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Pitch Deck

Fall 2018

Revolutionizing
the way condos
are run



The concept

Condo corporations owe an increasing amount of responsibility to their stakeholders. As a volunteer group, condo boards often find themselves having a difficult time managing priorities as well as representing and communicating to their stakeholders effectively.

This results in long and difficult board meetings, delays in decisions and facility upkeep, disgruntled residents/owners, board member turnover and an unbalanced board without a diverse skill set. Ultimately, this also impacts real-estate value.

CondoHive specializes in:

- 1) Working with the board and management to co-create a strategic plan and forge better way forward.
- 2) Implementing an effective communications strategy
- 3) Helping with special projects

After working with CondoHive, the result is a better building community, happy residents, happy board, happy management, and higher property value.

Engineers
deal with the
what

Management
companies
deal with the
how

CondoHive
deals with the
why

The Market

- 8,000 condos in Ontario
- 1 million people live in condos in Ontario
- 525,000 condo units in Ontario
- 20,000 condos in Canada
- 200,000+ condos in North America.
- 10 million+ condo units in North America.

Locally

- Toronto had the fastest growing high-rise condo market in North America in 2011.
- About 50% of new home sales in Ontario are condominiums; 60% of homes sold in the GTA.

The Competition

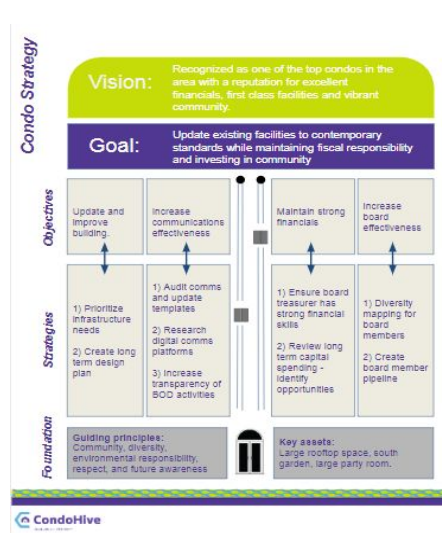
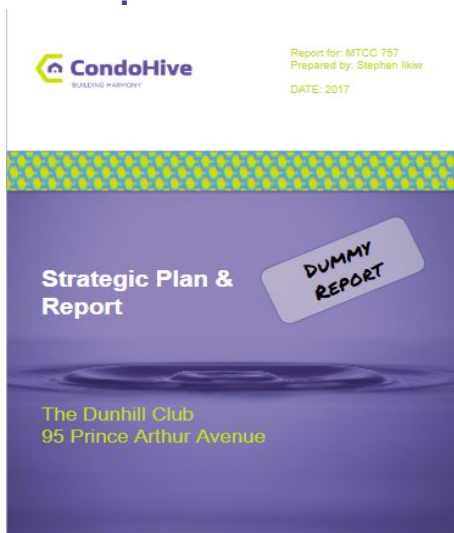
Limited indirect competition exists in condo consulting.

There is no direct competition.

- **A.R. Consulting:** Allen Rosenberg, an industry veteran who helps boards source new management companies.
- **Beredan Management & Consulting:** Consultants in a variety of tactical areas related to the condo market, but not strategic planning or communications.
- **Condology:** Tom LePage, independent advisor who acts as a professional director.

The Product

A simple, straightforward plan for the condo board, management and the ownership.

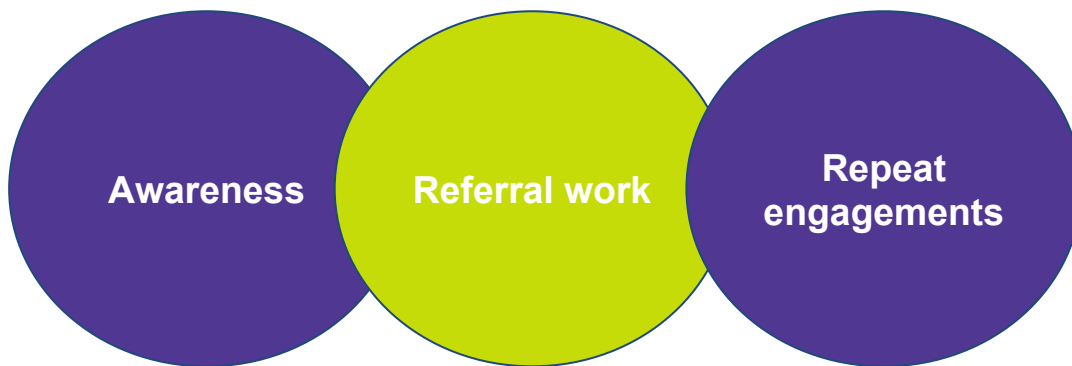


Why CondoHive stands out

- First to market
- Simple, elegant and proven approach to solving organizational problems
- Digital diagnostic tool to create demand and generate market data
- Disruptive in a slow to change industry
- Legislatively agnostic
- Opportunities for industry and non-industry growth

Growth Strategy

- Invest in marketing and promotion in the Toronto marketplace.
- Build demand through condo owners and condo boards.
- Build awareness with condo management companies, lawyers, engineers and real estate agents.
- Use the diagnostic tool to build a targeting database.
- Refine process to reduce consulting time and find efficiencies.
- Utilize AI and digital technologies where practical to reduce costs.
- Build client cloud portal.
- Develop detailed financial plan.



1

Focus on regional growth 1 - 3 markets in Canada

2

Canada wide

3

Regionally in USA

4

North America

Basic Revenue Outline

Phase 1: 1 - 3 years

Team: 1 Consultant	1800 hours per year	40 hours per project	\$5,000 per project	5 Teams 3 Regions \$500,000 revenue
	800 hours project work	20 projects	\$100,000 revenue	
	1000 Admin and BD		\$80,000 Salary	
			\$20,000 back to CondoHive	

Phase 2: 3 - 5 years

Team: 1 Sr. Consultant 2 jr. Consultants	5400 hours per year	40 hours per project	\$10,000 per project	12 Teams 4 Regions \$7,200,000 revenue
	3000 hours project work	60 projects	\$600,000 revenue	
	2400 Admin and BD		\$350,000 Salary	
			\$250,000 back to CondoHive	

FUTURE	Country	Teams	Revenue
	Canada	20	\$12,000,000
	USA	200	\$120,000,000

Additional revenue streams

Director training

**Online resource
and community**

**Conventions and
events**

**Preferred vendor
agreements**

Online resources

**Data collection and
sales**

Requested investment

My goal is to find an investor or investors to help accelerate the growth of CondoHive and disrupt the condo industry in the process.

After growing CondoHive to a multi-million dollar valuation, the group would consider exit options alongside continued growth.

Short-term investment:

\$300,000 - \$500,000 pays for

- 6 - 12 months of sustained marketing and promotional activities in the GTA.
- Professional services - legal, financial, etc...
- Part-time and / or full-time staffing
- Software and operations
- Real-estate (if required)

Aspirational outcomes

"I'm so happy we brought in CondoHive. Our condo is finely running the way it should." - Condo Director

Is that a CondoHive sticker I saw on your entrance door? Do they really help? Is your condo better off?

Condo buyer: *Is this a CondoHive Building? Because I only want to buy in a CondoHive building.*

Real Estate Agent: *Of course, I wouldn't show you anything else.*

Industry insight

Your concept is BRILLIANT > Inbox X



← **Rudy Petershofer** <RPetershofer@crossbridgecs.com>
to me ▾

Thu, Jul 20, 2017, 3:25 PM ☆ ↶ ⋮

Hi Stephen:

I work with Murray Johnson. He just spoke to me about your business concept. I've looked at your materials and your website.

Your concept is absolutely brilliant! It's exactly what the industry needs – meaningful planning, improved consultation and communication with owners, building better boards and creating harmony throughout the condo community starting with the board. And, you do it in a constructive and practical way. Historically, we've looked at boards and said "You're dysfunctional and you couldn't make a rational decision to save your lives. You need help." Not surprisingly, they get their backs up and tell us to go away. Your approach is so smart.

I've been in this business for over 20 years and I've never been this excited about a product or service aimed at the condo industry.

I'm the board of my home condo. It's managed by Wilson Blanchard. I am going to beg my board to bring you in.

I've also forwarded your info to a high-end condo in Forest Hill. It was in my region when I was a regional manager. Over the years I've forged a friendship with a former president there and I know that the community needs your service. There are three (3) corporations and a shared facility. You'd have to start with the shared facilities run by a Common Management Council (CMC). They are desperate for something that will get them working together. There are some very smart and very successful people there – a few with monstrous egos. Many would not be open to facilitated "team building", but I think they would be open to strategic planning that also gets them to a harmonious place. I'll let you know how that develops.

Murray tells me that your business plan provides for amazing growth. Good thing it does.

I hope to be in touch soon. Congratulations.

Rudy

E. Rudy Petershofer, BA, MBA, RCM
Director, Training & Communications



Stephen Ilkiw

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University of Western Sydney
Masters of Professional
Communications

Seneca College
Corporate Communications

University of Western Ontario
Media, information & Technoculture

A veteran of not-for-profit boards and organizations, Stephen Ilkiw founded CondoHive with the desire to improve the way Condominium Corporations operate and create a return on investment for its stakeholders.

Stephen started CondoHive after a successful career working at PwC (PricewaterhouseCoopers) and the Leukemia & Lymphoma Society of Canada where he led and worked on multiple major national and international programs.

In addition to CondoHive, Stephen is Director of Business Development and Sales for FEI Canada. A membership association dedicated senior financial executives.

He's also held volunteer leadership roles in several not-for-profit organizations where he's led change and delivered improved strategic direction. Currently, Stephen is a volunteer member of CCI-Toronto's Marketing Committee.

Stephen holds a Masters in Professional Communications from the University of Western Sydney, as well as a Certificate in Corporate Communications from Seneca College and a BA in Media, Information and Technoculture from Western University.

Notable projects: CCI Canada Marketing Committee | FEI Canada | FEI Canada Annual Conference | FEI Canada Young Luminaries | CFO Leadership Beyond Finance | PwC Town Halls | PwC GTA Communications | Canada's CFO of the Year Award | National Business Book Award | Epic Tour | Light The Night Walk | Team In Training | Toronto Cricket Skating & Curling Club Re-Brand | Global CEO Survey |