

## Kohab

### A Social Property Platform for collaborative ownership

Kohab is an innovative social property platform with a vision to revolutionize how buyers, renters and business can collaborate on searching for property together. Kohab's disruptive Dream Boards delivers a suite of unique tools to the property ecosystem, giving buyers new ways to discover and discuss properties, assisting agents & developers to reach new audiences and helping all stakeholders make better decisions together. Kohab's insight is based on using human centred design and social platform innovation to alleviate the confusion, fatigue and miscommunication of the purchase or rental process, to deliver better outcomes for renters, buyers, owners, real estate agents and content creators.

#### Background

Kohab was founded in early 2018 by David Dawson and Darren Clark. David Dawson (CEO) is the former Managing Director and Chairman of Profusion Group, and Darren Clark (Technical Director), is the Founder and Technical Director at Webling Interactive, a digital agency which was acquired by J. Walter Thompson Sydney in 2015. The launch executive team includes CMO, Lewis Pullen, who previously headed up Marketing for the Qantas, NRL and IAG's Satellite Division and Sales Director, Andrew Thain, who was previously a Director with Morrow Sodali Australia.

#### Business Model

Kohab's customers are broken into two core segments; those looking for a home, and those in the real estate business. For those looking for a home, Kohab provides collaboration tools to make the journey and purchasing experience easier than ever before. For the businesses (agents, developers, lenders, insurers, lawyers, content creators), Kohab provides key marketing, segmenting and collaboration tools to work with those buying and renting.

The aim is to improve the buyer and seller experience and reduce the fragmentation that exists in the current house hunting journey. The core offering is through digital channels, being web and native mobile. Recurring revenue streams are created through business subscription services for business, premium content services, as well as revenue share arrangements with legal, mortgages and insurance. Additional revenues are generated through display advertising to Kohab propriety community.

#### Funding details

Shareholders <10

#### Size of market

Australia's housing market is valued at \$6.8tr and has been increasingly difficult for younger buyers to tap into.

#### Upside Case

- Clear need for more modern, social, collaborative tools to discover property, make better decisions and improve communication between property seekers and the real estate industry
- Has the backing of industry leaders
- Leadership team experienced in creating, building and exiting companies

#### Downside Case

- Kohab platform will compete with legacy property platforms
- Challenge of amplification and scale
- There are some risks in co-ownership, but Kohab is seeking to mitigate these with specifically tailored ownership agreements

#### Company contacts

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