



nujjibTM

**The new way for
medical professionals
to travel**

ABOUT US

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.

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.



FINANCIAL FORECAST



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
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Investor Buy In for 60% of the company	1,050,000

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.

PROBLEM STATEMENT



PROBLEM STATEMENT:

Challenges Faced: Medical professionals, like travel nurses, struggle with time constraints, unique needs, and safety concerns when seeking temporary housing.

Existing Platforms: Current rental platforms lack specialization, robust tenant screening, and a streamlined process, leading to authenticity and efficiency issues.

Solution Needed: A tailored and efficient solution is crucial to address these challenges and cater to medical professionals' housing needs.

nujib's Role: nujib offers a dedicated platform that redefines housing for healthcare professionals, providing authenticity, ease, and specialized solutions.



SOLUTION



nujib 'S INNOVATIVE PLATFORM:

A game-changing solution for healthcare professionals' housing needs. Addressing Challenges: Streamlines housing search, offers verified listings, and ensures safety for hassle-free stays.

Unique Features:

- Comprehensive tenant screening for reliability.
- Seamless booking, communication, and payment.
- Trusted verification processes for owners.
- Tailored amenities to suit medical professionals' needs.

nujib brings efficiency, authenticity, and convenience to healthcare professionals seeking short-term housing.



MARKET OPPORTUNITY



DEMAND SURGE:

Rising need for verified, short-term housing tailored to healthcare professionals due to increased assignments, urgency, and quality requirements.

Supporting Trends:

- Travel nursing industry growing at 6.37% annually.
- There are over 1,733,502 traveling nurses currently employed in the United States.
- Global temporary housing market for healthcare professionals projected to grow by \$1.49 billion during 2020-2024, at a CAGR of over 6%.



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

nujib'S FLAGSHIP VENTURE

Phase 1: Development and Launch (2022 - 2023)

- **October 2022:** Nujib's platform development initiated.
- **April 2023:** Platform goes live in Florida, offering a selection of verified listings.
- **User Growth:** Initial users onboarded and positive feedback received.

Phase 2: Expansion and Optimization (2023 - 2024)

- **May 2023:** Expansion to Colorado, Texas, and Ohio begins, catering to a wider audience.
- **Growth Projection:** Anticipated 25% month-over-month growth rate from April 2023.
- **Occupancy Increase:** Occupancy rate escalates from 2% to 10% by the end of the phase.



Phase 3: Consolidation and Scaling (2024 - 2025)

- **Year 3 Onwards:** Continued expansion to new states while maintaining focus on existing markets.
- **Partnerships:** Forming strategic partnerships to enhance user experience and credibility.
- **User Acquisition:** Scaling marketing efforts for widespread adoption.
- **Revenue Growth:** Projected financial growth aligning with increased user base and occupancy rates.

Phase 4: Optimization and Sustainability (2025 - Beyond)

- **Year 4 Onwards:** Further refining the platform based on user feedback and market trends.
- **Continuous Innovation:** Introducing new features and services to meet evolving needs.
- **Enhanced Efficiency:** Efforts to streamline operations, ensuring a seamless user journey.
- **National Reach:** Solidifying nujib's position as a go-to platform for temporary healthcare housing across the United States.



MARKET STRATEGY



Identifying the Target Audience:

- **Primary:** Focus on travel nurses and healthcare professionals seeking temporary housing.
- **Secondary:** Reach out to property owners and managers with available listings.

Multi-Channel Marketing Approach:

Digital Advertising:

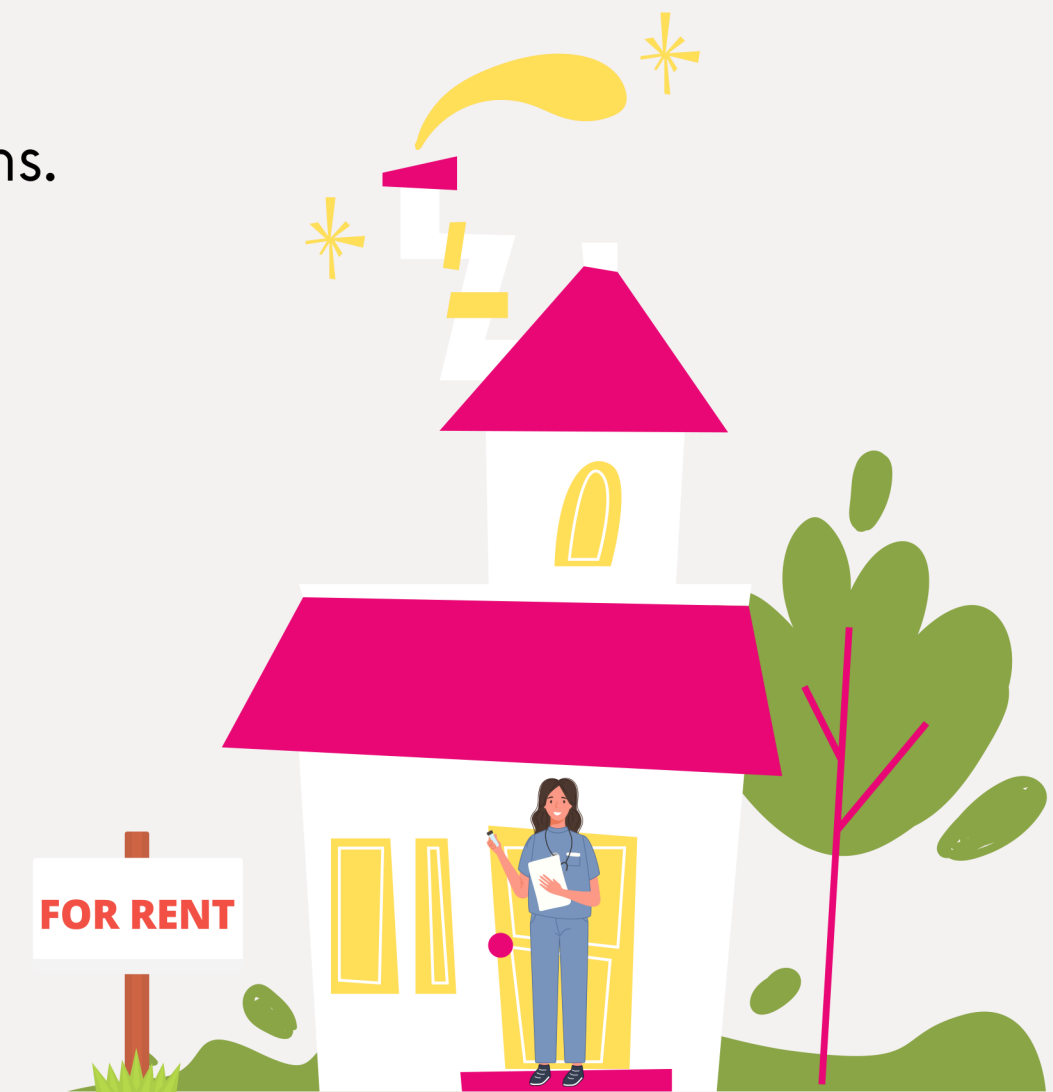
- Google Ads and targeted online campaigns.
- Capturing the attention of users actively searching for healthcare housing solutions.

Social Media:

- Engaging content on platforms frequented by travel nurses.
- Showcasing nujib's benefits and unique feature.

Partnerships:

- Collaborating with medical facilities and associations.
- Building credibility and accessing a wider network of potential users.



COMPETITION



Landing



Competitive Advantage: Why nujib?

1. Focused Expertise:

- Dedicated to healthcare professionals' unique housing needs.

2. Verified Security:

- Rigorous tenant and owner screening for secure stays.

3. Seamless Experience:

- All-in-one platform for effortless transactions.

4. Tailored Amenities:

- Features designed for medical professionals' comfort.

nujib offers a specialized, secure, and convenient solution that surpasses competitors, delivering an unmatched housing experience.



REVENUE MODEL



1. Commission-Based Revenue:

- Competitive commission fee on successful bookings.

2. Premium Subscription (Future):

- Enhanced features for subscribed property owners.

3. Tenant Screening (Future):

- Comprehensive screening for added peace of mind.

Balanced & Transparent:

- Supports growth and user value.
- Sustains platform innovation.
- Ensures profitability.





1. **Digital Advertising:**

- Google Ads, SEO, capturing active searches.

2. **Social Media Engagement:**

- Compelling content on platforms frequented by nurses.

3. **Partnerships & Influencers:**

- Collaborate with medical facilities and professionals.

4. **User-Friendly Website:**

- Intuitive interface, clear value communication.

5. **Data-Driven Analysis:**

- Metrics-driven adaptation for effectiveness.

Strategic online marketing to engage and convert our target audience, enhancing nujib's reach and impact.

PARTNERSHIP AND COLLABORATIONS



1. **Medical Facilities and Associations:**

- Collaborating with hospitals, clinics, and medical associations.
- Accessing a trusted network for user referrals and credibility.

2. **Influencer Partnerships:**

- Partnering with respected medical professionals and influencers.
- Leveraging their reach and authority for endorsements.

3. **Property Management Companies:**

- Forging partnerships with property management firms.
- Expanding property listings and offering verified options.

4. **Vacation Rental Platforms:**

- Collaborating with vacation rental platforms.
- Accessing additional property listings and diverse users.

5. **Local Businesses and Services:**

- Partnering with local services relevant to healthcare professionals.
- Creating value-added benefits for users.



Strategic partnerships and collaborations amplify nujib's credibility, extend reach, and enhance the user experience, enriching our platform's value proposition.

CONTINUOUS PLATFORM ENHANCEMENT



1. Iterative Improvements:

- Regular updates based on user feedback and industry trends.

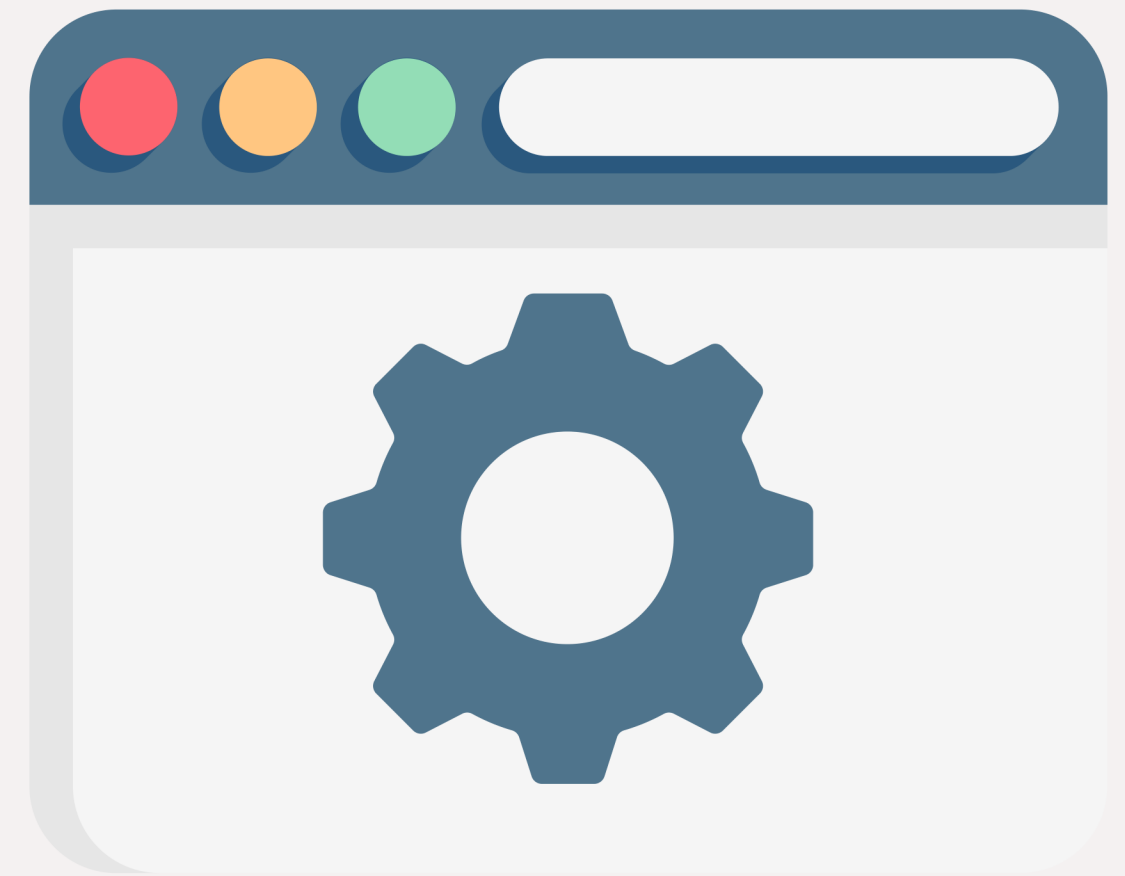
2. Reliable Maintenance:

- Ongoing platform upkeep for uptime, reliability, and security.

3. Responsive Support:

- Addressing user concerns and disputes promptly for maintained trust.

Our commitment to continuous improvement ensures a seamless and reliable experience for all users.



INVESTMENT OPPORTUNITY



1. User Acquisition:

- Marketing and sales initiatives to attract new users and drive platform growth.

2. Enhanced User Experience:

- Product development and feature enhancements for competitive advantage.

3. Market Expansion:

- Entry into new markets for increased reach and revenue potential.

Your investment will fuel our strategic initiatives, positioning nujib for sustained growth and market leadership.