

houser

Start-up name	Houser (https://www.houser.lu)
Date of creation	04/2014
Share capital	14,000
Founder(s)' name(s) and academic and/or entrepreneurial curriculum	Matti HEIKKILA : Bachelor of Science, Specialization in Computing Science Kevin COLGAN : Master of Electronic & Electrical Engineering
Number of employees	3
Field of activity and description of the product/service	We do Big-data analytics of the real estate market. We created houser.lu for buyers and renters to help compare properties and identify good value. HouserLoop for real estate agents is targeted at enhancing the ability of real estate agents to win property mandates by utilizing data-driven analytics. HouserLoop for banks solves the problem of property valuations during the loan issuance and ongoing lifecycle of loan portfolios to help organizations better understand and manage their risk.
What is your business model based on?	We utilize a Business to Business (B2B) model based on pay-per-use and subscriptions. Our primary clients are real estate agents and financial firms.
Last (or current) fundraising	Seed funding – June 2016
Base financial data (turnover; result if relevant)	None so far
What is your growth forecast for the next 3 to 5 years?	We plan to expand into our next target country in 2017 with additional expansion slated for 2018-2019. We want to cover the entire European continent within 5 years.
Why did you choose Luxembourg?	In Luxembourg real estate is a passionate topic. We were personally interested in better understanding the market which spurred on the project. Now we're taking advantage of the small size and tight-knit

	community to develop, test, and fine-tune our system before our planned international expansion.
What makes your product/service different from others on the market?	We collect, integrate, and analyze real-time data on the real estate market and provide analytics to our customers. We utilize both publicly accessible data and data gathered directly from our partnership with real estate agents, financial firms, and buyers.
Why do you think your business will have value in 5 years?	The world is moving towards greater openness and transparency meaning that there will be ever expanding amounts of data. Data in and of itself is useless – it's only when you are able to analyze the data and generate useful information that you are able to create value. Additionally, while there is some data that is easily retrievable there is lots of data that will always require a human presence. This is exactly where Houser has positioned itself: gathering and analyzing large amount of publicly available data while also partnering with the experts, the real estate agents, to gather additional market information not available anywhere else.