



ETT TAK

The modern and sustainable
matching service for co-living

ann@ettak.se
www.ettak.se

Sharing Cities Summit
October 2019



ETT TAK TVÅ GENERATIONER





The Minister of Housing and Financial Market, Per Bolund is asking for initiatives and co-laborations to find sustainable solutions for students when they are admitted to their dream educations

Augusti 26th 2019



The situation

**This fall 279 300 students were admitted to universities
+ 1,5 procent from last year***

*)www.uhr.se

What is the problem?



94% of young adults (18-25) rank the housing shortage as the biggest challenge in society *



In 12-13 Swedish cities, the newly admitted students can't expect to get a student room within at least 6 months**



These cities represent 70-75% of the newly admitted students every year år. **

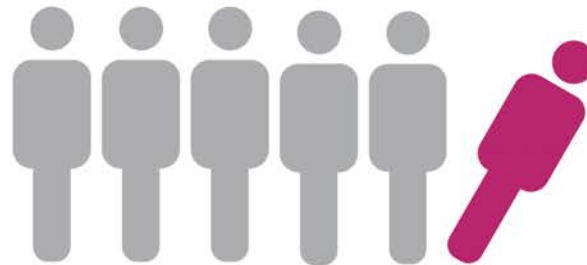
*) Novus/Linnéuniversitetet

**) Sveriges Förenade Studentkårer, The 2019 report from SFS was released August 26th! <https://www.sfs.se/rapporter>

What is the problem?



686 000 Seniors 55-79
live in single households*
in Sweden*



One of six retired
seniors in Sweden at
risk of poverty**



300 000 seniors (65+)
in Sweden
experience loneliness
SCB*

* SCB 2016

** Eurostat 2016

Whose problem is this?



Adrian 18



Rachel, 66



The consequences reach far beyond the individuals.

100 MSEK

**only in the
Stockholm-Uppsala-region**

...the daily cost, that is...

*)Report Stockholm-Uppsala Chamber of Commerce/WSP

<https://byggindustrin.se/artikel/nyhet/notan-bostadsbristen-36-miljarder-kronor-27563>

Workshops



Our solution!



We offer a digital matching service for co-living

- **A simple sign-up process and our matching algorithm makes you feel at home. We put the human in focus - not the apartment**
- **We have found a new nisch on the existing market of offering and searching for shared living, by putting the human in focus not the room or apartment**



Our solution



Easy to use

Simple, secure and digital. We help you find your new tenant or landlord who matches your wishes. It saves time and preserves your privacy. Sharing should be easy.



Contract and rental payment

We will make sure that you get a correct and fair rental contract. We also take care of your rental payments, so you don't have to handle money between you. Sharing should be without worries.



Security for both parties

We create the best conditions for you to feel comfortable and secure. If something happens, we are available as a support and will also help you find a new tenant/ landlord. Sharing should be safe.



Personal matching

Through our personal matching, we can also consider things such as interests and lifestyle. Often, it is the little things that are that little extra, so you can be yourself together. It should be nice to share.

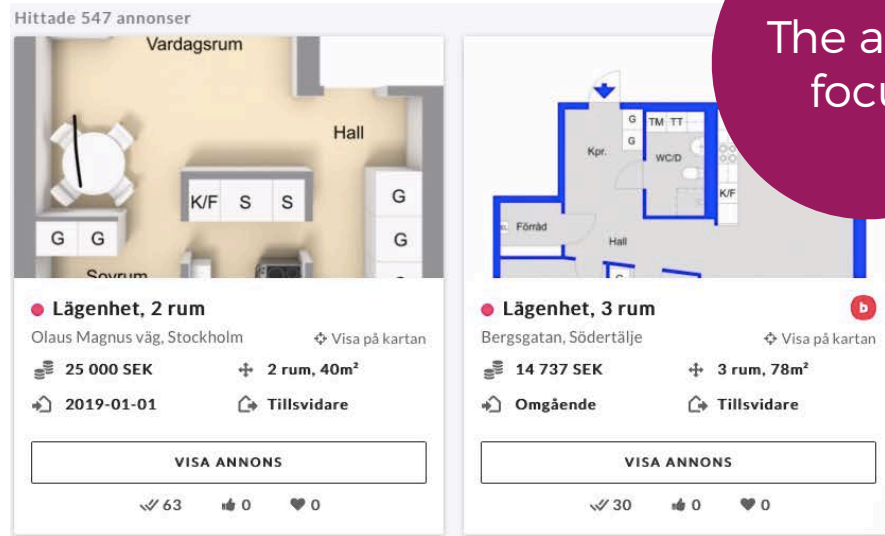


Competition



Absolutely!

Airbnb
Blocket
Qasa
Samtrygg
Akademisk kvart
Homii
Etc.



The ad in focus

We focus on the human beings and match person to person

100% ad. free 100% human centered

Be yourself together



Partnerships & relations

By strong relationships with organisations close to both target groups, we can offer a quality trademark that adds to the credibility and trust that we are selling

**Our business is not built on hypothesis
We have asked our customers**



PRO

SRF
SENIORERNA



HSB – där möjligheterna bor

Student co-laborations



Why do we care?

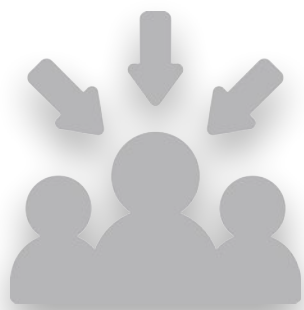
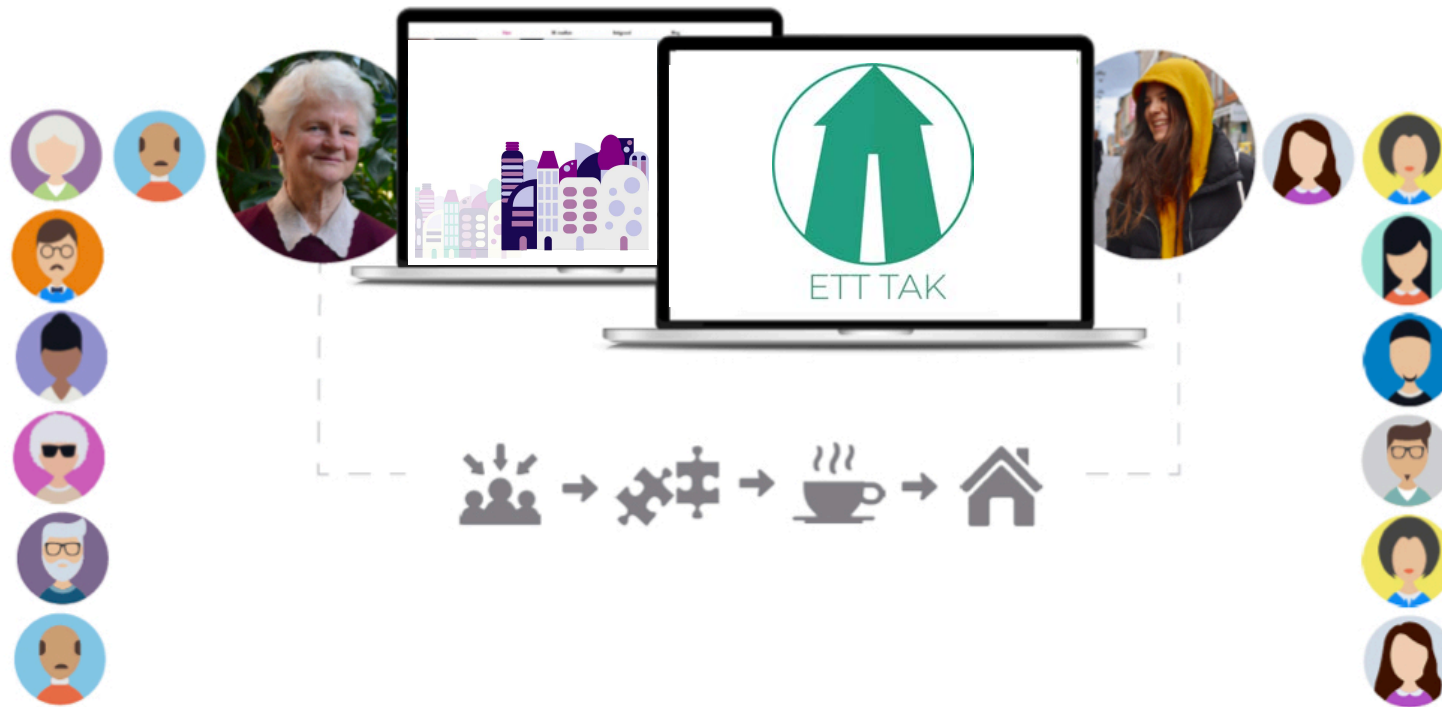
This is an unsustainable situation that also causes loneliness and stress among both target groups

Building away the housing shortage costs money, resources and takes time - so why not lower the thresholds and make use of the spaces in our existing residential units

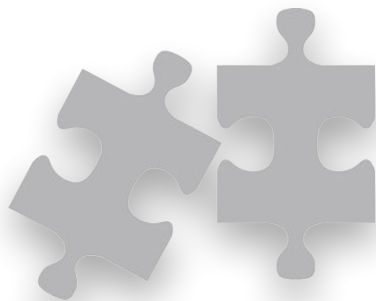
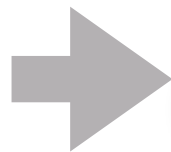
**Our mission:
Making co-living about the people**



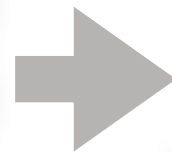
This is how it works



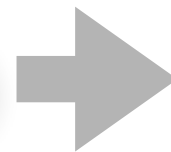
Sign up



Matching



First meeting



Live together

Our business model



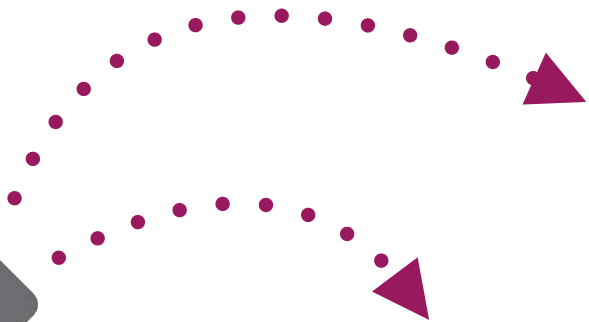
1. Matching and contract 400 SEK per person (starting fee)



2. Service fee on the monthly rent 5% per person (subscription fee)



Monthly rent 4000 SEK



Starting fee 400 SEK
Rent to receive 3800 SEK/Månad



Starting fee 400 SEK
Rent to pay 4200 SEK/Månad

What some users say

"I think it's cool that one can have mutual interests despite the big difference in age"

- Lucie, student

"I have learnt so much about myself"

- Margareta, landlady

"Don't forget to mention that you are taking care of the contract and monthly payments. It's so nice not to have to take care of that part yourself"

- Maj-Britt, landlady

"A good start to my housing journey"

- Adam, student



100 SOCIAL INNOVATIONs THAT CAN CHANGE SWEDEN (2017)



THE NORDIC REPORT 2019 SUSTAINABILITY THE NORDIC WAY



SUSTAINORDIC

2019-10-09!



SUSTAINORDIC
invites you to join us in the conversation about global sustainable solutions at the C40 World Mayors Summit!

Lunch talk with SPOK
9th of October, 12.00–12.50

The Nordic Impact on Cities – a Nordic Innovation Partner Event
9th of October, 13.00–14.30
Launch of Nordic Sustainable Cities Travelling Exhibition
Pre-book your ticket for this event [HERE](#)

Lunch talk with Wood in Construction
10th of October, 12.00–12.50

Date: 9–12th October
Time: 10.00–17.00
Place: BLOX, Exhibition Forum, Floor 2
DAC, Bryghusgade 10, 1473 København

We look forward to seeing you!

ArkDes & **Form Design Center**

IN COLLABORATION WITH

Design Forum Finland DAC Form Design Center DESIGN FORUM FINLAND

FUNDED BY
Nordic Council of Ministers

Any questions? Contact josefn.tissing@arkdes.se

ETT TAK (TVÅ GENERATIONER) Methods and models



Founders



Anna Söderberg

www.ettak.se

Ann Edberg, CEO

076 00 07 50

ann@ettak.se

