

House Keys

*Optimizing vacant housing
for key workers*

Summary

Who are we?

Our main issue : too many vacant flats in Paris

Our five objectives

Our solution: a multi-sided approach, with real incentives for all

Identifying the risks and tackling them

The next steps

Meet our team



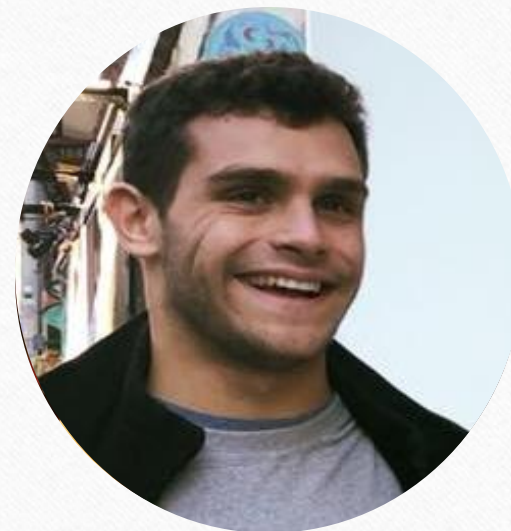
Regina Durazzini
In charge of
Project Coordination



Lisa Gache
In charge of
Partnerships



Solène Verhaeghe
In charge of
relations with wealth
managers



Quentin Lapeyre
In charge of relations
with town hall

Meet our team



Chitraksh Sharma
In charge of
Customer Relations



Kennedy Cassy
In charge
of Communication



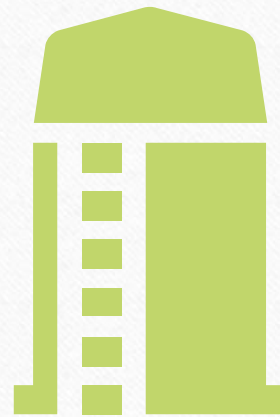
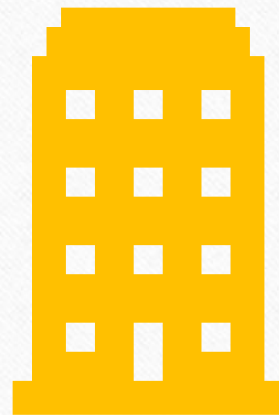
Anissa Sidhoum
In charge of
Marketing



Yuufei Jiang
In charge of
Communication

Vacant flats in Paris

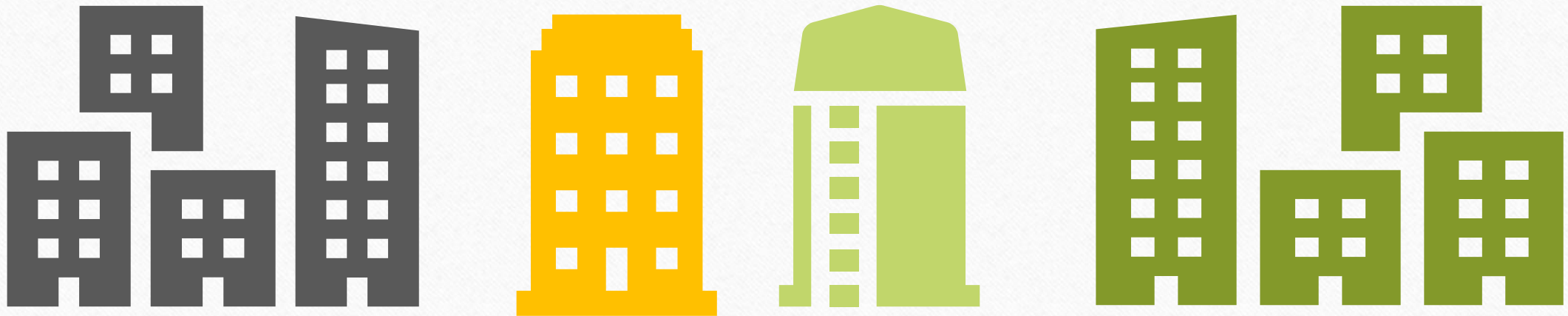
A quick guess?



Vacant flats in Paris

A quick guess?

205 072





Vacant flats in Paris



LES LOGEMENTS INOCCUPES

Part des logements inoccupés (*), dans le total des logements



(* résidences secondaires ou occasionnelles, logements vacants)

Source: Recensement de la Population (INSEE) - 2013



26%

Flat vacancy rate in Central Paris

15%

Average flat vacancy rate in Paris

30%

Flat vacancy rate in 4th Arrd.

Our five objectives

Improve the distribution of housing to key workers

Offering more affordable accommodation for key workers

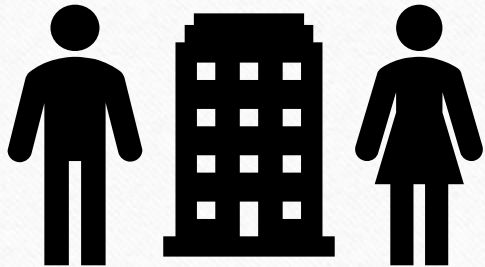
Convince flat owners to rent their vacant flat

Decrease the number of vacant and unused flats in Paris

Improve the efficiency of public services in Paris

A truly multi-sided approach

win-win-win !



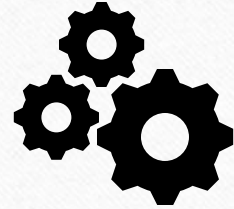
The Homeowners



The Key Workers



The City



With real incentives for all

Better incentives for homeowners

- Guaranteed rent
- Renovation plans
- Waving of vacancy surtax
- Three years rental income tax exemption

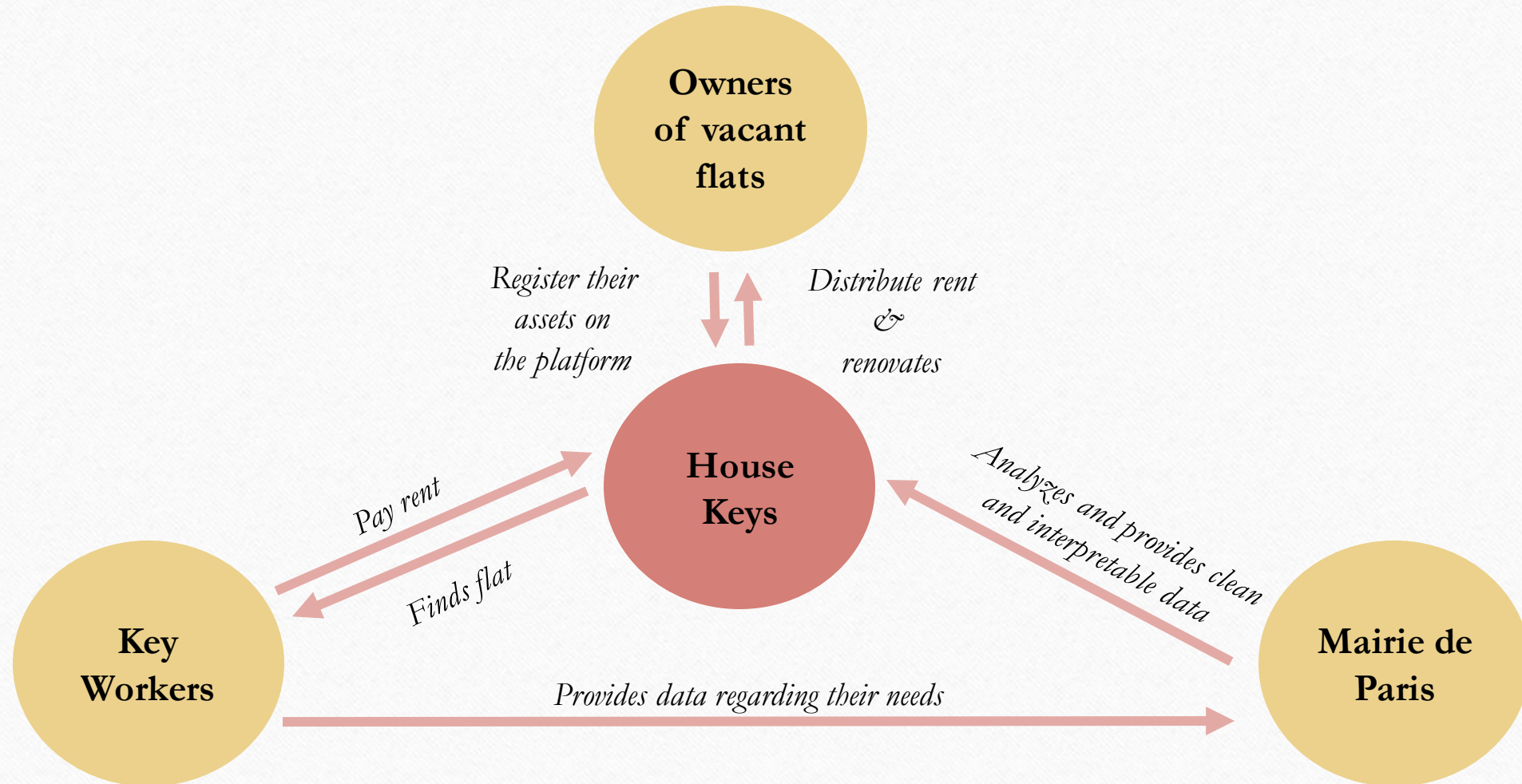
Optimized solution for town hall

- A viable alternative to Multiloc plan
- Additional social housing freed for other individuals in need, decreased waiting time

Opportunity for key workers

- Great housing at a cheaper price
- Flats close to the workplace
- Improved productivity, less time wasted commuting

Modeling our approach



SWOT Analysis

Strengths

Young highly qualified team
Identifying essential component in resolving vacancy issue
Creating more incentives for owners

S

Unknown enterprise
No financial resources as of now

W

Weaknesses

Opportunities

Great number of vacant apartments
City Hall 's motivation to reduce vacant flat rate in Paris

O

Rent time not matching
Refusal of city hall to work with us
Refusal of flat owners to rent their flat

T

Threats

Addressing the weaknesses and threats



Provide clear and precise data and information to reassure flat owners and be able to match renting times



Enter an incubator and get a label to ensure the trustworthiness of our organization – Partnership with a law firm



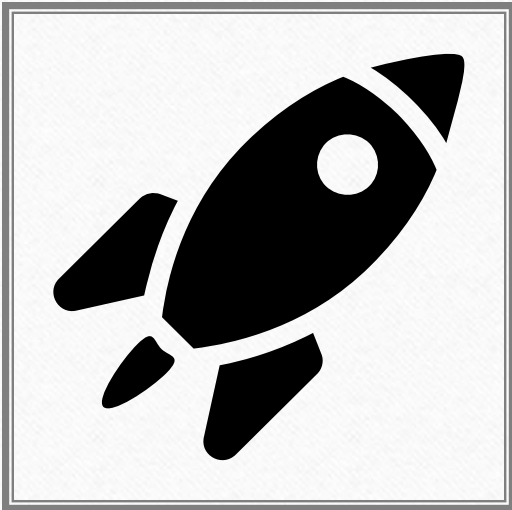
Have an influential and well-known spokesperson to convince political leaders.



Design an impactful marketing and communication strategy to avoid making the similar mistakes as Multiloc

What's Next ?

Need to focus on necessary and initial partnerships, data collection and fundraising to legitimize the project and build trust among customers.



- Negotiate and Establish a Partnership with the Mairie de Paris
- Collect Data on Vacant Flats and Key Workers and Do Primary Research
- Establish Other Key Partnerships and Collaborations in Housing Industry (Paris Habitat), Research Agencies and Organizations (APUR) and Maintenance Sector.
- Find Fundraising Opportunities and Partner with Wealth Management Experts
- Find an incubator to support us in kick starting our project.