

Naveen Kankate

Submission Date
August 29, 2020 20:38

First Name	Naveen
Last Name	Kankate
Email	naveen@thecitruslife.com
Phone Number	(631) 415-2581
Business Name	Citrus Innovations
Business Website (If applicable)	thecitruslife.thinkific.com
1. What do you sell?	Citrus Innovation's provides a web application, which facilitates a hyperlocal economy for apartment renters, landlords and local businesses. The platform enables the renter to make their rent payments and incentivizes timely payments through a point-based reward systems. The Citrus platform has a citrus resident score that tracks data points and calculates a resident score. Citrus' e-commerce marketplaces offers services such as laundry, dog-walking, car cleaning & detailing while also providing key lifestyle options such as Yoga, Personal training(Gym), Massage therapy etc.
2. Why do people need this?	The home apartment ecosystem is fragmented and lacks services, amenities and incentives. Through the Citrus application, Renters can get access to all services on a single platform, make their rent payments and get incentives through a point-based reward system. Renters also can be service providers and generate an additional stream of income for themselves. Local businesses and service providers provide their services to apartment renters
3. What makes your product or service unique?	We are a one-stop-shop for all the renters needs while uniquely incentivizing rent payments for the renter and facilitating a great user experience.
4. How do you market your business?	Our market strategy consists of 1. Local Milwaukee business development 2. Social media channel 3. Business and trade shows 4. Targeting blogs
5. Why would potential partners invest in your business?	1. Committed team towards the cause of revolutionizing the apartment rent industry 2. High potential returns
6. Do you have employees?	N/A
7. Where do you see your business in 2 years?	1. Successfully achieving our goal of rolling out in 1000 apartments comeplexes of 200+ units each 2. Launching 3 additional features of rent payments an accounting software
8. Does your business operate out of a brick and mortor building?	No
9. Have you had a successful business before?	Yes.
10. If you won the Dolphin Pool, how would you use the prize	1. Product development-Android and IOS app 2. Legal fees

money?

11. Is your business registered with the State of Wisconsin?

In Progress

12. How long have you been in business?

8 months

13a. Upload your 1.5-2 minute video.



[My_Video1.mp4](#)