

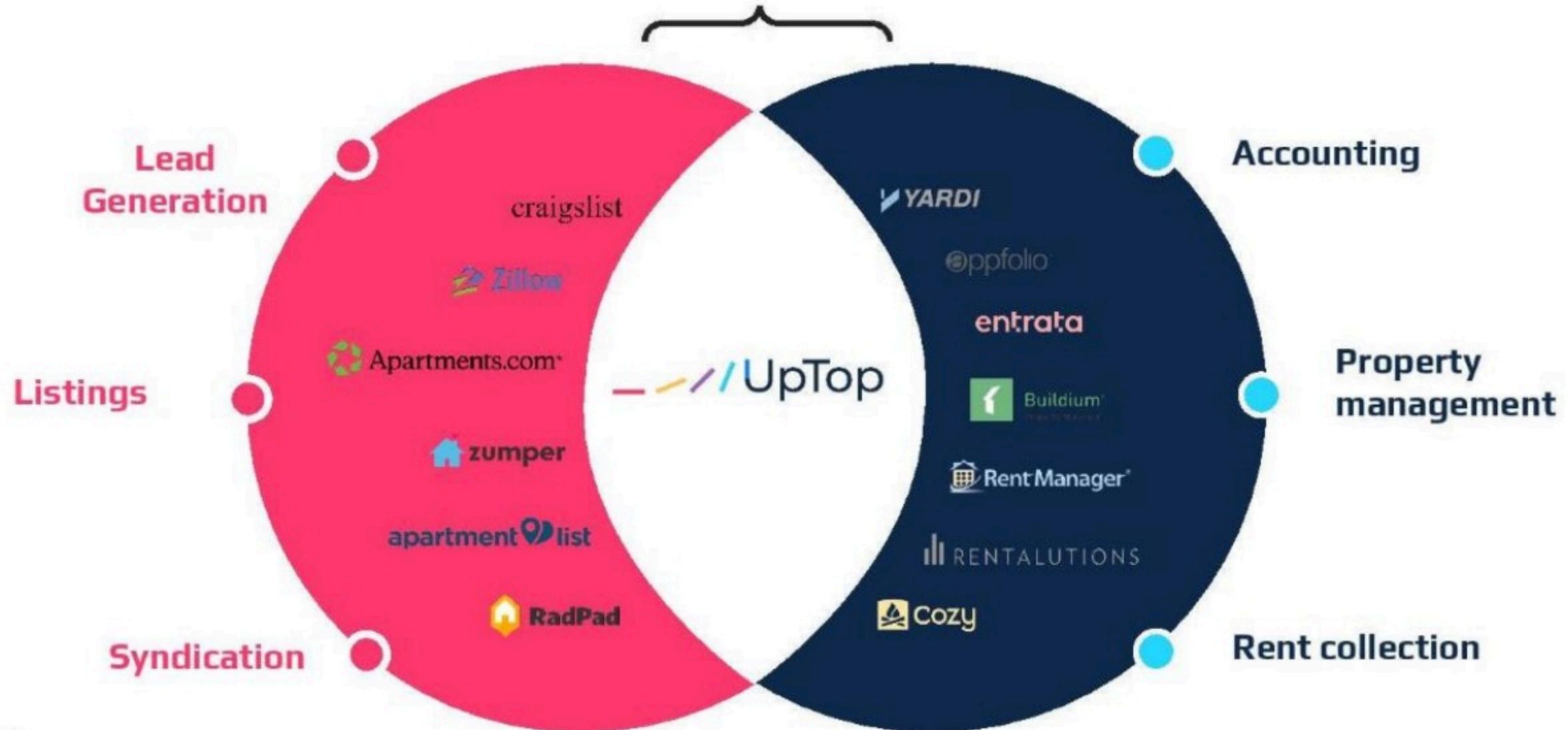


END-TO-END RENTING PLATFORM

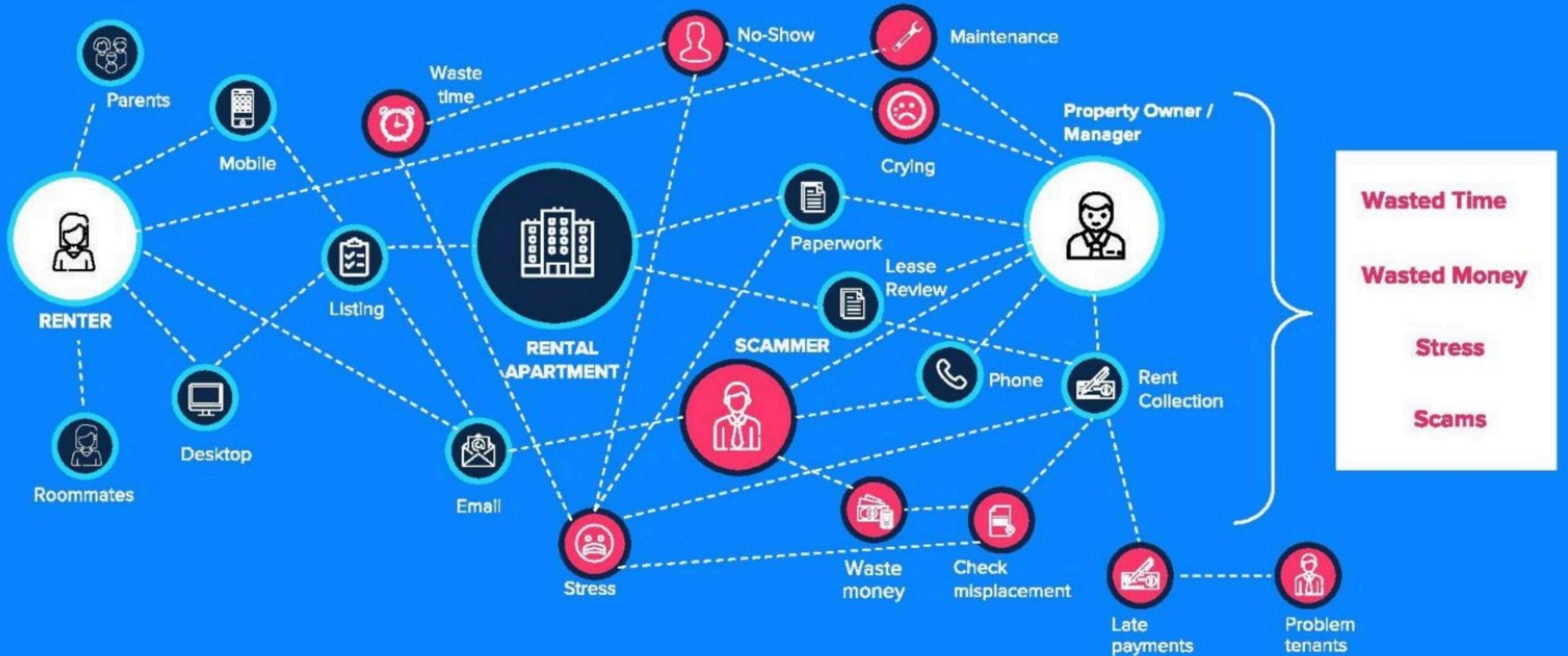
FUNDRAISING 2019

# SOFTWARE IS GREAT, BUT NOT IN THE RENTAL MARKET

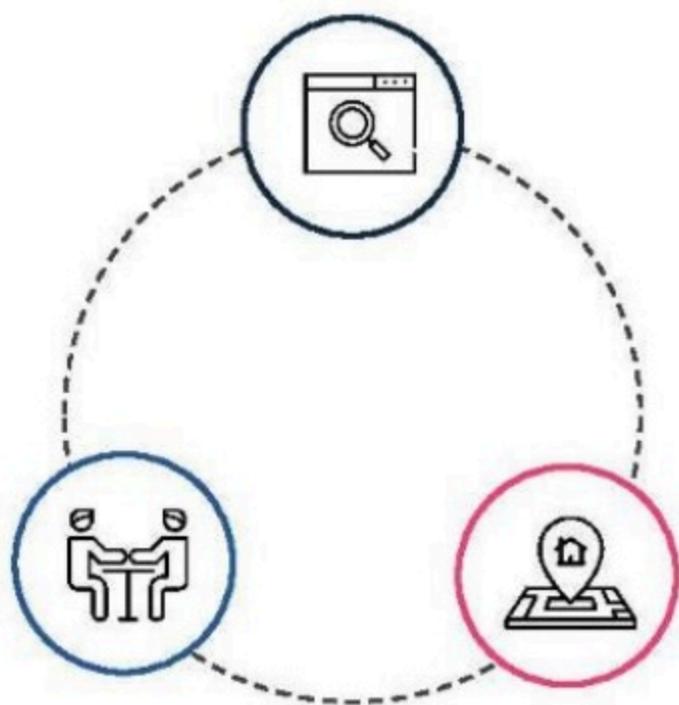
RENTERS & OWNERS / PROPERTY MANAGERS USE **SEVERAL** TOOLS



# WHICH RESULTS IN RENTING TODAY...



So, we created the first  
**end-to-end renting platform** to  
**enhance the rental experience**



By combining a **rental listing search platform**, a **property management software**, and **accounting tools** we streamline the way renters and owners and managers work together for the entirety of the renting lifecycle.

# THE UPTOP PROCESS



# WE TESTED IN MARKET ONE

*In 4 months we...*

penetrated **40%** of the rental market



**2500+**  
Units being onboarded



**300+**  
Leases executed



**1000+**  
Users



**\$1.5M+**  
in payments processed on our platform.

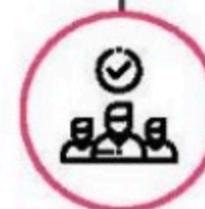
## FUNDRAISE

# Raising \$4 Million

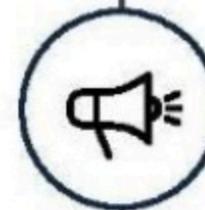
## USE OF PROCEEDS



Product  
Development



New Hires



Growth

# OUR TEAM



**Frank Barletta**  
Chief Executive  
Officer



**Brad Marder**  
Chief Technology  
Officer



**Jonathan Foux**  
Chief Marketing  
Officer



**Travis Hardman**  
Chief Product  
Officer



**Michael DeSutter**  
Design Director



**Jakob Gade**  
Sr. Software  
Engineer



**Hiro Narita**  
Jr. Software  
Engineer



**Anne Lin**  
Jr. Software  
Engineer



**Vincent Chee**  
Jr. Software  
Engineer



**Julianna Korunovski**  
Human Resources



**Kelly O'Halloran**  
Senior Sales  
Development



**Yang Gu**  
Business  
Development  
Associate



**Sophie Carrington**  
Business  
Development  
Associate



**Ahmad Ghumman**  
Onboarding  
Specialist



**Ronnie Riven**  
Head of Finance

# OWNER / MANAGER PRODUCT

**102 South Street #302, NY 14850** [Download PDF File](#) [Renew Lease](#)

**TENANTS** **4 Tenants / 3 Guarantours**  
Michael J., Samuel S., Jennifer C., Tony H., Francis M. and 2 others

**UNIT**  
**102 South Street #302, NY 1...**  
\$ 3600/m 4 Bd 3 Bth  
Available from: Jan 18 2019

**CONDITIONS** [E-Pay Settings](#)

|                 |                 |               |               |
|-----------------|-----------------|---------------|---------------|
| Start Date      | End Date        | Paid          | Due           |
| <b>01.12.18</b> | <b>01.12.19</b> | <b>\$1500</b> | <b>\$2100</b> |

**INVOICES** [Add Invoice](#)

| ID       | Date     | Amount | Balance | Payment                 | Status                 |
|----------|----------|--------|---------|-------------------------|------------------------|
| INVD3345 | 07.12.18 | \$3600 | \$2100  | <a href="#">PAY3345</a> | <b>Partial Overdue</b> |
| INVD3378 | 08.12.18 | \$3600 | \$3600  | <a href="#">PAY3378</a> | Sent                   |
| INVD4257 | 09.12.18 | \$3600 | \$3600  | <a href="#">PAY4257</a> | Unsent                 |

**Chat:**

Yup, see you then!

Fri, Dec 15, 12:09 PM

Hey do you need a copy of my 1040 or will my W2 work?

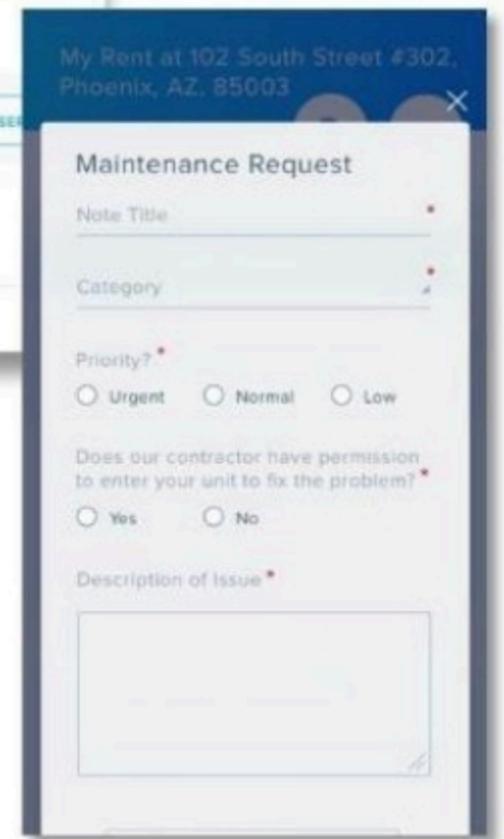
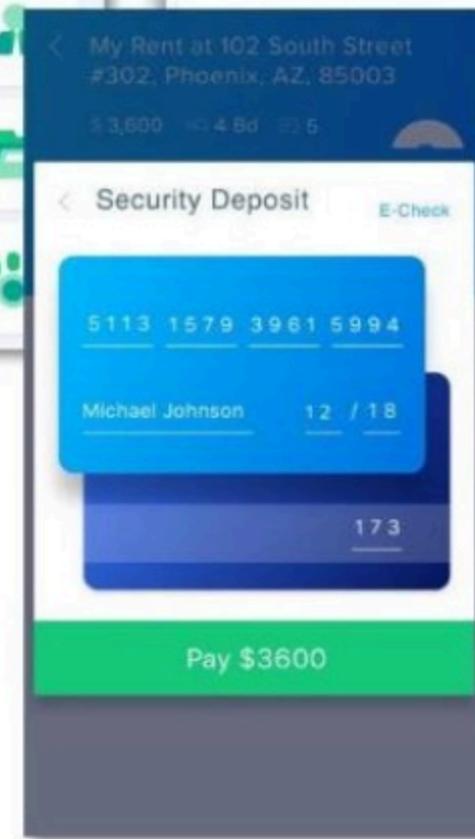
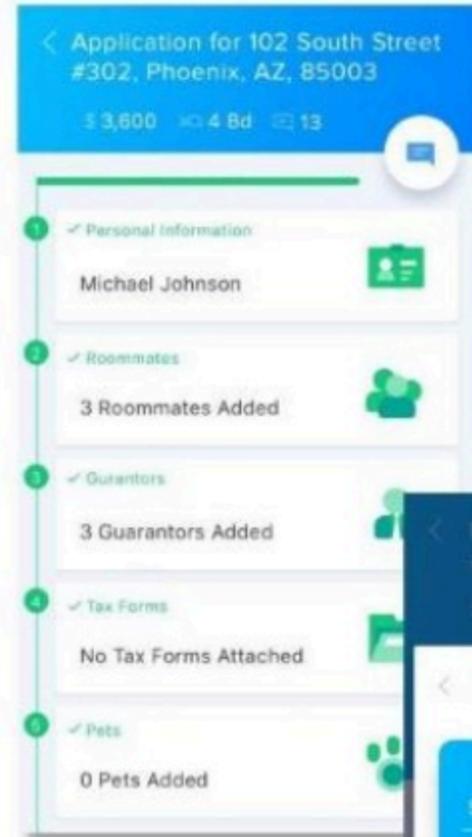
1040 is fine.

Mon, Dec 18, 9:17 AM

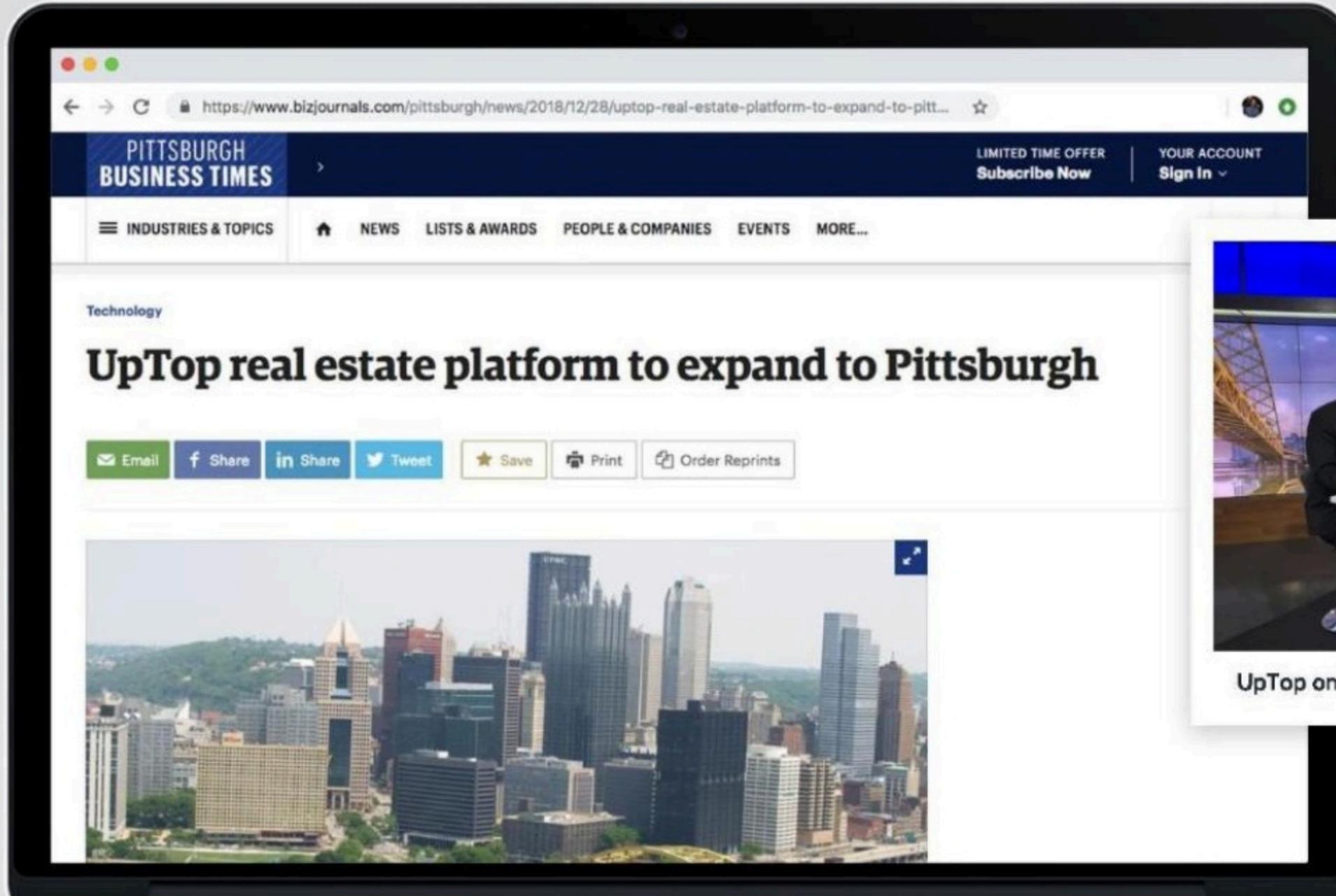
Hey! Thank you for sending us the lease, we'll get back for your review as soon as possible! Take care

You got it! I will need it before Thu 21 so the owner can take a look at it before his vacation. If you guys can send it back a few days in advance,

# RENTER PRODUCT



# UPTOP IN THE MEDIA



UpTop on WXPI's Our Region's Business program

**JOIN US**

 **UpTop**

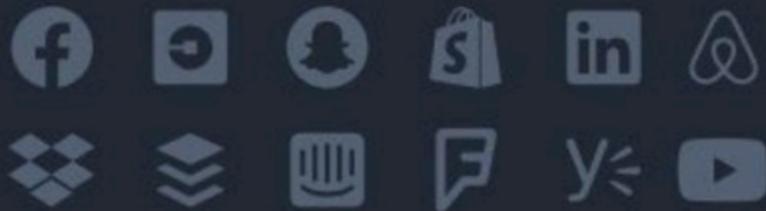
**FOR MORE INFORMATION, CONTACT**

**Frank Barletta**

**fbarletta@liveuptop.com**

**1460 Broadway**

**New York, NY 10018**



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