LIVE THE FUTURE.

Rate My LORD

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

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COO
Ibtihal Alshehri

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Massachusetts Institute of Technology
DAR

CIO
Rais Muhammad

Berkeley UNIVERSITY OF CALIFORNIA
Stanford University
KPMG
ruang guru

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.

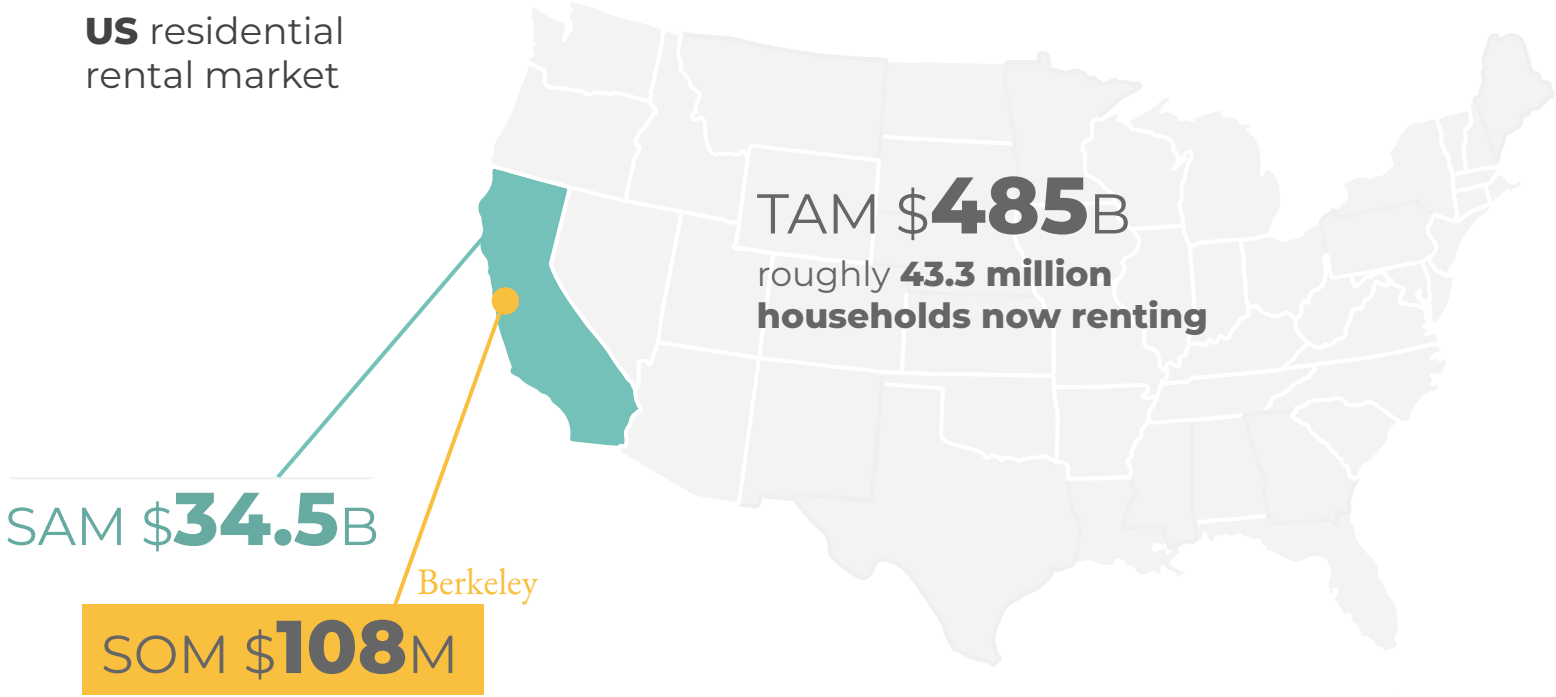
Survey of ~150 respondents reveals low satisfaction rates in the housing market

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

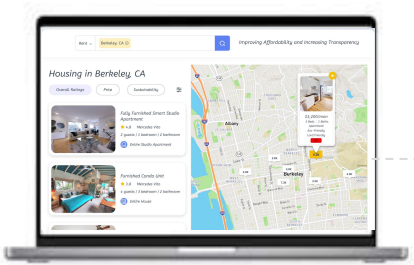


CAGR: 9.3%

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

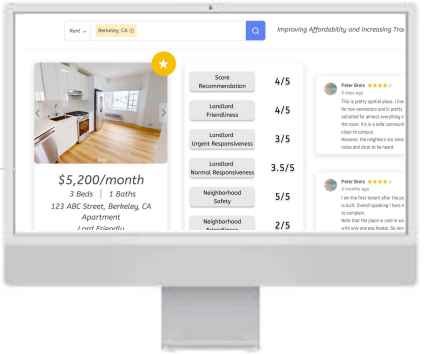
Solution:

Connecting landlords and prospective tenants in a reliable and transparent way



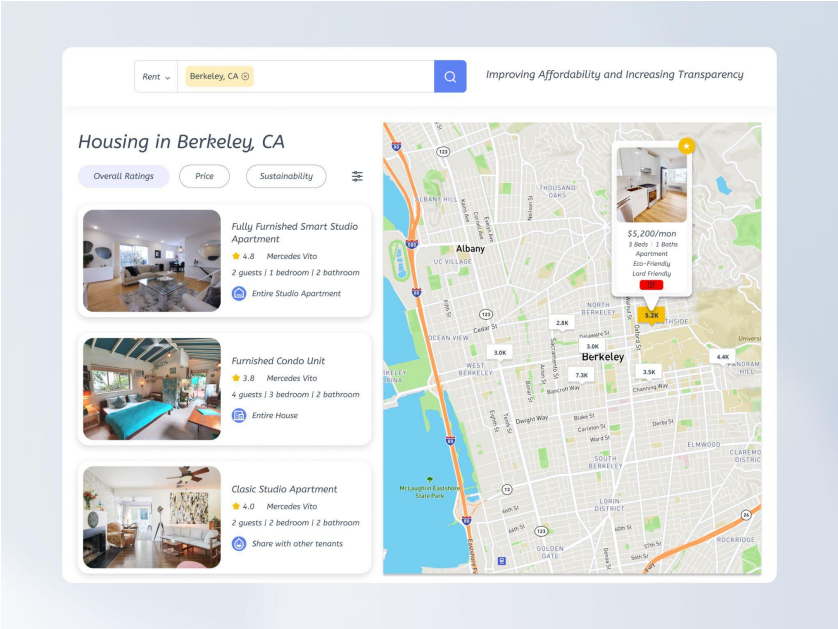
Landlords:
Reach
Reputation
Leads
Feedback

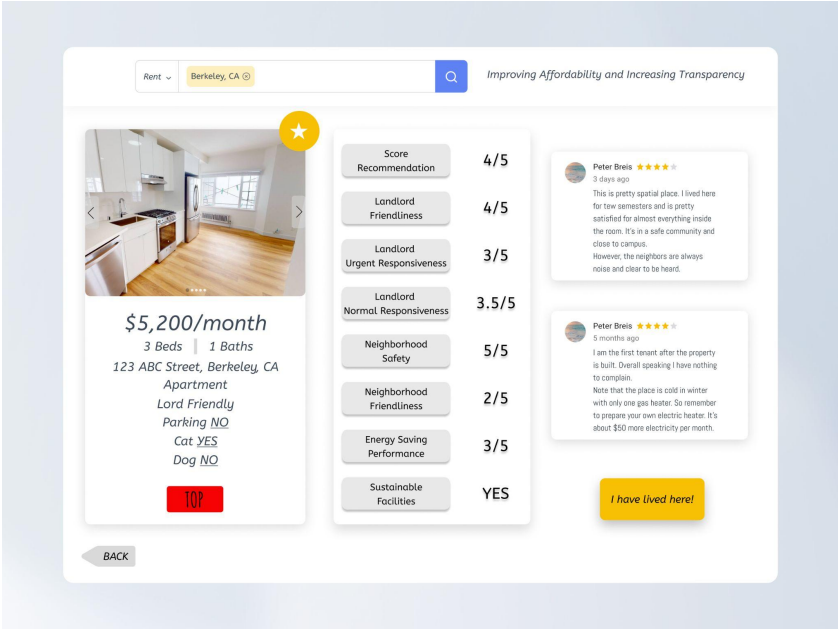
Tenants:
Search
Connect
Sustainability
Review



RateMyLORD Platform:

Discover, Review, and Rent Sustainably





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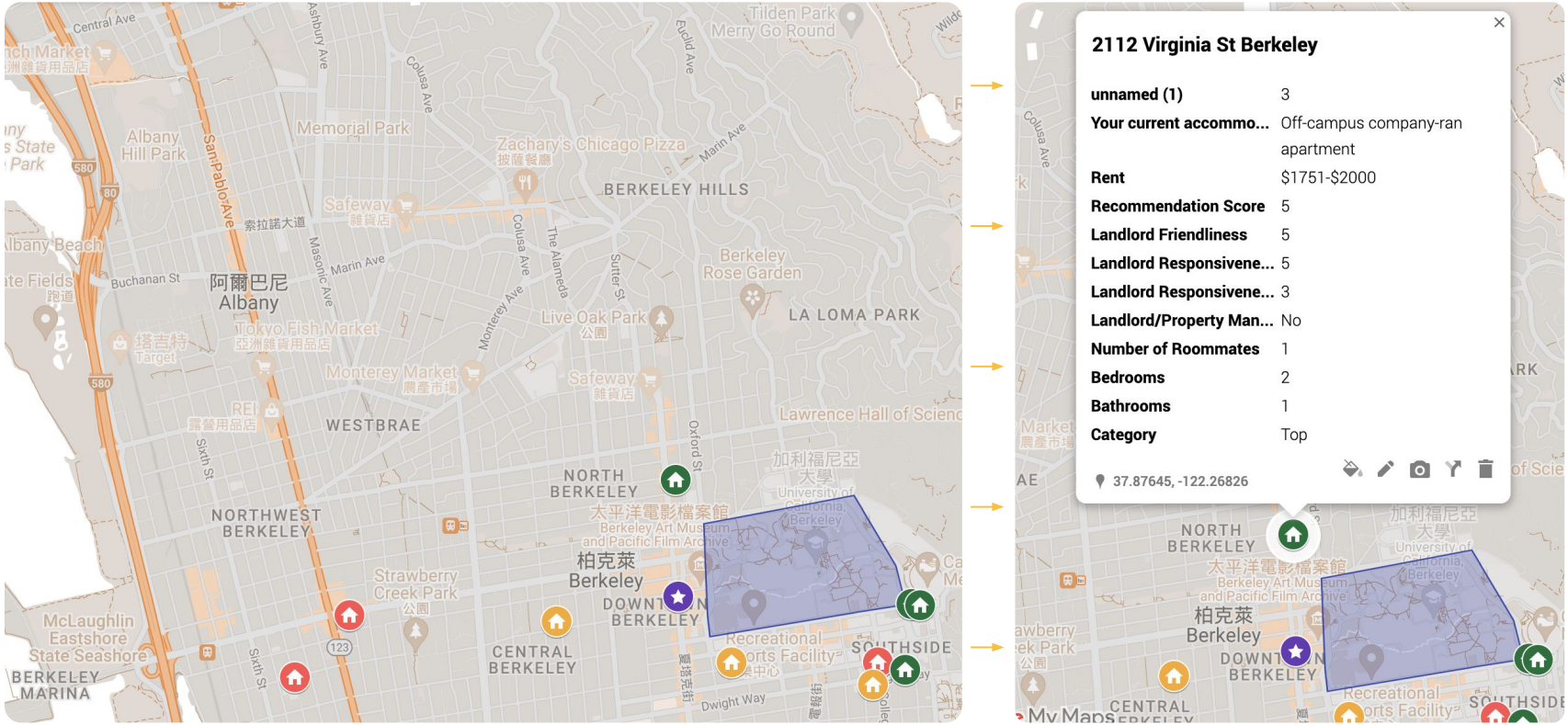
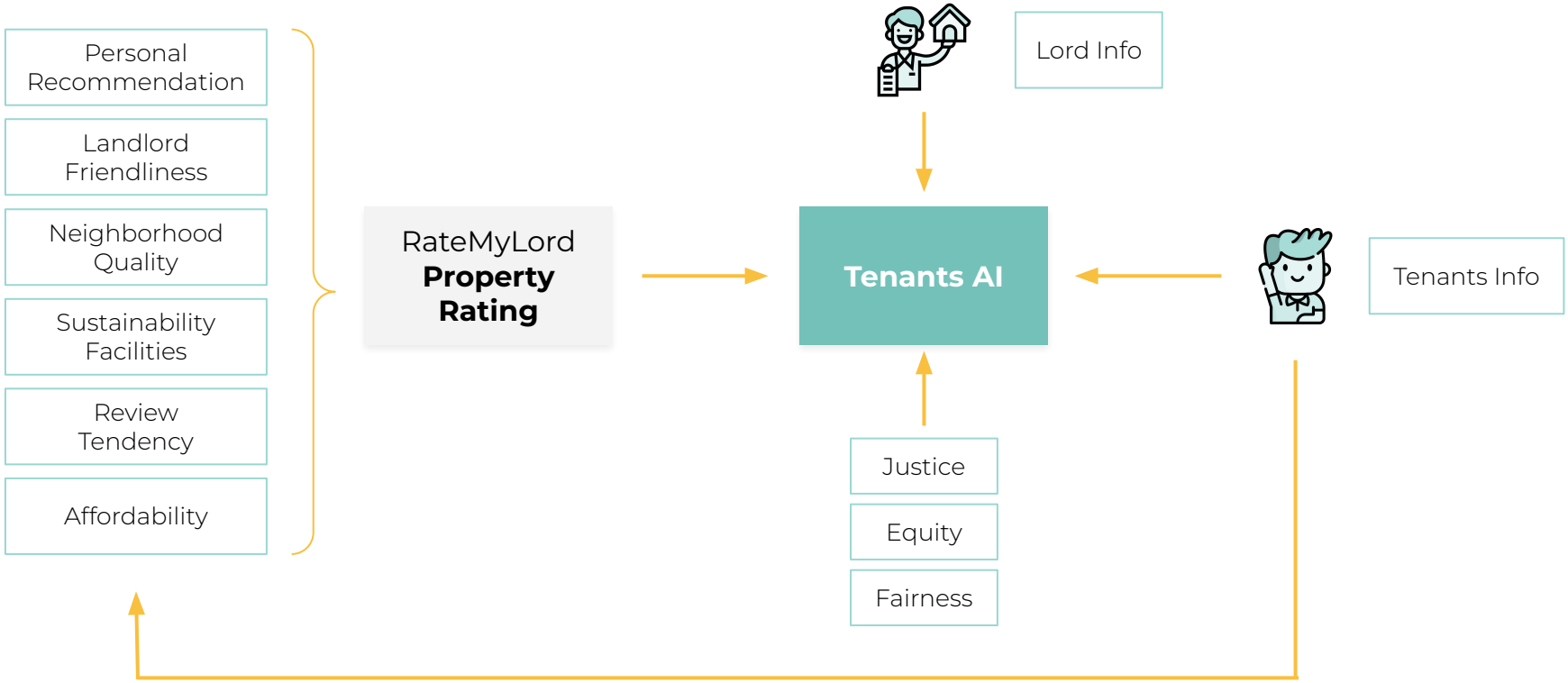


Matching tenants with personalized recommendation using AI

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

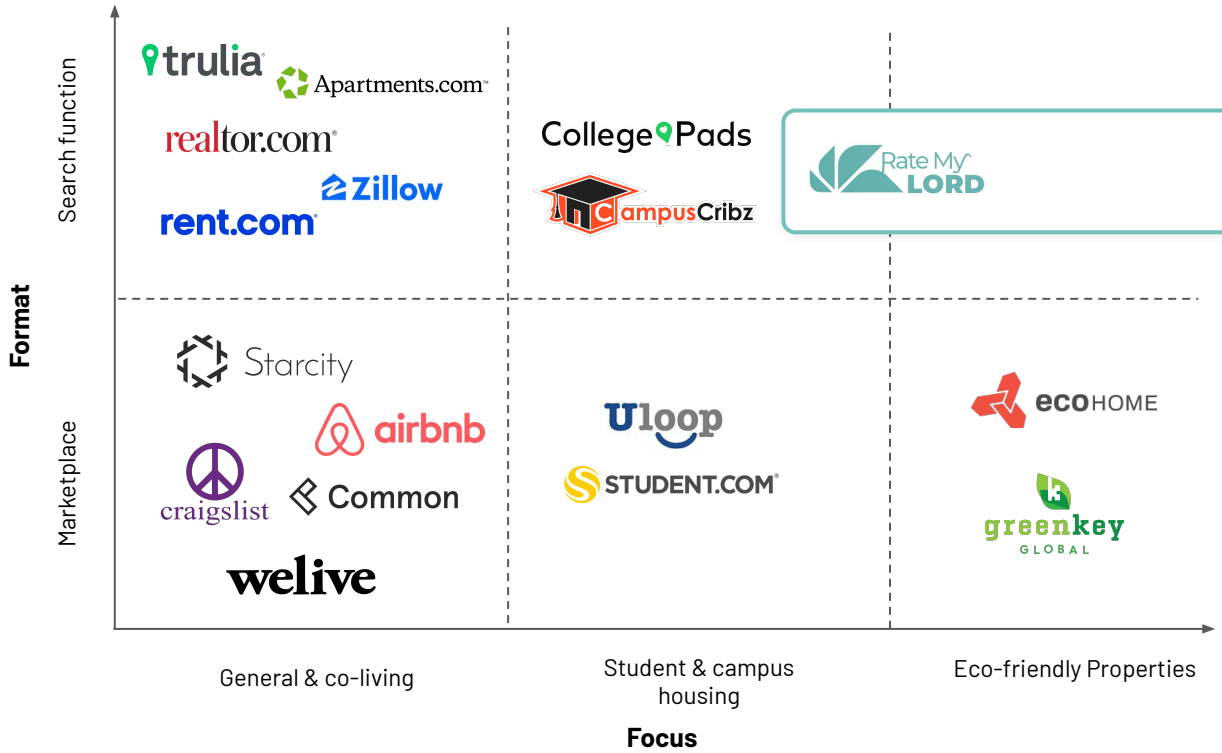
Consumer	Tenants	Landlords
Services	1 **Carbon Offset Subscription** Subscribe to our picked carbon offset program in exchange for unlimited access to the Rate My Lord platform	3 **Property Manager** Enhanced visibility, analytics, and tenant management tools
	2 **Carbon Offset Investments** A more personalized projects to invest	4 **Consulting Service** Expert advice on sustainable property 5 **Certification** Eco-friendly certifications for properties
	6 **Advertising & Partnerships:** Targeted ads and strategic collaborations to enhance user experience	
Pricing	**$4.99**/month or **$49.99**/year	start at **$299.99**/year

Milestone	Y1	Y2	Y3	Y4	Y5
	Launch in Berkeley: user acquisition and platform development	Introduce property manager and consulting services	Expand to the Bay Area: Increase partnerships and refine offerings	Introduce sustainability certification for property	Continuous expansion, improvement, and revenue growth

Competitive Landscape

Identifying key players in the rental market

Rental Market Segmentation

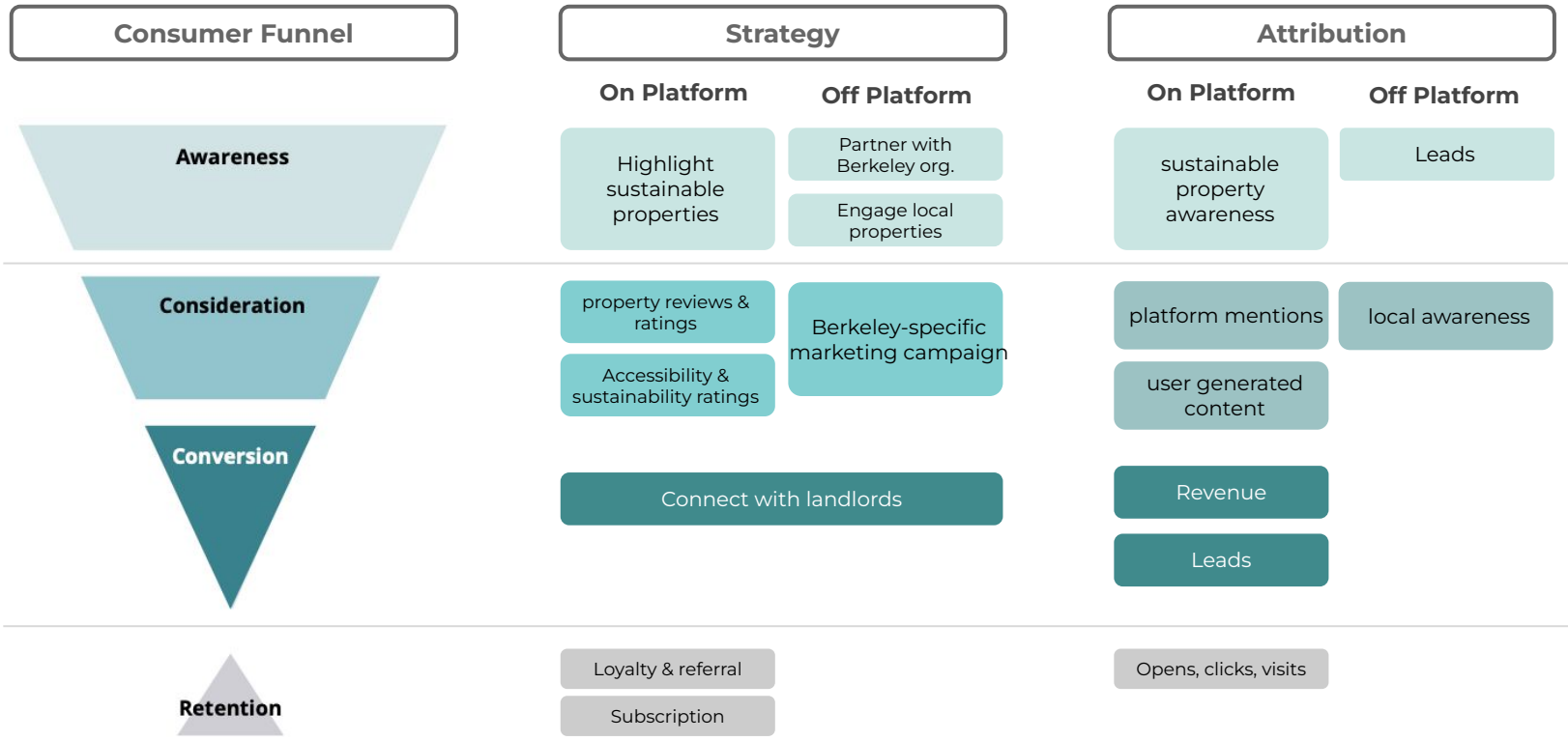


Value Propositions

- Inclusive Access
- Eco-Friendly Focus
- Unfiltered Insights

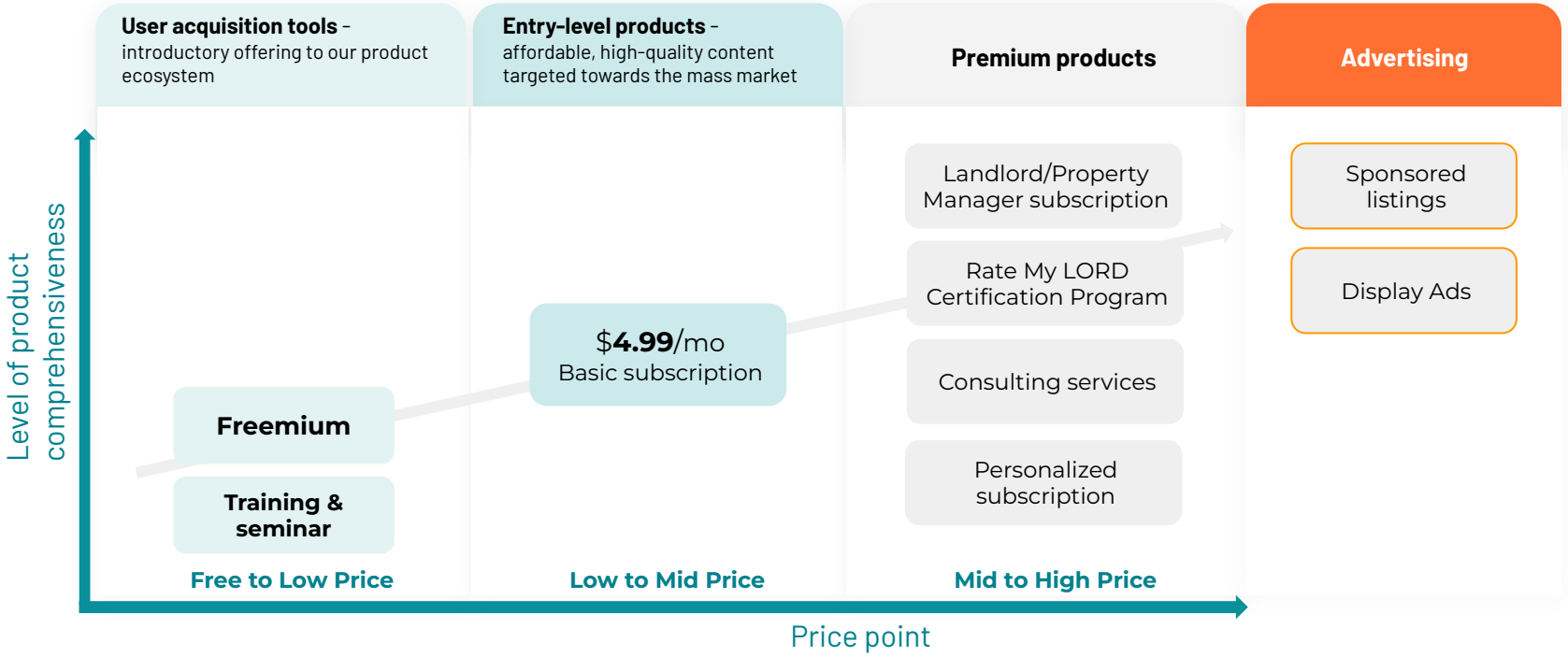
Go-to-market strategy

Accelerating sustainable housing growth through targeted consumer engagement strategies



Unlocking Revenue Potential

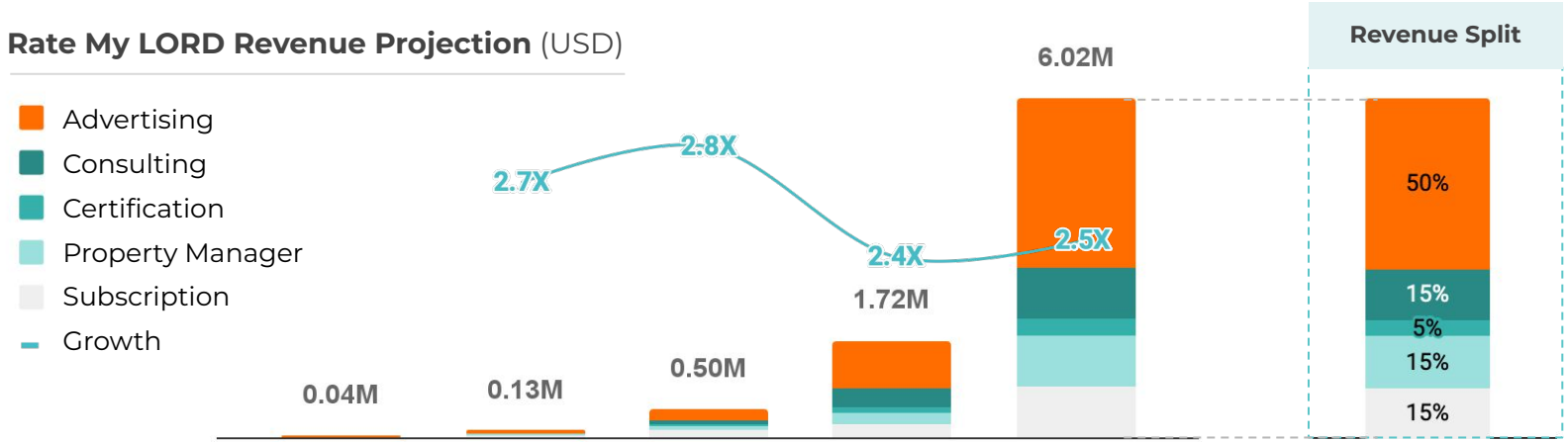
Innovative Monetization Approaches for a Sustainable Housing



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



	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.

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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

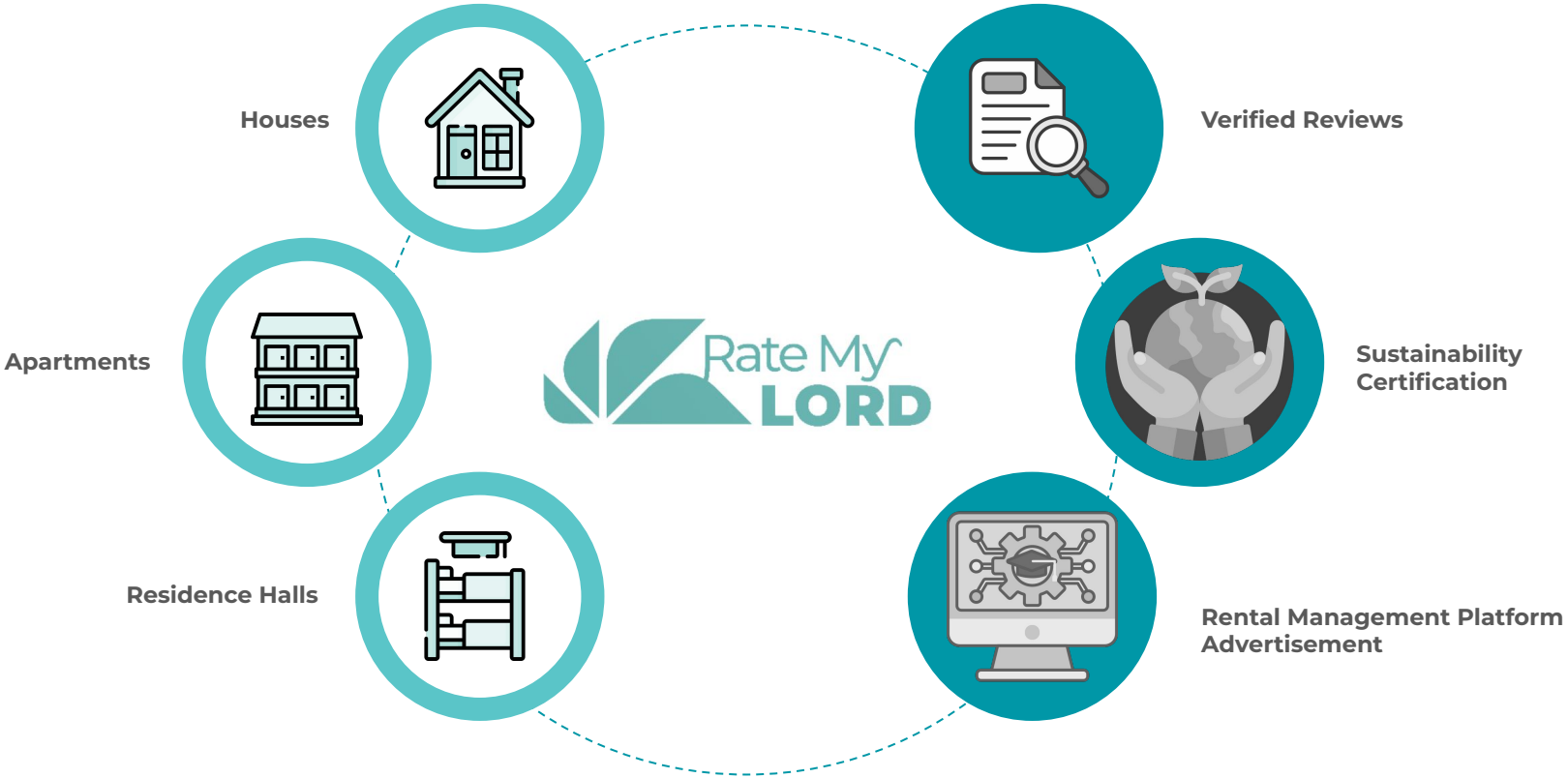
First year student | 18 years old

- 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 offered 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