



01 **The concept**

02 **The process**

03 **Added value**

04 **The founders**

05 **The expansion**

06 **Press**



# The **TIKO** concept

Tiko is a PropTech providing the fastest and most convenient way of selling a house. Tiko plays a key role in the Spanish market, receiving **more than 20% of the properties of the main cities in which it operates**<sup>1</sup>, and is expanding to other European cities.

Tiko's success is based on its innovative business model, as well as its artificial intelligence technology. **Tiko has developed an Automated Valuation Model called TikoAnalytics™**, which allows it to calculate accurate offer prices. In order to get an offer for their property, homeowners fill in a simple form with basic details about their property. With this information, **Tiko is able to calculate a fair market price for the property without seeing it, in just 24 hours.**

Thanks to its technology, **Tiko is the only way to sell a home without visits from potential buyers.** For this reason, the PropTech has emerged stronger from the crisis caused by the COVID-19, positioning itself as the digital alternative for those who want to sell or buy a house in these difficult times.

This past year has been a game changer for Tiko, as it has consolidated its position after doubling its turnover. It has been chosen by Sifted, the innovation media of the **Financial Times, as one of the most relevant Spanish startups for 2020.** It has also received recognition from "Great Place To Work", which rewards excellence based on the perception of employees and the good practices and organisational culture policies of companies. The company has also joined Leaders For Climate Action (LFCA), a community of entrepreneurs who fight against climate change.

The technology company has the backing of leading Venture Capital companies such as Rocket Internet (Zalando, La Nevera Roja), btov (Westwing, Catawiki) or leading business angels like Cabiedes (BlaBlaCar, Privalia).

<sup>1</sup>Madrid, Barcelona, Malaga, Seville, Valencia and Bilbao



# HOW

## The process

Tiko was created to help property owners who want to sell their houses quickly, conveniently and without stress. **After receiving the basic details of the flat, Tiko makes an offer within 24 hours.**

Three million data points are considered daily and artificial intelligence is used to process them. The result is a competitive offer, with an objective price, within 24 hours and at no cost for the client.

Once accepted, the technical inspection of the house and the transfer of ownership are carried out. The procedures are streamlined to the maximum and the client receives **100% of the price** of the offer at the notary. Thus, the entire selling process takes a few days. Tiko also sells the properties in less than 90 days. Tiko's business model is volume-based; **it earns tight margins on a large volume of transactions.**



# WHAT

## Added value

Selling a home is one of the most stressful experiences in life, more difficult in some cases than losing your job or getting divorced, as studies have shown. Tiko was founded to **remove all hassle from home selling, applying technology to the real estate industry.**

The company makes a free offer on the property and **takes care of all the paperwork.** Homeowners only have to fill in a short online form. Once the offer is accepted, one of Tiko's real estate experts

carries out a technical inspection of the house. In a few days, the transfer of the property can be formalised and the client receives the full payment.

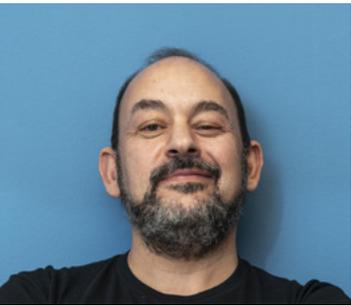
Sellers get **speed and certainty**, and avoid inconveniences such as visits to their home or dealing with paperwork, making it a very simple transaction. As a result, nine out of ten **users are very satisfied with Tiko's service** and recommend it to other customers.





# WHO

## The founders



### **SINA AFRA. CEO AND FOUNDER OF TIKO**

Sina Afra is a serial entrepreneur. Currently, he is the CEO and founder of Tiko. Previously, he also founded more than 12 startups and invested as business angel in 35 tech companies. He has been elected as the “Internet Entrepreneur of the Year” and “Business Angel of the Year”. In 2016 He was considered as one of Top 100 most influential tech people in the World (Wired Magazine). Forbes Magazine elected him to the “Brightest Minds” alive in Turkey (2019).



### **ANA VILLANUEVA. CEO IBERIA AND CO-FOUNDER OF TIKO**

Ana is a serial entrepreneur with extensive experience in launching technology based startups. Prior to being the CEO Iberia and a co-founder of Tiko, Ana started Jobandtalent in Mexico and led this company to a positive cash flow in less than two years. She also worked for six years in international strategic consulting firms (Booz & Company, Arthur D. Little), where she developed projects in several countries in Europe and America (Spain, Germany, Mexico, Colombia, Brazil, USA).



### **PACO SAHUQUILLO. COO IBERIA AND CO-FOUNDER OF TIKO**

Before joining Tiko, as the COO Iberia and as co-founder, Paco worked as COO at D+1, a development, management and investment holding company based in Singapore. He also held different positions of responsibility within the marketing, product and operations area at the British insurer Admiral Group.



### **CAN GÜNAY. VP TECHNOLOGY AND CO-FOUNDER OF TIKO**

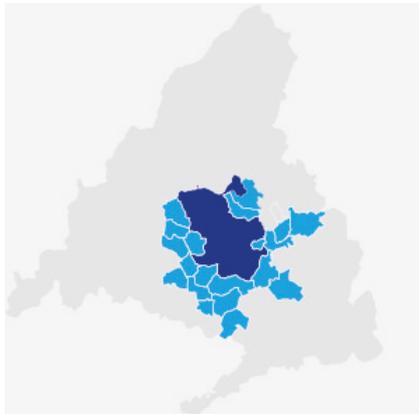
Can Günay is the VP Technology and co-founder of Tiko. Before Tiko he had 15 year experience in different startups as a partner or executive. He led the online expansion of Quelle from the German Group Kaufhaus in Turkey, which was sold later to the Swedish Halens Group, the online expansion of the french Darty in Turkey and the launch of the price comparison site of the Naspers Group. He is also an entrepreneur and a business angel investor. He has investments in the software, AI and gaming industry. He is a member of the board of various software and gaming companies.



# WHERE

## The expansion

### MADRID.



In Madrid, Tiko is receiving more than **20% of all properties** that come to the market.

### BARCELONA.



Tiko has been increasing its expansion for **all the main areas** of Barcelona.

### SEVILLA.



Tiko has controlled **one out of every four properties** for sale in Seville.

### MÁLAGA.

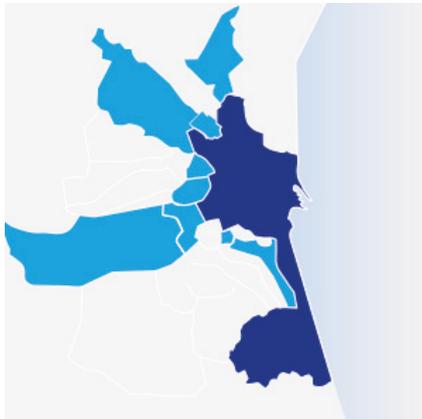


In Malaga, Tiko has been able to manage **17% of the market**.



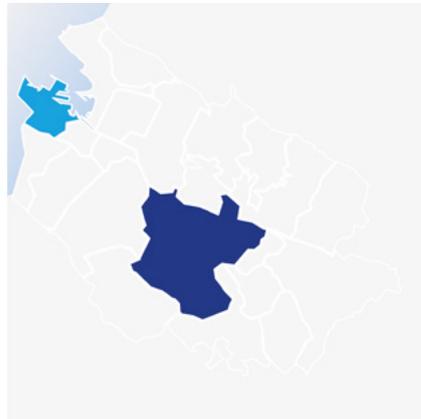
# WHERE

## VALENCIA.



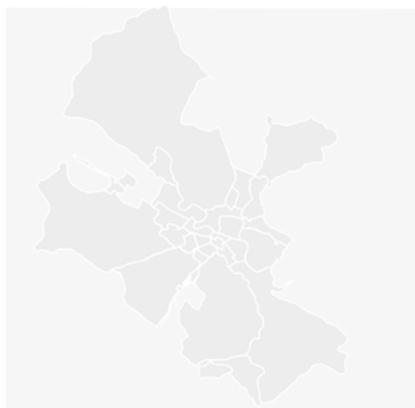
Valencia was the first opening after the coronavirus crisis and the onboarding of the team was **purely digital**.

## BILBAO.



During 2021, Tiko has started to work in Bilbao. With this expansion, Tiko has achieved being **present in the six main metropolitan areas of Spain**.

## ZARAGOZA.



Tiko has chosen Zaragoza to continue its **expansion throughout Spain**.

## LISBOA.



Tiko continues its international expansion **with the opening of a new city, Lisbon**.



# Press

## SOCIAL MEDIA

-  [/tiko.es](https://www.linkedin.com/company/tiko-es)
-  [@TikoTech](https://www.facebook.com/TikoTech)
-  [@tiko\\_tech](https://www.instagram.com/tiko_tech)
-  [@Tiko\\_spain](https://twitter.com/Tiko_spain)

## CERTIFICATIONS



CONTACT US:

 [prensa@tiko.es](mailto:prensa@tiko.es)

