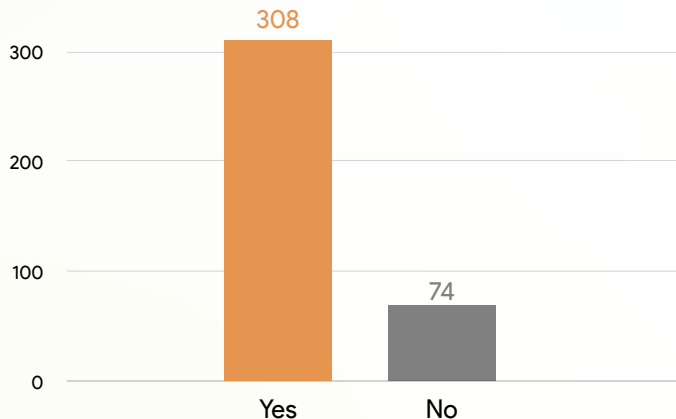# BoBo

Coliving made **simple**
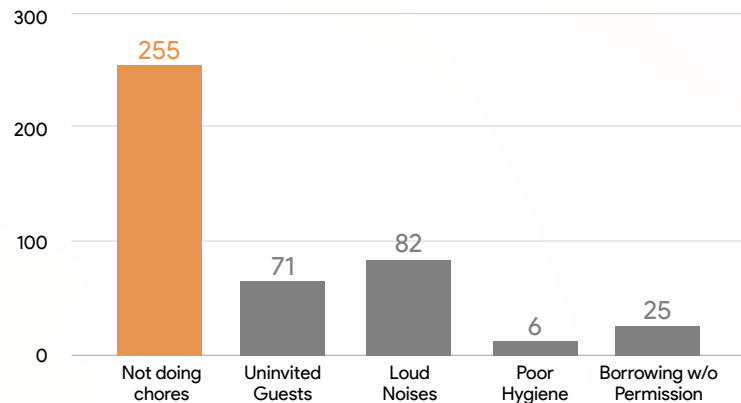
Problem

Roommate problems are extremely common according to a survey of almost 400 students at UT Austin.

Have you ever had roommate related issues?

- 308 — Yes
- 74 — No

If yes, what was the biggest reason for it?

- 255 — Not doing chores
- 71 — Uninvited Guests
- 82 — Loud Noises
- 6 — Poor Hygiene
- 25 — Borrowing w/o Permission

Alternatives 1

Popular chore management and habit tracking apps only focus on individual users, overlooking the needs for college roommates.

Individuals

Productive   Habitica   Streaks

Roommates

?

Alternatives 2

Current household management apps are outdated, ugly, and hard to setup, with most of them designed for families, not college roommates.
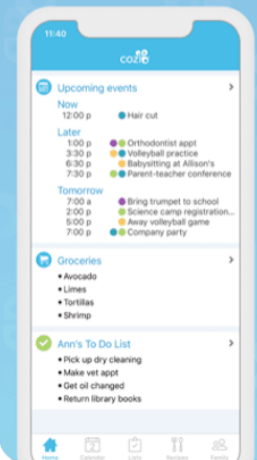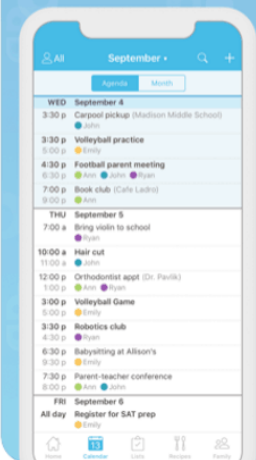

COZI™
Family life. Simplified.

5M+ Downloads

3.1★ 75.7K reviews
(Top 100 relevant reviews)

The surprisingly simple family organizer

Coordinate busy schedules in a snap

Keep your family in sync and on schedule

Alternatives 3

White boards are a popular choice for chore management, but they rely on constant manual update, and they are often forgotten within a couple of weeks.

BoBo

Coliving made simple

Active Tasks · **Premade Tasks**

Wash the Dishes
📅 Every Week · ⏱ Due 10:00 PM

Throw Out the Trash
📅 Every Week · ⏱ Due 4:00 PM

Buy Groceries
📅 Every Month · ⏱ Due 8:00 PM

Vacuum the Livingroom
📅 Every Week · ⏱ Due 5:00 PM

Fill the Brita
📅 Every Week · ⏱ Due 11:00 PM

Clean the Fridge
📅 Every Month · ⏱ Due 8:00 PM

Load the Dishwasher

Core Features 1

Effortless Onboarding

Kickstart your shared living experience with our ready-to-use tasks. BoBo makes setting up an effortless affair, ensuring you dive straight into harmonious living.

Task creation

Task Name
Wash the Dishes

Repeats every
1   week

Repeats on
S   M   T   W   Th   F   S

Due at
5 : 00   AM
              PM

Designation
Jane Smith
Lisa Brown
Mia Davis
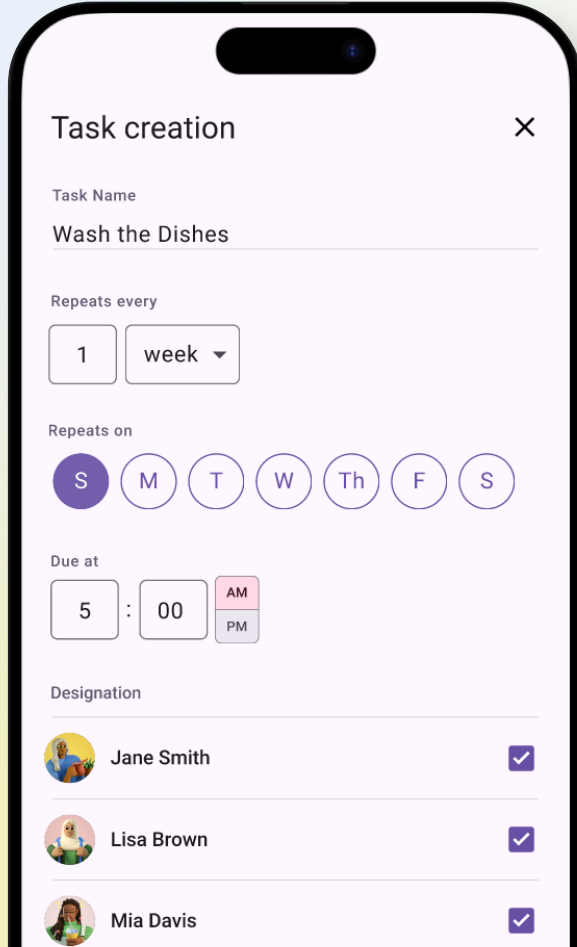
Core Features 2

Flexible & Easy Task Creation

With BoBo, tasks aren't rigid. Create new ones or modify existing tasks with unparalleled ease, allowing your shared responsibilities to evolve as your living dynamics change.

Overdue tasks

Clean the Toilet
2 Hours Late • Jane Smith
Done!

Up coming tasks

Wash the Dishes
Due in 3 Hours • Jane Smith

Clean the Bathroom
Due in 5 Hours • Ava Taylor
Done!

Fill the Brita
Due in 5 Hours • Sonja McArthur

Throw Out the Trash
Due in 1 Day • Lisa Brown

Wash the Dishes
Due in 2 Days • Jane Smith
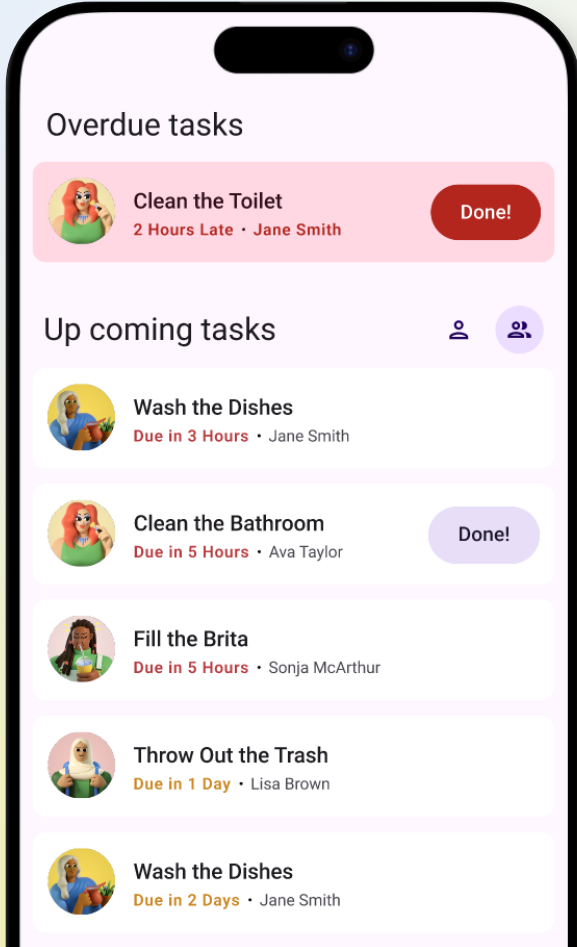
Core Features 3

Intuitive & Modern Design

We've crafted BoBo with college students in mind. The blend of modern aesthetics and intuitive functionality ensures that managing shared tasks is not just efficient, but also a visual delight.

Coliving Market

$258 billion[1]

29.9% CAGR[1]

(Compound annual growth rate)

1. 360 Market Updates, 2022

Market Size

19M
College
Roommates

78M
Young Adult
Roommates

Traction

We wanted a fun, creative way to reach out to our audience, so we decided to sell espiropapas (swirly fried potatoes on a stick) at the UT Austin Campus.
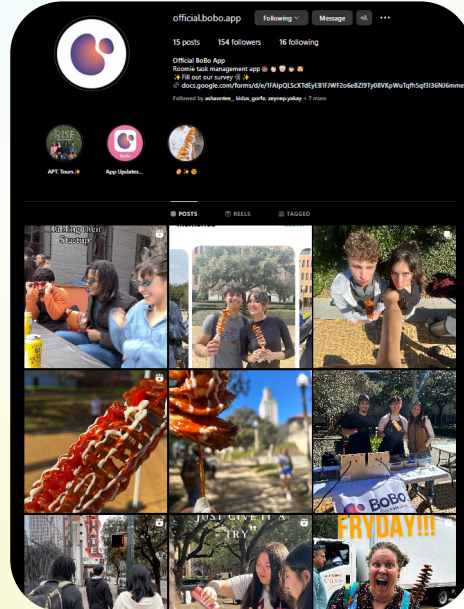
5,000+
Outreaches

$1,739
Total Revenue

721
Pre-registrations

Discovery

As we surveyed over a thousand students, we found that there was a strong correlation between perceived fairness of chores, roommate satisfaction, and likelihood of re-leasing.

Fair Chores

▼

Happy Roommates

▼

More Re-leasing

Chore Fairness vs Roommate Satisfaction

Roommate satisfaction

- 48%
- 68%
- 74%
- 83%
- 94%

Chore Fairness Score (1 to 5)
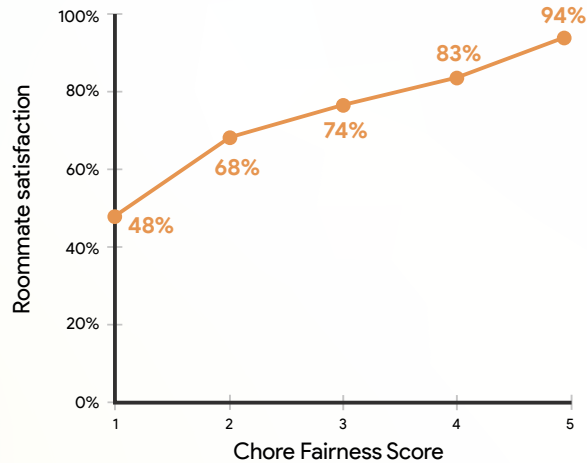
Roommate Satisfaction vs Likelihood of Re-leasing

Likelihood of Re-leasing

- 30%
- 36%
- 53%
- 71%
- 90%

Roommate satisfaction (1 to 5)
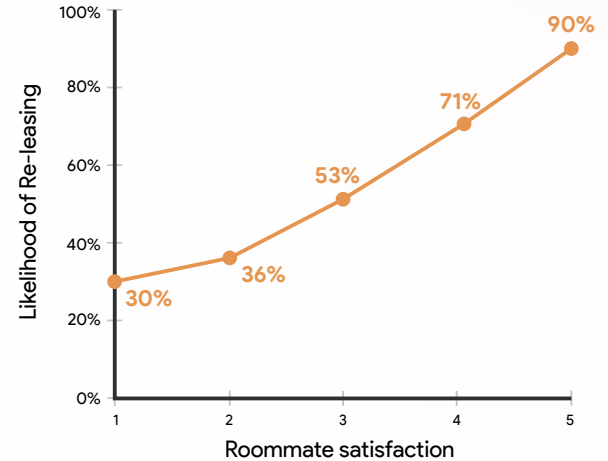
Partnerships

When we shared our app and findings to apartments around UT Austin, we got extremely positive feedback, with most leasing offices willing to help promote our app.

We were even able to connect with one of the directors of Landmark Properties (one of the largest property mangement companies in the U.S.) where we learned different ways BoBo could save leasing offices money and was requested to create an enterprise software.

Revenue Model 1

BoBo Enterprise

With a unique bottom-up approach, BoBo Enterprise will empower leasing offices to gain new insights about their tenants and enhance communication.
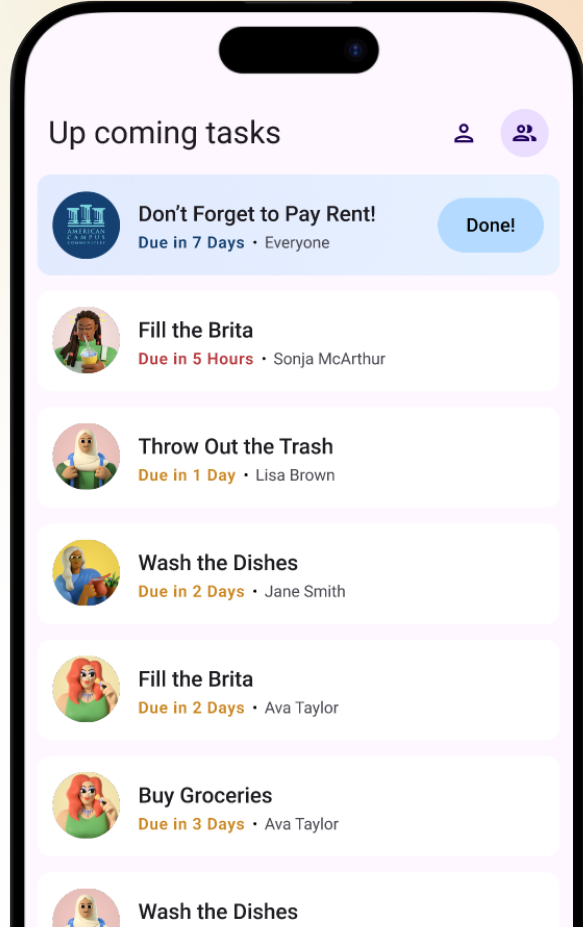
5%
Market Share

5M
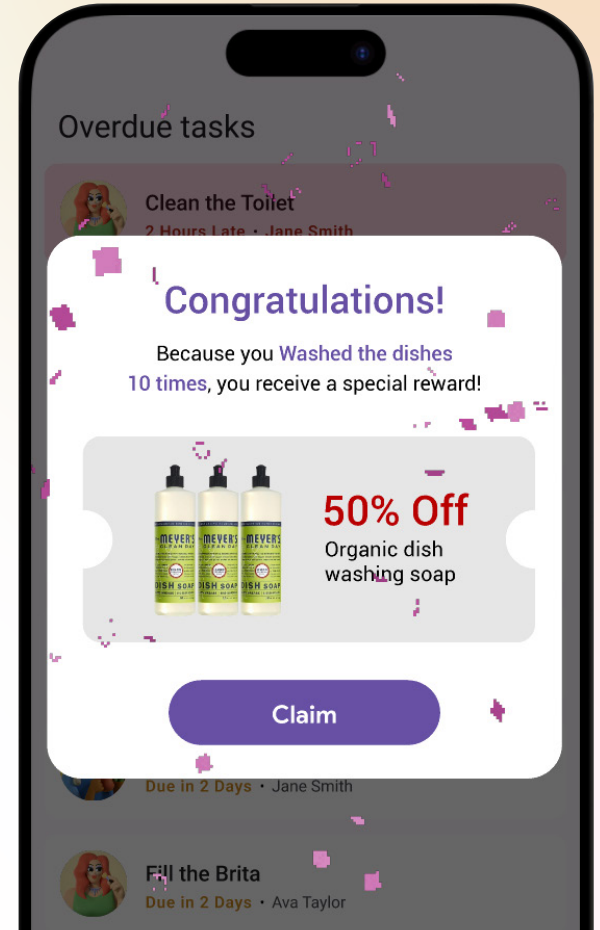Leasing Offices

400
Units per Office

$20
Per Unit/Month

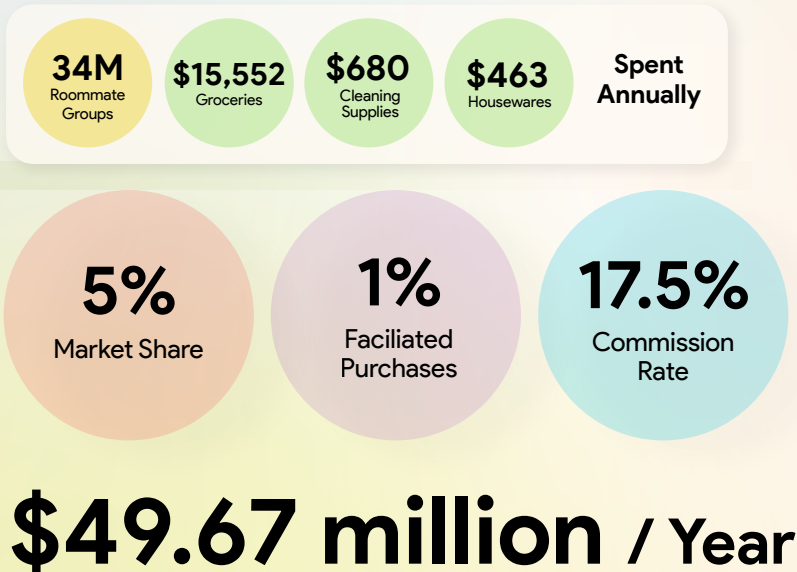# $2 million / Year

Personalized Rewards

BoBo has insights on user behavior, allowing us to predict what our users need, when they'd need it - leading to personalized rewards.

34M Roommate Groups

$15,552 Groceries

$680 Cleaning Supplies

$463 Housewares

Spent Annually

5% Market Share

1% Faciliated Purchases

17.5% Commission Rate

$49.67 million / Year

Gamification

New features are in development to further encourage good roommate behavior. This includes friendly competitions, a cute pet that relies on the cleanliness of the apartment, and a streaks system similar to Snapchat and Duolingo.

Friendly Competition

Personal Pets

Streaks/Rewards

Community Hub

BoBo's long-term goal is to become the go-to community hub for tenants and roommates, similar to how Nextdoor operates for neighborhoods.

The Wall Street Journal

Neighborhood networking app Nextdoor gets $4.3 billion valuation in SPAC deal

Published: July 7, 2021 at 3:10 p.m. ET

nextdoor

- apartments -

Bloomberg

CityLab | Culture

Young People's Love of Cities Isn't a Passing Fad

New research suggests that younger Americans' preference for urban living is real and not wearing off.

FORBES > LEADERSHIP > CMO NETWORK

Gen-Z, The Loneliness Epidemic And The Unifying Power Of Brands

"Gen-Z are *hyperconnected* in the virtual world but *socially disconnected*"

Phillip Baek
Founder, CEO

Computational BME
UT Austin, Class of 2025

Liam McBride
Founder, CTO

Computer Engineering
UIUC, Class of 2025

Kidus Gorfe
COO

Business Administration
UT Austin, Class of 2024

Salette Rios
Marketing Director

Lagnuage Specialist
UT Austin, Class of 2024

Shama Gupta
Developer

Computer Science & Econ
UT Austin, Class of 2026

Mario Hernandez
Operational Director

Business Administration
UT Austin, Class of 2027