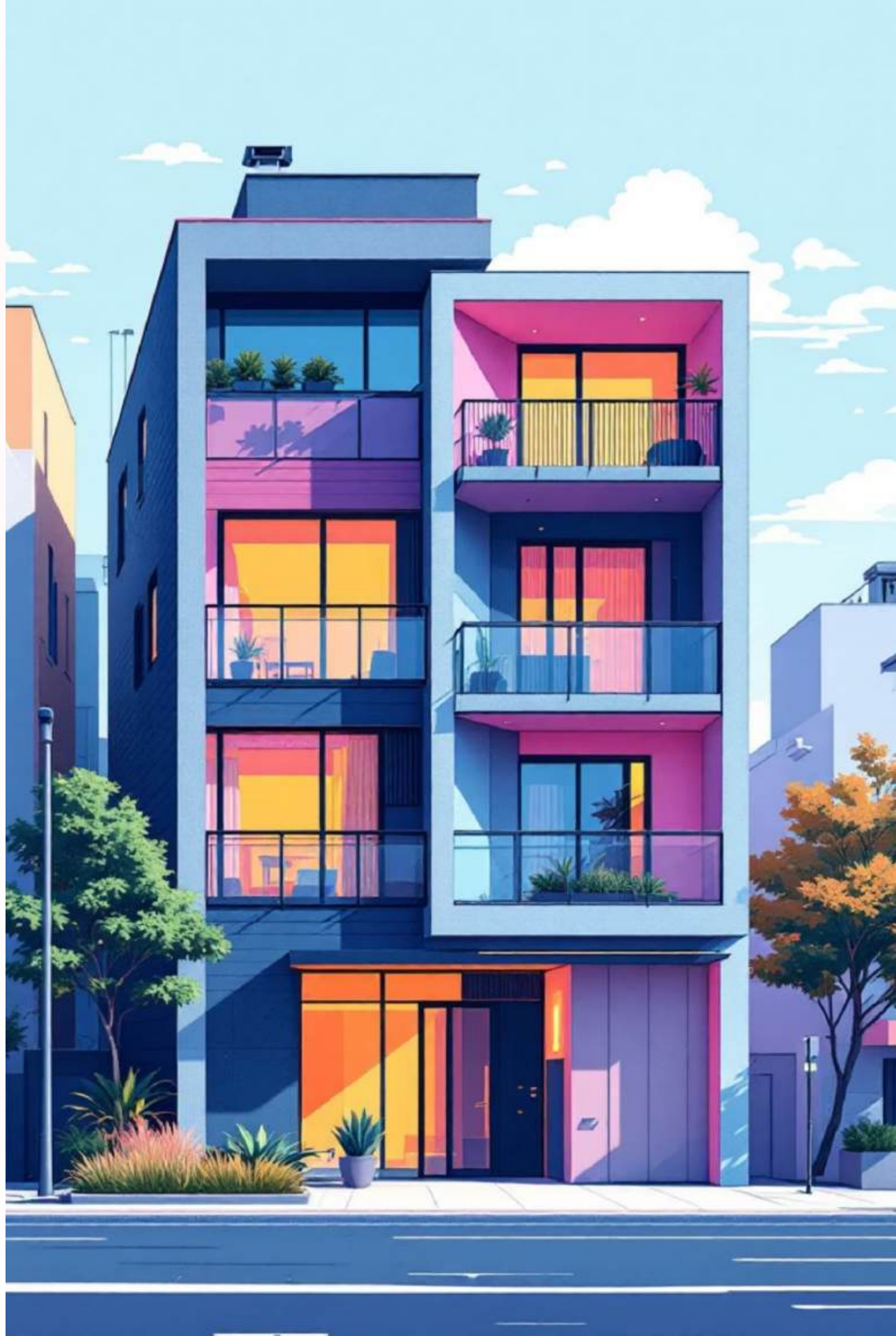
Pata_Keja

Find and list rental houses easily in Kenya. A platform connecting tenants with verified properties and landlords with qualified renters.

Dominic Muthee — Founder & Developer



The Problem

Kenya's rental market suffers from fragmentation and lack of trust, creating frustration for both tenants and landlords.



Tenant Struggles

Hours wasted searching multiple platforms, visiting fake listings, and dealing with unresponsive landlords



No Central Hub

Properties scattered across social media, classifieds, and word-of-mouth without unified verification



Landlord Visibility

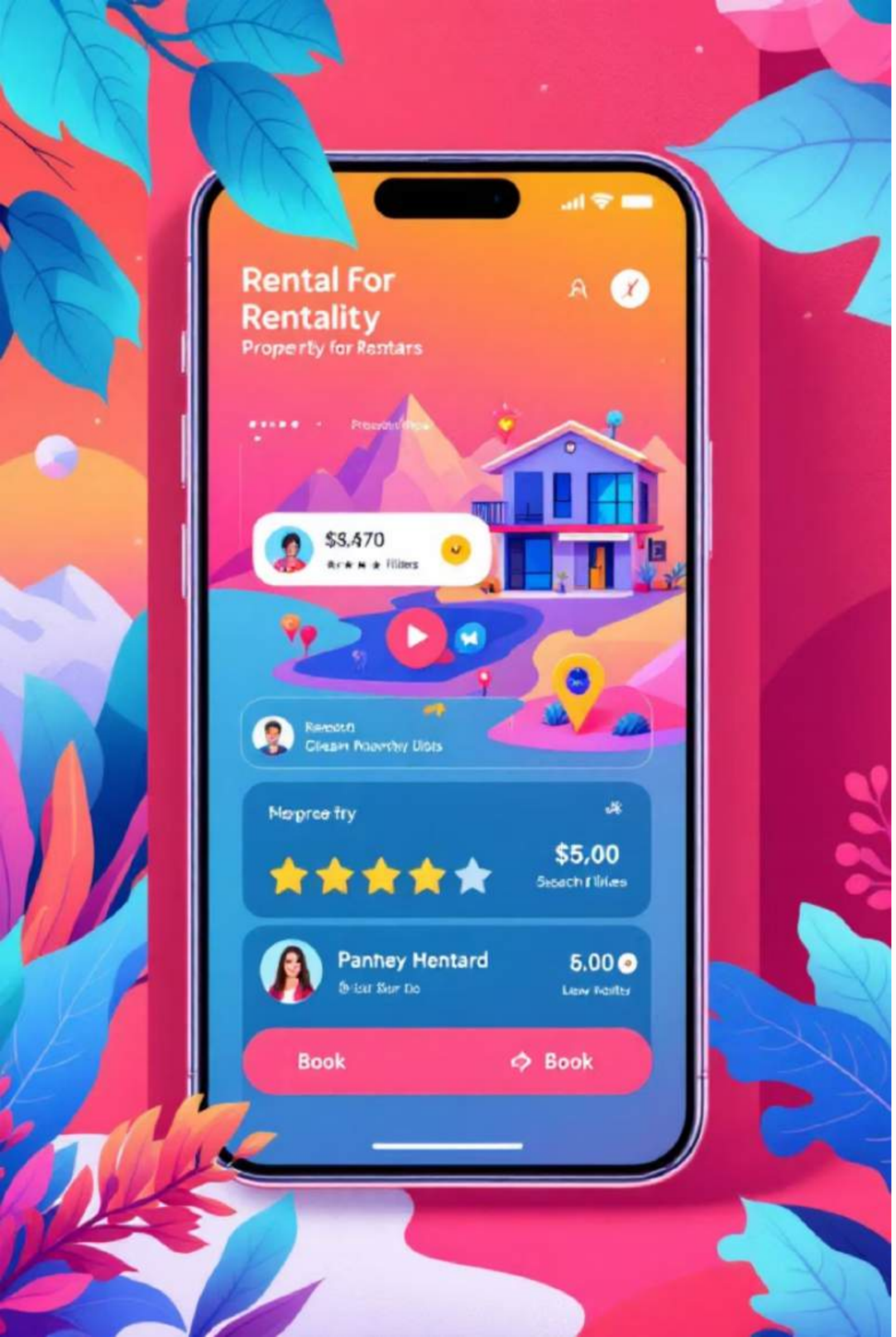
Limited reach beyond immediate networks, difficulty attracting serious tenants



Trust Issues

Pervasive fake listings and scam attempts eroding confidence in online rental platforms

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Our Solution

Unified Platform

Single destination connecting verified landlords with serious tenants

Verified Listings

Authentic properties with landlord accounts and image verification

Smart Search

Filters by location, price, amenities, and house categories

Direct Messaging

Built-in communication system for instant tenant-landlord connection

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Key Features

House Categories

Organized classification by property type, size, and amenities for easy navigation

Image Uploads

Multiple high-quality photos showcasing property interiors and exteriors

Location & Pricing

Map integration with transparent pricing and neighborhood information

Messaging System

Real-time communication between tenants and landlords without sharing personal contacts

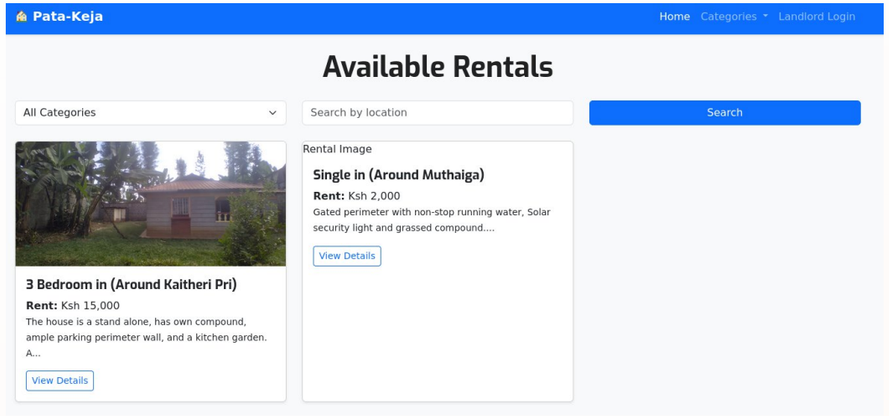
Landlord Accounts

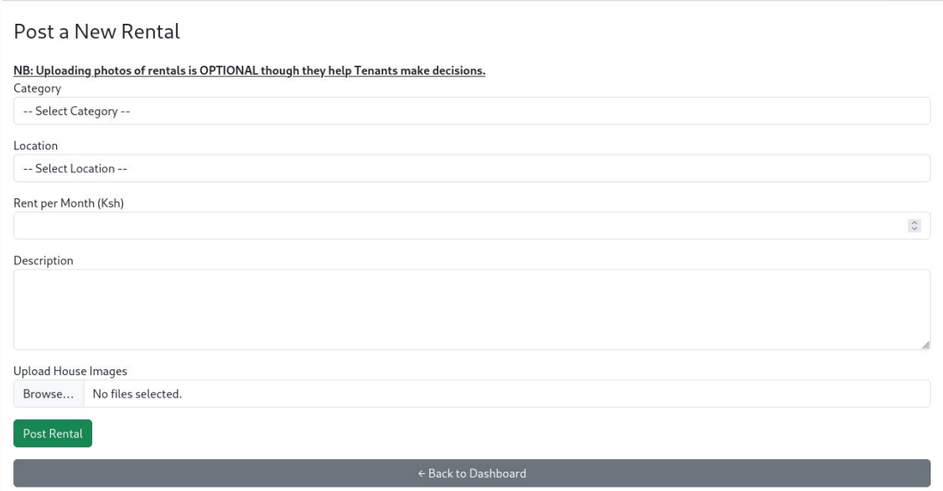
Dedicated dashboard for listing management, tenant inquiries, and property updates

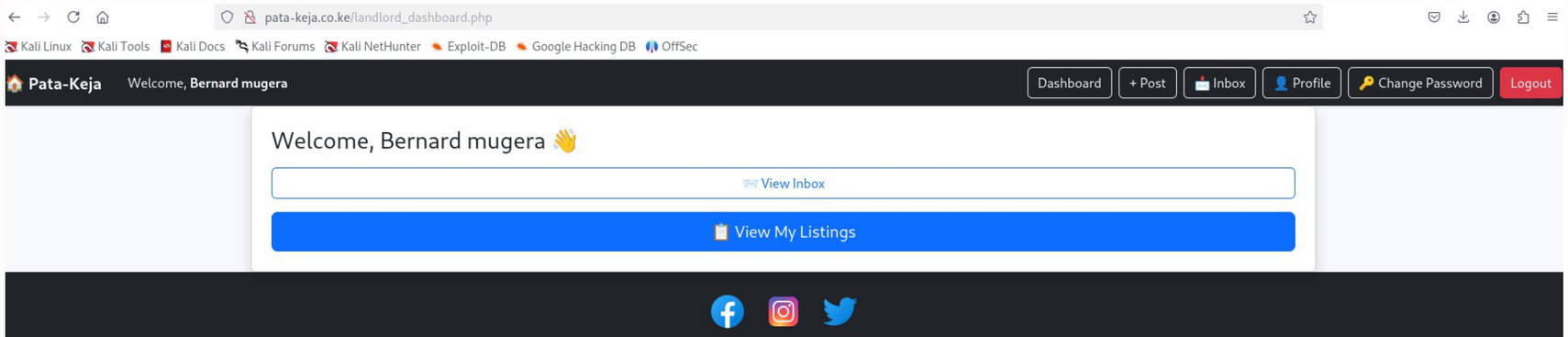
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Product Demo

Screenshots showcasing the platform's intuitive interface and key functionalities.







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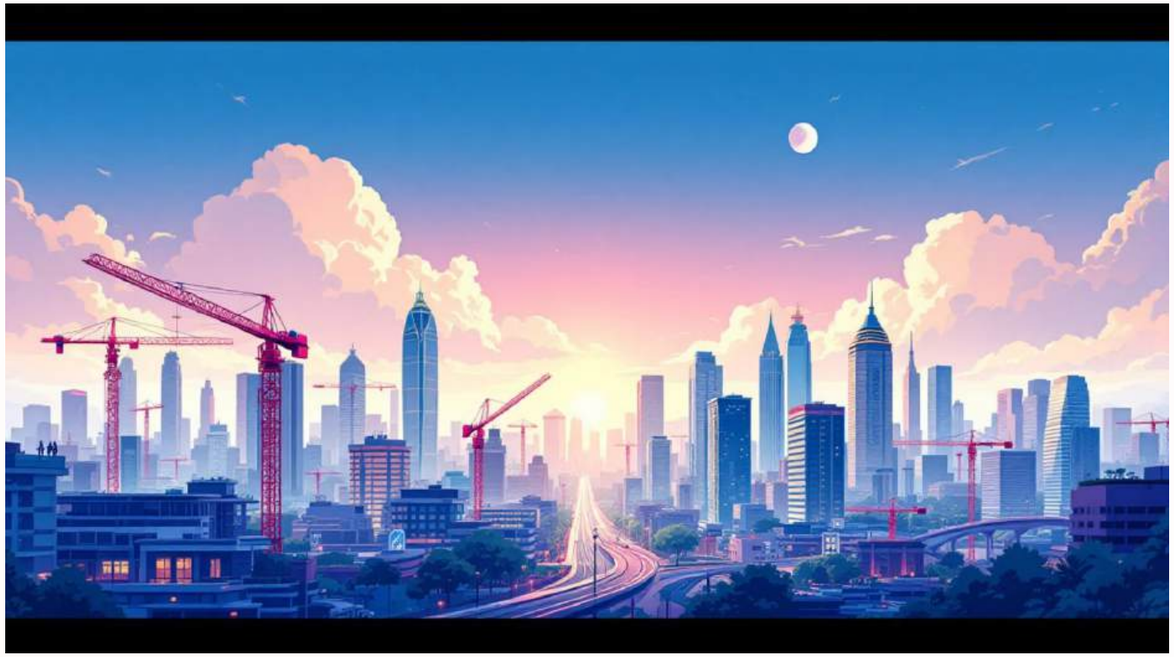
Market Opportunity

Urban Growth

Kenya's urban population continues to expand rapidly, experiencing significant migration from rural areas.

Rental Demand

High demand for rental properties driven by urbanization, education, and employment opportunities.



75%

Rental Market

Percentage of urban residents who rent rather than own

$1B+

Market Size

Estimated annual rental market value in Kenya

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Business Model

Revenue streams designed to serve both landlords and tenants while maintaining platform accessibility.

1

Featured Ads

Boosted listings appearing at top of search results with highlighted positioning

2

Premium Subscriptions

Monthly plans for landlords offering unlimited listings, analytics, and priority support

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Traction



Functional Platform

Complete web application with responsive design deployed and operational



Listings System

Property database with categories, images, location, and pricing fields fully implemented



Account Management

Secure login system with tenant and landlord profiles ready for user authentication



Messaging Ready

Real-time chat functionality connecting users without external communication tools

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Competitive Advantage

Verified Listings

Authentic properties with landlord verification process eliminating fake postings

Clean Interface

Intuitive design prioritizing user experience over cluttered advertising

Direct Messaging

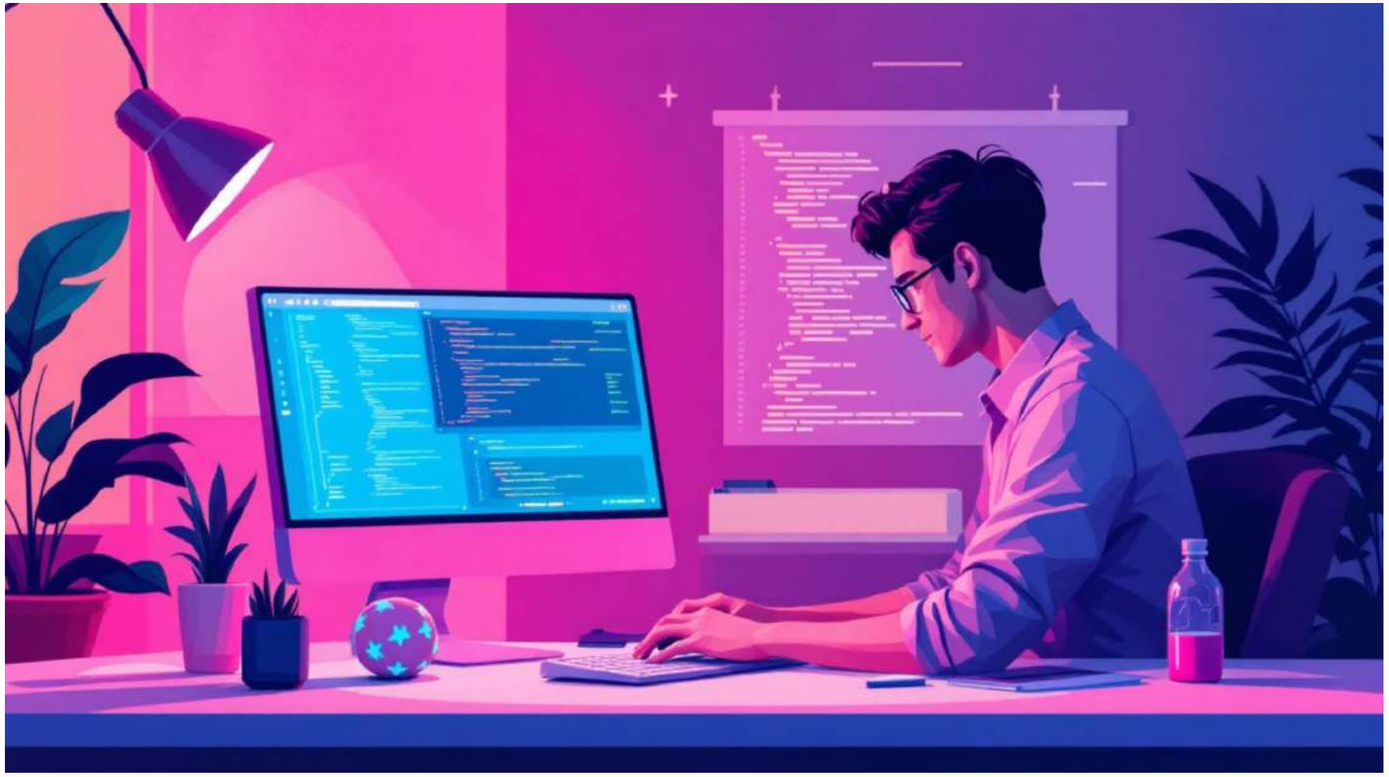
Seamless communication built into platform without external app switching

Local Focus

Built specifically for Kenyan market with local payment methods and support

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Technology Stack



Frontend

HTML, CSS, JavaScript for responsive and interactive user interface

Backend

PHP for server-side logic and business operations

Database

MySQL for structured data storage and retrieval

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