

LeaseMySpace

An online marketplace for commercial renters to monetize their space permanently or temporarily. (Canada)



Advisors:

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www.leasemyspace.ca

Executive Summary

Company Summary

The COVID crisis has changed economies around the world and that in turn has massively changed commercial space requirements. To accommodate this existential realignment in commercial space we will create a simple, unique algorithm that takes the lingo and mystery out of space rental, and offers permanent AND micro-subleasing (for an event or short-terms where permitted) so that SMEs can easily and accurately monetize their space for sublet in this new online market. Much like some hotels have repositioned their rooms as small office spaces, so will we enable other companies to make unique new uses of their space as a way to survive this extended economic crisis.

Management

- General Manager/CMO – Cal Harrison BA, MBA, CMC Senior sales and marketing and start-up executive
- CIO – Heather Surzyshyn BA, Dipl. IST Senior IT professional.
- Other - TBD

Customer Problem

- The COVID crisis has changed economies around the world and that in turn has massively changed commercial space requirements.
- In order to survive, many companies need to quickly reduce overhead costs permanently or temporarily.

Product/Services

- Cloud and web software.

Target Market

- SMEs with commercial space they need to sublet or temporarily monetize.

Business Model

- Free for those seeking space.
- \$499 one-time listing fee for those listing space.

Customers/Users

- Paying Customers: SMEs listing space for sublet or temporary use.
- Free Users: Renters seeking space.

Sales and Marketing Strategy

- Unpaid and paid web and social media promotion.
- Unpaid, earned media.

Competitors

- Generic markets such as Kijiji.
- Commercial space brokers.

Competitive Advantage

- Plain language means ease of use for listers and renters.
- Short and long-term rental opportunities. It's like a combination of AirBnB and LeaseBusters but for commercial space.

Financials / Forecasts

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Total Revenue	\$ -	\$ -	\$ 74,850	\$ 748,500	\$ 1,497,000
Tech Dev	\$ 72,500	\$ 92,500	\$ 92,500	\$ 92,500	\$ 92,500
Bus Dev	\$ 45,000	\$ 25,000	\$ 314,426	\$ 314,426	\$ 314,426
OpX	\$ 6,500	\$ 6,500	\$ 63,000	\$ 73,000	\$ 73,000
Total Expenses	\$ 124,000	\$ 124,000	\$ 469,926	\$ 479,926	\$ 479,926
Investment	\$ 250,000	\$ -	\$ -	\$ -	\$ -
Net Cash Flow	\$ 126,000	\$ 2,000	-\$ 393,076	-\$ 124,501	\$ 892,574

Based on 3,000 annual listings by Year 5.

Licensed Technology/Product

- Cloud software/web solution extended to a phone app post-launch.

Technology/Product – Current Status

- Technology Evaluation Stage (TRL2)