



REVOLUTIONIZING THE WAY PEOPLE TRADE
REAL ESTATE AROUND THE WORLD

INTRO

Buying and selling a home is practically the largest financial transaction one goes through in a lifetime and one of the most emotionally difficult decisions.



OUR VISION

Transform the procedure of buying and selling real estate into an efficient and pleasurable process, empowering both buyers and sellers to make the most optimal real estate decision.



THE OLD WAY

Today, when you want to buy or sell a home you will face the following obstacles:

- Lack of Transparency & Trust
- Poor User Experience
- Conflict of Interest of Agents

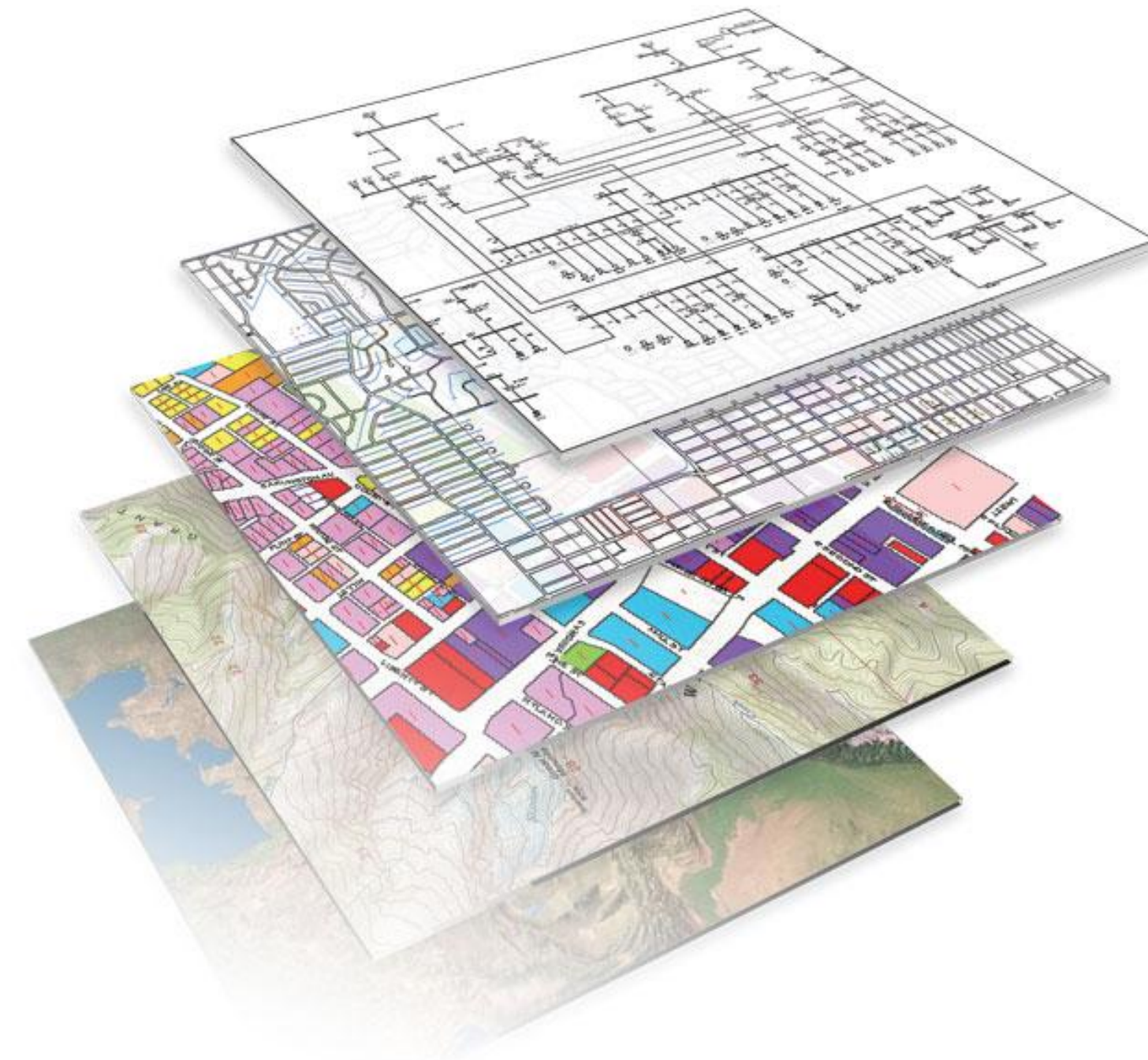
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Yearly Agents' Fees = \$53B



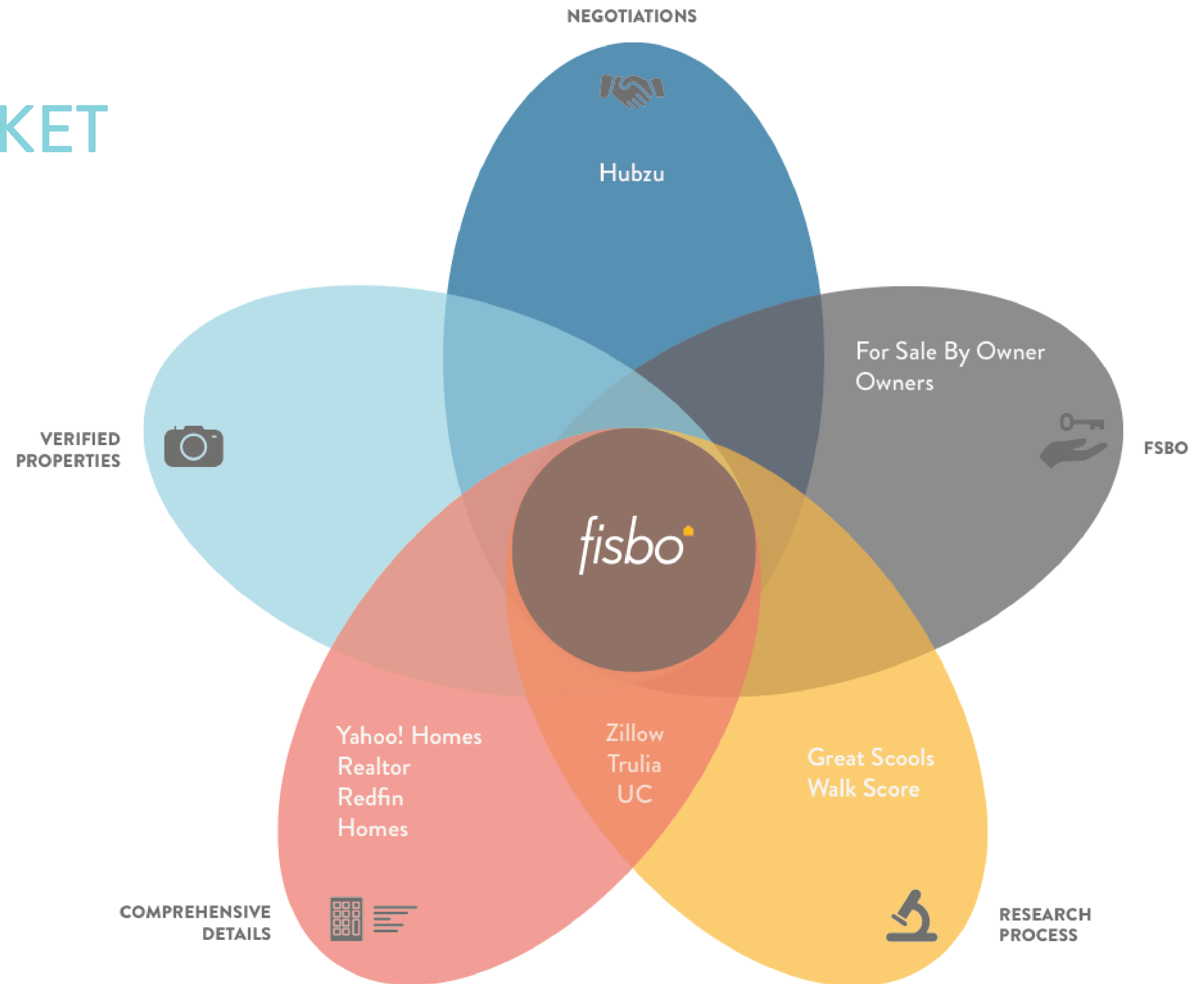
\$600,000

× 6% = \$36,000



- A Brand New Sports Car
- Your Kids' University Tuition
- Refurnish Your New Home
- X10 Vacations to the Bahamas

FRAGMENTED MARKET

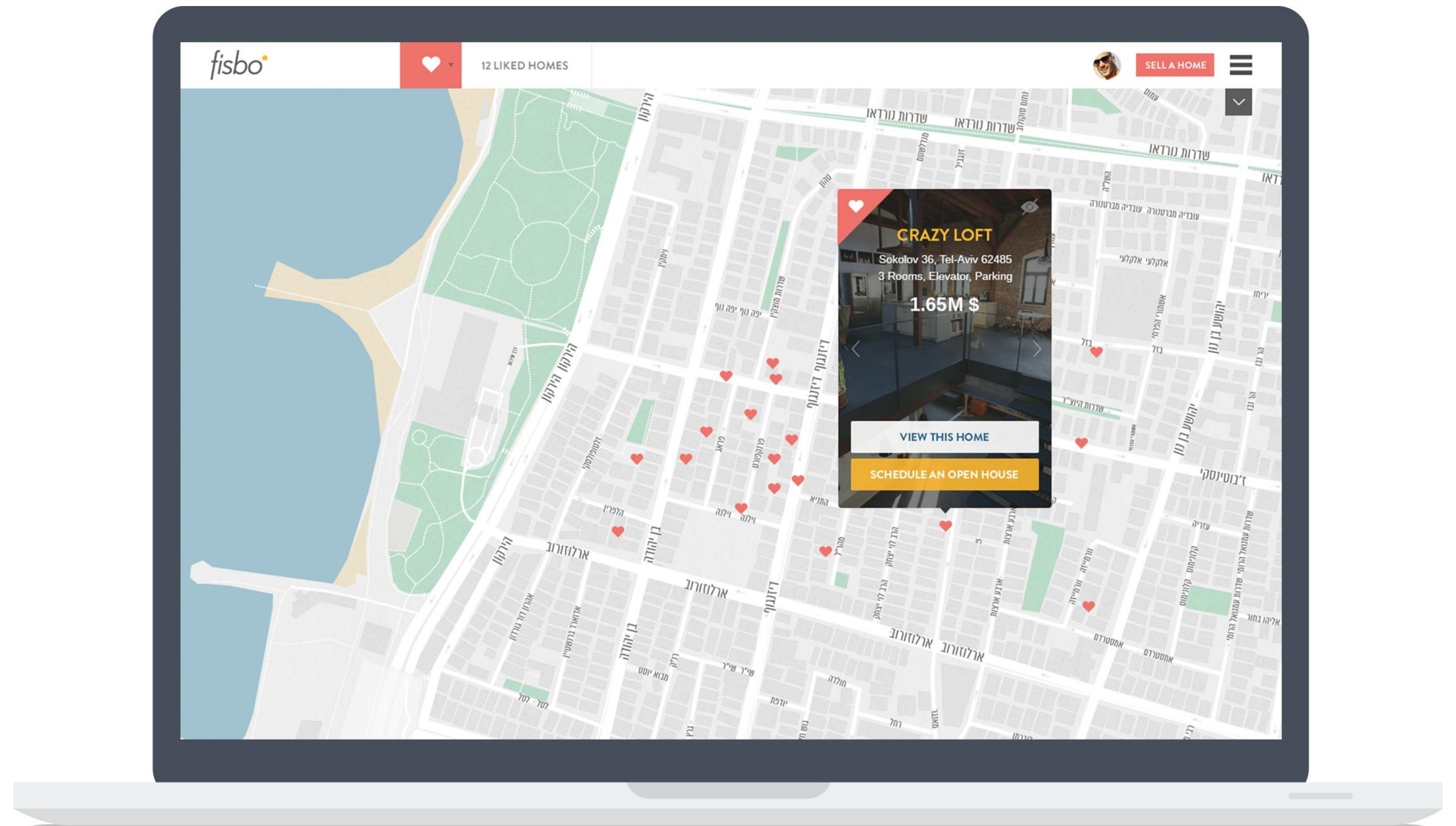


THE fisbo WAY

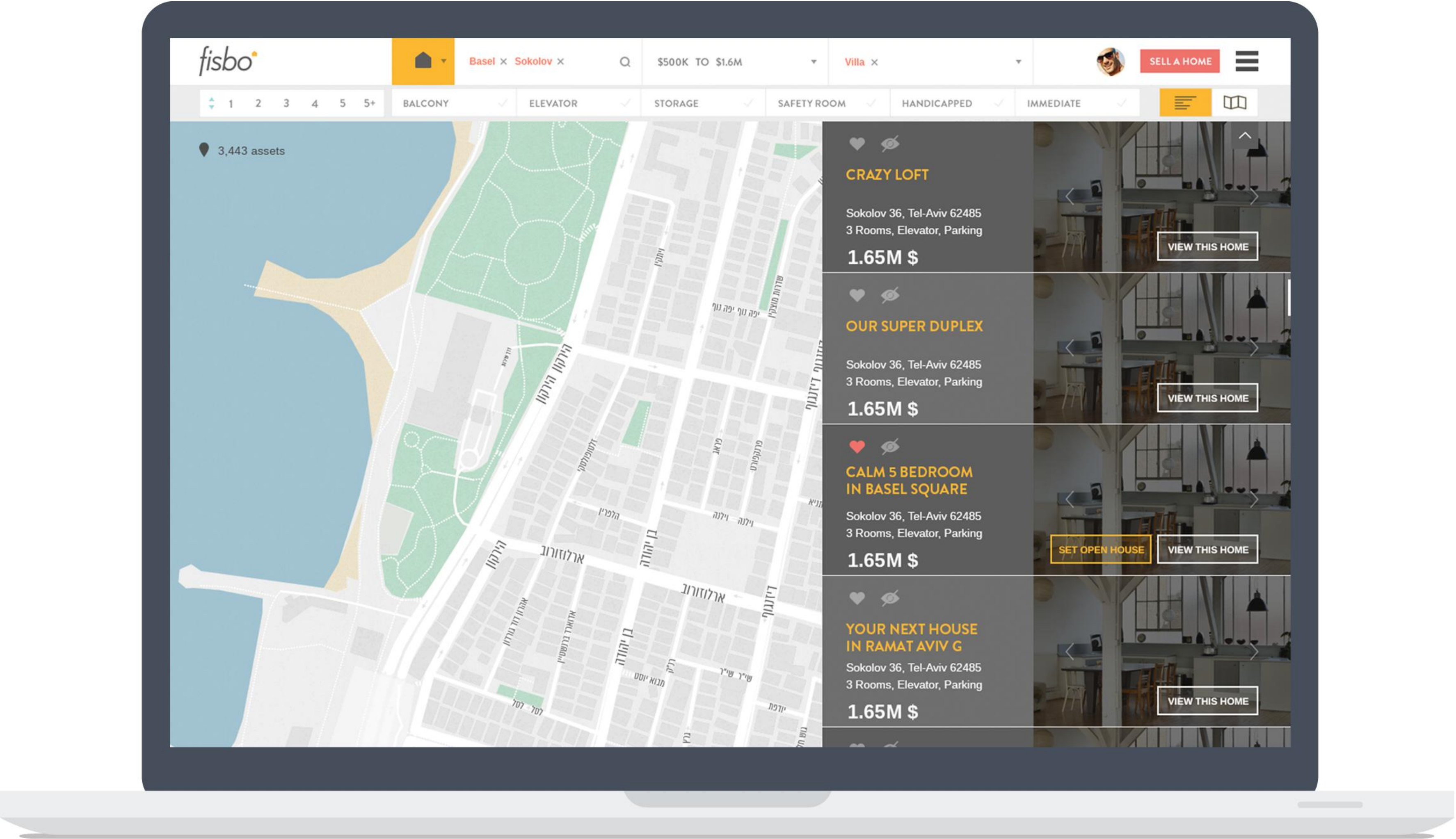
fisbo is the first free A to Z peer-to-peer trading platform of verified real estate properties. The platform provides a simple and enjoyable way to find and buy a home you love by guiding the buyer step by step on the path towards a new home.

fisbo smartly aggregates all real estate related data and provides a tailor-made process for each user. As a purely FSBO (For Sale By Owner) platform, where all listings are by home owners, any diversion and fees by third parties are eliminated.

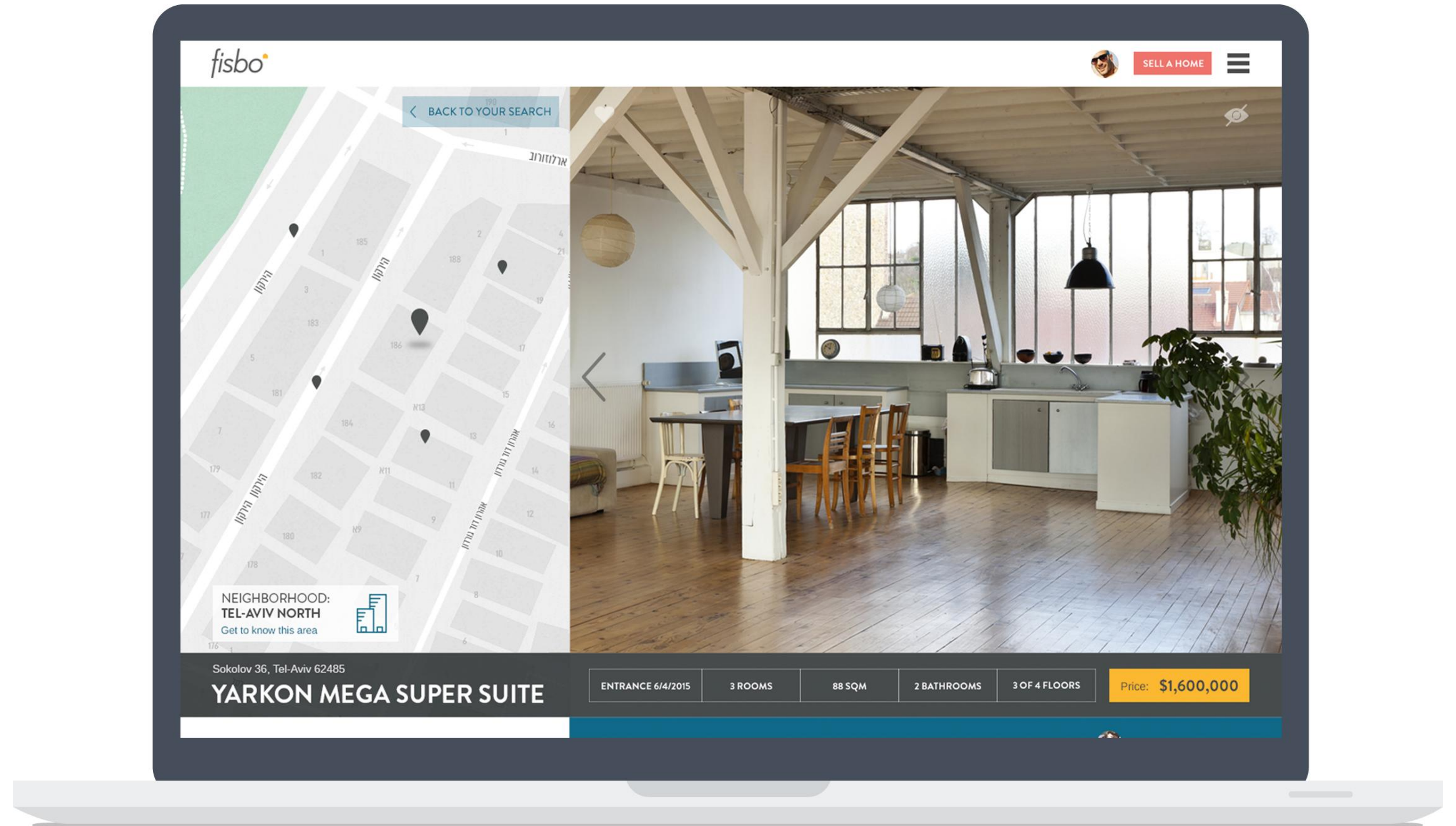
THE fisbo WAY



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BUSINESS PLAN

REVENUE MODELS:



DEVELOPERS' ACCOUNT

New Home Constructions



BIDDING SYSTEM

Negotiation and Closing

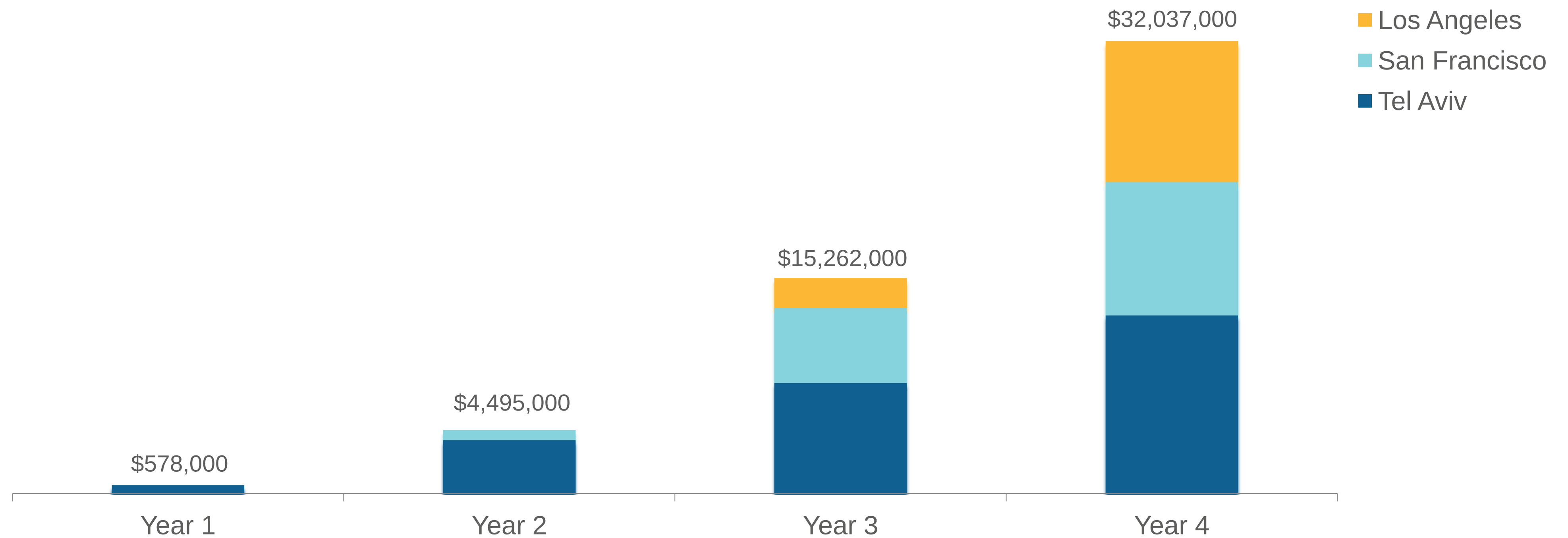


MARKET ANALYSIS

Trends and Forecasts

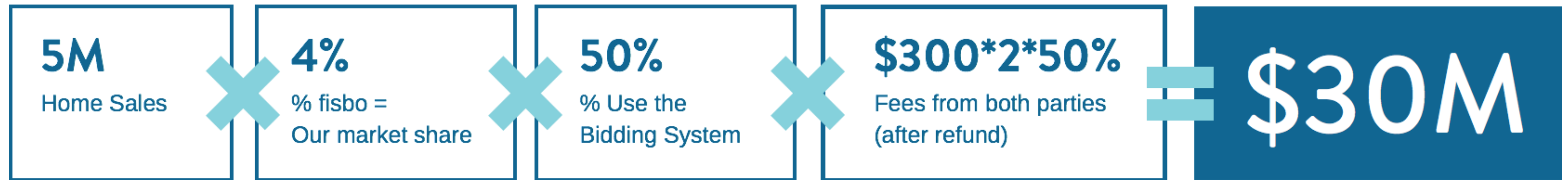
BUSINESS PLAN

FORECASTED REVENUES:



BUSINESS PLAN

REVENUES FROM THE BIDDING SYSTEM:



BUSINESS PLAN

CITIES EXPANSION STRATEGY:

SF

OF YEARLY
TRANSACTIONS

6,500

AVG. HOME PRICE
\$830K

PMF Q3, 15

TLV

OF YEARLY
TRANSACTIONS

10,300

AVG. HOME PRICE
\$415K

POC Q2, 15

THE FOUNDERS



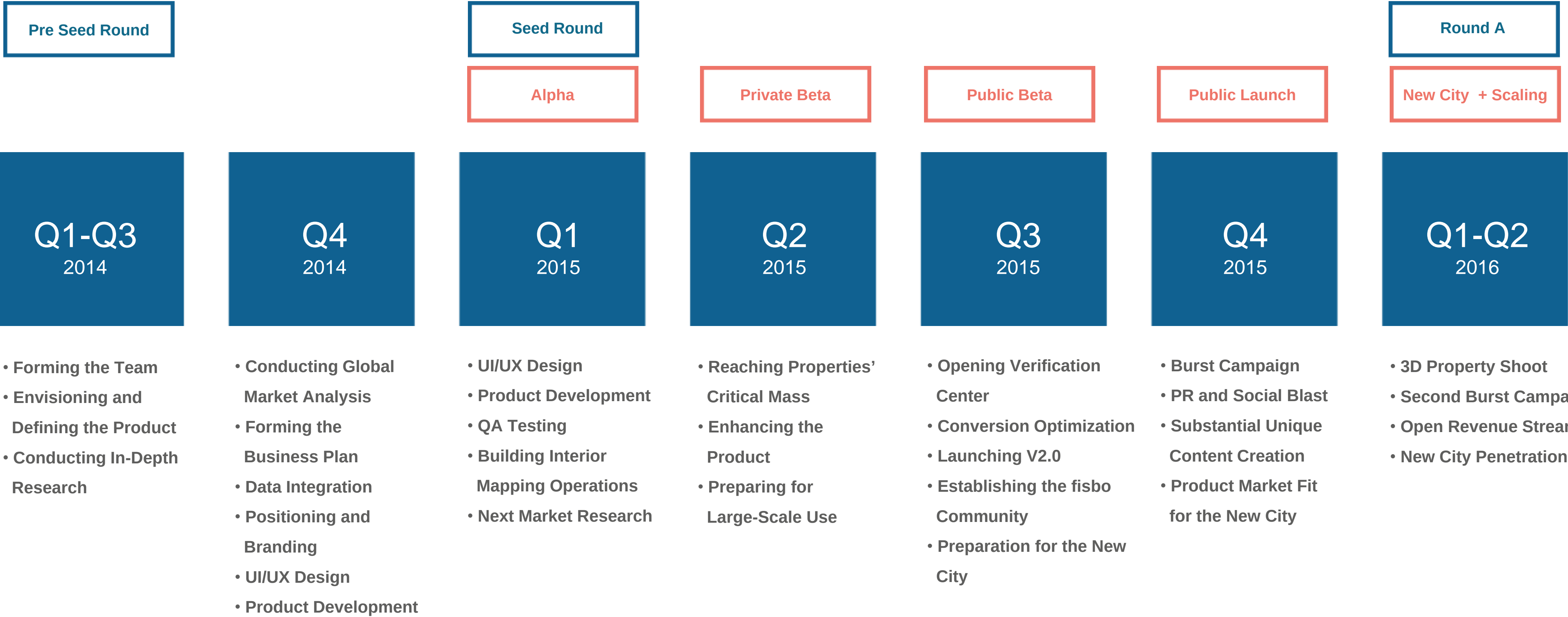
ADV. GUY AELION
Founder & COO

RINAT SHERZER
Founder & CMO

YARIV KATZ
Founder & CTO

EYAL ZURR
Founder & CEO

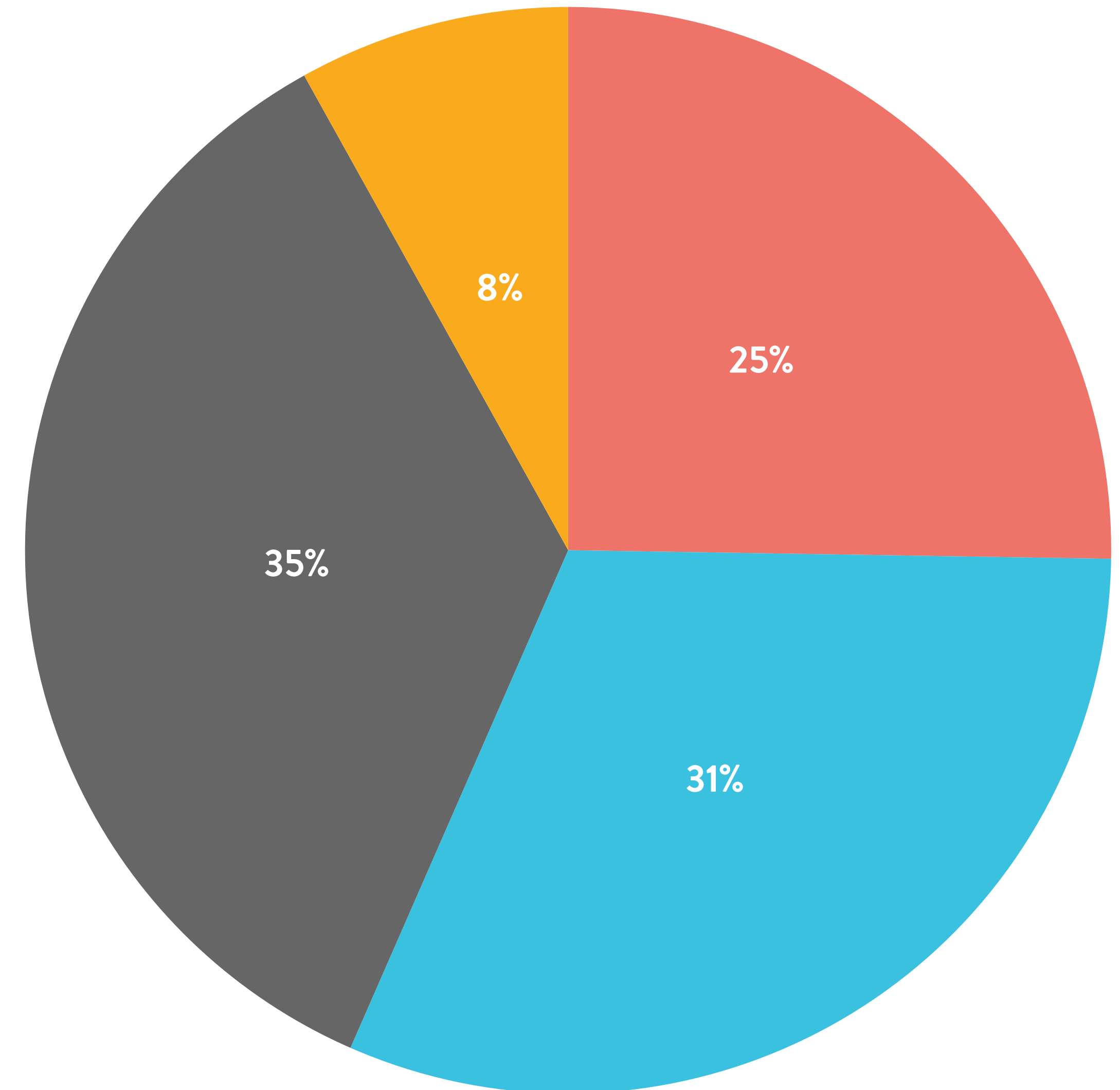
ROAD MAP



BUDGET BREAKDOWN

Looking for an Investment of: **\$650K**

Timing Target of Investment: **March 2015**



OWN IT.



THANK YOU