ETT TAK

The modern and sustainable matching service for co-living

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Sharing Cities Summit
October 2019
ETT TAK
TVÅ GENERATIONER
The Minister of Housing and Financial Market, Per Bolund is asking for initiatives and co-laborations to find sustainable solutions for students when they are admitted to their dream educations.

Augusti 26th 2019
This fall 279 300 students were admitted to universities +1,5 procent from last year*

*)www.uhr.se
What is the problem?

94% of young adults (18-25) rank the housing shortage as the biggest challenge in society *

In 12-13 Swedish cities, the newly admitted students can’t expect to get a student room within at least 6 months**

These cities represent 70-75% of the newly admitted students every year år. **

*) Novus/Linnéuniversitetet
**) Sveriges Förenade Studentkårer. The 2019 report from SFS was released August 26th! https://www.sfs.se/rapporter
What is the problem?

- 686,000 Seniors 55-79 live in single households* in Sweden*
- One of six retired seniors in Sweden at risk of poverty**
- 300,000 seniors (65+) in Sweden experience loneliness SCB*

* SCB 2016
** Eurostat 2016
Whose problem is this?

Adrian 18

Rachel, 66
The consequences reach far beyond the individuals.

100 MSEK

only in the Stockholm-Uppsala-region

...the daily cost, that is...

*) Report Stockholm-Uppsala Chamber of Commerce/WSP
https://byggindustrin.se/artikel/nyhet/notan-bostadsbristen-36-miljarder-kronor-27563
Workshops
Our solution!

We offer a digital matching service for co-living

- A simple sign-up process and our matching algorithm makes you feel at home. We put the human in focus - not the apartment.

- We have found a new nisch on the existing market of offering and searching for shared living, by putting the human in focus not the room or apartment.
Our solution

Easy to use
Simple, secure and digital. We help you find your new tenant or landlord who matches your wishes. It saves time and preserves your privacy. Sharing should be easy.

Contract and rental payment
We will make sure that you get a correct and fair rental contract. We also take care of your rental payments, so you don't have to handle money between you. Sharing should be without worries.

Security for both parties
We create the best conditions for you to feel comfortable and secure. If something happens, we are available as a support and will also help you find a new tenant/landlord. Sharing should be safe.

Personal matching
Through our personal matching, we can also consider things such as interests and lifestyle. Often, it is the little things that are that little extra, so you can be yourself together. It should be nice to share.
Competition

Absolutely!
Airbnb
Blocket
Qasa
Samtrygg
Akademisk kvart
Homii
Etc.

We focus on the human beings and match person to person
100% ad. free 100% human centered
Be yourself together
Partnerships & relations

By strong relationships with organisations close to both target groups, we can offer a quality trademark that adds to the credibility and trust that we are selling.

Our business is not built on hypothesis
We have asked our customers
Student co-laborations
Why do we care?

This is an unsustainable situation that also causes loneliness and stress among both target groups.

Building away the housing shortage costs money, resources and takes time - so why not lower the thresholds and make use of the spaces in our existing residential units.

Our mission: Making co-living about the people.
This is how it works

1. Sign up
2. Matching
3. First meeting
4. Live together
Our business model

1. Matching and contract 400 SEK per person (starting fee)

2. Service fee on the monthly rent 5% per person (subscription fee)

Monthly rent 4000 SEK

Starting fee 400 SEK
Rent to pay 4200 SEK/Månad

Starting fee 400 SEK
Rent to receive 3800 SEK/Månad
What some users say

“I think it’s cool that one can have mutual interests despite the big difference in age”
- Lucie, student

“I have learnt so much about myself”
- Margareta, landlady

“Don’t forget to mention that you are taking care of the contract and monthly payments. It’s so nice not to have to take care of that part yourself”
- Maj-Britt, landlady

“A good start to my housing journey”
- Adam, student
SUSTAINORDIC invites you to join us in the conversation about global sustainable solutions at the C40 World Mayors Summit!

Lunch talk with Spok
9th of October, 12:00–12:50

The Nordic Impact on Cities – a Nordic Innovation Partner Event
9th of October, 13:00–13:50

Launch of Nordic Sustainable Cities Traveling Exhibition
Pre-book your ticket for the event HERE

Lunch talk with Wood in Construction
10th of October, 12:00–12:50

Date: 9–12th October
Time: 10.00–17.00
Place: BLOX, Exhibition Forum, Floor 2
DAC, Bryghusgade 10, 1473 København

See you at C40 Mayors!
9–12th of October 2019
At DAC - Danish Architecture Centre, Copenhagen

We look forward to seeing you!

Invites you to join us in the conversation about global sustainable solutions at the C40 World Mayors Summit!

Any questions? Contact josefin.tissingh@arkdes.se

ETT TAK (TVÅ GENERATIONER)
Methods and models

THE NORDIC REPORT 2019
SUSTAINABILITY THE NORDIC WAY

100 SOCIAL INNOVATIONs
THAT CAN CHANGE SWEDEN (2017)
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