

A hand holding a smartphone with bokeh lights in the background. The background is dark with out-of-focus lights in shades of purple, blue, and yellow. The hand is in the foreground, holding the phone. The phone screen is lit up, showing some content. The overall mood is professional and modern.

lava⁺map

NYU PRESENTATION

SERVING THE REAL ESTATE INDUSTRY WITH TOMORROW'S TOOLS

CHALLENGE FOR DEAL MAKERS



Hard to uncover property owners and target the best deals



Tedious to underwrite and make offers



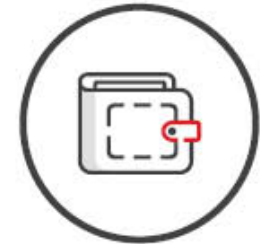
Difficult to balance deal flow efficiently

SOLUTION

lava **map**



FIND DEALS
when buying



MAKE MONEY
when selling



BUILD A NETWORK
within our city

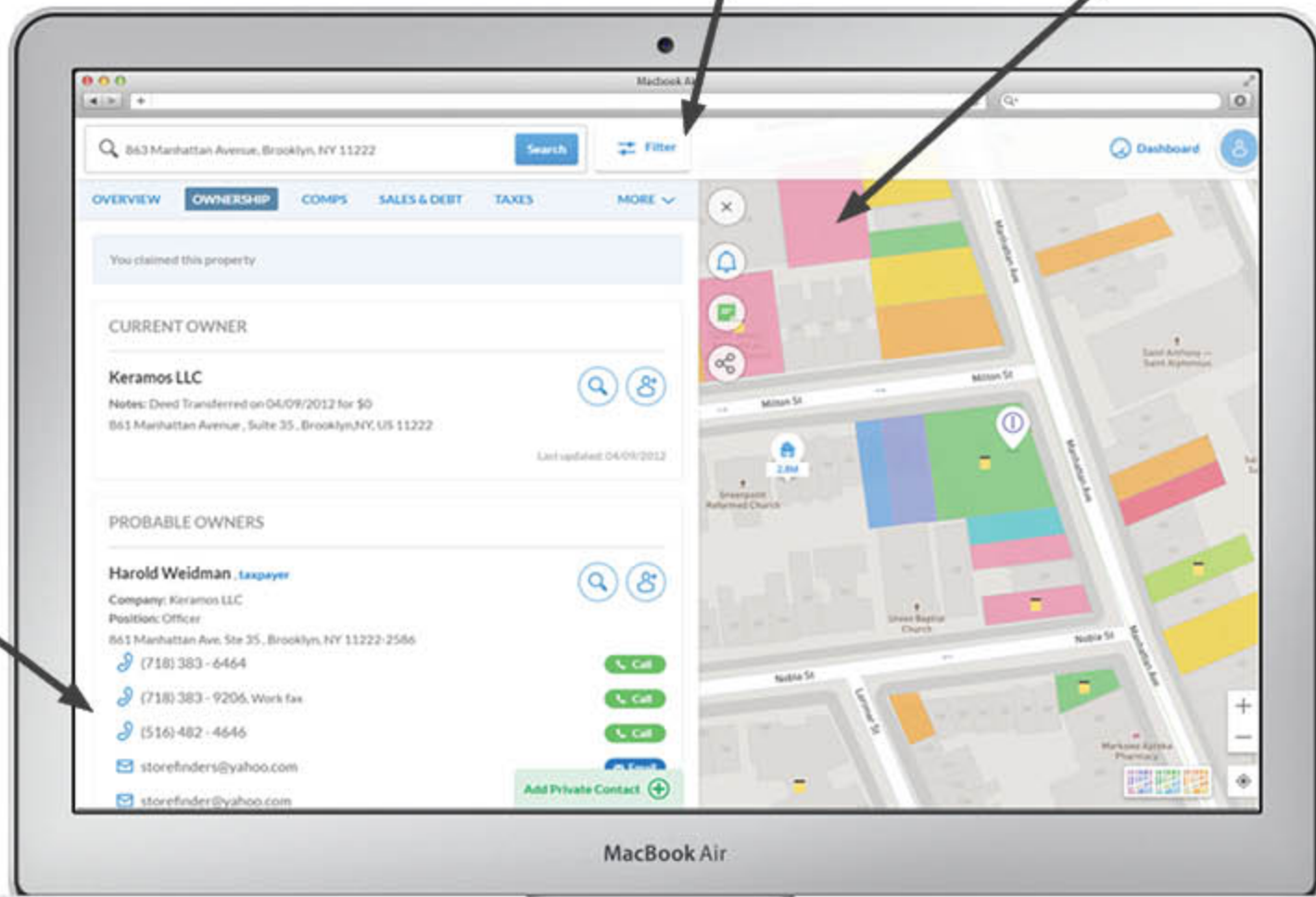
FOR BROKERS & INVESTORS

TARGETED
EMAIL
BLASTS

UPDATE
THE MAP
*See if you have
contacted this
property owner*

CLICK
ANY
BUILDING

CALL
THE OWNER



MARKET VALIDATION

\$100B

PROPERTY SOLD IN NYC

643,015

ACTIVE REAL ESTATE PROFESSIONALS

49,500

LICENSED RE SALES-AGENTS

125,000

LISTINGS ON CRAIGSLIST
6/12 - 6/19

34,285

UNIQUE LISTINGS ON STREETEASY
6/19

BUSINESS MODEL

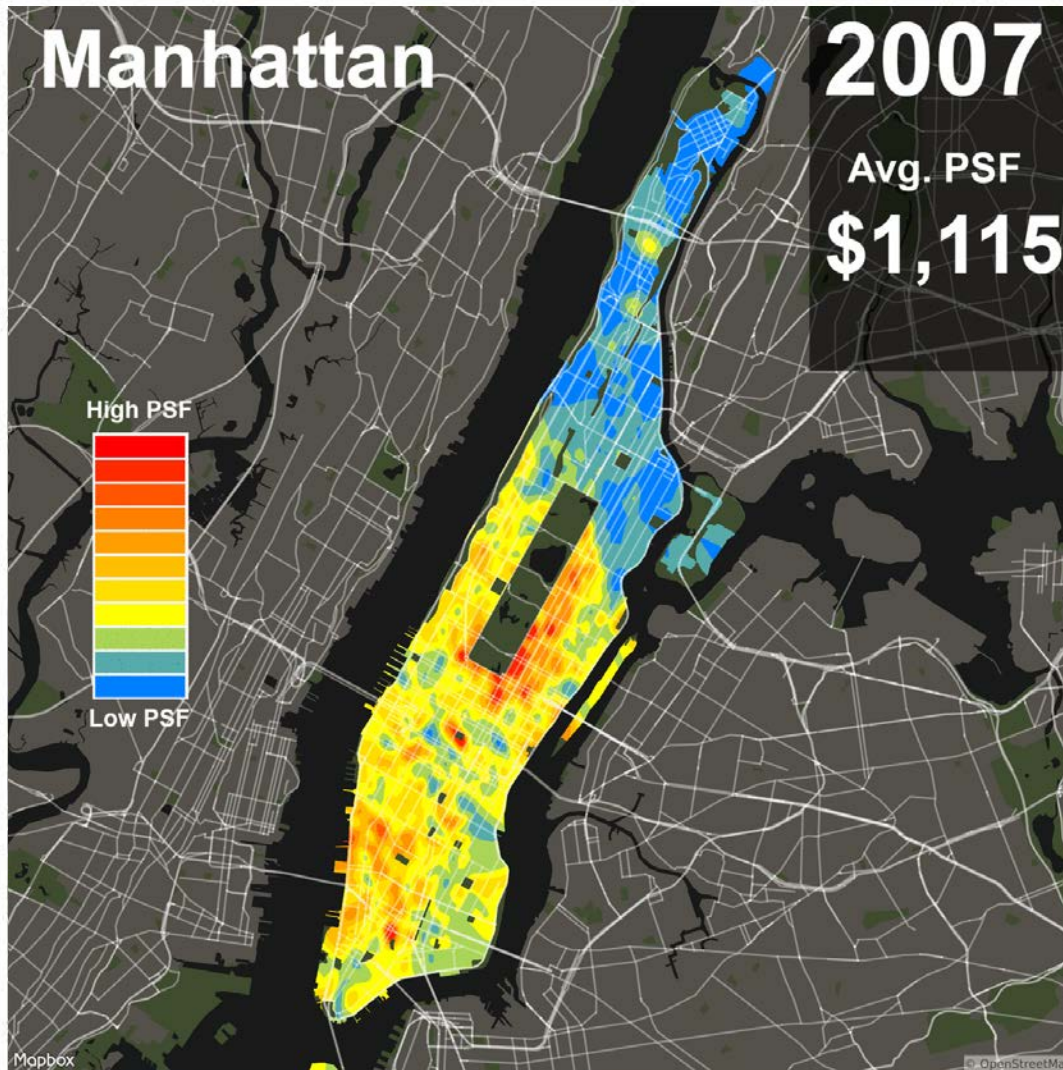
WE CHARGE A MONTHLY SUBSCRIPTION
FOR MARKET INTELLIGENCE:



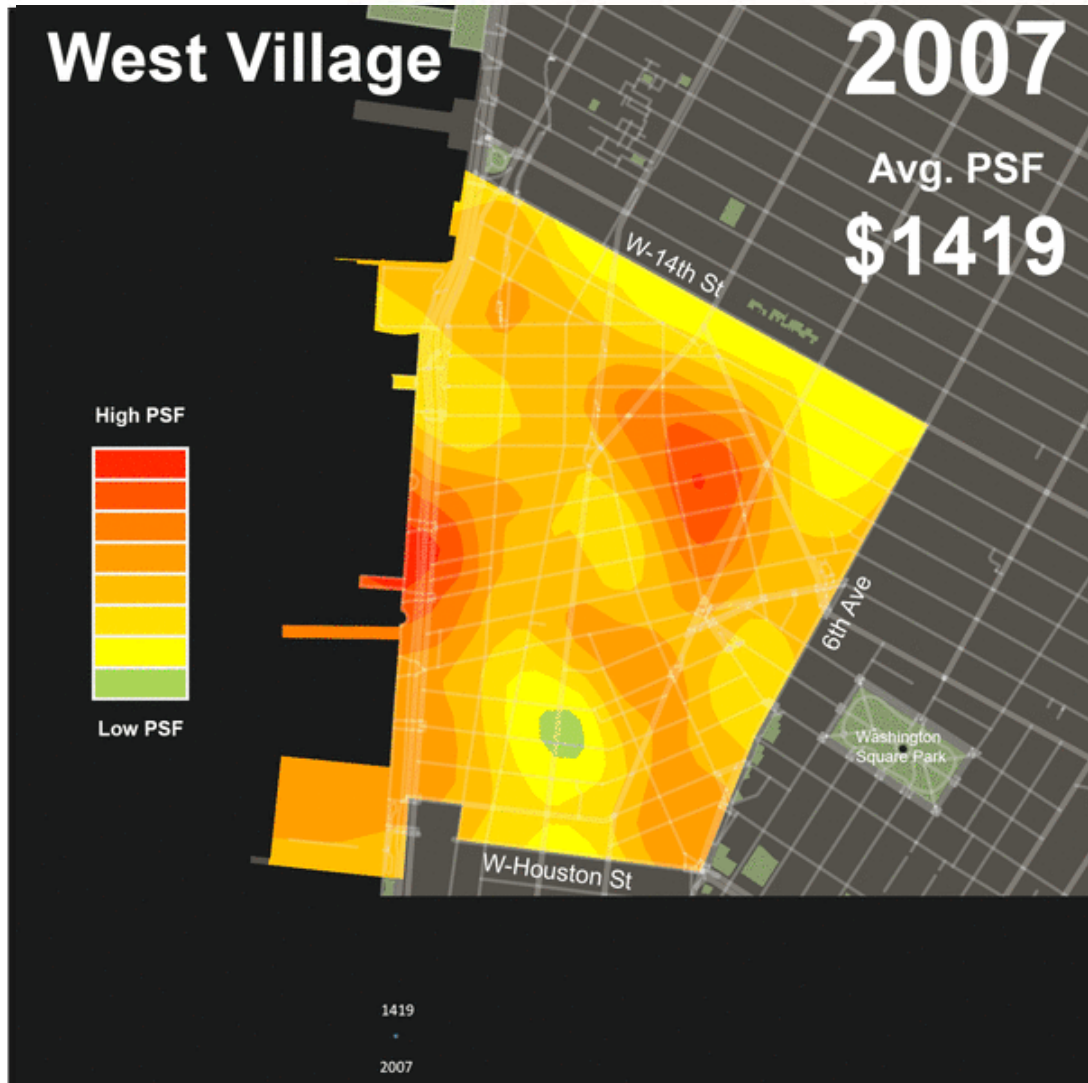
COMPETITION



MANHATTAN



WEST VILLAGE



THANK YOU FOR YOUR TIME!

FOR FURTHER INQUIRIES
PLEASE CONTACT:

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