





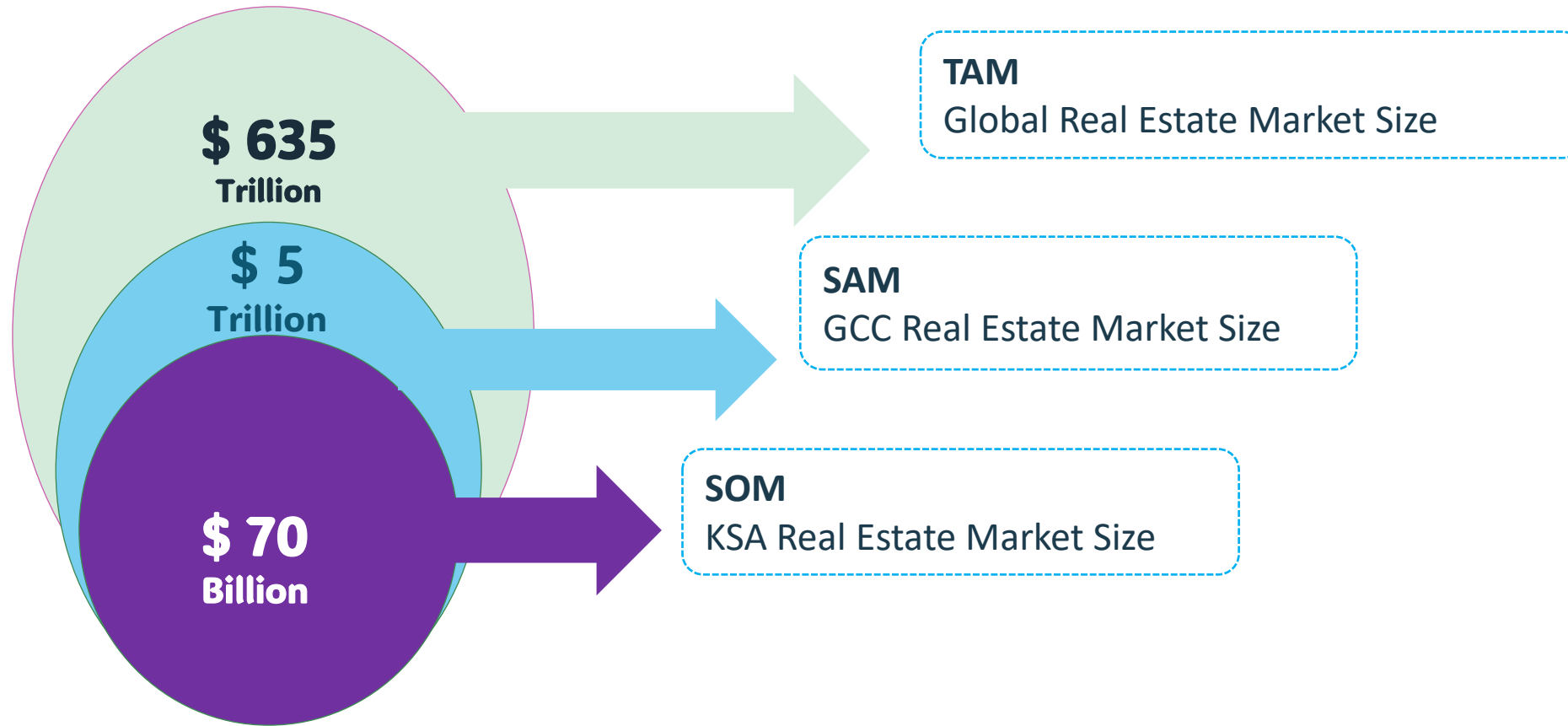


Prop Space: is an innovative Proptech (Property Technology) **Saudi** company transforming the real estate industry by leveraging advanced technology and data-driven insights. We provide an integrated platform that simplifies real estate transactions, improves decision-making, and enhances the overall user experience for both property developers and residents.

Empowering Property developers and managers through digital transformation to enhance their digital infrastructure and elevate their customers' experience.

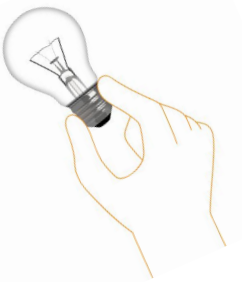
Empowering the Future of Saudi Real-Estate Where Property Management Meets Tenant Experience for Residential and Commercial Spaces



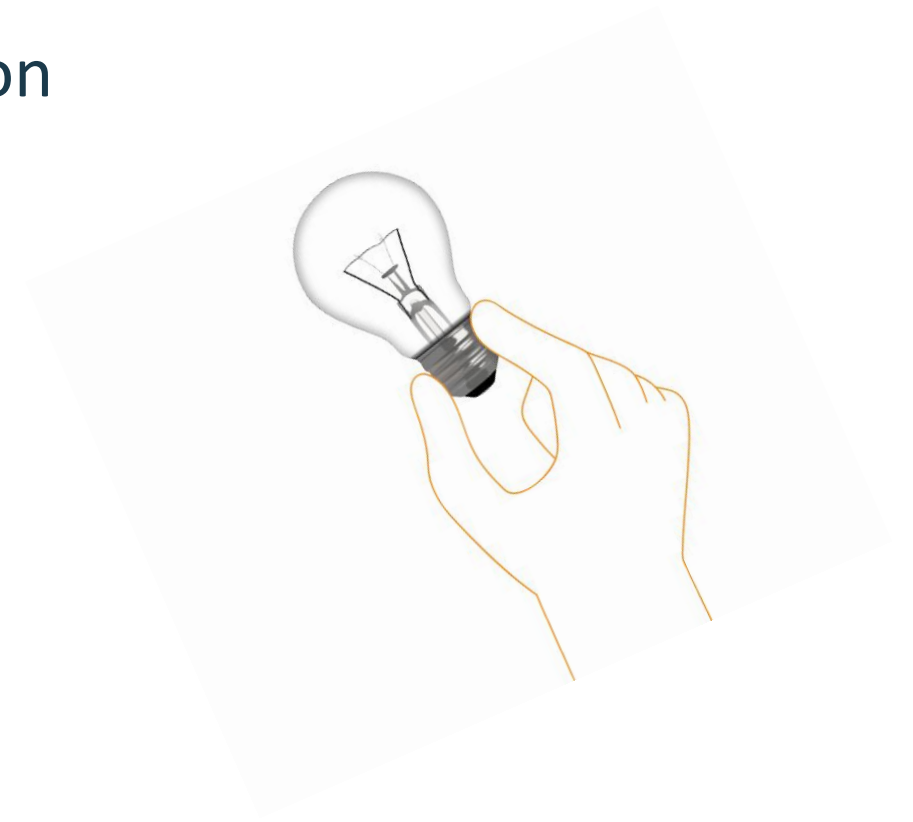


Challenges in Saudi Arabia's Real Estate Landscape

- **Tenant and Resident Engagement:** Limited tools for property managers to understand and enhance tenant satisfaction
- **Fragmented Communication:** Property management and tenant interactions are often disjointed, leading to missed opportunities for engagement
- **High Operational Costs and Inefficiency:** Manual processes and outdated management systems increase costs and reduce operational efficiency



- Efficiency & Optimization
- Tenant Engagement and Satisfaction
- Marketing and Communication



Real Estate Experience Platform for Residential and Commercial Markets

- 1- Residential Platform: A complete tenant experience and property management solution for residential properties, connecting tenants with community events, amenities, and local services.
- 2- Commercial Office Platform : A workplace experience solution tailored to office spaces, improving tenant satisfaction, fostering a sense of community, and streamlining property management in commercial buildings.

Enhancing Tenant Experiences in Residential Properties :

- 1-Experience Management Console: Centralized management for tenant relations, community events, and residential services.
- 2- Data Intelligence & Engagement Metrics: Real-time analytics on tenant satisfaction, community participation, and service requests.
- 3-Curated Service Marketplace: Connects tenants with local vendors for services such as maintenance, cleaning, and cultural or recreational activities.

Transforming Office Spaces with Prop Space's Commercial Platform :

- 1-Workplace Experience Management: Unified interface for office property managers to streamline tenant interactions, events, and communication.
- 2- Analytics and Feedback Tools: Real-time feedback on office tenant satisfaction, space utilization, and amenity engagement.
- 3- Integrated Office Marketplace: Curated local services and amenities relevant to office environments, supporting hybrid work models and employee engagement.

1

Increasing Efficiency & Optimization

Problem

Unorganized relations, inefficient property management, and high operating costs.

Solution

A prop-tech platform can centralize communication, automate management processes, and reduce operational costs by digitizing and optimizing routine tasks like maintenance

2

Elevating Tenant Engagement and Satisfaction

Problem

Limited community engagement, difficulty tracking tenant satisfaction, and underutilization of amenities.

Solution

The platform provides tools for community announcements, tracking tenant engagement, activating the community, which foster a stronger sense of belonging and increase participation.

3

Enriching Marketing and Communication

Problem

Fragmented communication, inefficient marketing, poor management, and lack of neighborhood partnerships and offers.

Solution

A centralized platform for communication and marketing allows developers to share updates and offers, track performance, promote local offers and amenities, and manage tenant relations more effectively.



Barriers Of Entry



Technological Barriers:

Infrastructure: Building and maintaining the necessary tech infrastructure, such as secure databases, mobile apps, and cloud services, requires expertise and can be costly.

Integration with Existing Systems: Integrating our platform with existing real estate databases and systems in Saudi Arabia can be complex and time-consuming.



Regulatory and Compliance Hurdles

Regulatory Requirements: Navigating the legal landscape can be complex, as we'll need to secure the appropriate licenses and comply with local laws, especially in the real estate sector.

Data Privacy Laws: Saudi Arabia has strict data protection laws, and ensuring compliance can be challenging, particularly for tech-driven companies that handle sensitive user data



Capital Requirements :

High Initial Costs: Developing a prop-tech App & platform involves substantial upfront investment in technology, infrastructure, and marketing

Funding Challenges: pre-revenue start-up capital



Talent Acquisition

Skilled Workforce: Finding and retaining skilled professionals who understand both the real estate and technology aspects can be challenging, especially in a market where such talent is in high demand.

Cultural Fit: Ensuring our team understands and can navigate the local culture and business environment is critical for effective operations.



Co	Country	Founding year	Valuation	Revenue / Y
ServiceTitan	USA	2007	\$10 B	\$250 M
Better	USA	2014	\$6 B	\$500 M
Houzz	USA	2009	\$4 B	\$650 M
Figure	USA	2018	\$3 B	\$100 M
Plume	USA	2015	\$2 B	\$100 M
Divvy	USA	2017	\$2 B	\$100 M
Side	USA	2017	\$1 B	\$100 M
HomeLight	USA	2012	\$1 B	\$100 M
NoBroker	India	2014	\$1 B	\$73 M
Pacaso	USA	2020	\$1 B	\$50 M



Co	Country	Founding year	Fund Raise
HQO	USA	2018	\$ 162.8 M
SMART Rent	USA	2018	\$ 138 M
COVE	USA	2013	\$ 6.7 M
VTS	USA	2012	\$ 452.1 M



1

Unorganized Relations:

Communication between tenants or homeowners, property managers, and service providers is often fragmented, leading to delays and misunderstandings.

2

Limited Engagement in Community Activities :

Developers may struggle to foster a sense of community among tenants or homeowners, leading to a disconnected base and reduced engagement in community events or activities.

3

High Operating Costs:

The overhead costs associated with property management, including manual processes, paper-based documentation, and inefficient maintenance, can be significant.

4

Inefficient Property Management:

Traditional property management involves manual processes, leading to inefficiencies, errors, and delays in tasks like rent collection, maintenance scheduling, and tenant communication.

5

Lack of Centralized Communication :

Commercial real estate developers struggle to communicate effectively with tenants or homeowners, often relying on disjointed methods like emails or physical notices. This can result in missed updates and a lack of engagement from tenants.

6

Fragmented Offer Management

Managing and promoting special offers or tenant-exclusive discounts can be cumbersome without a dedicated platform, leading to missed opportunities for both developers and their Customers.

7

Difficulty in Tracking Tenant Satisfaction and Engagement :

Real estate developers often lack tools to effectively measure tenant or homeowner satisfaction and engagement with the services provided, making it challenging to improve offerings and address issues proactively.

8

Underutilization of Amenities and Local Business Offers:

Tenants or homeowners may not be aware of or take full advantage of available building amenities, promotions, or local business offers, leading to underutilization and missed opportunities for both tenants and developers.

9

Inefficient Marketing:

Traditional marketing methods can be slow, costly, and less effective in reaching potential tenants or buyers.



1

Unorganized Relations:

A prop-tech platform can offer a unified communication tool where all parties can interact, share updates, and resolve issues in real-time, improving overall coordination.

4

Inefficient Property Management:

prop-tech solution could automate these processes, making property management more efficient and reducing operational costs.

7

Difficulty in Tracking Tenant or Homeowners Satisfaction and Engagement :

The app's analytics and reporting features provide insights into user engagement, popular features, and request trends. These metrics help developers understand tenant needs and preferences, allowing for data-driven improvements in services and communication.

2

Limited Engagement in Community Activities :

By providing a platform for community news and event announcements, your app helps to build a stronger, more connected tenant community. This can lead to increased participation in events and a greater sense of belonging among tenants.

5

Lack of Centralized Communication :

We Can provide a centralized platform that aggregates data from various sources, offering actionable insights and analytics to improve decision-making.

8

Underutilization of Amenities and Local Business Offers:

By showcasing offers, promotions, and amenity information directly within the app, solution increases awareness and usage. The addition of location-based services or geofencing can further personalize offers, making them more relevant to tenants and boosting engagement.

3

High Operating Costs:

Implementing digital solutions can reduce operating costs by automating routine tasks, digitizing documentation, and optimizing resource allocation through predictive maintenance and energy management systems.

6

Fragmented Offer Management:

The dedicated section for offers and promotions within the app allows developers to easily manage and showcase relevant deals. This not only enhances tenant experience but also supports local businesses and boosts community engagement.

9

Inefficient Marketing:

Application provides a streamlined, digital platform for tenants to submit requests with ease, including the ability to upload photos/videos. The integration of a ticketing system ensures efficient categorization, tracking, and communication, leading to faster resolutions and improved tenant satisfaction.



Why Prop Space is Uniquely Positioned

Comprehensive Platform:

Only platform offering tailored solutions for both residential and commercial tenants.

Proven Engagement Metrics:

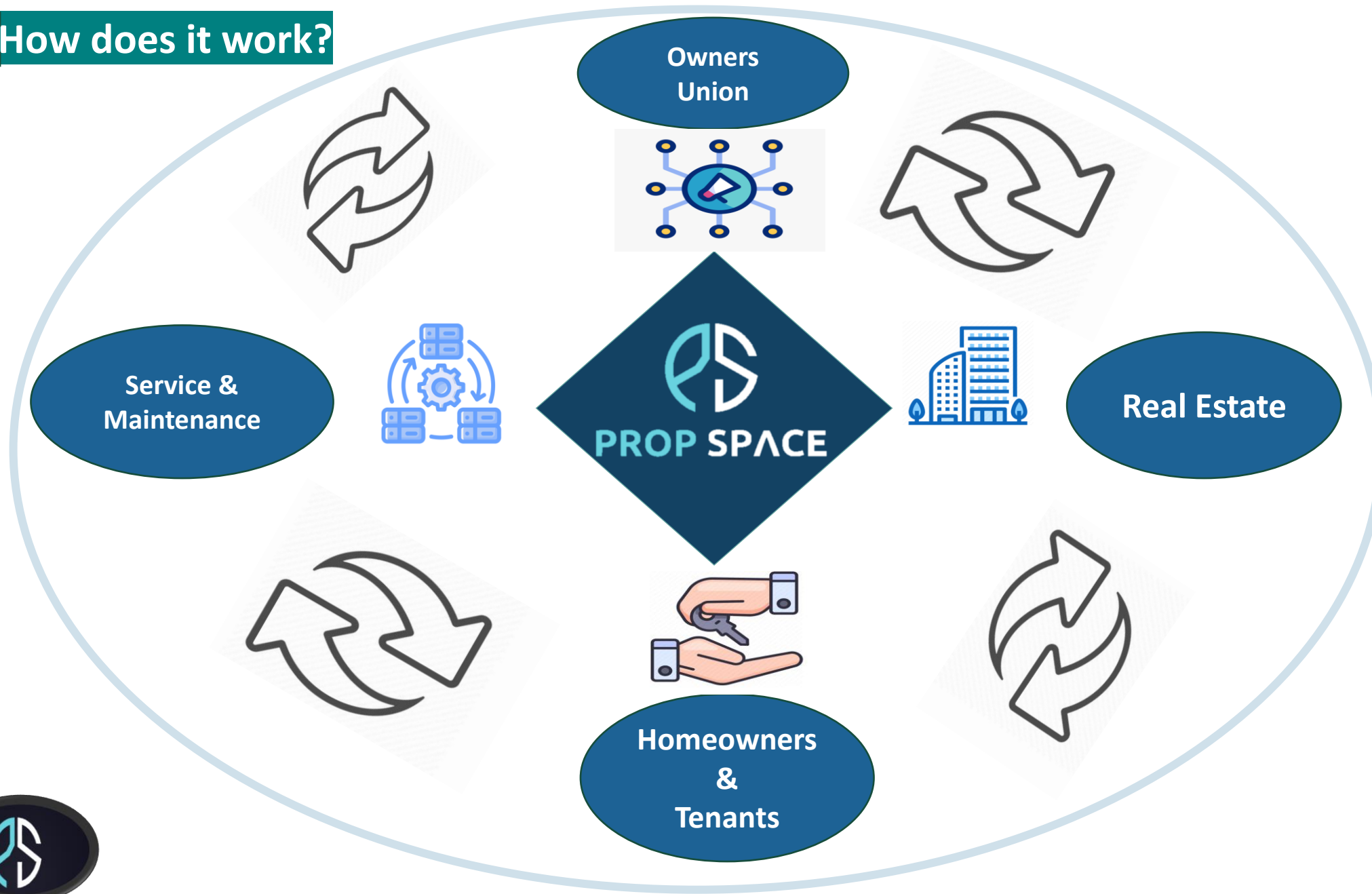
Dual platform offers data-backed tenant engagement and community-building.

Localized and Customizable:

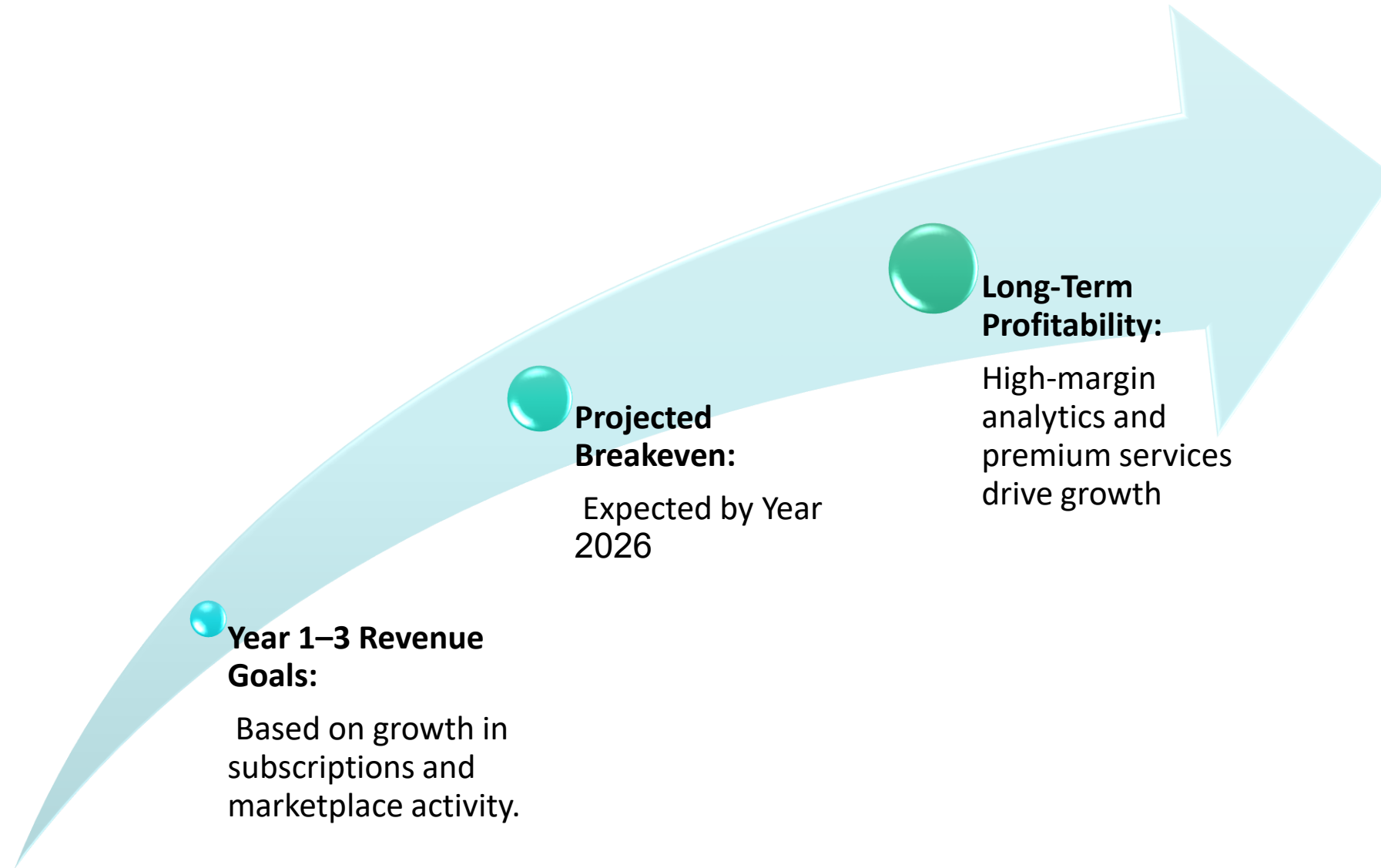
Supports local specific needs with a culturally relevant marketplace and options.

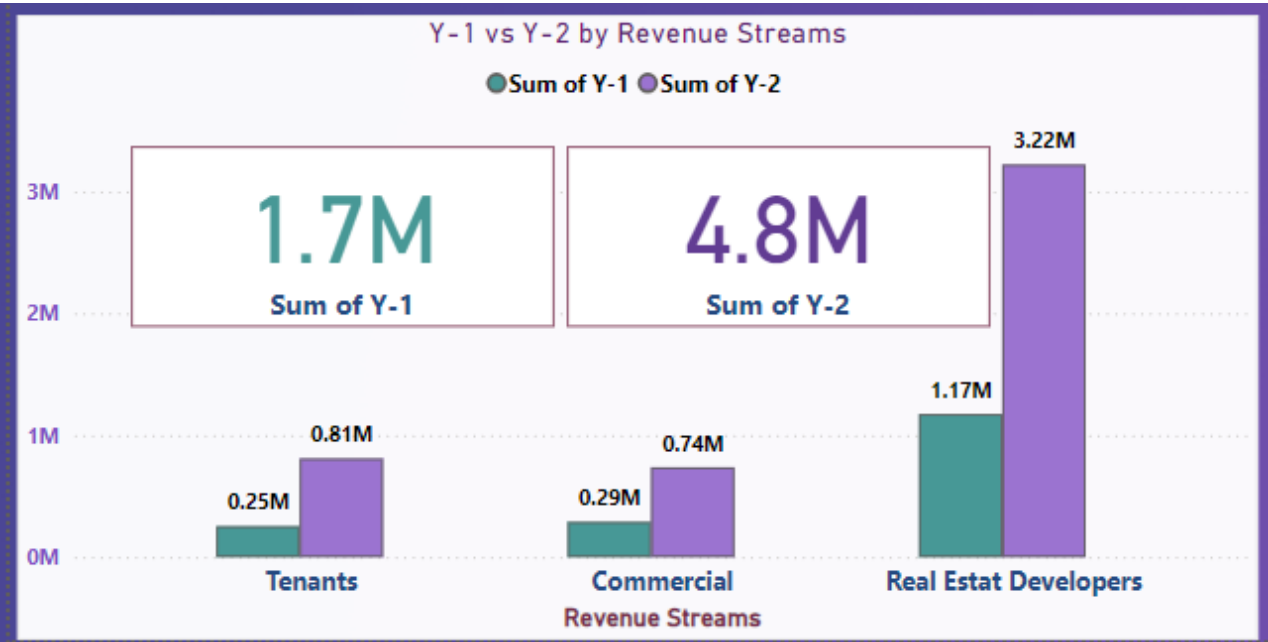
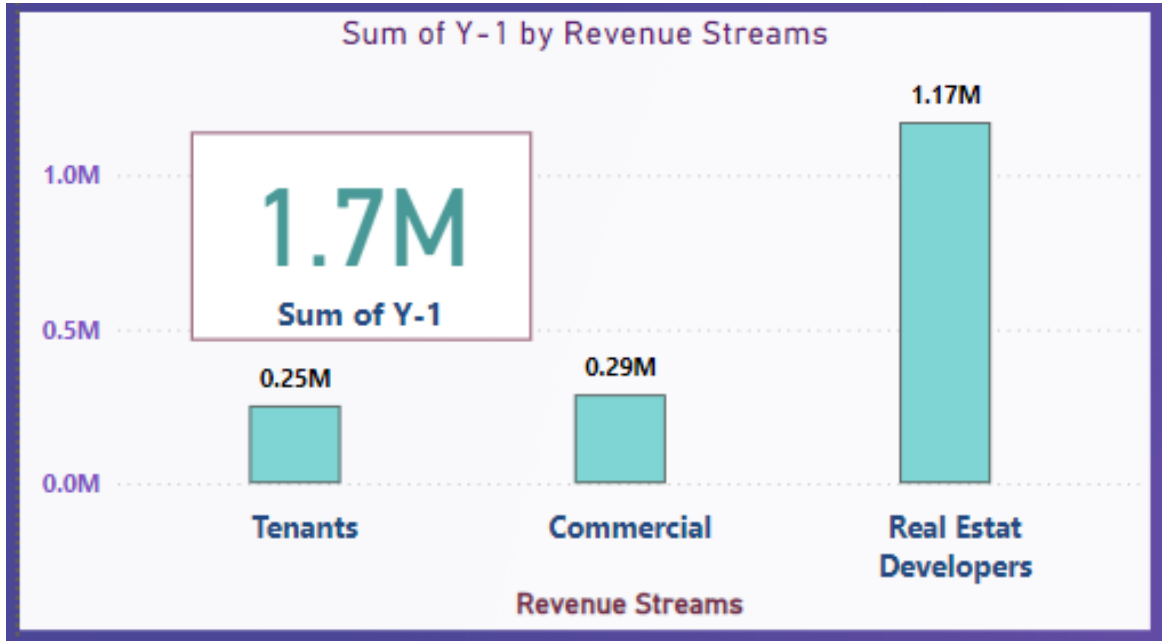
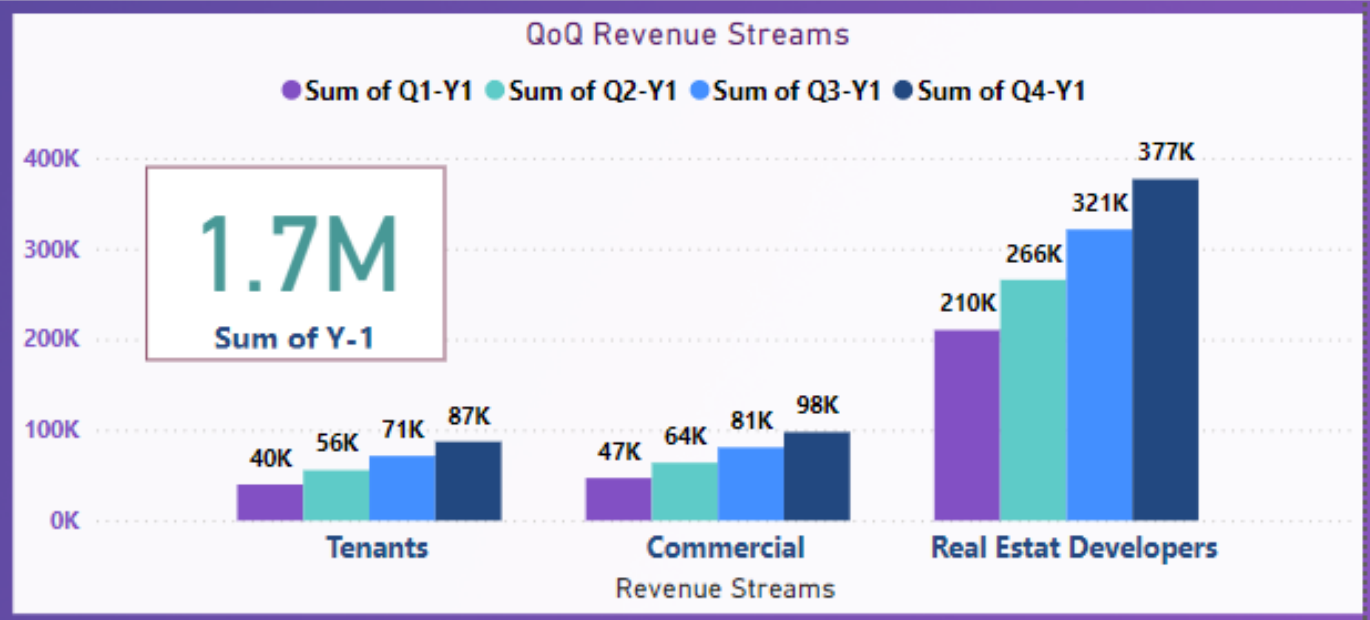


How does it work?



Dual Revenue Stream Forecast for Sustainable Growth





Capital for Dual-Platform Expansion

Target Raise: \$700K

Ticket Size: \$100K

Use of Funds:

Team Development: 51%

Tech & Capital Ex: 28%

Sales and Marketing: 21%





Thanks

