

Key Partners

❖ **Mairie de Paris**

- > Metrics and data on key workers,
- > Sponsoring
- > Administrative support

❖ **Wealth Managers**

- > Redirect clients towards us.

❖ **Paris Habitat**

- > Cooperation, synergy.

❖ **Owners of vacant apartments**

❖ **APUR urbanism agency**

Key Activities

A multi-scalar problem-solving approach.

- **Optimizing city efficiency**, better allocating relevant housing to key workers.
- **Extending Paris' social housing** policy.
- **Providing vacant apartment owners real incentives** to put their property to good use.

Key Resources

- ❖ Intellectual: **Databases**
- ❖ Human: House Keys + employees + Mairie's employees (2)
- ❖ Financial:
 - > Fundraising and Crowdfunding operations.
 - > Subsidies
 - > Sponsorships (Marie de Paris, influential individuals...)
 - > Commissions of 15%

Value Propositions

Solving the needs of three types of customers

- Mairie de Paris
- Owners
- Key workers

Owners:

Administrative support, rent guarantee and secure on-time departure, facilitated way to re-enter the rent market, renovation if needed, tax incentives.

Key workers:

Facilitated and relevant access to housing closer to workplace.

Mairie:

Replacing Multiloc by an improved model. Improving economic and infrastructure performance of the area, improving social diversity.

Customer Relationships

House Keys vs flat owners:

Dedicated personal assistance to understand their expectations and optimize **collaboration**.

House Keys vs Mairie:

Fluid communication to share and create the database and **collaboration**

to facilitate administrative issues.

House Keys vs Key Workers:

Automatic Service, I.e. the key workers will register themselves on our platform in order to find a housing.

Channels

Multi-channel approach:

Indirect:

- > Word of Mouth
- > Key partners
- > Media

Direct:

- > Website with personalized access for 3 customer segments.
- > Local joint ad campaigns (**House Keys** and Mairie)

Customer Segments

Multi-sided platform and niche market.

3 main customers are:

- ❖ **Owner of vacant apartments**
- ❖ **Mairie de Paris**
- ❖ **Key workers**

NB: All customers are equally important and interdependent.

Cost Structure

- ❖ Fixed Costs:
 - > Salaries for House Keys Team (SMIC) and Employees / Interns.
- ❖ Variable Costs: -> Communication Costs. -> Research & Data.
- > Maintenance and Renovation (15 000 euros as maximum threshold)
- ❖ Strategy: Limit costs by applying to various incubator programs.

Revenue Streams

- ❖ From Activities:
 - Commission on rent of 15%.
- ❖ From supporters:
 - > Crowdfunding from individuals;
 - > Subsidies and Sponsoring from organizations and influential individuals.