

# OppSites

rofessionally Designated Opportunities



Vator Splash Oakland

# Welcome

OppSites shall be the irreplaceable go-to place for municipal information about underexposed real estate opportunities, and departmental knowledge about those opportunities.

June 2014

Hello from OppSites

OppSites is a remarkable new technology that empowers cities to designate properties where new investment is prioritized, regardless of who owns them, and whether or not they are for sale, and broadcast that information to a national audience of investors, brokers, and developers. OppSites enables investors to find underexposed real estate opportunities, save time, and reduce risk.

For the past 15 years, our team of professionals has witnessed firsthand how cities commit significant time and resources to plan for their community's future, yet often fail to achieve desired results. That failure can in large part be traced to how information is communicated to the investment community, and the problem is resolvable.

OppSites was formed to provide cities with a simple tool to effectively distribute opportunity site information to a national and international investment community; and to create transparency necessary for interested parties to learn about community priorities, and find underexposed real estate opportunities that might otherwise go unnoticed.

We are in the process of building our technology, and have raised \$102,000 from early adopter cities as part of our Pilot Cities Program. We expect to vastly increase our market share when we present OppSites to hundreds of cities and thousands of planning and economic development professional as part of the OppSites Launch in September.

Please contact us directly with additional questions.

Best regards,



Ian Ross  
Co-Founder and CEO

Best regards,



Tomas Janusas  
Co-Founder

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## Executive Summary

**Company** Oppsites, Inc.

**Business Opportunity**

**OppSites** is a remarkable new web portal connecting underexposed real estate opportunities to a \$200 billion annual U.S. real estate industry.

**Product**

Professionally-sourced information about properties where economic potential is unrealized. We focus on strategically important, commercially valuable, yet underexposed categories of municipal real estate information.

**Raising Seed and Startup Funding Rounds**

\$600,000

**Team**

Deep understanding (15 years) of Urban Design, City Planning, Land Use Economics and Technology.

### Opportunity

Every municipality has a large number of properties they prioritize for new investment and for which they increase development capacity and reduce risk for investors. We call these locations, OppSites.

OppSites are not necessarily publicly listed, and their economic potential may be largely unknown to prospective investors and even to property owners.

**OppSites** represents an entirely new type of real estate listing comprised of properties favored by the community for new investment. **OppSites** was formed to empower municipalities and economic and planning professionals to efficiently *communicate* these listings, and thereby maximize their ability to attract investment in support of long term economic health.

### Problem

Much information about opportunity site potential is a matter of public record, however, it is typically distributed among departments and is ineffectively, inconsistently, and incompletely communicated. There is no single source for information about opportunity sites, their potential, or associated city incentives.

1. *Municipalities and Planning Professionals* lack tools and capacity to communicate priority sites and associated economic potential to a national investment community.
2. *Investors and Developers* lack a single source for information across multiple jurisdictions about sites that are underexposed but are prioritized for new investment.

### Solution

1. **OppSites** empowers *municipalities and professional planners* to identify sites where increased economic opportunity exists, and broadcast that information to the investment community
2. **OppSites** allows *Investors and Developers* to find investment opportunities that may not be publicly listed, and learn about local development priorities and incentives.

# Oppsites has two primary user groups

**Municipalities and Planning and Economic Development Professionals** including cities and counties (planning departments, economic development departments), redevelopment and successor agencies, (asset management departments), and private sector planners.

**Investment Community** including investors, developers, REITs, brokers, site selectors, listing agencies, investment banks, endowments, builders, etc.

## Municipalities and Planning Professionals

- 1. DESIGNATE Opportunity Sites**  
Interactive maps and drop-down menus make for easy designation of sites.
- 2. UPLOAD Details**  
Describe preferred outcomes and incentives; add site photos and support materials.
- 3. LINK to Place Metrics**  
Illustrate the long-term value of investing in your city.
- 4. BROADCAST**  
Send new listings to investors and developers.

## Investment Community Investors, Developers, Brokers

- 1. ESTABLISH Site Preferences**  
Identify size, location, zoning, neighborhood trends and development type to focus your search.
- 2. SEARCH the Map**  
Browse the map or search by city or neighborhood to view opportunity sites.
- 3. RECEIVE Updated Listings**  
Get email listings from preferred cities.
- 4. CONNECT**  
Contact local partners and connect to point-people for preferred sites.

## Value Statement

### Municipalities

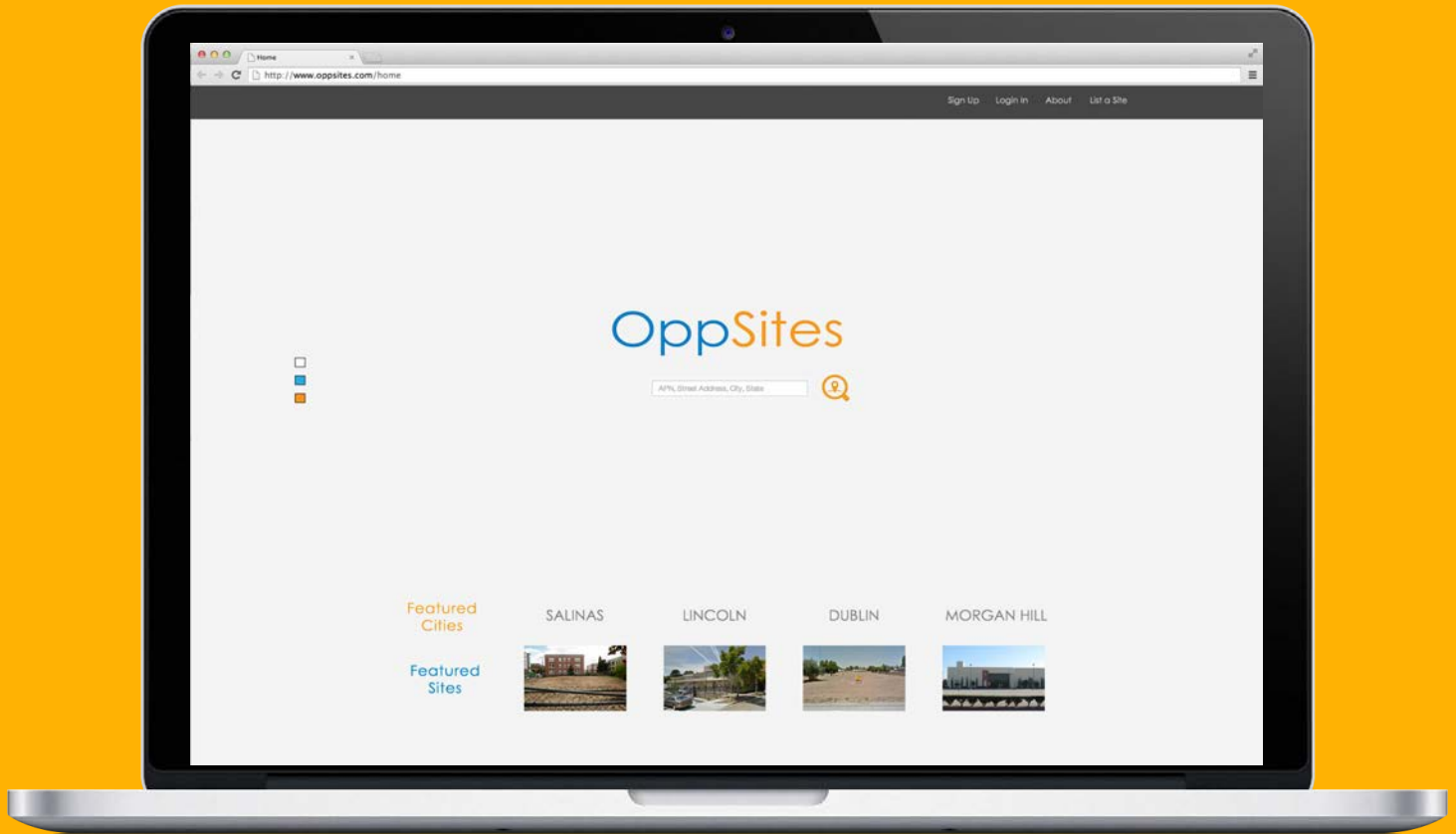
- (1) Save Time and Money
- (2) Realize Community Goals
- (3) Increase Revenue
- (4) Increase Value of Tax Base

### Investment Community

- (1) Reduce Research Costs
- (2) Reduce Entitlement Risk
- (3) Gain Insight Into Multiple Markets
- (4) Increase Competitive Advantage

# OppSites: Under Development

## Home



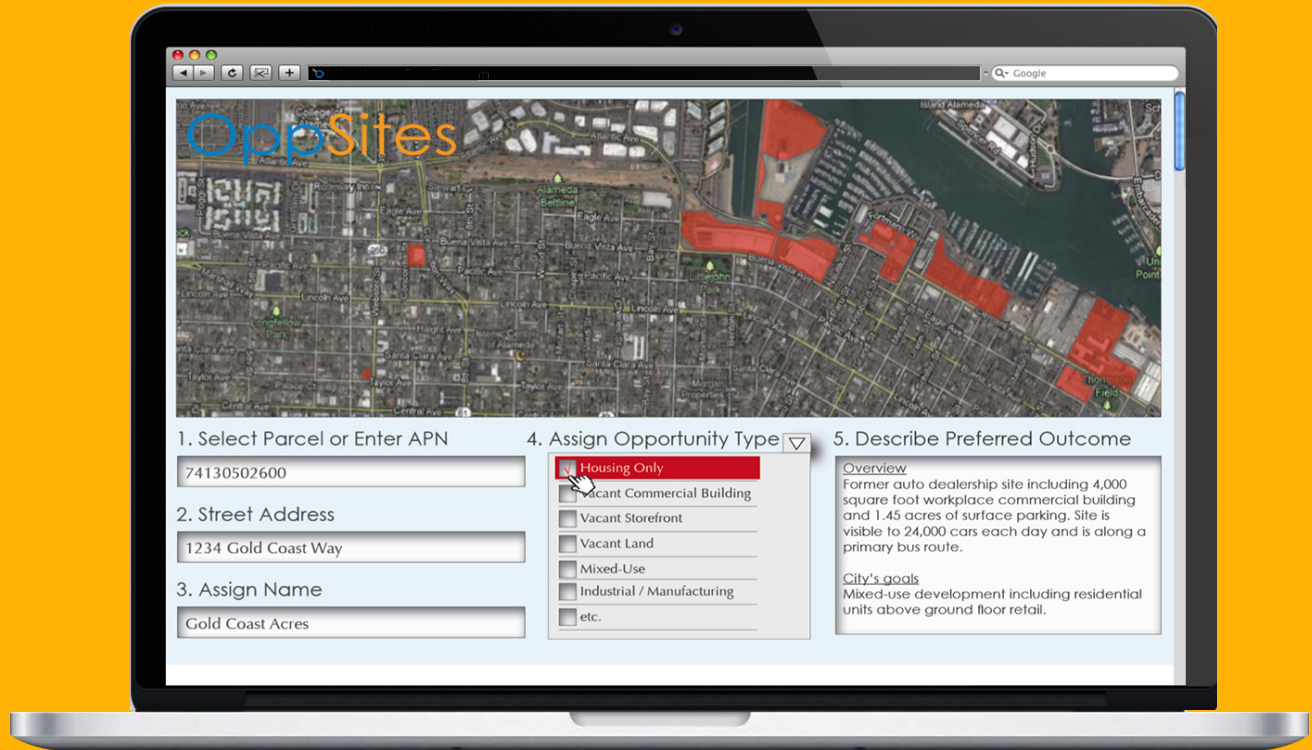
## List / Designate



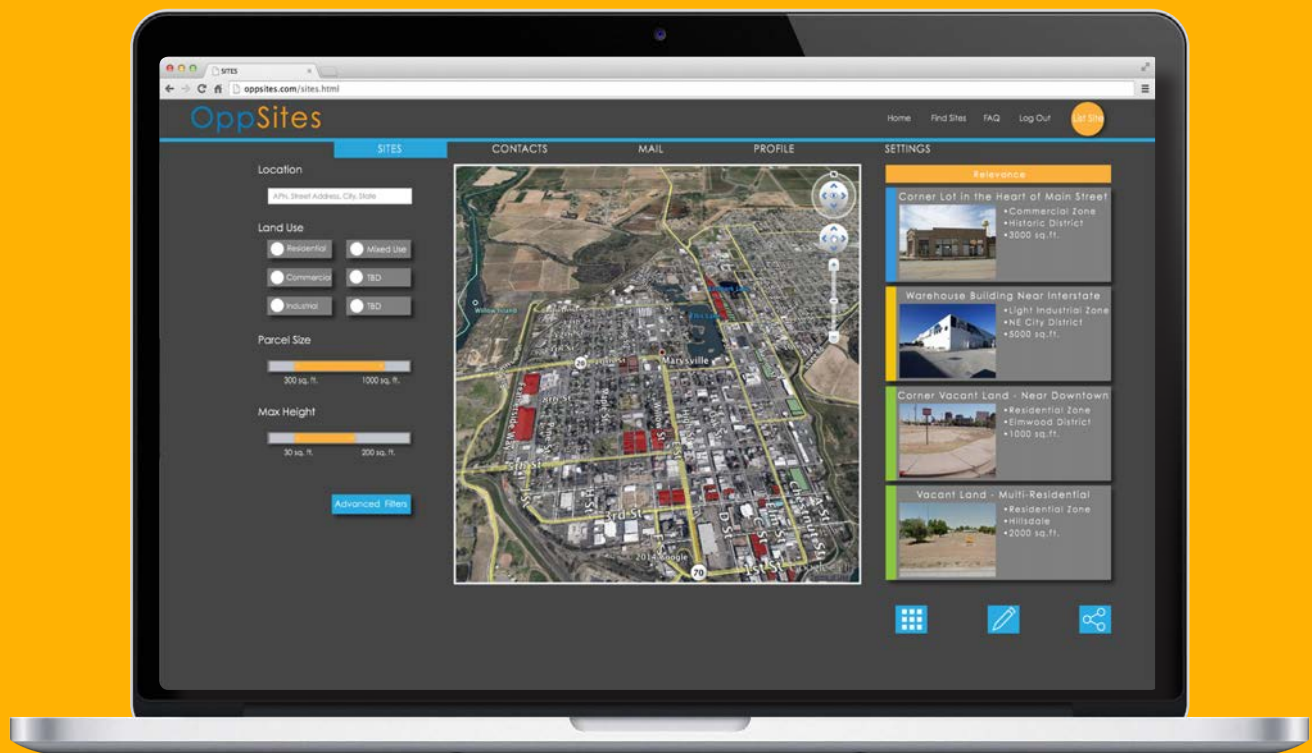
# Technology Stack

Postgres, Ruby on Rails, Angular JS, HAML, SASS, Bootstrap; Google Maps and Google Earth

## Find



## My Sites



# Business Summary

## Business Model

### Basic Services (no charge)

- Municipalities and planning professionals identify sites, describe development priorities.
- Investment community can search for sites matching preferred criteria.

### Premium Services (multi-tiered pricing model)

- Municipalities and planning professionals market featured sites.
- Development professionals subscribe to receive listings from preferred cities and regions, and additional detailed information
- Banner and Associative advertising.

**Potential Partners / Acquirers** - CoStar, Zillow, Trulia, Corelogic, Realestate.com, National brokerages (CBRE etc.)

**Closest Competition** - Digital Map Products, GIS Planning

**Launch** - September, 2014.

## Unit Economics

### Supply

Time	# Cities	Revenue/ Month	Acquisition & Services Total	Acquisition & Services Per City	Gross Profit per Month	GP/ Customer per Month	Gross Profit per Year
Beta	6	\$11,400	\$1,200	\$200	\$10,200	\$1,700	\$122,400
Q4	58	\$86,420	\$5,800	\$100	\$80,620	\$1,390	\$967,440
Q8	363	\$424,710	\$36,300	\$100	\$388,410	\$1,070	\$4,660,920
Q12	2102	\$2,238,630	\$210,200	\$100	\$2,028,430	\$965	\$24,310,160

### Demand

Time	Paying Users	Revenue/ Month	Acquisition & Services Total	Acquisition & Services Per User	Gross Profit per Month	GP/ Customer per Month	Gross Profit per Year
Beta	10	\$5,200	\$3,260	\$326	\$1,940	\$194	\$23,280
Q4	250	\$92,500	\$67,125	\$269	\$25,375	\$102	\$304,500
Q8	750	\$324,000	\$182,400	\$243	\$141,600	\$189	\$1,699,200
Q12	5,000	\$2,760,000	\$526,000	\$105	\$2,234,000	\$447	\$26,808,000

# Forecasts

## Real Estate Online Market

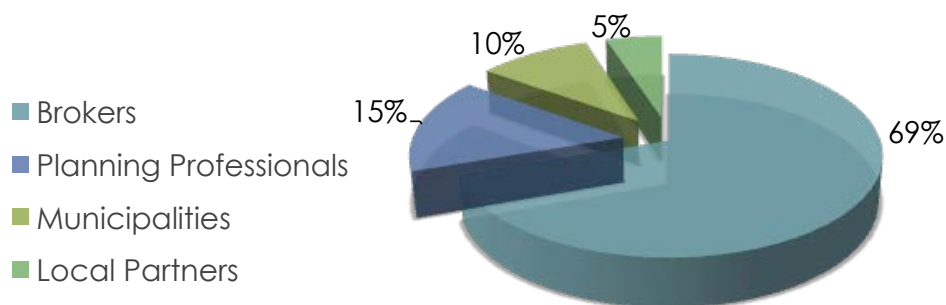
97%  
of sites selection  
begin online

\$200 Billion  
Annual  
Transactions  
190,000 Companies

.5 Billion  
Revenue  
Real Estate Websites

55% of brokers  
spent \$501- \$2000  
on Technology  
in 2013

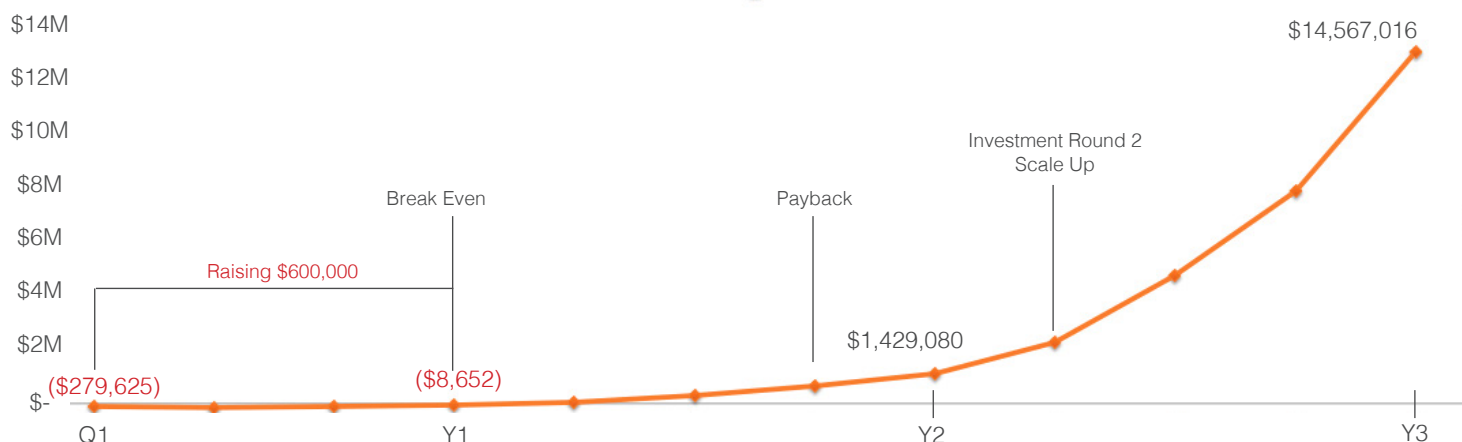
## Revenue Distribution



## Projected Profit and Loss Schedule

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12
Revenue	102,000	67,452	163,398	277,236	455,788	734,375	1,167,596	1,839,895	4,090,994	6,397,290	9,967,921	15,492,962
Expenses	381,625	257,580	226,919	285,888	300,459	362,341	378,706	410,815	1,003,075	804,114	913,904	925,946
Profit & Loss	(\$279,625)	(\$190,128)	(\$63,520)	(\$8,652)	155,330	372,034	788,890	1,429,080	3,087,919	5,593,176	9,054,017	14,567,016
Accum EBIT	(\$279,625)	(\$469,753)	(\$533,273)	(\$541,925)	(\$386,595)	(\$14,562)	774,329	2,203,408	5,291,327	10,884,503	19,938,520	34,505,536

## Revenue Forecast



## 2014 Launch

We expect to vastly increase our market share when we present **OppSites** to hundreds of cities and thousands of planning and economic development professionals at the League of California Cities conference, The Downtown Colorado Annual Conference, and the California Chapter of the American Planning Association in September, 2014.



- **OppSites** Booth at the Expo
- 450 California Cities
- 1900 City Officials (city managers, mayors, council members, city attorneys, public works and planning directors)

- **OppSites** Booth at DCI
- Participation in the first annual Colorado Real Estate Redevelopment Forum: *Public sector tools to shape redevelopment of local communities.*
- Colorado cities, redevelopment departments, economic development corporations, downtown business associations, elected officials.

- **OppSites** will facilitate "Monetize Your Knowledge" a roundtable discussion between city officials and real estate professionals.
- Table Top presentation in Exhibit Hall
- Over 1,000 public and private sector attendees.

September 3 - 5, Los Angeles, CA

September 9 - 12, Fort Collins, CO

September 13 - 16, Los Angeles, CA

## Early Adopter Candidates

**OppSites** has received commitments for \$102,000 from Early Adopter Cities as part of our Pilot Cities Program.



**City of Oakland**  
\$24,000 Gold



**City of Lincoln**  
\$42,000 Gold



**City of Dublin**  
\$12,000 Silver



**City of Salinas**  
\$24,000 Gold



**City of Alameda**  
\$12,000 Silver \*



**City of Berkeley**  
\$12,000 Silver \*

\* Pending

Premium Services & Pilot City Programs				
Premium Services	Non-Pilot City*	Pilot City Silver	Pilot City Gold	Details
Custom City Homepage	Not Included (est. cost: \$5k-8k)	Included	Included	We build your homepage and link to your website
Data Import Service	Not Included (\$80-\$140 per hour)	Included	Included	Populate database with geospatial data; Adjust city data to conform to Oppsites database
OppSite Listings Service	Not Included (\$80-\$140 per hour)	12 Site Pages	20 Site Pages	We partner with City to designate Opportunity Sites and populate Oppsite pages
Featured Listings Marketing	\$200 per site / month	3 sites / month one year	10 sites / month one year	Listings are featured on Oppsites home page
Featured City Marketing	\$500 / month	Included six months	Included one Year	City is featured on top layer of Oppsites home page
Pilot City Launch Event	Not Available	Included (\$2,500 value)	Included (\$2,500 value)	Oppsites Nationwide Launch & Marketing Program - Organizations (ULI, APA, CNU) - Investment Community (Investors, Developers, REITs) - Real Estate Industry (brokers etc.) - Economic Development Corporations
One Time Program Fee	*Services available to non-pilot cities after Oppsites Launch	\$12,000	\$24,000	Cost of participation for Pilot Cities
Cost of Services to Non-Pilot City	-	\$24,500	\$47,500	Non-Pilot City Cost for Services

# About Us

## Team



**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

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## Advisors



**Ken Vanosky**  
Business Strategy

Value Networks,  
Bentley Systems



**Katharine Bierce**  
MaestroConference

StartingBloc  
Center for the Greater Good



**Glenn Havlicek**  
Business Development

GLMX  
JP Morgan Chase

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Thank you for your interest in OppSites.

Ian Ross  
Founder & CEO