



Dallali The Comprehensive Cloud-Based Property Management System

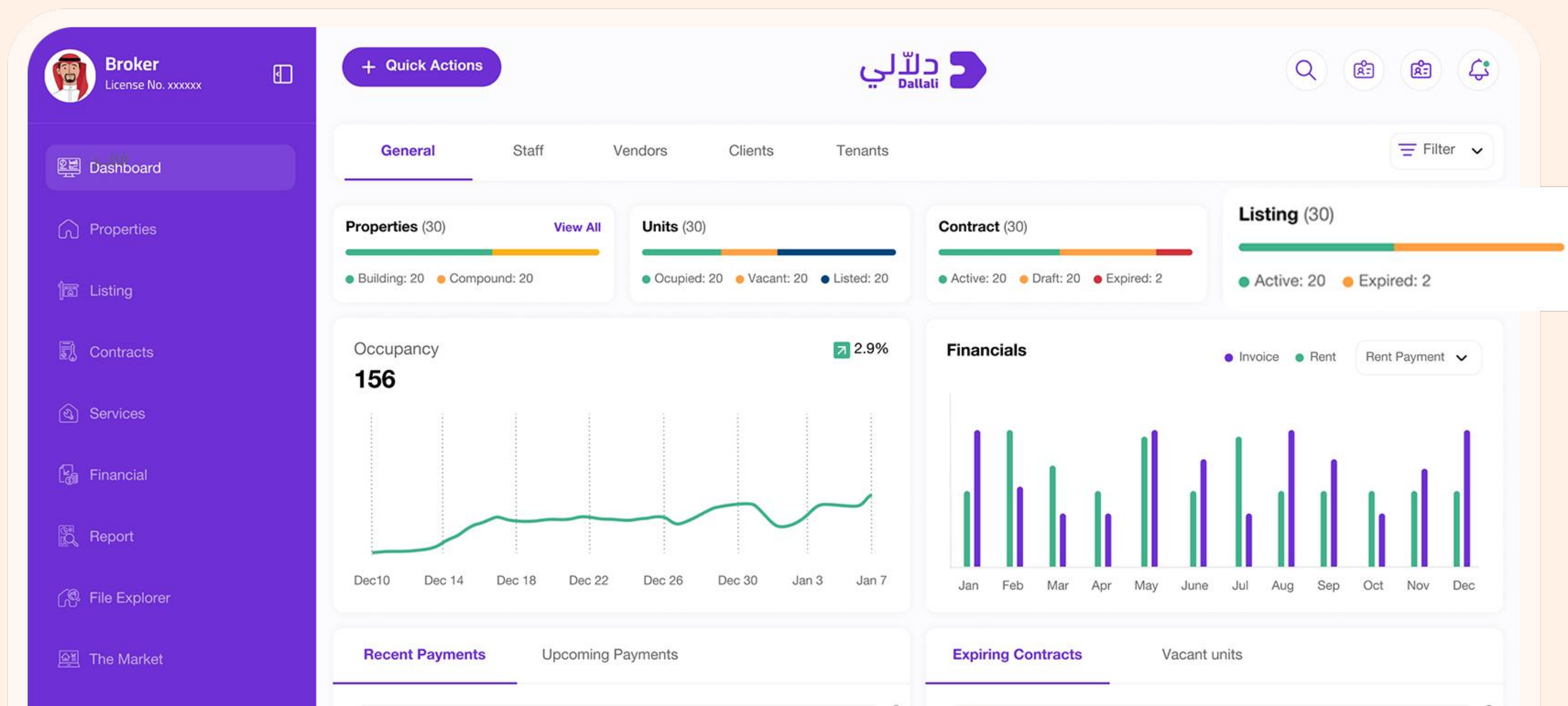
Revolutionizing real estate operations
management for individuals and
businesses with ease and efficiency



1.What is Dalali?

Dallali is a SaaS (Software as a Service) cloud-based platform designed to enable property owners, tenants, and brokers to efficiently manage real estate operations in a single, unified system.

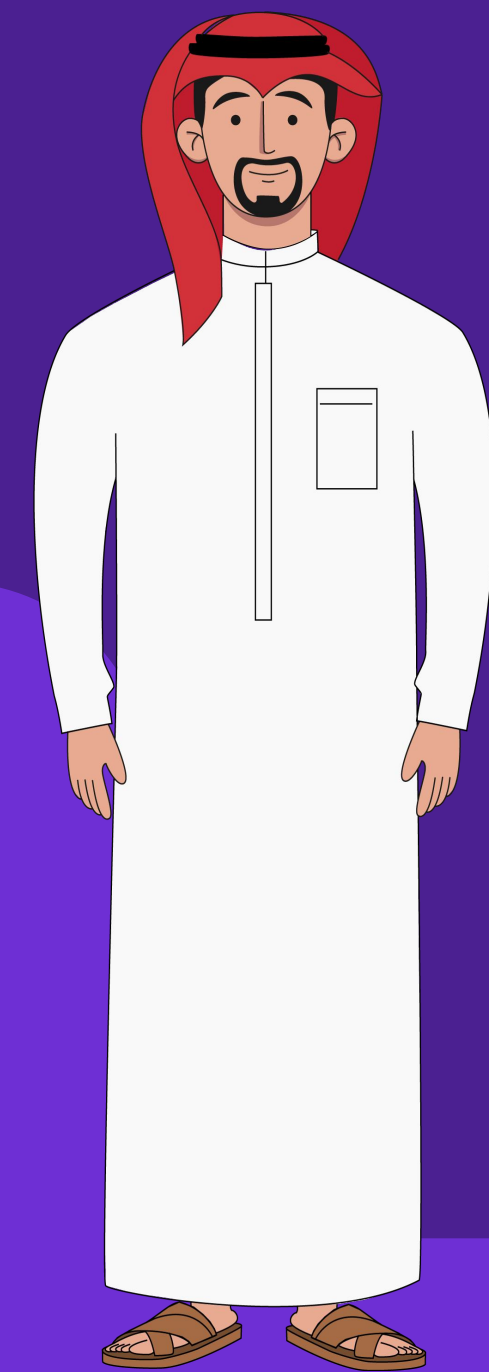
Vision: To become the leading, comprehensive real estate management platform in Saudi Arabia.



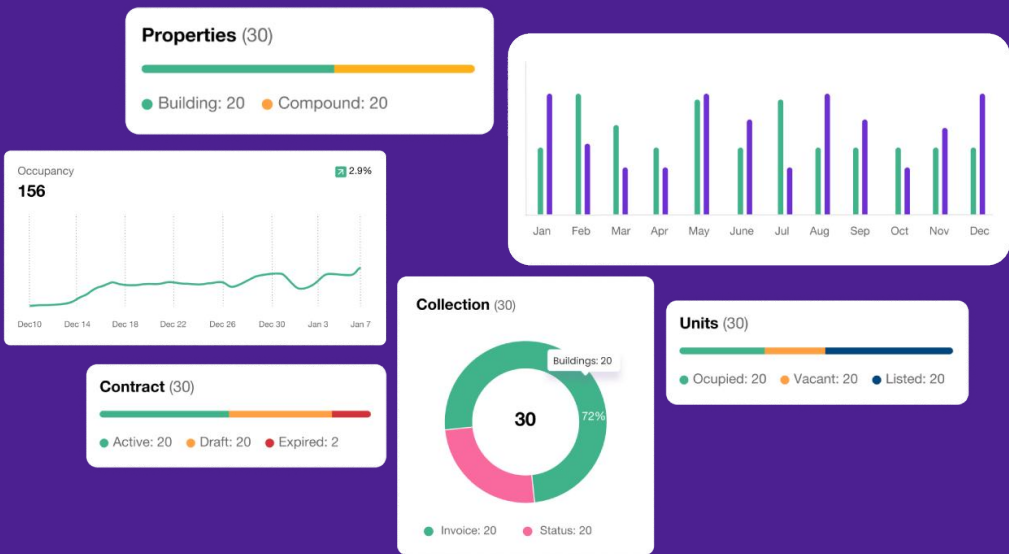
2.Saud Story

Four years ago, Saud struggled with the chaos of property management, losing track of documents, constantly following up with tenants, and facing difficulties in collecting rent. Saud dreamed of a platform that could bring order to the chaos, offering instant access to reliable data and smooth operations with a single click.

That's when Saud discovered Dallali — a system that centralizes all real estate operations with a simple interface, allowing him to gain control over his properties with ease. Today, Saud manages his properties more productively and stress-free, supported by real-time reports and automatic reminders. Dallali provided him with the essential transformation he needed to thrive in real estate.

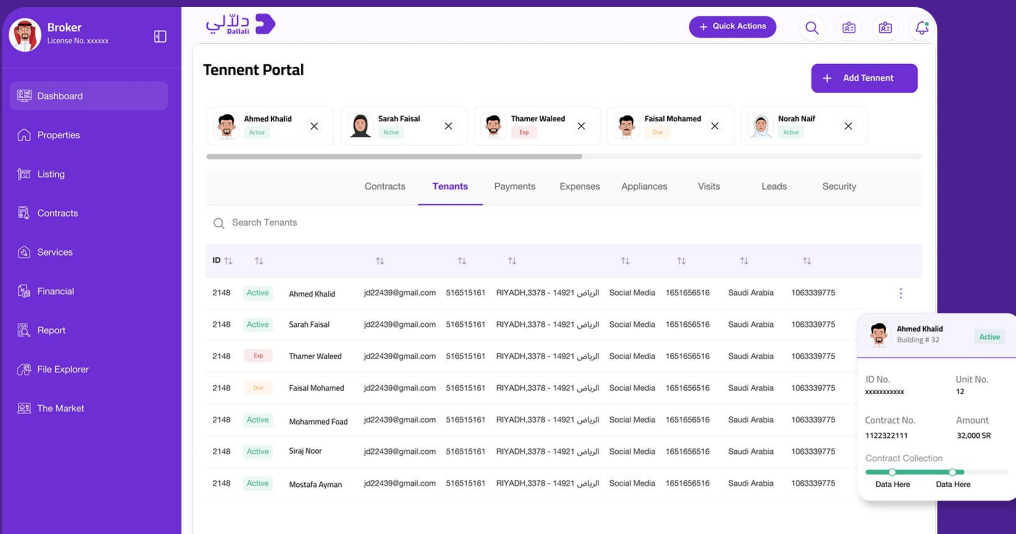


3.1.Key Features of Dallali



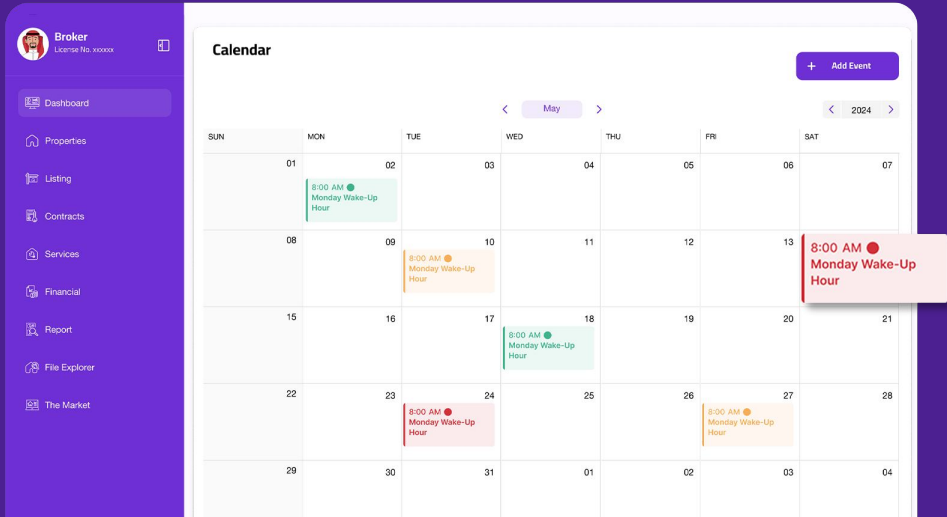
Dashboard

Track property performance with clear KPIs for strategic decision-making.



User Portals

Owners' Portal: Real-time access to property data and reports.
Team Portal: Interactive access for team members to monitor activities and reports.

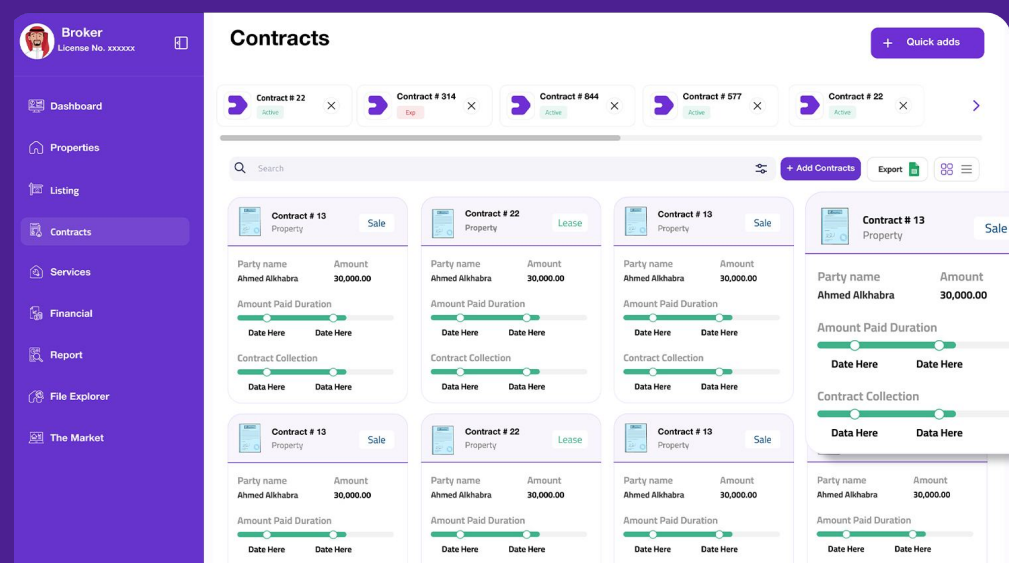


Operations Calendar

Follow operations and updates in an organized calendar.

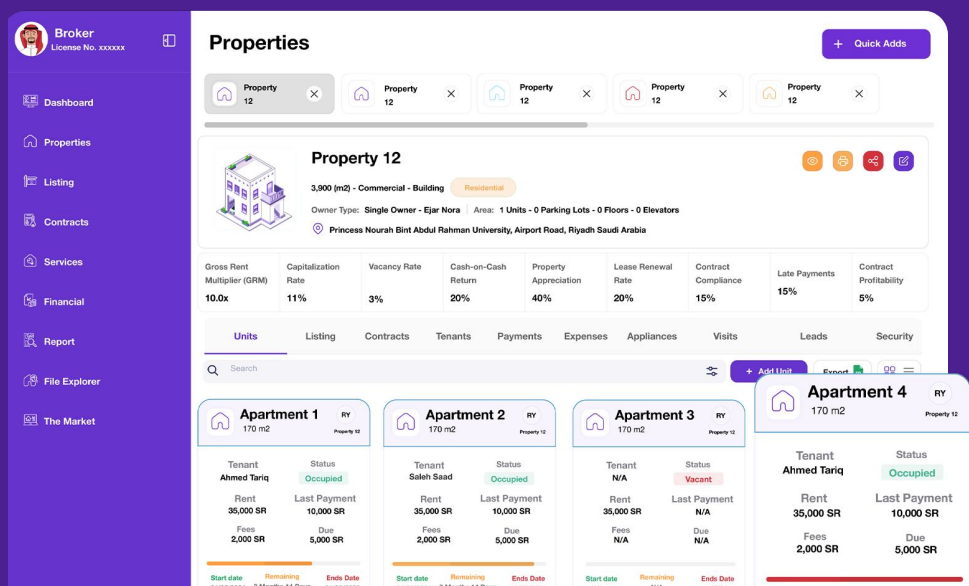


3.2.Key Features of Dallali



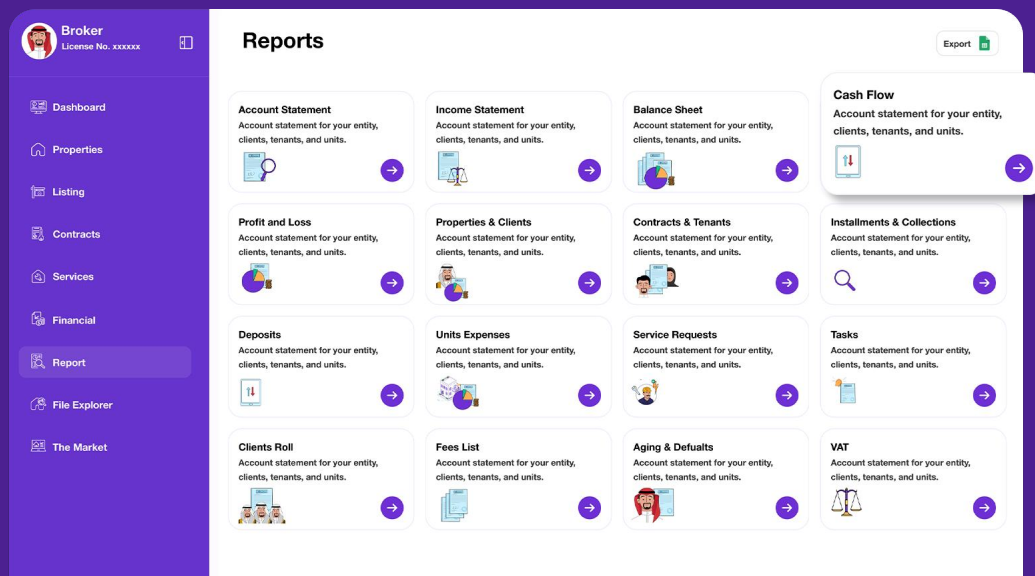
Contract Management

Easily create, edit, and approve contracts, with automated reminders, e-billing, and multiple payment channels



Unit & Asset Management

Detailed transaction records, operational and financial reports for owners and tenants



Reports & Exporting

Comprehensive, exportable reports for all types of operations



3.3.Key Features of Dallali



Spaces Platform

Easily create, edit, and approve contracts, with automated reminders, e-billing, and multiple payment channels



Government Integration

Detailed transaction records, operational and financial reports for owners and tenants



4.Problems Solved by Dalali

Unreliable Information

Dalali provides accurate, regularly updated data.

Manual Processes

Automates tedious manual processes for smoother operations.

Low-Quality Data

Systematically collects, analyzes, and delivers high-quality data to support informed decisions



5. Business Model

Dallali's innovative business model includes:

Subscription-Based Services

Offering core features through various subscription plans

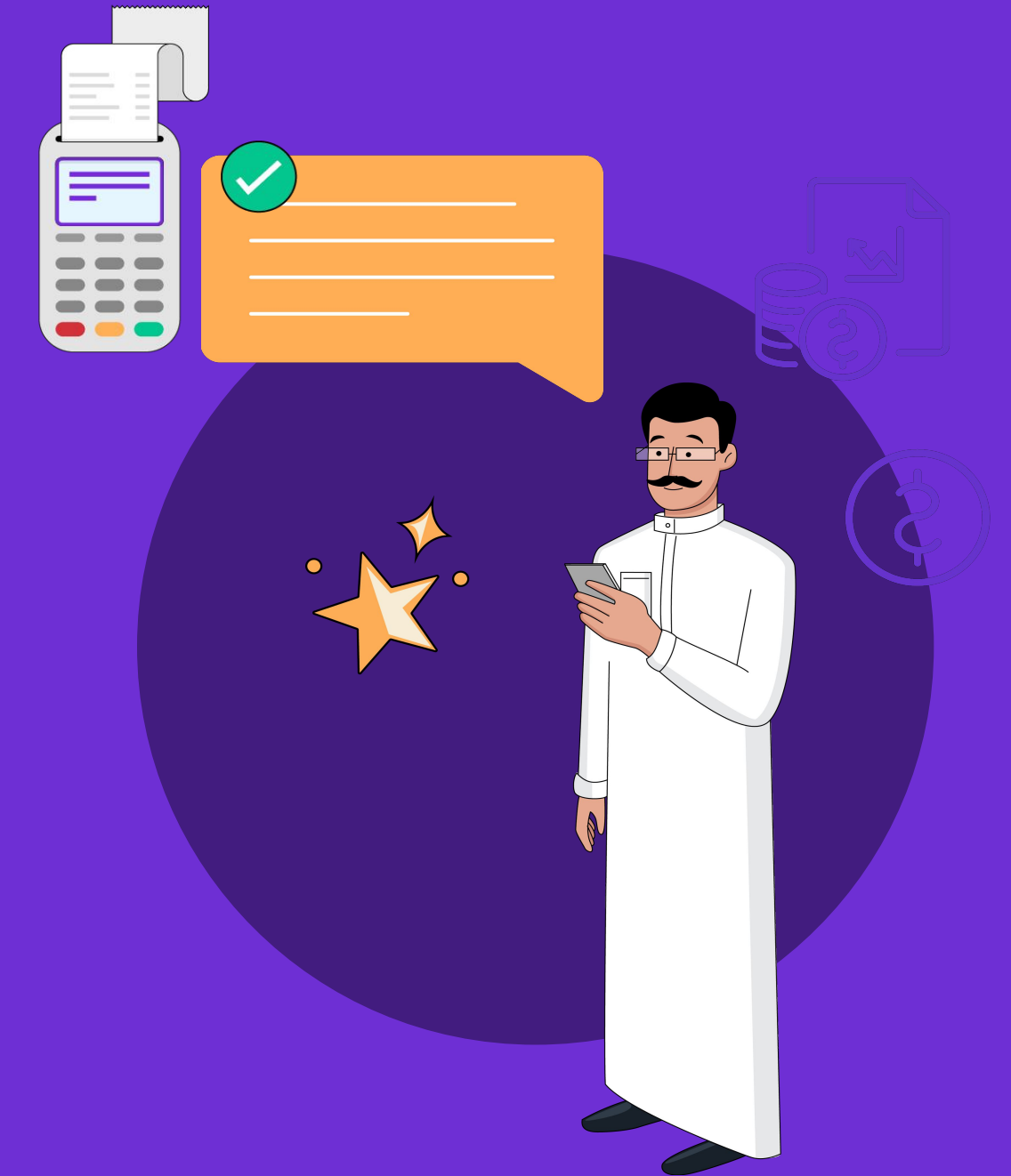


In-App Services

A unique, interactive experience with optional services users can add on at additional costs

B2B2C Model

Empowering businesses to extend Dalali's real estate services to their clients



6.Current Status

Current Users
3,000 users

Annual Goal
Reaching 5,000
subscribers by year-end

Subscribers
940 subscribers on
the previous version.

**Recent
Milestone**
Launched a new app
in October 2024



7. Market Opportunity

Market:

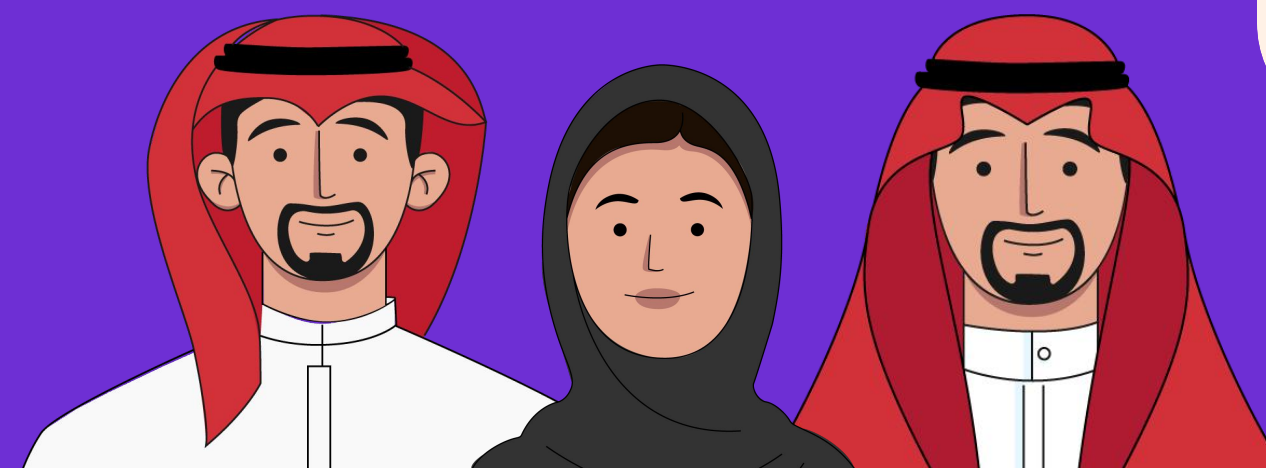
Dallali's targeted approach ensures efficient resource allocation and maximized market penetration.

By focusing on the KSA market, Dallali can establish a strong foothold before expanding further.



Growth Opportunity:

With a clear target and strategic plan, Dallali is poised to capitalize on the growing demand for innovative property management solutions in the KSA market.



\$5.15tr

TAM

Total Addressable Market.

The global property management market

\$65bn

SAM

Serviceable available market

The KSA property management market serviced by
90,000 licensed brokers

\$6.5bn

SOM

Serviceable obtainable market

Dallali is targeting 10% of KSA property management market



8.Competitive Landscape

Broker Focused
High Features



Owner Focused
High Features



Owner Focused
Low Features



Broker Focused
Low Features





9.Meet the Team

As the founders returned from their MBA Studies abroad, they started fully managing family and friends properties as a side-job, realized the market inefficiencies, developed a streamlined digital platform for all transactions to cater for managers and brokers with ease, accuracy , and accessibility in mind

Together, we drive Dallali's innovation and success.



Abdulrahman AlBeteri
CEO



Faisal A. Kutbi
Business Development Manager



Abdullah Dhahran
Creative Director



Sultan AlSulaiman
Product Manager



10.Funding Requirements

Current Round: Pre-Seed

Total Required: \$1 million

Funds Raised: \$500,000



Funding Allocation

Marketing (40%): Expanding reach and awareness.

App Development (20%): Adding new features and improving stability.

Team Building (30%): Hiring and training a specialized team.

Legal (10%): Ensuring regulatory compliance.



11.Why Invest in Dallali?

Innovative & Comprehensive Platform

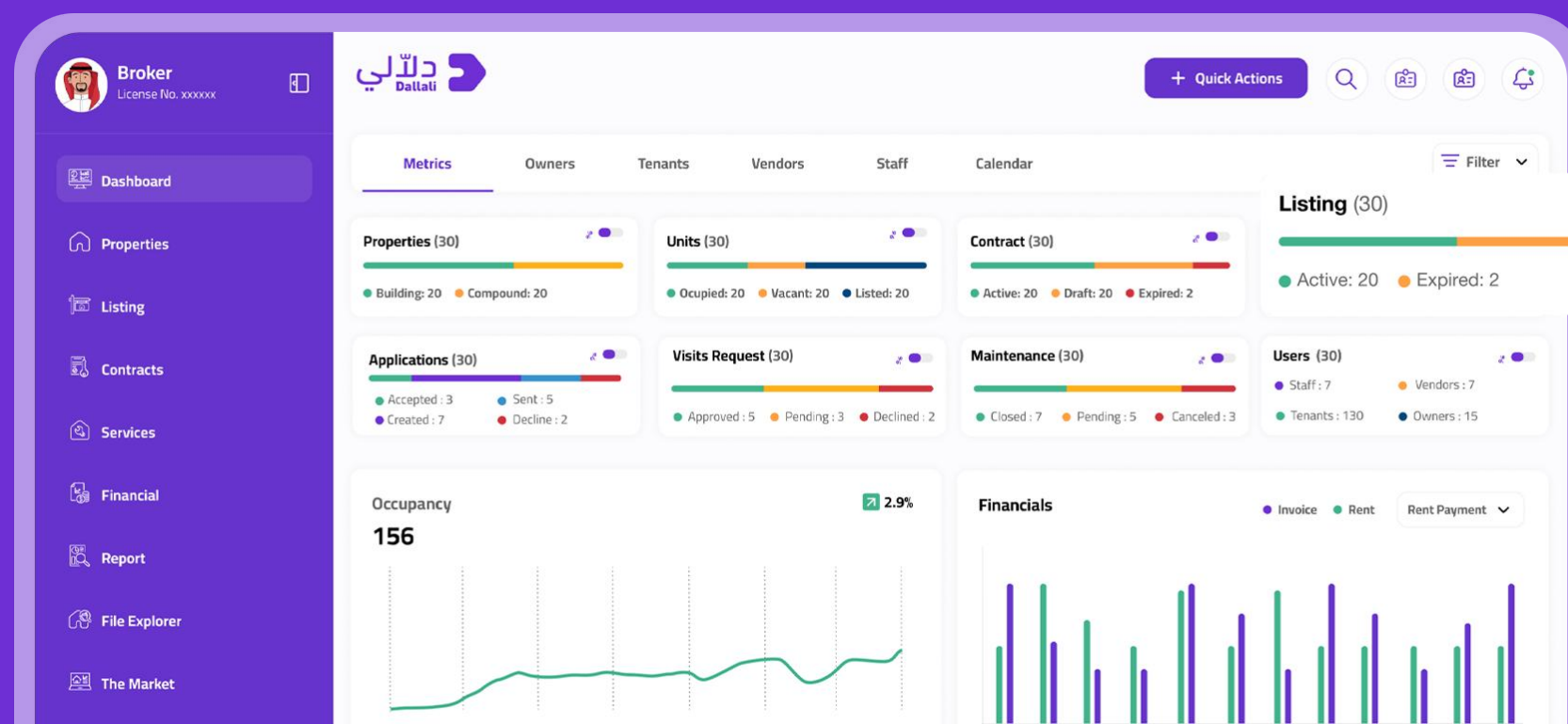
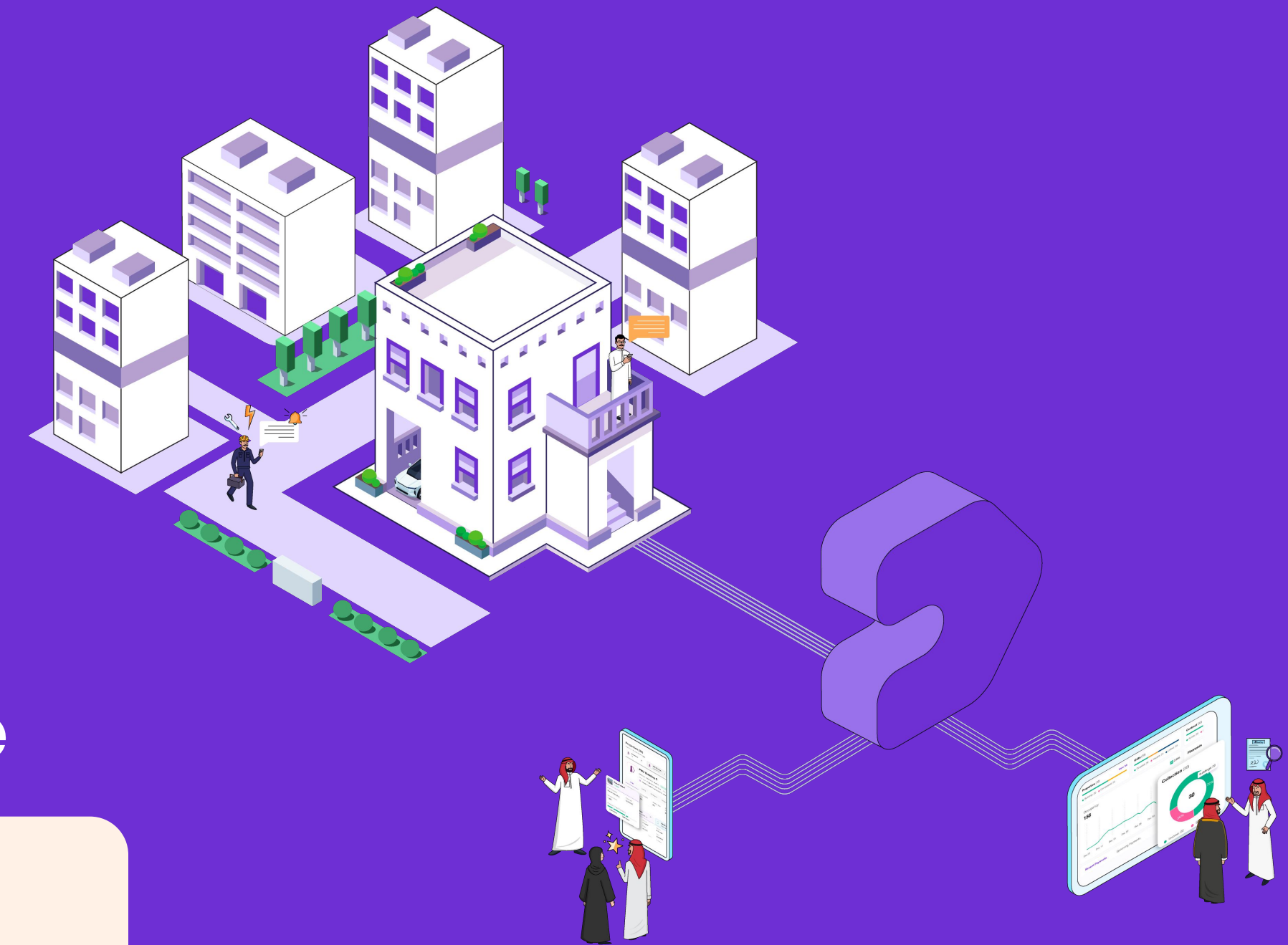
Dallali offers an all-in-one solution for managing every aspect of real estate

Market Expertise

Competitive edge centered around user experience and integrated solutions

High Growth Potential

Positioned for rapid expansion in a digitally transforming market





Thank You

