



# Loogup

Finding your dream home just got super easy





**Loogup** is the first Augmented Intelligence Real Estate Platform that combines the human intuition with state-of-the-art Artificial Intelligence to give you decision-making superpowers when buying your next home



# We do what???

We are the first housing platform that really helps you find your dream home by doing all the data heavy lifting.

Using AI, we can find hidden patterns in the market and match them with the best available options tailored made for you, in a way that no human would be able to analyze



# The Team



## Randy Cottin (Founder & CEO)

Professional doer and passionate entrepreneur  
Ex-Rocket Internet (Country and Regional Manager for Venezuela and Central America)  
TOP 100 Most Successful Managers TOP 10 Entrepreneurs Revista Gerente (Manager Magazine) 2014  
Bachelor in Business Administration and Master of Science in Business Development at Umeå University  
Graduate diplomas in Marketing and Financial Engineering  
Data science advocate (Analytics Edge certificate from MIT - Massachusetts Institute of Technology- (MITx – Edx), and  
Data Science Specialization Johns Hopkins University –Edx-)



## Lili Jiang (Co-Founder & CTO)

Doctoral degree in computer science  
Expertise in data mining, information retrieval, natural language processing and machine learning  
Assistant professor in Data Mining, Umeå University, Sweden  
Former research scientist at NEC Europe Ltd., and researcher at Max-Planck-Institut für Informatik in Germany  
Awards: Australian Endeavour Fellowship 2015, Apple Inc. WWDC Student scholarship 2007, National  
Scholarship of China, 2002, Excellent Graduate and Postgraduate Student Award of Lanzhou University



## Benjamin Sientzoff (Co-Founder & Full Stack Developer)

Enthusiastic and skilled Full Stack Developer with interest in Artificial Intelligence and Real Time Systems.  
Background in Electronic and Computer Science. Built the demonstrator of ImpRo, an academic research  
project funded by the French national research agency (CNRS).  
Tree huger and great cook.



# The Problem

Buying a home is one of the most complicated decisions a person can make. In heated markets like Stockholm, London, Berlin, Oslo and Copenhagen buyers can pay up to 30% of overprice for a property that not even meet their wishes and requirements

- There's a lack of analytics tools to grasp the information home buyers need to make the best possible purchase decision
- Current websites are designed to be advertisement platforms relying on traffic instead of helping users find their dream home
- Competitors focus on given more and more information to the user instead of actively helping them make the right decision
- Current search engines are general property catalogs taking a lot of time and energy for home buyers to find a property that really match their requirements
- Housing websites use binary filters to somehow narrow the search, forcing the user to try hundreds of different combinations which takes to:
  - o Infinite number of permutations
  - o Constrained results
  - o Forced trade-offs

Most home buyers don't know what they really want. Biases and poor decision-making can turn into a very expensive investment



# Our Solution

We are combining the power of algorithms and personalization with the human intuition to bring Augmented Intelligence to transform complicated decisions into easy smart choices

## Conversational Interface

Using AI Conversational Interface (natural language processing) we can understand what home buyers really want and need by interactive text or speech inputs.

## Dynamic Ranking Algorithm

Machine Learning, Deep Learning and Neural Networks algorithms can deliver personalized results to match the best possible properties for the lowest price

## Interactive UX with Image Recognition

The algorithm learns how the user interacts with each property allowing home buyers to rate not only the properties but also each picture (likes, dislikes and save to list).

By using an image recognition algorithm we can learn what type of property the user likes. Users can also rate what kind of kitchen and living room styles they like increasing the personalization level.

Personalization – Active Search – Smart Decisions



# Business Model

We have a B2B and a B2C Business Model positioning ourselves between banks (mortgages, insurance), brokers and home buyers.

We charge a flat fee for lead generation and a PPC model to real estate brokers. However, our B2C model consists on premium features for home buyers once we've reached a critical mass of users to guarantee a high confidence level on results.



## Market Size & Projection



~3M Housing Website viewers per year

~1M Home Buyers a Year + 1.5% increase yearly

4-6 months searching for properties

With a 50% market-share over 1M buyers, a 25% conversion rate (just 125.000 clients - traffic market share of 4%) and a freemium price between 100-400 SEK/month, the turnover will be between:

**50M-300M SEK**

(comparable to Hemnet.se which got sold for 2B SEK – Dec16)

This is just Sweden. Our goal is to be a born global startup aiming to launch first in Nordics, UK, Germany and Spain



# Loogup

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