



## Staythanks

### **Naveen Kankate | Founder**

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The Staythanks app facilitates reward points for guests check-in short-term rentals (AirBnb VRBO etc) that can be redeemed at locally owned unique bars, restaurants, breweries, events and mom/pop businesses. None of the competitors are paying attention to the guest experience. According to Airbnb's survey 77% of their guests want to live like locals. Staythanks currently revenue generating with 280 apartment units (Short term rentals and Long term rentals) and 40+ businesses on our platform.

## **Team:**

### **Naveen Lalit Kankate | Founder**

Naveen is the Global Entrepreneur in residence at University of Michigan. He is also a serial entrepreneur having cofounded [www.myconceptschoo.com](http://www.myconceptschoo.com). He has worked as an analytics professional (Analytics Engineer) and product/project manager for 4+ years in healthcare, Supply chain and start-up ecosystems. He has previously spear-headed key projects with k8 Ventures, a venture capital fund that ranged from idea to product-roll out stage. He has successfully delivered embedded analytics SaaS web-portal to manage 76+ Clients reducing overhead by 50% driving \$5M of additional revenue

### **Palak Vora | Chief Product Officer**

Palak Vora is an experienced Data and Business Analyst with 5+ years of experience in the Data Science space in different types of industries. She designed and implemented data-driven systems to assess and improve impact. Prior to that, she has had experience in Finance and Business Development in a conglomerate of 30+ companies wherein she assisted in the preparation of a start-up model for a real estate development company with 297 properties under management. She holds an MBA, an MS in Business Analytics, and an MS in Information Systems Management. She also holds a bachelors degree in Accounting and Finance.

### **Pasinee Bhavilai | Board of Director | Sr. Director, Operations**

Pasinee Bhavilai is a Product Manager for Medline. Pasinee has 6+ years of product management and product development within the medical device industry. She has successfully secured 40% sales growth and launched 8 new product lines within the international market. Prior to that, she has had previous consulting experience with developing and implementing marketing strategies for start-up companies. Pasinee holds a Bachelor of Liberal Arts and Science in Marketing and a Master's in Business Administration from the University of Illinois at Chicago

## **Product:**

The ([www.styathanks.com/luvmke](http://www.styathanks.com/luvmke)) platform facilitates reward points for guests' check-in short-term rentals (AirBnb VRBO etc) that can be redeemed at locally owned unique bars, restaurants, breweries, events and mom/pop businesses. None of the competitors are paying attention to the guest experience.

### **1. Renters/Guests**

Renters can login and get access to all rewards on the platform and can use the points they have collected by paying rent/checking-in at airbnb. They can also sign up for a subscription box that has products from local vendors.

### **2. Businesses**

Our Rewards app helps local businesses get new customers and improve their loyalty with repeated purchases

**Market:** The serviceable addressable market (SAM) is \$6.9 B

## Revenue Model:

1. **Subscription fee from Businesses:** Citrus innovations will charge a subscription fee for the business to be able to offer services on the platform. The Subscription fee would be in the range of \$29 to \$99 contingent on the nature/size/revenue potential of the business.
2. **Subscription/White labeling fee received from Apartment complexes:** The Apartment complexes and Airbnb hosts (Short term rentals) will be charged on an annual basis to be exclusive for their residents. This would be \$199 to \$4,999 depending on the size of the complex and designation of apartments i.e. Luxury, Semi-Luxury and Affordable. There would be an additional charge for White-labeling

## Financing & Milestones:

Round	Closing	Runway	Amount	Status	Milestones
Pre-Seed	Q2 '22		\$25k	Closed	5 beta apartment complexes, 20 businesses
Seed	Q1 '23		\$400k	Future	1000 apartment units, 500 businesses

## Competition:

Name	Reward Points	Experience (Live Like Locals)	Host Information
Stay Thanks	YES	YES	YES
Hostfully	NO	YES	YES
Host Tools	NO	NO	YES
Takeet	NO	NO	NO
Your Porter	NO	YES	YES
Yelp	NO	YES	NO

## Comparable:

Company	Acquirer	Revenue/Traction at Acquisition	Exit Amount
Reverb.com	Etsy	Raised \$47M	\$275M
Frontdesk	-	-	-
Pinata	-	Raised \$13M	Undisclosed
Bilt Rewards	-	Raised \$ 60M	\$350M Valuation
Urbandoor	Airbnb	Undisclosed	Undisclosed