



Helping local brands become global businesses



The best place to lease a commercial space



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

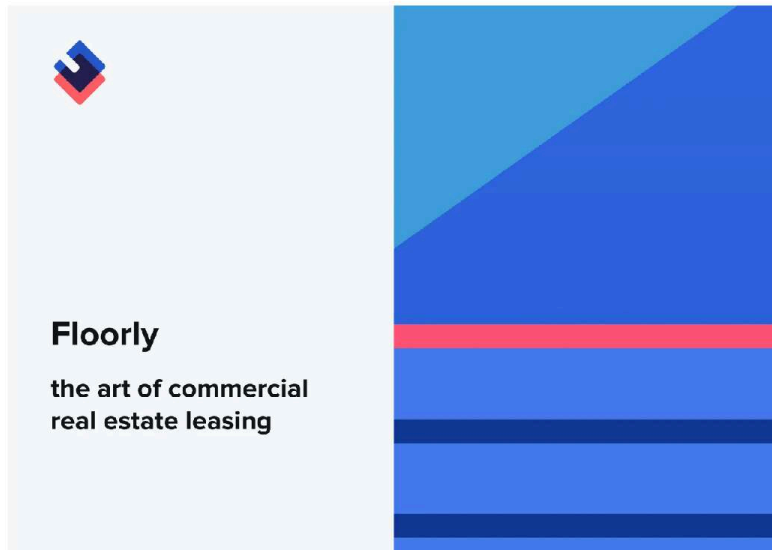
Senior level coder who is very knowledgeable in backend and frontend frameworks.



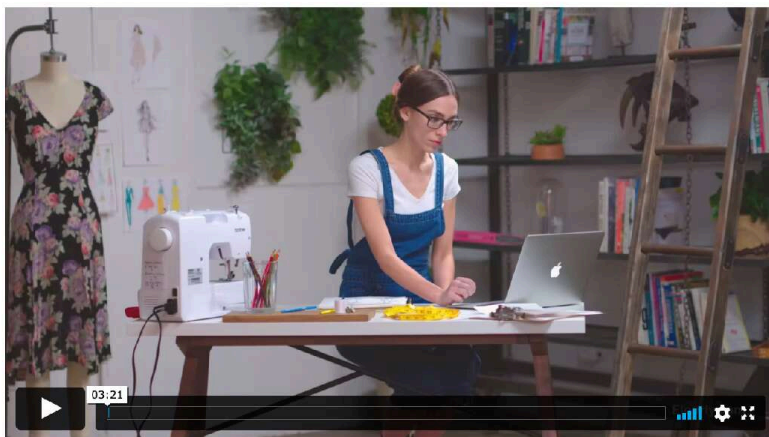
Alice Noven Chief Marketing Officer at Floorly

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

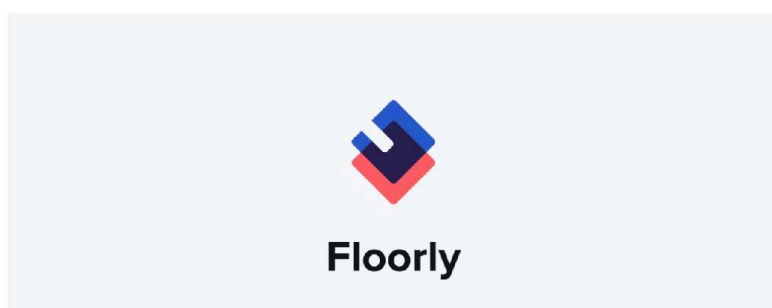
Pitch

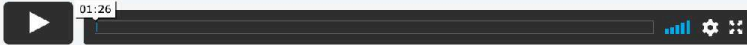


Floorly Testimonials



Floorly Demo





01.

Opportunity

The art of commercial real estate leasing

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.

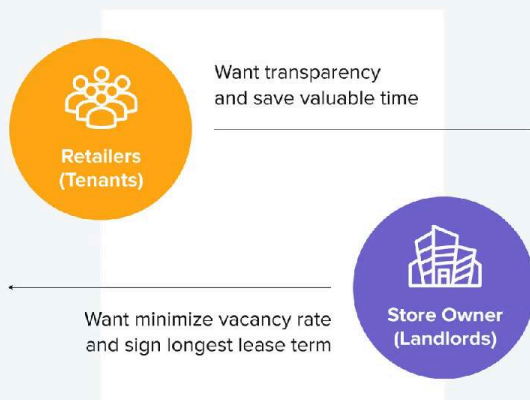
Transparent.

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

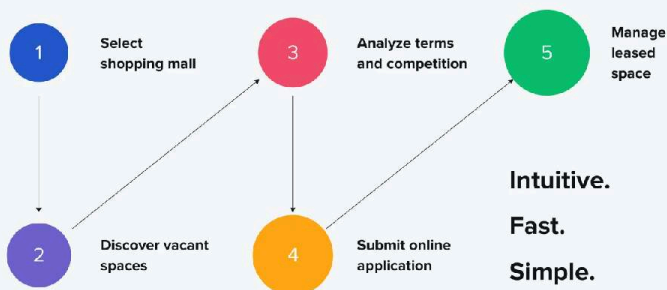
Other platforms do not have the solution



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- Outdated design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

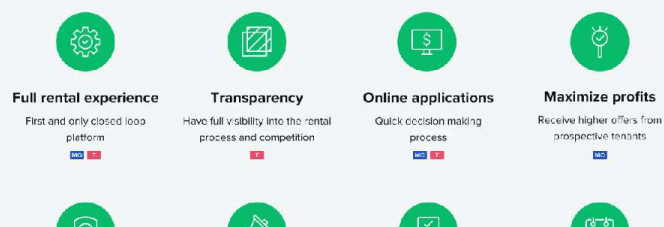
01 Opportunity


Floorly's solution



01 Opportunity

Efficient for shopping mall owners and tenants






No spam

All listings are current and verified


NO **YES**



Quality leads

Minimize vacancy rate


NO **YES**



E-Sign contracts

Sign & store all rental agreements online

NO **YES**



On-time rent payments

Flexible payment options

NO **YES**








NO – Mail owner **YES** – 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



\$3.5B		acquired	
\$3.0B		acquired	
\$1.7B		acquired	
\$860M		acquired	
\$414M		acquired	
\$385M		acquired	
\$355M		acquired	market leader

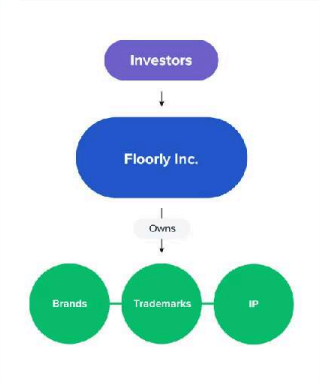
02.


Floorly overview

The art of commercial real estate leasing

02. Floorly overview

Corporate structure & IP





Flexible revenue model



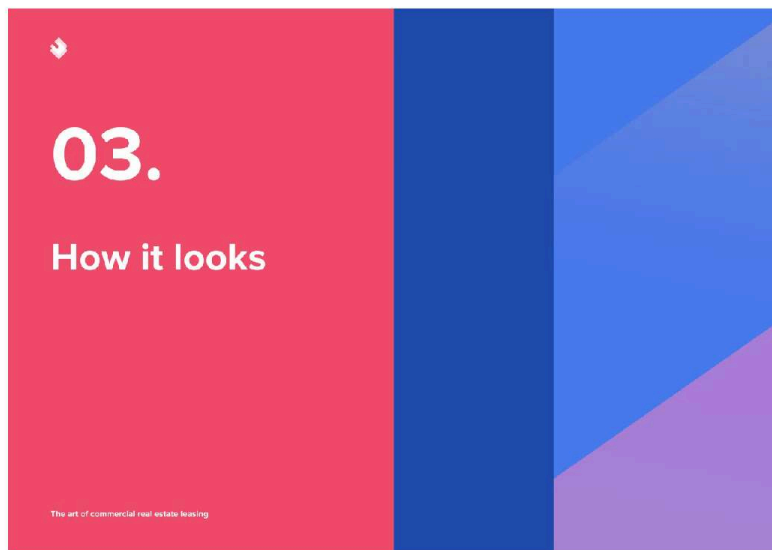
* Does not include revenue from other sources (such as sale of renters insurance, refinancing deals, etc.)

\$6 billion yearly market opportunity



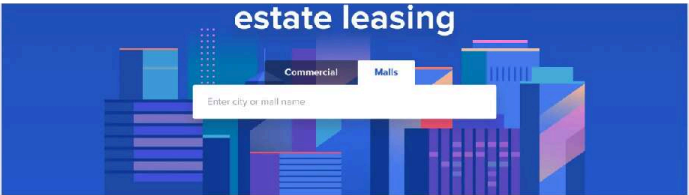
* Information for the US market.

Forward looking projections cannot be guaranteed.



Main page



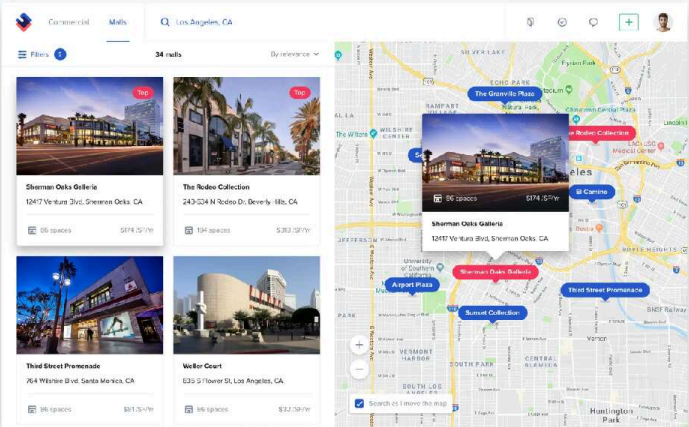


Featured malls

Explore malls of square feet for lease in malls

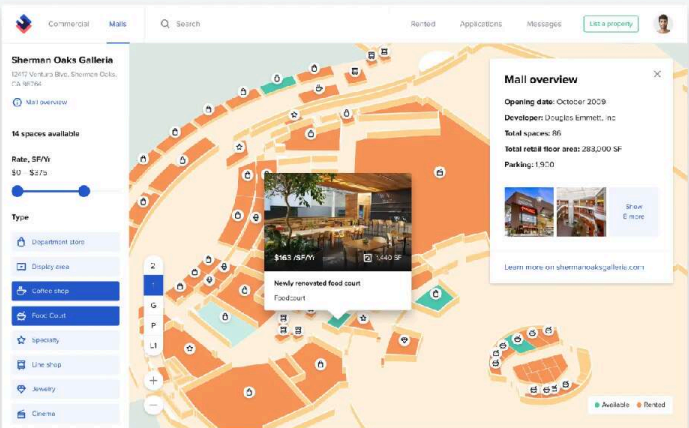
03 How it looks

Search results



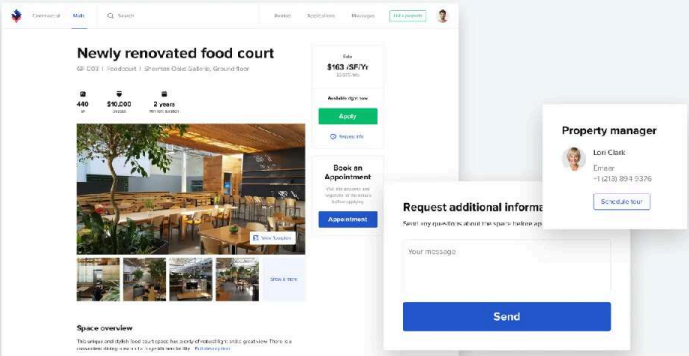
04 How it looks

Map navigation



03 How it looks

Detailed space information



Price breakdown	
Fine	\$12.47M (5.31%+)
Utility/Performance	\$M 42.0M (12.1%+)
Drum	\$16.00M (10.00%)

Easy registration

[illegible]

Auctioning technology

1. Your offer

High demand
7+ applicants

\$171 /SF/Yr

Average price offer

See all applications

2. Additional info

Rate: \$/SF/Yr

\$170

Match highest Best highest

Security deposit

\$3750

Match highest Best highest

Ask inc price: \$163 /SF/Yr
negotiate offer: **\$180 /SF/Yr**

Ask inc deposit: \$100,000
negotiate offer: **\$15,900**

Transparent application process

Back to offer

Your offer

Security deposit
\$0.750

Rate
\$170 /5F/7Y

All applications

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

Applicant #	Moving-in date	Term length	Deposit offer	Rate offer
Applicant #1	02/10/2019	2 years	\$11,500	\$180 /5F/7Y
Applicant #2	02/01/2020	6 years	\$0.750	\$170 /5F/7Y
Applicant #3	22/03/2020	5 years	\$10,000	\$168 /5F/7Y
Applicant #4	04/08/2019	2 years	\$80,500	\$157 /5F/7Y
Applicant #5	14/05/2015	1 year	\$8,450	\$155 /5F/7Y

Show more

Detailed lease application

1. Your offer **2. Additional info**

Personal info

First name

Tony

Last name

Parker

Contacts

Email

parker@zara.com

Phone

+1 (215) 235 2255

Rent term

Expected move-in

01/22/2020

Term

3 years

Company

Company name

Zara

Your role

Marketing Director

Company URL, including .com

zara.com

Business info

Contacts

Rent term

Documents

References

03 How it looks

Application management for tenants

Commercial

Mails

Search

Replied

Applications 1

Messages

Link a property

Applications

Accepted

Sherman Oaks Galleria

GF-003

You offer: \$100 /SF/Yr

Next offer: \$160 /SF/Yr

Accepted

Sherman Oaks Galleria

GF-001

You offer: \$80 /SF/Yr

Next offer: \$45 /SF/Yr

Pending

Water Court

1005

You offer: \$100 /SF/Yr

Next offer: \$120 /SF/Yr

Pending

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

Edit space

QR code size

\$153 /SF/Yr (\$100 /SF/Yr)

LED sign status

Available

Tony Parker

Application details

Zara

\$170 /SF/Yr

\$1,233,000 (\$950)

Accepted

Judy Clark

Application details

Electrics

\$180 /SF/Yr

\$5,000,000 (\$20)

Respond

Kim Shaw

Application details

Renovary

\$155 /SF/Yr

\$5,000,000 (\$10)

Declined

Kyle Whitaker

Application details

Sanitizing

\$168 /SF/Yr

\$5,000,000 (\$10)

Respond

Mike Forks

Application details

Full and Deep

\$157 /SF/Yr

Respond

03 How it looks

Quick decision making

1. Application details

2. Confirmation

Tony Parker

Contact

Phone

+1 (215) 235 2255

Email

pa101@zara.com

Documents

Corporate.pdf

Financials.pdf

GF-003

Sherman Oaks Galleria

\$170 /SF/Yr

\$6,233,000 (\$220)

Service deposit

\$9,750

Expected move-in

01/22/2020

Lease term

3 years

Accept

Close

Company

Company name: Zeta
Role: Marketing Director
Company URL: zeta.com

References

1 2 3 4 5 6 7 8 9 10