Rurolis

SECTOR: Real Estate

Optimizing Properties, Empowering Communities

Founded: 2021 | Employees: 51-100 | Headquarters: Paris, France | Investors: Seed, Series A

Highlights

Fast Growth
Rapid expansion with significant investment activity.

Profitable
Achieved profitability with positive cash flow.

$10M+ Revenue
Generating over $10M in annual revenue.

$10M+ is total revenue generated from 2021 to 2024. A proven model with $2M+ managed units.

Rurolis turnover skyrocketed 1700% from $10K (2022) to $180K (2024).

2270% conversion from crowdfunding campaign in 2022, raising a total of $225K from 99 investors.

Secured a $1.5M seed round in 2023, however, with Lifapim Map, it gains firm optimal data and expertise.

Secured a $10M non-dilutive grant in 2024, accelerating expansion and tech development.

$1.5M in seed investment, plus a $10M non-dilutive grant, for a total funding of $11.5M. Successfully closed a $2M Series A round in 2025.

Unlocking the $100B U.S. & Italy rental market, scaling rural stays in urban markets.

Endorsed by actor & martial artist Tamek Guarantini, star of "The Last Dragon".

Featured Investors

Tamek Guarantini | Follow | Invested $100,000

Actor, and Martial Artist, Main lead in the movie The Last Dragon.

"These are young men! So there is hope, and we need to bring this technology back to the U.S. I'm proud to support this U.S. crowdfunding campaign because I know Rurolis is a company that will succeed in the U.S."

Alyssa Huffman | Follow | Invested $25,000

Retail Investor

"I've believed in these guys since they were in Paris, and I'm proud to be a part of their journey. Rurolis is a company I'm confident will succeed."

Antonino Damanti | Follow | Invested $50,000
Lifapim Map, Co-Founder

"I strongly believe in Rurolis, its great purpose and solid vision of promoting sustainable tourism in rural areas. The team's expertise and dedication to the project have developed an extremely interesting business model that creates value and opportunities for both tourists and local communities."

Lucio Milli | Follow

Milli from Copenhagen Business School and at PNA in China. Milli is a professional investor with extensive experience in the tourism industry, including Rurolis' operations for sustainability.

Giovanni Bastiani | Follow | Invested $1,000

Born in Buenos Aires, Martino has a background in economics, sociology, and international relations. He has worked in the tourism industry in Argentina and Europe, and is now pursuing a master's degree in sustainable tourism.

Lindsay Placman | Follow

Lindsay brings over 15 years of experience, from Roofing to Software Development, in building and scaling companies with a focus on transparency and teamwork. Passionate about compound AI systems, NLP, and Retrieval-Augmented Generation.

Our Team

Nicolas Vendramin | Follow

A Parisian, CS Grad, ex-entrepreneur. Nicolas scored Rurolis from an early stage, and has been instrumental in its development. He's now in charge of Investors Relations and strategic growth, his driven Rurolis' mission.

Lucia Milli | Follow

Milli from Copenhagen Business School and at PNA in China. Milli is a professional investor with extensive experience in the tourism industry, including Rurolis' operations for sustainability.

Antonino Damanti | Follow | Invested $50,000
Lifapim Map, Co-Founder

Antonino Damanti is an entrepreneur in Sagre (Food Festivals) and Rural Tourism, Passionate about compound AI systems, NLP, and Retrieval-Augmented Generation.

Giovanni Bastiani | Follow | Invested $1,000

Born in Buenos Aires, Martino has a background in economics, sociology, and international relations. He has worked in the tourism industry in Argentina and Europe, and is now pursuing a master's degree in sustainable tourism.

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The short-term rental boom has left rural areas behind

The short-term rental market in Europe and the United States is valued at $170.5 billion in 2024 and is projected to reach $349.3 billion by 2030, at a CAGR of 12.4%. While this booming industry promises major opportunities, rural property owners remain significantly underperforming. Data shows that only 1.5% of rural properties are used for short-term rentals, compared to 10% in urban areas. This gap represents a potential digital mass and professional property managers, millions of land owners in rural areas are missing out on the economic benefits of tourism, leaving their rural assets underused.

This problem is particularly evident in Italy and in the U.S., where the fragmented real estate market creates the ideal conditions for a major rural property owners, who lack the time or quality to offer competitive, guest-ready, 24/7 digital solutions that primarily serve urban centers, leaving rural properties underutilized and their owners unable to capture potential revenue. This creates a significant market opportunity for a solution that bridges the gap between rural properties and the digital marketplace.

Rurolis is a rental village of 2,000 inhabitants. Rurolis has leveraged its roots in the rural area to grow into a full-service platform for the rental market. The primary challenge we solve is optimizing the online strategy for rural properties, which are typically underutilized. We achieve this by combining the value of their heritage, the hospitality of their local communities, and the power of cleaning, maintenance, and on-site operations in the hands of owners, ensuring a more authentic, high-quality guest stay.

The Rurolis advantage

Our Product: A platform for simple and profitable rural vacation rentals

A fast-growing, revenue-generating PropTech

Rurolis has proven its business model in Italy, helping property owners maximize income while maintaining their cultural heritage.

Key Milestones

- **+100%** 2 new rurban growth
- **$170M** Rural vacation rental market in Europe by 2030
- **$170M** Scale Rurolis's SEO and digital marketing
- **$350M** Rural vacation rental market in Europe by 2030

How we make money

Booking Commissions
10%
Commission on the total booking value.

Annual Subscription
$162
VIP with unlimited access to all services.

Customers Love Rurolis

Thanks to our high-quality customer experience that delivers real values to owners, Rurolis maintains a high retention rate and a strong NPS. We also average quarterly retention rate is 95%, reinforced by consistently positive user reviews.

Rurals team

Rurolis is driven by passionate and diverse team, dedicated to revolutionizing rural vacation rentals. We foster a remote working environment that leverages global talent and cultural diversity, ensuring our team is well-positioned to capture vacation rental opportunities and scale our impact, empowering small owners for a more sustainable future, we stay deeply connected to the communities we serve.

The market

In 2024, the U.S. short-term rental market was valued at $164.5 billion, with Italy at $10.5 billion. The market is projected to grow at a CAGR of 12.4% through 2030. Rural property owners remain underserved, lacking the technology and support needed to compete with urban listings.

Competition

	Rurolis	Airbnb	Booking	Vrbo	Airbnb Rural
Market Share	0.1 billion	100 billion	100 billion	100 billion	100 billion
Revenue	10 million	10 billion	10 billion	10 billion	10 billion
Rural Focus	Yes	No	No	No	Yes
Local Partnerships	Yes	No	No	No	No
Cultural Heritage	Yes	No	No	No	No
Tech Platform	Yes	Yes	Yes	Yes	Yes
Support Services	Yes	No	No	No	No
Sustainable Tourism	Yes	No	No	No	No

Use of Funds

Rurolis is seeking a $2M Series A round to scale its high-demand U.S. rural vacation rental market. With strong traction, a 1% market share opportunity, and a proven AI-powered platform, this funding will help us accelerate customer acquisition, establish dominance in the fast-growing rural vacation rental short-term rentals.

US market entry

Based on demand trends, regulatory landscape, and revenue potential, we are prioritizing the key states for our U.S. expansion.

Italian Market Consolidation

Rurolis is also leveraging its Italian market expertise to consolidate for rural vacation rentals in Italy. We are actively scoping Rurolis-as-a-service integrations with Marketing, Sales, and Product. A mix of organic social media, PR, and selective paid advertising will leverage brand awareness and drive acquisition. Additionally, we are exploring brand extension through platform upgrades, partnerships, and offerings (e.g., insurance), and geographical expansion in Europe.

Support & Investor interest

In 2023, Rurolis raised €1M from 99 investors, including €100K from U.S. actor, martial artist, and star of The Last Dragon, Tamek Guarantini. This crowdfunding campaign and vacation rental market, Alex Gilliam Prize, a sustainability-focused startup ecosystem, has expressed interest in purchasing shares on the secondary market.

Additionally, two publicly traded companies, ne Italian S.P.A. and a Swiss-based company, have shown interest in Rurolis's platform for its potential to enhance brand value and sustainability. Rurolis is also backed by actor and martial artist Tamek Guarantini from "The Last Dragon", who is helping amplify brand visibility and expand market reach.

Social impact

Rural areas face severe depopulation, leading to economic and social challenges. Rurolis addresses this by empowering local communities and preserving communities, strengthening local economies, and fostering sustainable growth. Tourism also benefits from these stays, characterized by slow-pace, tranquillity and well-being.

On social media, Rurolis creates awareness about challenges in rural areas, highlighting the value of rural tourism and promoting slow travel. Rurolis also actively contributes to the UN Sustainable Development Goals, and plays a key role in European policy making, supporting the Green Deal and Farm to Fork strategy.

Get your shares in a fast-scaling Italian company pursuing global expansion

Rurolis is addressing key challenges for rural property owners, unlocking vital value to the communities they serve. With strong traction and backer investors, we are positioned to drive the future of rural vacation rentals worldwide.

Join Rurolis
as we scale across Italy & the U.S., transforming rural estate offerings and profitability.
Contact us:
support@rurolis.com

The provided revenue and market data were originally calculated in euros and have been converted to U.S. dollars using an exchange rate of 1.05.

For other questions, please check our Website's FAQs for international investors or contact support@rurolis.com