Leonardo247

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Business Start Date: January 2013

What is your technology product/service?

Fueled by a database of the best practices in the property management industry, Leonardo247 tells managers what to do every day, every week, every month of every year.

Provide a brief description of your company's technology product/service and its benefit to the apartment industry (500 words or less):

One accepted truth of property management is that the experience and knowledge of Community Managers can vary wildly and that the sheer volume of day-to-day management responsibilities including leasing, maintenance, marketing, risk management, legal matters and resident relations can easily overwhelm them. Training in these matters can be futile as high industry turnover is constantly putting new, untrained Managers in charge of unfamiliar properties. But even the best trained staff can never really know it all, much less remember it all. As a result, critical items get overlooked, important balls get dropped. As a reaction the industry has evolved a senior management structure layered with Regional Managers and Regional VPs, all checking and double-checking that the basic on-site blocking and tackling is executed correctly. It's not enough. Regional Managers can have large portfolios where the problem properties take most of their time, leaving Community Managers largely unsupervised. Massive 4-inch policy binders which are distributed to managers sit on a shelf and gather dust. Online versions are rarely accessed. If only that massive operating binder could somehow come alive like a Disney character and follow property managers around, constantly flipping through its own pages and reminding them of the action items that needed to be done that day.

Enter Leonardo247, the first application to take all the known wisdom of property management – from the mundane daily operational tasks to the more esoteric and often overlooked risk management and preventative maintenance activities – and push them real-time to property managers through a cloud-based interface that gives complete day-by-day operational guidance. Voted runner-up at AIM 2014 for best new Multifamily startup, Leonardo247 can explain how to accomplish unfamiliar tasks, enable managers to check off what has been done and add date-stamped photos or notes, and allow Regional Managers to log in anytime and see what action items were completed. It is the only application for the industry which knows automatically how to operate a property based its unique location, equipment and amenity profile and can provide exactly the guidance Managers need exactly when they need it throughout the year.

With arguably the industry's most thorough preventative maintenance and risk management programs built right in to Leonardo247, management companies can comfortably rely on the out-of-the-box Leonardo setup or easily customize our software so that it reflects their own unique policies and procedures.

With this kind of ever-vigilant advisor present on-site, Regional Managers can stop sweating the small details and focus on solving real problems in the portfolio, all while maintaining the ability to check in at anytime from anywhere to see what's been checked of the action list. Insurance carriers have recognized the kind of accountability Leonardo247 can bring to heretofore ignored risk management programs and have begun offering Leonardo247 clients discounts of up to 20% on their insurance policies – which can pay for Leonardo247 10 times over.

There are lots of property management software packages watching the accounting or tracking work orders but only Leonardo247 is keeping an eye on actual operations.

Package Concierge, Inc.

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Business Start Date: December 12, 2012

What is your technology product/service?

Package Concierge provides a combined solution of software and electronic lockers for handling packages.

Provide a brief description of your company's technology product/service and its benefit to the apartment industry (500 words or less):

BACKGROUND

In early 2012 we started researching the options available to solve the escalating issue of handling packages in apartment communities. We had meetings with package tracking companies, dynamic storage systems, locker companies, postage/mailing and mailbox providers, and our first potential customers. Once we settled on package lockers, and had our software design completed, Package Concierge, LLC was founded in December 2012. We began with a proof of concept utilizing lockers manufactured overseas (China). We quickly realized that the locker quality and outdated technology were not going to meet the requirements of architects and developers and the high standards of our customers --- managers of multifamily class A properties.

We restarted the process in May 2013, became a C Corporation, secured Series A funding, and signed with a new manufacturer based in Manhattan, KS. We have an exclusive agreement with Florence Manufacturing, a subsidiary of Gilbraltar Industries (Nasdaq), for the U.S. and Canada for multifamily housing. Florence has been a partner of the USPS since 1934.

We took our first customer live in November of 2013 in urban Boston. Over the past year, we have sold/installed over 50 systems in 10 states.

THE TECHNOLOGY

The Package Concierge system was designed specifically for multifamily operators. Key features include double-locking doors, RFID readers for key fobs, barcode scanner for package tracking, and a "still" camera for added security. Our technology allows us to open lockers remotely in case of emergency.

Our software tracks all packages including current and stale packages, locker usage, locker availability by size, locker size trends, package trends, delivery carriers, and carrier trends. All of this information is available through our management portal.

After initial set-up utilizing our custom scripts, all Resident data including move-ins/move-outs is updated daily. Through our software we monitor all Package Concierge systems 24/7. We track and resolve technical errors to assure that the system is fully operational at all times. With over 10,000 units to date, we have less than 1% technical support calls/emails.

We have developed a solid package management solution that includes the locker kiosk, the Package Concierge database and the Resident and Management portals.

OUR KEY RELATIONSHIPS

We have a national relationship with the USPS and together we are developing a training video for all USPS carriers. We have also been able to negotiate on behalf of our customers if they install Package Concierge --- they no longer need to install the old style parcel lockers.

The number one question we receive is whether or not UPS and Fedex will use our system. We have 100% cooperation from UPS, Fedex, and every delivery carrier to date, including Amazon through their carriers LaserShip and OnTrac.

CLOSING

In closing, we feel that we are the best candidate to receive the NMHC Launch Pad award due to our dedication to the multifamily industry to design, engineer, and develop the highest quality solution for package management.

remotely

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Business Start Date: 04/01/2014

What is your technology product/service?

Our product is a smart home automation solution that is designed specifically for the multifamily space.

The product allows residents to mainly control lights, locks and thermostats from anywhere in the world on any device.

This also allows the management group access to a dashboard that helps them manage all of the automated devices within one community. Not only does this assist with access challenges, but it also allows the on site team and even the corporate offices to get a feel for how often an amenity is actually being used through the dashboard.

Provide a brief description of your company's technology product/service and its benefit to the apartment industry (500 words or less):

By implementing a high tech amenity such as smart home automation, our customers (the management companies) are increasing rents up to $100 per month/per unit while also offering an amenity that enhances ad modernizes the resident experience.

Residents are able to reduce energy consumption by automating their thermostats while also gaining more peace of mind with an amenity that can lock the door in case they forget, or even alert them when their children are home from school.

SlopeJet

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Business Start Date: March 2011

What is your technology product/service?

SlopeJet combines cloud-based software, lead scoring and advanced analytics to power the multifamily housing industry's next generation lead management solution. SlopeJet uses advanced analytical methods for managing leads like pricing optimization systems do for setting rates.

Provide a brief description of your company's technology product/service and its benefit to the apartment industry (500 words or less):

SlopeJet – The Next Generation Lead Management Solution

Do You Know . . .

As owners and operators of apartment communities, we are surrounded with data. Despite this, we often don't have answers to some of the most basic questions about our businesses. For example, do you know that . . .

- 45% of phone leads are typically unanswered? Email is likely even higher.
- Your answering rate on Wednesday has gone down by 50% after a recent staffing change?
- 65% of prospects who can't reach your leasing office on the first try don't call back?
- Your best leasing agents convert qualified traffic to appointments at 3.5 times the rate as the worst? (Wow! How can you get them to answer more calls?)

Ignorance = lower occupancy, lower rents . . .

As an industry we know very little about what is happening with leads - the lifeline of a community's financial performance. We often don't know there is a problem until after occupancy declines, resulting in a crisis that could take months to resolve. Even worse is when mismanaging leads has been happening for so long that its results are an accepted part of a community's operating results. Lower rents is the price paid.

Yes, there are lead management systems to help, but they typically rely on time consuming and inaccurate user entered data to run. The data in these systems is often unreliable, and pulling it all together in a way that can support actionable intelligence is difficult. The result is inaction.

Enter SlopeJet . . .

Founded by former AIMCO executives Craig Zeutzius and Nikhil Venkatesh, and advised by Chief Strategy Officer Donald Davidoff of D2 Demand Solutions, SlopeJet provides the next generation lead management solution to the multifamily housing industry.

SlopeJet's first lead management product, launched in October 2013, is a patent pending Leasing Performance Dashboard that helps enhance marketing, advertising and sales performance. The Dashboard alerts users when there are opportunities to grow revenue or when things go wrong. It can also be used to verify that changes made to improve performance were effective.

SlopeJet's solution is unique in the industry. We track and score 100% of prospect calls and emails, systematically pulling out the information that is most valuable from each lead and requiring NO extra work from the onsite team. We use the results to power analytics that provide visibility and accountability to leasing performance, and support intelligent lead management tools that help the leasing team focus on the leads that matter the most. In short, SlopeJet uses advanced analytical methods for managing leads much like pricing optimization systems do for setting rates. The results are fewer surprises, more leases and higher rents.

SlopeJet Take-Off . . .

Since its launch in late 2013, owners and property management teams across the country are using SlopeJet's solution at 130 communities with nearly 35,000 apartments. Within 2 months of working with SlopeJet, it is typical to have identified significant revenue enhancing opportunities.⌗