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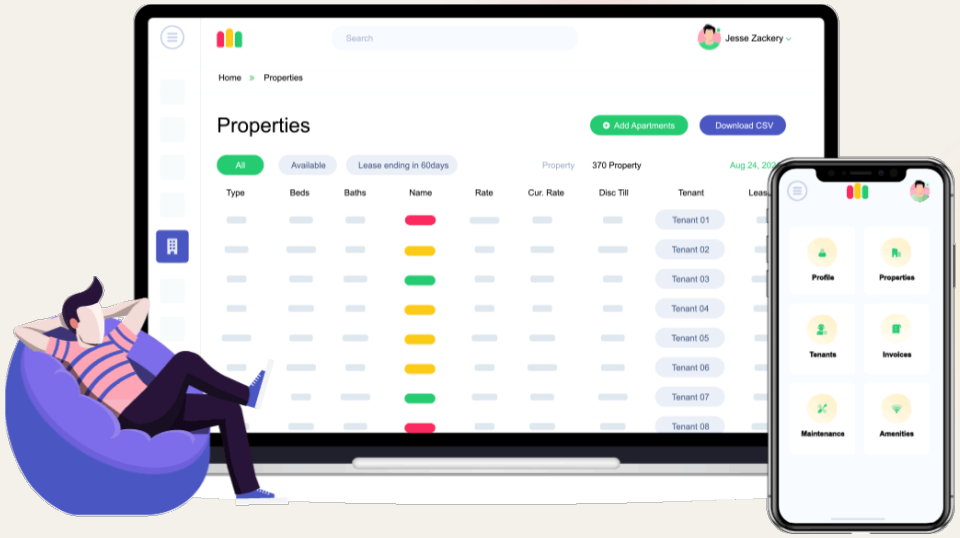
Property management software increases profitability & property value



PICKSPACE TEAM | TALENTED & EXPERIENCED

Maor Cohen

Founder & CEO

Dovi Frances

Board Director | Pickspace

Founding Partner Group11 VC
Israeli Shark Tank

Philippe Bouaziz

Board Director | Pickspace

Founding partner Sarona VC
Co-Founder Deel.

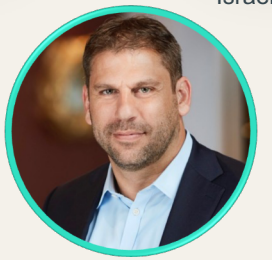
Nadi Hassan

CTO

Morris Levy

Senior Advisory & Investor

Founder & CEO The Yard
Real Estate expert
GM NY at Sarona VC



Eyal Reggev

Senior Advisory | Proptech

Adam Neumann Family office
Former President, Stonehenge
Former CEO | Habas Group

Ori Manor

Advisor | Marketing

Founder & CEO SubStrata
Acquired by WeWork
(Unomy Founder & **CEO**)

Noam Livnat

Advisor | Product

Real Estate software expert
Acquired by WeWork
(**SpaceIQ** Founder & **CMO**)

Shahar Alster

Advisor | Business

Real Estate software expert
Acquired by WeWork
(**SpaceIQ** Founder & **CEO**)

About Pickspace

- An Israeli Prop-tech solution - SaaS
- Founded in 2019 - 14 employees. NYC
- **$2.3M** pre-seed
- Managing **11,500** units
- Product market fit ⛳
- **$250k ARR** - 500% YoY
- **$25M** in Payments processed a year
- **100%** daily usage by our clients

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The Problem

Property management software are operations focused only and ignoring landlord needs to increase revenue

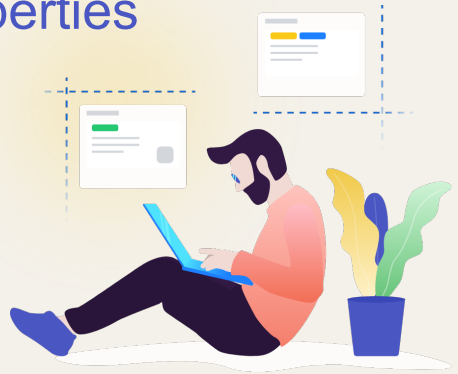
The Solution

Pickspace is the only solution that is shifting the value proposition from operation to revenue generation by 20%

& increasing tenant satisfaction

Pickspace software creates new revenue streams and increases profitability by 20%

1. Turning event, meeting rooms, storage, etc. bookable h/d/m
2. Creating a new category of paid tenant: Virtual tenants
3. Allowing landlords to sell online Concierge services to tenants
4. Enabling cross-selling paid amenities in landlord properties



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Client Success Stories

"Replacing Yardi with Pickspace increased our revenue by 15% within 1Q"

GREENDESK

Ben Shwartsberg
Green Desk CEO

"Introducing virtual products to our tenents using Pickspace's technology increases our bottom-line revenue by $1M in the last 2 years"

THE YARD

Morris Levy- The Yard
Founder & CEO

SARONA SPACE 365 Panthera WORK SHOP Create Inspire prodware WorkUp OFFIX

Market Size USA - Property Management Software

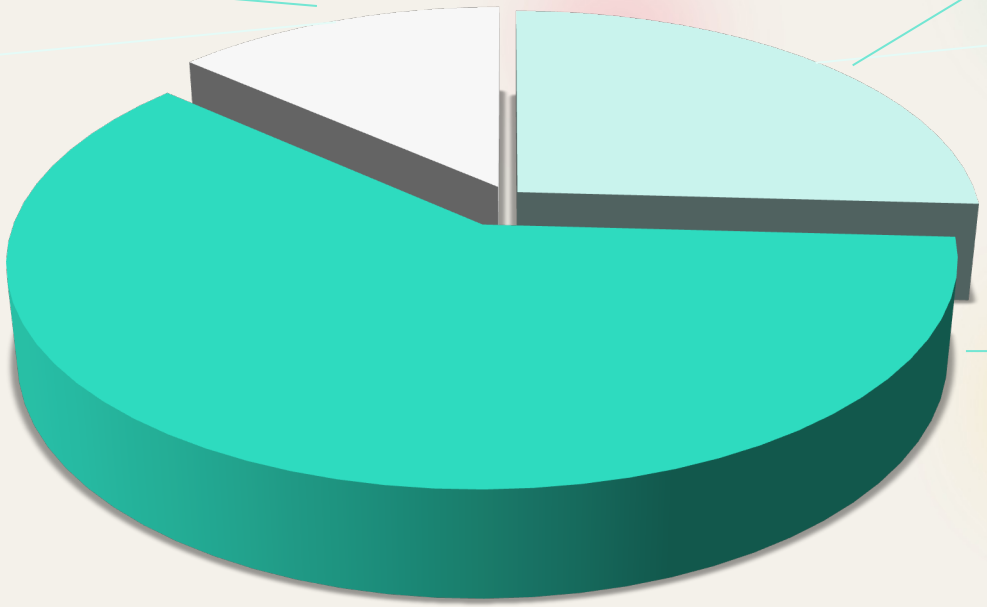
210M Units **x $40** avg mng. cost **= $8.4Bn** Opportunity

Large

6K Customers

5K Units Avg

$1.2Bn



Small

200K Customers

250 Units Avg

$2Bn

Medium

65K Customers

2K Units Avg

$5.2Bn

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Landscape

New revenue streams

Pickspace differentiation is adding real value to landlords by increasing their revenue & occupancy using its technology

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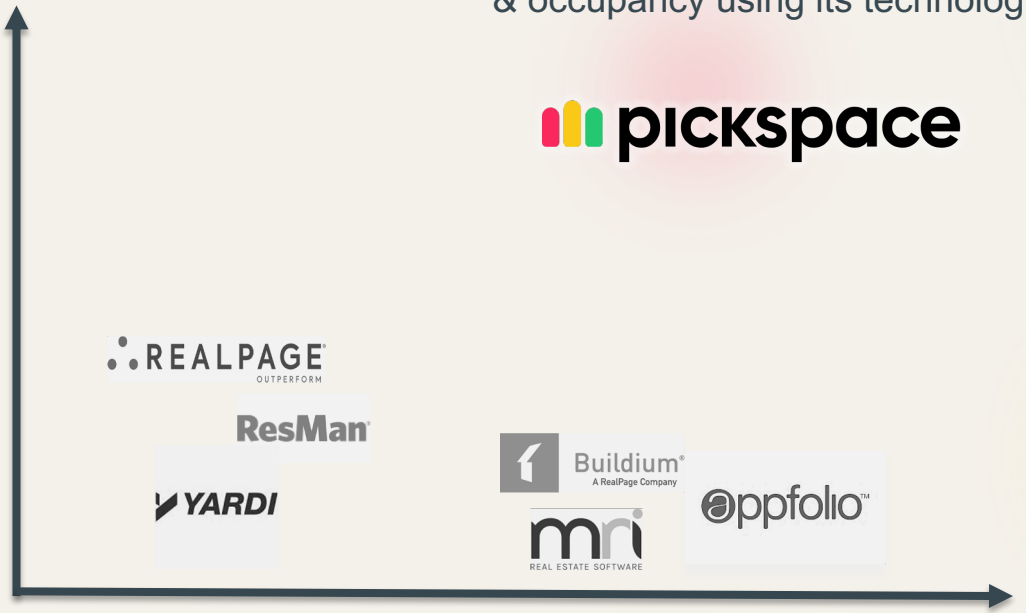

Increase occupancy

- Marketing Automation
- Tenant Satisfaction

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GO TO MARKET STRATEGY

- SaaS model & Processing fee (0.5-1%)
- Mid market ($40-60K ACV)
- Inside sales
- Land & expand

Pitch

You can earn 20% more with Pickspace – want to see how?

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Use of Funds Growth Plan

- 70% Marketing & Sales
- 30% R&D
- $7M ARR in 24 months

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Pickspace Goal

- Take over 1% of the market ($85M) in 3 years
- Then, to take over 8% ($680M) After 7 years
- & To Go Public (IPO) in NYSE

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Want to explore more?
Book or Chat online

WhatsApp Pickspace

Book an online meeting

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Maor Cohen | Pickspace CEO

- CEO at Pickspace USA – 2019-2021
- 6 years experience in commercial real Estate
- Adv. Practicing Real Estate and commercial law
- B.A - Marketing and Business Administration
- Masters of Law and finance, L.L.M & L.L.B
- Product Manager [10 years]
- SEO & PPC & SaaS Sales expert [6 years]
- Founder & President of IESC
- International Student Entrepreneurship Community in:
  MIT, NYU, Columbia, BU, Princeton, COMAS, HUMBOLT,TU BERLIN
- Speaker at FIDF events all over the USA
- Israeli embassy in Berlin - Attaché assistant
- Combat soldier - elite undercover commando unit
- Mentor at NOVOS, Sarona Ventures Accelerator and to serval startups

- Lives in New York

Nadi Hassan | Pickspace CTO

- Nadi is a technical entrepreneur with a knack for building sophisticated products.
- With over 10 years of experience at startups and the cooperation world.
- Expert in building large scale innovative Proptech & Fintech systems and platforms for some of the top companies around the world (ADP), as well as founding multiple startups.
- Masters in computer science from Georgia Tech in Machine learning specialization.

- Lives in New York

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Competitor Analysis

	Yardi	MRI	Pickspace	AppFolio	Resman	Buldium	Real Page
Founded	1984	1971	2019	2006	2000	2004	1984
Full Property Management accounting system	*V*	*V*	*V*	*V*	*V*	*V*	*V*
International		*V*	*V*	*V*			*V*
Estimated Revenue Range	$700M $1B	$350M	$300K	$270M	$20M	$50M	$800M to $1B
Private/IPO	Private	Private	Private	*IPO* ($5.9B)	Private	M&A $580M cash	*IPO* ($10B)
Increase revenue			*V*				
Number of Employees		1,700	10-15	1,240	260	51-100	1700
Link to Crunchbase	Crunchbase	Crunchbase	Pickspace	Crunchbase	Crunchbase	Crunchbase	Crunchbase

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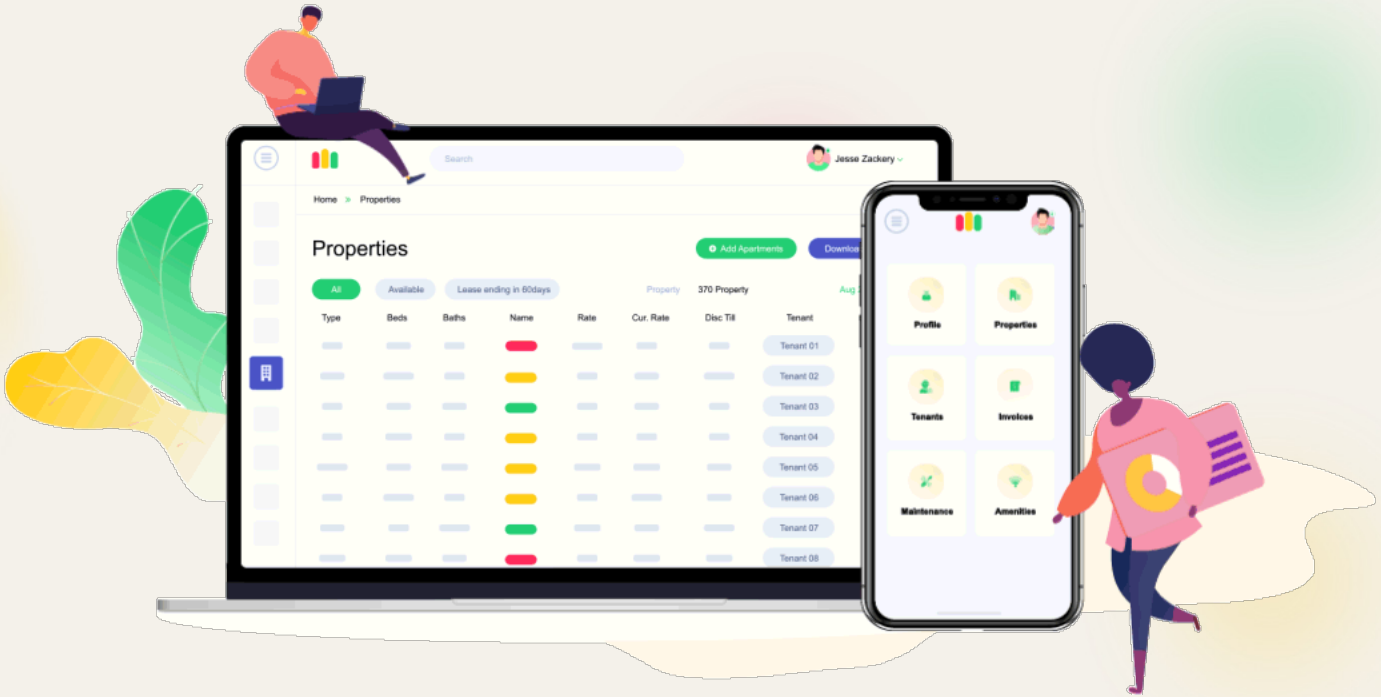
Thank you!