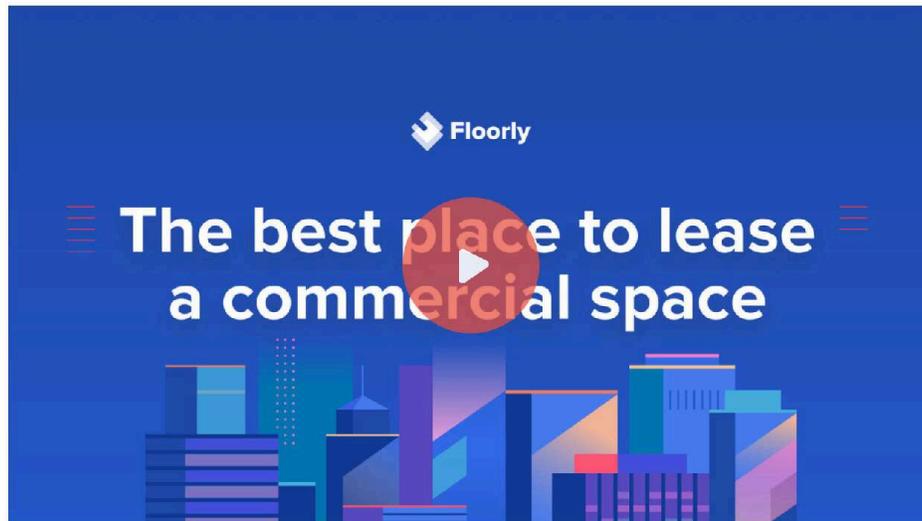


Helping local brands become global businesses



floorly.com San Francisco CA

Software Main Street Y Combinator

LEAD INVESTOR



Alty Inc.

Alty has invested in a number of startups and companies from the FinTech and PropTech sectors in the past. Floorly is one of the best companies we have come across. They have a very strong and passionate team, and their technology is on a path to disrupting commercial real estate (something that nobody has done before). Moreover, the market is massive - a \$6 billion yearly market opportunity. We fully support Floorly and their team and will participate in the future rounds as well!

Invested \$50,000 this round

Highlights

- 1 \$6 billion yearly market opportunity (please see pitch deck)
- 2 20,000+ commercial properties in 3,000+ cities
- 3 Intellectual Property: 46 trademarks & 270k lines of code
- 4 Highly experienced and dedicated team
- 5 75% of Gen-Z choose brick-and-mortar store instead of shopping online
- 6 Secured partnerships with the leading companies in the commercial real estate space
- 7 Headquartered in Silicon Valley
- 7 Headquartered in Silicon Valley

Our Team



Alex Kot CEO at Floorly

Successful entrepreneur and award winning UX/UI designer, responsible for defining Floorly's vision.

The disruption of commercial real estate industry is long overdue. Historically, potential tenants had to spend hundreds of hours researching and wasting valuable time just to get the basic information, such as availability and lease terms. We are making the industry more efficient in the era of e-commerce.



Yehor Litsov Chief Technology Officer at Floorly

Senior level coder who is very knowledgeable in backend and frontend frameworks.



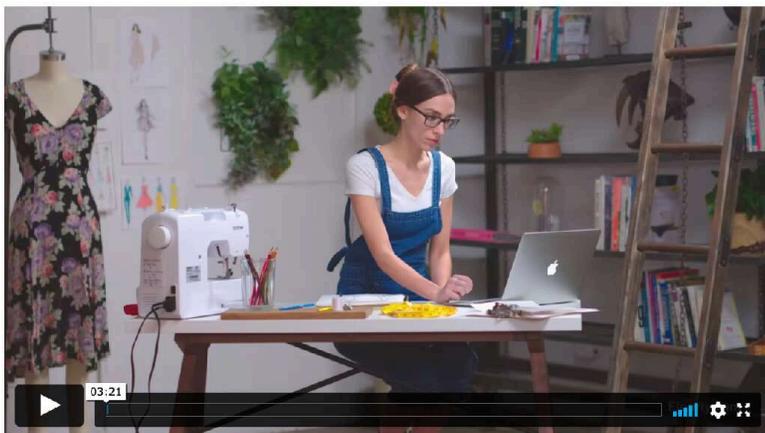
Alice Noven Chief Marketing Officer at Floorly

Highly experienced in business development and marketing. Helped successfully launch and expand internationally number of startups in the Silicon Valley.

Pitch



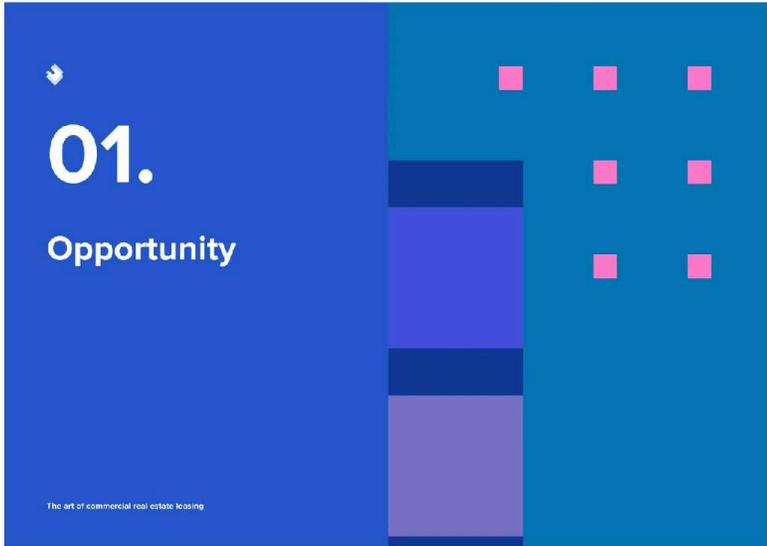
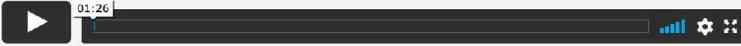
Floorly Testimonials



Floorly Demo



We help local brands
become global businesses



01. Opportunity

To survive - retailers need to adapt

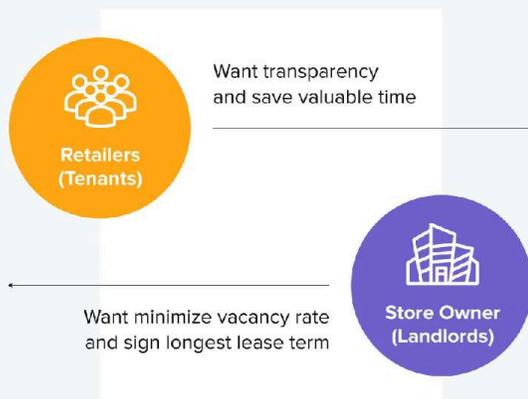
The growth of e-commerce has not ended retail shopping centers, it has changed them.

Many retailers in malls have closed down and opened amidst growth of online retail. This has increased the need for transparent, efficient, and optimized commercial rental process. Floorly provides that service.

- Transparent.**
- Efficient.**
- Optimized.**

01. Opportunity

There is a challenge in the retail market



01. Opportunity

The mall market is abound with opportunity



E-Commerce oriented approach is no longer an uncontested option - 75% of Gen Z choose brick-and-mortar store instead of shopping online

*Information relates to the US market and is taken from ICSC

01 Opportunity

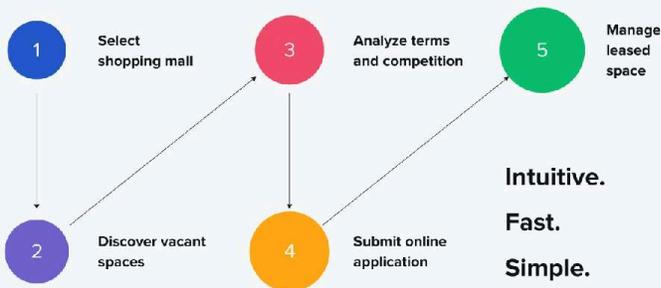
Other platforms do not have the solution



- Limited functionality
- Painful experience with brokers
- Non-transparent rental process
- Time-consuming platforms
- Incomplete business models
- Outdated design
- No real-time inventory data

01 Opportunity

Floorly's solution



01 Opportunity

Efficient for shopping mall owners and tenants



Full rental experience

First and only closed loop platform



Transparency

Have full visibility into the rental process and competition



Online applications

Quick decision making process



Maximize profits

Receive higher offers from prospective tenants



 No spam All listings are current and verified 	 Quality leads Minimize vacancy rate 	 E-Sign contracts Sign & store all rental agreements online  	 On-time rent payments Flexible payment options  
---	---	--	--

 – Mail owner  – Tenant

01. Opportunity

Industry exits

Floorly advantage:

- New approach to market pain points that current commercial platforms do not solve
- Completely reshaping leasing experience, making it more economical and productive

      	<table border="0"> <tr><td>\$3.5B</td><td></td><td>acquired</td><td></td></tr> <tr><td>\$3.0B</td><td></td><td>acquired</td><td></td></tr> <tr><td>\$1.7B</td><td></td><td>acquired</td><td></td></tr> <tr><td>\$860M</td><td></td><td>acquired</td><td></td></tr> <tr><td>\$414M</td><td></td><td>acquired</td><td></td></tr> <tr><td>\$385M</td><td></td><td>acquired</td><td></td></tr> <tr><td>\$355M</td><td></td><td>acquired</td><td></td></tr> </table>	\$3.5B		acquired		\$3.0B		acquired		\$1.7B		acquired		\$860M		acquired		\$414M		acquired		\$385M		acquired		\$355M		acquired	
\$3.5B		acquired																											
\$3.0B		acquired																											
\$1.7B		acquired																											
\$860M		acquired																											
\$414M		acquired																											
\$385M		acquired																											
\$355M		acquired																											

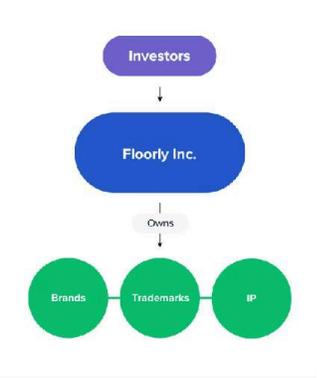
02.

Floorly overview

The art of commercial real estate leasing

02. Floorly overview

Corporate structure & IP





Flexible revenue model



*Does not include revenue from other sources (such as sale of renters insurance, refinancing deals, etc.)

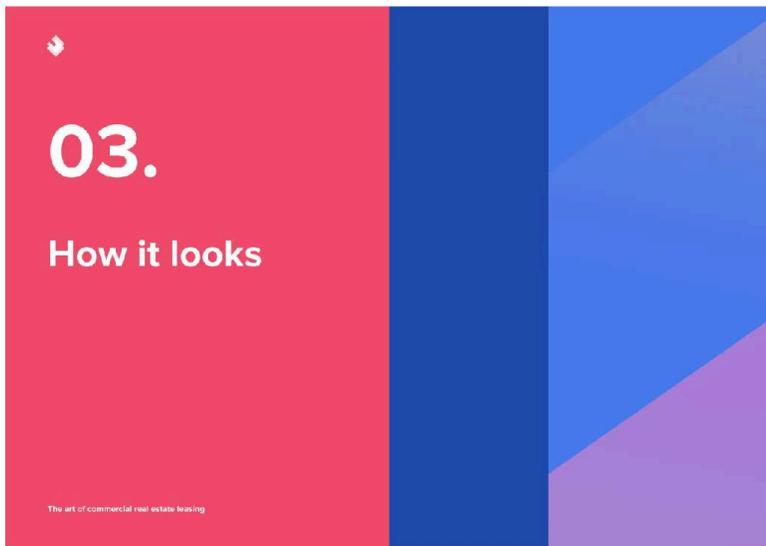
02 Floorly overview

\$6 billion yearly market opportunity



* Information for the US market.

Forward looking projections cannot be guaranteed.



02 How it looks

Main page



estate leasing

Commercial Malls

Enter city or mall name

Featured malls

Explore mill ons of square feet for lease in malls

03 How it looks

Search results

Commercial Malls Q Los Angeles, CA

34 malls

- Sherman Oaks Galleria**
12417 Ventura Blvd, Sherman Oaks, CA
100 spaces \$174.25/SF
- The Rodeo Collection**
243,224 N Rodeo Dr, Beverly Hills, CA
124 spaces \$182.25/SF
- Third Street Promenade**
764 Wilshire Blvd, Santa Monica, CA
116 spaces \$91.25/SF
- Walter Court**
833 S Flower St, Los Angeles, CA
116 spaces \$122.25/SF

Map showing Sherman Oaks Galleria location.

04 How it looks

Map navigation

Commercial Malls Q Search

34 malls

Sherman Oaks Galleria
12417 Ventura Blvd, Sherman Oaks, CA 91304

14 spaces available

Rate, \$/SF
\$0 - \$47.5

Type

- Department store
- Display area
- Auto shop
- Food Court
- Specialty
- Line shop
- Jewelry
- Cinema

Mall overview

Opening date: October 2029
Developer: Douglas Emmett, Inc
Total spaces: 86
Total retail floor area: 283,000 SF
Parking: 1,920

Newly renovated food court
Foodcourt
\$163 ASF/SF

05 How it looks

Detailed space information

Commercial Malls Q Search

34 malls

Newly renovated food court
833 S Flower St | Sherman Oaks Galleria, Ground floor

440 sq ft \$163.000 2 years lease

\$163 ASF/SF

Available right now

Apply

View details

Request on Appointment

Request additional information

Send

Property manager

Lori Clark
Owner
(1213) 894 0376

Schedule tour

Your message:

Send

Price breakdown

Fee:	\$42,579 (\$120/mo)
Website/Maintenance:	\$14,576 (\$10/mo)
Deposit:	\$10,000 (\$1,000/mo)

03 How it looks

Easy registration

The registration form includes fields for First name, Last name, Email, and Password. It also features a 'Sign up with Facebook' button, a 'Phone number' field with a dropdown for 'United States', and a 'Linked accounts' section with another 'Connect with Facebook' button. A 'Save changes' button is at the bottom.

03 How it looks

Auctioning technology

The interface is split into two sections: '1. Your offer' and '2. Additional info'. In '1. Your offer', there is a gauge chart showing 'High demand' and 'Average price offer' with a value of '\$171/SF/yr' and a 'See all applications' button. In '2. Additional info', there are two sliders: 'Rate, \$/ft²' set to '\$170' (with asking price \$160 and highest offer \$180) and 'Security deposit' set to '\$9,750' (with asking deposit \$10,000 and highest offer \$11,500). A 'Next' button is at the bottom.

03 How it looks

Transparent application process

Back to offer Your offer Security deposit: \$9,750 Rate: \$170 /SF/yr

All applications
It's your chance. Make a good offer and grab this space.

Applicant #	Month-Year	Rent term	Deposit offer	Rate offer
Applicant #1	02/10/2019	2 years	\$11,500	\$180 /SF/yr
Applicant #2	02/09/2020	6 years	\$9,750	\$170 /SF/yr
Applicant #3	23/03/2020	5 years	\$10,000	\$168 /SF/yr
Applicant #4	04/08/2019	2 years	\$10,500	\$157 /SF/yr
Applicant #5	14/05/2019	1 year	\$8,450	\$155 /SF/yr

Show more

03 How it looks

Detailed lease application

1. Your offer

2. Additional info

Personal info

First name: Last name:

Contacts

Email: Phone:

Rent term

Expected move-in: Term:

Company

Company name: Your role:

Company URL, website:

- Business info
- Contacts
- Rent term
- Documents
- References

03 How it looks

Application management for tenants

Commercial Mails Search Rent Applications 1 Messages List a property

Applications



Sherman Oaks Galleria
GF-003

You offer: \$100 /SF/Yr
Lead offer: \$160 /SF/Yr



Sherman Oaks Galleria
GF-007

You offer: \$89 /SF/Yr
Lead offer: \$45 /SF/Yr



Walter Court
1425

You offer: \$102 /SF/Yr
Lead offer: \$20 /SF/Yr



Third Street Promenade
GF-103

03 How it looks

Admin panel for managers

Search Properties 1 Messages

GF-003

Sherman Oaks Galleria, Ground floor

Manage space
[View listing](#) [Fill space](#)

CP gross rate
\$153 /SF/Yr (\$153/yr)

LEASING STATUS
Available

 Tony Parker Application details	Zara	\$170 /SF/Yr \$6,233.00 (\$6,233)	Accept
 Judy Clark Application details	Electra	\$180 /SF/Yr \$6,300.00 (\$6,300)	Respond
 Kim Shaw Application details	Keweenaw	\$155 /SF/Yr \$5,665.00 (\$5,665)	Decline
 Kyle Wahaeker Application details	Sansung	\$168 /SF/Yr \$6,160.00 (\$6,160)	Respond
 Mike Forks	Ful and Bear	\$157 /SF/Yr	Respond

03 How it looks

Quick decision making

1. Application details

 **Tony Parker**
Contact
Phone: +1 (215) 235 2255
Email: pa-101@zara.com

Documents


Corporate ZDF


Financials PDF

2. Confirmation

GF-003
Sherman Oaks Galleria
\$170 /SF/Yr
\$6,233.00 (\$6,233)

Security deposit: **\$9,750**
Expected move-in: **01/22/2019**
Lease term: **3 years**

Accept

X Decline

Company

Company name: Zoro
Role: Marketing Director
Company URL: zoro.com

References