

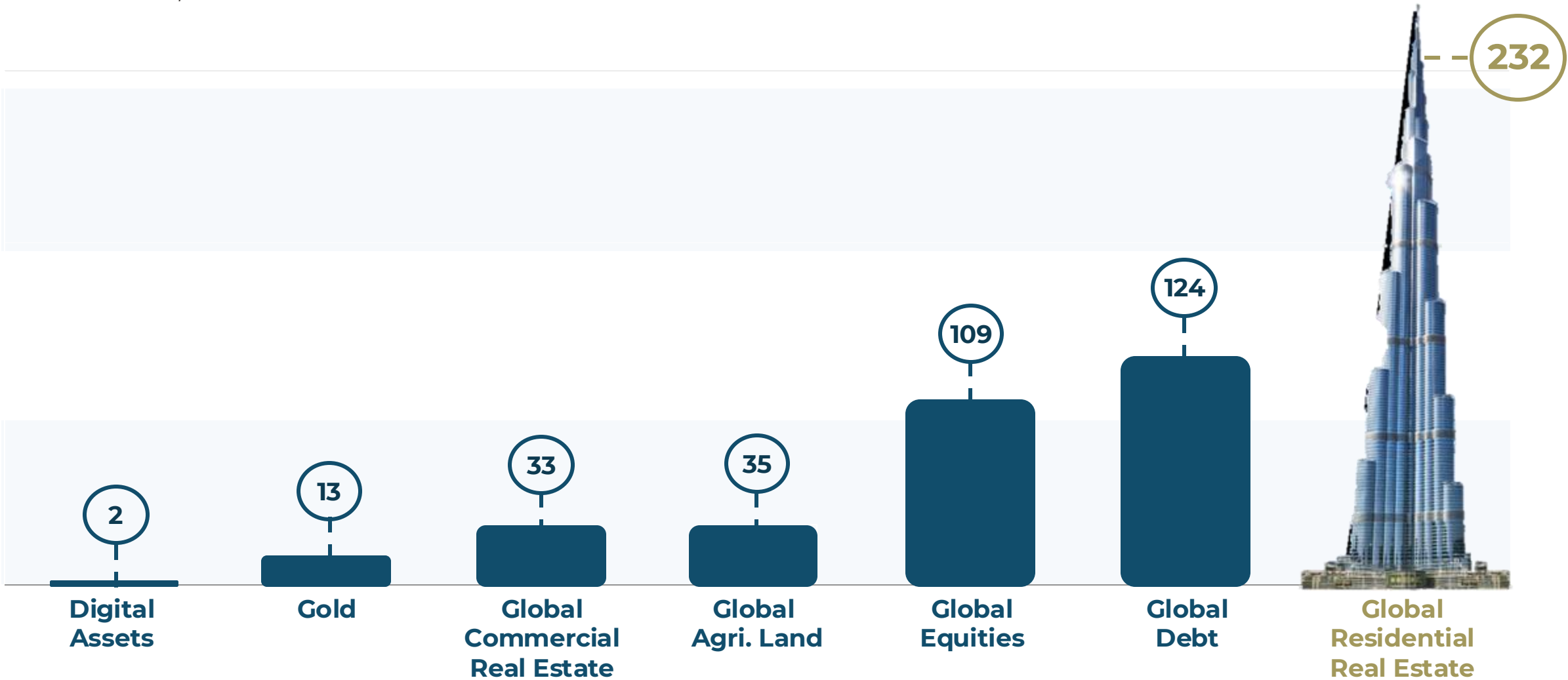


AI CoPilot for Smarter Real Estate Investing



Real Estate is the largest asset class globally...

Global Market Context for Investing
 USD Trillion, 2023



Source: Statista Real Estate insights report, Knight Frank

...HOWEVER

92%

OF INVESTORS CONFIRMED
FRUSTRATIONS IN THE
BUYING PROCESS

We Inquired with 1000+ Real Estate Investors

... AND IDENTIFIED A BROKEN BUYING JOURNEY

300+ HOURS

To find & buy a property

5+ INTERMEDIARIES

Results in high commissions

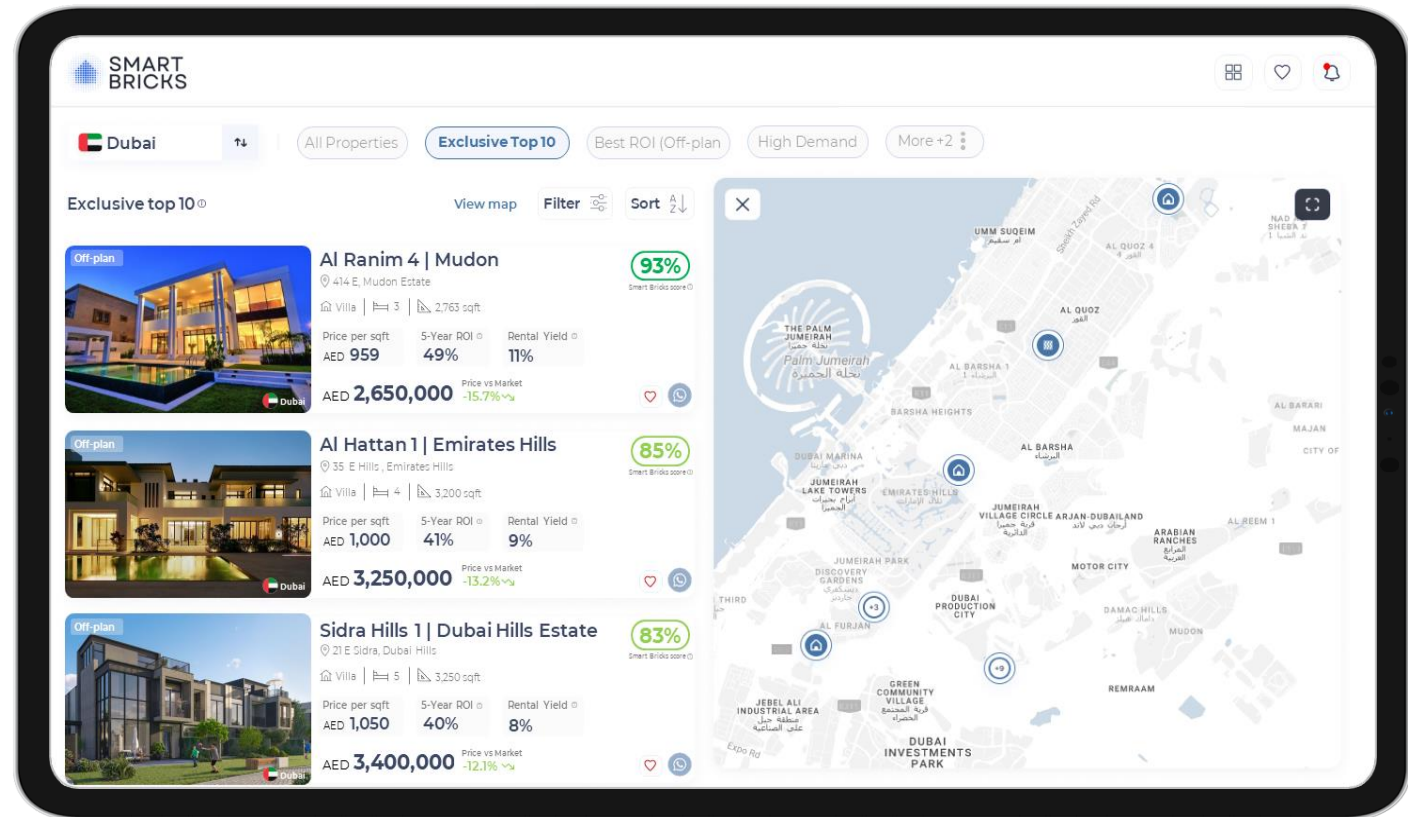
<5 DATA POINTS CONSIDERED

Out of the 1000 data points available

OUR SOLUTION

An AI copilot dedicated to maximizing returns for real estate investors

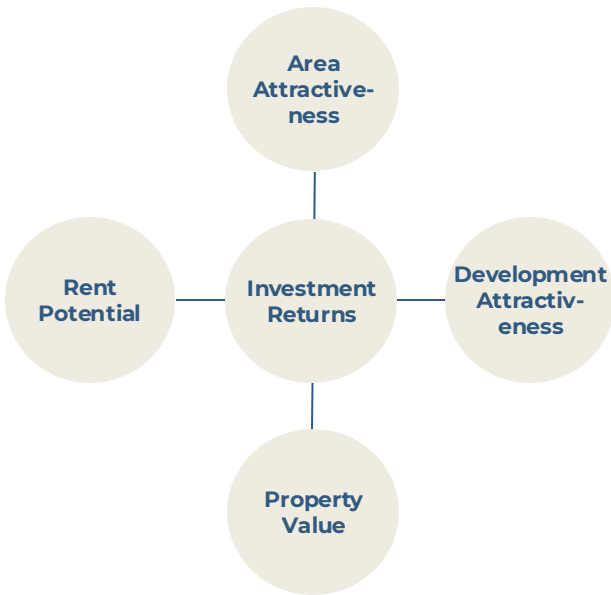
We empower investors to make **faster, smarter, and more informed decisions with 99% less effort**. By leveraging AI, machine learning, and computer vision, **we analyze 100x more data points** and properties than the average investor - uncovering more and better investment opportunities.



Our AI products are designed to make the investment journey smarter, faster, and more efficient

360 Degree Property Scoring

Holistic 360-degree scoring of properties



Scoring individual properties based on **5 key investment-related criteria** and **15+ sub-criteria**

Property Valuation & Predictions

AI-powered **AVM** and **ML-enabled** prediction models

Prediction Models

Property Valuation

Rent Prediction

Forecasting Models

Short-Term Value Appreciation

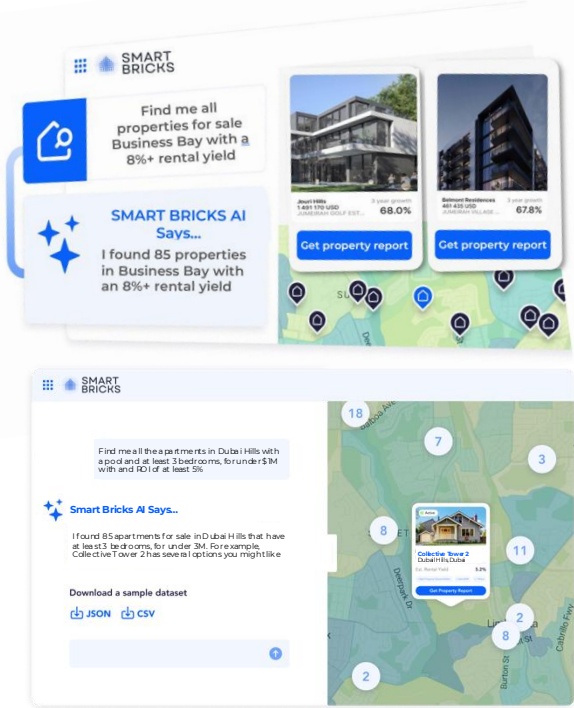
Long-Term Value Appreciation

Rental Income Forecast

AI & ML models using **600+ unique data points per properties**

NLP-based Search

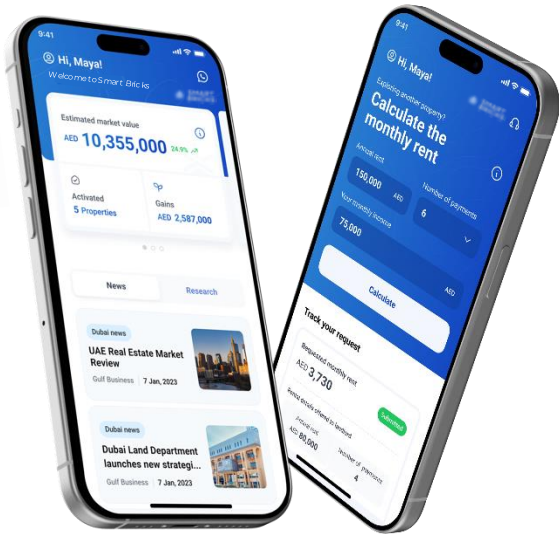
The first **NLP-based search** built for real estate



NLP property search, allowing investors to search and find listings based on any multi-layered search they specify

Smart Back Office

Real-time portfolio tracking, including AI to identifying optimum exit period for every unique property



AI fake/duplicate listings detection tool, eliminating one of the largest pain point for buyers

Smart Brick brings AI intelligence into the real estate investment journey

10x Faster

Saves over 300 hours of effort

- **Full Market Access:** Exclusive buyer broker providing data-driven access to all properties
- **Faster Evaluation:** Instant evaluation and investment case for any listing to support faster decision making
- **Smart Back-Office:** Eliminates fake listings and duplicates to only give investors access to true opportunities

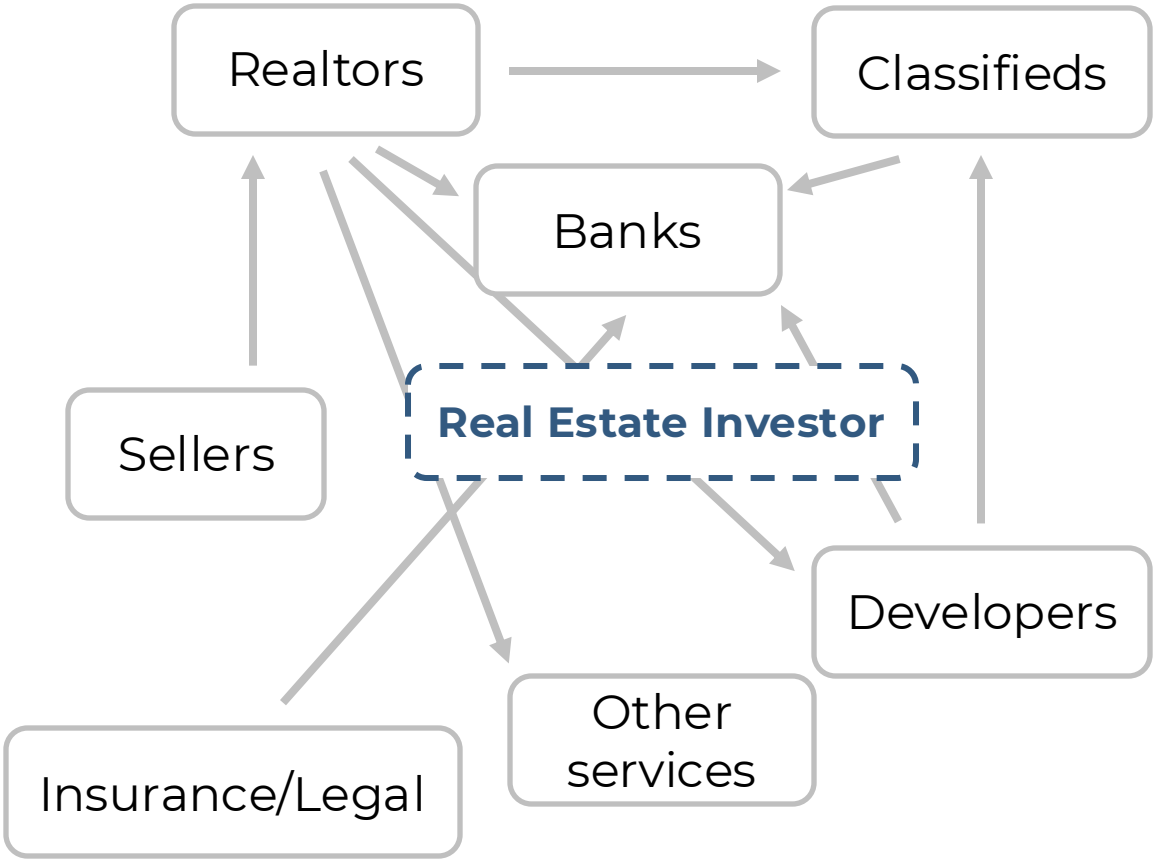
100x Smarter

Evaluates every listing

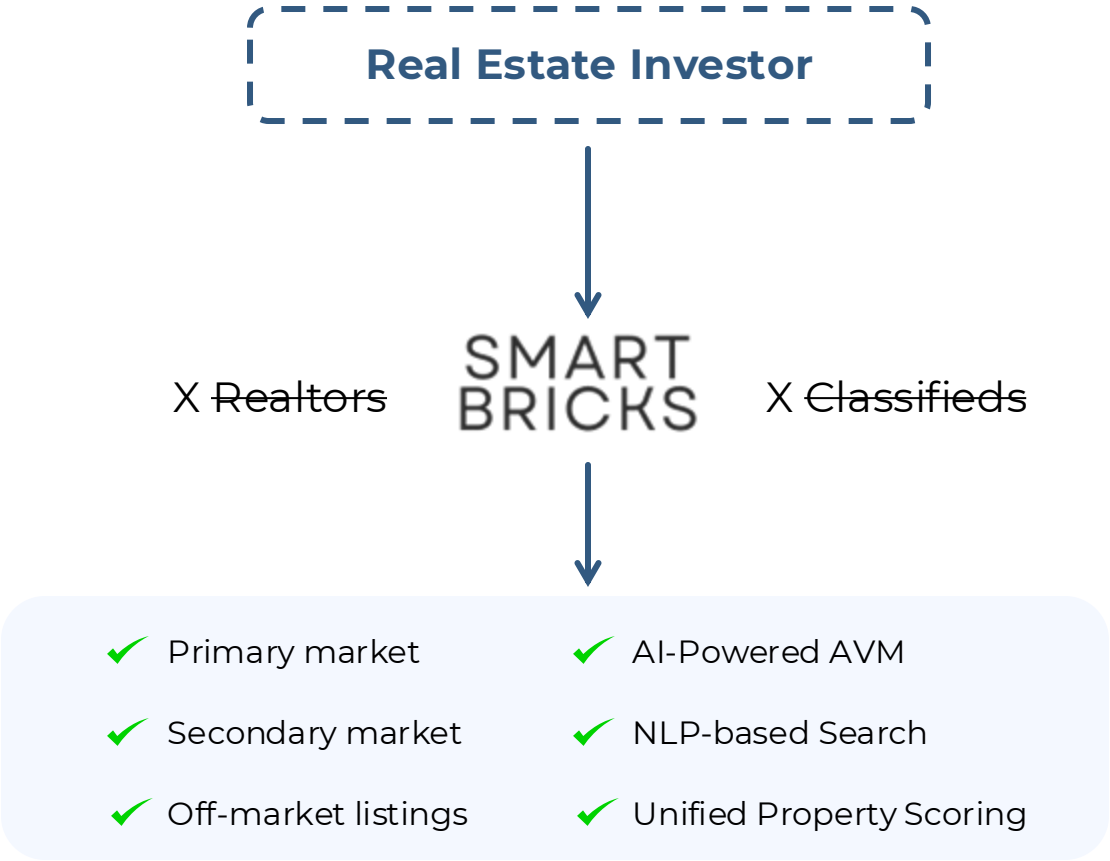
- **AI Co-Pilot:** Scans 100,00s of property listings including marketplaces, off-market from agents & off-plan from developers
- **Smart Bricks Score:** Smarter matching algorithm considering +80 financial & investment metrics for each property
- **AI Models:** Proprietary models to estimate fair market value, rentals and forecasting using ML with +5 million data points and +50 factors

Our solution reimagines the global real estate market

Real estate market without Smart Bricks



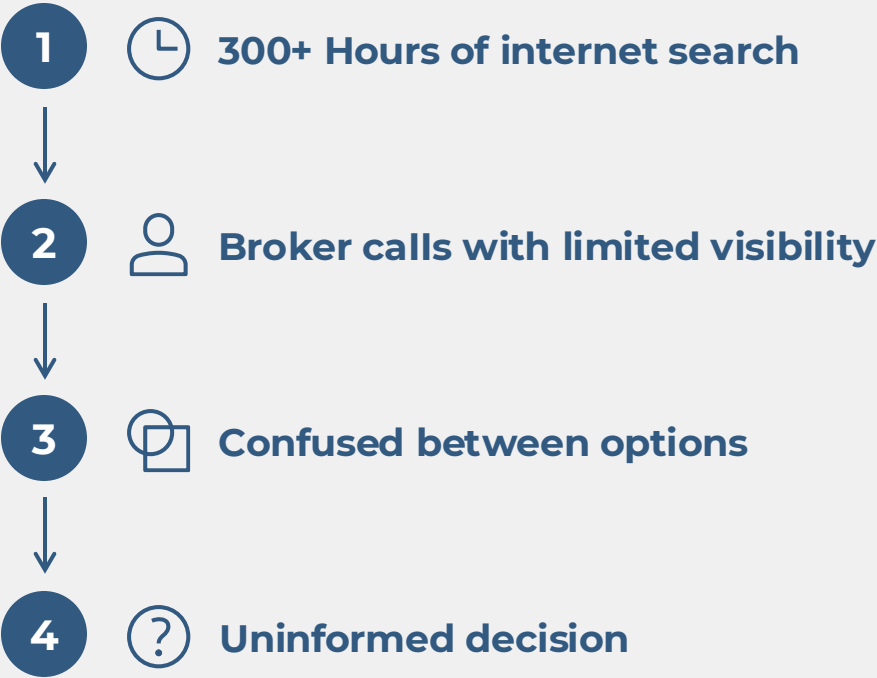
Real estate market with Smart Bricks



Case study example of how we revolutionise the real estate investing process

Traditional way

Current problematic way of investing in real estate



>300
Hours of research

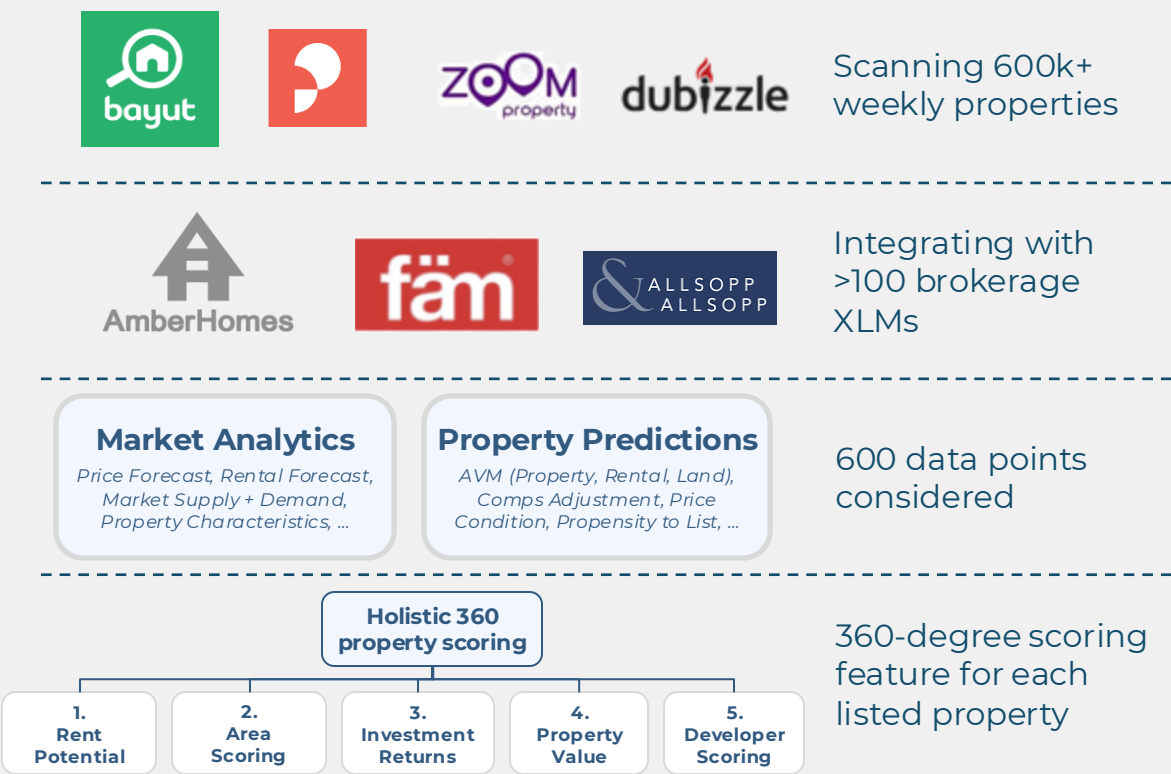
>10
Real Estate Broker

<100
Properties reviewed

<2
Data points considered

With Smart Bricks

The smart efficient way of investing in real estate



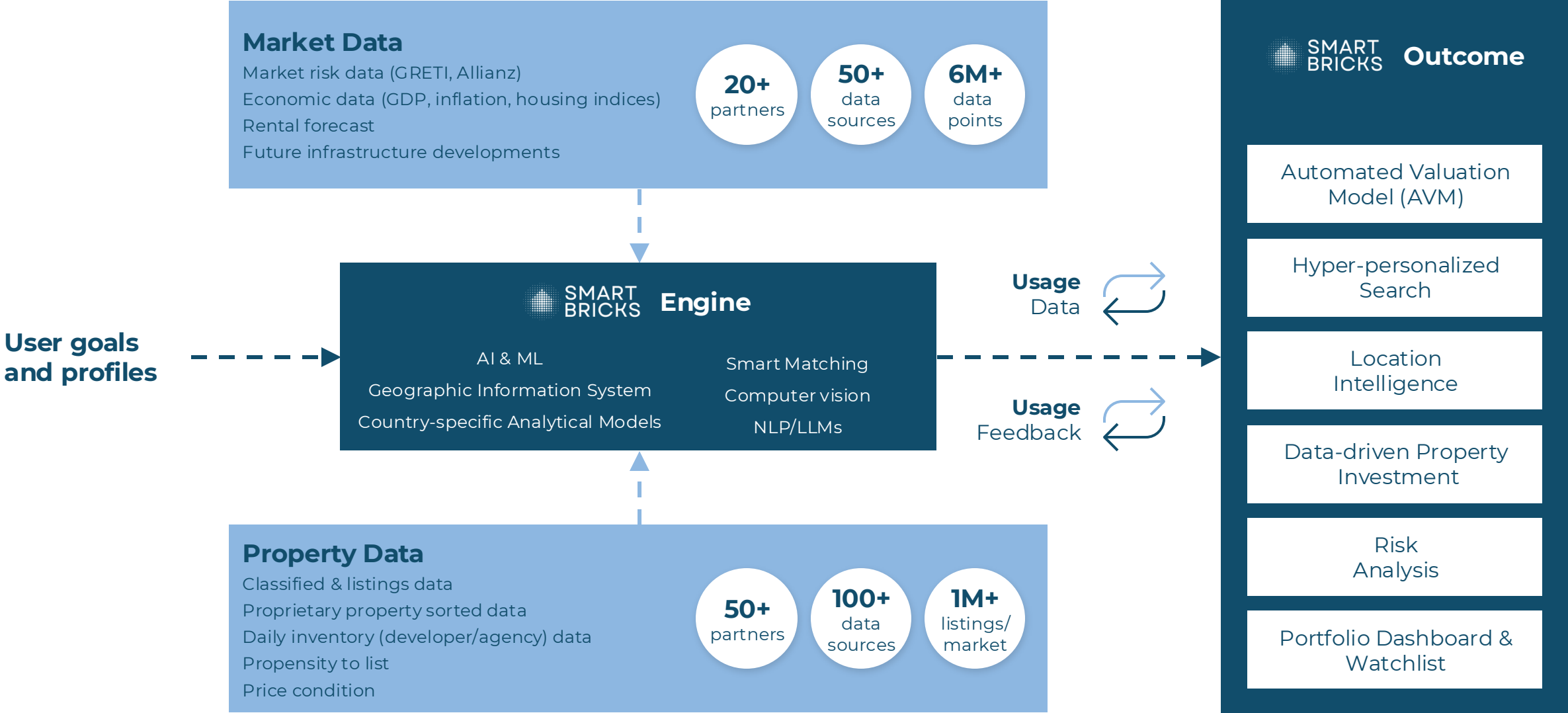
<10
Mins to results

1
Source of truth

>1M
Properties reviewed

>600
Data points considered

Our solution is built around a proprietary data engine leveraging 100x more data points



70% of Smart Bricks data is proprietary



+1M properties, each with:
+300 property level data points
+300 market level data points

New Insights (Proprietary):

- Computer Vision (Condition, Quality, Features, Appliances)
- Views / Privacy
- Parcel Shape, Frontage, Slope, Elevation
- Geospatial / Crime

Internal Data (Proprietary):

- Developer Scoring
- Curated / Editorialized Property Characteristics
- Property Source of Truth
- Future Infrastructure Developments

Partnership Data (Non-Proprietary):

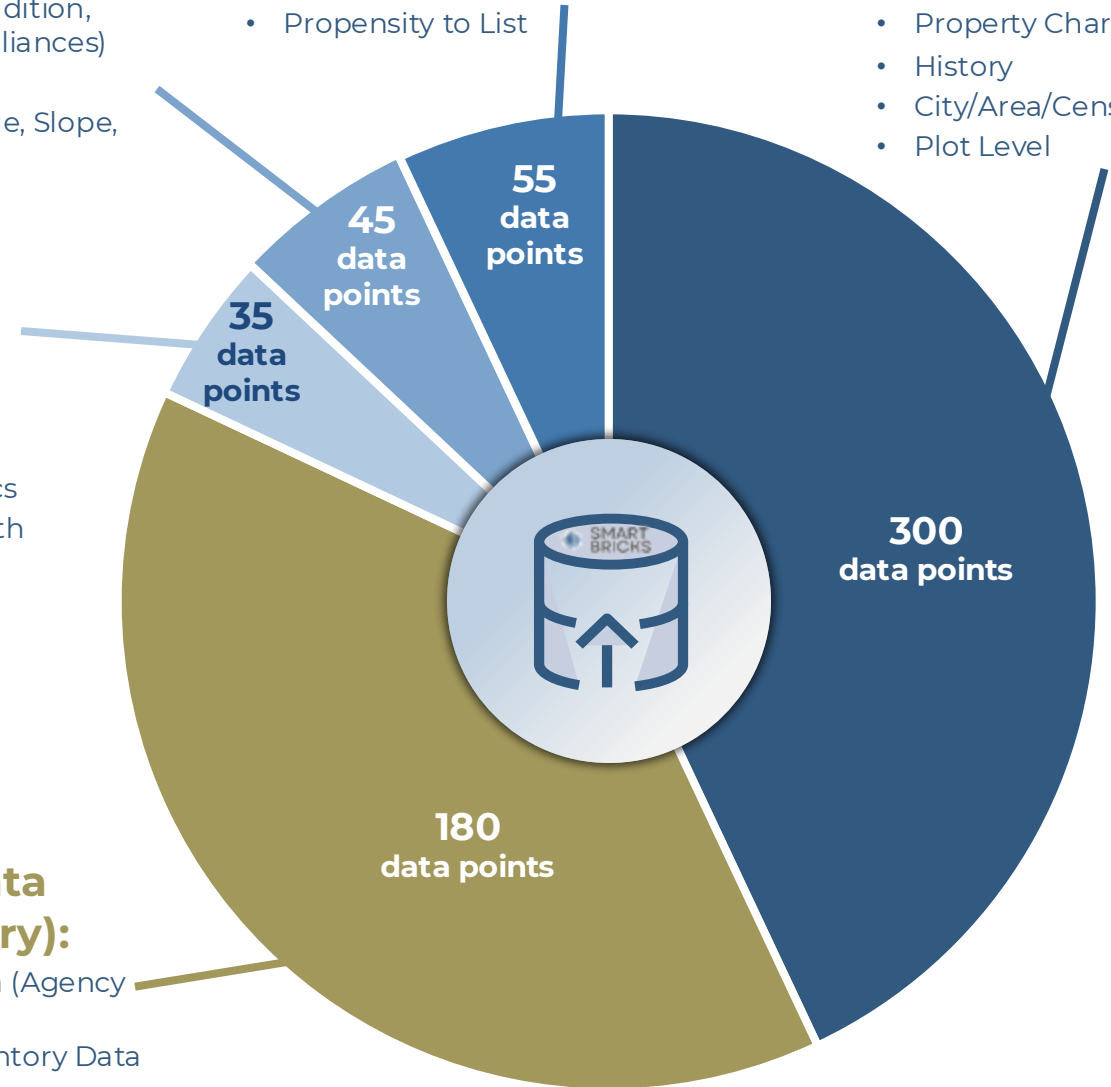
- Property Listing Data (Agency Partner Data)
- Daily Developer Inventory Data

Property Predictions (Proprietary):

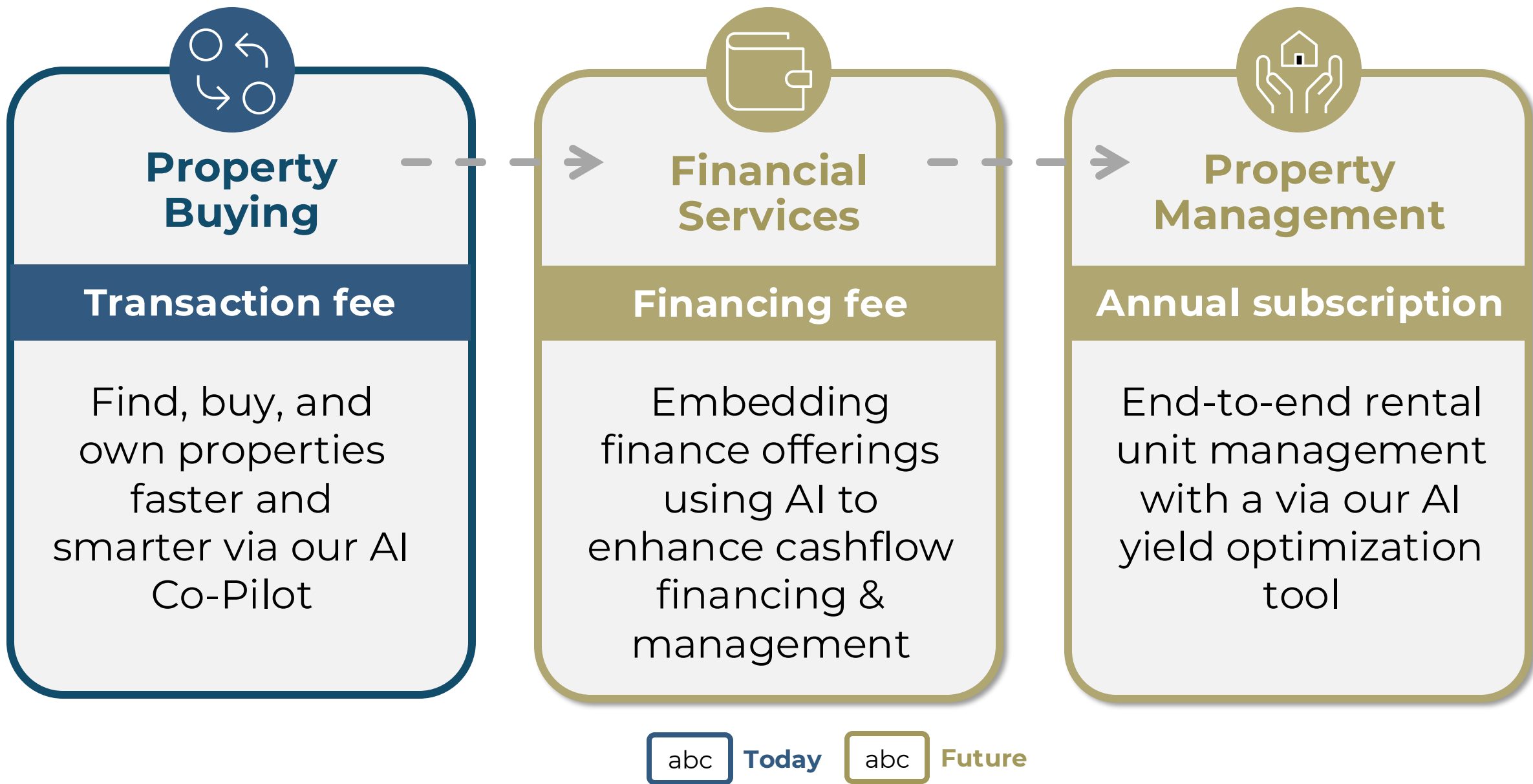
- AVM (Property, Rental, Land)
- Comps Adjustment
- Price Condition
- Propensity to List

Market Analytics (Proprietary):

- Price Forecast
- Rental Forecast
- Market Supply + Demand
- Property Characteristics
- History
- City/Area/Census Block/Plot Level



We aim to own the full property ownership lifecycle, building the first true real estate super app



Why now?

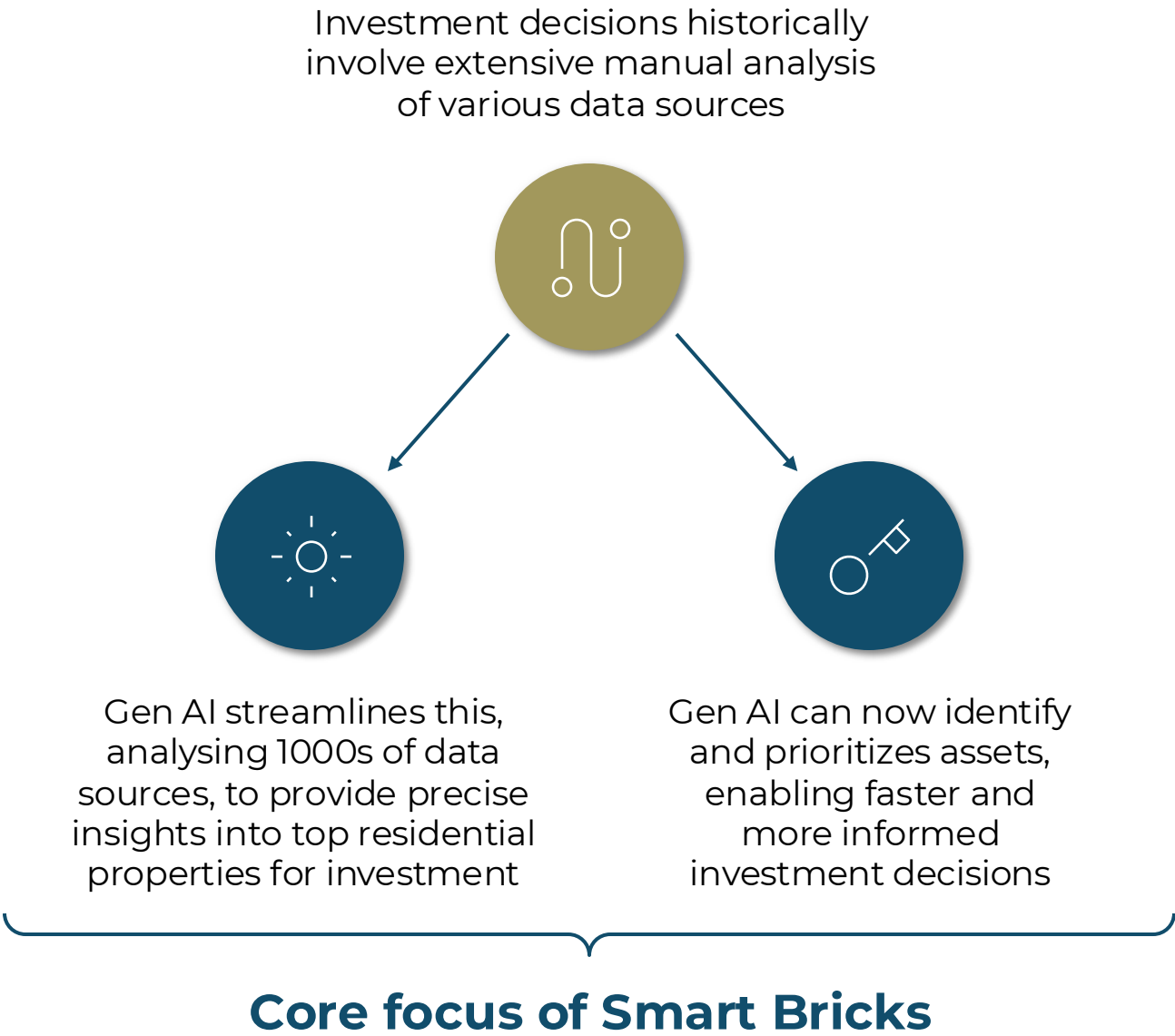
Gen AI is set to transform the real estate industry

“
McKinsey & Company

We believe that Gen AI could generate up to \$180 billion in more value for the real estate industry

Source: McKinsey Global Institute (MGI)

Smart Bricks is centered around McKinsey’s #1 identified use case of GenAI in real estate

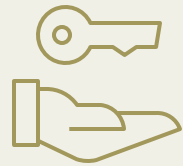


Our mission



To make real estate investing
simple, smart, and more profitable.

We monetize both through subscription and commissions on transactions



B2C

Advanced pro
version

\$100

Per month subscription

Broker
commissions

≈5%

*Transaction fee
(\$1M Avg. Transaction Value)*



B2B

Real estate
investment funds

\$10k

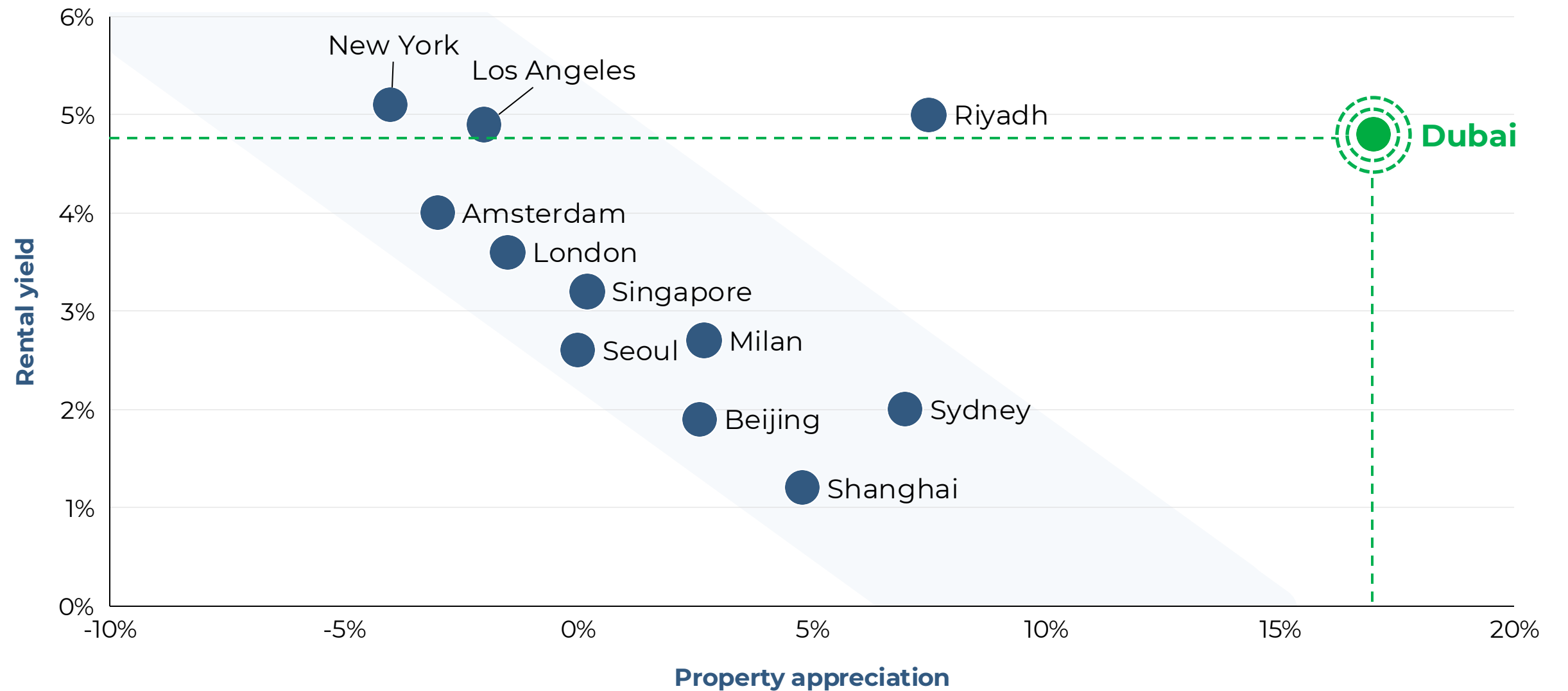
Per month subscription

Broker
commissions

≈5%

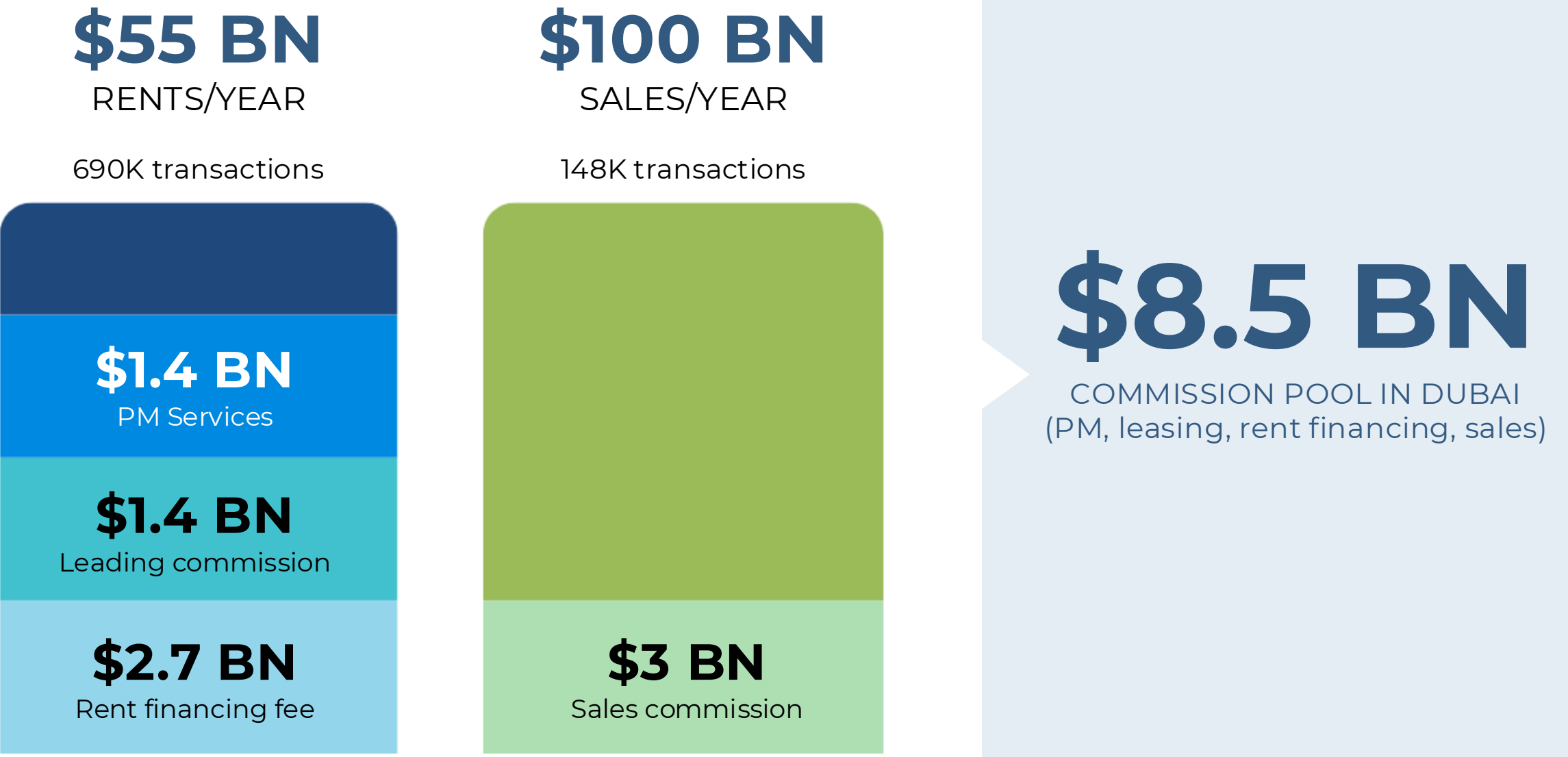
Transaction fee

Dubai is the best initial launch market, offering the most attractive investment opportunities in the world



Source: Savills (2023 data - published in Feb 2024), Source: dxbinteract.com, JLL Research

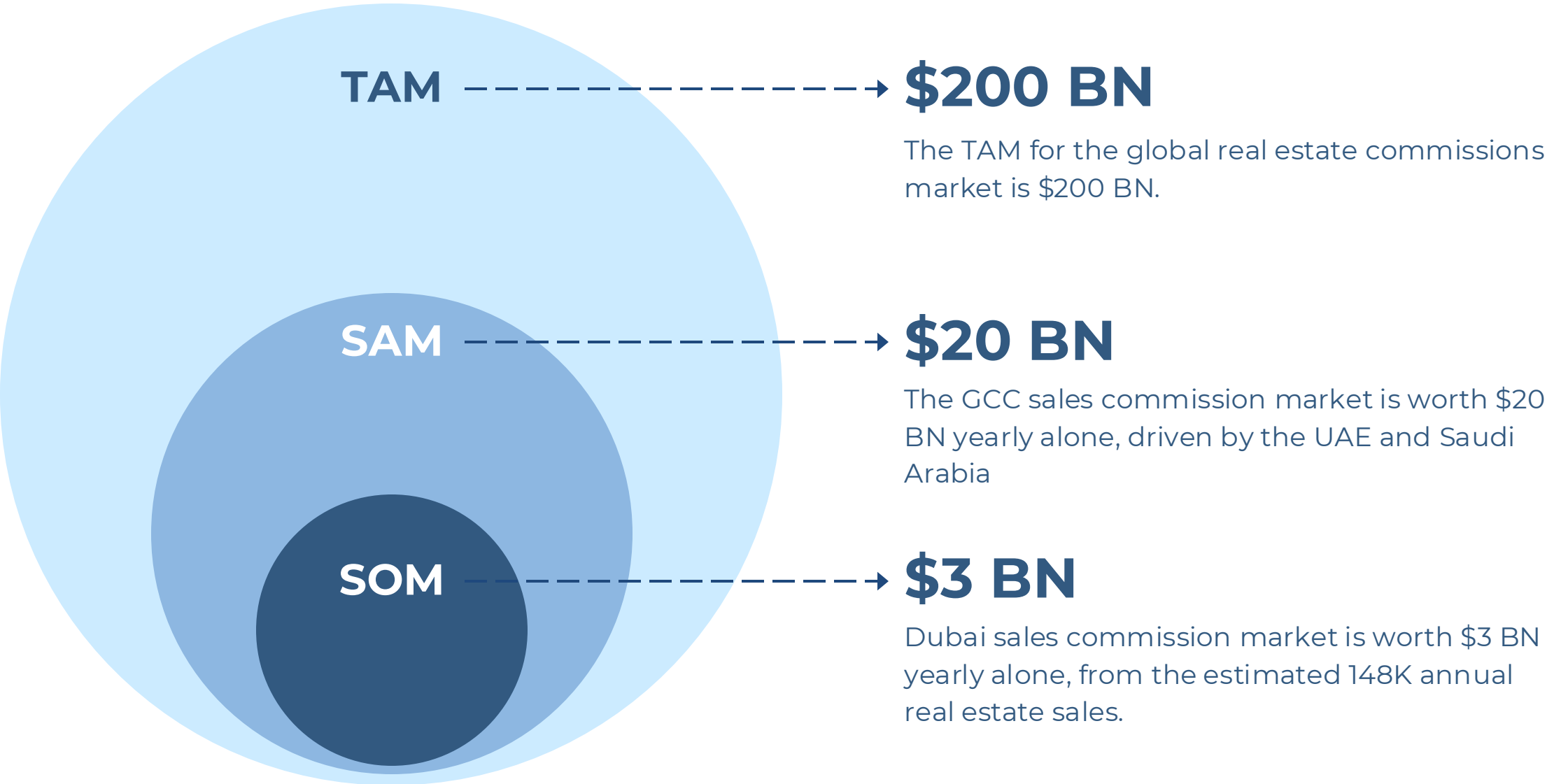
Smart Bricks is going after \$3 BN in annual sales commission in Dubai alone



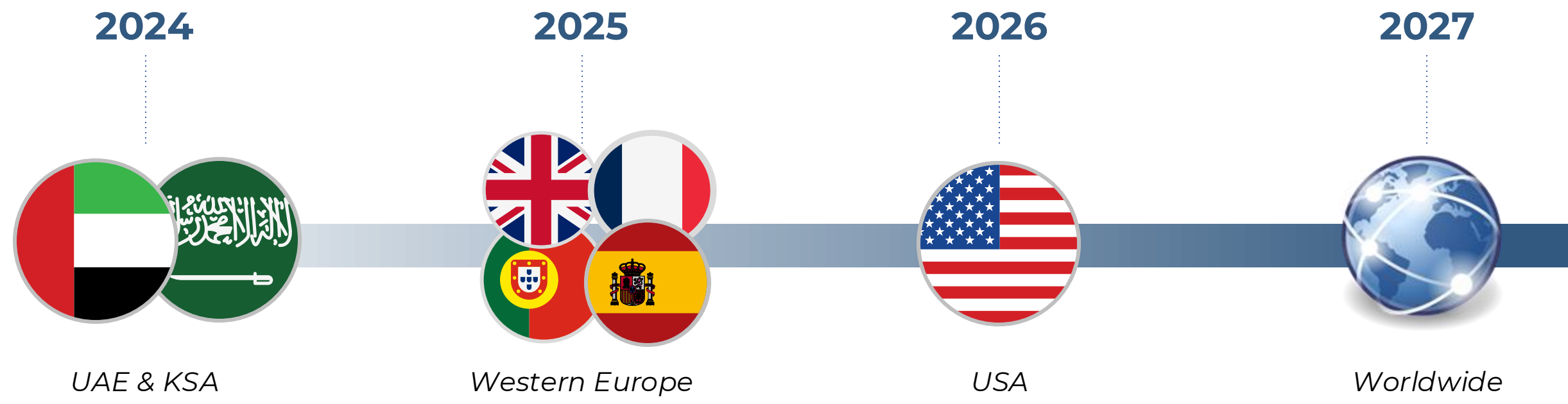
Sources: Dubai Land Department, TTM Dec 2023 Dubai Residential Units Data

We have huge addressable market potential in Dubai

\$200 BN is our total addressable market



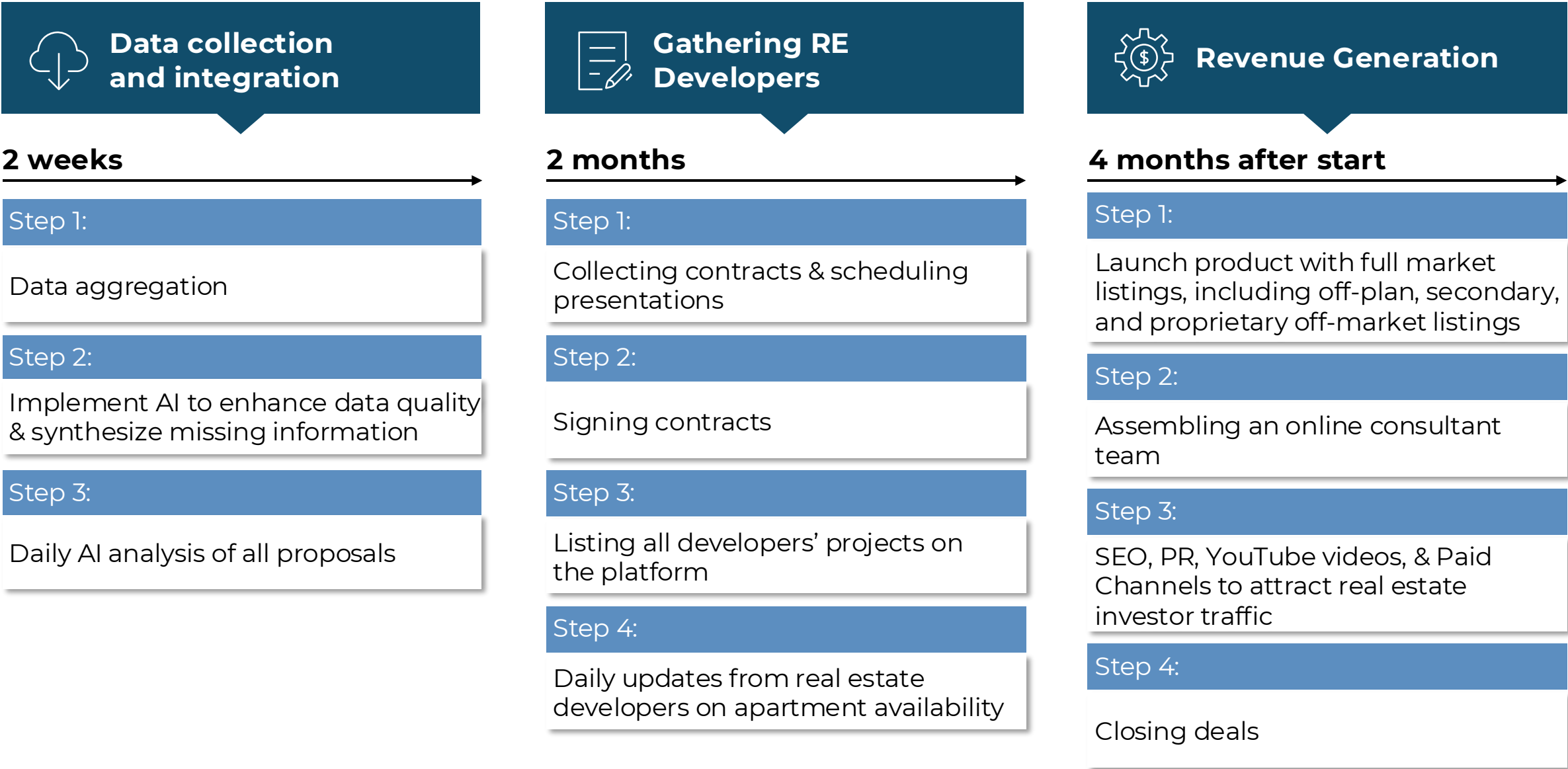
Smart bricks will launch in the UAE & KSA this year, followed by other key markets



B2C FOCUS

B2B FOCUS

Our expansion path into any new market is clear & strategic



Each new location reaches breakeven in 7 months. LTV/CAC ratio of 550% in the first year

Our core differentiation centers around being truly investor-focused and day-one global thinking



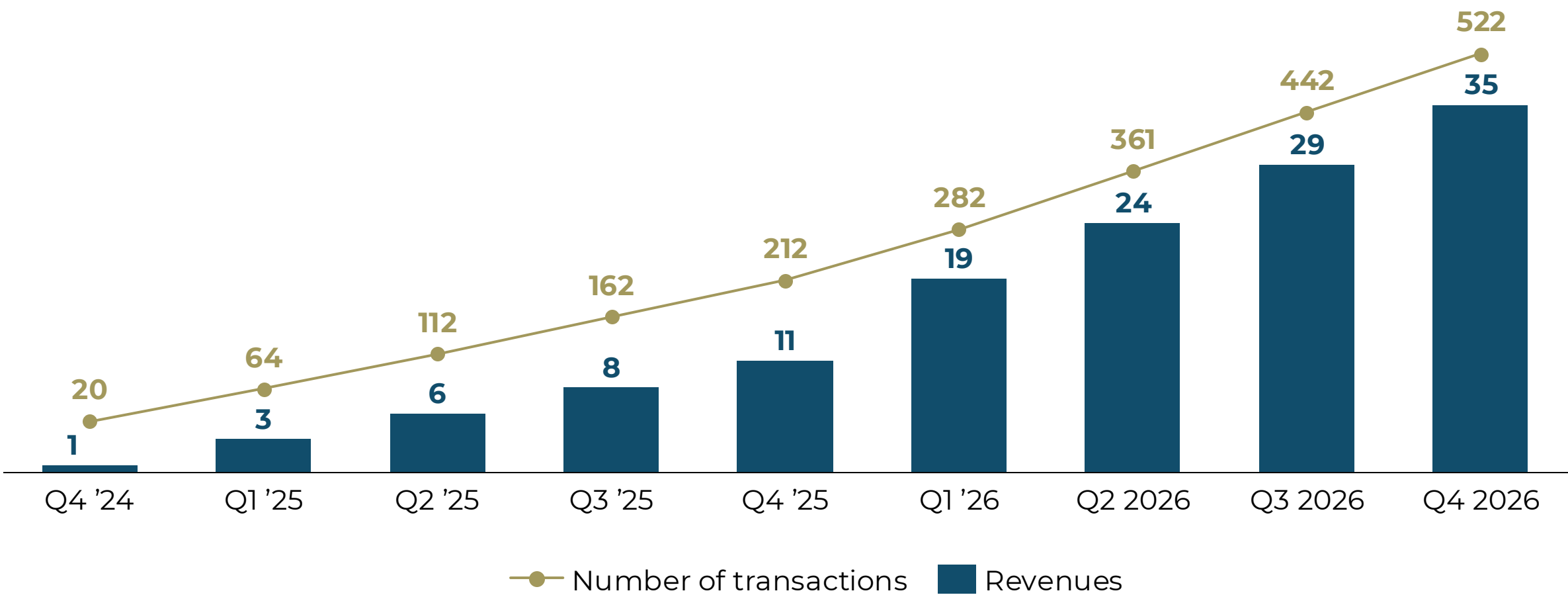
1. Data & AI empowered
2. Agents, Mortgage, Property Mgmt.
3. Single Contract Find and Close
4. Local solutions

Real estate investors, both consumer and institutional, are eagerly anticipating our launch



Smart Bricks’ traction and revenue evolution up to Q4 2026

Smart Bricks expected traction and revenue evolution
\$MN



Our team has 40+ years of combined Real Estate Investment, Data, and AI experience



MOHAMED MOHAMED
Co-Founder & CEO

- **Partner in BCG's Generative AI Practice**, leading AI strategy, development and investment projects across EMEA
- **Partner in McKinsey's QuantumBlack AI Practice** working on AI use case design and AI product development across EMEA
- **Real Estate Private Equity Investor at Blackstone**, the world's largest real estate investor (\$500Bn in real estate portfolio)
- **Venture Capital Investor at Goldman Sachs**, investing out of a \$2BN fund into PropTech, FinTech, and Consumer Tech
- **Active Angel Investor**, 30+ angel investments
- **Founder of EdTech startup**, sold for \$10M exit at aged 21



UDO OJI
Co-Founder & CTO

- **VP of Engineering at Property Finder**, the leading residential property unicorn in MENA; **led GenAI strategy and execution**
- **CTO of Chain AI**, a scalable, AI-powered platform that streamlines and automates lending processes
- **CTO of Bant.io**, leading the AI product and engineering teams (exited)
- **VP of Engineering at CloudCall**, a comprehensive cloud-based call center solution
- **Technical Director at Stepstone Group**, led the technical vision, strategy and roadmap for AI/ML products (\$6 BN market cap)



Best-in-class advisory board across Real Estate Investing, AI, Data, & Technology



Khaled Al-Mubarak

- Real Estate Private Equity at Mubadala
- Previous Head of Real Estate Practice at McKinsey
- Innovation Advisor at Prime Minister's Office - UAE



Real Estate



Martin Schmalz

- Professor of Real Estate at Saïd Business School
- Previous technical advisor for Zillow (lead the development of Zillow's AVM capability)



Research



Rayon Taylor

- Managing Director in Real Estate Private Equity at Blackstone
- Previous Real Estate Private Equity at KKR & JP Morgan



Real Estate



Shubham Poddar

- Investor at Sequoia Capital (Led investments in Huspy, Tabby, & Lean Technologies)
- Previous Real Estate & Technology Practice at Bain



Real Estate



Emmanuel Abiola

- Applied Data Scientist at Google DeepMind
- Previous Data Solutions Lead at Google



AI & ML



Gauthier Andries

- CTO of Property Finder
- Previous CTO of Stepstone Group



PropTech



Nathaniel Barling

- AI & Product Lead at Andreessen Horowitz
- Founder of Knowhere AI (exited)



Technology



Binoo Joseph

- Group CTO & CIO of Emaar
- Previous Group CIO of DAMAC
- Group CTIO of Cenomi



Data

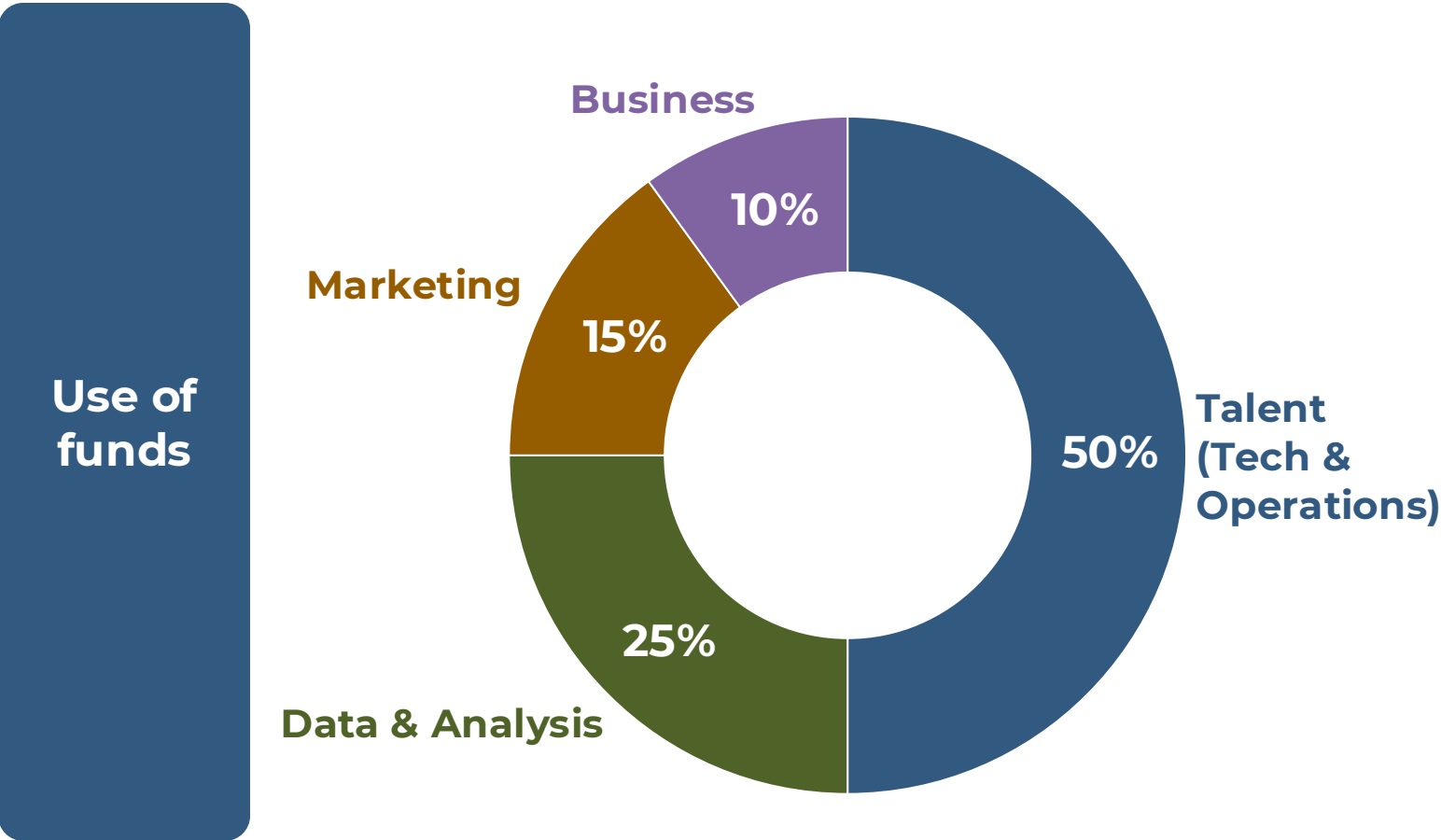


Smart Bricks is backed by Meta, as one of 6 startups selected for Meta's Spectrum AI Program.

This support provides early access to Meta's AI research, tools, and development platforms, allowing Smart Bricks to build, test, and scale AI-powered applications efficiently within Meta's ecosystem.

We are looking to raise \$3MN to accelerate our ambitions

Round details	Type	SAFE Note
	Size	USD 3,000,000



Backers to date

Institutional

500

SANABIL INVESTMENTS

Angels from..

THANK YOU!



**SMART
BRICKS**

Mohamed@smart-bricks.com