

nujjibTM

**The New Way for
Medical Professionals
to Find Housing**



Problem

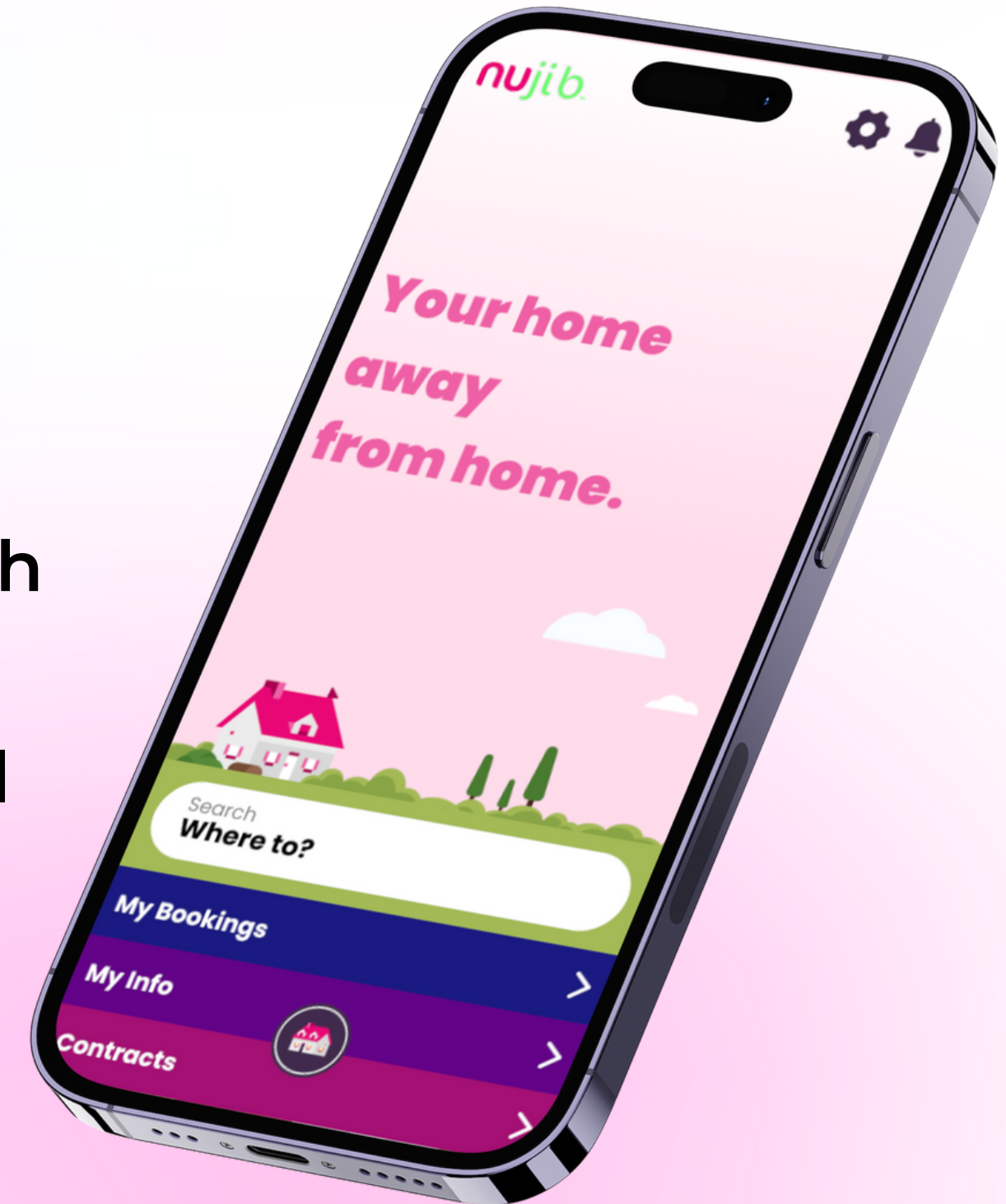
- Travel nurses often struggle to find suitable housing during their assignments.
- Traditional methods are unreliable and full of scams.
- There is no centralized payment system for mid-term rentals.



Solution

nujib addresses these challenges by providing a dedicated online marketplace for travel nurses and property owners to connect and manage their rental arrangements.

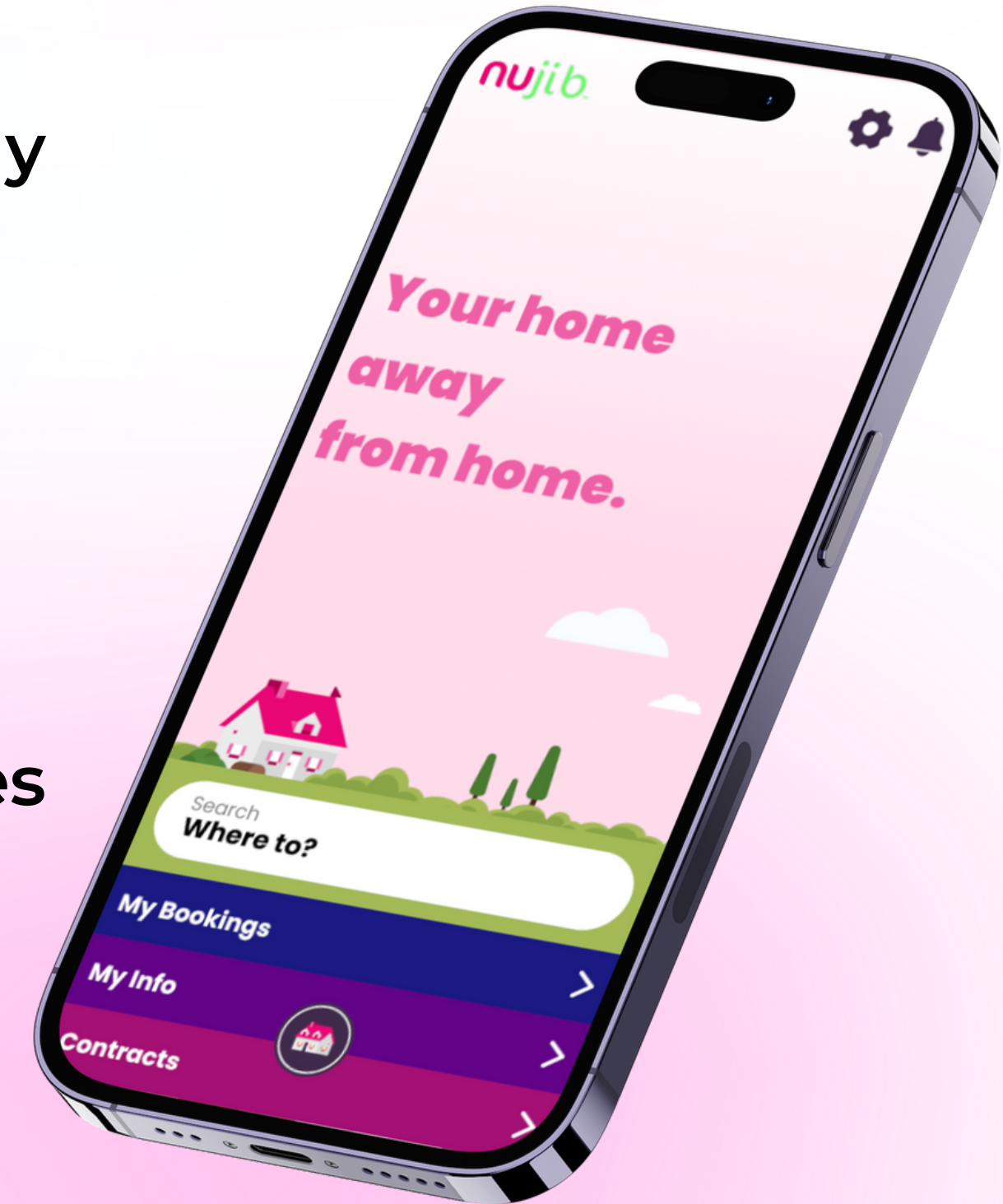
Our platform offers a comprehensive solution for both parties, simplifying the entire process of finding, booking, and managing temporary housing for travel nurses.



Solution

nujib is the ultimate online marketplace for travel nurses and property owners. It connects them directly and securely, and lets them manage their rental arrangements in one place.

With nujib, travel nurses can find, book, and pay for verified and furnished housing near their work locations and property owners can list their properties for free and reach travel nurses looking for housing.

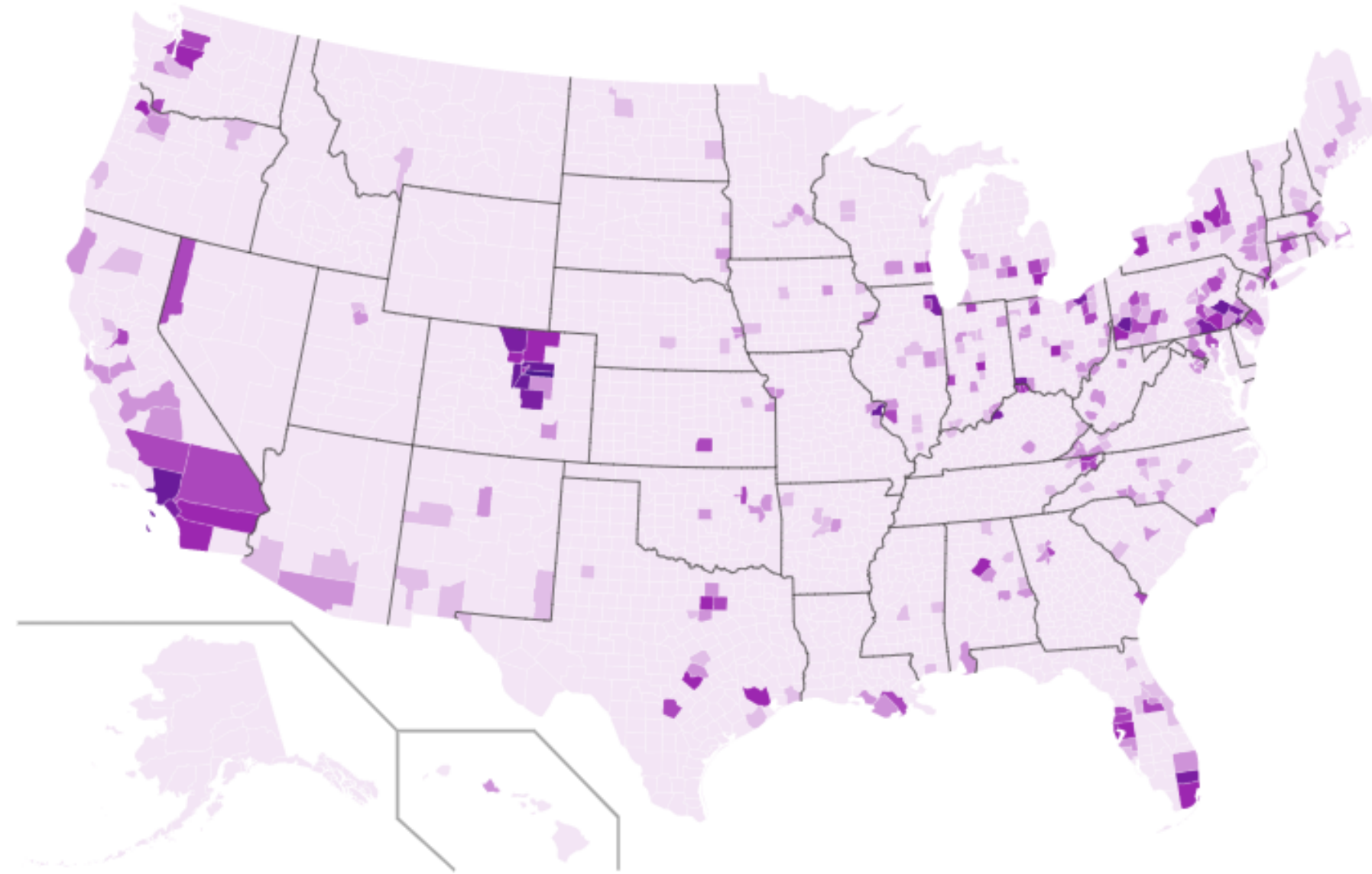


Market Analysis

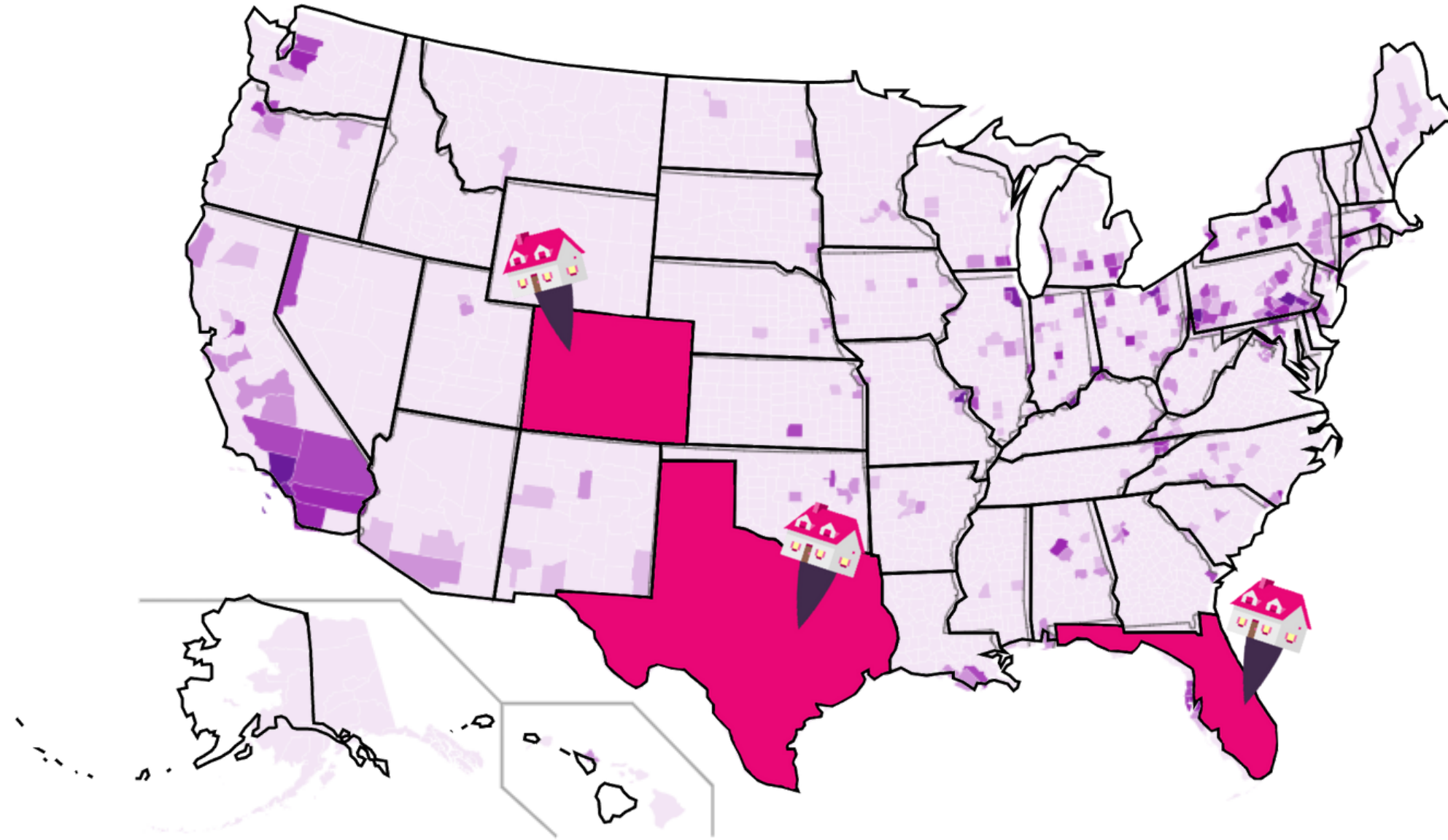
- The 'mid-term' housing market is growing steadily
- There are over 1,733,502 traveling nurses currently employed in the United States.
- Global temporary housing market for healthcare professionals projected to grow by \$1.49 billion during 2020-2024, at a CAGR of over 6%



Travel Nurse Demand



Travel Nurse Demand

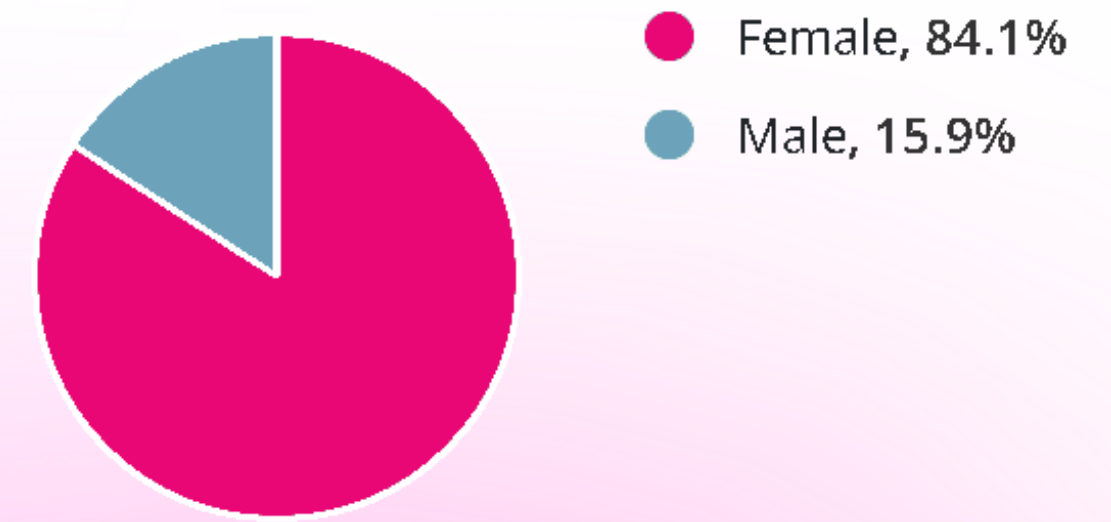


Target Market

Primary target market: Travel nurses requiring temporary housing during assignments.

There are over 1,733,502 traveling nurses currently employed in the United States.

Secondary markets: Property owners, property management teams, vacation property owners, and private owners with unique living spaces



Competition

FURNISHED
F I N D E R

Landing

 **airbnb**

nujib moves and adapts quickly.

- Automated rent billing
- Property insurance and background checks
- AI assisted tooling
- Flexible contracts

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Revenue Model

- **Commission-based model: 13% commission on rental payments processed through the platform**
- **Diversifying revenue streams with premium services**



Premium Service

- Monthly subscription to unlock additional benefits and enhance visibility
- Key features:
 - Removal of transaction fees
 - Concierge care for personalized support and assistance
 - Guaranteed property promotion to renters, increasing chances of successful bookings
 - Boosted search results, ensuring property appears at the top of relevant searches



#MARKETING & SALES

nujib™



Online Marketing

- Search Engine Optimization (SEO) to increase visibility and organic traffic
- Pay-per-click (PPC) advertising on platforms like Google Ads to drive targeted traffic
- Social media marketing on platforms like Facebook, Instagram, and LinkedIn to engage with target audience and build brand awareness
- Content marketing through blog articles to attract potential users and boost SEO performance



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booyah
ADVERTISING

Partnerships and Collaborations

- Partner with hospitals, medical staffing agencies, and nursing organizations to gain access to travel nurse networks
- Collaborate with property management companies, vacation rental platforms, and real estate agents to expand property listings and reach



Targeted Campaigns

- Email marketing campaigns to nurture leads and convert them into users
- Seasonal promotions, referral programs, and loyalty incentives to encourage platform usage and user retention
- Customized marketing campaigns for different user segments (travel nurses, property owners, property management teams) to address unique needs and preferences



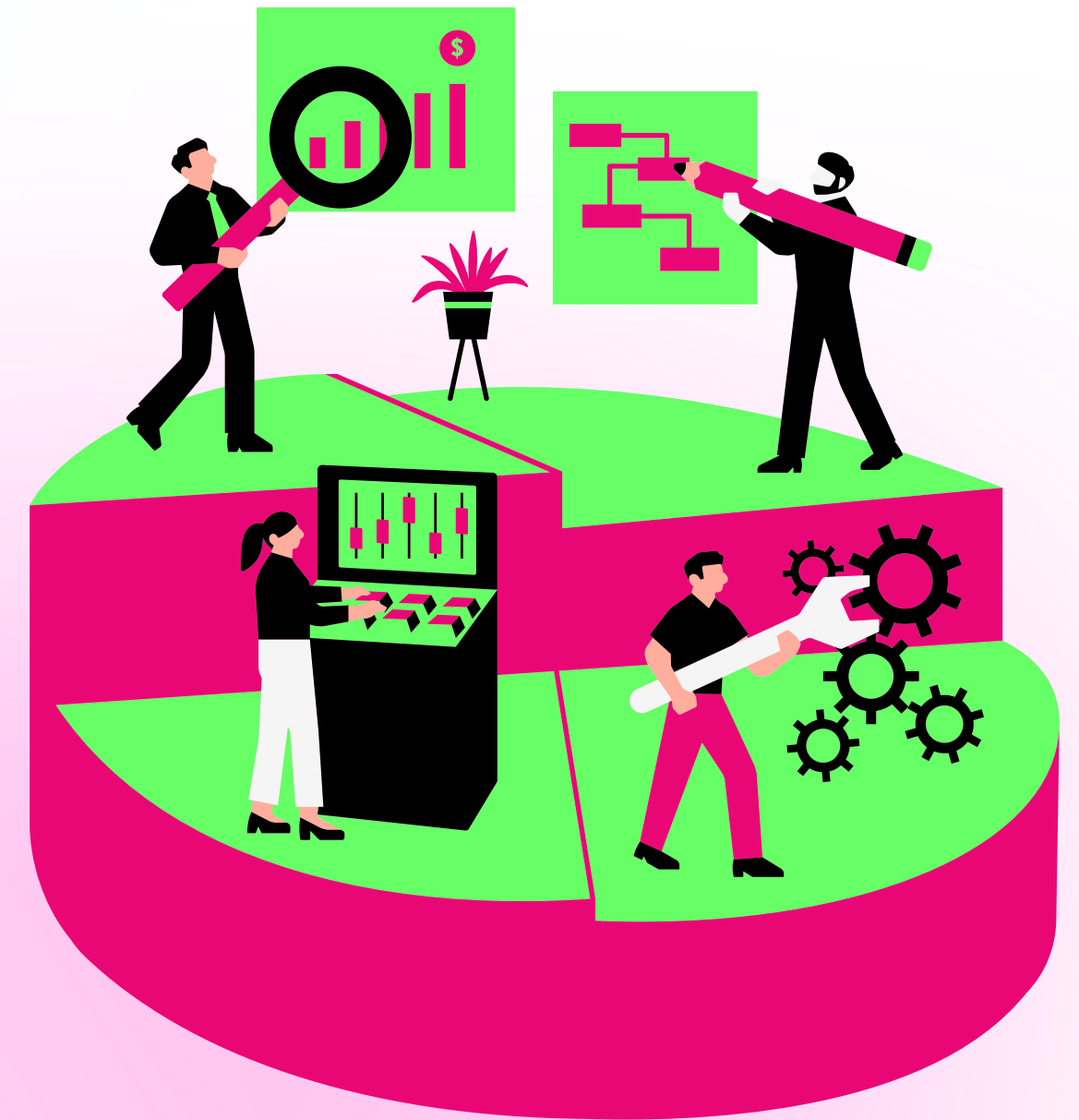
Monitoring and Analysis

- Track marketing and sales KPIs (e.g., user acquisition cost, conversion rates, customer lifetime value) to measure performance and optimize strategies
- Utilize analytics tools and feedback from users to refine and adjust marketing campaigns for better results



Operations and Management

- Regular updates and improvements to the platform, incorporating user feedback and industry trends
- Ongoing platform maintenance to ensure uptime, reliability, and security
- Customer support and dispute resolution to address user concerns and maintain trust



Finances

- Financial predictions are conservative estimates.
- We currently operate with no debt

		Home	Room	
Rental Rate		2,500.00	1,000.00	
Insurance		25.00	25.00	
<i>nujib Fee</i>	10.5%	262.50	105.00	<i>nujib fee 10.5% to tenant</i>
<i>nujib Fee</i>	2.9%	72.50	29.00	<i>nujib fee 2.9% to owner</i>
<i>Sales Tax</i>	12.0%	300.00	120.00	<i>collecting for owner</i>
NET fee to Renter	10.5%	3,087.50	1,250.00	this would be the advertised amount
NET Due to Owner	2.9%	2,427.50	971.00	

*Airbnb 17.1% if daily bookings but for longer term, 30 days, it's 10.6% to tenant + 3% to owner for 13.6%
VRBO over 20%*



Investment Ask

Resources from initial investments will drive growth in:

- Marketing and sales initiatives to acquire new users and boost platform growth
- Product development and feature enhancements to improve user experience and stay ahead of competition
- Expansion into new markets and territories for broader reach and increased revenue potential

