

ARqary

Experience Real Estate in Augmented Reality

By: Aly Mohamed Farouq — Founder & CEO



Our Vision: Bridging Imagination and Reality

“To redefine how people explore and experience properties — through immersive augmented reality that **bridges imagination with reality.**”

Redefine Exploration

Immersive Experience

Augmented Reality





Our Mission: Seamless, Interactive, and Data-Driven

Seamless Exploration

Eliminating friction in the discovery phase, allowing users to move from listing to visualization instantly.

Interactive Customization

Empowering users to visualize, customize layouts, and change materials in real-time, driving deeper engagement.

Data-Driven Decisions

Providing rich data and insights within the AR environment, allowing users to make informed choices from anywhere in the world.

The Problem: A Static, Uncertain Experience

Traditional real estate processes are slow, inefficient, and often fail to capture the true potential of a property.

→ Static Visualizations

Reliance on limited photo galleries and 2D floor plans fails to convey scale and ambiance.

→ Lengthy Site Visits

Requiring multiple physical visits, wasting time for both buyers and agents, especially for international clients or properties under development.

→ Lack of Personalization

Inability to visualize custom finishes or furniture layouts, leaving buyers uncertain about potential.

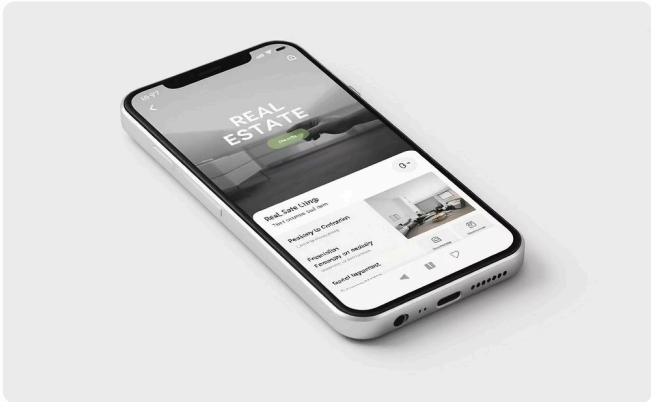
→ Underselling Potential

Developers struggle to sell off-plan properties because buyers cannot fully grasp the final product.



The Market Gap: Experience Over Listings

Existing platforms are transactional listing directories. ARqary transforms the process into an immersive, high-engagement journey, closing the critical trust and engagement gap between the developer and the end-user.



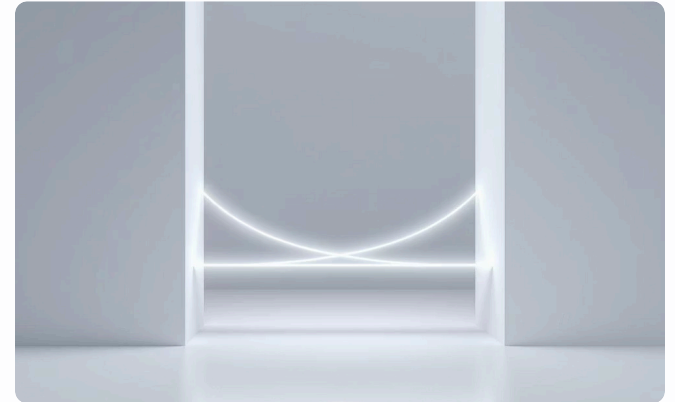
Traditional Platforms

Focus heavily on listings, photos, and basic search filters.



ARqary Solution

Transforms listings into interactive, customized AR experiences.



Closing the Gap

Builds trust and accelerates decision-making through visualization.

PropTech Evolution: The Rise of AR and AI

Static Listings

Digital Twins

Immersive AR/AI

Augmented Reality and Artificial Intelligence are not just features; they are the core drivers of the next PropTech revolution — reshaping how properties are marketed, visualized, and sold worldwide.



MENA Market Snapshot: A Hub for Digital Transformation



The Gulf countries are demonstrating exceptional leadership in adopting advanced property technologies. This market is primed for ARqary's immersive solutions.

- Governments prioritize 'Smart City' initiatives, creating fertile ground for PropTech adoption.
- High concentration of off-plan development requires compelling pre-sale visualization tools.
- The market shows increasing investment in Digital Twins, 3D visualization, and immersive property tech experiences.



Target Audience: Who We Empower

Tech-Savvy Homebuyers

Millennials & Gen Z buyers who expect interactive digital tools before making large purchase decisions.



Real Estate Developers

Seeking premium, high-impact digital showcases to differentiate their projects and accelerate off-plan sales.

Forward-Thinking Agents

Looking for cutting-edge AR-enhanced tools to provide superior client experiences and boost conversion rates.

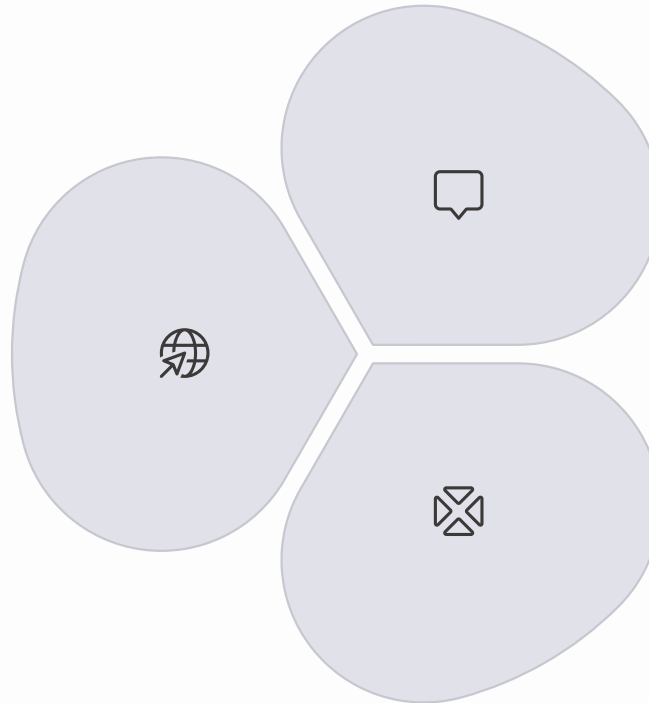
Market Size and Opportunity

Analyzing the global potential and focusing our strategy on the high-growth MENA region.

Total Addressable Market
(TAM)

\$25 Billion

Global PropTech AR market projected by 2030, covering all AR applications in property.



Serviceable Available Market
(SAM)

\$5.8 Billion

Total real estate technology opportunity within the MENA region, excluding non-tech services.

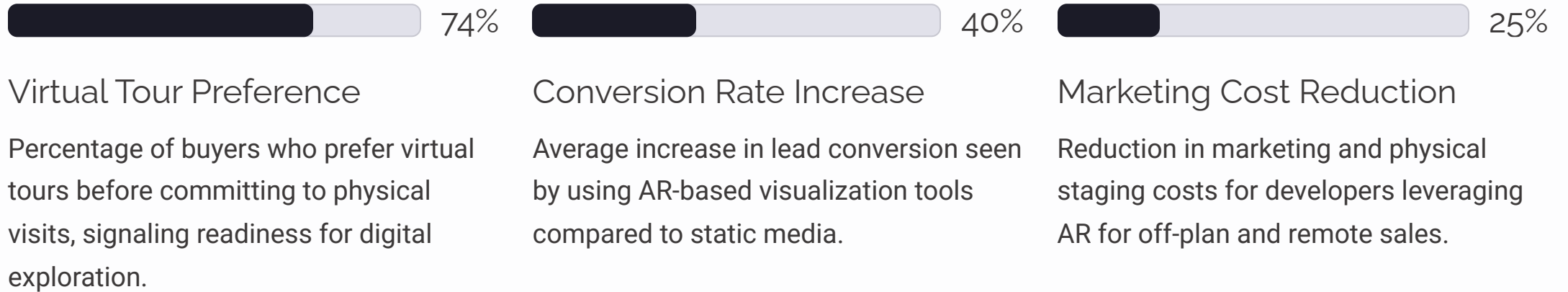
Serviceable Obtainable Market
(SOM)

\$250 Million

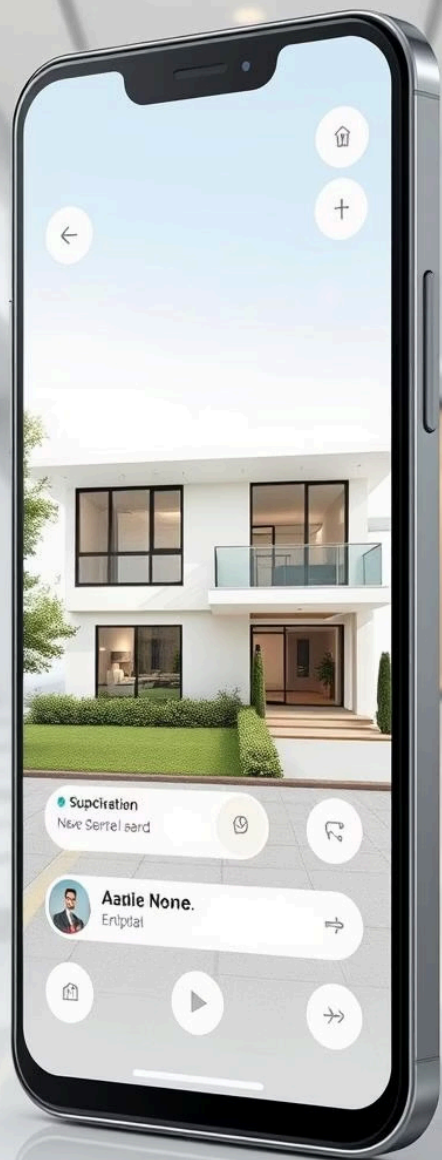
Our initial obtainable market focusing on AR-driven property visualization platforms.

PropTech Growth Trends: The AR Advantage

Data confirms that immersive visualization significantly enhances buyer engagement and developer efficiency.



📌 The trend is clear: **digital immersion is replacing physical presentation** as the preferred method for property evaluation.



Introducing ARqary: The Future of Property Discovery

Arqary is an augmented reality property discovery platform that allows users to explore, design, and experience real properties virtually — **before stepping inside.**



How It Works: Seamless Virtual Exploration

Our streamlined four-step process transforms traditional property searching into an interactive, immersive experience accessible directly from a user's smartphone.



Search & Filter

Find properties quickly by preferred location, developer, or specific criteria.



View in AR

Use your smartphone's camera to place and walk through a full-scale virtual model of the property.



Customize & Design

Customize furniture, change wall colors, and simulate interior design scenarios in real-time.

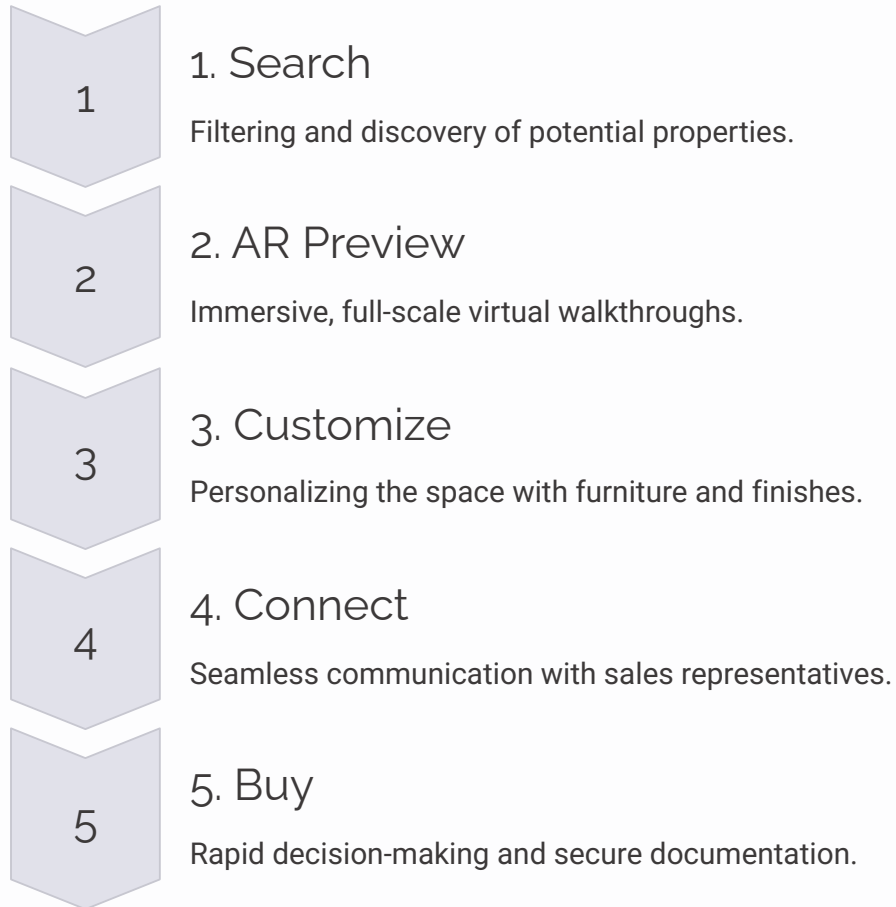


Connect Directly

Connect instantly with the agent or developer to schedule physical viewings or finalize documentation.

User Flow: From Discovery to Decision

Arqary consolidates the entire property evaluation process into a single, immersive digital journey, accelerating the sales cycle.



Arqary's Core Features: Driving Engagement and Sales

AR Visualization Engine

Full-scale, accurate augmented reality property models that integrate seamlessly into the user's environment.

Interior Simulation & Design

Tools for furniture placement, material changes, and interior customization to help buyers visualize their future home.

Developer Analytics Dashboard

Real-time insights on user engagement, popular features, and lead generation efficiency for all listed properties.

One-Tap Agent Connection

Direct, instantaneous connection to sales agents via chat or video call within the app.

Secure Digital Documentation

Integrated platform for viewing and securely managing contracts and essential purchasing documents.

Empowering Agents: The Control Hub

The Agent Dashboard

Arqary's dashboard provides agents and developers with the tools necessary to optimize their listings and manage high-quality leads generated through immersive content.

- Upload and manage high-fidelity 3D property units.
- Monitor user interaction with AR models (e.g., how long they spend in which room).
- Track and qualify leads generated directly from the AR experience.
- Optimize virtual staging based on engagement data.

📄 This dashboard turns passive listings into active, data-rich sales tools.



The Technology Stack: Built for Scale and Intelligence

Our platform leverages cutting-edge technology to ensure fluid performance, robust security, and intelligent content creation.



ARKit & Unity

The foundation for highly realistic and immersive augmented reality experiences across all mobile devices.



AI-Driven Analytics

Machine learning models analyze user behavior to personalize recommendations and optimize property presentations.



Firebase & Cloud

Scalable, secure cloud infrastructure ensuring high availability and seamless data management for global users.



OpenAI Vision

Utilized for intelligent conversion and generation of high-quality 3D assets from 2D floor plans and images.



Demo Teaser: Experience the Future

“Walk through
your next home
before you even
open the door.”

The power of Arqary is best understood through direct interaction. We invite you to experience the full interactive AR demonstration and see the impact of immersive property visualization firsthand.

[Request Interactive AR Demo](#)

[Explore Portfolio](#)

The Problem: Why Traditional Listings Fail

Current property marketing methods are inefficient, frustrating for buyers, and costly for developers, leading to friction in the sales process.



Static Listings

Flat photos and 2D floor plans fail to convey depth, scale, and the true feeling of a space.



Buyer Uncertainty

Buyers rely on imagination, resulting in high physical visit costs and lengthy decision timelines.



Showcasing Potential

Developers struggle to sell unfinished or pre-construction units effectively.



Lack of Transparency

The disconnect between marketing materials and reality erodes trust.

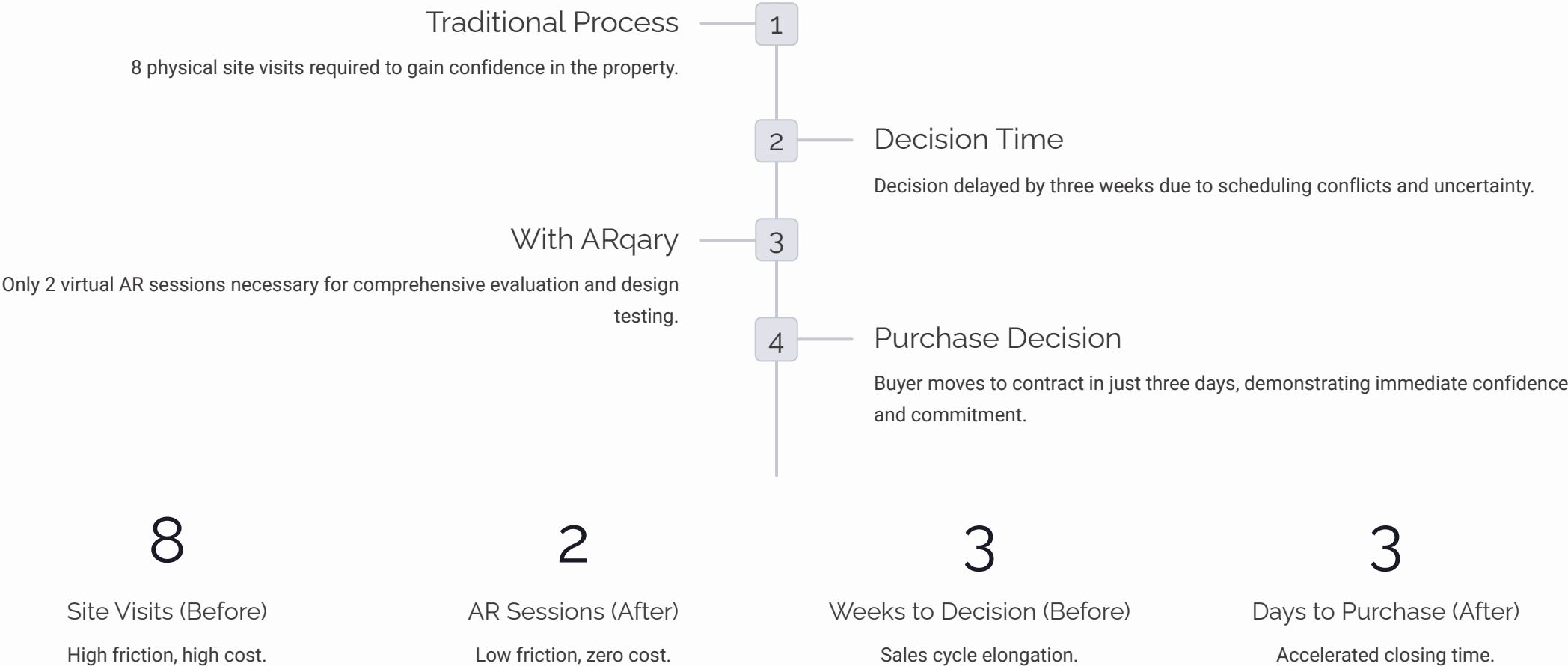
Arqary's Strategic Solution Matrix

We directly address the key pain points in the PropTech space by offering superior visualization and engagement tools.

Market Problem	Arqary's Solution
Static listings & flat media	Immersive AR experiences providing full-scale, interactive walk-throughs.
Lack of trust in materials	Real-time visualization and accurate digital twins, enhancing transparency.
Poor conversion rates	Engaging 3D walkthroughs that qualify leads and drive motivated buyers.
High marketing & visit costs	Digital-first marketing tools significantly reducing the need for preliminary site visits.

Case Example: Drastically Reduced Sales Cycle

Arqary fundamentally changes the timeline for purchase decisions by providing comprehensive information and immersive experience early in the process.



Revenue Streams: Diversified Growth



Commission per Sale

Earn 2-5% commission on every successful property transaction facilitated through our platform.



Agent & Developer Subscriptions

Tiered subscription models offering advanced features and tools for real estate professionals.



Featured Listings & AR Ads

Premium placement and augmented reality advertising opportunities for maximum property exposure.



Data Insights & Analytics

Subscription access to valuable market trends, user behavior, and property performance analytics.





Flexible Pricing Tiers

1

Freemium

Basic access to our augmented reality viewer, allowing users to explore properties in a virtual environment.

2

Pro Tier

Tailored for agents, offering advanced AR tools, listing management, and priority support at \$199/month.

3

Enterprise

Custom integration and bespoke solutions for developers, including exclusive AR content creation and dedicated account management.

Scalability Model: Strategic Market Expansion



Egypt Pilot Launch

Establish a strong foothold in Egypt as our initial market to refine operations and gather user feedback.



GCC Expansion

Expand into high-growth markets including UAE, KSA, and Qatar, leveraging regional demand for innovative PropTech.



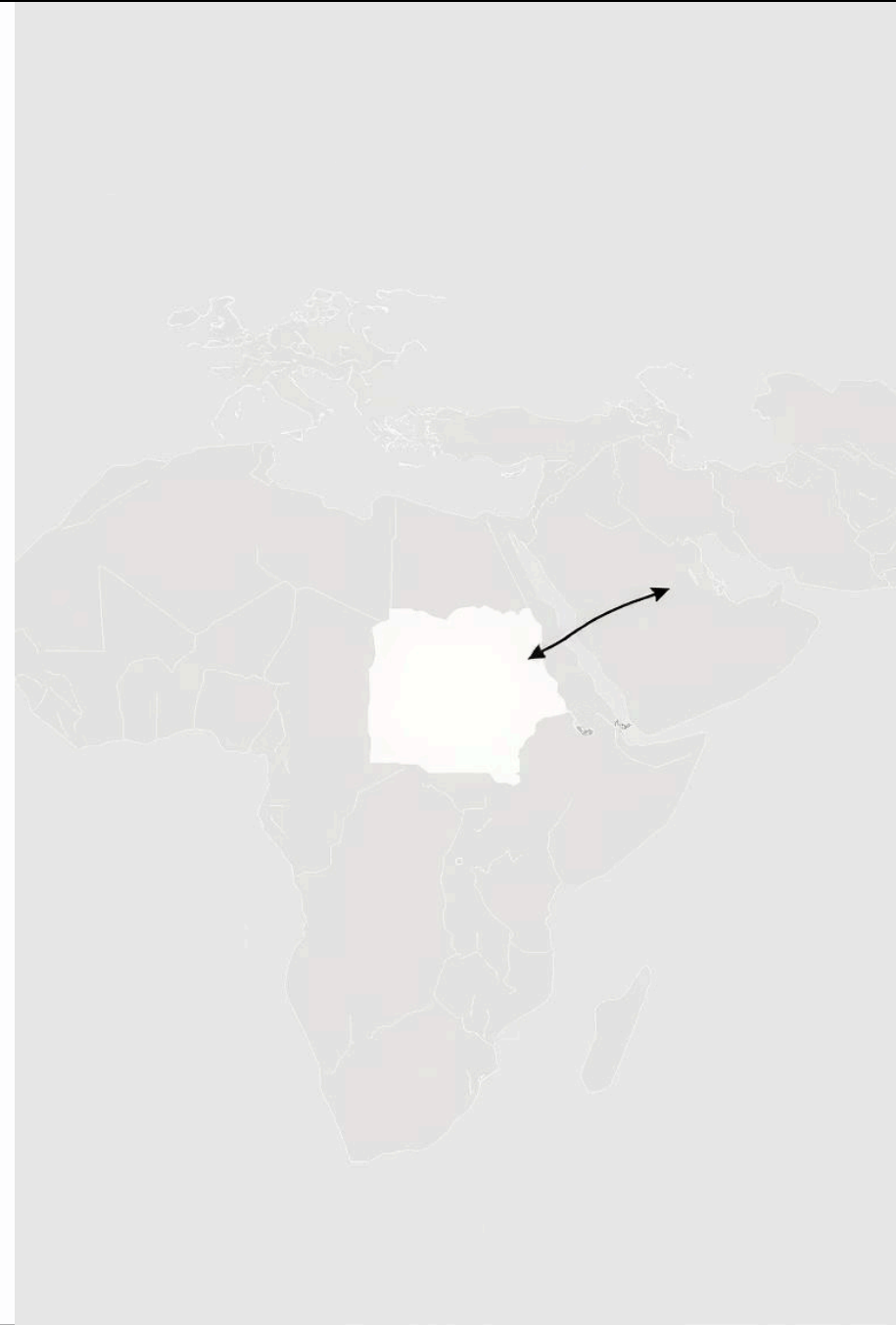
Developer Partnerships

Forge exclusive alliances with leading property developers for proprietary AR content and early access to listings.



Global PropTech Alliances

Seek strategic global partnerships with established PropTech firms to accelerate international growth and market penetration.



Long-Term Value Creation

Arqary: Building a Sustainable Future

Our vision is to secure recurring B2B SaaS income, harness data-driven insights for continuous innovation, and achieve regional dominance in cutting-edge AR-based property visualization. This positions Arqary for long-term sustainable growth and market leadership.





MVP Progress: Advancing Towards Launch

01

Prototype Ready

Our interactive AR experience prototype is fully developed and showcases core functionalities.

02

Beta Under Development

The beta version is actively being built, incorporating advanced features and user feedback.

03

Developer Onboarding

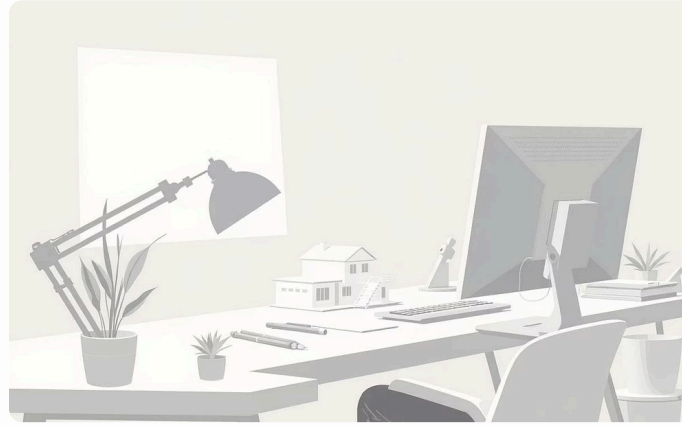
We have successfully onboarded five key developers for the initial pilot phase, ensuring robust testing.

Early Partnerships: Laying the Foundation



Real Estate Firms

Established collaborations with prominent real estate firms in Cairo and Dubai for pilot programs and early adoption.



AR/3D Content Studios

Engaged leading AR/3D content studios to create immersive and high-quality property visualizations.



Marketing Agencies

Secured marketing partnerships with local agencies to drive early user acquisition and brand awareness.

Key Performance Indicators (KPIs)

AR Session Duration

Measuring user engagement and immersion within the augmented reality experience.

Conversion Rate

Tracking the percentage of users who move from AR exploration to property inquiries or sales.

Customer Acquisition Cost (CAC)

Optimizing marketing spend to acquire new users and maximize ROI.

Retention Rate

Monitoring the percentage of users who continue to use the platform over time.

Properties Onboarded

Tracking the growth of our property inventory and content pipeline.

Competitive Landscape

The PropTech market is dynamic, with several established players. While they offer valuable services, their focus often remains on traditional listings and digital brochures.

Our Core Differentiation

Unlike traditional real estate platforms that primarily focus on static listings, Arqary redefines the property search experience. We prioritize immersive visualization, personalized interaction, and seamless connectivity between buyers and properties.

Our platform transforms property discovery into an engaging journey, allowing users to virtually step inside homes and explore every detail as if they were physically present.



Strategic Entry Barriers

1

Proprietary AR Tech

Our unique augmented reality visualization technology creates a significant competitive moat.

2

Early Developer Partnerships

Exclusive collaborations provide a first-mover advantage and direct access to high-quality property content.

3

Content Pipeline & Data Advantage

A robust content creation pipeline combined with invaluable data insights further solidifies our market position.

Our Strategic Launch Plan



Phase 1: Egypt - MVP Testing

Initiate Minimum Viable Product (MVP) testing in Egypt to gather crucial user feedback and validate core functionalities in a controlled market.



Phase 2: GCC - Developer Partnerships

Expand into the GCC market by forging strategic partnerships with leading real estate developers to integrate our platform into their projects.



Phase 3: International Expansion

Leverage successful regional growth for broader international market entry, targeting key global real estate hubs.

Engaging Marketing Channels

AR Demo Booths

Immersive AR experiences at malls and industry expos to directly engage potential users.

Influencer & Digital Campaigns

Targeted digital marketing and collaborations with key influencers to maximize brand awareness.

In-App Referral Rewards

Drive organic growth through an incentivized referral program within the application.

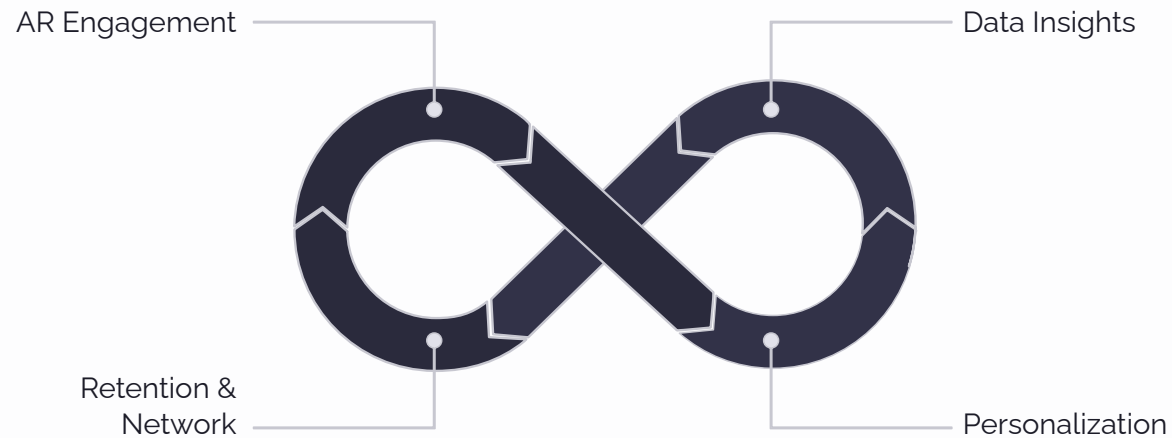
Strategic B2B Partnerships

Form alliances with real estate agencies and developers for wider market penetration.



Our Growth Flywheel

Our strategy is designed to create a self-sustaining cycle of growth, continuously enhancing user experience and expanding our market presence.



Financial Projections: Three-Year Outlook

We project strong revenue growth as our platform expands from MVP to full GCC scale-up.

Year 1: \$250K Revenue

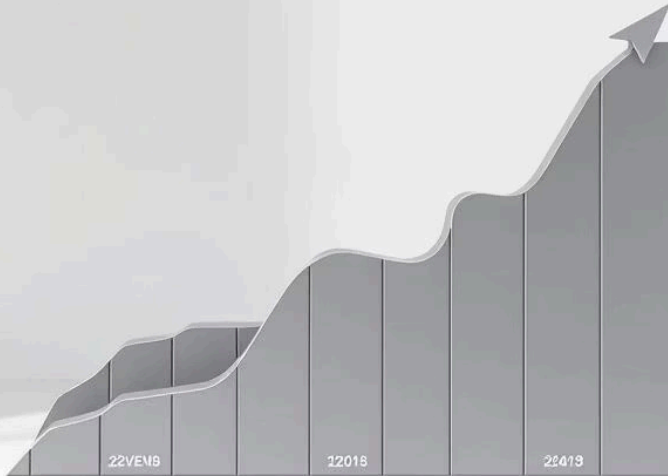
Initial revenue driven by MVP launch and early adoption in the Egyptian market.

Year 2: \$1.2M Revenue

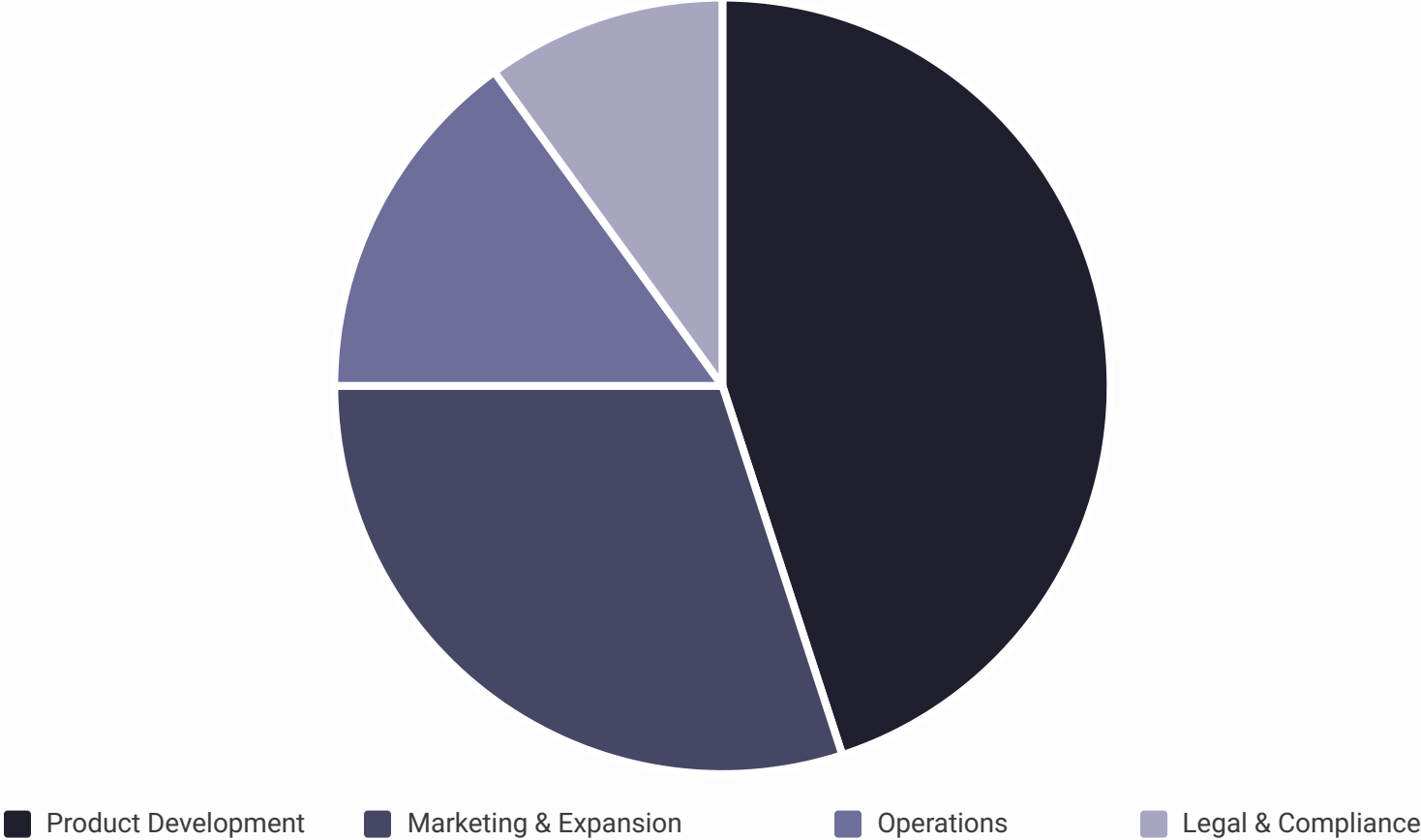
Significant growth from regional rollout and initial developer partnerships in key GCC markets.

Year 3: \$5.8M Revenue

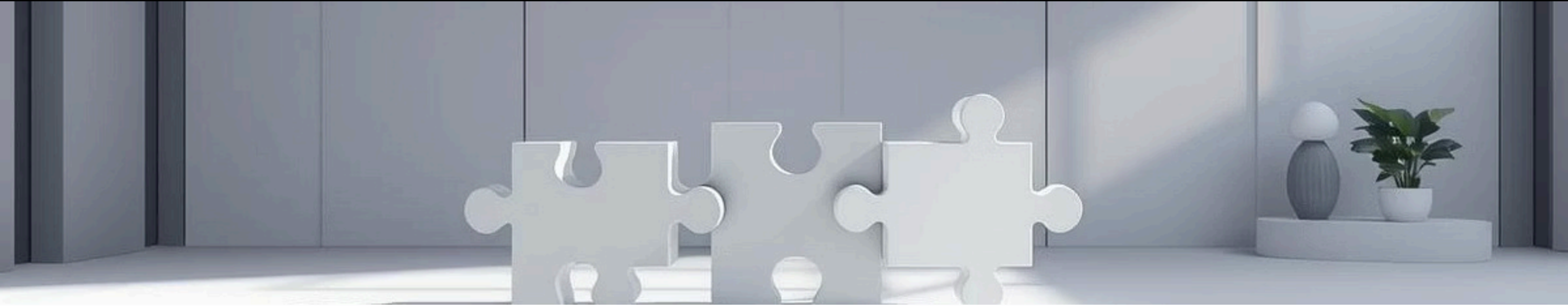
Accelerated expansion and market dominance across the GCC as we scale operations and deepen partnerships.



Funding Ask: Pre-Seed Round



This seed investment will fuel our strategic growth across critical areas, ensuring robust product development and aggressive market penetration.



Our Vision for Exit Strategy

We envision multiple attractive exit opportunities with key players in the PropTech and broader technology sectors.

“

Property Finder / Bayut
Leading regional real estate
portals seeking innovative
technology integration.

“

Smart City Developers
Large-scale urban development
projects aiming to incorporate
advanced AR solutions.

“

AR/Tech Conglomerates
Global tech giants expanding their
immersive technology portfolios.

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Our Visionary Founding Team



Aly Mohamed Farouq

Founder & CEO: Driving the company's tech vision and strategic direction with a proven track record in innovation.

CTO: AR/AI Engineer

Spearheading product development and engineering, leveraging deep expertise in Augmented Reality and Artificial Intelligence.

COO: Real Estate Specialist

Managing operations and forging key partnerships, bringing extensive experience from the real estate sector.



Strategic Advisors & Mentors

Our team is supported by a robust network of industry leaders who provide invaluable guidance and strategic insights.



PropTech Veterans

Experts driving innovation in property technology.



AR/VR Innovators

Pioneers in immersive technology and virtual experiences.



Real Estate Investment

Seasoned investors with deep market knowledge.



Future-Proofing Our Team: The Hiring Plan

To support our aggressive growth targets, we are actively expanding our team with top-tier talent in key strategic areas.



Senior AR Developers

Expanding our engineering capabilities to push the boundaries of augmented reality in real estate.



Marketing Lead (GCC)

Driving market entry and brand visibility specifically within the dynamic GCC region.



Sales & Partnership Managers

Building and nurturing relationships with developers and key stakeholders to accelerate adoption.

Thank You

“Let’s build the future of real estate together.”

www.arqary.com

