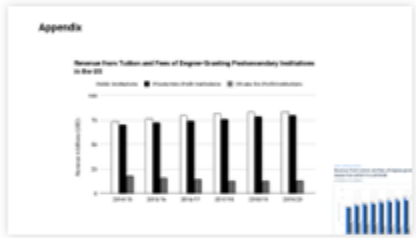
PREPARED BY 135 MADISON

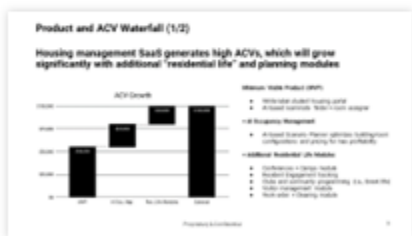
Housing Cloud

An operating system for residential student life

https://housing.cloud/

BEFORE





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Housing Cloud

An operating system for residential student life

https://housing.cloud/

Summary

Housing.Cloud is building an Operating System for Residential Life that helps universities maximize profitability, efficiency, and student satisfaction

Student Housing is the center of on-campus Residential Life and offers entry into other well-funded university departments that are underserved by outdated, over-priced, and unstable software.

We help universities:

Attract more students to live on campus with student-friendly tech and tools

Optimize occupancy with AI-based scenario planning

Simplify operations across housing, programming, and student staffing

Improve alumni giving by elevating student satisfaction with ideal roommate matches, incredible campus programming, and increased student engagement.

- Students who are more satisfied with their residential experience are likely to donate more to their alma mater than those who are less satisfied.[1]

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Industry

Student Housing is big business, with 2,500 U.S. schools generating over $48B in housing revenue from 8.5M students

$276B[2]
U.S. Higher Ed. Revenue from Tuition

$48B[1]
U.S. Higher Ed. Revenue from On-Campus Housing

$5,650
Average per Student Bed

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Why Now?

Schools must boost housing revenue and student engagement despite a difficult market and strong private competitors

Housing still down vs. pre-Covid
And many returning students are under-socialized and unprepared for campus life

Off-campus competition is up
$10.6B has been invested into off-campus housing in 2021

An "enrollment cliff" is looming
As 2025 incoming freshman will drop by **15%**[1]

Sticky market up for grabs
#1 player StarRez has acquired #2 and #3 and is shutting them down by 2025. Many schools are shopping for a solution

StarRez

Enrollment Projected to Drop Sharply After 2025
Forecasted number of college-going students in the US (millions), by year of high school graduation

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Problem

Meanwhile, schools are overpaying for software that is outdated, unreliable, and difficult to use or train on

Most student portals are outdated
and unattractive to today's college students who are used to the latest in technology

Admin software is inflexible
on contemporary data like gender identity or preferred name as well as in handling special accommodations like emotional support animals

Even the major players crawl or crash
under moderate usage loads

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Solution

Housing.Cloud helps schools maximize student satisfaction with their on-campus living experience while simplifying operations

Stable + Scalable
Cloud infrastructure capable of handling massive visitor load

Usable
Intuitive design reduces staff training and school onboarding timelines

Customizable
Adaptable to each school's unique housing programs

Expandible
Dozens of add-on modules simplify and empower adjacent functions

ROI

$70,000
Cost saving and lost time value for an average school with 1500 beds on-campus

$1.2 million
Potential revenue increase at the same school using Occupancy Manager to maximize room configuration profitability

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Why We Win

Housing.Cloud is launching into a sticky, underserved market primed for revolution with software that's already vastly superior to the largest competitor

Unprecedented market consolidation

Recent industry consolidation on outdated competitor platforms means schools are looking for modern, stable, intuitive software

Superior purpose-built product

Competitors' products are built on 20+ year-old technology

Market-expanding strategy

Housing.Cloud's DIY interface and affordable entry-price attract even small schools to buy their first student housing management system

Impossible to follow

Our system design and tech stack enable Housing.Cloud to expand into advanced features and AI-based tools that incumbents could never achieve

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Product and ACV Waterfall (1/2)

Housing management SaaS generates high ACVs, which will grow significantly with additional "residential life" and planning modules

Minimum Viable Product (MVP)
- White label student housing portal
- AI-based roommate finder + room assigner

+ AI Occupancy Management
- AI-based Scenario Planner optimizes building/room configurations and pricing for max profitability

+ Additional Residential Life Modules
- Conferences + Camps module
- Resident Engagement tracking
- Clubs and community programming (i.e., Greek life)
- Visitor management module
- Work-order + Cleaning module

Housing Cloud

Product and ACV Waterfall (2/2)

Our MVP increases student satisfaction and empowers schools to manage their own processes with no-code, DIY tools

AI-based roommate + room assignment reduces room change requests and churn

Better matching saves schools hundreds of hours of manual work

Satisfaction surveys drive continuous improvement in matching methods

Easy interface for less staff training time

Fewer customer support calls

Mobile-first Student Portal makes it easy to live on campus

A manual roommate matching process for 1,000 students could take a school **over five business days.** With HousingCloud, it takes **MINUTES.**

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Competitive Landscape

Consolidation under an outdated provider presents an unprecedented market opportunity as schools look for new software

	Housing Cloud	StarRez	iReZLife
Ease of use	●	◔	◑
Doesn't crash or crawl	●	◔	◔
Easier client integration	●	◑	◔
AI-based roommate matching	●	○	○
No code reporting	●	○	○
Sleek student interface	●	◔	◔

StarRez

StarRez bought two major industry competitors in 2022, Adirondack and Mercury.

Both are being absorbed into StarRez for a combined **3M+** beds across the US.

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Traction

We have launched our initial MVP and are pursuing a weighted sales pipeline of over $1.1M

May 2023 — First go-live

May 2023 — **$8.5K** ARR signed and live from one small customer

Aug 2023 — **4** contracts signed (3 live) for **$34K** ARR, including St. Martin's University, State U of NY ("SUNY") OCC, and Milwaukee School of Engineering

Pursuing **$750K** active sales pipeline across 29 potential clients ($25.8K average ACV)

Dec 2023 — **3-school** Alaska consortium on-boarding. Sight-line to **8 SUNY** partnerships worth **$85K** ARR alone, with up to **56** add'l SUNY schools in network (1.3MM students/up to $9MM ARR value)

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Business Model

We generate revenue through a vertical SaaS licensing model with sticky recurring revenue streams + massive Lifetime Value

Current Revenue Model

One-time setup fee **(~$5 - 10K)**

Annual upfront payment **(~$8.5K-$55K)**

- License and setup fees are dependent on number of active students.
- Schools only leave integrated providers when they are either dissatisfied or when there are industry inflection points (like with StarRez).
- Onboarding a school creates a sticky revenue stream.

Future Model

Enhanced setup fees **(~10K - $25K)**

with annual upfront payments **($12K - $100K)**

Optional expansion module fees **(~$5K - $50K)**

- Referral fees (renter's insurance, moving service, et al.)
- Fintech revenue

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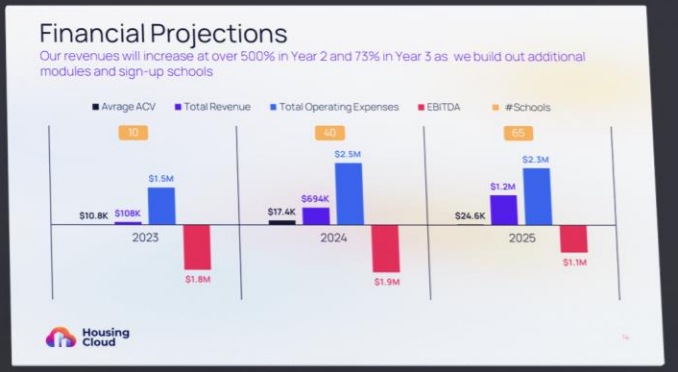

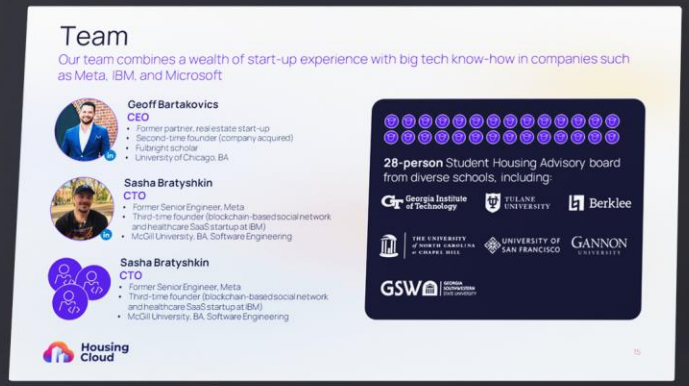

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Thank You!

For more information on this investment opportunity, please contact: