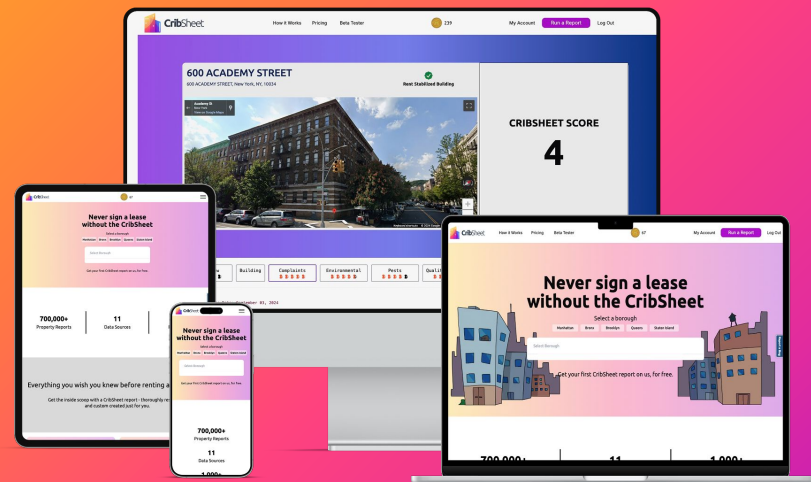




CribSheet

Updated September 2024
seedround@cribsheet.io | [Join the Beta](#)

Never Sign a Lease Without the CribSheet



Agenda

- The problem
- The solution
- Expansion plan
- Revenue strategy
- Marketing strategy
- Technology stack
- Meet the team
- Funding requirements
- Appendix

A Game of Information: The Pre-Owned Car

Would you:

Spend **\$30,000** on a pre-owned car without
knowing everything wrong with it?

Yes



No

A Game of Information: The Pre-Owned House

Would you:

Spend **\$300,000** on a pre-owned house
without knowing everything wrong with it?

Yes



No

A Game of Information: The Rental Apartment

Would you:

Spend **\$91,380** on rent for an apartment
without knowing everything wrong with it?

Yes



No

Hold On... \$91,380 In Rent???

**That's what you are doing when you
sign an apartment lease.**



**The average rent in Manhattan is
\$3,820 per month*.**

**2 year lease x \$3,820
= \$91,380**

An Apartment Lease is a Promissory Note

When a tenant signs a lease, they are making
a legal promise to pay that lease in full.

Even if a tenant vacates early, they will likely
owe the full lease amount.

A Perspective Shift

Now, thinking of a lease as a \$91,380 purchase, would you:

Spend **\$91,380** on rent for an apartment without knowing everything wrong with it?

Yes



No

The Information Game is Rigged Against the Renter

The **only information** renters receive about their apartment comes from the **leasing agent** or the **landlord**...

...the two parties who **benefit most from an uninformed renter.**

Rental Regret is Real



“I wish I knew about the...

bedbugs

hot water issues

asbestos

construction noise

crime rates

neighbors' politics

food desert

rat infestation

rent stabilization

school rankings

evictions

hate crimes

subway delays

broken elevator

noise

...before I signed the lease.”

That's Where CribSheet Comes In

CribSheet tells you everything wrong (or right) with your current or future apartment.



CribSheet

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Consolidating Disparate Data to Tell a Building's Story

Search an Address

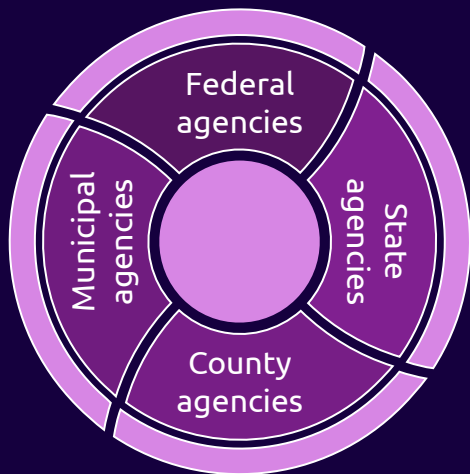
Purchase a Report

Make an
Informed Decision

CribSheet is a **data aggregation product** providing renters with a plethora of information in a **digestible format** so they **know the whole truth** about any apartment.

How We Do It:

CribSheet collects
data sets from numerous
disparate sources:



CribSheet presents
the data in a digestible and
understandable format:

01

Each property receives
an overall score

02

The Report is broken
into individual sections

03

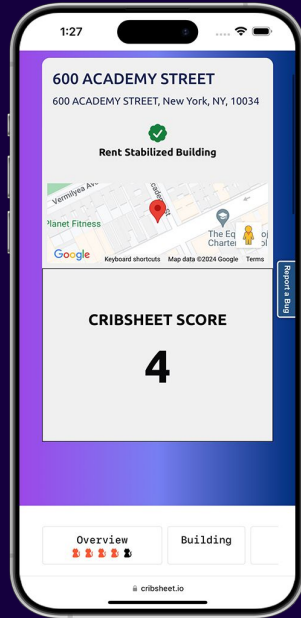
Each section receives its
own score

04

Each score is given an
explanation

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The CribSheet Scoring Algorithm

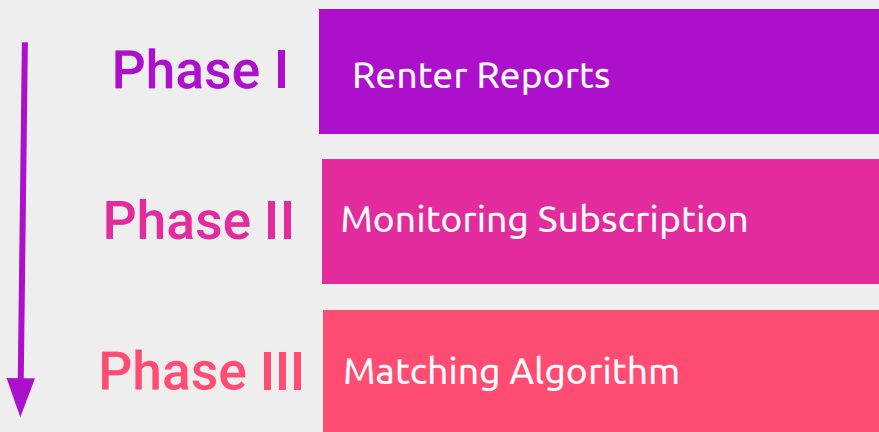


The value of a CribSheet is in the scoring algorithm.

- Buildings are weighed against like-kind properties throughout the city, neighborhood, and zip code.
- Scores are fluid, and update in real-time.

Vertical and Horizontal Expansion

Vertical: Additional product offerings

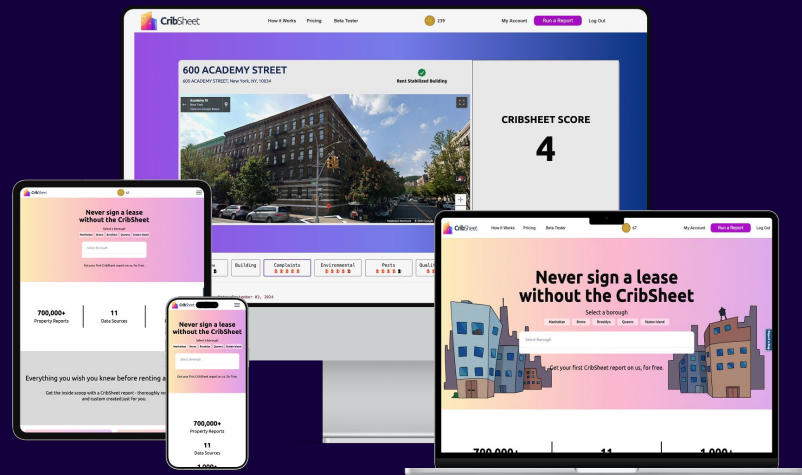


Horizontal: Expansion to 100+ other geographic markets



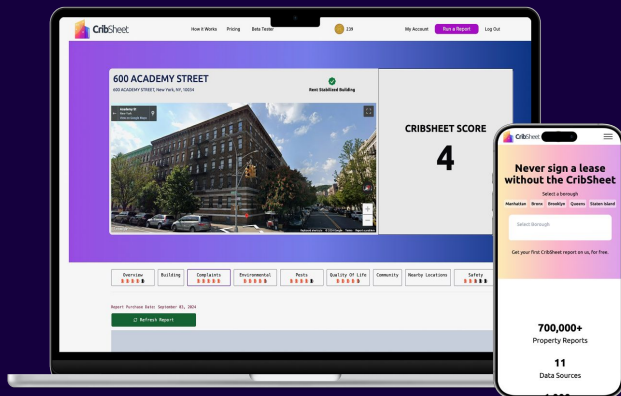
Product Evolution Phase I — The CribSheet Report

A simple and easily digestible report providing all the information necessary to empower prospective renters to make a decision to lease an apartment.



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Product Evolution Phase II — Real-Time Property Monitoring Subscription



A subscription product allowing users to receive email/push notifications when any new data is added to their address.

By leveraging **machine learning** to analyze daily data, our system identifies key patterns and trends, ensuring you receive only the most up-to-date information about your home.

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Product Evolution Phase III — Personalized Matching Algorithm and Marketplace

Users looking to rent an apartment answer questions to specify what building features and neighborhood qualities are important to them. The more questions they answer, the better the matches will be.

Then, the CribSheet property matching algorithm finds the perfect apartment for each renter.



Horizontal Expansion

CribSheet launched in 2024 in New York City, the hometown of our founders. The abundance of available data, the large percentage of renters, and the high rent prices made NYC the perfect starting point.



+2.3M rental
units



+\$68.7B total value
of active lease
agreements

67%

of NYC residents
rent their
apartment



+34K units
available at any
given time

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Next Stop: Los Angeles

As the second largest city in the US with a population of 3.8M+, 64% of whom rent, Los Angeles is an ideal location for expansion.



Path to 100+ Cities

CribSheet has access to similar data from **100+ other US cities for rapid expansion.**



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The Top 10 cities

Our first 10 markets account for 15 million renters.

Priority	City	Total Population	Renters Percentage	Owners Percentage	Gross number of Renters
1	New York, NY	8,335,897	67%	33%	5,585,051
2	Los Angeles, CA	3,822,224	64%	36%	2,446,223
3	Chicago, IL	2,665,064	54%	46%	1,439,135
4	Houston, TX	2,304,414	59%	41%	1,359,604
5	Phoenix, AZ	1,644,403	42%	58%	690,649
6	Philadelphia, PA	1,567,258	49%	51%	767,956
7	San Antonio, TX	1,472,904	48%	52%	706,994
8	San Diego, CA	1,381,182	53%	47%	732,026
9	Dallas, TX	1,299,553	59%	41%	766,736
10	Austin, TX	975,335	56%	44%	546,188

Covering 45+ Million Rental Units

In total, there are **~45M* rental units** in the United States. The top 100 cities account for **~50% of all rentals.**

Our goal is to offer **all products to the top 100 cities within ~3 years.**

Revenue Strategy

CribSheet generates revenue from multiple parties across multiple product offerings:

User Personas



Prospective renters



Existing renters



Leasing agents



Housing authorities

Revenue Drivers



Report sales



Monitoring subscription



Marketplace listings



Government contracts

Marketing Strategy - Who We Are

We empower renters with everything they need to know before signing a lease. As a brand, CribSheet is:

**Data-
obsessed**

Empathetic

Irreverent

This is our friendly mascot **Lydia**. She spends a lot of time in apartments and she is here to help renters get the most out of their CribSheet reports.



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Brand Awareness Push

CribSheet's initial focus will be getting the word out. Growing the user base through an initial brand awareness campaign blitz.



Subway ads



Street flyers

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Social Media & Demand Generation

Our brand push will be supported by a strong social presence, influencer partnerships, and paid advertising across social media to meet users where they're at:



Instagram: Ads, influencer marketing, and brand presence.



TikTok/Reels: Ads, informational content, and peer-to-peer communication.



Facebook: Ads targeting tenant-focused communities.

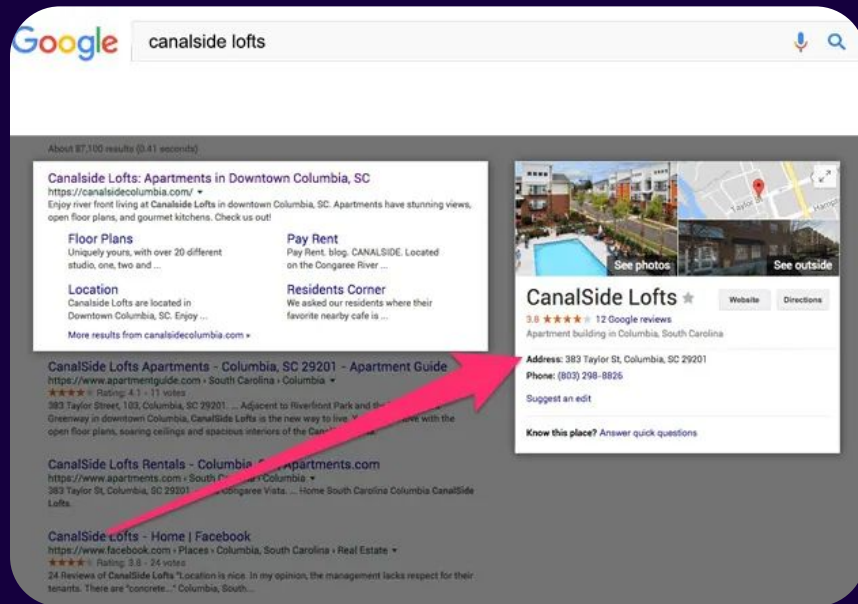


Reddit: Social-listening and community outreach.

Marketing Strategy - Organic Search

Through strategic injection of structured metadata into CribSheet's code, we can get the **CribSheet Score** to appear on the right-hand rail of Google's search result for **any property in our database**.

This easily allows us to be featured on the **first page of Google** for every address.



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Marketing Strategy - Video Content

CribSheet has retained the award-winning commercial production firm [Elevated Content](#) to create a series of comedic rapid-fire videos demonstrating the necessity of the Cribsheet products.

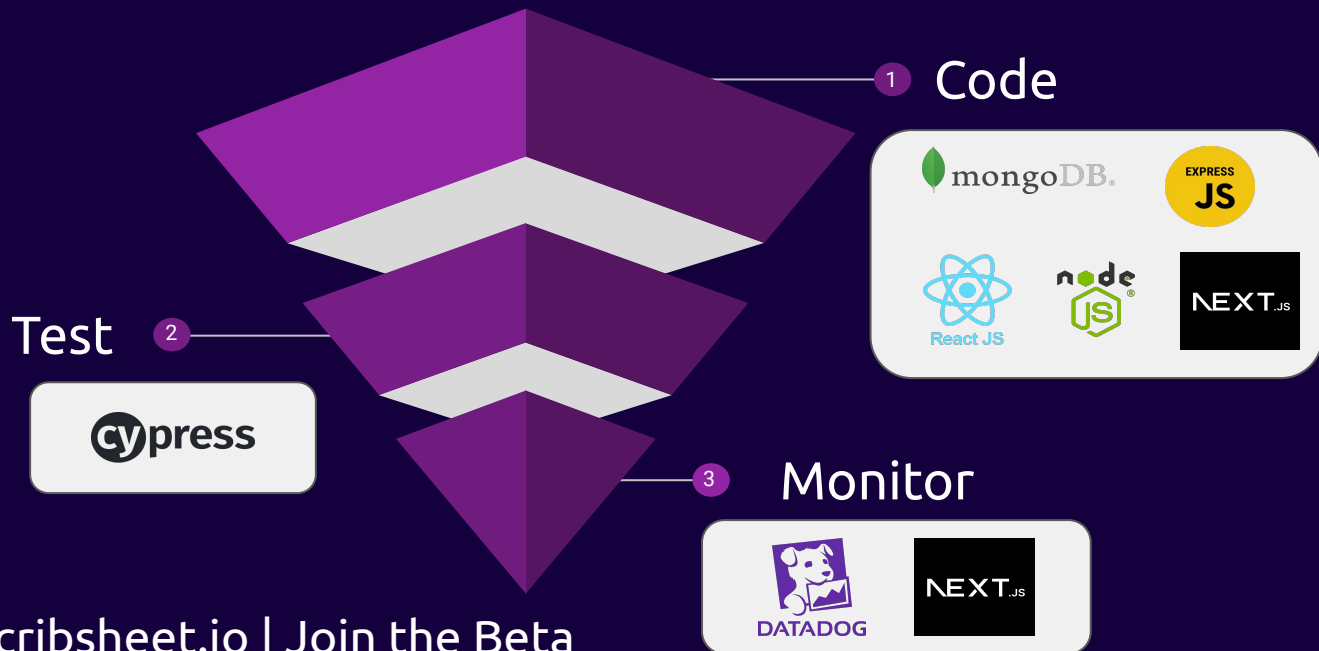
The “[Traumatized Tenants Support Group](#)” concept depicts the hilarious madness of people sitting in a circle sharing the woes and burdens of renting apartments that they did not vet using Cribsheet.



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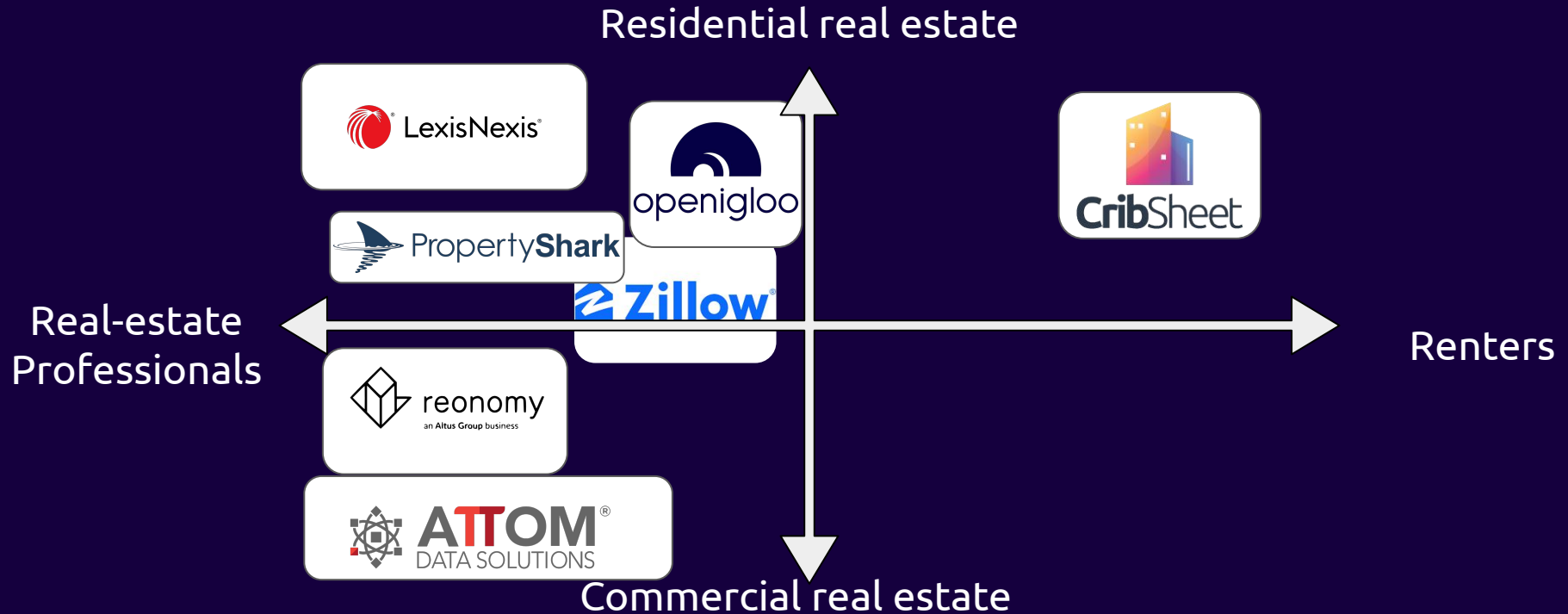
A Flexible Technology Framework

CribSheet employs a technology stack specifically designed for fast deployments and quick iterations.



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An Underserved Consumer Market



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Meet the Team



Matthew Lucks
Co-Founder & CEO

- WhoseYourLandlord
- PropertyShark
- Fundraise Up



Yampiero Polanco
Co-Founder & CTO

- WhoseYourLandlord
- Fundraise Up
- Bloomberg



Hector Marmolejos
Co-Founder & SE II

- WhoseYourLandlord

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Seed Round Fundraising

Prior founder funding	\$200,000
Seed round closed at	\$8,500,000
Investment instrument	SAFE Note
Discount rate	80%
Valuation cap	None
Pro-rata rights	Included

Don't Miss Out — Join The Seed Round



CribSheet

**Never Sign a Lease Without
the CribSheet**

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For Seed Investment Inquiries, Email:

seedround@cribsheet.io

Appendix



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Pricing Model - Starting Price Points

Number of Tokens	Price
5 Tokens	\$9.99
14 Tokens	\$25
31 Tokens	\$50
67 Tokens	\$99

Subscription plan	Price per address
Monthly payment	\$30
Annual Payment	\$240

Pricing Structure - A Token-Based System

CribSheet will employ a **token-based** purchasing system to promote **gamification** and incentivize **repeat purchases**.

Product	Token Cost
Single Report	3 Tokens
Report Refresh	1 Token
Monthly Monitoring	15 Tokens
Annual Monitoring	120 Tokens



Revenue Projections - Reports and Subscriptions

Market Penetration	Reports - Annual Revenue*	Subscription - Annual Revenue**	# of Sales
NYC 10%	\$2,321,676	\$58,097,676	232,400
NYC 1%	\$232,167	\$5,809,767	23,240
NYC 0.1%	\$23,216	\$580,976	2,324
USA 10%	\$ 44,945,010	\$ 1,079,760,000	4,499,000
USA 1%	\$ 4,494,501	\$ 107,976,000	449,900
USA 0.1%	\$ 449,450	\$ 10,797,600	44,990

Exit Strategy

Anticipated Exit

2029

Preferred Exit
Method

Acquisition

Potential Acquirers

- CoStar Group
- Zillow Group
- Opendoor
- RealPage
- Yardi