

FRPE

THE REAL ESTATE SOLUTION YOU NEEDED

BUSINESS PROPOSAL

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Concept

FRPE allows the student to identify a vast list of safe accommodations offers around the world, all in one place, at a competitive price.

FRPE is a marketplace specializing in the rent accommodation for students.
This online platform allows students, who travel abroad, find accommodations that best suit them, easily, comfortably and safely.
During their search, the student will be able to filter the results by a desired location, price order or other filters that meet their needs.



A personalized and dedicated service to the student with a much better cost than the average, offering visibility of accommodations all over the world.



Problem

Getting a first job, a job promotion or a higher average salary are some of the benefits that a person with international experiences can seek. France is the sixth country with outgoing student mobility. Each year more than 90,500 French students emigrate abroad for a few weeks or even several months, according to figures from Campus France.

When preparing for their international journey, a student deals with several important steps. Finding r accommodations is one of them. Most of the times, there is a significant risk of fraud, lack of information or even no local guarantor. This forces the student to go through well-known platforms that have very high monthly rents. Additionally, not only having multiple websites available, but also discussing in a foreign language about specific rent issues can be overwhelming for the student.

Mission

FRPE offers a wide range of accommodations all over the world so that French students can find their accommodation according to their mission, internship, academic exchange, etc., at a reasonable price and according to their needs.

FRPE aims to become the # 1 website for student rentals accommodations in the medium and long term.



Theory of change

FRPE's mission is to enable students to easily and safely find their international accommodation without unforeseen events, thanks to our professional services.

MARKET ANALYSIS

FRPE's market segment is the 90,500 French students who emigrate each year . These students will receive the communication of our service first through their academic establishments, then through social media and finally by word of mouth.

The objective here is to contact academic establishments that offer programs with international experiences. Although host establishments may communicate the existence of a "Campus" in which students can reside during academic exchanges, there are many strict rules and conditions that must be followed.
This can make the experience less pleasant as the student would be constantly conditioned. FRPE offers accommodations not only without restrictions but also seeking to meet the needs of the student.

Another very important part of our market are the students who go abroad for medium-term missions (internship, humanitarian mission, summer job, etc.). If a host company does not offer accommodations, these students would have to find it on their own.

FRPE is positioned as the main source when a student seeks accommodations internationally.

Why FRPE?





Marketing strategy

- Contact academic establishments in France that propose international programs (such as business schools or engineering schools).
- Advertise our services on internship search sites like LinkedIn, Indeed
- Use keywords in search engines to position ourselves in the first results
- Optimize our website.

Added Value

Greater visibility: we propose a greater reach for the potential French clients.

Internationalization: it improves the image of the agency with a more open-minded vision

Cost reduction and time savings: we take care of all administrative, logistics, advertising processes, among others, until the student reaches his final destination

Trust: the student will have no doubts about renting a foreign accommodation through our French marketplace, no matter where the agency is

New sales channel: diversify and increase the ability to rent your accommodations

Specialization: agencies will be able to reach a specific target audience: French students

The most of FRPE

Insurance

FRPE makes sure to pay the agency when the student fails to pay

Guarantor

FRPE can offer a guarantor for the student if this is required

Zero fees

There is no fees charge when putting your accommodations offers in the FRPE marketplace

"Find your nest, we'll do the rest"

