



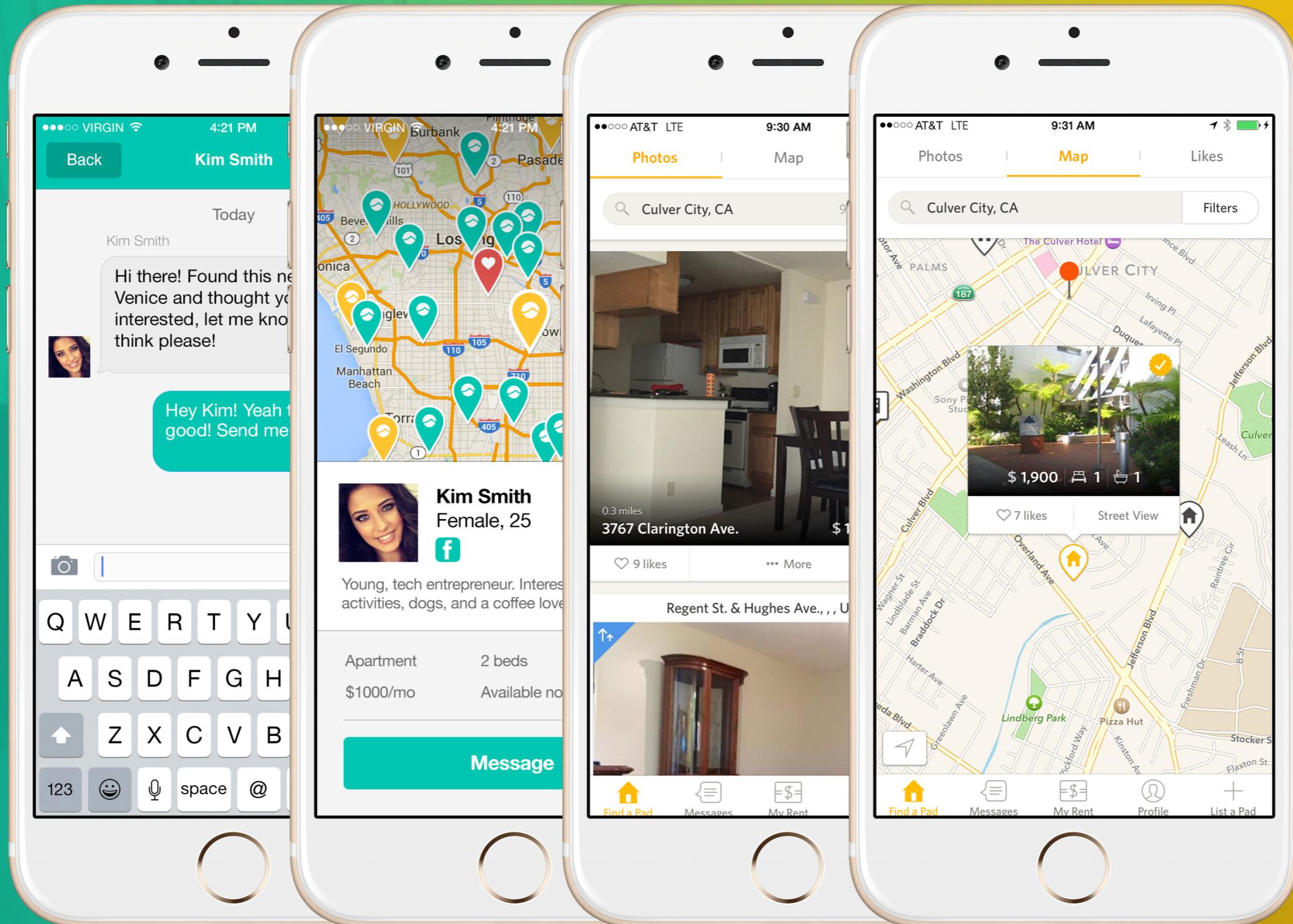
Growth Initiatives



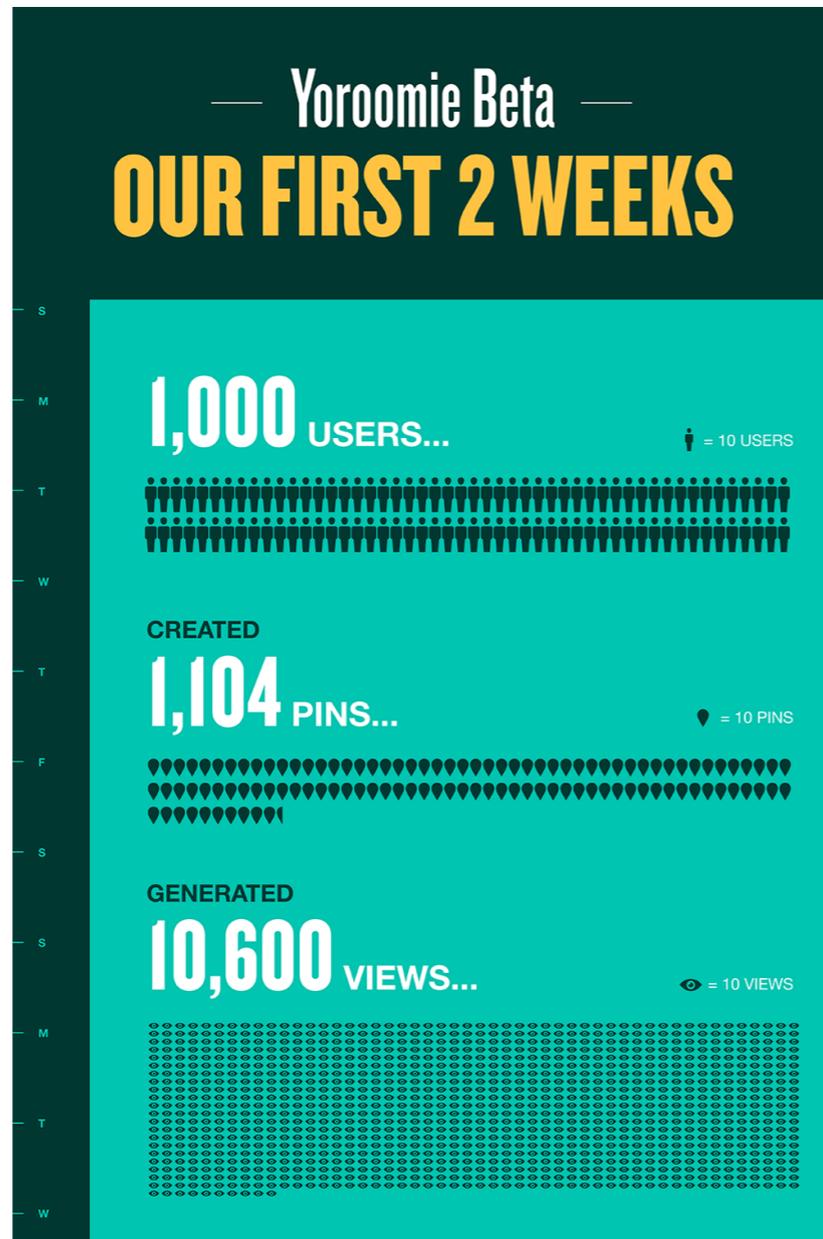
Presentation Outline

- The goal is to identify acquisition, engagement, and retention strategies from Yoroomie App launch.
- The following presentation will provide for a high-level overview of initiatives executed by the Yoroomie team.

The Product- Discover & Message Roomies

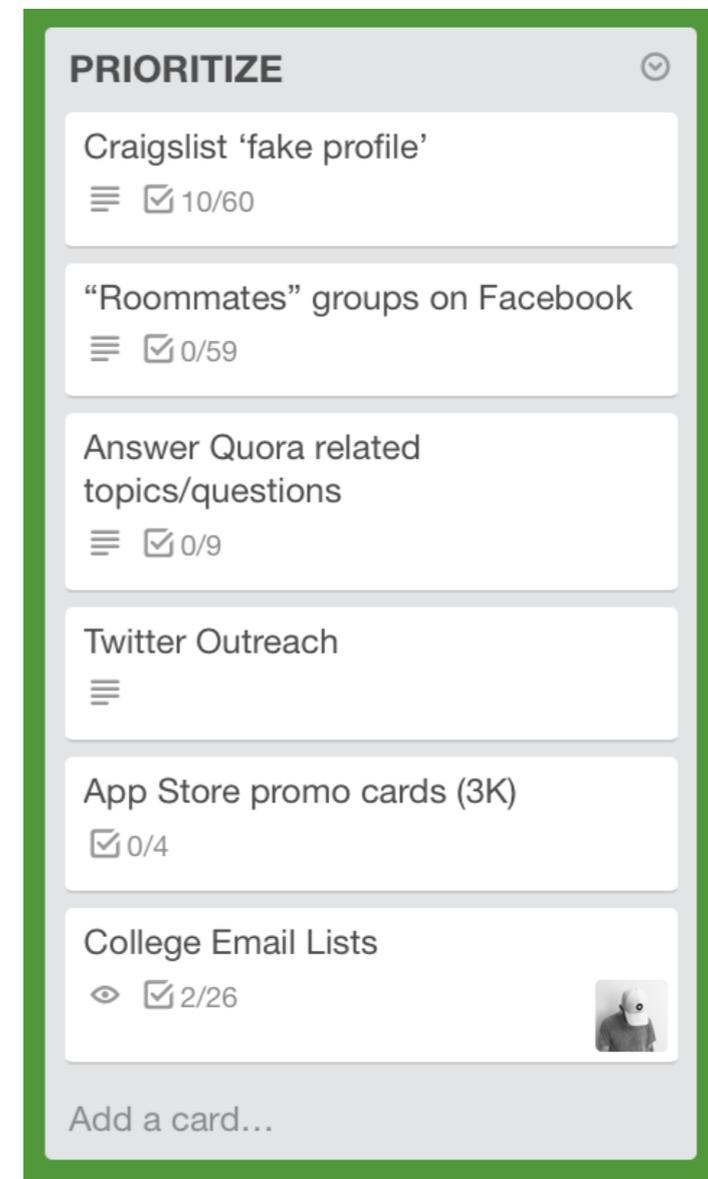


Yoroomie Launch to 1k Users

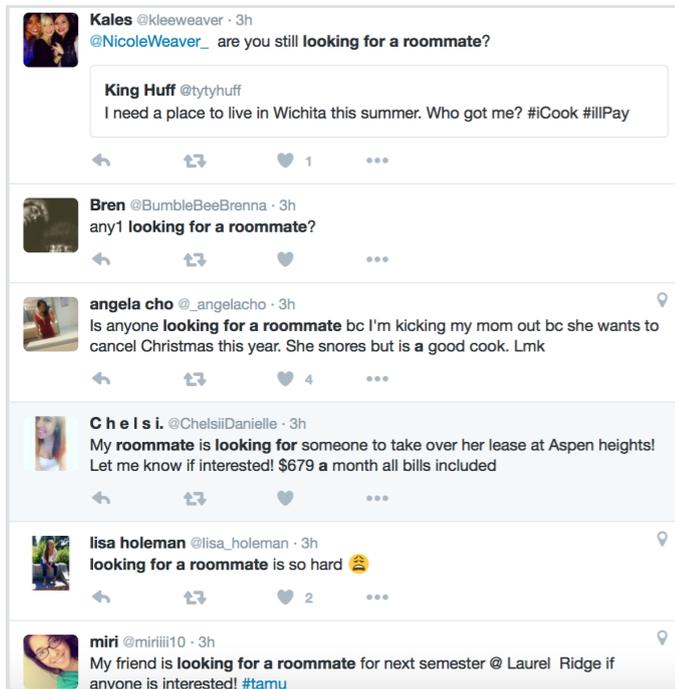


How We Got There With Growth Hack and No Spend (\$0)

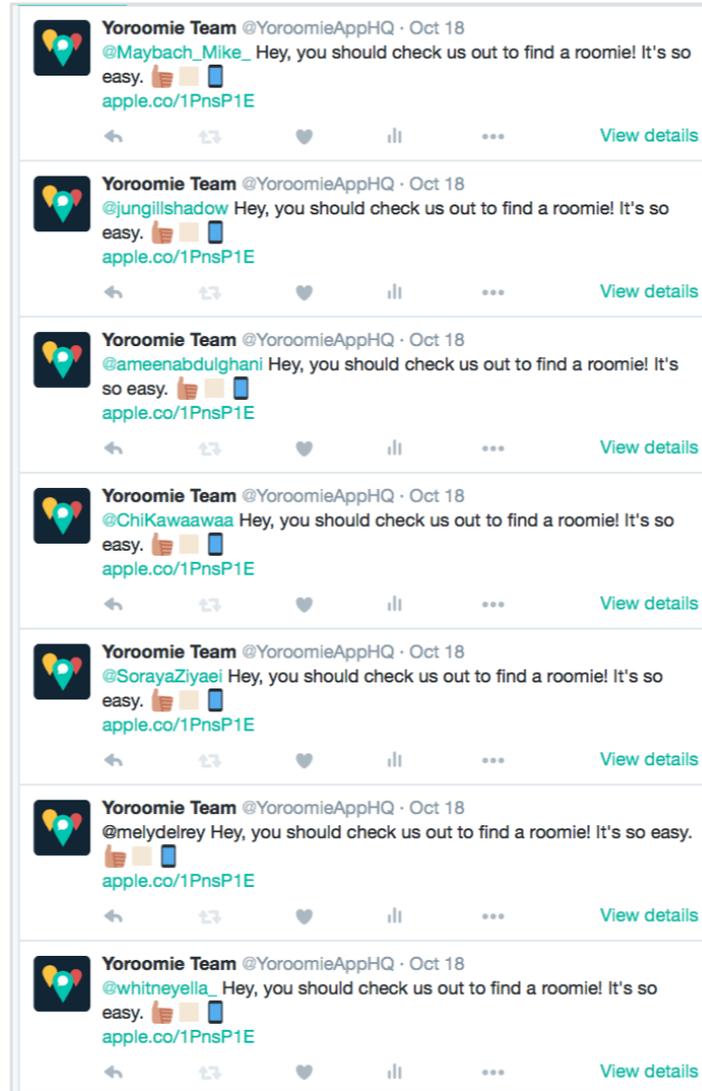
- We are very methodical in how we work and create frameworks around everything we do. We believe in constantly refining and optimizing.
- Tools we use :
 - Slack, Trello, IFTTT/Zapier, Hootsuite, Google docs/gmail, and a few other internal tools to automate our efforts.
- Twitter
- Feedly
- Craigslist
- Facebook groups
- Quora
- Campus initiatives



“looking for a roommate”



A screenshot of a Twitter search for the phrase "looking for a roommate". The search results show several tweets from different users, including Kales (@kleeweaver), King Huff (@tytyhuff), Bren (@BumbleBeeBrenna), angela cho (@_angelacho), Chelsi (@ChelsiiDanielle), lisa holeman (@lisa_holeman), and miri (@miriiii10). Each tweet includes a profile picture, the user's name and handle, the text of the tweet, and interaction icons (reply, retweet, like).



A screenshot of a Twitter thread from the Yoroomie Team (@YoroomieAppHQ). The thread consists of seven tweets, all dated October 18th. Each tweet features the Yoroomie logo, the text "Hey, you should check us out to find a roomie! It's so easy.", and a link to the app on the App Store (apple.co/1PnsP1E). The tweets are arranged in a vertical list, with each tweet having its own set of interaction icons (reply, retweet, like) and a "View details" link.



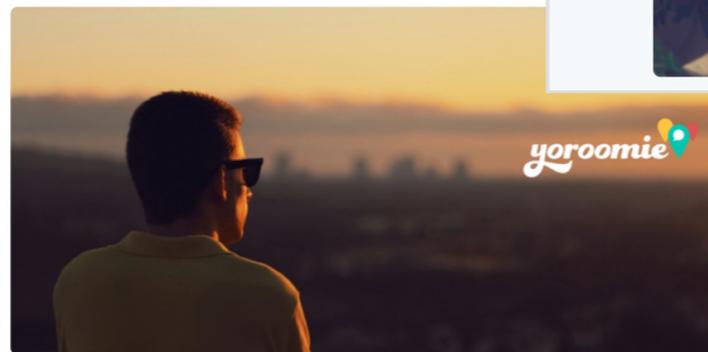
A screenshot of the Yoroomie app page on the App Store. The page shows the app's name, developer (@YoroomieAppHQ), a 4.5/5.0 star rating with 13 ratings, and the price of "FREE". The app's description reads: "Yoroomie is the easiest way to find the right roomie. If you have a place and need a roomie, need a place with a roomie, or are looking for people to find a place with, Yoroomie's got your back....". The app icon, which features a map with location pins, is also visible.

Twitter

Yoroomie @YoroomieApp · Sep 15
"Renting in America has never been this expensive!"
Find the right roomie on @YoroomieApp 📱
Available on @AppStore!



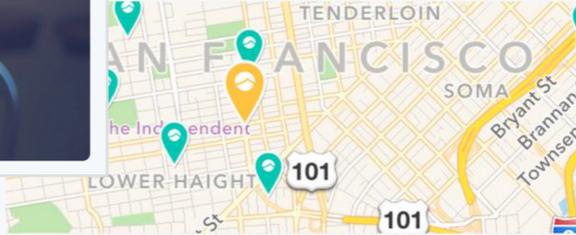
 New to the city and looking for a roommate?
Find the right roomie on @YoroomieApp 📱
Available on the @AppStore!



Yoroomie @YoroomieApp · Oct 22
"Great approach to be able to chat with real people and find a match."
Find the right roomie on @YoroomieApp 📱



Yoroomie @YoroomieApp · Oct 16
Find the right roomie and connect with new roomies in San Francisco on @YoroomieApp! 📱



- 🏠 Apartment, 2 beds, 2 baths
- 💰 Roomie's rent: \$2600/mo

Two level townhouse in Avalon Hayes Valley available now. In unit washer and dryer, two full bathrooms, all updates appliances and fixtures, huge closets!

Discover & Connect
with your new roomie!

Feedly

Yoroomie App
711 unread articles // 10x faster pro polling

✓ ↻ ⚙ Search

MOST POPULAR

- Which Restaurant Decor Trends Are Now Total Clichés?**
Is it time to retire Edison bulbs, reclaimed wood, communal tables, stools as seating, and other restaurant
100+ ♡ Curbed / 10h
- Mapped: Every Building in Los Angeles Designed By Frank Gehry**
Gehry's plans for the Grand Avenue Project Starchitect and generally feisty dude Frank Gehry has been
400+ ♡ Curbed LA / 9h
- Should You List in January Or Wait for the Spring Selling Season?**
Thousands of homeowners speak to their real estate agent this time of year to consider their sale options
45 ♡ Zillow Blog / 14h

RELATED FEEDS

- Houzz**
16K readers
- topix Real Estate News**
5K readers
- Home Mortgage**
4K readers

YESTERDAY

- Tuesday: ISM Manufacturing, Construction Spending, Auto Sales**
From the LA Times: After subprime collapse, nonbank lenders again dominate riskier mortgagesSo-called nonbank lenders are again dominating a riskier corner of the housing market —
9 ♡ Calculated Risk / by Bill McBride / 6h
- Joe Jonas is Airbnbng a Mod Mansion in the Hollywood Hills For \$2,600 a Night**
Joe Jonas via Getty. Pop singer Joe Jonas (formerly of the Jonas Brothers) recently sold his house near West Hollywood and is holing up in a fancy rental atop Runyon Canyon that
47 ♡ Curbed LA / by Bianca Barragan / 7h
- What It's Like to Live in a Frank Lloyd Wright Home**
Kim Bixler (right) and a childhood friend outside the Wright-designed Edward E. Boynton home in Rochester, New York. Image via Kim Bixler. "Some people restore classic cars, I
1 ♡ Curbed SF / by Mary Jo Bowling / 7h
- 14 Percent of Los Angeles County Land is Dedicated to Parking**
Image via Journal of the American Planning Association
When Andrew Pansini opened Los Angeles's first parking lot back in 1917, he couldn't have known he was setting into
200+ ♡ Curbed LA / by Jeff Wattenhofer / 8h
- Zillow's 2016 Forecast: Suburban Living Heats Up**
After a year of recovery, Zillow's experts say 2016 will be all about housing affordability, with a lack of affordable homes

- We used www.feedly.com for rss feed of industry news from Curbed LA, SF, NYC and Zillow, etc
- We scheduled Facebook and Twitter posts through Hootsuite.

Craigslist

250+ active profile listings on Craigslist in LA, SF, NYC, etc.

GUY #1 bio

20's male, into music, and hanging out with my friends. I'm usually out of the place because of studio time. Looking for someone that can pay rent on time and is cool to be around.

GUY #2 bio

I am into tech, a foodie, and also love the outdoors. I am looking for someone with similar interests and a stable job.

★ Looking for a new roomie in LA

I'm a travel and style blogger looking to find a cool roomie that shares the same interests as me. Send me a message and let's connect!

- do NOT contact me with unsolicited services or offers

available now

private room

private bath

post id: 5339652197 posted: less than a minute ago [email to friend](#) ♥ [best of](#) ^[2]

GUY #3 bio

I'm a travel and style blogger.
Looking to find someone that shares the same interests as me and can pay rent on time. Feel free to send me a message to talk more

GIRL #2 bio

Female fashion blogger. I earned a degree from FIDM. Started a few blogs in my spare time. I really want to find someone that is nice and fun to be around, and who can pay rent on time. Feel free to send me a message! :)

GIRL #1 bio

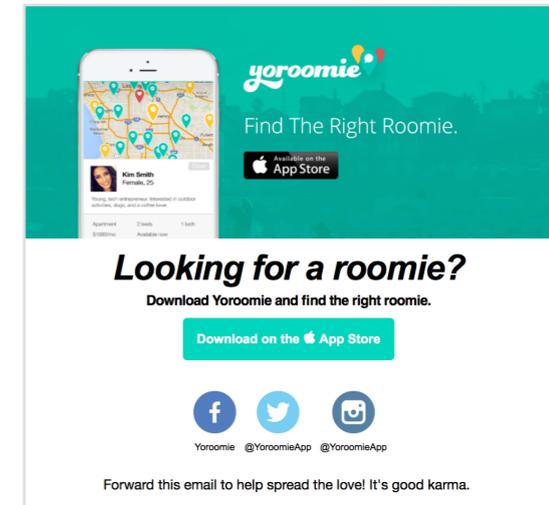
20's female, love music and art. I love hanging with my friends on the the weekend. I'm usually always out on the weekdays because I'm in studiotime, but feel free to send me a message to chat more. Looking for someone that can pay rent on time and is cool to be around.

Craigslist

CRAIGSLIST (1,139) 
IFTTT LISTINGS (483)

Automated inbound emails from IFTTT on new Craigslist listings

Inbound emails from our fake profiles on Craigslist



<p>Renting a room in San Mateo - Hello my names kaycie. My husband and I are renting a room upstairs. The room is big enough to fit a</p> <p>The Garden Inn (Beverly Hills adjacent) \$295 - special promotion of \$ 50.00 per night or \$ 295.00 per week Space is limited call to reserve you</p> <p>Amazing 2bd/2ba in the heart of SF Valley (SF Valley) \$450 - Subletting my beautiful 2bd/2ba apartment, the place is updated and super clea</p> <p>I looking for house for rent on Whittier Montebello Pico Rivera east la ?! monte (pico ... - I'm looking for house for rent with parking space f</p> <p>Share a West Side Studio with Tropical Garden Area** Pool** Jacuzzi** (Mar Vista / Veni... - I am a Student - girl next door type looking for</p> <p>1 Bedr Apt available For Sublet (Studio City, CA) \$475 - My beautiful 1 Bedroom Apartment is available last minute starting Sept.15th It's loc</p> <p>We have everything but you! (East Lancaster) \$863 2bd 989ft2 - SIENNA HEIGHTS APARTMENT HOMES CALL TODAY! We are centrally</p> <p>Suite Room Inn (Beverly Hills adjacent) \$399 300ft2 - Enjoy your temporary or long term stay in an indoor garden experience with a very priv</p> <p>Furnished Room, Private Bathroom (Santa Monica) \$480 - Furnished master bedroom with attached private bathroom in fully furnished apartr</p> <p>*****Beautiful Move in Ready***** (Covina) \$1750 2bd 1335ft2 - Beautiful and well maintained unit move-in ready Pride of ownership and spa</p> <p>Santa Monica subletted workspaces available, \$120, \$170, and \$240/mo (Santa Monica) - Santa Monica subletted workspaces available, \$1:</p> <p>House FULLY FURNISHED! - AVAILABLE SHORT OR LONG TERM (Sunset Strip - Hollywood Hills W... - FULLY FURNISHED! - AVAILAB</p> <p>Light and bright family room and kitchen with granite counters (Long Beach) \$1750 2bd - Beautiful 10 year new 2 story traditional. 1st floo</p> <p>2Bed+2Bath*CENTRAL A/C**UPDATED**Resort Community-In Sherman Oaks (Sherman Oaks Next To... - Natick Park is conveniently loc</p> <p>GET ON WAITLIST! - Modern Spacious Loft / Work space (Pasadena) \$1995 1bd - Now taking inquiries for this gorgeous unit!!! The Studios</p>
--

<input type="checkbox"/>	<input type="checkbox"/>	Matthew Gilbert	Recent Grad in Chicago - Do you have a Facebook? We can chat on there if you are still looking	Oct 27
<input type="checkbox"/>	<input type="checkbox"/>	Orren Wang	female in modern place looking for roommate - I just moved to Fresno from other state. Curren	Oct 27
<input type="checkbox"/>	<input type="checkbox"/>	craigslist reply 2694	20s female looking for a new roomie - Hello, I was wondering how much the room is and what tl	Oct 27
<input type="checkbox"/>	<input type="checkbox"/>	Ashley B	20s female looking for a new roomie - Hi my name is Ashley I was wondering how much rent wc	Oct 27
<input type="checkbox"/>	<input type="checkbox"/>	yadira2011	20s female looking for a new roomie - Hello I just graduated from CWU and am looking for a roc	Oct 27
<input type="checkbox"/>	<input type="checkbox"/>	Tyler Sean	Craigslist room - Hey my name is Tyler Curran and I'm just trying to get a little more information ε	Oct 27
<input type="checkbox"/>	<input type="checkbox"/>	Lola Boone	Room for Rent - Hey there! I saw your ad on craigslist for the available room, I was just curious w	Oct 27
<input type="checkbox"/>	<input type="checkbox"/>	Mariana Moberly	female in modern place looking for roommate - Hi saw your room for rent... How much are you	Oct 27
<input type="checkbox"/>	<input type="checkbox"/>	sedrick horton	Looking for a new roomie in LA - Looking for a new roomie in LA Looking for a new roomie in Lf	Oct 27
<input type="checkbox"/>	<input type="checkbox"/>	Clyde Billings	20s female looking for a new roomie - http://seattle.craigslist.org/see/roo/5281154725.html Hi in	Oct 27
<input type="checkbox"/>	<input type="checkbox"/>	Clyde Billings	Single male looking for a cool roomie - http://seattle.craigslist.org/est/roo/5281154654.html Hi ir	Oct 27
<input type="checkbox"/>	<input type="checkbox"/>	vitagrotesk .	female musician looking for roommate.. modern apt - Hello! I'm very interested in the room. Le	Oct 27
<input type="checkbox"/>	<input type="checkbox"/>	Evelyn	Looking for a new roomie in Chicago - Hello! I just saw your posting on Craigslist. I am the prop	Oct 27
<input type="checkbox"/>	<input type="checkbox"/>	Paul	Hey bro.... - Im the guy...clean respectful...and i work alot....just how much you looking for a mont	Oct 27
<input type="checkbox"/>	<input type="checkbox"/>	Chelsea Breaux	roommate! - Hey there! I'm interested in becoming roommates with you! Just curious as to the co	Oct 27
<input type="checkbox"/>	<input type="checkbox"/>	Karlton Sampson	looking for a roommate in fresno.. modern place - How much is rent http://fresno.craigslist.org/	Oct 27

Building A Massive Craigslist Lead Database

Previous 30 days		
■ Craigslist SF Bay Area	me	Nov 11, 2015
■ Craigslist SF Bay Area (26)	me	Nov 11, 2015
■ Craigslist Los Angeles (28)	me	Nov 11, 2015
■ Craigslist Los Angeles	me	Nov 11, 2015
■ Craigslist SF Bay Area (2)	me	Nov 11, 2015
■ Craigslist SF Bay Area (12)	me	Nov 11, 2015
■ Craigslist Los Angeles (9)	me	Nov 11, 2015
■ Craigslist Los Angeles (1)	me	Nov 11, 2015
■ Craigslist Los Angeles (2)	me	Nov 11, 2015
■ Craigslist Los Angeles (21)	me	Nov 11, 2015
■ Craigslist SF Bay Area (6)	me	Nov 11, 2015
■ Craigslist Los Angeles (28)	me	Nov 11, 2015
■ Craigslist SF Bay Area (17)	me	Nov 11, 2015
■ Craigslist SF Bay Area (22)	me	Nov 11, 2015
■ Craigslist SF Bay Area (22)	me	Nov 11, 2015
■ Craigslist Los Angeles (23)	me	Nov 11, 2015
■ Craigslist Los Angeles (8)	me	Nov 11, 2015
■ Craigslist SF Bay Area (15)	me	Nov 11, 2015
■ Craigslist SF Bay Area (25)	me	Nov 11, 2015
■ Craigslist Los Angeles	me	Nov 11, 2015
■ Craigslist SF Bay Area (25)	me	Nov 11, 2015
■ Craigslist Los Angeles	me	Nov 10, 2015
■ Craigslist Los Angeles (23)	me	Nov 10, 2015
■ Craigslist Los Angeles (27)	me	Nov 10, 2015
■ Craigslist Los Angeles (16)	me	Nov 10, 2015
■ Craigslist Los Angeles (22)	me	Nov 10, 2015
■ Craigslist Los Angeles (3)	me	Nov 10, 2015
■ Craigslist Los Angeles	me	Nov 10, 2015
■ Craigslist SF Bay Area (24)	me	Nov 10, 2015
■ Craigslist SF Bay Area (5)	me	Nov 10, 2015

A	B	C	D	E	F
November 11, 2015 at 07:29AM	Beautiful room in 2bed 1 bath apart	http://losangeles.craigslist.org/	craigslist los angeles sublets & temp	https://losangeles.craigslist.org/search/s	
November 11, 2015 at 07:29AM	Needed Roommate@2BD/2BA Apt.	http://losangeles.craigslist.org/	craigslist los angeles sublets & temp	https://losangeles.craigslist.org/search/s	
November 11, 2015 at 07:31AM	looking for a subletter. in sunny, spa	http://losangeles.craigslist.org/	craigslist los angeles sublets & temp	https://losangeles.craigslist.org/search/s	
November 11, 2015 at 07:31AM	Room in 2b/2b avlb in exciting area	http://losangeles.craigslist.org/	craigslist los angeles sublets & temp	https://losangeles.craigslist.org/search/s	
November 11, 2015 at 07:31AM	Great and Fully furnished beach ho	http://losangeles.craigslist.org/	craigslist los angeles sublets & temp	https://losangeles.craigslist.org/search/s	
November 11, 2015 at 07:31AM	★Silverlake Hills custom home w/1	http://losangeles.craigslist.org/	craigslist los angeles sublets & temp	https://losangeles.craigslist.org/search/s	
November 11, 2015 at 07:56AM	Rural living in Woolsey Canyon gate	http://losangeles.craigslist.org/	craigslist los angeles rooms & shares	https://losangeles.craigslist.org/search/rc	
November 11, 2015 at 07:03AM	male for harrismassagetradeneeds	http://losangeles.craigslist.org/	craigslist los angeles room/share war	https://losangeles.craigslist.org/search/s	
November 11, 2015 at 07:56AM	Rural living in Woolsey Canyon gate	http://losangeles.craigslist.org/	craigslist los angeles rooms & shares	https://losangeles.craigslist.org/search/rc	
November 11, 2015 at 07:03AM	virginia lee houseboi assistant roo	http://losangeles.craigslist.org/	craigslist los angeles room/share war	https://losangeles.craigslist.org/search/s	
November 11, 2015 at 07:56AM	Rural living in Woolsey Canyon gate	http://losangeles.craigslist.org/	craigslist los angeles rooms & shares	https://losangeles.craigslist.org/search/rc	
November 11, 2015 at 08:25AM	▲▲GORGOUES Furnished 4 bd▲	http://losangeles.craigslist.org/	craigslist los angeles sublet/temp wa	https://losangeles.craigslist.org/search/s	
November 11, 2015 at 07:04AM	og legal spot wanted=====	http://losangeles.craigslist.org/	craigslist los angeles room/share war	https://losangeles.craigslist.org/search/s	
November 11, 2015 at 07:35AM	Medical Student? Need to rent a roc	http://losangeles.craigslist.org/	craigslist los angeles sublets & temp	https://losangeles.craigslist.org/search/s	
November 11, 2015 at 08:22AM	Call us today! Schedule your tour to	http://losangeles.craigslist.org/	craigslist los angeles apts/housing fo	https://losangeles.craigslist.org/search/a	
November 11, 2015 at 08:29AM	Two girls seeking additional roomat	http://losangeles.craigslist.org/	craigslist los angeles apts wanted se	https://losangeles.craigslist.org/search/h	
November 11, 2015 at 07:59AM	\$1500/1BR available in 3 BR/3BATI	http://losangeles.craigslist.org/	craigslist los angeles rooms & shares	https://losangeles.craigslist.org/search/rc	
November 11, 2015 at 07:55AM	**Clean furnished 1-bedroom availa	http://losangeles.craigslist.org/	craigslist los angeles sublets & temp	https://losangeles.craigslist.org/search/s	
November 11, 2015 at 07:04AM	1 bd 1 bath wanted fake ads u thou	http://losangeles.craigslist.org/	craigslist los angeles room/share war	https://losangeles.craigslist.org/search/s	
November 11, 2015 at 08:01AM	Furnished Room for rent in 2 bedro	http://losangeles.craigslist.org/	craigslist los angeles rooms & shares	https://losangeles.craigslist.org/search/rc	
November 11, 2015 at 07:04AM	1 bd 1 bath wanted same old crybal	http://losangeles.craigslist.org/	craigslist los angeles room/share war	https://losangeles.craigslist.org/search/s	
November 11, 2015 at 08:08AM	Room for rent near traffic circle (PC	http://losangeles.craigslist.org/	craigslist los angeles rooms & shares	https://losangeles.craigslist.org/search/rc	

5k+ database of active listings

Snapshots of IFTTT Google docs based on geolocation



Facebook Groups

A presence in 60+ Facebook roommate groups around the world = 100k+ targeted social reach

Max Pelzner ▸ San Jose State University (SJSU) Housing, Sublets & Roommates
August 28 · 🌐

Hey all! Excited to share that we launched Yoroomie and we are live in the App Store.

We are reinventing the roommate search process and Yoroomie is the easiest way to find the right roomie. Our focus is on connecting people with the right roomie and not on physical property listings. Word about our app has quickly spread and we now have roomies all over the world!

Try it out and feel free to reach out directly with any feedback. 😊



Yoroomie

AVAILABLE ON THE APP STORE

1 Like 1 Comment

👍 Like 💬 Comment ➦ Share

- Indian Flats & flatmates (SFO Bay Area) 20+
- UC Berkeley - Off-campus Housing / Room / Apartment / Sublets
- LOS ANGELES SUBLETS 20+
- Roommate @ Bay 20+
- LA Rental Post 20+
- Brits in LA Housing 20+
- NYU roommate search 12
- 2015 Bay Area Housing 20+
- Silicon Houseabout 2
- International travelers in Vancouver 20+
- Roommates in Playa del Carmen 20+
- SFSU Apartment Roommate Group 20+
- Space NYC Roommates 20+
- London - 2014 house/flat shares 20+
- Off-campus Housing / Apartment / Sublets 20+
- Looking for Roommates or Apartments in Taipei and Taiwan. 20+

Max Pelzner ▸ San Jose State University (SJSU) Housing, Sublets & Roommates
September 15 · Edited · 🌐

Yoroomie is helping people find their new roommates and getting great reviews!

I encourage you to try it out if you're still looking for a roomie. 😊 👍
<http://apple.co/1L8UrGo>



SUPER EASY ★★★★★
"I met my new roommate on this app!"

yoroomie

👍 Like 💬 Comment



Quora

Groups

- <https://www.quora.com/Roommates#>
- <https://www.quora.com/Apartments-and-Flats>
- <https://www.quora.com/Apartment-Rentals>
- <https://www.quora.com/Craigslist>

<https://www.quora.com/Whats-the-best-way-to-find-a-roommate-in-Los-Angeles>

<https://www.quora.com/Whats-the-best-strategy-for-doing-an-apartment-search-in-San-Francisco>

<https://www.quora.com/What-is-the-best-way-to-find-a-cheap-apartment-in-San-Francisco>

<https://www.quora.com/What-is-the-best-way-to-find-an-apartment-sublet-in-San-Francisco-for-3-6-months>

<https://www.quora.com/What-is-the-best-way-to-find-apartments-in-San-Francisco#>

<https://www.quora.com/What-are-some-tips-when-renting-an-apartment-without-seeing-it-in-person>

<https://www.quora.com/Whats-the-best-process-for-finding-a-rental-apartment-in-NYC-these-days>

<https://www.quora.com/What-are-good-sites-to-find-apartments-in-San-Diego>

<https://www.quora.com/Im-having-a-hard-time-finding-an-apartment-in-Los-Angeles-What-are-some-tips>

Links to questions, then answer.

Max Pelzner wrote this • Roommates • 1 Sep

Why do people still use Craigslist to find roommates? Why has no other service for matching roommates failed to seriously catch fire in SF?

Max Pelzner, Entrepreneur ~ Creative Director
72 Views

Great question Annie.

I think people still use Craigslist because it has become a great place to find what you need. Now, that doesn't always mean it's a good source for finding roommates. There definitely is a lack of social identity and transparency that comes with using a service like Craigslist for housing/roommates.

Given the unsustainable housing prices and millennials spend on rent (accounts for up to 45% of monthly income), there is a growing trend for shared rentals. I think other services haven't caught fire yet because they:

- 1) focus on the rental/listing
- 2) haven't adapted to the millennial generation (mobile)
- 3) try and play "matchmaker" without giving people the opportunity to discover and connect with people on their own.

From the conversation we had the other day, we think our service [Yoroomie](#) is the answer to this problem.



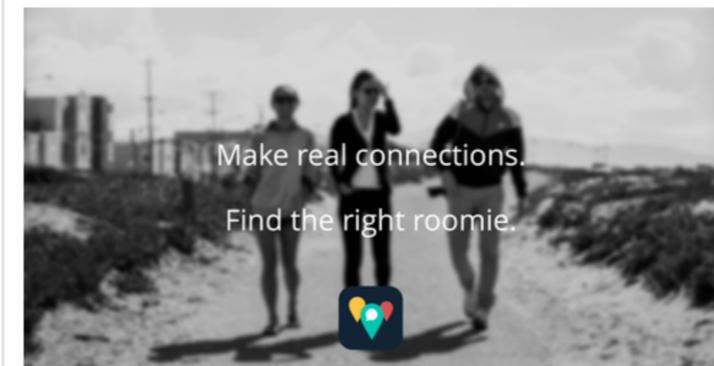
Max Pelzner wrote this • Roommates • 18 Aug

What are the best services for finding roommates?

Max Pelzner, Entrepreneur ~ Creative Director
66 Views

There are many services out there that "help" you find roommates, but there is no transparency when you want to connect with someone and start communication.

We are reinventing the roommate search process and [Yoroomie App](#) is the easiest way to find the right roomie. Our focus is on connecting people with the right roomie and not on physical property listings.



Max, you crossed **1,000 views** on your answers today! Great work!



Campus Initiatives

Email database of USC, UCLA, LMU, and Pepperdine Frat & Sorority presidents.

University of California, Los Angeles (UCLA)	Los Angeles	Fraternity	Alpha Gamma Omega	Jon Rasmussen	President	pres@ucla.ago.org
University of California, Los Angeles (UCLA)	Los Angeles	Fraternity	Beta Theta Pi	Tyler Pensa	President	betabruins@ucla.edu
University of California, Los Angeles (UCLA)	Los Angeles	Fraternity	Delta Sigma Phi	Sam Sobel	President	dspbruits@gmail.com
University of California, Los Angeles (UCLA)	Los Angeles	Fraternity	Delta Tau Delta	Cody Harrison	President	contact@bruidelts.com
University of California, Los Angeles (UCLA)	Los Angeles	Fraternity	Alpha Epsilon	Charles Aramayo	President	ksdn.scribe@gmail.com
University of California, Los Angeles (UCLA)	Los Angeles	Fraternity	Lambda Chi Alpha	Maarten Deschaumes	President	high.alpha.lxa@gmail.com
University of California, Los Angeles (UCLA)	Los Angeles	Fraternity	Phi Delta Theta	Duran Allison	President	pdt.ucla.pres@gmail.com
University of California, Los Angeles (UCLA)	Los Angeles	Fraternity	Phi Kappa Psi	Saahm Aresh	President	saahmtea@yahoo.com
University of California, Los Angeles (UCLA)	Los Angeles	Fraternity	Phi Kappa Sigma	Yumes Li	President	uclapks@gmail.com
University of California, Los Angeles (UCLA)	Los Angeles	Fraternity	Pi Kappa Phi	Andrew Clark	President	amclark21@aol.com
University of California, Los Angeles (UCLA)	Los Angeles	Fraternity	Sigma Alpha Epsilon	Kevin Aufran	President	kevaut@ucla.edu
University of California, Los Angeles (UCLA)	Los Angeles	Fraternity	Sigma Alpha Mu	Bradley Widawer	President	bradleywidawer@gmail.com
University of California, Los Angeles (UCLA)	Los Angeles	Fraternity	Sigma Chi	Matt Hezlep	President	matthezlep@yahoo.com
University of California, Los Angeles (UCLA)	Los Angeles	Fraternity	Sigma Nu	Zachary Lemos	President	zachlemos@gmail.com
University of California, Los Angeles (UCLA)	Los Angeles	Fraternity	Sigma Phi Epsilon	Corey Maurer	President	coreymaurer4@ucla.edu
University of California, Los Angeles (UCLA)	Los Angeles	Fraternity	Sigma Pi	Alex Serrano	President	upsilon4c@sigmapl.org
University of California, Los Angeles (UCLA)	Los Angeles	Fraternity	Theta Chi	Johnny Gray	President	johnnygray94@gmail.com
University of California, Los Angeles (UCLA)	Los Angeles	Fraternity	Theta Delta Chi	Aaron Garcia	President	avgarcia7@yahoo.com
University of California, Los Angeles (UCLA)	Los Angeles	Fraternity	Theta Xi	Alex Herbert	President	alexherbert11@yahoo.com
University of California, Los Angeles (UCLA)	Los Angeles	Fraternity	Triangle	Ankit Mehta	President	president@trianglebruins.com
University of California, Los Angeles (UCLA)	Los Angeles	Fraternity	Zeta Beta Tau	Neil Baffert	President	nbaffert@gmail.com
University of California, Los Angeles (UCLA)	Los Angeles	Sorority	Alpha Chi Omega	Lauren Cralle	President	alphapshousing@yahoo.com
University of California, Los Angeles (UCLA)	Los Angeles	Sorority	Alpha Gamma Delta	Leah Selby	President	alphagame.ucla@gmail.com
University of California, Los Angeles (UCLA)	Los Angeles	Sorority	Alpha Delta Chi	Michelle Xu	President	michellezu@yahoo.com
University of California, Los Angeles (UCLA)	Los Angeles	Sorority	Alpha Delta Pi	Molly Lieske	President	adpbruins.president@gmail.com
University of California, Los Angeles (UCLA)	Los Angeles	Sorority	Alpha Phi	Brittany Hogan	President	alphaphi.betadelta@gmail.com
University of California, Los Angeles (UCLA)	Los Angeles	Sorority	Chi Omega	Amber Miles	President	chio.gammabeta.gh@gmail.com
University of California, Los Angeles (UCLA)	Los Angeles	Sorority	Delta Delta Delta	Vivian Hsu	President	viviarnsu143@gmail.com
University of California, Los Angeles (UCLA)	Los Angeles	Sorority	Delta Gamma	Kaylee Gomer	President	ucladgpresident@gmail.com
University of California, Los Angeles (UCLA)	Los Angeles	Sorority	Gamma Phi Beta	Crystal Boesta	President	gpb.president.ucla@gmail.com
University of California, Los Angeles (UCLA)	Los Angeles	Sorority	Kappa Alpha Theta	Aria Zommers	President	uclakappaaltheta@gmail.com



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How Does This Fit Into Scaling Other Apps?

- We created growth engines that can be optimized to scale a pre-existing market and easily and methodically enter a new market with a large initial saturation and conversion.
- We performed initial launches into multiple countries and in Europe used the craigslist strategy to generate hundreds of users in one city within hours.

What Does This Equate To?

- Acquisition efforts are highly targeted
- Hyper-engaged users

Thanks For Viewing!

Our team has launched multiple apps that have quickly scaled to hundreds of thousands of active users. You can view more of our work at www.thinkbox.io or tweet at us @thinkboxmakes and my personal Twitter is @yoroomie.