

**The presentation will begin soon**

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# Agile

**Stand On My Own with us**

**55,405**

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The number of construction projects

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**55,405**

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approved by the government (2000 ~2021)

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**\$11 billion+**

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The approved investment amount in 2019

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**\$11 billion+**

Additionally, the largest portion of construction projects in Cambodia is focused on residential development

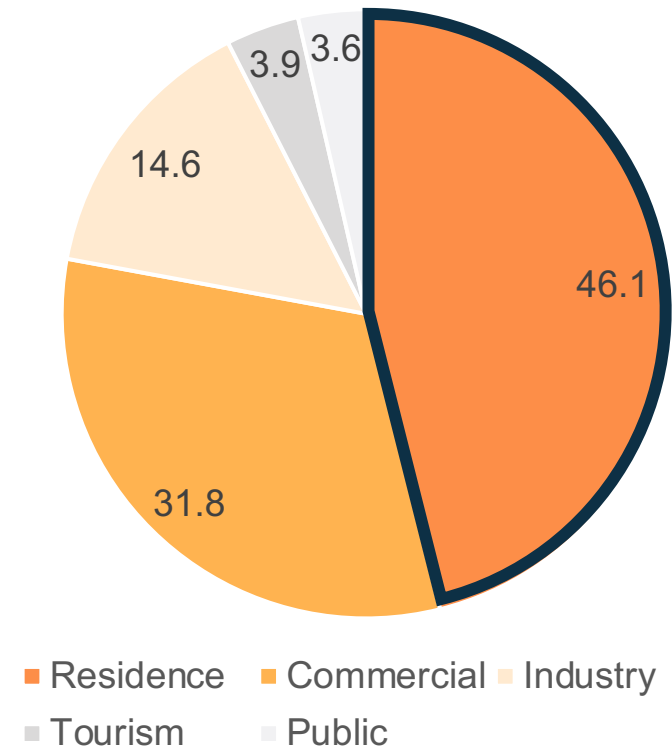
The number of construction projects

55,405

The approved investment amount

\$11Bn+

Share of approved projects by sector in 2020  
(%, National Bank of Cambodia)



In cambodia, more and more homes are being built

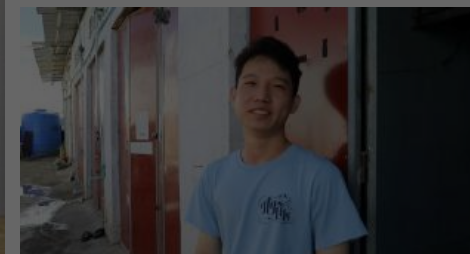
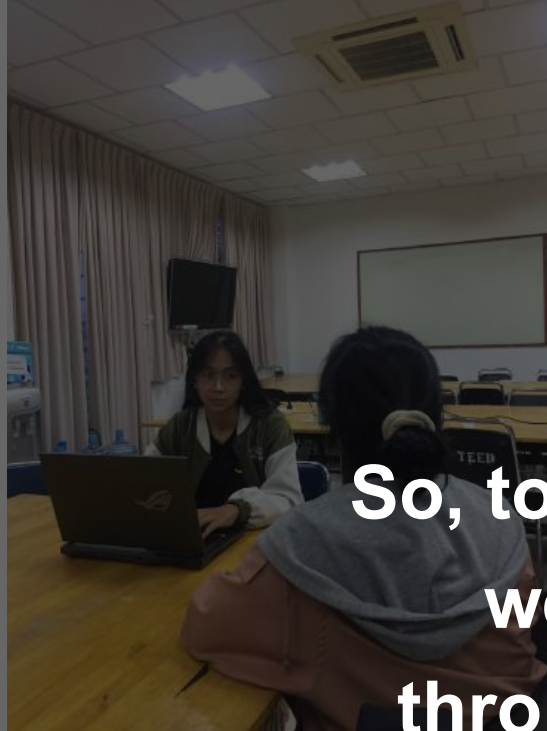
**BUT,**  
one of our Cambodian team members said...



Students in Cambodia  
are facing challenges in  
finding a place to live



So, to find out more detail about the issue,  
we met students and houseowners  
through the online survey and interview









## As you saw in the video, students and landlords had their own problems

### Students



don't know which house is for sale

The information about the house is unclear

contacting the landlord is challenging

### landlords



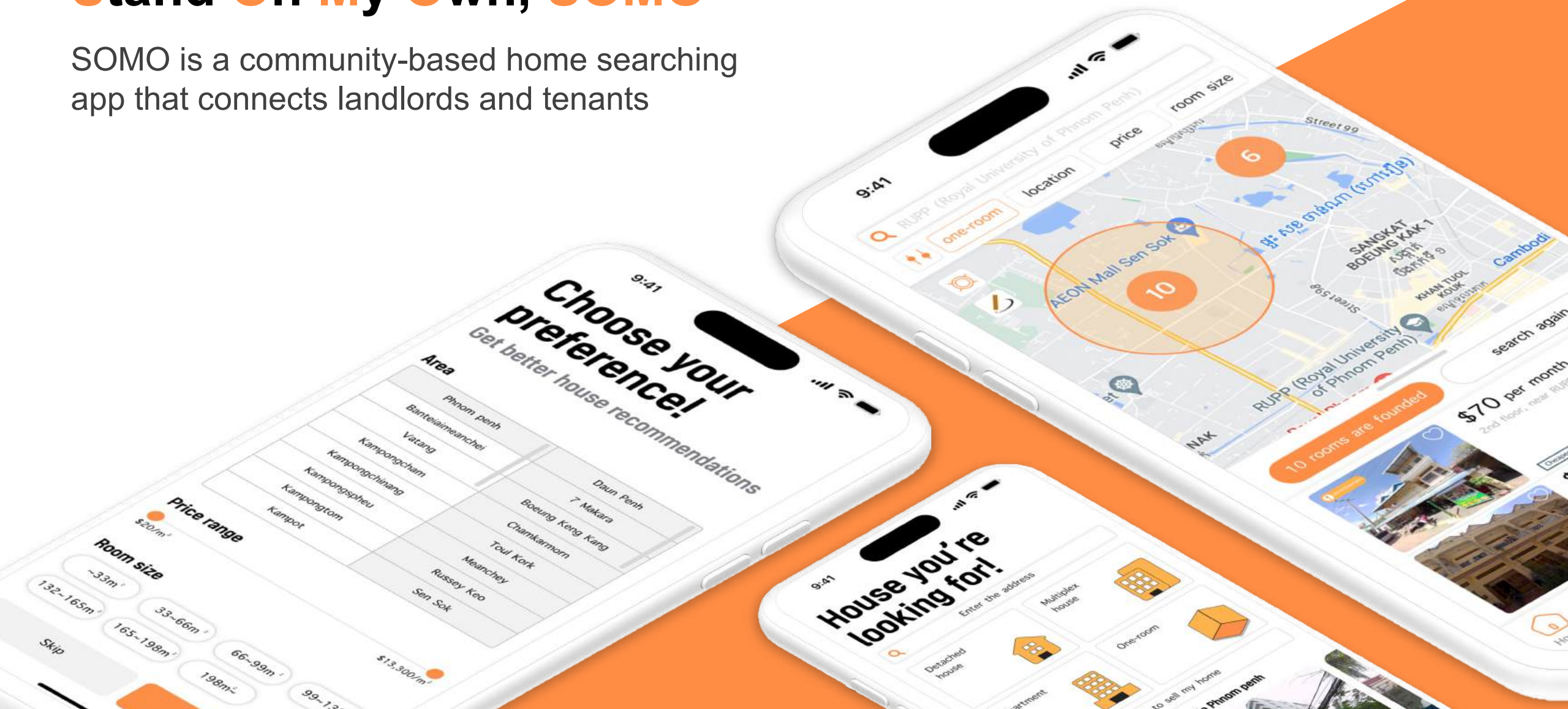
don't know where to list the house  
(advertising problem)

the existing platforms like Airbnb and  
Booking.com don't fit to the their situation

# Your home-searching mate

## Stand On My Own, SOMO

SOMO is a community-based home searching app that connects landlords and tenants



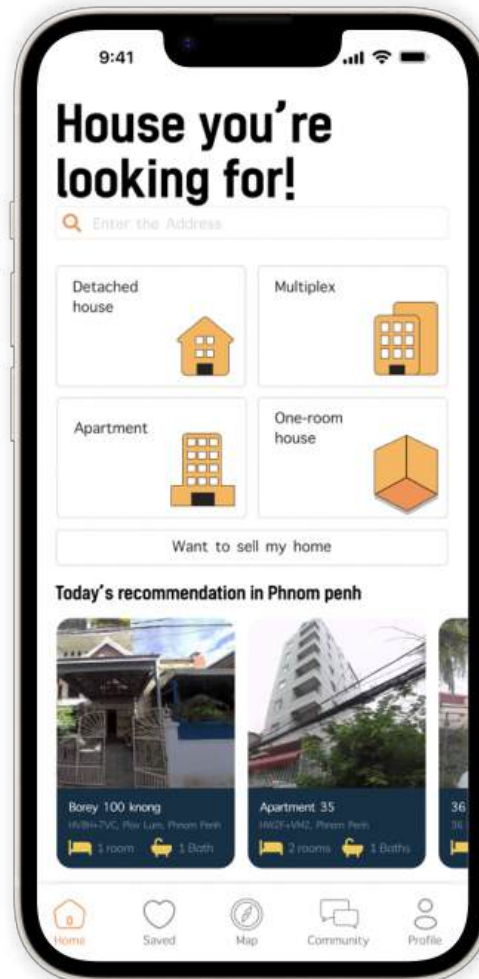
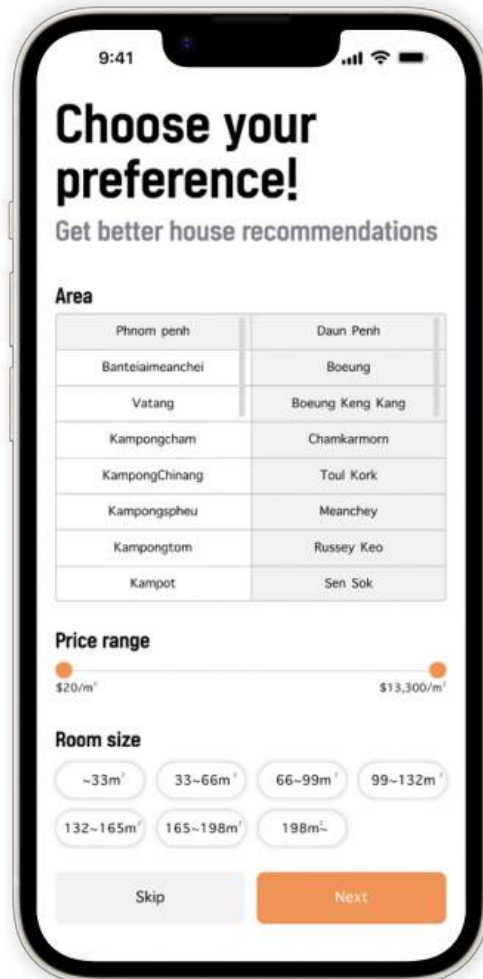


## Key solutions

- Recommendation Algorithm
- Time efficient searching
- Checking comprehensive information
- Chat with landlords & real estate agents
- Writing and checking the reviews
- Finding roommates

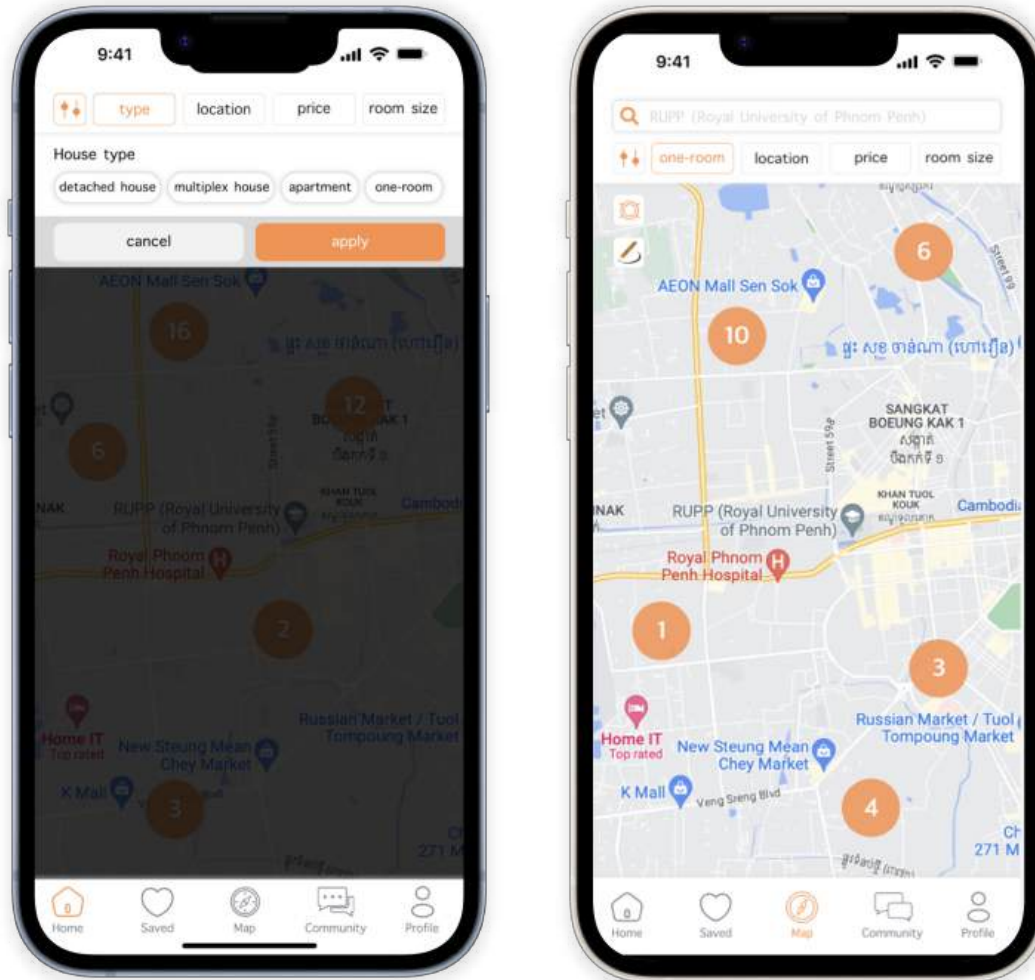
## Key solution 1

## Recommendation Algorithm



SOMO offer a **home recommendation feature based on the information that users provided** when they logged in

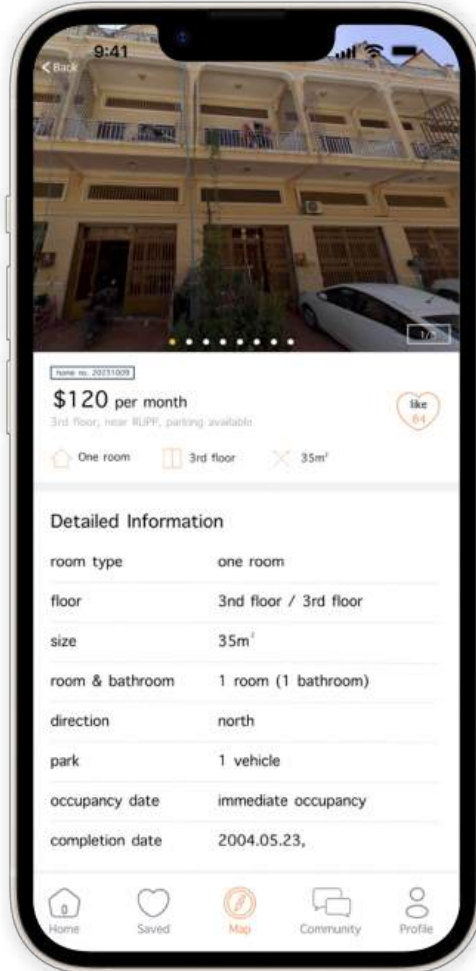
## Key solution 2 Time efficient searching



By applying filters, **users can find homes on the map that match their criteria**



### Key solution 3 Checking comprehensive information



**SOMO** provide all the information that students want to know

Photos

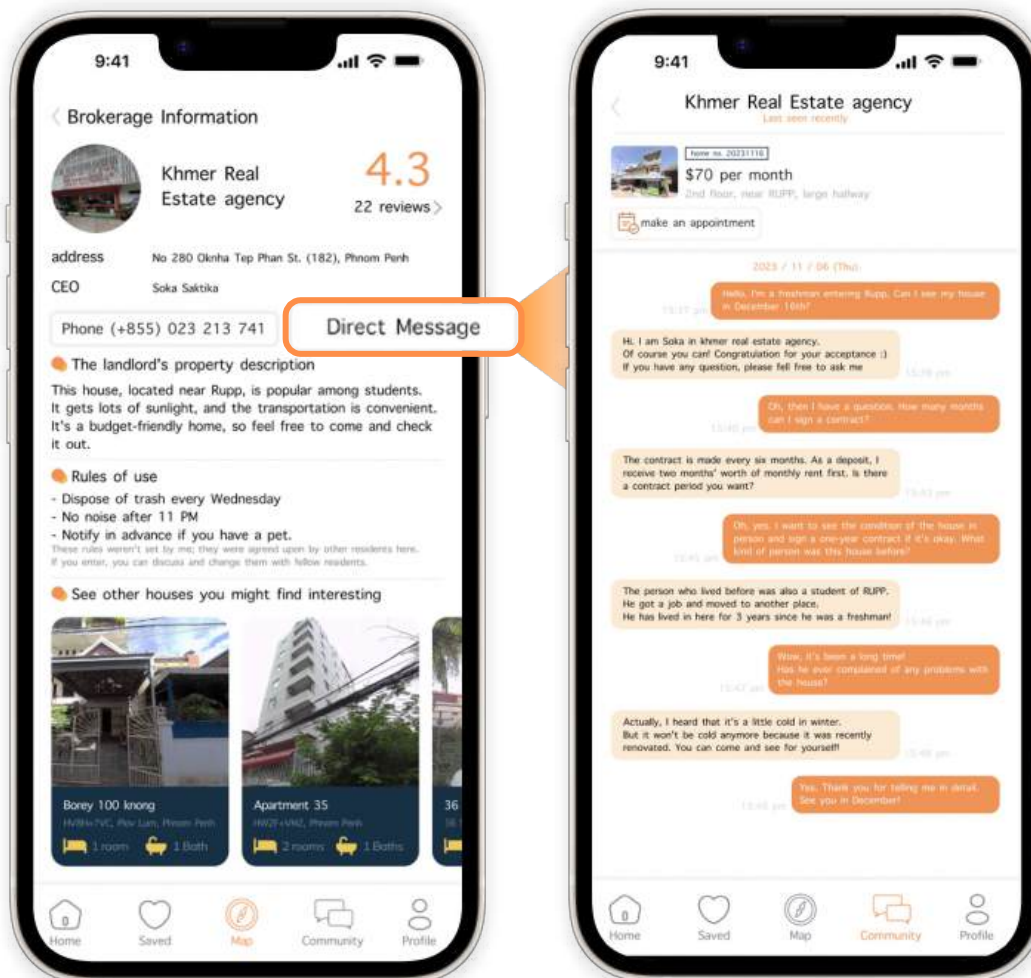
price

detailed information

landlords/agents information



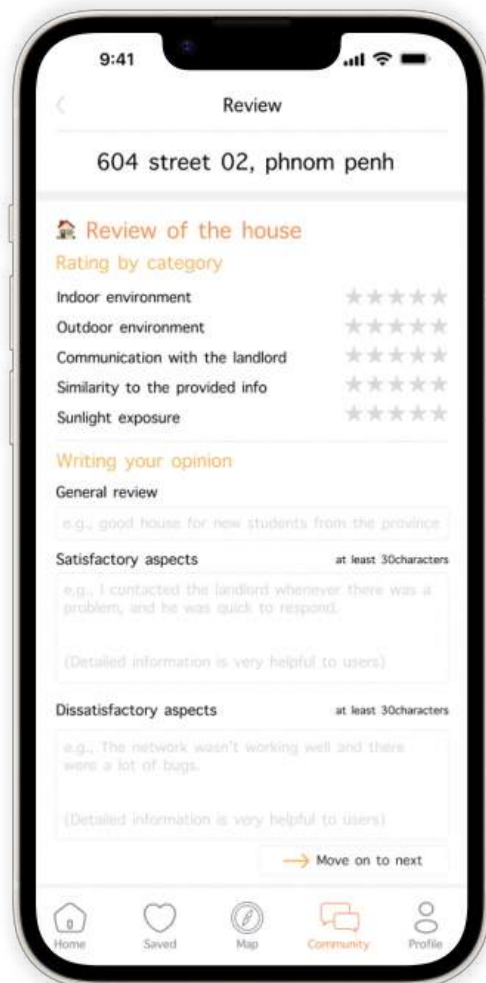
## Key solution 4 Chat with landlords & real estate agents



Users can

1. ask question about anything they want to know
2. make an appointment with a real estate agent or landlords

## Key solution 5 Writing and checking the reviews

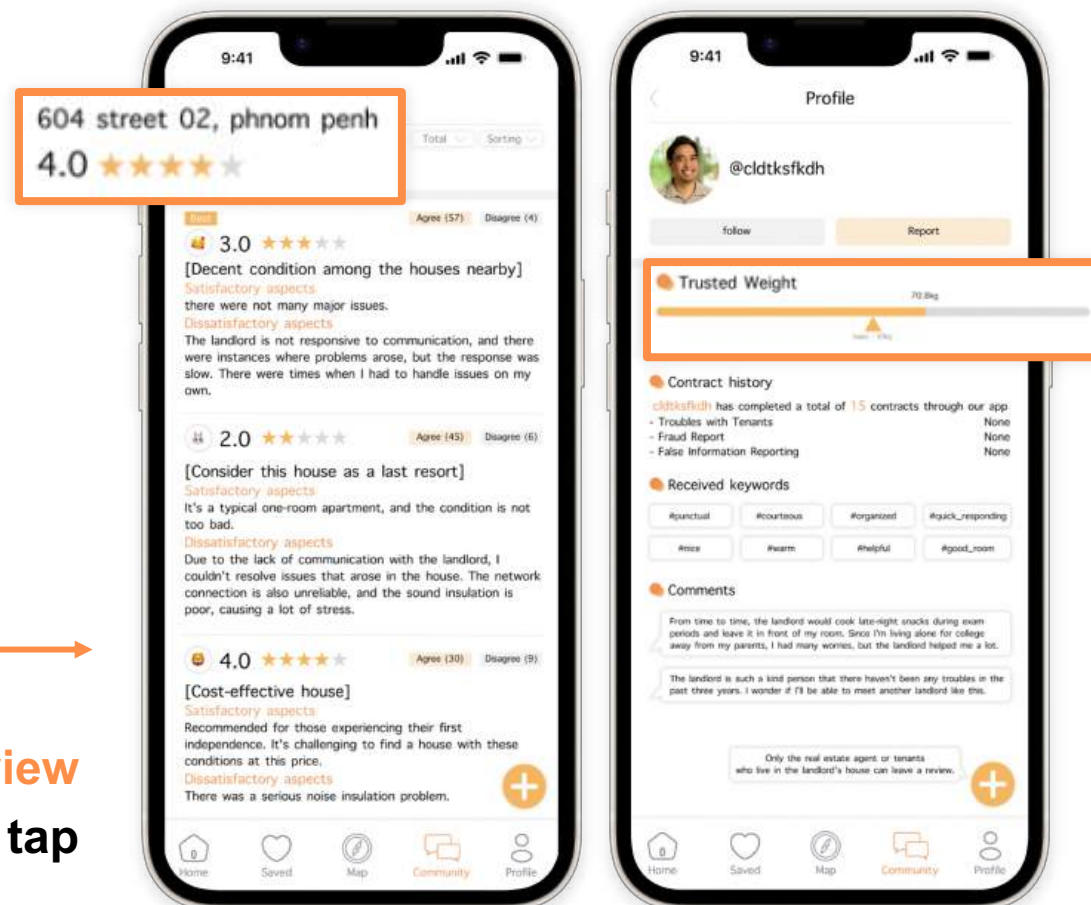


Tenants can write reviews about home, house owner, real estate agents

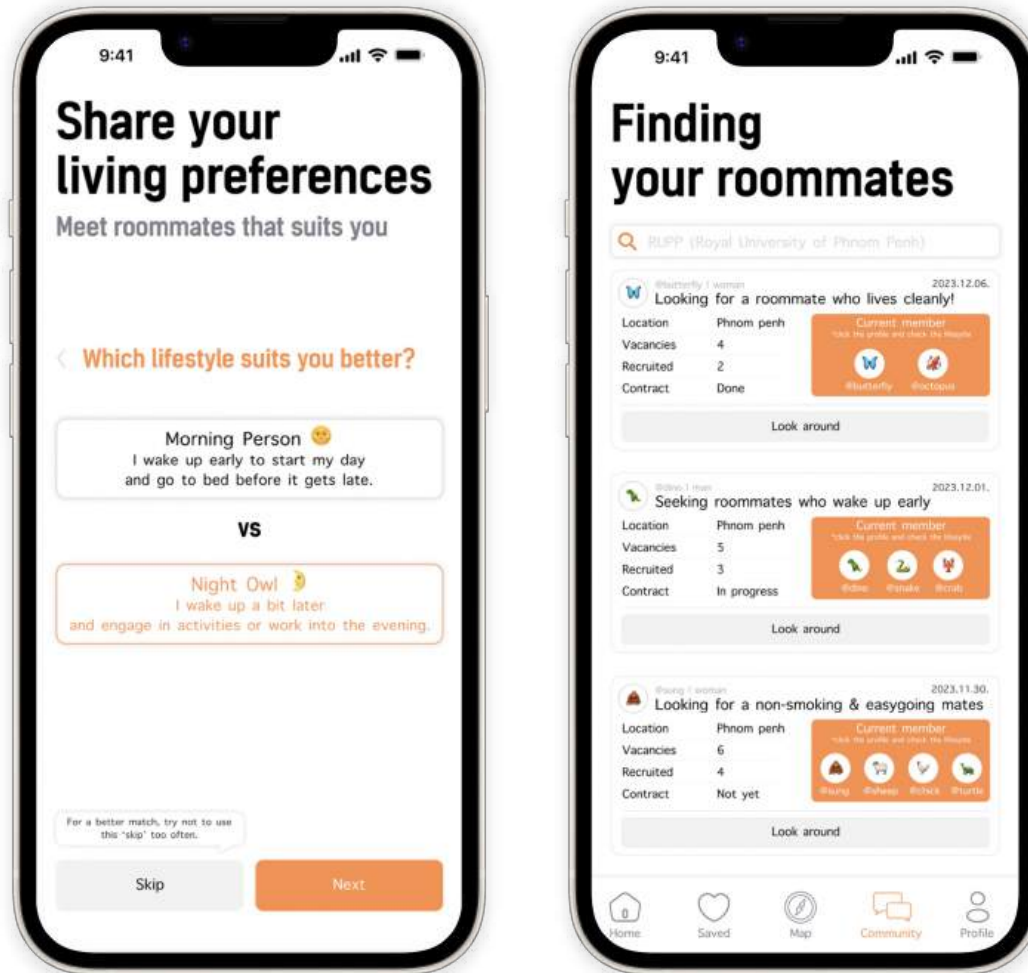
House owner can write review about tenants

Users can check the review on the community tap

The review will be quantified through the star ratings and “trusted weight” system



## Key solution 6 Finding roommates



Through a quick lifestyle test, users can find roommates who match their personality

# We conducted a PEST analysis to understand more about ecosystem of the real estate brokerage business

Source | Kotra, KIEP

## Political

- began enforcing **building regulations** (2019.11.~)
- **ongoing real estate development project** in the Preah Sihanouk area

## Economic

- Cambodia's **economy** is expected to **achieve a growth rate of 6.1%** in 2024
- Key **public infrastructure** development is underway
- A **new airport** is under construction

## Social

- Phnom Penh is experiencing a **population density** (urbanization)
- Cambodia has a significant **youth and economically active population**
- **Sellers to bear the transaction fees** when buying and selling real estate is a custom

## Technological

- **Smartphone** adoption has seen a growth of 180%
- Individual **social media account registrations** are on the rise
- Expansion and increased investment in the **5G network infrastructure**

We found out that **new buildings** are increasing in Cambodia, but **real estate brokerage** and **community-based businesses** are not very active yet

## Users



primarily ages 18 to 30  
University students and recent graduates

Migrated from country side or living far  
away from their university

Values safety, affordable rent, and being  
near school and friends

Having difficulty in finding the home

## houseowners



An owner of apartments, shared houses,  
or dormitory-style accommodations

having places near universities  
(in urban or well-connected areas)

Affordable to mid-range, catering to  
students' budgets

Seeking increased online visibility  
and sales

## Real estate agents



Brokers specialized in rental properties

Operating business in or near urban areas  
in Cambodia

Values efficiency, transparency, and  
building a good reputation

Interested in digital solutions to  
streamline rental process

## Then, let's look at the market opportunity

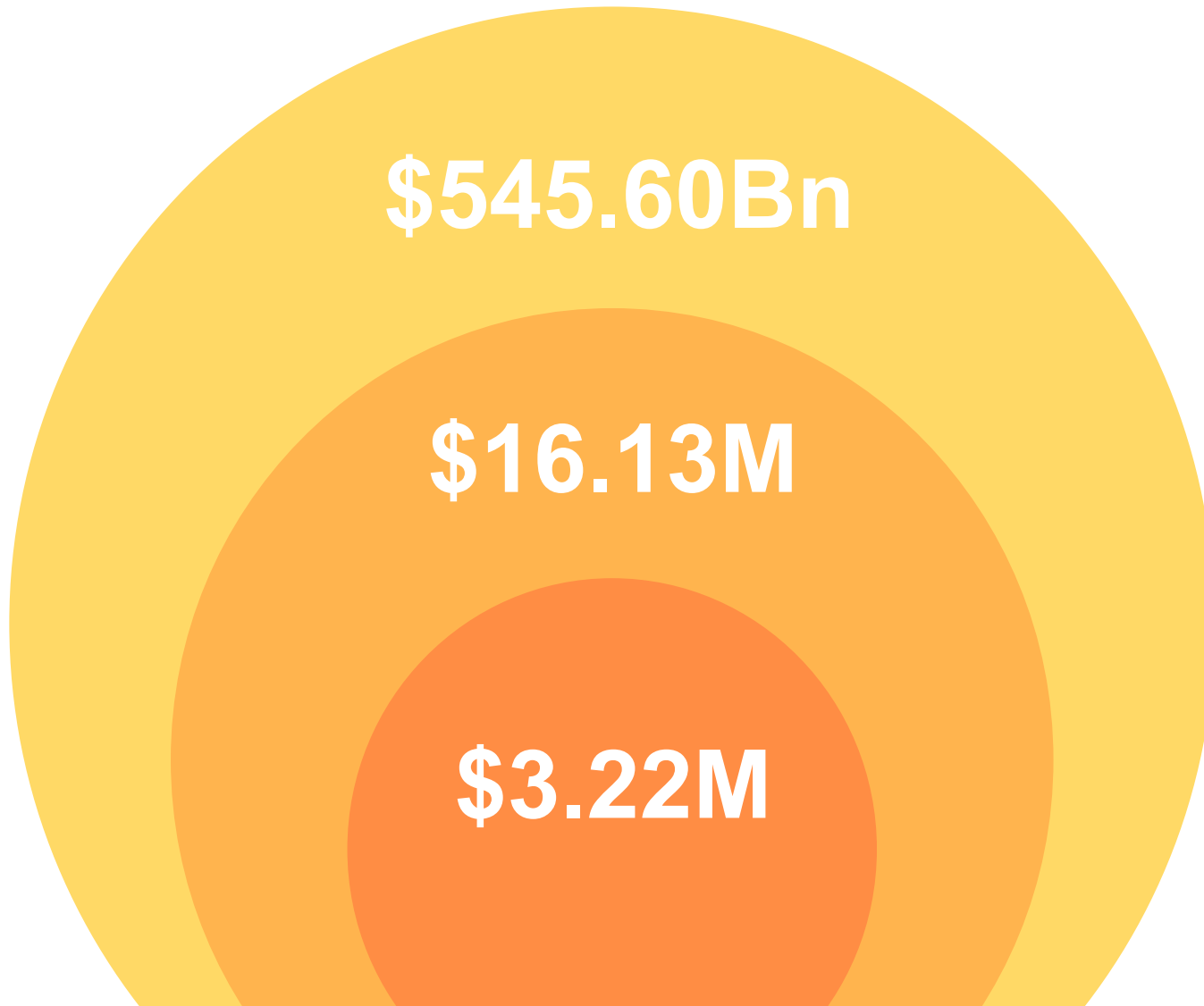


university students in Cambodia  
***about 180,000*** (179,258)

However, we scope only 20% of them which is equal to  
**35,851** students that potentially renting property



## Then, let's look at the market opportunity



### TAM

Market Size for real-estate in Cambodia

### SAM

Market Size for student who is renting house in Cambodia

**179,258** (total number of university students in Cambodia) x \$90 (Average price)

### SOM

Market size which is 20% of the students who is renting house

Source | Statista, CBRE Cambodia

## We also did SWOT analysis on our business

- having a clear **business concept**
  - 'Mate' helping users to find a home easily
- A **business model that allows efficient operations** without additional costs after initial investment
  - Minimal additional costs beyond initial app development and data center setup
- Offering community-oriented features such as finding roommates, which were not available before

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- the decrease in brand trust and potential user attrition due to **false property listings**
- facing challenges in **acquiring initial** houses for sale
  - The challenge of getting real estate agents and homeowners to list their properties on the app
    - There are features solely based on trust

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- The **first app** exclusively centered on real estate transactions within Cambodia
  - having the potential to pioneer the Prop-Tech sector
- having the potential to **expand our business** to other areas as numerous cities in Cambodia (Starting in Phnom Penh to other areas)
- Collecting diverse data opens up opportunities for **partnerships with other companies**
- The business can **quickly spread** due to its focus on the tech-friendly users of 2030.

O

- There is a real estate transaction service available on **Khmer 24**
  - The real estate industry is influenced by **economic conditions**
    - potential risk associated with real estate **transactions** during an economic downturn
- Since there is **no data center** in Cambodia, our app need to use data centers in other countries.

T



## We have several strategies to redeem the weaknesses

### Weaknesses

the risk of false property

challenges in attracting  
real estate agents and houseowners to  
upload their house

features only based on trust

### Strategy

encourage users to write real estate  
reviews if they suffer from false property

adopt the feature that tenants who are  
planning to move can directly list their  
homes (with the permission of the landlord)

adopt the review features for all  
stakeholders to build trust within the app



## These are our business model. We have 2 options for landlords and agents when uploading their houses



### Commission based model

Landlords and estate brokers **can pay commission fee for every successful transaction** made through the platform

Commission fee is depending on Cambodia's property law

OR



### Subscription based model

Landlords and estate brokers **can pay a monthly subscription fee to list their properties on SOMO**

Monthly subscription fee : \$15 per month

\*Cost can go up with business expansion

\*don't charge commission fee for every payment if they subscribe

These calculations are based on the commission model fixed by Cambodia's property regulations, which we can't modify

### Contract with real estate

#### Monthly payment

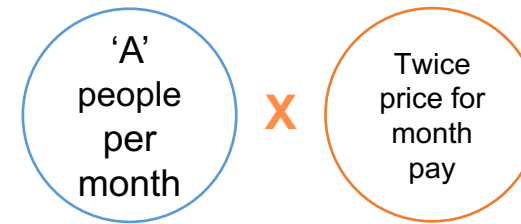


#### Sales house



### Contract with houseowner

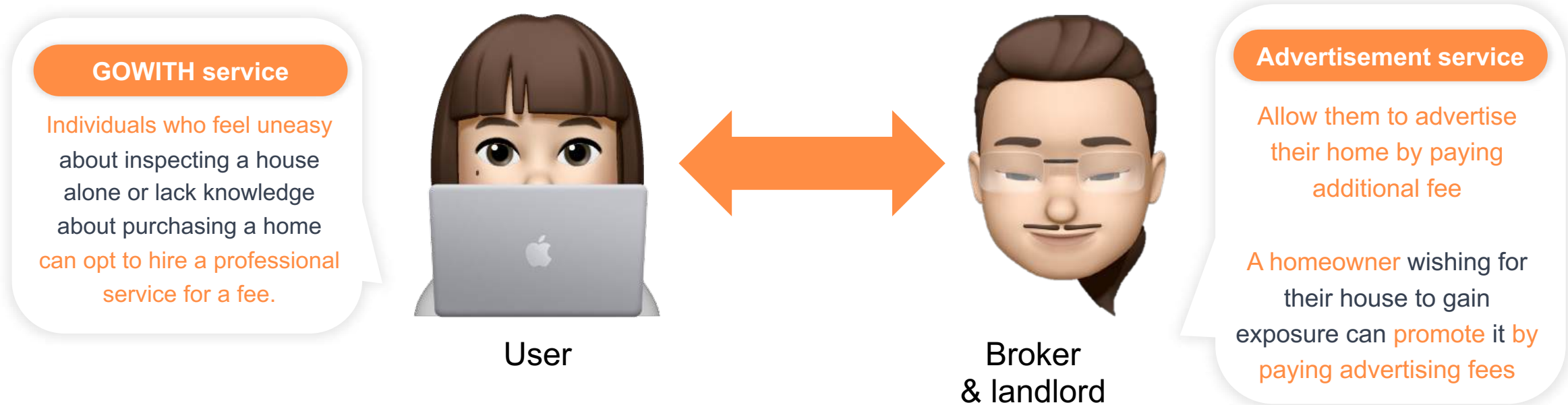
#### Monthly payment



#### Sales house



## We will operate some 'additional' strategies to earn money and gather users



In addition,

We've come up with a marketing strategy to gather university students

→ Our main target



### School attack event

We plan to hold an event where we will select a university that generates the most reviews for homes, real estate agents, and landlords during a specific period. We will send a coffee or food truck to encourage students to write the review



### Offering discount




We encourage the landlord/estate broker to offer discount for students with verified ID card. If a landlord consistently offers affordable deals or receives numerous positive reviews, their house can be promoted at no additional cost.



### Korea airplane ticket event

We are considering hosting a bi-annual or tri-annual event for customers who have contracted houses through our app.

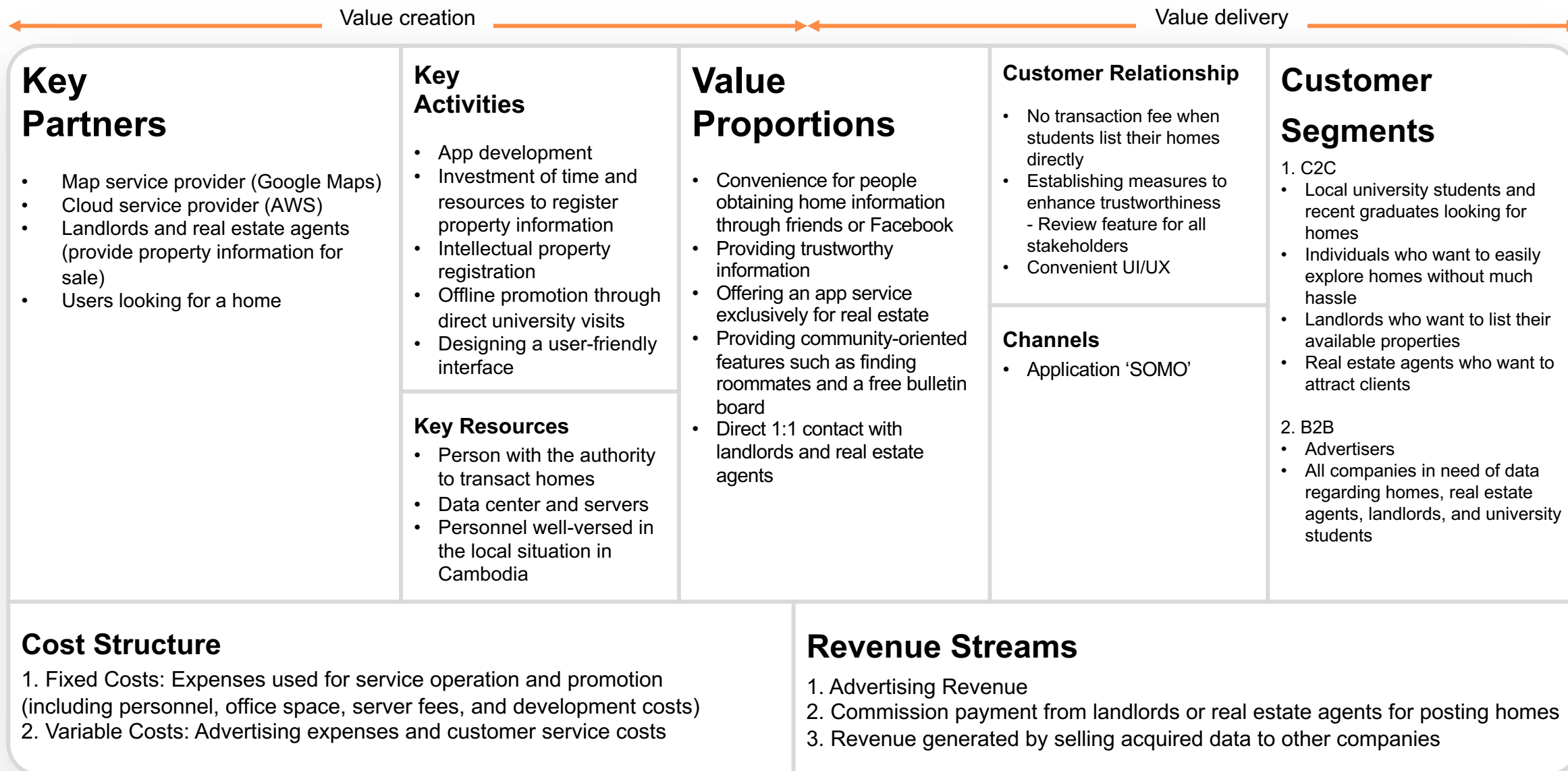
## Our competitors are Khmer24 and Findmehome

	Comprehensive information	Reviewing Seller	Roommate Matching	Time efficient search	Software app	Community
	O	O	O	O	O	O
	O	X	X	X	O	X
	O	X	X	X	X	X

However, as we checked in the interview, people don't use these apps much, so our app will focus on solving the problems that people face

## SOMO's key value

1. Not just a real estate app, but a friend-like presence that goes along with users when they visit homes
2. Connecting landlords and tenants based on the 'trust' co-created with users (review & trusted weight)



# We will expand our business as follows

STEP 1  
Launch the business with the mentioned features

STEP 2  
Add the feature that users can upload the property directly  
Provide high-quality information using VR technology

STEP 3  
Establish partnerships with other companies using accumulated data

## STEP 4

Expand the business into home management, interior design, smart home solutions

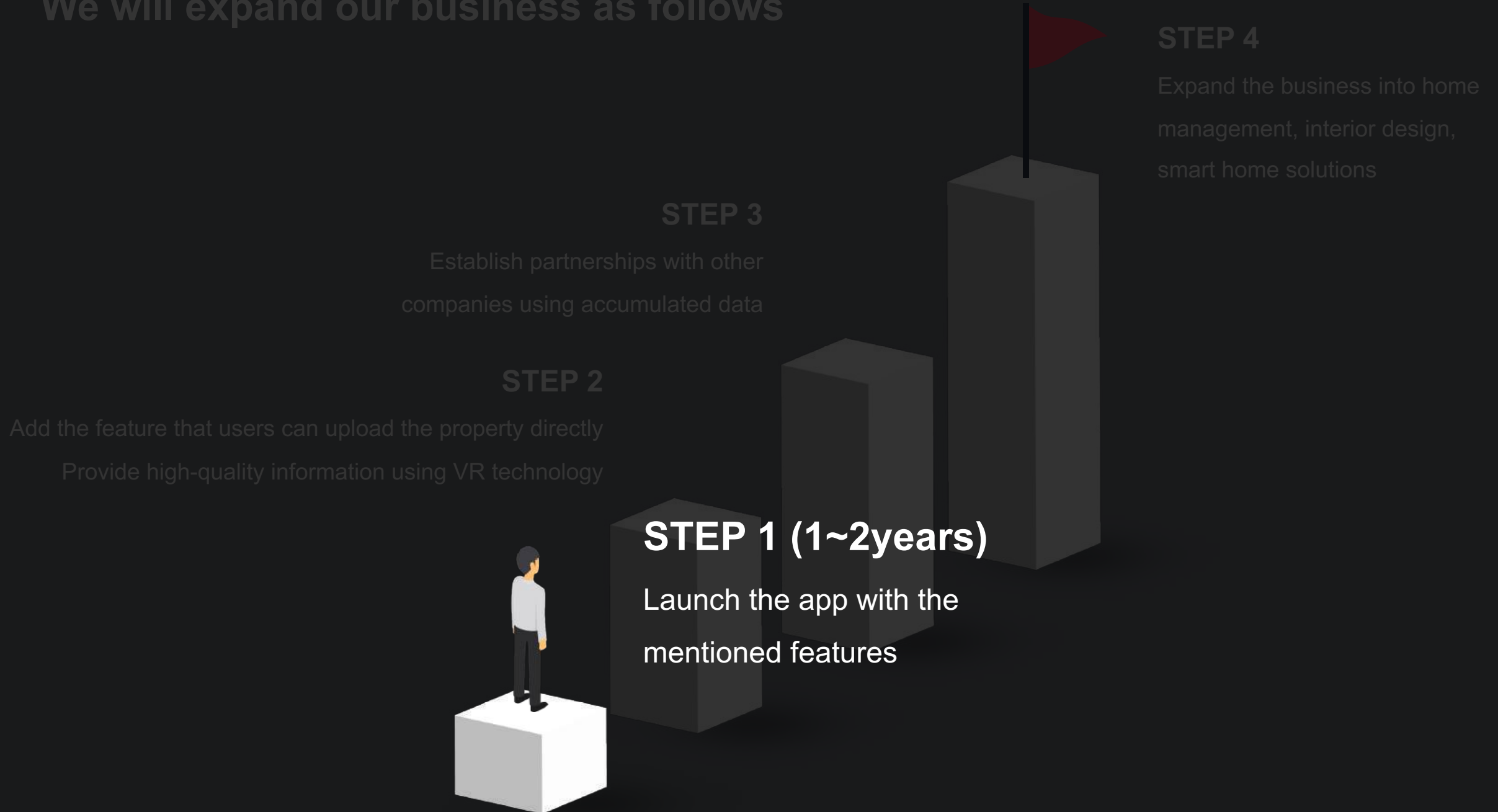
SOMO X APTNER



We contacted the **CEO of APARTNER**, a South Korea apartment management app, and initiated discussions for **potential collaboration**



## We will expand our business as follows



## We will expand our business as follows

**STEP 1**  
Launch the business with the  
mentioned features

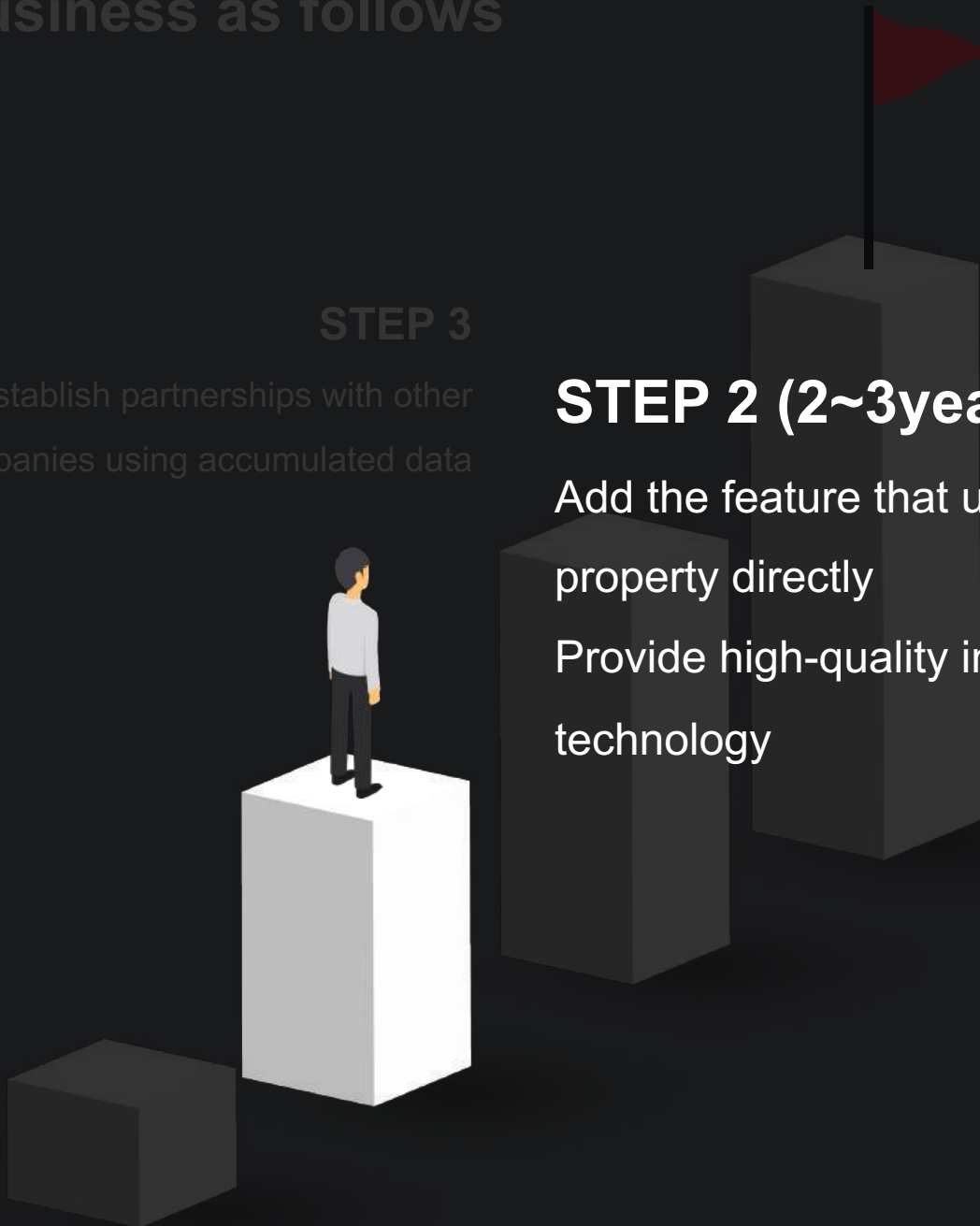
**STEP 3**  
Establish partnerships with other  
companies using accumulated data

### **STEP 2 (2~3years)**

Add the feature that users can upload the  
property directly  
Provide high-quality information using VR  
technology

### **STEP 4**

Expand the business into home  
management, interior design,  
smart home solutions



## We will expand our business as follows

### STEP 1

Launch the business with the mentioned features

### STEP 2

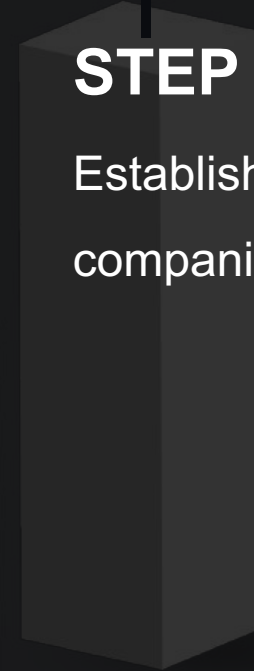
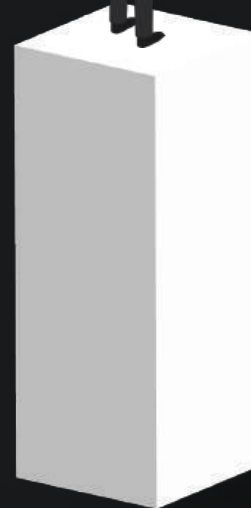
Add the feature that users can upload the property directly  
Provide high-quality information using VR technology

### STEP 3 (3~6years)

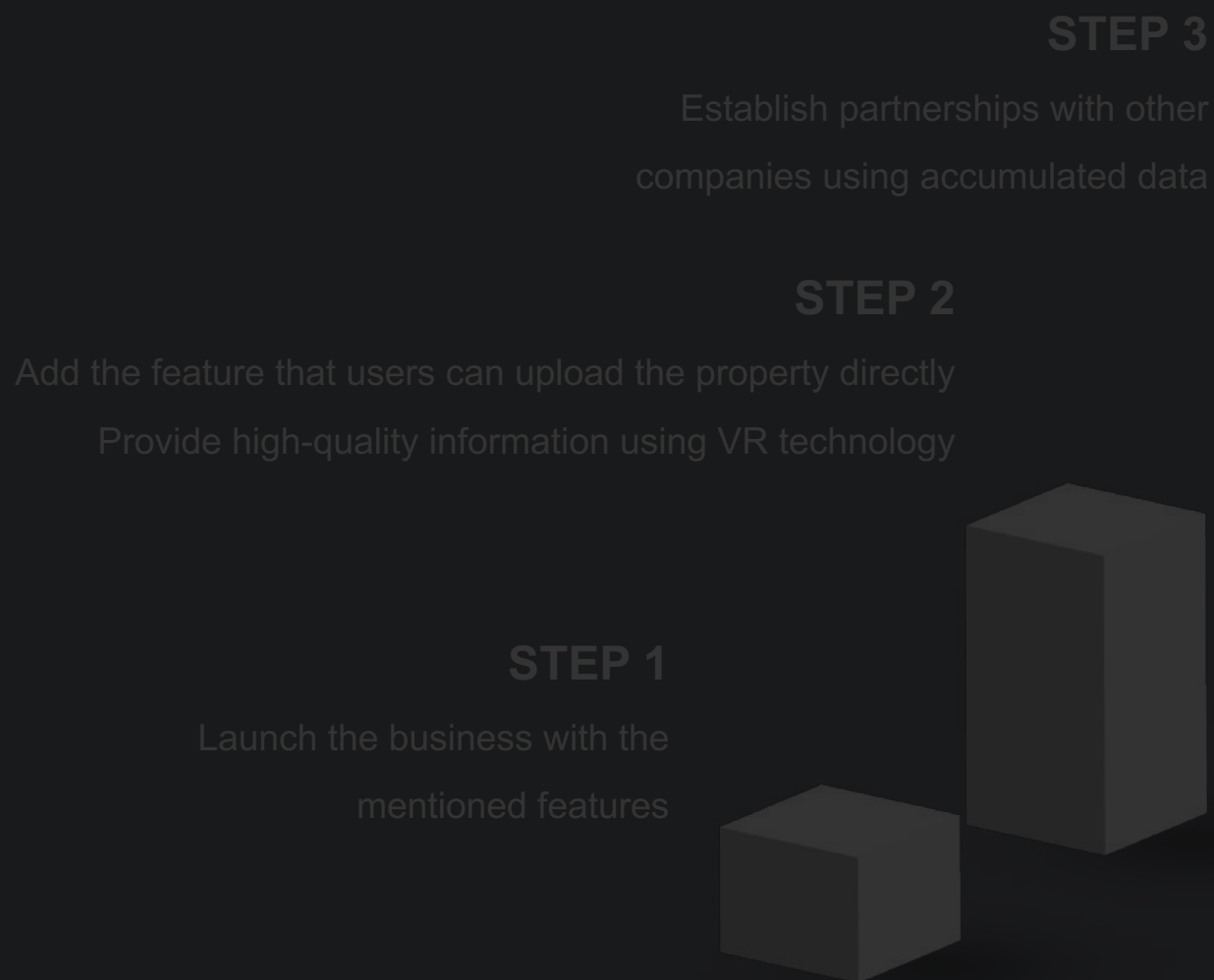
Establish partnerships with other companies using accumulated data

### STEP 4

Expand the business into home management, interior design, smart home solutions



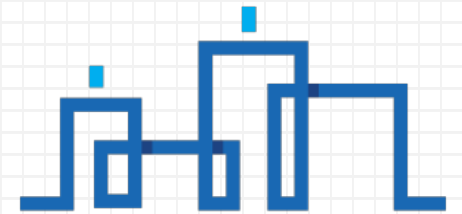
## We will expand our business as follows



### STEP 4 (6years~)

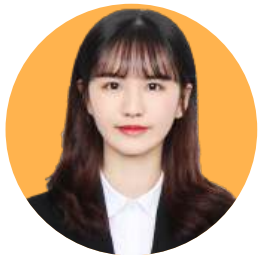
Expand the business into home management, interior, and smart home solutions

SOMO X APTNER



**APTNER**

We contacted the **CEO** of **APTNER**, a South Korea apartment management app, and discussed for **potential collaboration**



**Eunjin Ko**

Core skills

1. Entrepreneurship
2. Project Management
3. UI/UX Design
4. Business Strategy



**Chaehyeong Lim**

Core skills

1. Operations Management
2. Development
3. Project Management
4. External Cooperation



**Seunggu Lee**

Core skills

1. Development
2. Database Design
3. API Design



**Chingsan Lao**

Core skills

1. Software development
2. Machine/Deep learning
3. Big data

**Cambodia  
team member**

[Planning team] Soriya Prum / Sreymeas Chheng

[Design team] Bunlong Leang



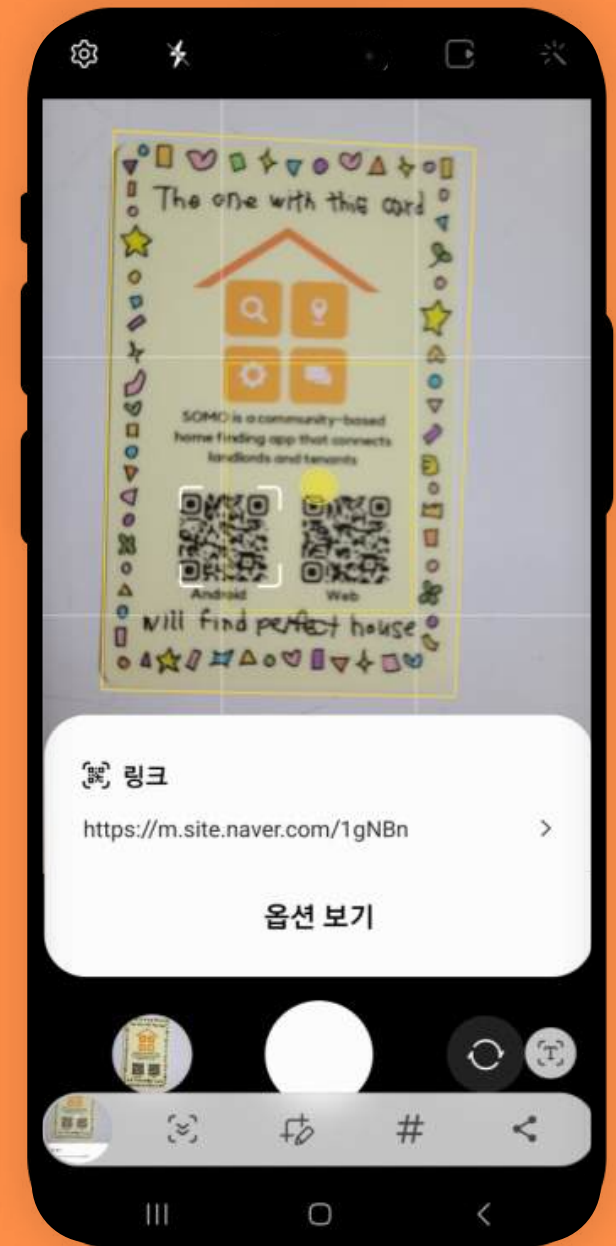




This card is popular among Korea's young generation. We plan to distribute it to Cambodian students and promote the app



Scan the QR code through 'camera' app



**Unreliable information**

**Inefficient property searching**

**Challenges in reaching landlords**







# [appendix] Business growth plan



## STEP 1

## STEP 2

## STEP 3

## STEP 4

positioning

strategy

to do

milestone

User	User	Broker/landlord	User	Broker/landlord	User	Broker/landlord
RUPP	RUPP	Around area 3km far from RUPP	University students in Phnom Phen	All over Phnom Phen	Everyone looking for the house	Big cities
<ul style="list-style-type: none"> <li>Recommendation algorithm</li> <li>Time efficient searching</li> <li>Checking comprehensive information</li> <li>Chat with landlords &amp; real estate agents</li> <li>Writing and checking the reviews</li> <li>Finding roommates</li> </ul>	<ul style="list-style-type: none"> <li>Add the feature that users can upload the property directly</li> <li>Provide high-quality information using VR technology</li> </ul>		<ul style="list-style-type: none"> <li>Special event</li> <li>Establish partnerships with other companies using accumulated data</li> <li>Make business model 2 type</li> </ul>		<ul style="list-style-type: none"> <li>Expand the business into home management, interior design, smart home solutions</li> <li>Focus on high price apartment</li> <li>acquisition of a competing company</li> </ul>	
<ul style="list-style-type: none"> <li>Visit university</li> <li>Participation in conference or fair</li> <li>Advertise in Facebook</li> </ul>		<ul style="list-style-type: none"> <li>Find property with walk through</li> <li>Get some information from real estate</li> <li>Participation in conference or fair</li> </ul>	<ul style="list-style-type: none"> <li>Make some event to attract new users</li> <li>Visit university</li> </ul>	<ul style="list-style-type: none"> <li>Make commission fee system for payment to us</li> <li>Make discount service and set condition for house owner/real estate</li> </ul>	<ul style="list-style-type: none"> <li>Advertise service with impact person</li> <li>Develop new service which users feel interest</li> </ul>	<ul style="list-style-type: none"> <li>Advertise service with impact person</li> <li>Raise the price of the subscription system(Upscale strategy)</li> </ul>
<ul style="list-style-type: none"> <li>Make 800~1000 Rupp student use service</li> <li>Participate to conference and get UI/UX feedback</li> <li>Make 800~1000 Rupp student use service</li> <li>Participate to conference and get UI/UX feedback</li> </ul>		<ul style="list-style-type: none"> <li>At least 300 contract success to upload the house to the service</li> </ul>	<ul style="list-style-type: none"> <li>School attack event</li> <li>2 airplane ticket give to user who contract house within service (once in 6 month)</li> <li>Visit all university in Phnom Phen</li> <li>Over 100,000 user secure</li> </ul>	<ul style="list-style-type: none"> <li>Discount ticket(3~10%) for house owner/real estate revenue</li> <li>Go to a real estate appraiser to determine if this home is the right price.</li> </ul>	<ul style="list-style-type: none"> <li>Take some advertisement video with facebook/Instagram celebrity</li> <li>Hire developers to develop interior sharing service</li> </ul>	<ul style="list-style-type: none"> <li>Take some advertisement video with facebook/Instagram celebrity</li> <li>Prices are differentiated by regio, places with a lot of people pay \$70~80 for subscript</li> </ul>

Q. What is SOMO’s business model?

	STEP 1 (1~2 years)	STEP 2 (6 months~1 year)	STEP 2 (3 years)
Subscription based model	<div>O</div> <div>(\$15 / month)</div>	<div>O</div> <div>(\$15 + a)</div>	<div>O</div> <div>(\$15 + a)</div>
Commission based model	<div>X</div>	<div>4%</div> <div>(according to property law)</div>	<div>4%</div> <div>(according to property law)</div>

Additional business model : Advertisement fee + GOWITH service

## Q. What is 'best home finding charm'?



"everything goes well" charm



"full of happiness" charm



"be brave" charm



## video links

### interview

<https://youtu.be/9jjChZmX4Nw?feature=shared>

original speed -> <https://youtu.be/-bb5lEsl2S8?feature=shared>

### app introduction

[https://youtu.be/\\_mibpCDeILM?feature=shared](https://youtu.be/_mibpCDeILM?feature=shared)

### google drive

[https://drive.google.com/drive/u/2/folders/1IS2LrLHtiNhAmFFo\\_ATeqD6AQt2OMshB](https://drive.google.com/drive/u/2/folders/1IS2LrLHtiNhAmFFo_ATeqD6AQt2OMshB)