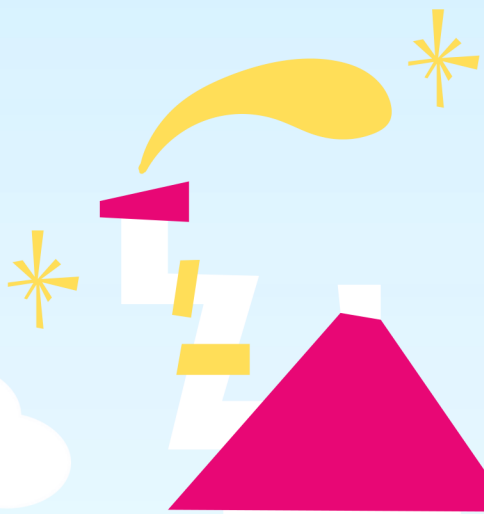


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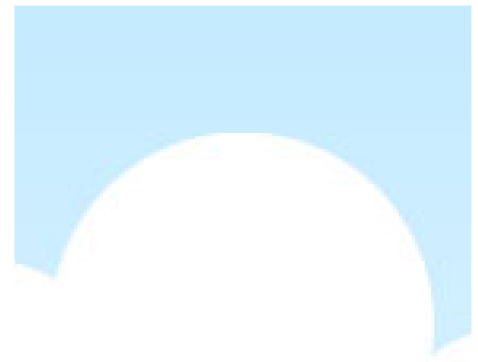
nujib™

The new way for medical professionals to travel

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*"Book with security,
travel with confidence
and stay with certainty"*

1. EXECUTIVE SUMMARY

nujib has successfully launched its operations in Florida and is now available in all 50 states, with a clear vision of becoming a prominent national online platform. Our core focus lies in simplifying the process of locating housing solutions for travel nurses, effectively streamlining an essential aspect of their new assignments. At the heart of our mission is the commitment to provide both homeowners and travel nurses with a seamless rental experience, alleviating the challenges and uncertainties often associated with securing temporary accommodations.

As the demand for temporary housing among healthcare professionals, particularly travel nurses, continues to surge, nujib stands poised to meet this demand with an innovative and user-friendly approach. Our platform boasts a range of distinctive features, including a user-friendly map search, automated monthly rental billing, in-app communication tools, and AI-assisted property enrollment for homeowners. This robust set of features empowers property owners and travel nurses alike to swiftly identify and secure suitable housing options, ultimately saving them valuable time and effort. A primary revenue stream for nujib is derived from a 13.4% commission on rental payments processed through our platform.

Guided by a dynamic leadership team with a combined experience of over 50 years across finance, business management, software development, and startup growth, nujib has consistently worked towards expanding its footprint nationwide since its inception. With a strategic plan to amplify our property listings and bookings, we are committed to enhancing our platform's reach and impact.

We valued our company using the Berkus Method:

Berkus Method	
Sound Business Idea	500,000
Prototype	500,000
Management Team	250,000
Strategic Partnerships	250,000
Product Rollout/Sales	<u>250,000</u>
Pre-Money Valuation	1,750,000
Investor Buy In for 60% of the company	1,050,000

Our company valuation is based on the Berkus Method, a testament to our confidence in the value and potential of nujib. The capital infusion will be strategically channeled into team development, enriching our platform with new features, and intensifying our investment in targeted marketing initiatives.

With our innovative solution, fortified by the expertise of our seasoned team, and driven by a robust market outlook, nujib is positioned to emerge as the preferred platform for travel nurses and property owners alike, offering a seamless and hassle-free experience in the realm of temporary housing.

PROBLEM

Temporary housing remains a significant challenge for travel nurses as they undertake assignments. Conventional approaches to securing housing, such as navigating online classifieds, often prove to be time-consuming, stressful, and unreliable. Moreover, travel nurses confront a unique set of hurdles, including the need for fully furnished accommodations, flexible lease terms, and convenient proximity to healthcare facilities.

Property owners themselves encounter obstacles in finding dependable tenants and ensuring consistent bookings for short-term rentals. Many homeowners experience irregular rental income and may grapple with tenants who lack financial stability or may cause excessive wear and tear to properties. Conversely, travel nurses are renowned for their responsible and low-impact tenancy, boasting stable incomes, rendering them the ideal choice for homeowners aiming to optimize rental revenue while mitigating risk.

While numerous vacation rental by owner (VRBO) platforms currently exist, only one is tailored explicitly to the needs of traveling nurses and healthcare professionals (Furnished Finder). The ongoing nursing shortage has prompted hospitals and healthcare facilities to seek solutions to fill vacancies nationwide, underscoring the demand for temporary, secure, and authenticated housing options.

SOLUTION


nujib introduces a specialized online marketplace that seamlessly connects travel nurses and property owners, facilitating and streamlining their rental arrangements. Our platform offers an all-encompassing solution to both parties, simplifying the entire journey of discovering, reserving, and overseeing temporary housing for travel nurses, all the while affording homeowners a dependable channel for securing tenants. The paramount objective is to transition the current preferred short-term housing search paradigm from Furnished Finder and Facebook Message Boards and Groups to the nujib platform.

Key Highlights of the nujib Platform Encompass:

- **Effortless Map Search:** Users effortlessly explore properties based on their preferred locations, availability, and additional criteria through our intuitive map search feature.
- **Seamless Monthly Billing Automation:** Our platform optimizes billing by automating monthly charges for travel nurses, streamlining payment processes for both parties involved.
- **Instant In-App Communication:** Swift notifications are relayed to travel nurses and property owners, ensuring prompt awareness of all transactional activities.
- **AI-Powered Property Enrollment for Homeowners:** Property owners benefit from AI-guided enrollment procedures, guaranteeing swift and efficient property listing processes.

Harnessing advanced technology and a targeted approach, nujib empowers homeowners with dependable tenants who exhibit minimal wear and tear, boast stable incomes, and foster cooperative relationships. Concurrently, nujib eradicates the stresses and uncertainties typically associated with conventional housing search methods for travel nurses.

COMPETITION

Feature		<i>Landing</i>		<i>Vrbo</i>
Product	Travel nurse housing rental platform	Short-term rental management platform	Short-term rental platform	Short-term rental platform
Founded	2016	2019	2008	2004
Employees	50	100	15,000	4,000
Revenue	\$5 million (2021)	\$15 million (2021)	\$10 billion (2021)	\$2 billion (2021)
Market cap	\$50 million (2022)	\$150 million (2022)	\$80 billion (2022)	\$40 billion (2022)

nujib is different from its competition in several ways.

- Focus on shared apartments. nujib is the only major platform that focuses exclusively on shared apartments. This makes it a good option for people who are looking for a more affordable and social living arrangement.
- Community-building features. nujib has a number of features that are designed to help tenants build community with their roommates, such as a roommate matching tool, a chat function, and a community forum.
- Affordable prices. nujib is generally more affordable than other major platforms, such as Airbnb and Vrbo. This is because nujib focuses on shared apartments, which are typically less expensive than entire homes or apartments.

Overall, nujib is a good option for people who are looking for a more affordable, social, and safe way to live in a shared apartment. It is a newer platform, but it is growing rapidly and has a lot of potential.

nujib Advantage

nujib is tailored to meet the surging requirement for authenticated, short-term housing solutions designed specifically for healthcare professionals on the move. By eradicating fraudulent listings, nujib ensures a secure environment, while concurrently introducing the ease of centralized booking and payment for housing.

FINANCIAL PLAN/FORECAST

The platform was launched in October 2022, and the subsequent data reflects actual figures for owner and property sign-ups up to April 2023.

Financial projections are available upon request.

We have other ideas to implement that can generate revenue. Once our brand is established, these other revenue generating ideas could be implemented:

- *Subscription fees for hotels
- *Insurance commission
- *Advertising fees to recruiters and hospitals

nujib Annual Membership		
\$199 initial membership fee No additional booking fee, regardless of number of bookings Concierge Care <ul style="list-style-type: none"> • Building and maintaining your listing • Expanded live customers support hours within 24 hour customer support responses (*during normal business hours) Premium placement on our website Guaranteed promotion to prospective nurses and recruiting firms \$149 subsequent renewal		
	Standard	Membership
Listing Fee	✗	✗
Booking Fee	✓	✗
*Within 24 hour live customer support response	✓	✓
Tenant Background Screening	✓	✓
Damage Protection Coverage	✓	✓
Payment Processing	✓	✓
Setup, Collect and Remit Sales Taxes	✓	✓
Advertising and Promotion	✓	✓
Membership Fee	✗	✓
Premium Placement on nujib Website	✗	✓
Building and Maintaining Your Listing	✗	✓
Expanded Customer Support Hours	✗	✓
Guaranteed Promotion to Prospective and Recruiting Firms	✗	✓

**during normal business hours*

2. COMPANY DESCRIPTION

nujib operates as a dynamic, community-driven online platform that streamlines the process of securing private accommodations for travel nurses and healthcare practitioners. Functioning as a two-sided marketplace, nujib empowers property owners to effortlessly list their spaces, generating rental income without the complexities of tenant validation, lease agreements, or tax handling. Simultaneously, it offers nurses and medical professionals seamless access to renting private residences.

This platform serves as a viable alternative to Furnished Finder, distinguishing itself by eliminating listing fees and adopting an intermediary role. nujib assumes responsibility for verifying property ownership and safeguarding financial transactions until all contractual terms are fulfilled, thereby fostering trust and reliability.

MISSION STATEMENT

"Embracing a transformative vision, nujib pioneers the innovative path for medical professionals to embark on their journeys. Our steadfast commitment lies in revolutionizing the travel experience for healthcare experts, reshaping the very essence of how they navigate new horizons."

BUSINESS PHILOSOPHY

"At nujib, we embrace the profound ethos that beckons us to seize the reins of change, steering its course with unwavering resolve. Firmly entrenched in this guiding principle, we embody the very essence of transformative leadership, ensuring that we stand as the vanguards of evolution, charting a course that sets the pace for progress."

COMPANY VISION

"Envisioning a future where medical professionals traverse the world with unprecedented ease and seamless connectivity, our overarching aspiration transcends the ordinary. At nujib, we are the architects of a paradigm shift, meticulously crafting 'The new way for medical professionals to travel,' an embodiment of boundless possibilities and enriched experiences."

COMPANY GOALS

The goal includes increasing the effectiveness of nujib over competitors. To successfully develop, market and supply a simplified multi-step process to list, verify, book, communicate and pay for mid-length housing options that are available for travel nurses and medical professionals.

TARGET MARKET

Traveling nurses and healthcare professionals, mid-term market property owners and property management companies.

LEGAL STRUCTURE

Current Ownership:

Partners	Current Ownership	Reduction	Revised Ownership
Michael Beers	37.5%	22.5%	15.0%
Nick Beeson	25.0%	15.0%	10.0%
Kimberly Beers	12.5%	7.5%	5.0%
Jerod Thayer	12.5%	7.5%	5.0%
John Miller	12.5%	7.5%	5.0%
Investor			60.0%

3. PRODUCT AND SERVICES DESCRIPTION

nujib is a unique rental service designed exclusively for travel nurses and medical professionals who need mid-term accommodations.

Our main principles at nujib are to keep prices reasonable, be transparent, make things easy, and ensure safety. We've listened to people who use other rental platforms and fixed the problems they've had, like fake listings, surprise fees, confusing booking processes, lack of communication, and not enough protection.

With nujib, everything happens in one place. Our pricing is clear, so you won't get any unexpected charges when you check out. You can do everything, from looking at places to booking, talking to hosts, and paying right on our app.




Both renters and property owners can feel confident using nujib. We thoroughly screen renters, offer insurance to cover damages through our partner Safely Insurance, verify property owners through Tovo Data, and securely handle payments through Stripe.

Our pricing is a smart choice compared to other big platforms that often charge travelers over 10.5% and property owners 2.9% in fees.

		Home	Room	
Rental Fee		2,500.00	1,000.00	
Insurance		25.00	25.00	
nujib Fee	10.5%	262.50	105.00	nujib fee 10.5% to tenant
nujib Fee	2.9%	72.50	29.00	nujib fee 2.9% to owner
Sales Tax	12%	300.00	120.00	collecting for owner
NET fee to Rental	10.5%	3,087.50	1,250.00	this would be the advertised amount
NET Due Owner	2.9%	2,427.50	971.00	

Airbnb 17.1% if daily bookings but for longer term, 30 days, it's 10.6% to tenant + 3% to owner for 13.6% VRBO over 20%

PRODUCT AND SERVICE DESCRIPTION BREAKDOWN

Business Name	
Product/Service Idea	A full-service short term rental platform that caters to travel nurses and medical professionals.
Special Benefits	Single stop platform offers travelers the convenience of viewing, booking, communicating and paying on one single platform. The property owner benefits from tenant screening and damage protection for no added charge.
Unique Features	Free listing registration Tenant screening, damage protection included Fully automated billing system.
Limits and Liabilities	There are no current outstanding financial liabilities.
Production and Delivery	Tech Team - three full stack developers and project lead Customer Service Team - two individuals- Monday thru Friday 8-5/Saturday 9-1 Google Cloud.
Suppliers	Google Ads, Booyah Advertising, Tovo Data, Safely Insurance Stripe Payment Procession, Searchgeeks, Meta.
Intellectual Property Special Permits	 trademark pending, URL /Website (nujib.com), Stripe payment integration, Software repository.
Product Service	 is the only full-service mid-term rental provider that caters exclusively to travel nurses and traveling medical professionals.

PRODUCT SERVICE IDEAS

nujib is unique as its focus is solely on traveling healthcare professionals. It performs as a single platform where property owners can safely and securely list their property for rent, screen the applicants and benefit from damage protection. The user experience is unique as the platform will supply a single stop experience where viewing, booking, communicating and payment processing is completed on the nujib application.

SPECIAL BENEFITS

nujib offers the property owner the security of tenant screening for no added fee (offered through Safely Insurance). The portal allows the owner to request supporting documentation of employment placement, travel documents, VOE (Verification of Employment), Driver's License, etc.

UNIQUE FEATURES

nujib is unique as it is the only full-service platform geared specifically for traveling nurses and healthcare professionals. Unlike its major competitor, Furnished Finder, the property owner is not charged to list their property, with no fee applied unless the property is rented. Damage Protection, tenant screening, and payment processing are the three major components that separate nujib from the single largest entity in the travel nursing mid-length stay arena.

LIMITS AND LIABILITIES

nujib does not currently have any limits or liabilities.

PRODUCTION AND DELIVERY

nujib currently consists of a technical and networking team made up of three Full Stack Developers and managed by co-owner and project lead Nick Beeson. The customer service team consists of two employees, managed by CEO Michael Beers.

SUPPLIERS

The advertising component is managed by Booyah (located in Denver, CO), which includes our Google Ad Campaign and our Meta Ad Campaign. The SEO (search engine optimization) process is managed by Searchgeeks located in San Diego, CA. Tova Data (Subsidiary of iLeads) manages the property verification component and is in Newport Beach, CA. Damage Protection and Tenant Screening will be provided by Safely Insurance. Stripe is the payment platform provider.

INTELLECTUAL PROPERTY SPECIAL PERMITS

nujib trademark is currently pending USPTO (United States Trademark and Patent Office). The URL (nujib.com) and website is owned exclusively by nujib LLC. in addition to the Stripe Payment Integration system.

PRODUCT AND SERVICE DESCRIPTION

nujib is the only full-service mid-term rental provider that caters exclusively to travel nurses and traveling medical professionals.

4. MARKETING PLAN

The largest markets for travel nurses are in California, Texas, New Jersey and Massachusetts, with Hawaii, Oregon, Alaska, Florida, Ohio and Colorado in similar demand. nujib has launched the Beta Version in Florida and will expand its platform to Colorado, Texas, and Ohio within 120 days of initial launch.

nujib's marketing and sales strategy will focus on raising awareness of our platform, attracting new users, and fostering loyalty among existing users. Our approach will involve a combination of online marketing, partnerships, and targeted campaigns to reach travel nurses and property owners.

Online Marketing:

- **Search Engine Optimization (SEO):** We will optimize our website and content for search engines to improve our visibility and drive organic traffic to our platform.
- **Content Marketing:** We will create and share valuable content, such as blog posts, articles, and infographics, to inform and engage our target audience, positioning nujib as a trusted resource within the industry.
- **Social Media Marketing:** We will leverage social media platforms like Facebook, LinkedIn, and Instagram to connect with our target audience, share content, and promote our platform.
- **Pay-Per-Click Advertising (PPC):** We will run targeted PPC campaigns on Google Ads and other platforms to drive traffic and increase conversions.

Partnerships:

- **Travel Nursing Agencies:** We will forge strategic partnerships with travel nursing agencies to promote our platform as the preferred housing solution for their nurses.
- **Healthcare Facilities:** We will collaborate with healthcare facilities and organizations to raise awareness about nujib and our offerings among their staff.

Targeted Campaigns:

- **Email Marketing:** We will develop and execute targeted email marketing campaigns to engage with new and existing users, promoting our platform and special offers.
- **Promotions and Incentives:** We will offer promotions and incentives, such as referral bonuses and discounts, to encourage new users to sign up and existing users to refer others to our platform.

BARRIERS TO ENTRY

- Brand recognition
- Capital requirements
- Access to distribution channels
- Cost advantage
- Government policy

THREATS AND OPPORTUNITIES

- Competition
- Legislation
- Rising Cost

SWOT ANALYSIS

	Strenghts	Weaknesses	Opportunities	Threats
Product/ Service Idea	Only Full-Service Platform	Fees Branding	Other Business Travelers	Duplication FB FF
Brand/ Marketing	Trademark Unique SEO	Branding	SEO	FB FF Airbnb +
Staff/HR	Tech Team Customer Service	Experience	Sales Staff	Retention
Finance	No Debt Stripe Processing	Scability	Economy of Scale	Capital

Operations/ Management	Accounting Tech/Network Customer Service	Sales	Sales Marketing	Retention
Market	Strong Demand	Sales	Inventory Subscription Service	Competition Access to Marketing Channels Legislation

PRODUCT/SERVICE FEATURES AND BENEFITS

nujib operates on a three-tier system that encompasses property listing, reservation security, and payment facilitation. Our website empowers property owners to screen applicants by checking their eviction history, credit records, and criminal background, all through the comprehensive services provided by Safely Insurance. Each new account and property listing undergoes stringent verification against national and property databases to ensure ownership authenticity, a process facilitated by Tovo Data. Ultimately, prospective tenants can seamlessly rent properties using a custom payment platform powered by Stripe.

In contrast to Furnished Finder, nujib offers a complete package, encompassing ownership verification, applicant screening, payment processing, and contract services. While Furnished Finder provides tenant and applicant screening, it lacks comprehensive fraud protection for payment transactions and offers no additional services once the initial booking is completed. On the other hand, Facebook falls significantly short in every aspect, merely providing an open platform susceptible to fraud, allowing anyone to list properties without any form of verification.

TARGET CUSTOMER

Using a database of 30 million profiles, Zippia estimates demographics and statistics for Traveling Nurses in the United States.

- There are over 1,733,502 traveling nurses currently employed in the United States
- 84.1% of all traveling nurses are women, while 15.9% are men.
- The average age of an employed traveling nurse is 43 years old.
- The most common ethnicity of traveling nurses is White (65.8%), followed by Black or African American (11.9%) and Asian (8.9%)
- Traveling nurses are most in-demand in Aurora, CO
- Traveling nurses' average salary is \$70,233.
- Traveling nurses' average starting salary is \$51,000.
- In 2021, women earned 95% of what men earned.
- The top 10% of highest-paid traveling nurses earn as much as \$95,000 or more.
- 9% of all traveling nurses are LGBT.
- Traveling nurses are more likely to work at private companies in comparison to public companies.

5. CONCLUSION

In summary, nujib stands as a revolutionary solution in the realm of traveling medical professionals and property owners. Through a robust, community-centered platform, we have successfully bridged two worlds synergistically, providing health travelers with the assurance of reliable accommodation and property owners with the security of responsible tenants.

Our focus on authenticity, transparency, and user-friendliness has transformed the short-term rental experience into an exciting and hassle-free opportunity. By elevating safety standards through owner verification and tenant screening, as well as simplifying communication and financial transactions, nujib positions itself at the forefront of innovation in this ever-evolving industry.

As we continue to forge ahead, our persistent vision of becoming the undisputed go-to for medical professionals seeking seamless and tailored travel experiences propels us to keep evolving and redefining the benchmarks. nujib is not just a platform; it is a promise of excellence and a path to a future of unparalleled medical travel. Together, we are building more than a service; we are forging a path to the future of temporary lodging, a path guided by innovation, trust, and convenience.