



# MUDIR Pitch Deck

Property Transactions:

“Mudir – The smart solution for real estate management and marketing in the Arab world.”

[www.mudirapp.com](http://www.mudirapp.com)

+201025890210

+966507429350

[s.hashem@mudirapp.com](mailto:s.hashem@mudirapp.com)



# Creating the Future<sup>★</sup> of Property Transactions

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We introduce an innovative solution to accelerate, secure, and simplify property management, buying and selling processes.

Our platform empowers individuals and businesses to easily access properties, complete transactions securely, and receive fully transparent information.



# Problem

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## Major Challenges in Traditional Property Transactions

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01

**Lack of payment security**, causing hesitation among potential buyers and delaying deals.

02

**Inconsistent property data** increases the risk of mistakes or fraudulent activities.

03

**Slow and costly legal verification of ownership** adds both time and financial burdens.

04

**Complex and inefficient search and transaction processes** make the experience confusing for many participants.

## SOLUTION

01

**Unified platform** connecting owners, buyers, tenants, and agents.

02

**Smart Property Matching** using algorithms based on user preferences.

03

**Advanced management tools** for rent tracking, payments, and price comparison.

04

**Digitizes manual workflows** into an organized, user-friendly system.

05

**End-to-end journey** from property listing to contract signing and payment collection.

06

**Secure Payment System** ensuring funds are released only after conditions are met.

07

**Faster transactions & fewer errors** with real-time access to key data.

08

**Automated Legal Verification** to accelerate ownership checks and reduce costs.

## Post-MVP / Early Traction

- Launched a fully functional MVP with core features (listing, contracts, payments).
- Onboarded 1,000+ active clients already using the platform
- Targeting 10,000+ downloads on Google Play in the near term.
- Generating initial revenues from subscriptions and digital contracts.



### Total Users

Represents the total number of users reached by our product over 5,000+ downloads .



### Engaged Users

Shows the number of users actively interacting and regularly using the product, with over 500 active clients.



### Revenue Growth

Generating initial revenues from subscriptions and digital contracts.



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# BUSINESS MODEL CANVAS [BMC]

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01

**Revenue:** subscriptions, premium listings,  
e-contract fees, management services

**60%** for the  
Agent

**40%** for the  
Office

02

**Customers:** agencies, brokers, multi-unit  
landlords, tenants

03

**Channels:** mobile app, website, real estate  
partnerships

# Competition

|           | Property Listings | Market Price Comparison | AI chatbot | Contract Management | Management services | Legal Verification | End-to-End Journey | Payment & Collections |
|-----------|-------------------|-------------------------|------------|---------------------|---------------------|--------------------|--------------------|-----------------------|
| MUDIR App | ✓                 | ✓                       | ✓          | ✓                   | ✓                   | ✓                  | ✓                  | ✓                     |
| Dubizzle  | ✓                 |                         | ✓          |                     |                     |                    |                    |                       |
| Bayut     |                   | ✓                       |            |                     |                     |                    |                    |                       |
| Aqarmap   | ✓                 |                         |            |                     |                     |                    |                    |                       |

- MudirApp is the only solution that offers a fully integrated platform combining listings, property management, technology, and legal security.
- Other platforms, such as Dubizzle and Bayut, are strong in property search and listings, but they lack depth in management features and advanced technological development.

# Market Opportunity

## TAM



**\$86.5 billion**

**Global**

The global PropTech market is projected to reach USD 86.5 billion by 2032

Source: Investopia, 2024

## SAM



**\$8.5 billion**

**MENA / Arab Region**

The MENA PropTech market represents 9.9% of the global market, valued at USD 8.5 billion by 2032

Source: Investopia, 2024

## SOM



**\$1 billion**

**Egypt + GCC**

Combined (Egypt + GCC) = USD 1 billion addressable market in the initial target phase

Source: Investopia, 2024

# Financial Projections (2025–2030)



## Growth Projections (2026–2030)

- \$300K → \$6M in 5 years
- Break-even in Year 2
- Profitability from Year 3 onwards



## Total Clients

Growing from 100K+ download in 2025 to 1million by 2030



## Engagement Rate

Starting at 25% in 2025, increasing steadily to 91% by 2030



# Product Journey

## 2025

- Project Kick-off
- MVP Launch
- Onboard 5,000+ active clients
- Target 25,000+ downloads
- First revenues from subscriptions and contracts.

## 2026\_2027

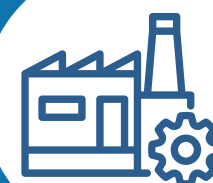
- Scale operations in Egypt and GCC.
- Partnerships with major real estate developers and agencies.

## 2028-2029

- 1M+ registered units (Egypt + GCC)
- 5M+ app downloads.
- Clear market leadership in PropTech solutions regionally

## 2030–2032

- Full integration with smart city initiatives
- Established as the leading PropTech platform in the Arab world



# Growth Strategy

2025

## Foundation & Awareness

- Digital campaigns (Google, Facebook, Instagram).
- Referral incentives & local real estate partnerships.
- Achieved: 10K downloads, 1,000+ users until 9-2025

2026

## Market Penetration (Egypt)

- Content marketing & property expos.
- Partnerships with developers & agencies.
- Target: 100K+ downloads, 5K clients.

2027–2028

## Regional Growth (GCC)

- Localized campaigns in KSA & UAE.
- Influencer & PR marketing (secure payments, legal verification).
- Target: 1M+ units, 500K downloads.

2029–2030

## Scaling

- Enterprise solutions for large developers.
- Expand into financing & investment tools.
- Target: 5M+ downloads.

# MEET THE TEAM

## Shaaban Hashem

Founder, CEO

Build partnerships with agencies and brokers, manage key client relationships, and expand market reach.



## Wael Ahmed Abd El-Aziz

Co-Founder, Marketing Manager

Plan and execute digital marketing strategies, acquire users, and drive platform growth





**Ask**

in Shaping the Future of  
Property Transactions

**We are  
seeking**

**\$250,000**

in seed funding to accelerate the  
growth of our platform. The funds  
will be allocated as follows:

**15%**

Operational  
Expansion

**40%**

Product  
Development

**45%**

Marketing and  
User Acquisition



Together  
We Shape the Future of Digital Property  
Transactions

**Experience MudirApp Now**



**App Store**



**Google Play**

**Scan to download on  
Google Play & App Store**

**THANK YOU**  
**FOR YOUR NICE ATTENTION**