



APARTE

BRAND VISION BOOK

Find your people, find your place.

Nobody should have to do life, or rent, alone.

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Chapter 1: Introduction: The Heart of Aparte

Find your people, find your place.

1. What: The Soul

Housing is hard. And with today's economy, it's only getting harder. Even after you go hard, you still need a home to go to.

For young people, finding a place isn't just about four walls, it's about affordability, safety, and community. But right now, the system is broken:

- Landlords operate with no real structure.
- Tenants scrape together huge upfront payments just to have a roof.
- People want to share costs, but finding the right roommate is basically guesswork.

That's where Aparte comes in.

We're building a platform that makes it easier to:

- Find who to live with.
- Find where to live.
- Do it all in a modern, intuitive way.

We believe nobody should have to do life, or rent, alone.

2. Why: The Reason We Exist

Why build this? Because the pain is real, personal, and urgent.

- **For renters:** Affordability has collapsed. Young people can't keep paying 6–12 months upfront, let alone 2 years. Yet the need for housing is non-negotiable.
- **For landlords:** Unstructured renting creates mistrust and losses, fake tenants, late payments, and churn.
- **For society:** A housing crisis this big will either create solutions or deepen inequality.

We're choosing to be the solution.

3. When: The Timing

Nigeria's cities are exploding. By 2030, the population will pass 260M+, with over half living in cities. Lagos already has 17M+ people. Abuja, Ibadan, Port Harcourt, and Kano are each already at 3–5M and still growing.

But housing supply hasn't kept up:

- 28M housing shortfall nationwide.

- Rents are climbing 20–40% yearly in key cities.
- Young renters spend 50–60% of their income on rent.

And landlords still demand massive upfront payments.

Rent is survival. That's why the time is now.

4. Who: Our Targets

Primary focus: young renters

- Students, NYSC corps, entry-level workers, young professionals.
- Needs: affordable housing, trusted roommates, safe payments, verified listings.

Secondary focus: landlords & agents (indirect)

- Benefits: reliable tenants, less fraud, digital rent management.

We're not fixing every landlord problem at once. We start with the renters, because solving their pain builds trust for everyone else.

5. How: Our Approach

We'll start simple: build a trusted roommate-matching and verified listings platform.

Then layer on:

- Payments (rent-splitting, flexible financing)
- Trust tools (ratings, contracts)
- Partnerships (universities, shortlet operators, fintechs)

Step by step, we'll remove the biggest frictions in renting, from finding a place, to paying for it, to living in it.

6. Where: The Road Ahead

We're starting small, but thinking big:

- Phase 0: Roommate + apartment matchmaking.
- Phase 1: Tools for landlords (rent, payments, basic management).
- Future: The backbone of Africa's rental system → a trusted, data-powered ecosystem that makes housing accessible, transparent, and fair.

At the end of the day, we're not just here to list apartments.

We're here to make sure you never have to do life alone.

Chapter 2: Vision & Philosophy

The problem with housing today

Let's be honest: finding a place to live is broken.

Endless searching, inflated costs, scams, shady middlemen, and a system that often feels more about survival than stability. For young people and growing families, it's stressful, fragmented, and unfair.

The Aparte way

We believe housing should feel whole, safe, and human. That's why we're building Aparte around three principles:

- **Community** → finding not just a space, but a place where people and connections thrive.
- **Trust** → verified homes, fair payments, and transparent systems.
- **Simplicity** → cutting out the chaos, making the housing journey intuitive and stress-free.

Our philosophy

Housing isn't one problem, it's a stack of them.

Finding the right people. Finding the right place. Handling payments. Managing responsibilities. Today, each step is scattered across agents, platforms, and word of mouth. Aparte connects the dots into one flow.

Our ethos

At the heart of it all, we believe in belonging.

Because a home isn't just walls, it's where life happens, and no one should have to face it alone.

What this means for us

Every product we build, every partnership we sign, and every decision we make has to pass one test:

▮ *Does it make finding and keeping a home easier, safer, and more human?*

Chapter 3: Our Name, Our Voice

What "Aparté" Means

An aparté is a theatre term, a private word, spoken directly to one person, aside from the noise of the main scene. It's intimate. It's honest. It's meant just for you.

That's the feeling we want someone to have the moment they open Aparte: like a friend leaned in and said, "I've got you. Let's sort this out, just the two of us." Not a billboard shouting at a crowd. A conversation.

Every renter's story is different, a student chasing a hostel bed, a corper landing in a city they've never seen, a professional tired of stretching a salary across two years of rent. Aparte is the aside made just for them, in the middle of all that noise.

Our Brand Pillars

Everything we build stands on the same four legs:

- **Community:** We don't just list rooms. We build circles of people who look out for each other.
- **Trust:** Verified homes, fair payments, transparent systems. Trust isn't a feature, it's the whole product.
- **Simplicity:** Renting a room shouldn't require a law degree or a village of "connect man." We cut the noise.
- **Warmth:** We talk like people, not policies. Every screen, every message, every email should feel like it came from someone who actually cares.

How Aparte Sounds

A brand isn't just what it looks like. It's how it talks. Aparte should always sound:

- **Direct, not corporate:** we say "your roommate might scatter your peace," not "cohabitation compatibility risk."
- **Hopeful, not naive:** we know the system is broken. We say so, out loud, and then we get to work.
- **Local, not generic:** we speak in the rhythm of Lagos, Abuja, Ibadan: a little pidgin, a little proverb, a lot of respect for the hustle.
- **Plain, not clever for its own sake:** if a first-year student can't understand it in one read, we rewrite it.

Our Brand Promise

| *You will never have to house-hunt alone again.*

Every feature, every partnership, every line of copy we write should make that sentence truer than it was yesterday.

The Feel of Aparte

If Aparte were a room, it would be warm-lit, not fluorescent. If it were a voice, it would be a friend who already found the apartment and is waving you over, not a salesman with a clipboard. Terracotta and gold, not cold corporate blue, the colours of shared meals and settled evenings, not spreadsheets. Real photos of real rooms, real people, never stock-photo smiles. That's the mood board for everything we make.

Chapter 4: Visual Identity

The Mark



The Aparte mark is a circle with a way out of it: a white arc, a mint triangle rising through the middle like a roof, pointing up and forward. A circle on its own is closed. Ours is broken open on purpose, the same way we want to break open a closed, word-of-mouth housing market.

Read it as a compass needle, a rooftop, or a person moving toward something better. All three readings are correct. The arrow always points up: toward a home, toward stability, toward the next chapter of someone's life.

The Color Palette

Our colors come straight off the mark itself: a teal gradient that runs from deep and grounded to bright and hopeful, with a soft mint arrow cutting through the middle. Nothing borrowed, nothing generic. Every color in this book, and in the product, should trace back to this palette.

	Color	Hex	Where it belongs
	Deep Teal	#016662	Wordmark, headings, primary buttons, the anchor color of the whole brand.
	Mid Teal	#02978C	Section headers, links, quotes, anything that needs to feel active without shouting.
	Bright Teal	#03C8B6	Gradient starts, highlights, hover states, the energetic edge of the palette.
	Soft Mint	#81D2CB	The arrow mark itself, secondary icons, light illustrative fills.
	White	#FFFFFF	Negative space, the circle in the logo, text on dark teal backgrounds.

The gradient itself, deep teal fading into bright teal, is the brand's signature background treatment: splash screens, section dividers, the app's onboarding flow. Use it full-bleed, left to right or top to bottom, never as a small decorative chip.

Typography Direction

- **Headlines:** a confident serif (like the Urbanist used throughout this book) for chapter titles and big brand moments. It gives Aparte warmth and a sense of permanence, not just another fintech sans-serif.
- **Body & UI:** a clean, humanist sans-serif for everything a user reads and taps. Legible at small sizes, friendly at large ones.
- **Numbers:** tabular figures wherever rent, prices, or stats appear, so amounts line up and feel trustworthy at a glance.

How the Mark Should Live

- Always keep the arrow pointing up. Never rotate, mirror, or skew the mark.
- Give it room to breathe: clear space around the logo of at least half its own height on every side.
- On dark teal backgrounds, use the white-and-mint version. On light backgrounds, the full gradient mark or a solid deep-teal version both work.
- Never place the mark over busy photography without a solid or gradient panel behind it.

A logo is a promise in miniature. Every time someone sees this arrow rising out of a circle, it should feel like the same promise: you're not stuck, there's a way through, and Aparte is pointing you toward it.

Chapter 5: Real People, Real Stories

Numbers tell you the size of the problem. Stories tell you why it matters. These are composites, built from the pattern of thousands of renters we're building for, but every detail in them happens somewhere in Nigeria today.

Ada, the Student

Ada gained admission into a university in Ibadan and spent her first two weeks of "resumption" sleeping on a cousin's floor because the hostel she'd paid for online turned out to be a photo of someone else's building. She needed a bed close to campus, a landlord who'd actually answer his phone, and a way to know, before sending a kobo, that the room was real. That's the gap Aparte closes: verified rooms, real photos, a price she can trust before she ever steps on a bus.

Chidi, the Corper

Chidi got his NYSC posting to a city he'd never set foot in. No friends, no family, no local number to call. Within a day of arriving, three different "agents" tried to collect a deposit for a room that didn't exist. What he needed wasn't luck, it was a relocation partner who already knew the city: verified listings, flexible short stays, and a landlord who wouldn't disappear after the alert went through.

Amaka, the Young Professional

Amaka earns a decent salary in Lagos, but "decent" doesn't stretch to two years' rent paid upfront. Every year she watches good apartments slip away because she can't front that kind of cash in one go. She doesn't need charity, she needs breathing room: a payment plan through a fintech partner, and a platform that doesn't waste her weekends chasing agents who ghost her after the first inspection fee.

Tunde & Ngozi, the Shortlet Travelers

Tunde flew into Abuja for a two-week work trip; Ngozi was flying in from London to see family. Neither of them knew the shortlet market was a minefield of borrowed photos and last-minute cancellations. What they wanted was simple: a place that looked like its pictures, a host who answered messages, and the same peace of mind they'd expect from any trusted global platform, just built for Nigeria.

Why We Tell These Stories

Every feature in this book exists to make one of these stories end better. When we argue about a roadmap decision, this is the test we come back to: does it make Ada's search safer, Chidi's landing softer, Amaka's rent lighter, or Tunde and Ngozi's stay easier? If the answer is no, it's not worth building yet.

Chapter 6: The Market Opportunity

The Landscape

Nigeria is a lot, with over 220 million people and cities growing faster than the roads, the housing gap is no longer just a statistic, it's truth.

A shortfall of 17–20 million homes means that finding a place to live has become survival of the fittest.

But what gets missed in the headlines is how broken the system feels for everyday people.

Housing isn't one smooth journey, it's a scattered hustle: WhatsApp groups, shady agents, fake listings, huge upfront payments.

It's stressful. It's expensive. And for most people, it feels unfair.

That's where the opportunity lies.

Aparte isn't here to add another listing site. We're here to turn housing from a gamble into a guided process, something human, simple, and trustworthy.

We're Building For

Students

Every year, over 2 million students flood universities across Lagos, Ibadan, Enugu, Kano, and beyond. Most campuses can't house even half of them.

So every semester, students scatter into overpriced, unsafe off-campus hostels, if they're lucky enough to find one at all.

Right now, finding housing as a student means gambling your money with middlemen, and hoping your "new hostel" isn't just a leaking room with a mattress.

What Aparte gives them: verified, affordable housing close to school, without the guesswork. A bridge between students and safe places to live, so they can focus on classes, not chasing agents.

NYSC Corpers

Over 300,000 graduates get deployed every year, often to cities they've never lived in. No friends, no family, no housing network. And before they even unpack their bags, someone's already trying to scam them.

They need short-term housing that's flexible and affordable. Not an "uncle's friend's landlord" deal. Not a 12-month advance on a salary they don't even earn yet.

What Aparte gives them: a relocation partner. Verified spaces. Co-living options. Peace of mind in a city that doesn't feel like home yet.

Young Professionals

There are tens of millions of young workers in Lagos, Abuja, Port Harcourt, and other fast-growing cities.

They're hustling hard, but the rent system doesn't care. Two years upfront or nothing. That's the rule.

For someone earning ₦150k–₦300k a month, that's almost impossible. So they stretch, borrow, and sacrifice just to keep a roof.

What Aparte gives them: breathing room. Payment plans through fintech partnerships. Verified apartments that cut out wasted time. A smarter way to find housing without losing half your year's salary on day one.

Business Travelers & Shortlets

The shortlet market is exploding. Lagos and Abuja alone move over \$1.5 billion a year in temporary stays.

But if you've ever tried booking one, you know the pain: fake pictures, unreliable hosts, chaotic pricing.

What Aparte gives them: trust. Verified shortlets curated for business and diaspora travelers who just want the convenience of Airbnb without the scam risk or global markup.

The Angles We're Taking

- **Trust First** → Every listing verified. Every landlord accountable. Every payment protected.
- **Community Housing** → From roommates to shortlets, we help people live with the right people, not just in the right space.
- **Smart Matchmaking** → AI that learns your needs and helps you find not just a room, but a home.
- **Finance As Access** → Rent shouldn't feel like ransom. We'll partner with fintechs to let users spread payments without drowning.

The Hard Truths

This won't be easy.

- Nigerians trust who they know, not apps. We'll have to earn that trust, one successful stay at a time.
- Verification at scale means people on the ground, inspectors, partners, and systems that don't yet exist.
- Regulations are messy, and without housing data, financial partnerships will take convincing.

But these hurdles aren't stop signs. They're just proof that whoever cracks this really cracks it, wins not just a business, but a movement.

Beyond Nigeria

What we're solving isn't just Nigerian.

Ghana, Kenya, and Tanzania all face the same storm: massive youth populations, rapid urbanization, low trust in housing markets.

If we can prove this model in Nigeria, we can build a Pan-African housing infrastructure, a backbone that supports students, workers, and families across the continent.

Projections

- Capturing just 5% of urban renters (~1.5 million users) in Nigeria over 3–5 years is enough to anchor our growth.
- Partnerships with developers and fintechs open a flywheel that brings new supply and affordability into the system.

The Vision of Impact

We're not here just to help people "find houses." We're here to make housing human again.

- For the student who just wants affordable accommodation.
- For the corper trying to survive in a new city.
- For the young professional who can't cough up two years' rent at once.
- For the traveler who just wants a place that looks like the photos.

For them and for Africa's future, Aparte is more than an app.

It's where finding a place to live finally feels like living.

Chapter 7: Implementation: How We're Building

On Your Mark → Choosing the Stack

We're not trying to overdo. We just need tools that work, fast, cheap, and tough enough for African realities.

- **Frontend** → React Native (Expo). One codebase, both iOS and Android. OTA updates mean we don't need users to keep visiting the app store just to see fixes. NativeWind makes the UI clean without losing speed, and we're rolling with the full Hero UI kit to keep things fresh.
- **Backend & Architecture** → Supabase + NestJS. Supabase is like Firebase's cool cousin, auth, storage, real-time sync, all baked in. NestJS gives us the structure to plug in heavier workflows as we grow. For logins and ID checks, we'll lean on Passport.js.
- **Database** → Supabase (Postgres) with Drizzle ORM. Why? Because migrations shouldn't feel like open-heart surgery. It's type-safe, scalable, and won't make us cry when we hit scale.
- **Media** → Supabase Storage. Pictures, videos, contracts, all in one secure bucket, served fast.
- **Payments** → Paystack + Monnify. Think rent collection, splitting, and subaccounts for landlords or roommates. This isn't just payments, it's the bridge to future fintech partnerships.

Why this stack? Because it lets us focus on renting problems, not server problems. Lean, reliable, Africa-tested.

Ready → Building the MVP Features

For this first lap, we're rolling with things that feel intuitive. No need to reinvent the curve completely, instead, we're exploring tested UI and UX implementations from top apps, studying how they do stuff, and improving on it for our own context.

- **Apartee | Apartment tabs** → Inspired by TikTok's clean dual-tab flow. Simple split: find people (Apartees) or find spaces (Apartments).
- **Swipe discovery** → Straight from Tinder, but for apartments and roommates. Swipe left, swipe right, lock it in.
- **Scroll like Reels** → Smooth vertical scroll that keeps people browsing and discovering options effortlessly.
- **In-app messaging** → Borrowing Instagram's request/message flow. Chat stays inside the app, not scattered across random WhatsApp groups.
- **Matching engine** → Budget, lifestyle, location, verified landlords. The core that makes it more than a directory.
- **Verification layer** → Tenant ID and landlord onboarding. No gambling, no ghost listings.
- **Listings with media** → Photos and short videos that actually look like the place, not grainy screenshots.

- **Contracts & receipts** → Digital proof. No more "he said, she said" battles between landlords and tenants.
- **Location-based discovery** → GPS-powered suggestions, because "close to campus" or "15 minutes from the office" matters more than just a street name.

We don't need bells and whistles. We just need to fix the pain points. Every feature is a direct shot at something young Nigerians already complain about daily: dodgy agents, ghost houses, two years rent upfront, and the stress of finding a roommate that won't scatter your peace.

Set → Grounding in Nigeria, Expanding to Africa

This isn't just code. It's culture. It's geography.

- **Nigeria first** → Lagos, Abuja, Ibadan, Port Harcourt. The biggest pain, the biggest test.
- **Community-first** → Students, NYSC, young professionals. They feel the pain most, so they'll move fastest.
- **Trust rails** → Verified agents and university unions as the gatekeepers.
- **Africa next** → Once it works here, Ghana, Kenya, Tanzania are copy-paste problems waiting for a solution.

Go → Post-Launch Actions

The real game begins after launch. Here's how we drive adoption:

- Universities → onboard hostels and student groups first.
- NYSC camps → relocation lifeline for corps members.
- Referral loops → users bring users, with rewards.
- Agent partnerships → vetted agents join, earn trust, and get visibility.
- Fintech integration (Phase 1) → rent-splitting and receipts baked in.
- Feedback cycles → listen, fix, ship fast.

Go is about proving we can win trust at scale, not with marketing whines, but with working features.

Chapter 8: Problems & Solutions

Let's be honest: nothing this broken gets fixed without hitting walls. Here are the walls we see and how we plan to break them.

1. Adoption Risk

- **Problem** → Nigerians trust word-of-mouth over apps.
- **Solution** → Start where trust is already strong: universities, NYSC camps. Early users become our evangelists.

2. Verification at Scale

- **Problem** → Fake listings and shady landlords.
- **Solution** → Student unions, agents, shortlet operators as verifiers. Multi-layer checks. Ratings to keep everyone honest.

3. Payment & Affordability

- **Problem** → Two years upfront rent is a chokehold.
- **Solution** → Partner with fintechs (Paystack, Monnify, credit unions). Start with rent-splitting, then unlock credit products later.

4. Regulation & Compliance

- **Problem** → Housing rules are fragmented, barely enforced.
- **Solution** → Build compliance into the product: ID-verified contracts, digital receipts, tenant histories. Soft regulation until governments catch up.

5. Infrastructure & Scale

- **Problem** → Apps crash when infra can't keep up.
- **Solution** → Supabase + NestJS + Drizzle ORM give us a modular, scalable backbone. No premature scaling costs.

6. Market Education

- **Problem** → Many renters have never used a housing app.
- **Solution** → Keep UX stupid-simple. Bake education into onboarding. Run workshops with universities and unions.

Chapter 9: Monetization: Ego, Kudi, Owo

The Size of the Prize

Nigeria's housing market is massive, but the real action is in renting, especially for young people. Students, corporates, and young professionals don't own yet. They rent first, save later, and in between they're constantly looking for better options: roommates, short-lets, flexible leases.

That's where Aparte fits. We're building right at the center of this youth-driven rental economy.

Annual Youth Rental Revenues (2025)

City	Youth Rentals (Est.)	Avg Rent / Year	Short-let (Youth Share)	Total Annual Youth Rent Revenue
Lagos	~600k	₦1.2M	₦120B	≈ ₦840B
Abuja	~180k	₦1.5M	₦15B	≈ ₦285B
Port Harcourt	~120k	₦900k	₦6B	≈ ₦114B
Ibadan	~200k	₦350k	₦2B	≈ ₦72B

₦ Add it up: in just four cities, young renters are moving $\square$ 1.3 trillion a year. Right now, most of that is chaotic, informal, and painful. Aparte is the chance to organize it.

The People We're Building For

Nigeria's demographics are a goldmine:

- 40–50M Nigerians aged 16–35 live in urban areas.
- In just four metros, there are 5.5–6M active renters, our immediate playground.
- Our Abuja pilot alone sits on ~750k young renters: students, corps members, early professionals.

Breakdown by City (2025)

City	Est. Pop.	16–35 Share (~35%)	Youth Renters
Lagos Metro	23–24M	~8M	3.5–4M
Abuja (FCT)	4.2M	~1.5M	~750k
Port Harcourt	3.7M	~1.3M	~600k
Ibadan Metro	3.6M	~1.3M	~700k

This isn't a small niche. It's the majority of Nigeria's renting base.

Secondary Market Opportunity: Over-35 Renters

- Nigeria's population: ~230M (2025)
- 65% (150M+) are over 35.
- Most own homes, but 5.5M–8M still rent in cities.

Breakdown by City (2025)

City	2025 Pop. est.	35+ Share (~65%)	Likely Renters (10–15%)
Lagos Metro	~23–24M	~15M	~1.5–2.2M
Abuja (FCT)	~4.2M	~2.7M	~270k–400k
Port Harcourt	~3.7M	~2.4M	~240k–360k
Ibadan Metro	~3.6M	~2.3M	~230k–345k

Use Case for Aparte (35+)

- **Financial stability** → higher spend on premium tiers, escrow, furnishing.
- **Family-oriented** → demand verified landlords, escrow-secured rentals, relocation short lets.
- **Trust-driven** → badges, receipts, tenant protection.

Even if youth are core, the 35+ segment adds 5–8M renters who will rely on Aparte.

Why Them, Why Now

- 65% of Nigerians are over 35, but most already own homes.
- The under-35s rent, share, and experiment, they are the 40–50M urban youth shaping the rental market today.
- 60–65% are single → need flexibility, roommates, short lets.
- They want tools that remove risk from housing.

➡ That's exactly where Aparte steps in.

Core Revenue Lines

We built Aparte for tenants first, they pay the bills. Then we layer in revenue streams agents & landlords can't ignore.

Revenue = transactional + subscription + advertising + lifestyle services. Diversified, defensible, scalable.

1. Inspection Fees

- ₦5,000 per tenant → Aparte keeps 15% (₦750).

- Property details locked until fee is paid.

2. Rent Commission (Escrow Deals)

- ~3% of first-year rent.
- Escrow = trust, speed, protection.

3. Premium Agents (~~₦~~15k/month)

- Unlimited listings, analytics, priority placement.

4. Premium Renters (~~₦~~7.5k/month)

- Priority access, escrow included, roommate pools, dispute support.

5. Boosted Listings (~~₦~~1k–5k/day)

- Instagram-style ads by location.

6. Escrow Processing Fees

- 0.5% add-on / flat fee.

7. Verification Packs (~~₦~~500–~~₦~~1,500)

- Extra checks: land registry, badges.

8. Moving & Furnishing

- 10–20% commission from movers, furniture vendors.
- Rent-to-own furniture = future upsell.

9. Appliances, Cleaning, Utilities

- Partnerships, referral fees.

10. Data & B2B Insights

- Rental dashboards for developers & universities.

Anti-Bypass Tactics

- Tenant protection only on-platform.
- Verified badge = higher ranking.
- Lock key info until inspection is paid.
- Cashback/credits for tenants.
- Gamified agent incentives.

Pricing Snapshot

- Inspection fee cut → ₦750

- Rent commission → 3%
- Premium agent → ₦15k/month
- Premium renter → ₦7.5k/month
- Boosted ads → ₦1k–5k/day
- Furnishing/moving → 10–20%
- Verification packs → ₦500–1,500

Revenue Projections: The Roadmap (5 Years)

Year 0 (0–6 Months): Abuja Pilot

- **Build:** React Native app, escrow, KYC, admin.
- **GTM:** campus reps, NYSC pilots, agents onboard.
- **KPIs:** 1.5k–2k installs, 300–500 listings, 500 inspections.
- **Revenue:** ₦7M → ₦17.85M → ₦25M.

Year 1: Prove Abuja

- **Add:** messaging, premium tiers, dispute support.
- **Ops:** verification + support hub.
- **KPIs:** 2k–10k users, 300–500 agents, 500+ verified listings.
- **Revenue:** ₦7–10M → ₦17–40M → ₦75M.

Year 2: Lagos + 3–4 More Cities

- **Add:** landlord portal, B2B dashboards.
- **GTM:** enterprise deals, uni partnerships.
- **KPIs:** 50k–200k users, 1k–5k agents, 2–5k listings.
- **Revenue:** ₦100M → ₦250M → ₦400M+.

Year 3: Scale Monetization + Services

- **Add:** rent-to-own furniture, utilities bundles, data products.
- **KPI:** ARPU jump ₦3k → ₦8–12k/year.
- **Revenue:** ₦300M → ₦600M → ₦1B+.

Year 4–5: Regional Leadership

- **Add:** full housing lifecycle, embedded finance.
- **KPIs:** 200k–1M users, recurring subs, escrow, B2B.
- **Revenue:** ₦1B → ₦3B → ₦5B+.

Why It Works

- **Low CAC** → campuses & NYSC.
- **High LTV** → tenants repeat yearly, agents pay monthly.
- **Diversified revenue** → subs + transactions + ads + upsells.
- **Defensibility** → escrow, badges, tenant-first trust rails.
- **Upside** → \$1B–\$5B+ in 5 years.

Aparte isn't just another listing site. It's a tenant-first platform monetizing the entire housing journey, from inspection to moving in, to living.

Chapter 10: The Road Ahead: Our Promise to You

Where We're Headed

Aparte grows the way trust grows, one honest interaction at a time.

- **Phase 0:** Roommate and apartment matchmaking. Prove that finding your people and your place can be simple.
- **Phase 1:** Tools for landlords: rent collection, payments, basic management. Bring the other side of the market into the same trust rails.
- **The Future:** The backbone of Africa's rental system: a trusted, data-powered ecosystem that makes housing accessible, transparent, and fair, from Lagos to Nairobi to Accra.

The Aparte Manifesto

- We believe housing is a human need, not a hustle.
- We believe trust should be built into the product, not begged for after the fact.
- We believe nobody should have to pay two years of rent to prove they're serious.
- We believe a roommate match should feel like a good introduction, not a gamble.
- We believe simple, honest technology can fix what agents, gatekeeping, and guesswork broke.
- We believe every renter deserves to feel like someone has their back.

Our Promise, Restated

| *You will never have to house-hunt alone again.*

That's the promise behind every chapter of this book, the product we're building, the people we're building it for, and the voice we use to talk to them. It's the test for every decision ahead, and it's the reason Aparte exists at all.

Find Your People, Find Your Place

A home isn't just an address. It's who opens the door when you get there. Aparte is how we help you find both, the people and the place, without doing it alone.

APARTE

Find your people, find your place.