

## **ABSTRACT**

*Livinhome is a startup in the field of property rental management that was established on May 7, 2023. Focusing on solving existing problems, Livinhome is expected to be able to provide solutions through a digital platform that can bridge people's needs for property rental properly and become one of the important parts in the property rental market share in Indonesia. The initial journey of a business requires a business feasibility study to minimize the occurrence of unwanted risks, facilitate the implementation of the business with several plans that have been prepared, and facilitate supervision and control of the running of the business to avoid deviations so that the business produces performance that is able to achieve its goals.*

*Market and marketing aspects, technical and technological aspects, and financial aspects are components that need to be analyzed to make a decision on the feasibility of a business. The results of the trial with a percentage of 100% gave approval to the feasibility of the business model canvas hypothesis, so that Livinhome was declared feasible in terms of market and marketing. Livinhome has all elements of technical and technological aspects that are in accordance with the intended market conditions. Based on the calculation of the payback period, Livinhome has 5 months to return the initial capital to Bandung Techno Park.*

**Keywords:** *Livinhome, Business Feasibility Study, Market and Marketing Aspects, Technical and Technology Aspects, Financial Aspects*