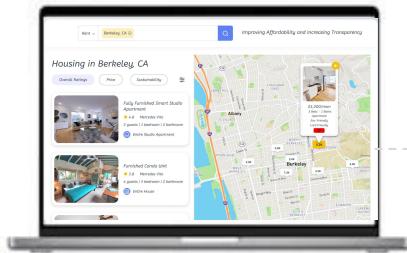
[1] Policy Advice (policyadvice.net/insurance/insights/rental-statistics/)

[2] IBIS World (<https://www.ibisworld.com/industry-statistics/market-size/apartment-rental-in-california-united-states/>)

[3] Calculated based on the population of the city of Berkeley

Solution:

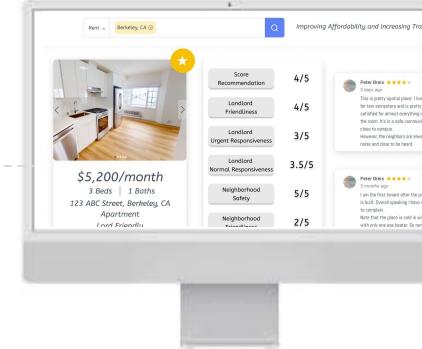
Connecting landlords and prospective tenants in a reliable and transparent way



Landlords:
Reach
Reputation
Leads
Feedback



Tenants:
Search
Connect
Sustainability
Review



RateMyLORD Platform:

Discover, Review, and Rent Sustainably

Improving Affordability and Increasing Transparency

Housing in Berkeley, CA

Rent **Berkeley, CA** **Q**

Overall Ratings | Price | Sustainability

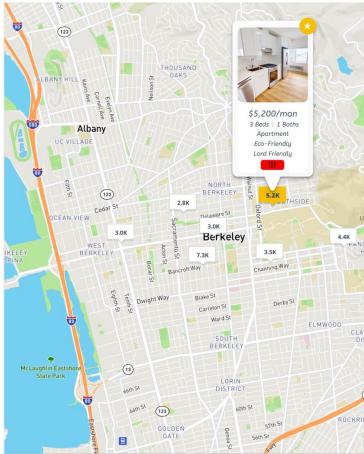
Fully Furnished Smart Studio Apartment
4.8 Mercedes Vito
2 guests | 1 bedroom | 1 bathroom
Entire Studio Apartment

Furnished Condo Unit
3.8 Mercedes Vito
4 guests | 3 bedroom | 2 bathroom
Entire House

Classic Studio Apartment
4.0 Mercedes Vito
2 guests | 1 bedroom | 1 bathroom
Share with other tenants

Map

Map **Improving Affordability and Increasing Transparency**



Improving Affordability and Increasing Transparency

Rent **Berkeley, CA** **Q**

Score Recommendation **4/5**

Landlord Friendliness **4/5**

Landlord Urgent Responsiveness **3/5**

Landlord Normal Responsiveness **3.5/5**

Neighborhood Safety **5/5**

Neighborhood Friendliness **2/5**

Energy Saving Performance **3/5**

Sustainable Facilities **YES**

Peter Breis **★★★★★**
3 days ago
This is pretty spatial place for few neighbors and is pretty safe to live in. everything inside the room. In a safe community and close to campus. However, the neighbors are always noisy and clear to be heard.

Peter Breis **★★★★★**
5 months ago
I am the first tenant after the property is built. Overall speaking I have nothing to complain. Note that the place is cold in winter with only one gas heater. So remember to prepare your own electric heater. It's about \$50 more electricity per month.

I have lived here!

BACK

RateMyLORD Platform:

Discover, Review, and Rent Sustainably



RateMyLORD Platform:

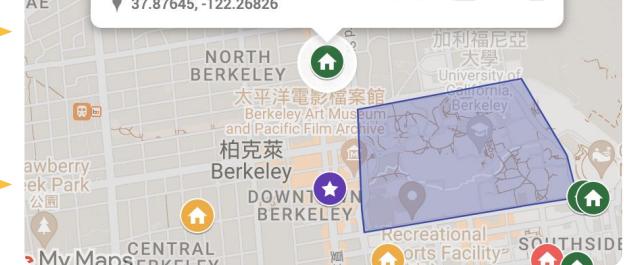
Discover, Review, and Rent Sustainably



2112 Virginia St Berkeley

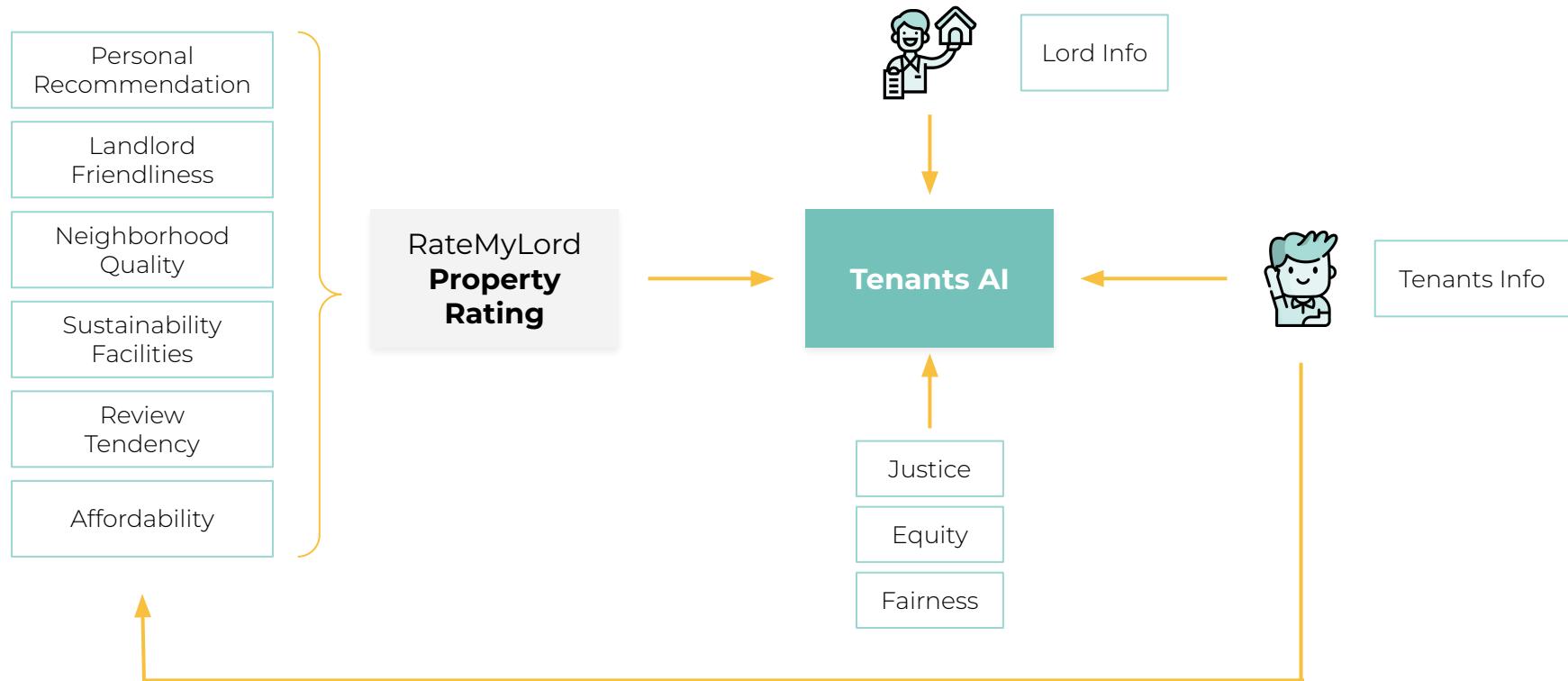
unnamed (1)	3
Your current accommo...	Off-campus company-ran apartment
Rent	\$1751-\$2000
Recommendation Score	5
Landlord Friendliness	5
Landlord Responsivene...	5
Landlord Responsivene...	3
Landlord/Property Man...	No
Number of Roommates	1
Bedrooms	2
Bathrooms	1
Category	Top

37.87645, -122.26826



Matching tenants with personalized recommendation using AI

Connecting landlords and prospective tenants in a reliable and transparent way



Let's Live the Future

Open-access navigation engine, **human opinion** element, and **multi step-validation**

Business Model

Innovative and Comprehensive Solutions

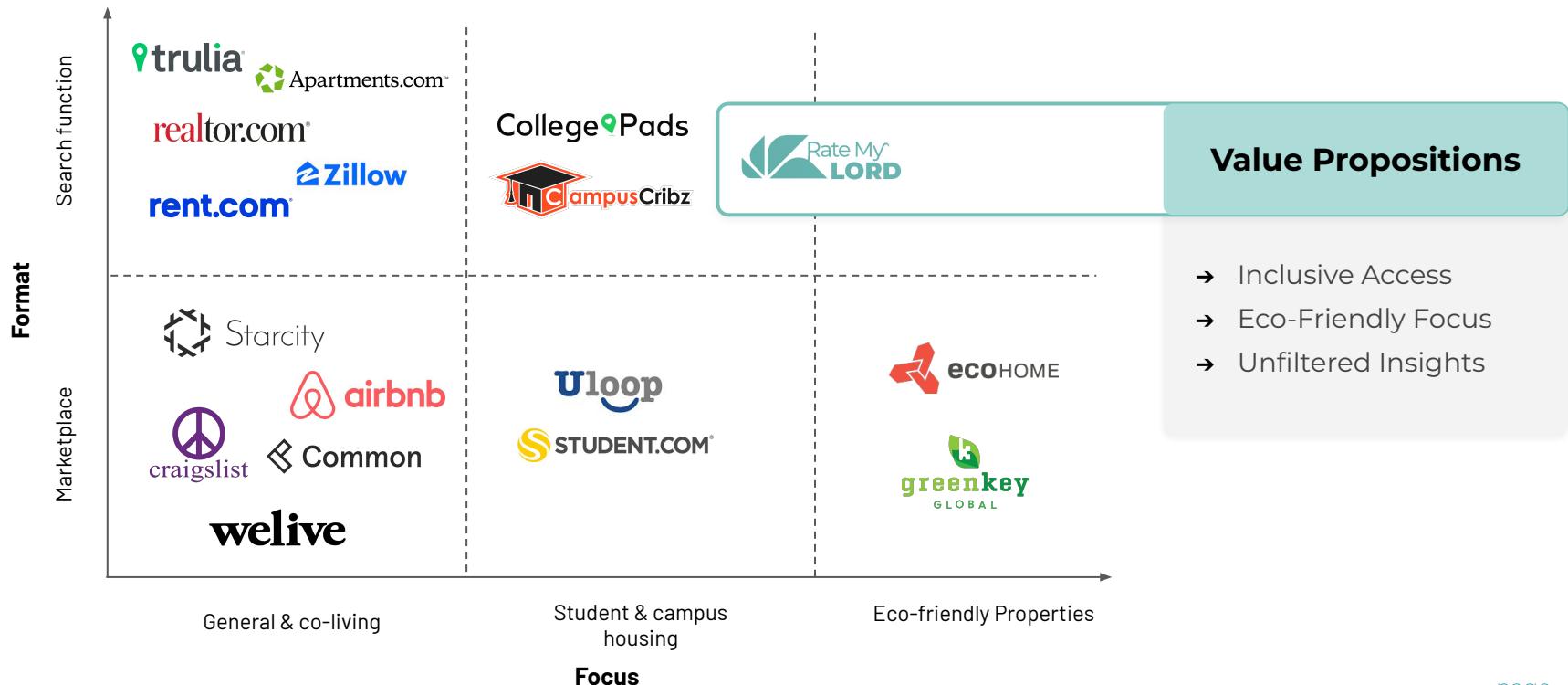
End-to-end rental platform with a focus on sustainability

Consumer	Tenants	Landlords
Services	<p>1 Carbon Offset Subscription Subscribe to our picked carbon offset program in exchange for unlimited access to the Rate My Lord platform</p> <p>2 Carbon Offset Investments A more personalized projects to invest</p> <p>6 Advertising & Partnerships: Targeted ads and strategic collaborations to enhance user experience</p>	<p>3 Property Manager Enhanced visibility, analytics, and tenant management tools</p> <p>4 Consulting Service Expert advice on sustainable property</p> <p>5 Certification Eco-friendly certifications for properties</p>
Pricing	\$4.99/month or \$49.99/year	start at \$299.99/year
Milestone	<p>Y1 Launch in Berkeley: user acquisition and platform development</p> <p>Y2 Introduce property manager and consulting services</p> <p>Y3 Expand to the Bay Area: Increase partnerships and refine offerings</p> <p>Y4 Introduce sustainability certification for property</p> <p>Y5 Continuous expansion, improvement, and revenue growth</p>	

Competitive Landscape

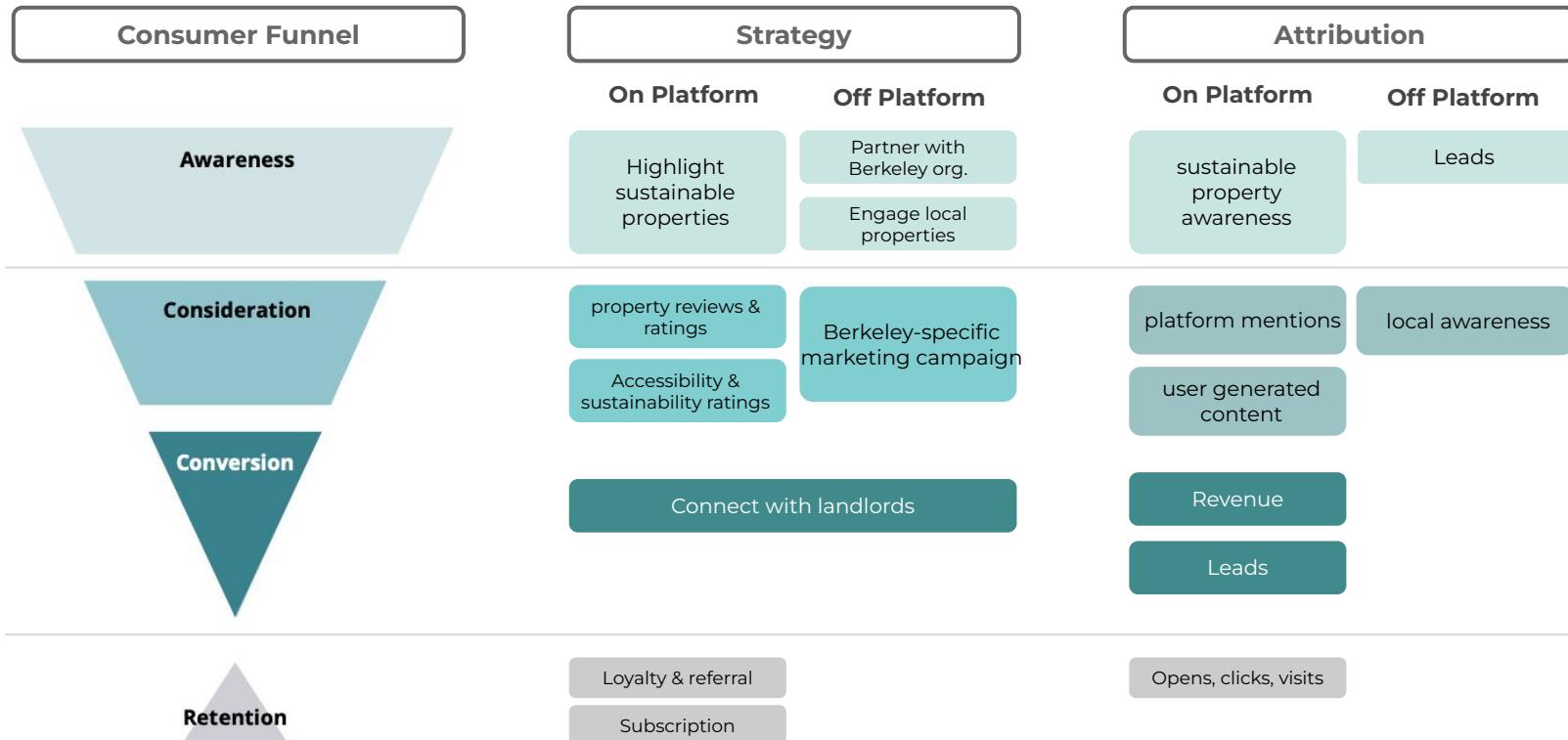
Identifying key players in the rental market

Rental Market Segmentation



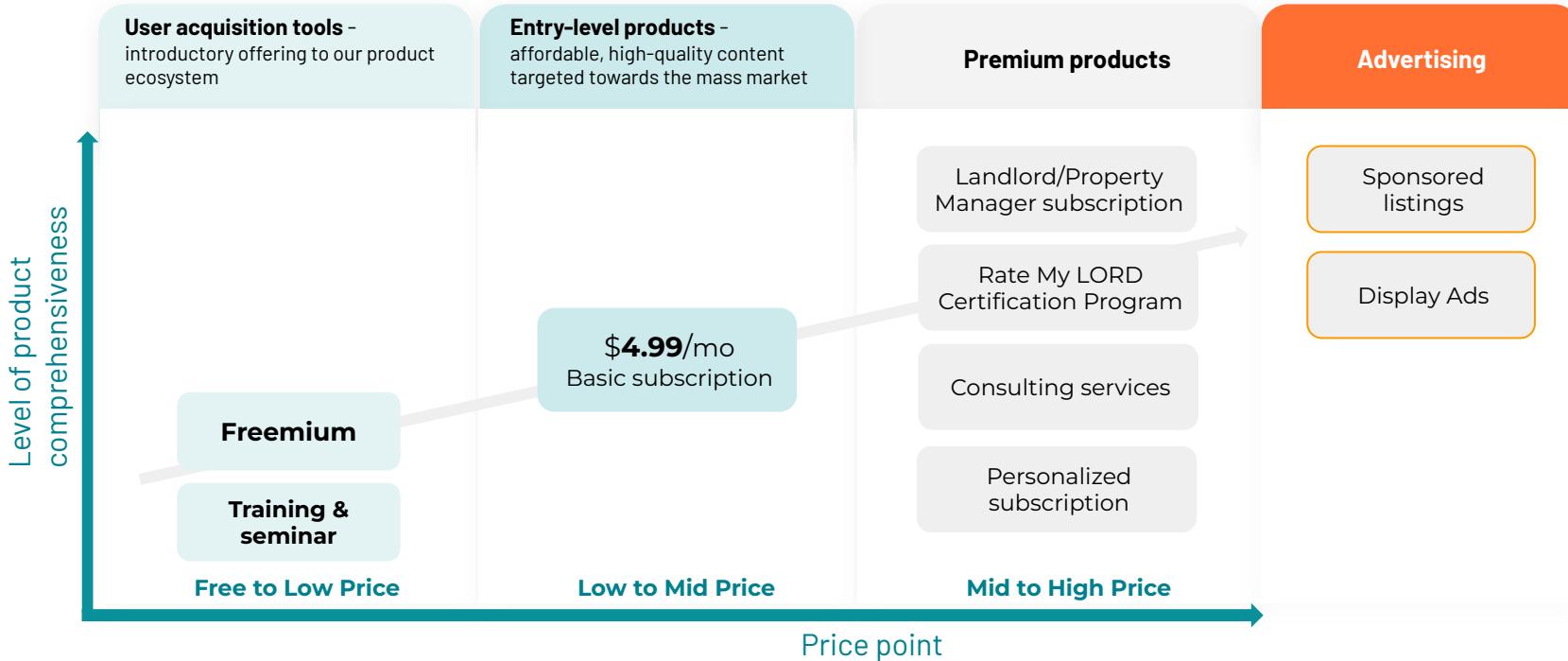
Go-to-market strategy

Accelerating sustainable housing growth through targeted consumer engagement strategies



Unlocking Revenue Potential

Innovative Monetization Approaches for a Sustainable Housing



Rate My LORD can capitalize on premium offerings, opening doors to untapped market segments, while simultaneously broadening our product range from mass-market services to personalized, individualized experiences.

Financial Overview

Securing Sustainable Growth and Profitability

Rate My LORD Revenue Projection (USD)

- Advertising
- Consulting
- Certification
- Property Manager
- Subscription
- Growth



Revenue Split



	2023	2024	2025	2026	2027
Expenses (% of revenue)					
Cost of revenue	40%	40%	40%	40%	40%
Sales & Marketing	50%	40%	30%	25%	22%
Product Development	30%	30%	15%	15%	10%
G&A	10%	15%	15%	17%	18%
D&A	3%	4%	5%	5%	5%
EBITDA Margin	-33%	-29%	-5%	-2%	5%

Key Assumption:

- Expanding to the Bay Area in Year 3.
- Gradual roll-out of monetization channels over five years.
- Steady market conditions and competitive landscape.



**LIVE
THE
FUTURE.**

Overcoming Key Challenges

Navigating Challenges and Embracing Future Prospects

1 Ensuring authenticity and accuracy of ratings and reviews

- Implementing user verification and review moderation measures

2 Staying up-to-date with housing and sustainability regulations

- Regularly monitoring and updating platform to comply with local, state, and federal regulations

3 Tackling user acquisition and retention in a competitive market

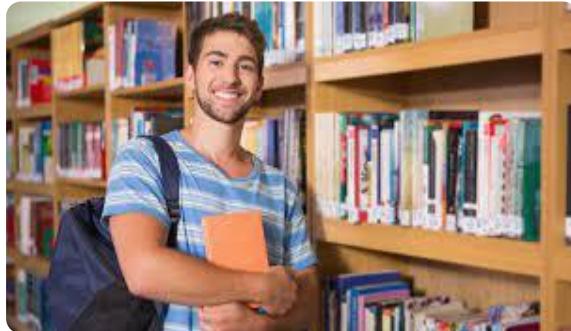
- Targeted marketing strategies and enhancing user experience to drive growth and loyalty

4 Addressing legal and privacy concerns

- Establishing clear policies and procedures to protect user data and mitigate potential legal risks

User Scenarios

How our product would help tenants, and landlord



First year student | 18 years old

- Looks for an affordable condo with roommates in a safe neighborhood
- Lacks experience in housing and needs assurance in their decision process

Single mother | 25 years old

- Looks for low maintenance house with safe conditions and respectful landlord
- Can't afford switching between homes
- Environmentally conscious

Landlord | 65 years old

- Environmentally conscious
- Aware of the current social inequality problem
- Hasn't been able to market his place adequately given the competitiveness of the housing market

End Goal Ecosystem

