



Investment & Impact Quick Look

Mission

BlkNest is transforming rent payments into financial opportunity by helping renters build credit while creating measurable financial and operational value for landlords, brokerage firms and housing partners.

The Problem

- Rent is the largest monthly expense for most households but rarely contributes to credit history.
- Limited credit access reduces opportunities for housing, loans, and economic mobility.
- Housing providers lack unified tools to leverage rent data for financial performance and reporting.

The BlkNest Solution

BlkNest provides a rent reporting and financial engagement platform that:

- Converts rent payments into credit-building activity
- Provides subscription-based financial tools for renters
- Supports landlords and brokerage firms with reporting, engagement and payment insights
- Creates scalable housing ecosystem infrastructure

Market Opportunity

- 44M+ renter households nationwide
- Growing demand for credit-building and financial inclusion tools
- Expanding proptech and housing fintech market adoption

Revenue Model

Tenant Subscriptions:

- Monthly: \$9.99 | \$14.99 | \$19.99
- Annual: \$99.99 | \$139.99 | \$199.99

Landlord Platform Access:

- \$19.99/month or \$199.99/year (up to 20 units)

Brokerage Firms:

- \$19.99/month (up to 20 units)
- Tiered per-unit pricing above 20 units

Platform Fee:

- \$1 per rent submission

Growth Strategy

Year 1: **Atlanta Pilot**

Year 2: **City Expansion**

Years 3–5: **State, Regional, and National Scale**

Impact

- Stronger renter credit profiles
- Increased housing stability
- Improved payment performance for housing providers
- Scalable financial infrastructure for housing ecosystems

Funding & Use of Capital

Funding supports product development, market expansion, partnerships, hiring key roles (including product and program coordination) and scaling infrastructure for national growth.

Contact

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