

A low-angle, upward-looking shot of a modern skyscraper with many windows, set against a clear blue sky. The building's lines converge towards the top of the frame, creating a strong sense of height and scale.

TKS x OXFORD

**Save time and increase annual revenue by
speeding up the contract process**

EXECUTIVE SUMMARY



PROBLEM

Currently takes contracts
anywhere from 2 - 6 months to
go through.



MAGNITUDE

You loose \$20,163,000 for every
100,000 sqft at a cost of \$15/sqft
over a year in leasing contracts.



SOLUTION

A new platform that targets the
root causes of the lengthy
contract problem.



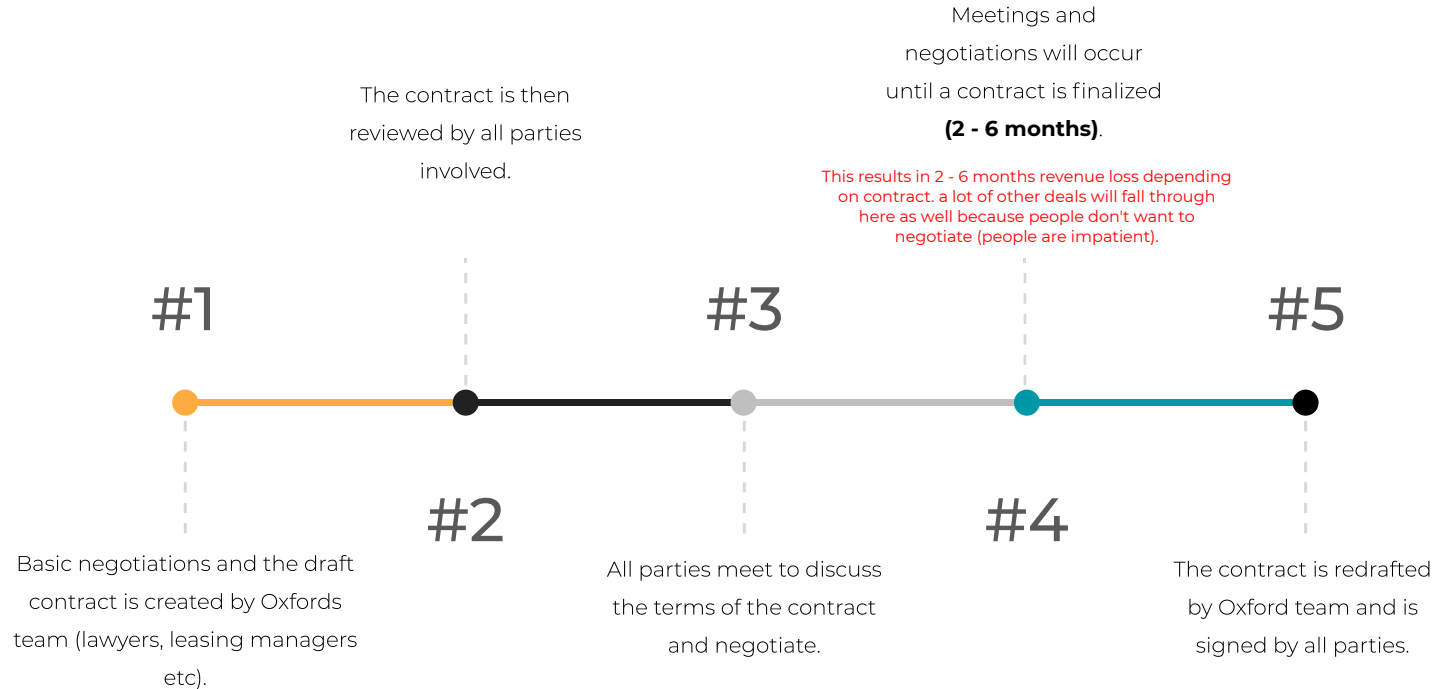
ASSUMPTIONS

A recap and overview of the
assumptions and gaps we
made within the problem and
solution.

PROBLEM

CONTRACT TIMELINE

Here's what your commercial leasing contract timeline looks like



Some people will drop the contract here because they don't understand their financial boundaries until they get the contract. It also takes longer if there's no template for the lawyers to follow.

PROBLEM

ROOT CAUSES

Contracts take too long which
results in revenue loss

Contracts

Contracts are
generally long and
excessive

Drafting and
reviewing takes
a long time

Negotiations

Clients can be unsure
about what
terms are negotiable

Clients may be
negotiating with
other firms

Clients / Tenants

Clients are
unsure what they
Want in a contract

It can be hard
to understand the
contract terms

WHO WE TALKED TO

We talked to tenants, oxford employees, real estate agents, real estate lawyers and more. Here are the key points from the people we talked too.

REAL ESTATE LAWYERS

The lawyers we talked too confirmed that **contracts can be long and excessive**. They also talked about the **drafting and reviewing process taking a long time to complete**.

LEASING MANAGERS

The leasing managers we talked to validated that **clients being unaware of the things they want is a problem** that slows down the contract process. They also told us that **clients negotiating with other firms impacts timeline** as well.

OXFORD

After talking to the, VP of Residential Real Estate and Director of Residential Asset Management **we confirmed the contract timeline was excessively long and resulted in revenue loss**.

HOW MUCH YOU'RE LOSING

To understand the magnitude of the problem we focused on leasing contracts. We took numbers from 277 Front Street West, an Oxford property in Toronto, a DocuSign case study and made a few assumptions to get calculations for how much you're losing per 1,000 sqft.

	Status Quo*
Total Timeline	16 weeks / 122 days
Total \$ Lost / 1000 Sqft	\$67,210
Total \$ Lost / 10,000 sqft	\$672,100
Total \$ Lost / 100,000 sqft (10% of sqftage across toronto)	\$6,721,000

*Status quo currently involves 5 steps: lease draft + basic negotiations, drafting the official lease, meeting to review and discuss, more negotiation, redrafting + signing the contract

Status Quo

Drafting the lease / Basic Negotiations

4 weeks



Draft an official lease

2 weeks



Discuss & Review

3 weeks



Lease comments and negotiations

4 weeks



Redraft & Signing

3 weeks



Our platform

50% Less time

2 weeks are saved due to the lease generator and templates on our platform, and the fact that the tenant would get their contract as soon as it is ready

80% Less time*

10 days are saved due to all the information being on the platform already, and just needing to be updated

65% Less time*

1 week is saved because the tenant has access to the lease as soon as it is updated - no need to wait

50% Less time*

1 week is saved since tenants can mark where they want to negotiate, and what is unclear on the document, which would be compiled into a list for easy access.

80% Less time

10 days are saved due to easy access to the document, and the ability to quickly redraft the contract.

OUR SOLUTION

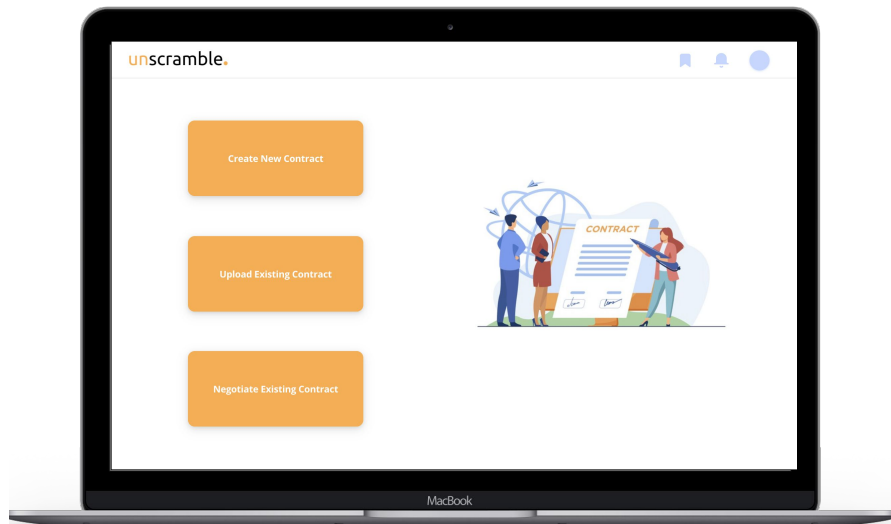
unscramble.

Saving you time and increase
your annual revenue by
targeting root causes and
incentivising all parties to use it

MAKING THE CONTRACT PROCESS MORE EFFICIENT

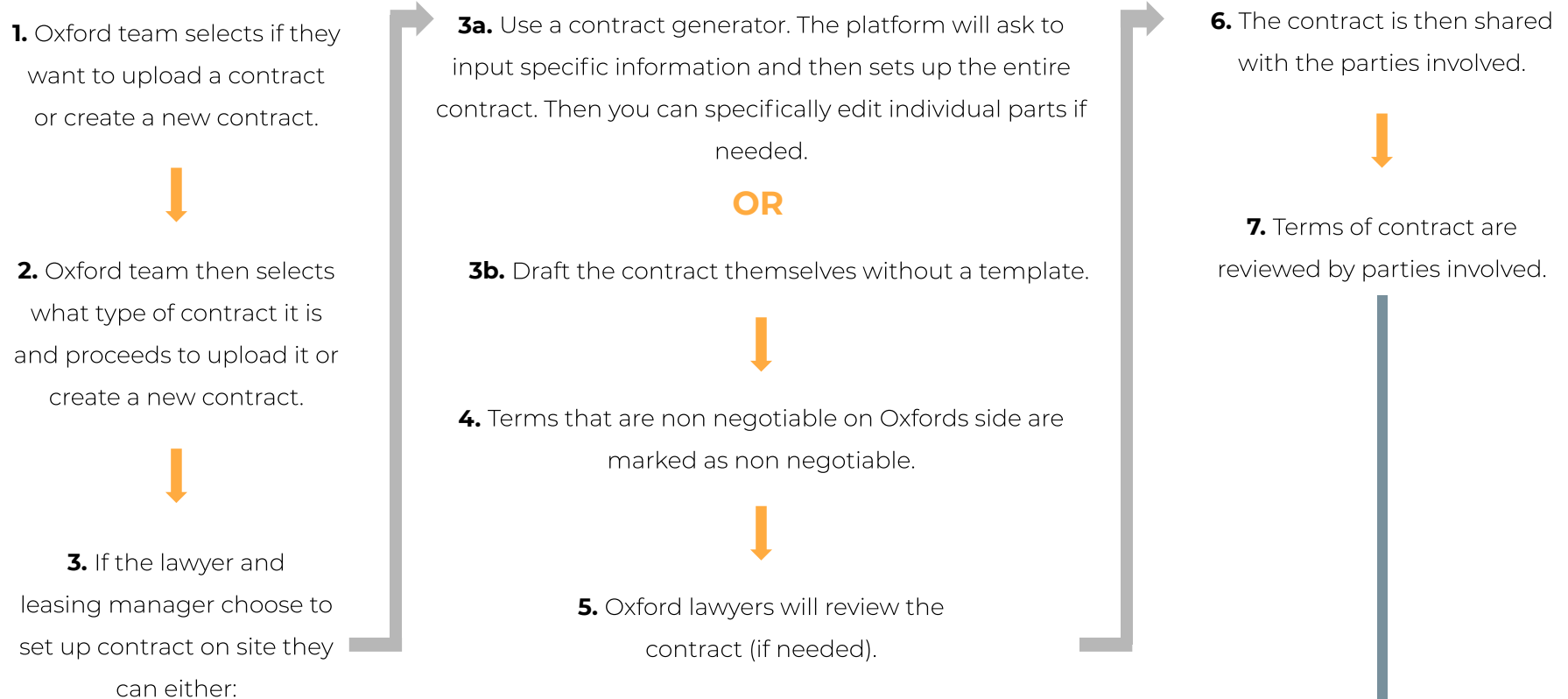
Unscramble. targets 5/6 root causes to the lengthy contract process. This includes removing the long and excessiveness of contracts and the lengthy drafting and reviewing process. It gives clients clear insight into what terms are negotiable and what the average numbers are to assist with understanding what they would like. Finally, it uses an RNN (a recurrent neural network used to simplify the text within the contract) to simplify parts of the contract that the client doesn't quite understand making it a lot easier for them to go through the contract.


Click on the computer screen to the right to see a demo on using unscramble. The demo doesn't include all the features, but you can use it as a starting point to understand what the platform could look like.



unscramble.

CUSTOMER JOURNEY MAP - LEASING CONTRACTS





7a. Parties can manually marks the terms they think are important/want to negotiate + don't understand. This option is best for people who are familiar with contracts.



All the information selected goes into an organized list.




They can sort that list into important information, text they would like simplified and information they want negotiated.



The text they wanted simplified is done by the RNN and then they can move all the information from there into important + negotiation or get rid of it from that page if its not something they need.



Can then add comments on points they want to negotiate and confirm it to send to the Oxford team.



7b. Parties can get a simplified / translated list (that's run through the RNN) of all the information that is standardly important within the contract type. This option is best for people who aren't familiar with contracts.



They get the simplified list that was run through the RNN.



They sort all the information into an important bucket, negotiating bucket and dismiss information they don't need.



Can then add comments on points they want to negotiate and confirm it to send to the Oxford team.





8. Oxford leaves comments on the proposed negotiations and the negotiations go back and forth till an agreement is made.



9. The platform will edit the contract based on the negotiation terms.



10. Both parties will review the final contract and sign it.

HOW MUCH YOU'LL SAVE

Here are the same numbers we presented at the beginning to show how much you're losing. This shows how much you can save using our platform for one leasing contract.

	Status Quo*	With Our Solution
Total Timeline	16 weeks / 122 days	6.3 weeks / 44 days
Total \$ Lost / 1000 Sqft	\$67,210	\$24,244
Total \$ Lost / 10,000 sqft	\$672,100	\$242,440
Total \$ Lost / 100,000 sqft (10% of sqftage across toronto)	\$6,721,000	\$2,424,400

*Status quo currently involves 5 steps: lease draft + basic negotiations, drafting the official lease, meeting to review and discuss, more negotiation, redrafting + signing the contract

WHY THIS WILL WORK

Our solution targets 5/6 root causes to the lengthy contract timelines and there's an incentive for both parties. It makes contract signing easier for clients and speeds up the process for Oxford which results in more revenue.

> LONG AND EXCESSIVE

With the summarized list created by the RNN you don't need to go over the long and excessive contract more than two times.

> NEGOTIATIONS WITH OTHER FIRMS

Negotiations with other firms isn't something we believe is in our control so we weren't able to solve this root cause with our solution.

> DRAFTING AND REVIEWING

Lawyers only need to draft the contract twice (beginning and end). There is also no need to review the full contract more than twice.

> CLIENTS UNSURE WHAT THEY WANT

By providing information about average rates, market growth etc. it makes it easier for clients to understand the standard numbers and make decisions.

> UNSURE WHAT'S NEGOTIABLE

In certain deals, there are non negotiable things. By making it clear to the parties involved there is no time wasted on understanding and looking into those terms.

> UNDERSTANDING CONTRACT TERMS

By including the RNN, clients can easily translate the things they don't understand within the contract to more simpler terms.

SOLUTION

MORE BENEFITS

SAVES TIME + MONEY

You can save anywhere from 4 weeks - 6 months and generate 2 - 6 months of income per contract

EASY CUSTOMIZATION

You can easily customize the contract and change things within my having it digital.

24/7 ACCESS

Since the contract is backed up digitally, all parties can easily access it when they need too.

HAPPIER TENANTS = MORE CLIENTS

The platform is a lot easier for tenants to use which not only makes it more incentivised for them but they'll leave better reviews, increasing the amount of clients oxford gets.

FIND BETTER TENANTS

Good tenants want landlords who make their process as easy as possible.

SMOOTHER PROCESS

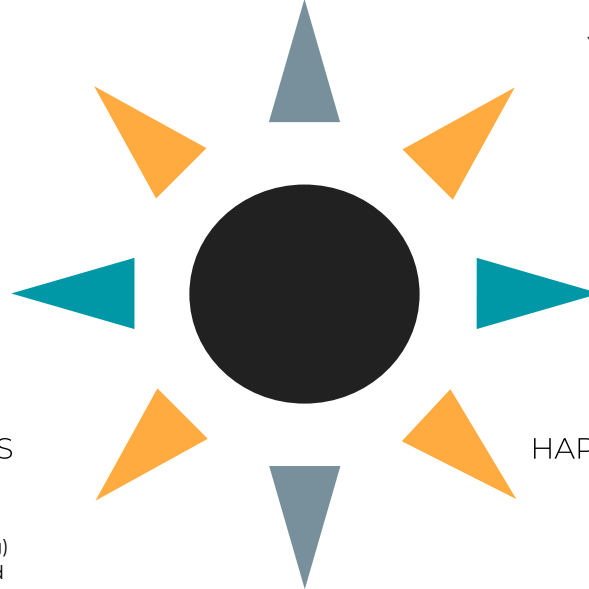
If the contract process is smoother, deals will go through faster and (specifically for leasing) tenants can move in quicker and smoother.

EASIER TO RENEW

You are able to easily renew contracts and update the terms when needed.

FASTER COMMUNICATION

You no longer need to scan and fax contracts. You can easily communicate through the digital platform.



THE BIGGEST

GAPS & ASSUMPTIONS

We had to make some assumptions and there is a few gaps that you may be able to fill in.



CONTRACT EDITING

Unsure if the app is able to edit the contract document directly or if a lawyer needs to do that to ensure it's legally binding. *A lawyer does the final contract draft instead of the app for contracts that aren't legally binding when edited by the app.*



CONTRACTS PER YEAR

We don't have a strict number for the amount of contracts you sign per year. *We know how much you'll save per 1,000 sqft (leasing contracts)*



AMOUNT OF TIME WE SAVE YOU

We aren't sure how much we save you for each part of the contract signing process so we made educated assumptions. It'll differ between contract types, what country, people involved etc.



Nyla Pirani

nyla.kiran@gmail.com



[Nyla Pirani](#)



Hailey Vallabh

haileyvallabh003@gmail.com



[Hailey Vallabh](#)



Gurjaap Brar

gurjaapbrar@hotmail.com



[Gurjaap Brar](#)



Aryaan Bhimani

aryaan.ab.bhimani@gmail.com



[Aryaan Bhimani](#)

THANK YOU

PERSONAL NOTE

Thank you so much for giving us the opportunity to work on such an incredible project. We are all so grateful for the opportunity and can't thank you enough for answering all our questions and making this such an amazing learning experience.

We learned so many things in the last few weeks including the real estate industry, how contracts work, how to have a results oriented mindset, trained asking good questions and the list goes on. None of that wouldn't been possible without you.

One of our biggest learnings was the importance of numbers. Everything was dependant on the numbers and if they were even a little bit off, it could make a huge difference in the long run.

Thank you again for an incredible opportunity,
Nyla, Hailey, Gurjaap & Aryaan