

Dear Ms. Rossett

Thank you for joining us last Saturday to discuss our business plan. As we presented last week, there are many international students who study in the United States every year. Last year, reports indicate that more than 500,000 international students enrolled in U.S. universities. This year, the annual rate of international student enrollment is expected to rise by more than 10%, based on the Open Doors 2006 report. However, as of right now, there are no specific services to meet this audience's housing needs before moving to the U.S.

Our analysis found that international students lack proper information about living in the U.S. Many housing web sites exist, which show information for numerous rental properties. Unfortunately, these web sites only present housing information in English. In addition, they only show the information based on the U.S. housing contract policies, which does not take into account the international student's understanding of these policies. Since housing contract policies differ between countries, international students need to be educated on the differences between their home country and that of the U.S.

From our needs analysis, we designed a web site for international student housing. The major system specifications are as follows:

- choice of native language
- school-based housing search
- specific information about apartments

Our web site offers students housing information tailored to their particular needs and provides information from others already living in the area. The following features allow international students to learn about the various housing areas from fellow international students and begin to build a community before actually moving.

- International student apartment rating
- Apartment safety rating
- Blog

International students will be able to get supported, appropriate information from our system in a variety of ways. Home Away from Home informs students about the differences in housing policies; allows them to interact with others; helps them build a community; and lets them choose to read the information in their native language.

From the feasibility study of our business, we expect to make a profit on advertisement sales. Current rates on banners in most commercial web sites are listed below.

- **The minimum ad purchase is \$500.00.**
- **\$500 Campaign**
Effective cost: \$2 cpm
What you get: 125,000 bottom zone impressions (468x60, 728x90, 234x60)
- **\$750 Campaign**
Effective cost: \$2 cpm
What you get: 187,500 side zone impressions (120x600 and 160x600)
- **\$1,000 Campaign**
Effective cost: \$2 cpm, plus major exposure on the Home Away from Home front page
What you get: 250,000 side zone impressions, 2 sentence message on the Home Away from Home front page

We will set up our company's banner rate based on these standards. Because we customize our service towards this specific audience, we also plan to contact international student centers at universities to ask for sponsorship of our site.

Thank you again for sharing your time with us. We look forward to hearing from you to further discuss our business plan.

Best regards.

Home Away from Home