

easyhousing

Easy Housing - A home for everyone.

Tutajenga Rentals - October 2025

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Low-cost, high-quality homes

Low CapEx, high returns

Disruptive

Kenya, Uganda

Sustainable.

Social.

Scalable.

Founder's Journey









Challenge

- **Housing gap** in Kenya and Uganda projected at 4.5 million
- **Inaccessible** mortgage markets
- **Informal rental market**
- **Lack of scalable, improved housing** for low-income groups
- Built environment emits **40% of global CO_2 emissions**
- Construction causes **50% of all resource extraction**



Solution

- **Affordable, fast** construction cycles
- **Inclusive offtake** solutions
- **Prefabrication,** design **automation, low CapEx**
- **Carbon storage** and **sustainable forestry**
- **Circular, nature positive,** close to **zero waste**

5 African Countries | 69 homes sold | Standardised B2C | Blended Finance









Awards & Recognition

- MIT Solve
- Habitat for Humanity ShelterTech Prize
- AUHF Award
- Manulife Prize
- SBIR Innovation Competition
- Climate Smart Forest Economy Programme
- Uplink WEF
- Affordable Housing Institute Chrysalis







- Affordable rental model
- Many lessons from informal rental market integrated
- One/two bedroom rental homes at $120-$150 per month
- Unlocks sustainable affordable housing for low income families
- Expected $150 per sqm building cost
- Cost per 20 sqm unit around $10K (including land development)
- Peri-urban solution (single storey with mezzanine)
- Infill model on standard plots (500 sqm) with 12 units
- Fast development cycles (existing infra, residential zoning, quick builds)

Market

Kenya & Uganda

TAM
4.5 M homes

Building demand

SAM
3.5 M homes

80% low- and middle income

SOM
350K homes

Tutajenga Rentals caters 10% of SAM

Competition:

Low quality informal rental units

Large demand not catered for

Carbon and resource intensive construction

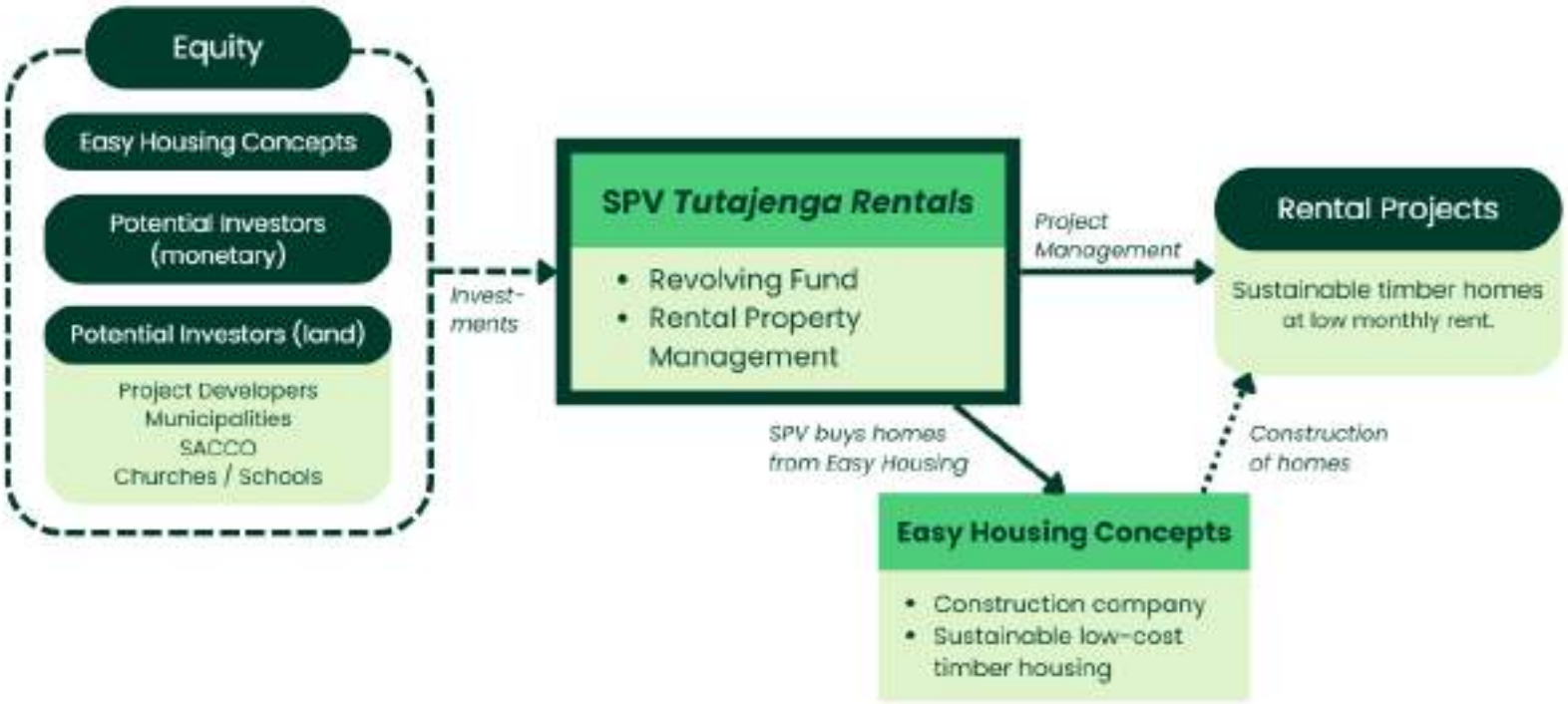
Long construction cycles

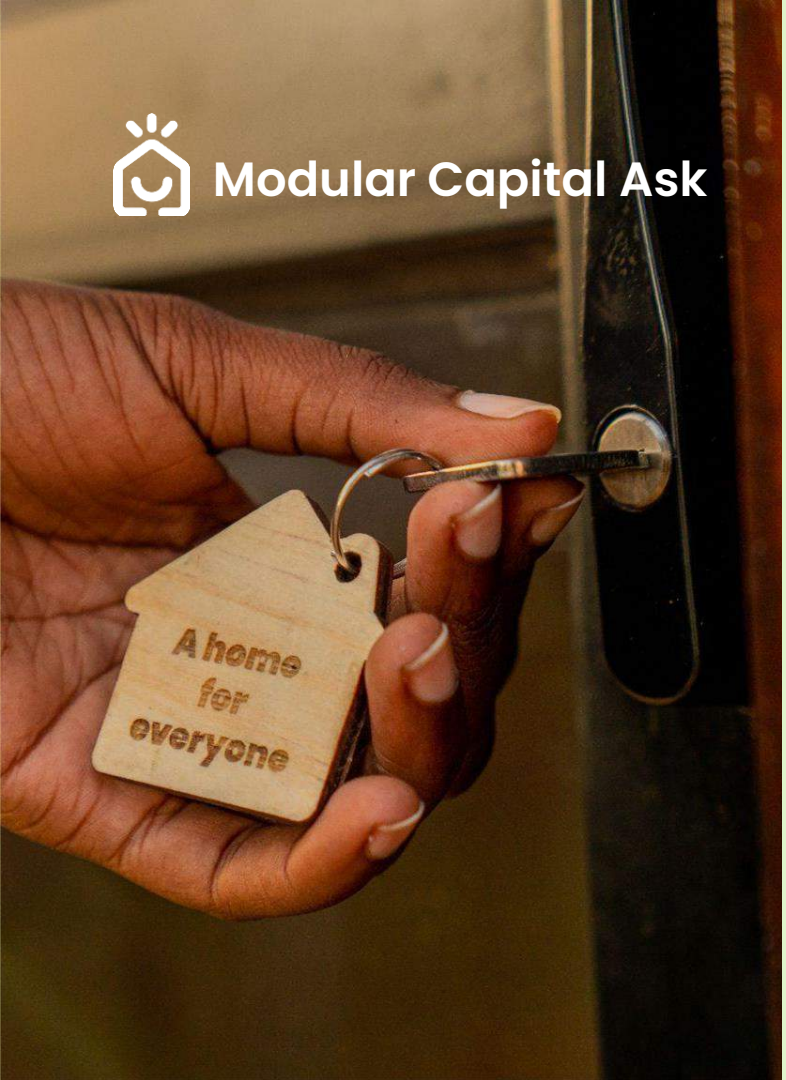
Data Sources: AUHF Year Books, National Bureaus of Statistics (KNBS, UBOS), Ministries of Housing, World Bank

Prefab timber | Urban green | High quality | Climate resilient



Tutajenga Rentals Model





Modular Capital Ask

Pilot Stage

$ 300K, concessional loan or grant
12-18 months
30 homes
Test key assumptions: occupancy rates, waitlist, maintenance costs

Growth Stage

$ 3 million, debt and equity
5-6 years
300 homes

Scaling Phase

$ 10 million, 1000+ homes

Key Metrics

Price per home $ 10,000
Monthly rent $ 100-150
IRR 15-20%



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