

# For FOUND Study, TULU became a smarter way to live for NYC's students and interns

FOUND Study · Student Housing

Columbia Heights Waterfront, Midtown East, Turtle Bay, and Financial District

TULU Rent

TULU Shop

TULU Print

## ABOUT FOUND STUDY

FOUND Study is a premium student and intern housing brand with properties across NYC — Columbia Heights Waterfront in Brooklyn, and Midtown East, Turtle Bay, and Financial District in Manhattan. In a market built around the "complete package" of high-end student living, FOUND needed an amenity that could deliver on convenience, aesthetics, and modern appeal for a resident base that skews young, tech-forward, and increasingly values sustainability.

## TULU VS. OTHER AMENITIES

For FOUND, TULU isn't about beating out one single amenity — it's about having the "complete package" that high-end student housing is expected to deliver. The team credits TULU with helping establish one consistent brand standard across every FOUND property, no matter the borough.

## COMMUNITY IMPACT

Feedback from residents and onsite staff has been consistently positive: the units are popular and fun to use, and staff say TULU feels refreshingly human in an increasingly automated world. Sustainability resonates strongly with FOUND's resident base — TULU's ability to reduce waste taps directly into something students say they care about. On tours, it's been described as flashy and a genuine boost to building aesthetic and marketability.

## EXPANSION

Once the first FOUND Study building saw the impact, expanding TULU across more of the portfolio was an easy call. The team credits TULU with helping establish a true brand standard — the same modern, tech-forward experience whether a resident lives in Brooklyn or Manhattan. Today, TULU is live across four FOUND Study communities: Columbia Heights Waterfront, Midtown East, Turtle Bay, and Financial District.

FOUND  
STUDY

TULU isn't just an amenity, it's a smarter way to live. It brings convenience, flexibility, and everyday value directly to our student and intern residents, making life in New York just a little bit easier.

Rachel Brown, VP of Partnerships