



**Ants Labor**

App for Homeowners

• <https://AntsLabor.com>

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• [Jake@AntsLabor.com](mailto:Jake@AntsLabor.com)

# Traction

We have grown our customer base since **2021**

# 458

**Current Users**

# \$10

**Cost per Acquisition**

## Hear From Our Customer

Read our verified reviews

**“Definitely Recommend”**



"AntsLabor is a convenient platform for landlords to manage tenants. They have amazing features to remind tenants make rent payment and issue receipts, which save me much time on the paperworks. Thanks to the efficiency of the solution."

**John**

★★★★★ 4.5

**“Highly Recommend”**



"I have been using AntsLabor to manage 10+ properties. The experience is fantastic! They have provided a visual display of utility expenses and rent payment, very clear and user-friendly!"

**Eddie Yu**

★★★★★ 5.0

**“Recommend”**



"AntsLabor has provided many features like rentals and bills management etc. The utility monitoring is cool. Save a lot of work on organizing the bills!"

**Tiffany S**

★★★★★ 4.5

## Problem

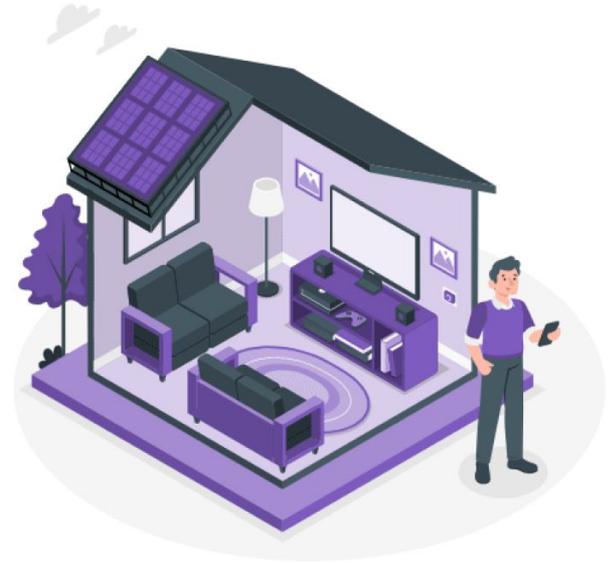
Daily hassles of home ownership are time consuming.

- Scattered **bill** and **paperwork**
- Difficult to oversee all the **tenants**
- Time spent on house **maintenance**



## Solution

- Visualize expenses
- Manage tenancy
- Schedule maintenance





# Product

Dashboard

Properties 3

Rentals

Utilities

Maintenance

Financials

Insurance

Tax

Settings

Log out



## House

Vacant 1\3

Purchase price: 50000,000

1060 Portage Parkway, Vaughan, ON.

Edit

Delete

Expense 235

Income 235

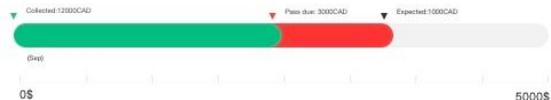
Gains +235

ROI 22%

### Rentals

Total Monthly Rent: 5000CAD

Current month:



Previous month:



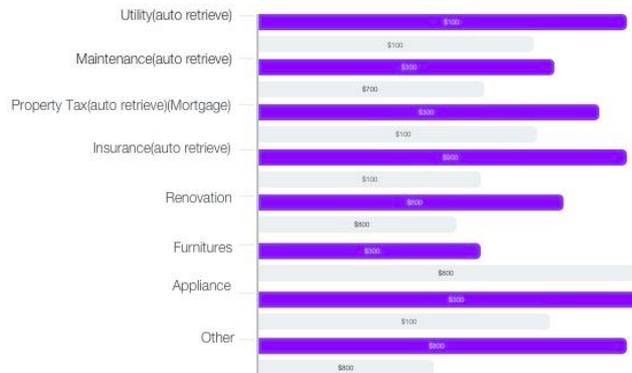
Total Received

\$15000

Year to date:

\$85000

### Expense



Sep

Aug

## Benefits

### SAVING



Save **2+ hours** every month that would be spent processing utility bills and managing rentals.



Save Up to **\$1247**, by processing utility on energy costs, from Ontario Energy and Property tax credit claim.

### SIMPLE



Boost efficiency **10x the average** by automating residential leasing, rent receipts issuing, and tax credit claims.



Instantly store and retrieve property data with **one click**

## Team

# We have **Founder Market Fit**

YanZhi

Wilson

Jake

Yvette

Data Dr.

Architect

Tech Lead

Product

Harrison

Ezekiel

Emmanual

Kokou

Frontend

Backend

QA

DevOp

Tina

Alison

Design

Editor

Sales

Marketing



Other young professionals from Uni. of Windsor, McMaster, OCAD

# Go To Market

**Validation**  
Market survey  
from 2000+  
homeowners  
who are willing  
to pay  
\$20/month

2020

**Entry**  
400+ Trial users  
from friends  
and  
acquaintances

2021

**Grow**  
50K  
Off-campus  
housing  
landlords who  
can easily pay  
\$5/month

2022

**Scale**  
Homeowners  
and landlords  
in Canada  
and global  
expansion

2023

## Initial Target Persona

**50,000**

Off-campus  
housing landlords  
make thousands  
each month from  
rent in Ontario

**Price**

X **\$5 / month** X 12 months =

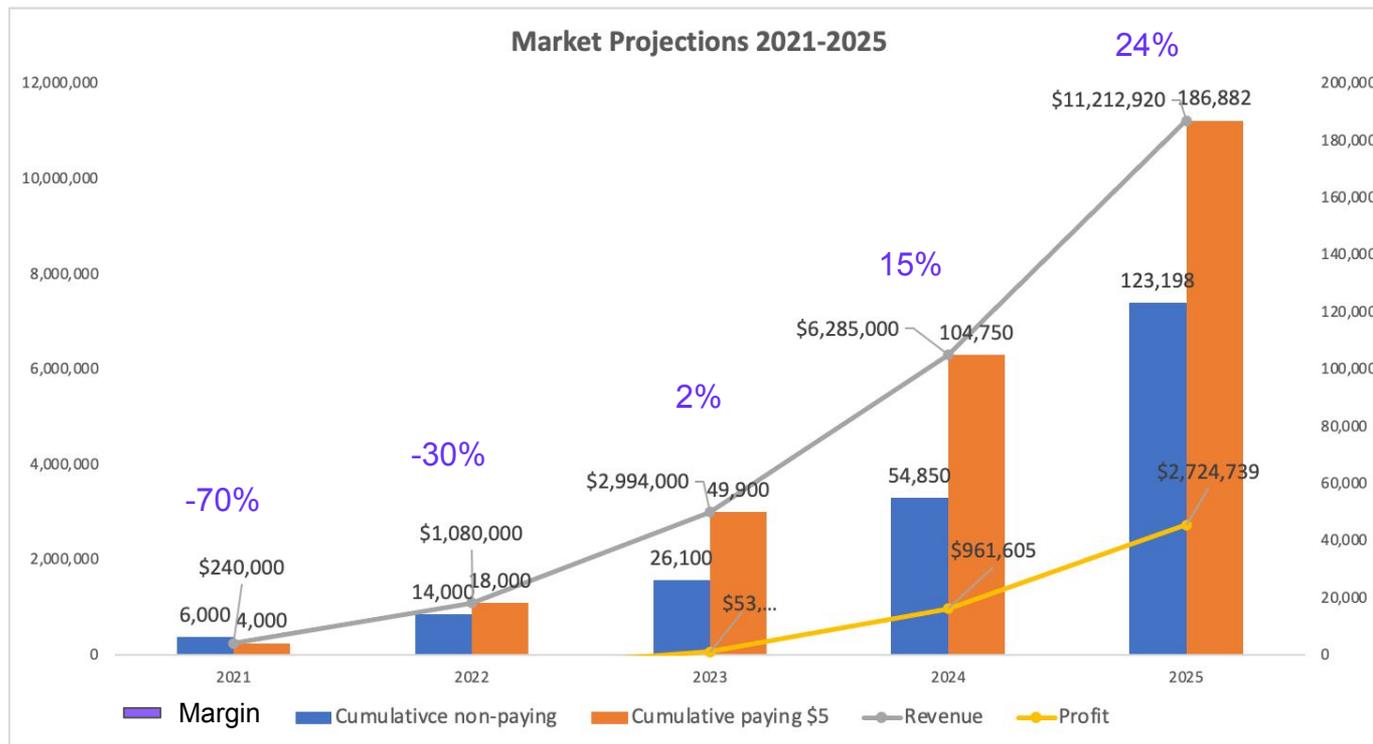
**Revenue**

**\$3MM / Year**

# Financials

**Market Size:** 37,000,000 population in Canada \* 67% households = 24,790,000 in total

**Pricing:** \$5 avg monthly subscription



## Forecast Scenario:

Market Penetration: 2.5%

Paying Portion: 60%

## Final(Fifth) Year:

Total Users: 310,080

Annual Revenue: > \$10M

Annual Profit: > \$2.5M

Annual Margin: 24%

CAGR: 116%

# Competition

**Cozi** ≈ 20M  
1M visits

**Sweepy**



910 visits

**Home Routines**



6K downloads

Demand Driven



**HomeZada** ≈ 2M



732 visits

**CentriQ** ≈ 6M



50K visits

Family-Oriented

**HomeyLabs** ≈ 60K



8K downloads

**Chores & Allowance**



**OurHome**



10K downloads

AnyList

YNAB

Supply Services

**Jobber** ≈ 80M  
25K downloads

House-Oriented

**GreenPal** ≈ 250K

950 downloads

**ANGI Homeservices**

**HouseHappy** ≈ 9M

10K visits

**Thumbtack** ≈ 700M

10K visits

**HomeKeeper**

60K visits

**RealScout** ≈ 15M

650K visits

Self-funded      \$500K to date  
Raising another **\$500K** capital

*From \$1M to \$50M valuation in 5 years means 120% ROI/Year*  
From \$500K investment to 20% of \$50M means **120% ROI/Year**

## Use of Fund

Current Burn Rate: \$10K/Month

Invested Burn Rate: \$40K/Month

$$1\text{M} \div (40\text{K/Month} \times 12) = \mathbf{2\text{Years}}$$

<b>Mobile Expansion \$20K/M</b>	<b>Sales and Marketing \$12K/M</b>	<b>Operational Costs \$8K/M</b>
<ul style="list-style-type: none"><li>● Appstore for more users</li><li>● GooglePlay for more users</li><li>● API transformation</li><li>● AI data model training</li></ul>	<ul style="list-style-type: none"><li>● Content marketing</li><li>● Social media marketing</li><li>● Inbound marketing</li><li>● Key opinion influencers</li></ul>	<ul style="list-style-type: none"><li>● Web servers</li><li>● Office tools</li><li>● Remote working software</li><li>● Legal and accounting</li></ul>

## Takeaways



Ants Labor

App for Homeowners

- Finance intelligence for a house (> \$1MM)
- Shared prosperity via fractional ownership
- Enable homeowners in a circular economy