

# OppSites

Professionally Designated Opportunity Sites

An aerial photograph of a city grid is shown. A magnifying glass with a black handle is positioned over a specific area of the map. The magnified view shows a dense urban area with several large red-shaded polygons, likely indicating designated opportunity sites. The background map is faded.

vatorsplash  
Oakland

# OppSites

Connects Investors with City Development Priorities

## Cities

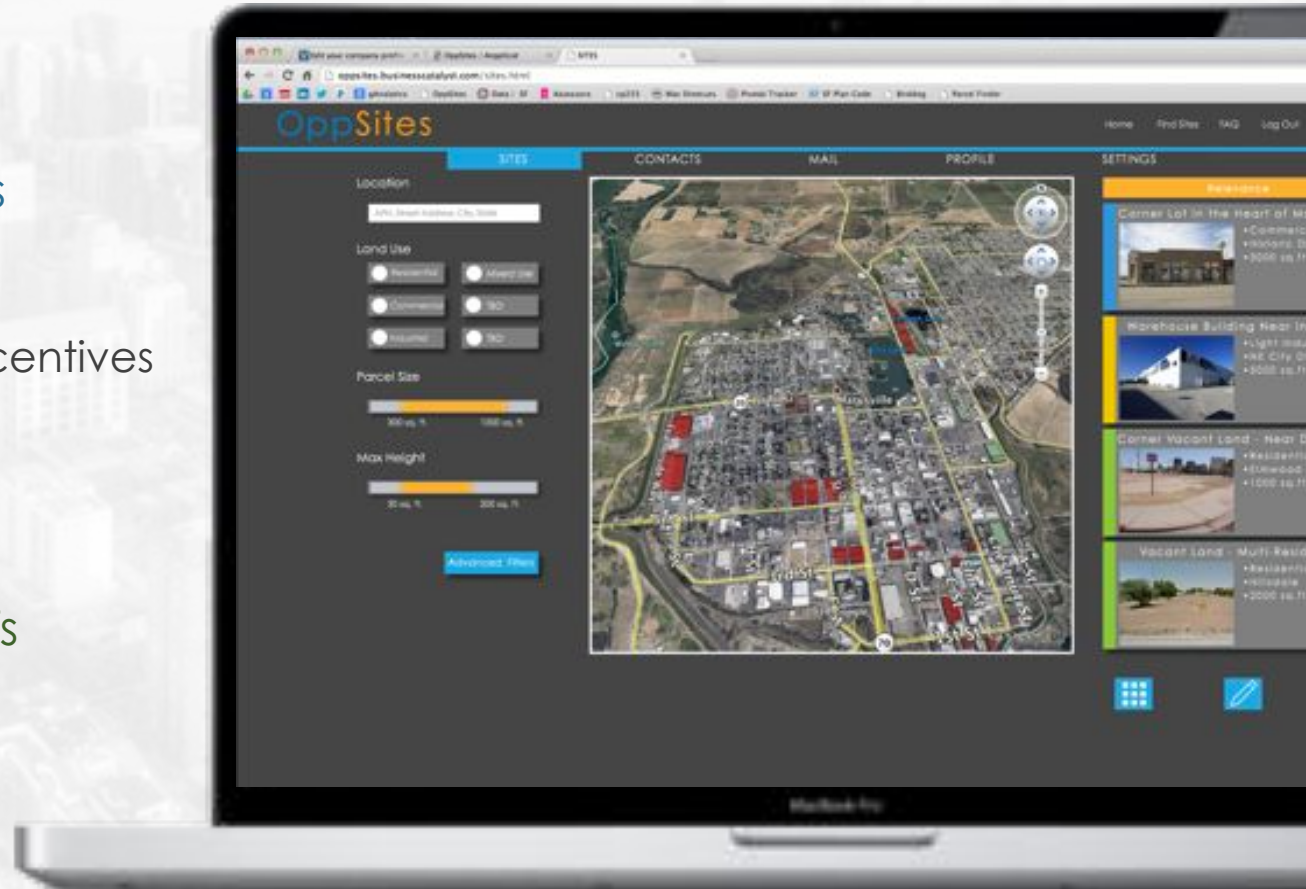
Planners, Economic Development Managers

1. Designate Sites
2. Describe Priorities & Incentives
3. Market to Investors

## Investors

Brokers, Developers, REITs

1. Establish Search Criteria
2. Search by Map
3. Receive Listings
4. Connect to Local Partners



Solution

# U.S Real Estate 2013

\$200 Billion  
Annual  
Transactions

190,000 Companies

.5 Billion  
Revenue

Real Estate Websites

97%

of site selection  
begins online

55% of brokers

Spent \$501 - \$2000 on  
Technology in 2013

# Opportunities



**LoopNet**

**Zoom**  
Prospector



OppSites

Properties For Sale

# Economic Opportunities



# Problem

## **Municipalities and Planners**

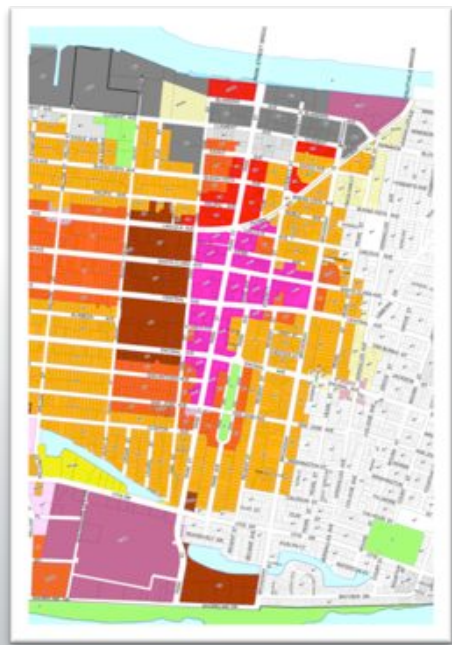
lack a tool to inform investors  
about underutilized sites  
where new investment is desired.

## **Investors and Developers**

lack a single source for information about  
priority development sites  
across multiple jurisdictions.

# Former Zoning (1958-2008)

- Commercial Manufacturing
- Two story height maximum





# Unrealized Economic Potential



# How does it work for Cities?



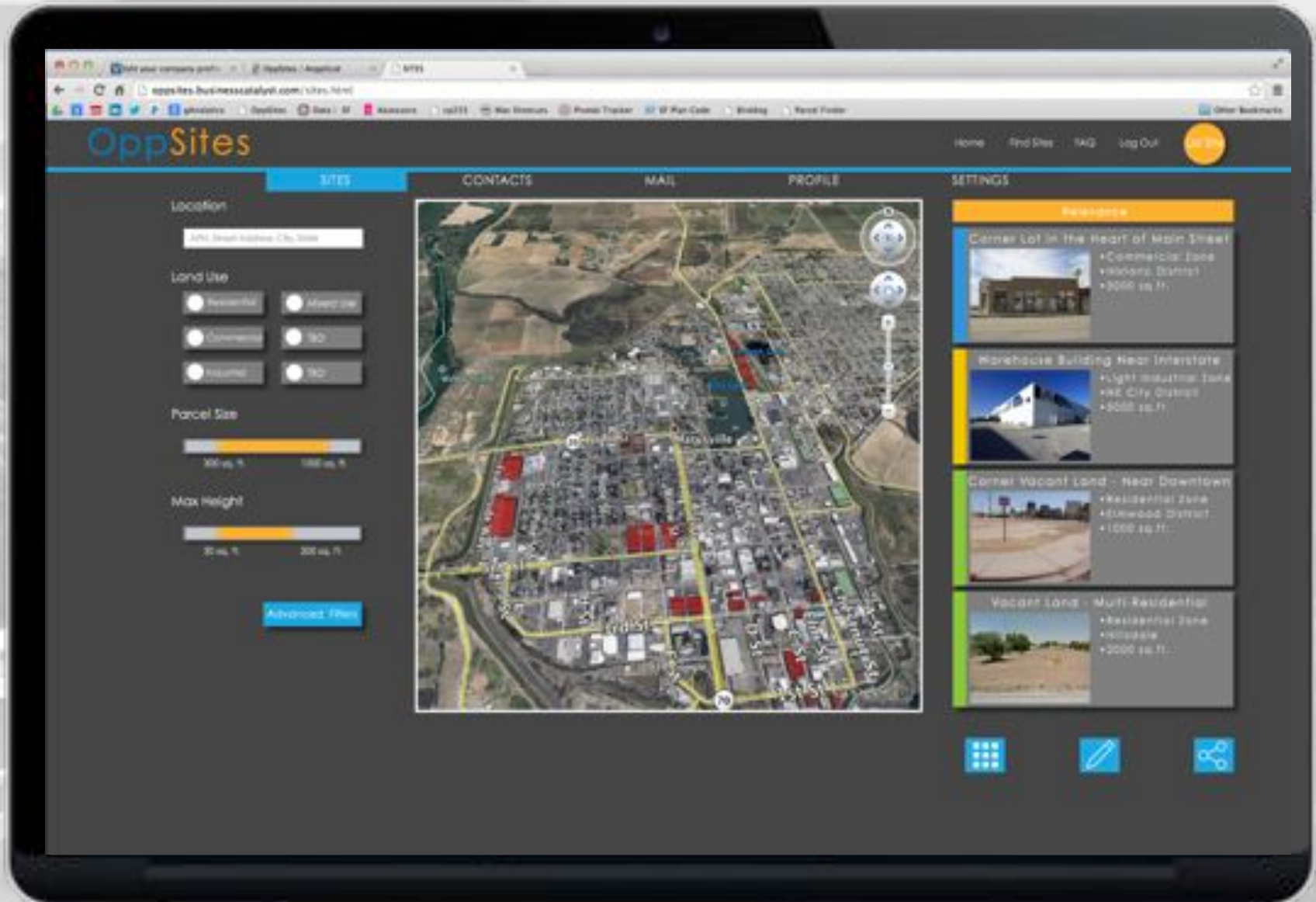
The screenshot displays the OppSites web application interface on a tablet. The browser address bar shows the URL <http://www.OppSites.com>. The navigation bar includes links for OppSites, Sites, Contacts, Settings, and E-Blast. The main content area features an aerial map with several red-outlined parcels. Below the map, the form is organized into five sections:

- 1. Select Parcel or Enter APN**  
Input field: 74130502600
- 2. Street Address**  
Input field: 1234 Gold Coast Way
- 3. Assign Name**  
Input field: Gold Coast Acres
- 4. Assign Opportunity Type**  
Dropdown menu with options:
  - ☒ Housing Only
  - ☐ Vacant Commercial Building
  - ☐ Vacant Storefront
  - ☐ Vacant Land
  - ☐ Mixed-Use
  - ☐ Industrial / Manufacturing
  - ☐ etc.
- 5. Describe Preferred Outcome**  

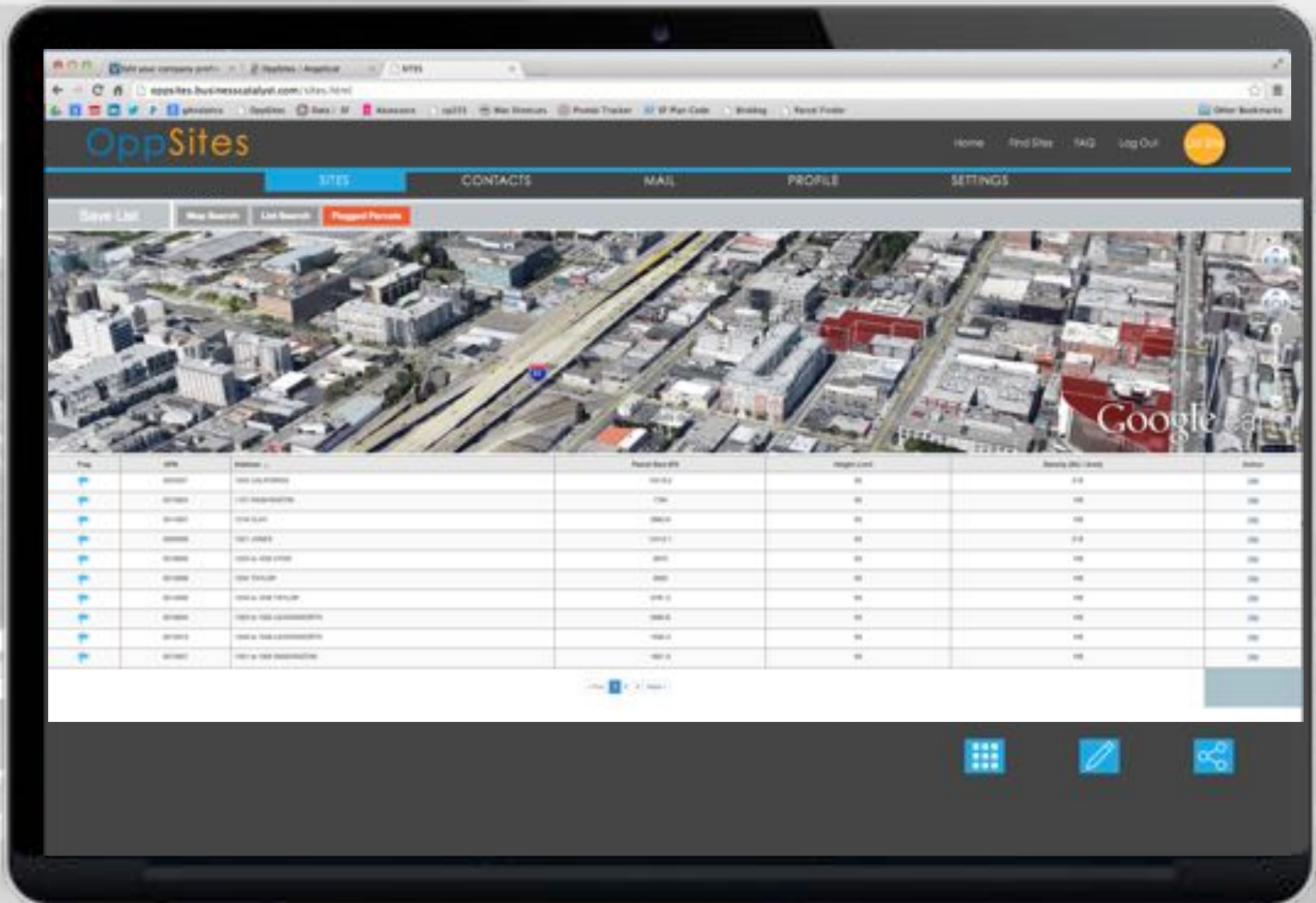
**Overview**  
Former auto dealership site including 4,000 square foot workplace commercial building and 1.45 acres of surface parking. Site is visible to 24,000 cars each day and is along a primary bus route.

**City's goals**  
Mixed-use development including residential units above ground floor retail.

# How does it work for Investors?



# How does it work for Investors?

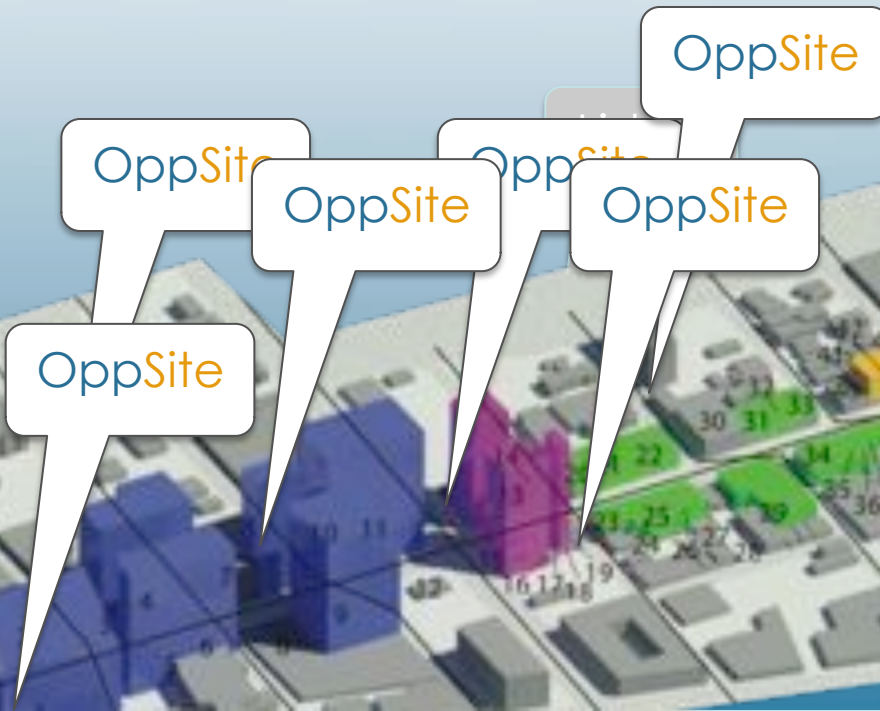


# OppSites

- ☒ Publicly Listed
- ☒ In Transition (zoning change)
- ☒ Professionally Designated
- ☒ Unrealized Economic Potential
- ☒ City Priorities

...them

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- ☐ Unrealized Economic Potential
- ☐ City Priorities



Industry

# Value to Municipalities and Professional Planners

Early Adopter Candidates



## 1. Save Time and Money

Map and **broadcast** in-depth knowledge about underutilized properties

## 2. Maximize Investment

Reach a national community of **investors and developers.**

## 3. Increase Revenue and Tax Base

Attract **investment** to sites that may otherwise go unnoticed.

Value to  
Investors,  
Developers, &  
Brokers etc.



*"OppSites is a game changer for  
acquiring investment properties"*

*Keith McCoy, Urban Community Partners, LLC.*

## 1. Find Investment Opportunities

Find thousands of **listed and unlisted** opportunity sites.

## 2. Gain Local Knowledge

Learn about development **opportunities, priorities** and **incentives**.

## 3. Save Time and Money

Reduce **costs and risk**, get an **edge** on competitors, improve and diversify your portfolio.

Value Proposition

# Team

Urban Design | Real Estate | Technology



**Ian Wolfe Ross**  
CEO and Co-Founder

Founding Principal, City Design Collective  
Urban Design & Community Revitalization  
MLA, Cornell University, 1999  
BA Economics University of Rochester, 1996



**Tomas Janusas**  
Co-Founder

Urban Designer, City Design Collective  
Project Management Bayer  
Innovative Real Estate, Inc.  
BA Urban Studies, UC Berkeley



**Steve Orme**  
Technology / Management

Founder and CEO Worklogistics  
UC Santa Cruz



**Fernando Altamirano**  
User Experience, Graphic Design

Architectural Design and Management  
BA Urban Studies, UC Berkeley

## Advisors



**Ken Vanosky**  
Business Strategy



**Katharine Bierce**  
MaestroConference



**Glenn Havlicek**  
Business Development

# Early Adopter Cities

Salinas | Lincoln | Dublin | Alameda\* | Berkeley\* | Oakland\* | San Carlos\*

Received over **\$102,000** from  
Pilot Cities



# OppSites Launch

## September 2014



# Business Model

Basic Services

Premium Services

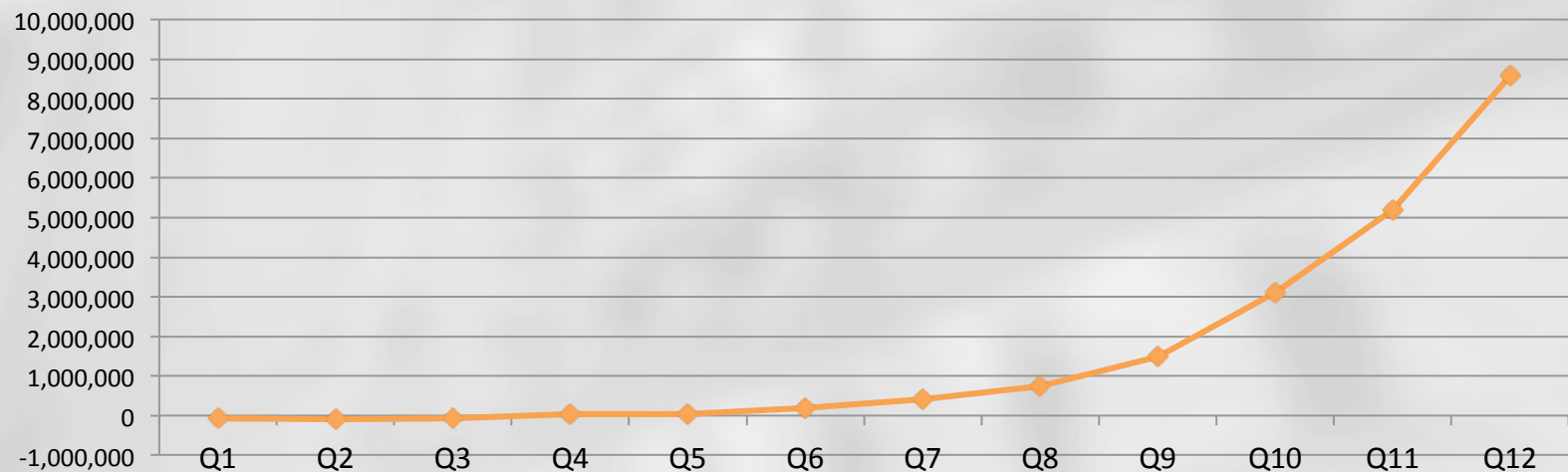


# OppSites

Raising \$300,000

	Q2	Q4	Q6	Q8	Q10	Q12
Revenue	21,249	151,985	418,298	1,068,417	3,914,088	9,512,710
Expenses	118,980	195,888	225,341	334,315	804,114	925,946
Profit and Loss	(70,325)	(43,903)	192,957	734,103	3,109,973	8,586,764
Accumulated EBIT	(168,056)	(276,637)	(52,603)	1,097,385	5,699,922	19,484,190

## Profit and Loss Forecast



# ThankYou

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