Kindred Stays

Share more than a place

The compatibility-first flatmate marketplace for India's 15M+ annual relocators



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The Real Problem: Discovered, Not Assumed

The Pain Isn't Finding a Flat

It's discovering **weeks later** that they smoke indoors, host constantly, keep opposite hours, or disagree on splitting expenses — by then, it's already too late.

Exiting Is Expensive

Deposit loss (₹10–30K), moving costs, time to find a replacement — most people **tolerate incompatibility** rather than absorb the exit cost.

Platforms Optimize for Inventory, Not Compatibility

99acres, NoBroker, Facebook groups all fail at the same thing: they surface what people can **afford**, not how they actually **live**.

Validated Through Structured Discovery

JTBD mapping, three MOM-test personas, competitive teardown across 7 players — every finding grounded in **past behavior**, not hypothetical preference.

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Meet the Users: Three Personas, One Shared Regret

Varsha, 26 — Project Manager, Gurgaon

"I just want everything in one place."

Lost a promising lead because there were too many contacts after a Facebook post. She needs one trusted place for verified matches, without the chaos.

Geetansh, 28 — Software Engineer, Gurgaon

"I don't mind paying a small fee if it saves me 3 days of headache."

I had four days to find a flatmate and got 15 replies — nearly half were brokers. He needs 3–5 real matches, fast, and a decision within 24–48 hours.

Shruti, 26 — Marketing Associate, Gurgaon

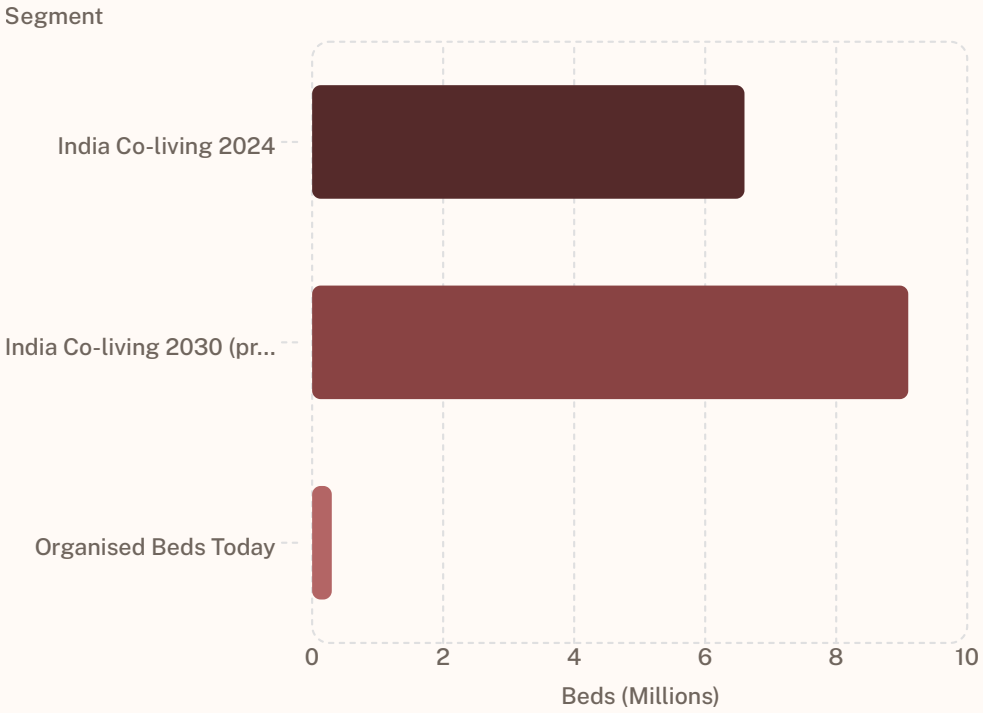
"I want a home that waits for me 12 days a month."

Spends ₹20–24K a month on budget hotels. She needs a recurring 10–15 day home, verified reviews from other women, and rent under ₹8–10K.

> *All three: "I wish I'd known who I was living with before I moved in."*

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Market Opportunity: $2B+ Gap in a $16B Global Category



Only **5% is organised**. The remaining 95% — over 6M unorganised beds — is where KindredStays operates at near-zero marginal cost.

The Global Tailwind

The global co-living market stands at **$7.82B in 2024**, projected to reach **$16.05B by 2030** at 13.5% CAGR — proof of a durable consumer behavior shift toward curated shared living.

Structural Incumbent Distraction

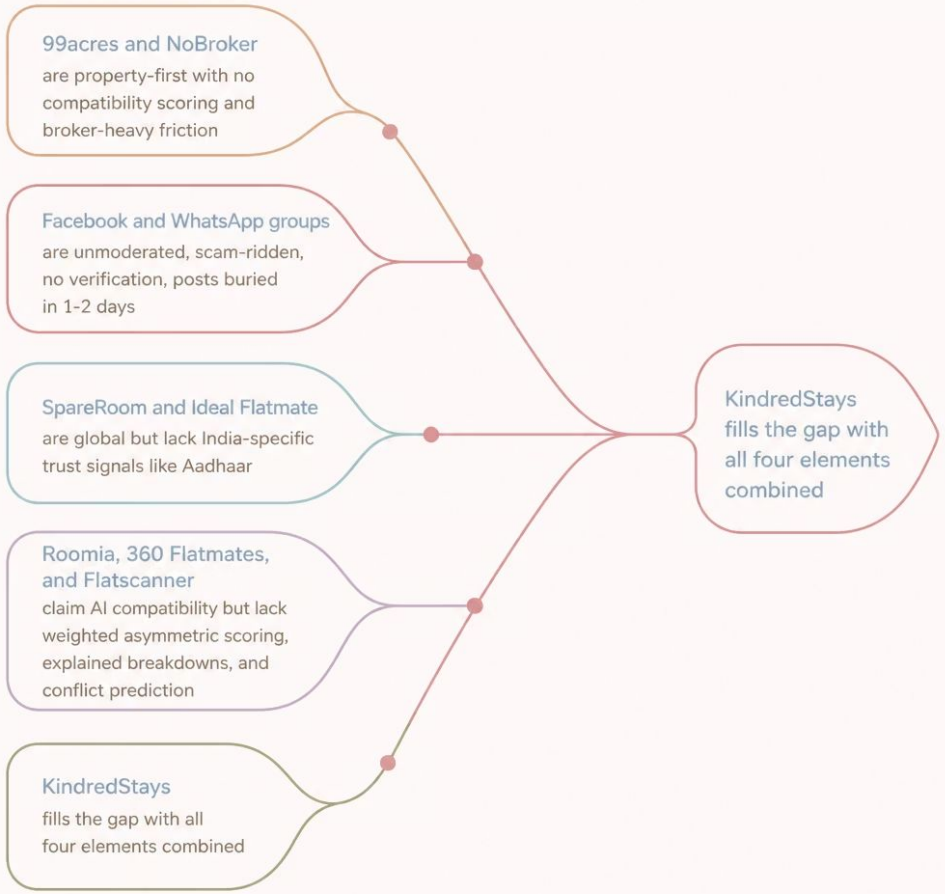
NoBroker ($370–426M raised) monetizes through paid-subscription gates on contacting listings. A compatibility-first pivot would **cannibalize their core revenue** — a real structural disincentive to compete here.

Urban Migration Is Unsolved

Millions relocate annually into India's metros for work and education. Finding a flat is solved. **Finding a compatible person is not.**

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Why Every Competitor Fails: The Execution Gap



The Gap No One Has Closed

No product combines all four elements in one platform:

Weighted Compatibility Scoring

Plain-Language Conflict Prediction

India-Specific Verification (Aadhaar)

Ranked Match List — Not a Swipe Deck

New India entrants market "AI-powered compatibility" but lack the full model: no asymmetric scoring + no explained "why" + no conflict prediction.

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The Solution: Three Trust Pillars

Pillar 1 — Weighted Compatibility Scoring

Match on how people **actually live**, not just what they can afford. Asymmetric weighting — dealbreaker vs. nice-to-have — reported as 0–100% with full per-attribute traceability.

Pillar 2 — Conflict Prediction

Surface friction **before** move-in. Not a bare score — a human-readable reason: *"You keep a strictly vegetarian kitchen; they cook meat daily."*

Pillar 3 — India-Specific Trust

Aadhaar-backed verification, rich profiles (photos, video, flatmate reviews), anti-broker design: rate-limited free posting for owners, paid unlock for seekers.

>40%

Match ›› Meetup

Target conversion from ranked match to in-person meeting

>35%

Meetup ›› Move-In

Target conversion from meetup to confirmed move-in

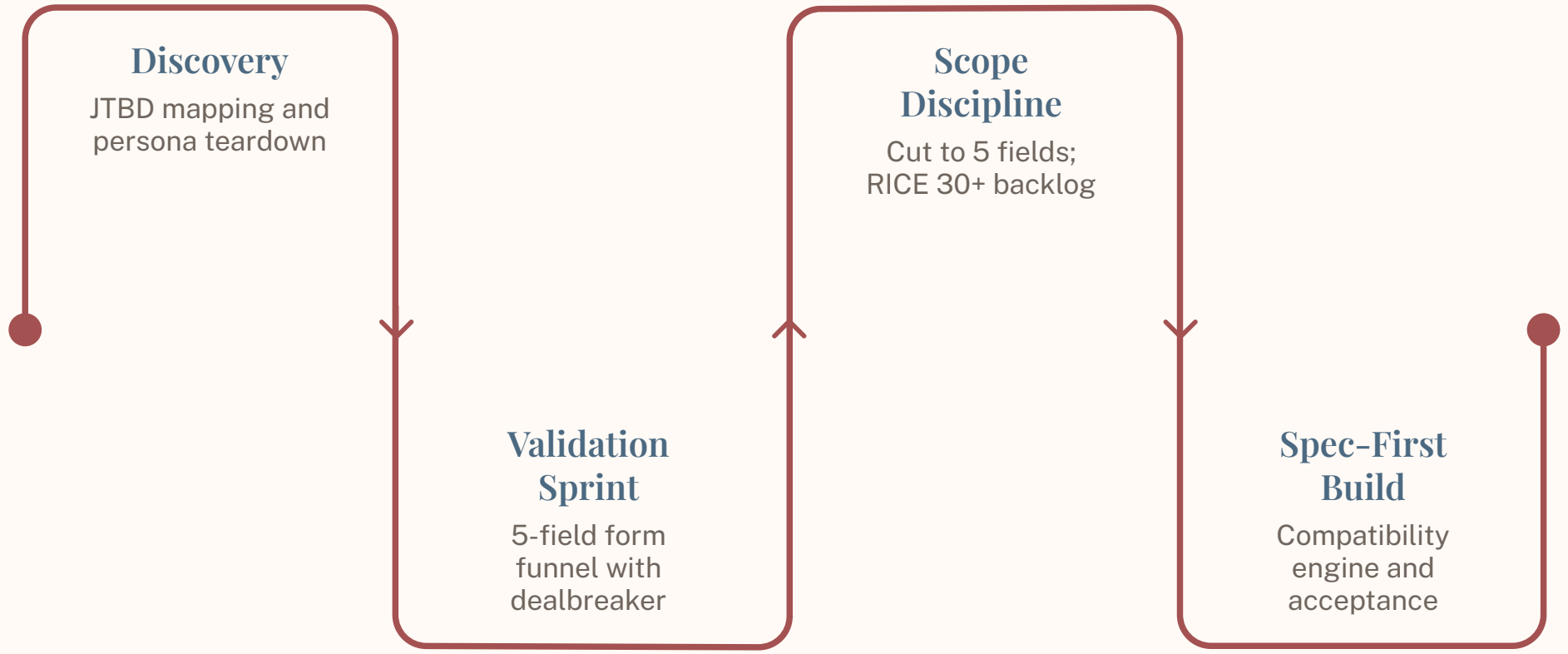
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Unlock Fee

Seekers pay to unlock full ranked list + explained matches

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How We Validated Without a Product: The PM Journey



Every product decision — from field count to stack choice — was preceded by observable user behavior or documented rationale. The free-text "dealbreaker" field alone surfaced actual gating criteria that no structured checklist would have caught. This is the rigor investors rarely see at pre-product stage.

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Product Workflow: From Sign-Up to Confident Match



01

Sign Up

Mobile/email, basic info, login

02

Profile Type

"I own a flat, seeking roommate" OR "I'm looking for both flat + flatmate"

03

Build Profile

Living habits, dealbreakers (text + AI keyword extraction), Aadhaar verification, photos/video

04

Set Location & Budget

Geo-filter + price range

05

View Ranked Matches

Compatibility score + AI "why" breakdown + past reviews

06

Unlock Contact ›› Meet & Move

Seekers pay certain amount to unlock. Outcome tracked for future matching.

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Execution: Solo to Scale Through Documentation

Pre-Team Philosophy

Built collaboration into **documentation, not just meetings**. Every decision is written down, not tribal knowledge. Future hires execute against spec without the PM in the room.

- Explicit compatibility engine design spec
- MVP build order with go/no-go bars
- Stack decisions justified in writing (Bubble / Supabase / Twilio)
- Acceptance criteria defined upfront, not negotiated after

Design Partners as Signal

Validation-phase users directly rewrote the product spec through their friction points. Field abandonment patterns and the language they used became the signal a UX researcher would normally surface.

The Result

A spec-ready codebase foundation that an engineer or designer can pick up and execute on day one — without a single whiteboard session to reconstruct intent.

Scope discipline in action: original onboarding had 10 fields. Observed drop-off at fields 7–8 → cut to 5 before any app was built.

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Success Metrics: Honest Framework, Not Claimed Traction

Activation

% completing full profile — target **>60%**. Leading indicator of usable input for the scoring engine.

Matching Quality

Avg compatibility score of **converting** matches vs. all matches sent — validates if compatibility is predictive, not just a prettier filter.

Conversion Funnel

Match → meetup **>40%** · Meetup → move-in **>35%** · Time to first match **<48 hours**

Monetization Signal

Willingness-to-pay at ₹300–500 post-match — target **>50%** — validated before payment infrastructure is built.

Retention (Non-Standard)

Split churn into "healthy" (found flatmate, satisfied) vs. "unhealthy" (gave up, frustrated). **Success = user leaving.**

Trust & Safety

% verified users · Report rate per 1,000 matches · Median resolution time — tracked from day one, not bolted on later.

This is a metrics framework governing go/no-go decisions, not results we're claiming already happened. Credibility matters more than hype.

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Go-To-Market: Liquidity First, Scale Second

1

Phase 1 · Months 1–3

Closed Beta — One Gurgaon Corridor

Sectors 48–56, DLF Phases 1–5, Sushant Lok, South City. Target: 500 active users. Validate matching quality and conversion funnel. Deliberately small.

2

Phase 2 · Months 4–6

Multi-Metro Expansion

Delhi, Mumbai. Activate success-fee monetization. Build word-of-mouth through satisfied users. Flywheel activates at ~2K users per metro.

3

Phase 3 · Months 7–12

National Rollout

Premium features: priority matching, advanced filters. Build brand trust through verified reviews. Network effects compound across metros.

Two prior attempts at this category — one Indian, one British — stalled on liquidity, not matching logic. We're solving for that from day one.



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