



Entrepreneurship

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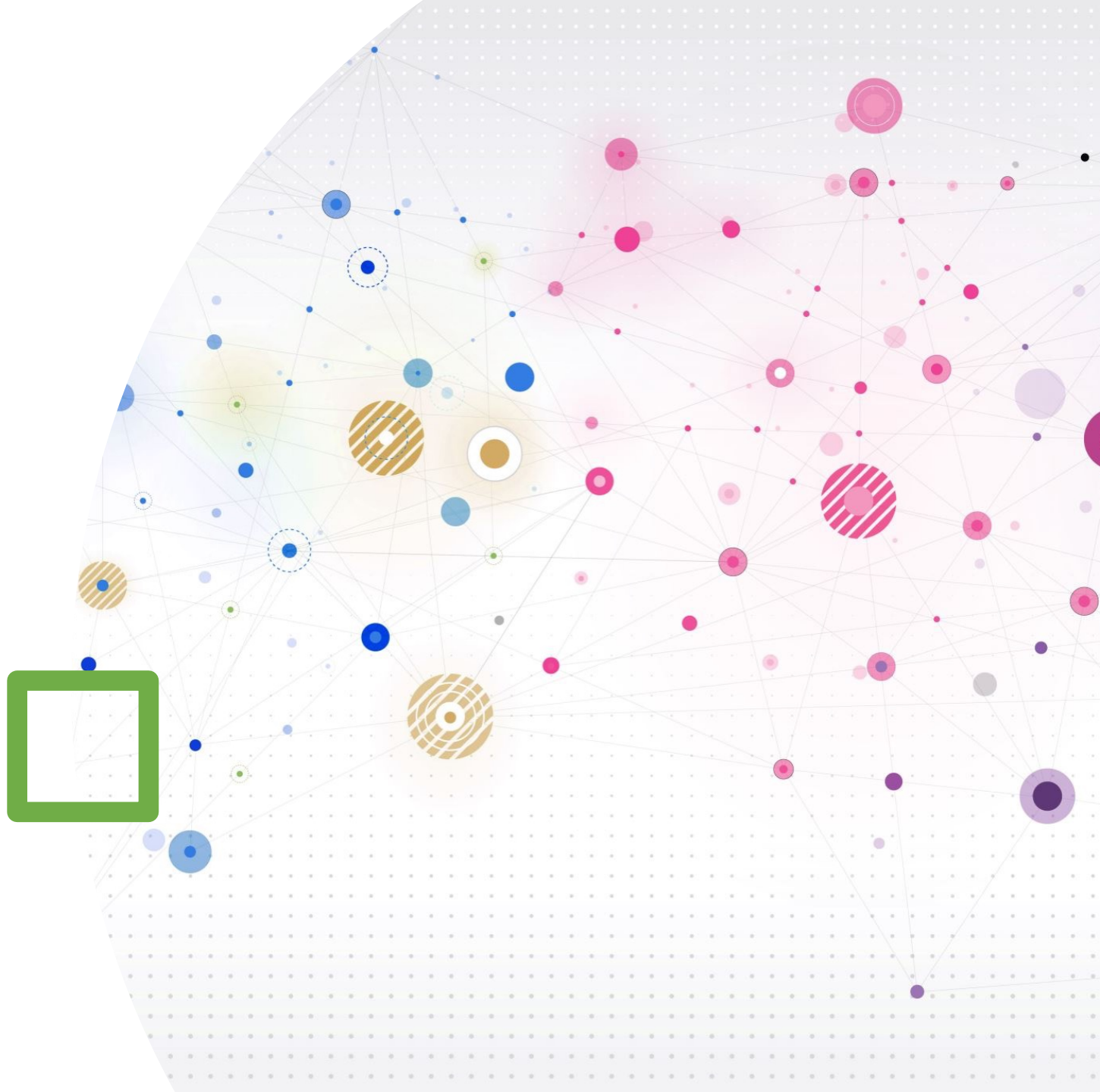




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Introduction : Checkatenant



SWOT

Strengths	Weaknesses
Innovative concept User-friendly platform New Concept	Initial market penetration
Opportunities	Threats
Untapped rental market increasing demand for reliable tenants	Potential Competition, Market Scepticism

(Checkatenant, 2023)



Check a
Tenant



TENANT SCORING REPORT

You want to be sure of a positive service between landlord and tenant?

Publish your location on the platform and invite them to create an account on
www.checkatenant.co.uk

Landlord

BENEFITS

Tenant

- Positive reviews / referrals
- Enhanced property value
- Lower vacancy rates
- Secure connection
- Steady income

- Priority to high quality rentals
- Fairness and transparency
- Easier and faster approval
- Favorable rental terms
- Long term stability

Overview: CheckATenant

- **Why CheckATenant?**
- *Benefits For Tenants:*
- **Lower Security Deposits:** Build a positive rental history.
- **Lower Rent:** Prove your reliability for better deals.
- **Higher Approval Rates:** Increase your chances of securing a property.
- *For Landlords:*
- **On-Time Payments:** On Time Payments
- **Lower Vacancy Rates:** Makes it harder for tenant to leave without notice.
- **Attract Quality Tenants:** Enhance property value and reduce stress.

Management team



Chief Executive Officer (CEO)	Gheorghe	An experienced entrepreneur with a proven track record in real estate and a passion for creating innovative solutions in the rental market.
Chief Technology Officer (CTO)	John	A tech visionary with a background in developing scalable platforms, ensuring CheckATenant remains at the forefront of technological advancements.
Chief Marketing Officer (CMO)	Bogdan	A seasoned marketing professional known for crafting compelling strategies, driving brand awareness, and fostering strategic partnerships within the real estate industry.
Chief Financial Officer (CFO)	Florin Salam	A finance expert skilled in optimizing financial strategies, ensuring the prudent allocation of resources for sustained growth and profitability at CheckATenant.

Target market



Landlords



Tenants



Marketing strategies

Unique Selling Point (USP):

- **Rent Reporting:** A game-changer in the market.
- **Trust Score:** Prioritize reliable tenants.

Marketing Strategies:

- **Digital Marketing:** Utilize social media and online platforms.
- **Partnerships:** Collaborate with real estate agencies.
- **Word of Mouth:** Encourage users to share positive experiences.





Competition

OpenRent (Openrent.co.uk, 2023):

Strengths: Established presence, large user base.

Weaknesses: Limited innovative features, potential for bureaucratic processes.

Zoopla (Zoopla.co.uk, 2023):

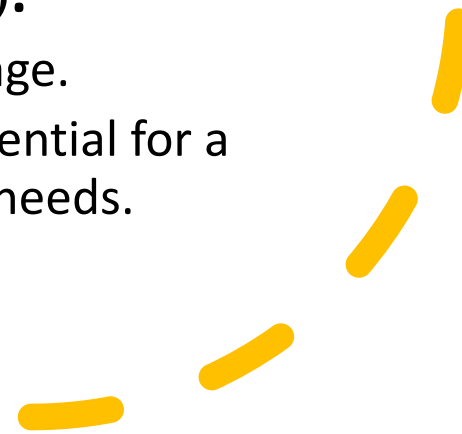
Strengths: Extensive property listings, strong market reputation.

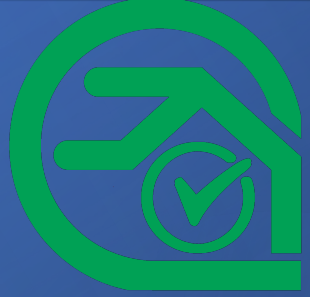
Weaknesses: Limited focus on tenant-landlord relationships, potential for slower adaptation to new trends.

Rightmove (Rightmove.co.uk, 2023):

Strengths: Market leader, broad coverage.

Weaknesses: Traditional approach, potential for a slower response to emerging industry needs.





Differentiation strategies

Competitive Advantage:

- **Rent Reporting Services:** Unique in the market.
- **User-Friendly Platform:** Seamless experience for both landlords and tenants.

Differentiation Strategies:

- **Continuous Innovation:** Regular updates and feature enhancements.
- **Exceptional Customer Service:** 24/7 support for users.



Funding requirements and allocation

CATEGORY	AMOUNT (£)	PERCENTAGE (%)	PURPOSE
Platform Development	£15,000	30%	Enhance features, user experience, and scalability
Marketing and Advertising	£12,000	24%	Digital marketing, partnerships, and promotional activities
Operational Expenses	£8,000	16%	Day-to-day operations, overhead costs
Team Expansion	£10,000	20%	Hiring additional team members and talent acquisition
Reserve	£5,000	10%	Contingency and unforeseen expenses
Total	£50,000	100%	



[www.
checkatenant.co.uk](http://www.checkatenant.co.uk)



Conclusion

Thank you



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