

A man with dark hair, smiling, is sitting on a black leather couch. He is wearing a dark suit jacket over a light blue button-down shirt, dark trousers, and tan leather shoes. His hands are resting on his lap. The background features a wall with a textured, pebble-like pattern. The text 'THE PROPERTY GURU' is overlaid in the center in a large, white, serif font.

THE PROPERTY GURU

SID NARANG, 36, FOUNDER AND CEO OF THESQUA.RE



AFTER SEVEN YEARS in the serviced apartments business, it feels like we are just getting started,” says Sid, CEO of thesqua.re (formerly House of MoLi) a property tech venture that is, in his words, “disrupting the world of corporate housing, a fast growing global \$50bn industry.” His company offers premium apartments in key business hubs including London, Singapore, Delhi, Bangalore, Gurgaon, Amsterdam, Dublin, Dubai, Hong Kong and New York. The majority of customers are business professionals on work assignments or who are relocating and need a temporary base that’s homely and not a characterless hotel room.

After crossing \$10m sales run rate last year, Sid’s rebranding his company, negotiating a multi-million pound investment round by way of crowd funding, bank debt and innovation grants, and launching a peer-to-peer digital real estate investments business. Little wonder then that his star is on the rise.

He grew up in India and Hong Kong, received a scholarship to study in the USA, started his career on Wall Street, and has called Tech City London his home for the past 10 years. An avid traveller – his mission is to visit 100 countries (he’s currently on number 23) – his wanderlust is what made him quit his job in investment banking and start the company.

“WE ARE CONSTANTLY TINKERING WITH INNOVATIVE IDEAS THAT WE HOPE WILL MAKE A MEANINGFUL CONTRIBUTION TO HOSPITALITY AND REAL ESTATE INDUSTRIES WORLDWIDE”

“Moving around between key business cities gave me the idea of thesqua.re. I always felt that something was missing, either comfort, technology or decor, and I’ve brought these elements together to create a premium serviced apartments brand,” says Sid, who holds a BA in Computer Science and Philosophy and an MSc in Finance from the London Business School.

He started by renting his own apartment, then the neighbours’ houses and eventually a whole building in Canary Wharf. He’s built a business with USD eight-figure revenue, more than 5,000 customers and 70 employees. “All day I feel like I am in a playground having a ton of fun – interacting with our business leaders in customer service, real estate, product, marketing, design, tech... The only thing that’s missing is a waterslide! I am sure when we are big enough we will get one,” he laughs.

The rebrand to thesqua.re will bring in a loyalty points system, an all-in-one business account and a concierge app to provide an exceptional customer experience. The aim is not just to get to 1,000 centrally located beautiful homes in London but also to establish thesqua.re as a global four-star business accommodation brand in the other fast-growing markets of New York and Paris.

“We are constantly tinkering with innovative ideas that we hope will make a meaningful contribution to hospitality and real estate industries worldwide – such as loyalty and redemption systems based on digital currency. The day we can say we have a customer base of one million; that’s when we will have become an international success,” says Sid. ➤