



Copilot for your property search powered by LLMs

Mohamed Ihab

Founder - CEO



VISION

Connect people with their dream property



PROVEN SCALING PROCESS



Mohamed Ihab
Founder - Product

2x Founder – B2B SaaS



13 Years in Tech & Real Estate



DEEP INDUSTRY EXPERTISE



Muhammad Adnan, PhD
Engineering

PhD in Big Data Segmentation



Head of AI & Data Science



First-hand experience (expats in 3 countries – 2 continents)

PAIN



**FINDING
A NEW
SUITABLE
HOME
IS A
HASSLE,
RIGHT?**

PROBLEM



- **On average, it takes 6 months to find the right home**
- **Most property listing results don't match what clients are really looking for**
- **Outdated search tools on websites make it take even longer to find a good home**



**Imagine if you could find your perfect home
just by typing what you want,
like you search for recipes on the internet.
Wouldn't that be easy?**

MARKET



Total Addressable Market in USA

150K Real Estate Brokerages

\$1.4 Trillion

CAGR: 6.6%

10K Property Listing Platforms

\$25 Billion

CAGR: 8%

Serviceable Addressable Market (FL, CA, TX, NY, NJ) → 37%

56K Real Estate Brokerages

\$523 Billion

Serviceable Obtainable Market → 2%

- Have a listing website
- Need a digital edge
- Solvent (can afford the solution)

\$10.47B



Copilot for property search



Engagement

Describe taste in natural language, just like with humans



Personalized Recommendation

AI captures user's preferences, searches and ranks top matches



Dynamic Learning - Feedback

Built-in loop for continuous recommendations enhancement



B2B SaaS for



**Real Estate Brokerages
Property Listing Platforms**



**Search your way,
using any parameter**



**Taste & feedback
tailored results**

Why now? Large Language Models support image input



How does it work?

- 1 Company syncs its property data via API**
- 2 In the background, our engine translates images into keywords**
- 3 Data is transformed into numerical vectors for fast & precise search**
- 4 Related data is smartly clustered together and stored in our database**
- 5 System is live and ready to be used by their clients (explained next)**



Who uses this?



Homebuyers and renters: seeking the perfect place



Real Estate Agents: assisting clients efficiently

How do they use it?

- 1 **Engage in conversational search with the bot**
- 2 **Precisely extract property preferences**
- 3 **Run an extensive search and ranking algorithm**
- 4 **Give feedback to be considered for the next recommendation**

Hardwood floors on a main street I want an open kitchen Furniture is meh Find a bigger balcony Nice high ceilings



Large Language Models (LLMs) – ChatGPT, Gemini, Falcon, Llama, etc.

- **Requires extensive fine tuning for the real estate industry**
- **Not an out of the box solution as it lacks direct search capabilities and to achieve that, it would serve only as a singular component for a specific part within a complex system utilizing various other technologies**

Lead Generation “AI” bots – Structurely, PropertySimple, AskPorter, RoofAI

- **Outdated technology, scripted user flows and basic static answers**
- **Not integrated with property listing databases, mostly used as an FAQ resource, contact form submission or workflow automation**



Potential Copycats

- **Might try to fine tune an LLM to mimic our capabilities conversational**
- **Will face great challenges getting high quality and sufficient datasets for R&D**
- **Will spend a lot of time and money experimenting & understanding the market**

Listing Platforms

- **Working on their own private technology to fit their custom & complex systems**
- **Their vast databases and historical data are valuable and will be useful in their R&D**
- **Big company size means less agility and longer development & launch cycles**
- **Due to their higher pay ranges, R&D costs will likely exceed startups**



Cornered Resources

- **Proprietary Technology & Design (to be patented)**
- **First Movers & Early Market Leaders**

Counter Positioning

- **Real Estate Specialty (Search Assistance)**
- **Capital efficient algorithms, difficult to replicate**



How do we charge customers?

Custom tiered packages based on number of properties and traffic

Package	Price / Month	Quota	Unit Economics (Projections)	
			94% Gross Margin	71% Net Margin
Small	\$815	500 units – 10K users		
Medium	\$1.63K	800 units – 25K users		
Large	\$6.52K	1.2K units – 140K users		



Customer Discovery

100+ Interviews

>75% Positive Feedback

Product Development

3 Iterations – insights based

Market Validation

40+ Waitlist

Cost

\$0 Cash Burn

Launch Timeline

2 Months



Sales-Led Growth and Strategic Partnerships

Compound Product Development: Daily Release → 1% Better every day

Search

Recommendation

Feedback

Points of Interest

Look-alike Search

Cross-Selling

Strategy Advice

Central Listing

Audio Input

NOW

SOON

LATER



Unit Economics (Projections)

\$0.75K	\$17.9K	3 Years	33%	\$53.9K
CAC (Customer Acquisition Cost)	A-ARPU (Annual Average Revenue per User)	Retention Period	Annual Churn	LTV (Lifetime Value)

Goals

ARR **\$5.88M**

Clients **520**

Countries **2 (USA, UAE)**

Raising
\$3M
SAFE

R&D: 25%

CapEx: 15%

OpEx: 50%

Reserve: 10%

Runway: 30 months



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