



HFBB will offer a higher quality of student housing in real high standard apartments, not student "pods", providing more comfort and social freedom.

Stage: Pre Revenues, Round A
Industry: Real Estate

Number of Employees: 3
Market Size: Between €5B and €20B

Investment opportunity: €500K

Use of Proceeds

Funding will be used for the formation of a local Rental Management Company with 2 employees, leading asset acquisitions, first years operating expenses and implementing our Sales and Marketing Plan.

Management team

Mr. Bertil Olsson, Director - +30 years as an auditor for PwC, the largest and most trusted financial service firm in the world. Provides strict fiduciary duty.
Mr. Ismael Peregrina, Director - +10 years building business connections in the local market. Possesses an array of key community SBA's.

Active M&A Market

In 2015 The Student Hotel acquired Melon District (BBVA) for €28,500,000 at 3x revenues.

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Investment Opportunity

What we do

HFBB will acquire severely discounted properties - fully refurbish the assets into modern flats - and generate a highly profitable revenue stream by dedicating apartment rentals to qualified university students through our online platform.

Need/Opportunity

There is a large supply and demand imbalance for student housing. Student halls are at 100% occupancy leaving students very frustrated with no help.

Solution

HFBB will provide students a high quality of living, in premium apartments, offering more choice, comfort, and social freedom. Students will have a better experience living with peers over locals.

Top milestones:

Incorporated in December 2015, secured I-Account Bank SBA, developed beta sites; hfbinc.com, happyflatsbarcelona.com, Facebook page, Google+ page and blogs, achieved 1st page Google rankings, received room requests within 24h, raised seed funding, completed research phase, secured target asset LOI.

Competitors

PBSA - RESA/Melon District

Residential Rentals - Idealista.com

How we are different

Larger Living Spaces - Rooms in large, high standard apartments, not student "pods".

Social Freedom - Full independence of a traditional apartment without constant supervision.

Faster Internet - 100MB Fiber Optic w/ ADSL and Wifi connections.

Peer Grouping - Students live with other students, not local families.

Modern Flats - Modern, high quality apartments, not rooms in run down flats.

Social Connections - Students living with peers feel more connected than living with locals.

Go To Market

HFBB will offer premium student housing directly through our online platform. We will advertise through social media marketing, 3rd-party rental sites, student sites, "trade shows" and a referral program.

Revenue model

Our Business Model will deliver value by building a diverse portfolio of properties. Rooms will be rented for 9 and 12 month lease periods, at a price of €450-€650 per month, depending on location and amenities. A 10% discount will be offered for pre-paid rental contracts.

