IIP Argentina: Alquilando

Buenos Aires, Argentina

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Class of 2019
My Work

This summer I worked with the management team at Alquilando to conduct detailed research on rental markets around the Spanish-speaking world. This research involved investigating details such as the percentage of renters, number of long-term rentals in an area, percentage of rentals carried out through traditional real estate agencies, average agent commissions in the area, etc. in order to establish the dollar value of the addressable rental market in each urban agglomeration. This research will go on to inform the company’s expansion into international markets in the coming years.
The Alquilando Team
Additional Assignments

In addition to my primary role of conducting rental market research, I was given many additional assignments such as:

- Completing a grant application for Village Capital
- Translating the company pitch deck
- Researching local property listing companies to enhance our advertising strategy
- Reworking the design of the company’s Projection graphics
- Writing a 10 page Executive Summary of the business in both English and Spanish which would go on to be used in business meetings with potential investors
Meeting My Objectives

I came into the summer with only two real objectives: to improve my Spanish and to contribute something of value to the company. My Spanish undoubtedly improved throughout my time with Alquilando, as I was doing nothing but speaking, reading, and writing in Spanish for six hours a day, and my coworkers did their best to involve me in conversation. Also, my supervisors could not have done a better job of assigning me with projects that I not only found riveting but that I also felt contributed to Alquilando in a meaningful way. I enjoyed and was challenged by every assignment that was brought my way, from scouring the internet for information about foreign rental markets, to flexing my muscles as a translator with the pitch deck, to learning valuable details about company structure and business modeling through my work on the executive summary. As much of this work will be put into use by the company in the coming years, I feel that I met and surpassed this second goal as well.
The Support System

Despite the many challenges inherent to working in a foreign country in a second language, there was never a moment during my time with Alquilando that I felt overwhelmed or in over my head. That is not at all to say that I was never confused (in fact confusion was likely my default state), but I was safe in the knowledge that knew that whenever I needed help or guidance my supervisors were just a stair flight away. Everyone in the office was enormously patient with me, and I truly could not be more grateful for how they all made a constant effort to be available to lend a helping hand at all times.
Travel
Final Thoughts

My experience at Alquilando in Argentina could not have had a more substantial impact on my career plans or personal growth. Coming into the summer, I had no prior knowledge of the entrepreneurial field, and did not consider it to be of interest to me. However, after witnessing the dynamic and freeform nature to work in an early stage startup, I am much more inclined to pursue entrepreneurship opportunities both academically and for work in the coming years.

Deciding to live in a foreign country speaking a largely unfamiliar language for eight weeks is always going to be a leap of faith, but it will undoubtedly prove to be an incredible learning experience as well. My time in Argentina taught me how to be more independent, how to act with responsibility, and how to take myself less seriously and not fear embarrassment. I could not be more thankful for IIP for making this happen, and I hope that many more students will take advantage of this incredible internship opportunity at Alquilando in the coming years!
Thank you!!!