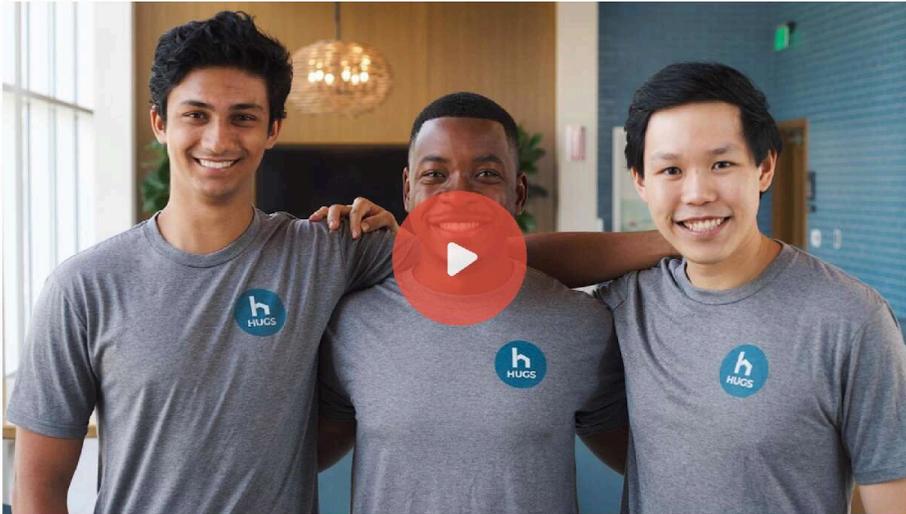


Building the future of International Student Housing



Highlights

- 1 253% average WoW revenue growth in August
- 2 Over \$85,000 committed in reservations pre-launch + \$35,000 in side investments and grants
- 3 Partnership acquired with University of San Diego
- 4 Our HUGS Score extracts 60+ different criteria to make a precise creditworthiness assessment
- 5 Featured in SD Chamber of Commerce, International Affairs Board, and the San Diego Business Journal
- 6 Founders have intimate first-hand experience with the problem

Our Team

Our Team



Carl Dumesle

Intl alum, problem solver with a knack for people, strategy, and business

We are a team of international students who are intimately familiar with this problem. We refuse to let this go unsolved for all future international students to come.



Akash Atapattu

BS in computer science and a BA in economics. An empathetic and product-focused leader with a business/personal growth mindset.



Russell Leong

Intl alum, business owner with years of operations experience dedicated to creating a better future for international students in the US.



Aymed Rodriguez Ortiz

Empathy-driven leader with a passion for problem solving, strategy and digital innovation.



Kamyar Saii

Sales lead with experience in strategy, management, and results.



Trent Tomoyasu

Photographer, videographer, and designer focused on illustrating real solutions and telling the stories of everyday people.

Invest in the Future of International Student Housing 🏠

Hassle-Free Housing for Internationals:✅ Fast & Secure.✅ No SSN.✅ No Credit Score!

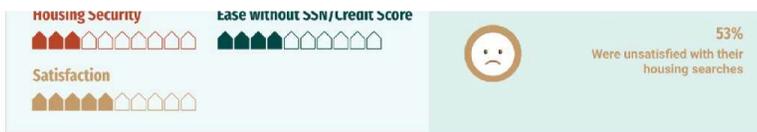


Problem

International students face major obstacles in obtaining housing in the US

Every year 70% of International Students that come to study in the U.S. are unable to secure off-campus housing





Diagnosis

International students face these issues by lacking a credit score

60% cite the lack of ssn as an issue in securing housing. Without a credit score or social security number to generate a credit score international students have no way of proving how qualified they are as potential tenants.

Solution

Help International Students and Landlords better understand one another

HUGS is building the future of International Student Housing by being one of a kind.

- 1 International students create an account on the HUGS website.
- 2 Students upload their documents and are calculated a HUGS Score!
- 3 Students can now secure housing and browse worry free - all this can be done before they even step foot into the U.S.!

HUGS SCORE™

- Comparable to the legacy credit scores!
- Our proprietary rating process uses student visa and other documentation to compute the HUGS score™

hugs intl.
Helping the lives of International Student Housing

How We Can Help You

International Student Landlords Non US Credit? No Problem!

HUGS Score™
763

Key Factors

Visa Type	Good
Education Level	Good
Professional Experience	Excellent
Funding	Excellent

HUGS is here to innovate. The HUGS advantage:

- ✓ No Credit Score / SSN Required
- ✓ Secure housing before arrival to the U.S.
- ✓ Turnkey solutions to find a new place
- ✓ Access to large tenant pool
- ✓ Ability to qualify a tenant

Business Model

Why HUGS works

BUSINESS MODEL

h

Students
• \$0 Free to join

Landlords
• Pay to secure a tenant

• 3.5% of monthly rent
*Covers housing insurance and other necessities

Landlords

- \$0-\$150 subscription
- 3.5-5% transaction fee

CLV (Customer Lifetime Value)
\$1151

CAC (Customer Acquisition Cost)
<\$149

* Numbers are based on Year 1 projections for the San Diego Market.

Our Proprietary Rating System

OUR PROPRIETARY RATING SYSTEM

Categories	Weight
Visa Type	35%
Financial Capacity	15%
Funding Distribution	15%
Financial History	10%
Fund Ownership	10%
Student Maturity	10%
Student Type	3%
Student Eligibility	2%

These percentages are estimations and the Hugs Score™ accounts for over 60 different criterion.

The Market Opportunity

- ✓ **Market Share:** We believe there are no leading companies in this space.
- ✓ **Go to Market:** Target the 11 - 17k international students coming to San Diego, then target nationwide aiming for the 1.1M international students that are in the U.S.
- ✓ **Market Opportunity:** In California alone, we are looking at over \$177,000,000 with nationwide sitting at about \$747,000,000.

MARKET OPPORTUNITY

Demographics

- Long-term student population growth
- Many international students have liquid funds readily available
- Demonstrated need of housing

Market Segment	Value
TAM	\$750MM
SAM	\$487MM
SOM	\$97.5MM

The Competition

In our current market, international students have 4 options when pursuing and searching for housing solutions which all require them to have either a social security number or a credit score.

COMPETITIVE ADVANTAGES

	REAL ESTATE WEBSITES	craigslist	facebook	UNIVERSITIES	hugs intl.
NO US CREDIT	✗	✗	✗	✓	✓

REQUIRED	✘	✘	✘	✔	✔
NO SSN REQUIRED	✘	✘	✘	✔	✔
SECURITY	MODERATE	LOW	LOW	HIGH	HIGH
INTERNATIONAL FRIENDLY	LOW	LOW	LOW	MODERATE	HIGH

Breakdown Of Funds Usage

CAPITAL RAISE & USE OF FUNDS h

\$100K Use of Funds (Pre-Seed)

- \$30K - Legal**
IP Protection & General Counsel
- \$50K - Technical**
Development of HUGS™ infrastructure and AI; tools & servers
- \$5K - Administration**
Banking, Accounting, Tax
- \$10K - Sales & Marketing**
Social media ads & Partnerships
- \$5K - Professional Development**
Perks, training & Allowances for team members

\$500K Use of Funds (Seed/Angel)

- \$50K - Legal:**
IP Protection & General Counsel
- \$280K - Technical**
Development of HUGS™ infrastructure and AI; tools & servers
- \$60K - Administration**
Banking, accounting, tax, office space, supplies
- \$95K - Sales & Marketing**
Social media ads, lead magnets, partnerships, merchandise, marketing materials, sales tools
- \$15K - Professional Development**
Perks, training & Allowances for employees

Key Milestones

HUGS' Initial Success

KEY MILESTONES h

- ✔ University Partnership Acquired
- ✔ Strong Talent Acquisition
- ✔ Pre-Seed Funding Secured
- ✔ Winner of various pitch competitions
- ✔ Hubspot 2021 Accelerator Program

Featured In

The HUGS vision

What's next for HUGS

THE HUGS™ PRODUCT ROADMAP h

2021

Marketplace
(Website)

2022

Hugs Score™ API

2023

National Expansion

2025

Industry Diversification

What Do People Say About Us?

“On Nov. 15, a problem-solving idea generated by Dumesle and d’Amours resulted in an entrepreneurial victory. The inaugural \$45,000 Fowler Business Concept Challenge (FBCC) hosted by the equally new Entrepreneurship and innovation Catalyzer in the USD School of Business awarded the duo’s idea, Housing for Undergraduates and Graduate Students (HUGS), as the top prize winner of \$15,000 in scholarship money, both increasing awareness of the issue and working toward a solution.” - USD News Center, 2019

OUR FOUNDER’S STORY

Carl Dumesle and HUGS

After successfully completing his Bachelor’s degree in the Dominican Republic, Carl was ready for his next adventure, graduate studies at the University of San Diego - or so he thought. Going off to further his studies wasn’t the only thing that Carl grappled with upon his arrival to the U.S. Coming in as an international student meant that Carl had no social security number or personal credit he could use to prove his credibility to landlords and housing institutions which unfortunately landed him in stressful and unpleasant situations.

All these struggles Carl had to experience seemed unjust and as a result of a lack of structure. In order to even be eligible to study in the U.S. Carl, like millions of other international students, was required to show proof that he had funds available to cover a year’s worth of expenses, including rent. So if he had the money necessary why was it so difficult for him to find and secure housing for himself?

There was no way for him to prove his credibility. Tired and frustrated with the constant cycle of negative experiences, Carl went back to his hostel and created HUGS, which he then showed to his landlord and was accepted for the lease on the spot.



THE TEAM

"When Life Gives You Lemons - Make Lemonade." - Elbert Hubbard

This is one of the best quotes that sums up our humble beginning and encapsulates what HUGS does. All of our foundational members came together through a bond and sympathy for the issue. Just hear how some of our founding members were inspired to join

members were inspired to join.

Akash Atapattu - CTO

"I first met Carl and heard about HUGS through the USD Fowler Business competition. As an international student who has had many friends struggle to find housing in the US, Carl's idea immediately struck me as a necessary solution to a nationally prevalent problem. When I learned that HUGS needed help with engineering in January of 2021, I immediately joined the team to build the future of student housing."

Russell Leong - COO

"When I met Carl during my previous role at a startup, I immediately connected over our shared background as international students, and our mutual passion for entrepreneurship. HUGS's mission deeply resonated with me and I jumped at the opportunity to leverage my operations background to create a better environment for other international students here in the US."

THE TEAM



Carl Dumesle



- Co-Founder & CEO
- BAdmin and MBA
- Entrepreneur
- Experience in previous startups

Akash Atapattu



- Co-Founder & CTO
- BS Computer Science
- Software Development Experience

Russell Leong



- Co-Founder & COO
- Econ, BA
- Business owner
- Strategy & Operations Lead

Aymed Rodriguez-Ortiz



- CMO
- Comms, Penn State
- Facebook Product Manager

Our Advisors

Tony Malz

- 13 years+ FICO
- Startup Founder

Dr. Michael Crawford

- Real Estate Owner
- Developer and Investor

HUGS Founder Video



Watch on  YouTube

Copy link

hugs intl.

Building the Future of International Student Housing

The Problem

There is a lack of comprehensive housing solutions available to international students who study in the U.S.

Over 60% of students surveyed said that no **SSN/Credit Score** was their biggest problem in securing housing.



- Housing Coverage: 40%
- Student Satisfaction: 60%
- Most Sign/Karen: 80%

Our Solution: HUGS™

- International student creates an account on the HUGS™ portal
- Student's HUGS score™ is computed
- Student can now secure housing before coming to the U.S!



The HUGS Advantage

- No Credit Score Required
- Fast, Safe, and Convenient
- HUGS International Student Housing
- Scholarship Fund
- Wide range of options
- Renters Insurance + Perks
- Housing before arrival

Downloads

[Wefunder Version of Pitch Deck.pdf](#)