

Konverge

Case Study

Overview

Enabling Real Estate Decision-Making with a Custom Land Development Calculator



The Challenge

An early-stage startup needed to bring a specialized financial calculator to market. One that could estimate land development projects' full costs and profitability based on property characteristics and regional tax/fee structures.

The founders had deep domain knowledge but needed technical support to:

- Digitize their proprietary Excel-based feasibility model
- Enable user-driven calculations through an interactive web interface
- Manage user subscriptions and control access securely
- Integrate municipal data sources and support geographic-specific revenue modelling

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Our Solution

Konverge designed and implemented a web application using the LAMP stack to serve as the startup's core offering. We worked closely with the founders to:

- Replicate and enhance the land development calculation logic from spreadsheets
- Design intuitive forms that adapt based on user input (e.g., property type, FSI, GFA)
- Automate formulas for municipal taxes, servicing costs, soft/hard costs, and profit projections
- Embed geographic tools for region-based revenue forecasting
- Implement admin features to manage subscriptions, send automated onboarding emails, and control account status

Key Features

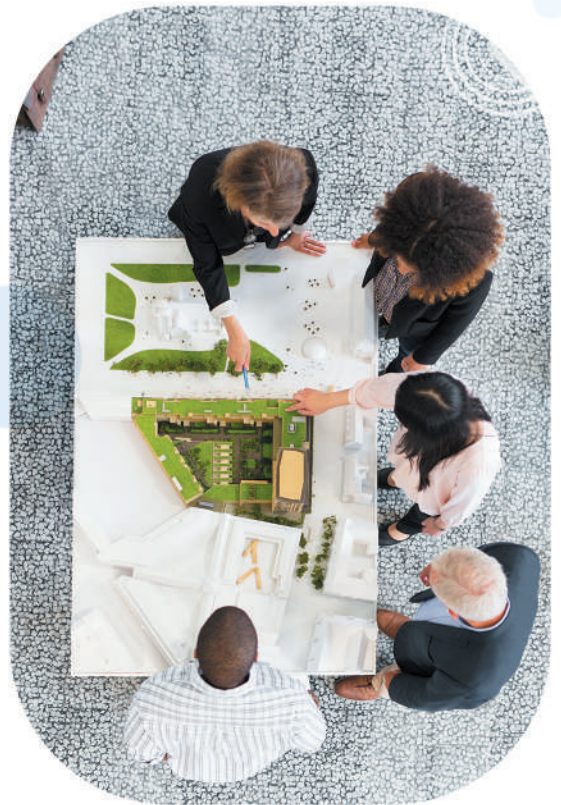
- Metric and imperial unit conversions for area, density, and FSI
- Region-specific revenue estimates via postal code lookup or a clickable GTA map
- Section-based cost entry: servicing, transaction, hard/soft costs, and contingency
- Secure login, subscription management, and PDF export of results
- Admin control panel for account creation and content updates

Business Outcomes

- Helped the startup launch a paid MVP within a tight budget and timeline
- Enabled real estate users to perform quick, accurate development cost analysis
- Supported future investor outreach by demonstrating a functional platform
- Laid a strong technical foundation for future integrations and growth

“Startups bring the vision, our job is to shape it into something scalable, intuitive, and ready for growth. This project is a perfect example of that partnership in action.”

— Sonia Couto, Managing Director, Konverge Digital Solutions



Why it Matters

For real estate-focused startups, the ability to turn deep domain knowledge into a scalable digital product can be a game-changer.

This project highlights how Konverge supports founder-led ventures with not just development but also the strategic thinking that turns MVPs into viable businesses.

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