



Pitch Deck

Smart Construction Hub

Connect, Source, Build— **All in One**

Seed Stage
www.builttop.com



Summary



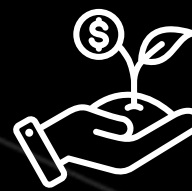
PIF
صندوق
الاستثمارات العامة



Recognized by PIF as a top 5 global construction startup out of 1,250+ applicants.



Foundation Year
2024



Bootstrapped Investment
0.3M USD



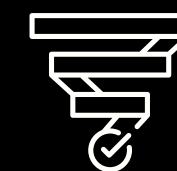
Seed round Ask
\$2M



Total GMV
10M USD



Total Revenues
125K USD



Total RFQ
#60

Problem

THE BUYER

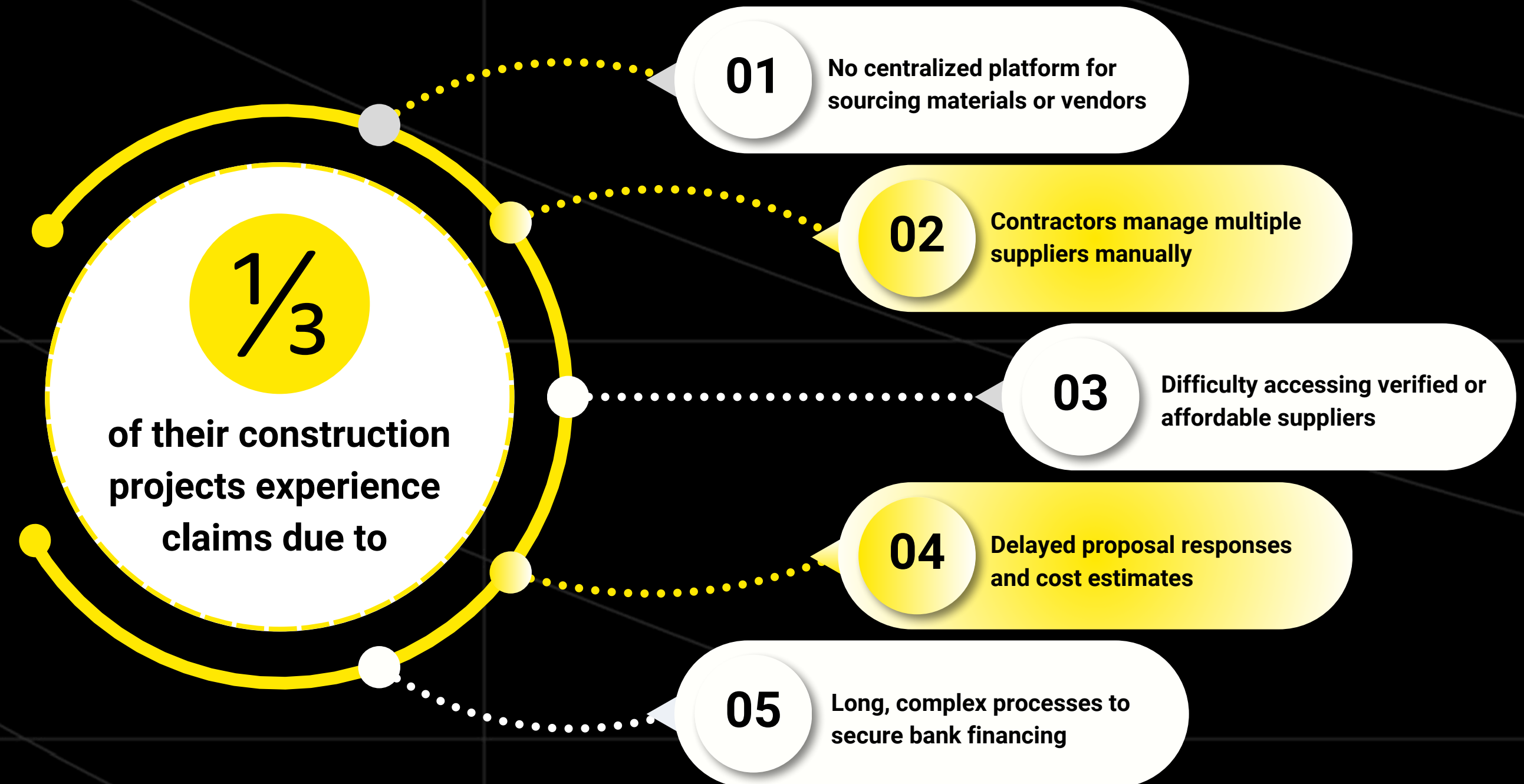
Real Estate developers,
homeowners, small business

THE Vendor

Finishing materials s
uppliers

THE Contractor

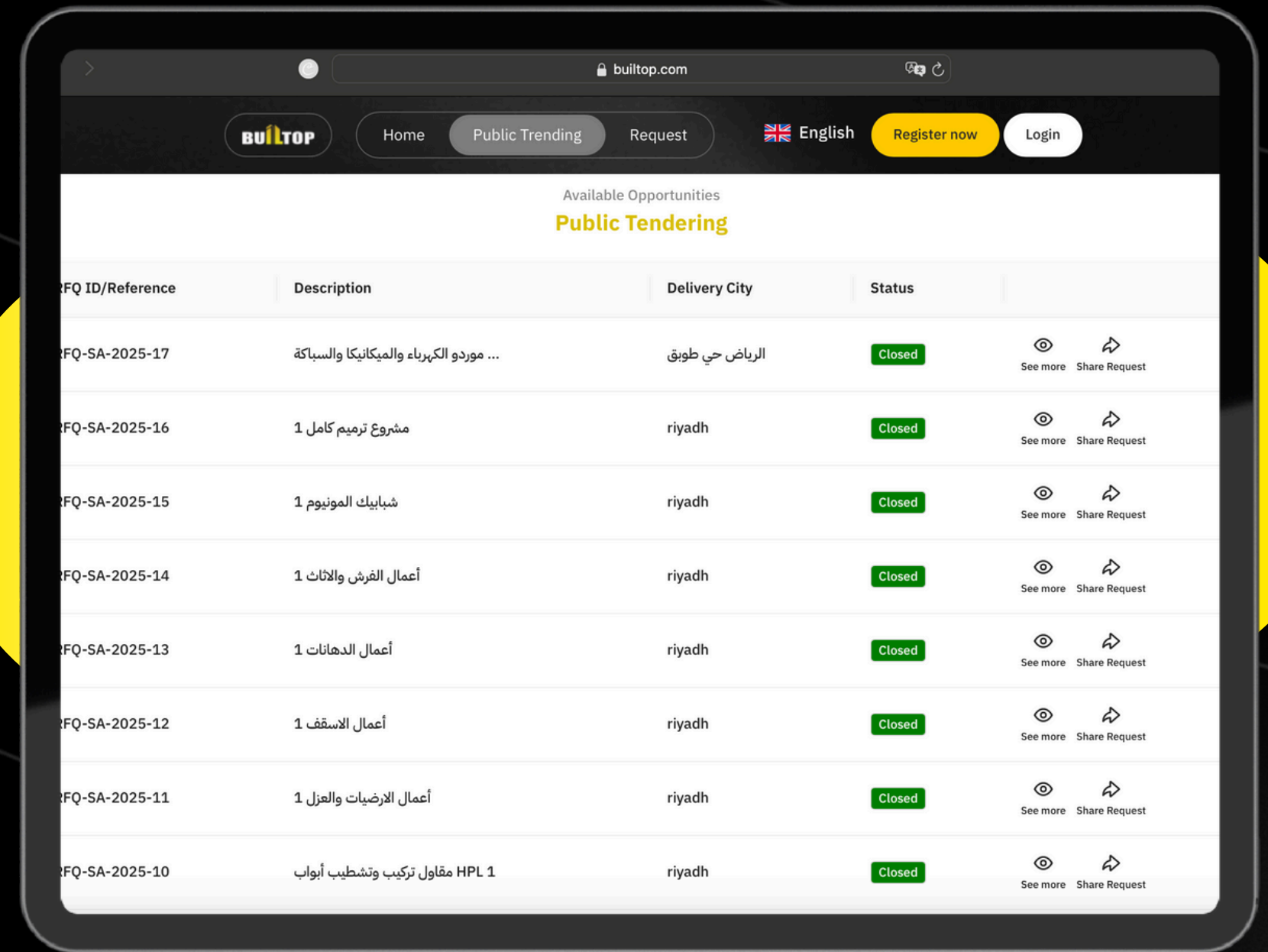
Finishing contractors



Solution

Centralized Prop-tech AI Marketplace.

Builtop is an AI-driven platform designed to streamline the sourcing of high-quality materials and equipment, making construction more efficient, cost-effective, and timely.



01

Same-Day Price Estimations

Provides fast, accurate pricing for all construction needs.

02

Pay Later Options

Partners with third-party banks to enable flexible payment plans.

03

Public Tendering

Links users to thousands of suppliers across Saudi Arabia.

Key Features

BUILTTOP

How it works



1 - Request & Match

Customer submits a request anonymously.

 *Time: 30 seconds to submit the request*

2 - Compare & Choose

Service providers send offers; customer picks the best.

 *Time: Within 2 hours, receives 3–7 offers on average.*

3- Payment & Fulfillment

Customer pays or applies for Pay Later; Builtop handles payment.

 *Approval: Instant - within 1 hour (Pay Later)*

4- Delivery & Release

Service is delivered, customer confirms, provider gets paid.

 *Confirmation rate: 98% within 48 hours*

Value Proposition



Time Required to Complete a full Procurement Cycle

30%

More Sales

For the **VENDOR** through BNPL features & Facilities.

15%

Less Cost

For the **CONTRACTOR** through AI-driven procurement process.

INSTANT

Cost Estimation

For the **BUYER** through access to extensive an supplier network.



Business Model

Builttop connects businesses and individuals to trusted suppliers, transparent pricing, and end-to-end construction sourcing—all in one platform.



Contractors



Suppliers



Designers



Artisans

Commission

Fees charged for each payment transaction.

5%/Transaction

Subscription

Vendors, buyer & contractor can subscribe monthly

\$25-\$200/Month

Affiliation

Fees charged for each payment transaction.

5%/Transaction

Market Outlook

5K

Active Construction Projects
in Saudi

175K

Number of
Contractors in Saudi

2.5M

Number of home-owners in
Saudi

382

Total Funding rounds
in proptech in MEA

\$0.7B

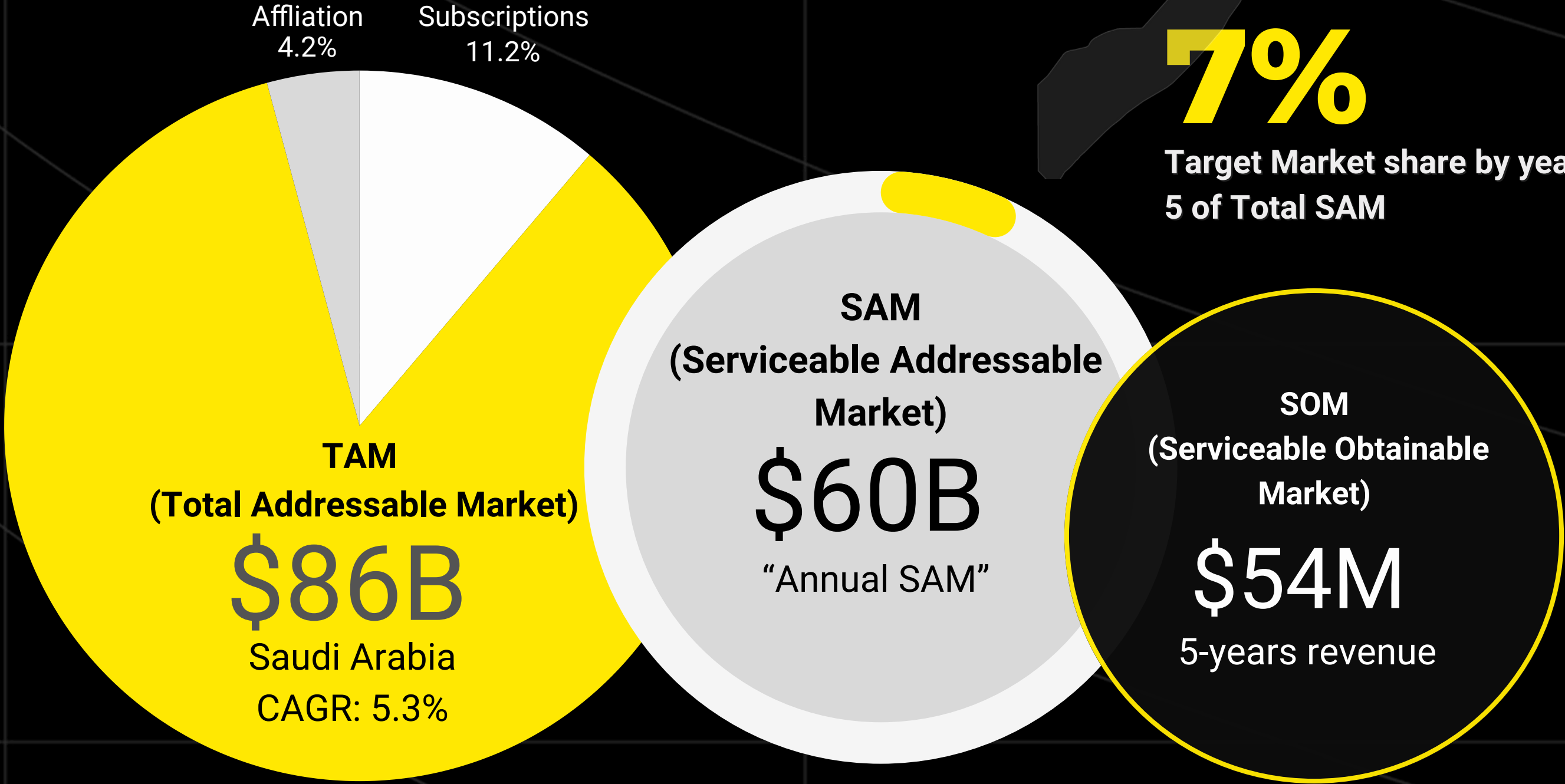
Total investments in proptech
in MEA

56

Number of Acquisition
transactions in MENA

BUILTTOP

Market Size



Source: Annual Market Size (Source: Bottom-up Calculations).



Competition

The region has several marketplaces, including a few dominant players, however potential is high

Leaving the market remains fragmented and whitespace still exists.



Barrier to Entry
"Medium"



Competition Intensity
"High"

Direct Regional Players







Indirect Regional Players

procurement firm: could be potential customer





Our MOATS



Network-Led Advantage

Backed by the biggest names in construction
Our relationships open doors others can't.



AI at the Core

Smart sourcing. Smarter decisions.
The right supplier, every time.



All-in-One Platform

From tenders to payments.
Everything you need. Nothing you don't.



Insight-Driven

Real-time data. Greener choices.
Full control from quote to delivery.

Our Progress

421
Active Users

#60
Total RFQ

\$10M
Total GMV

\$125K
Net Revenues

Major Brands

Pay Later Line of Credit
\$40M

Key Clients



Red Sea
Global



CCC
by stc



UNITECH
For Building and Construction Materials



شركة تصنيع والبستنة للفانار
AL KOBLAN Thermopipe Factory Co.

GROHE

TAHWEEL
Plumbing Systems



تحويل
أنظمة لمعدات صحية



مجموعة عصام خيرى قباني
Isam Khairi Kabbani Group



شركة الحياة لمواد البناء المحدودة
AL-HAYAT BUILDING MATERIALS LTD. COMPANY



شركة قناة الإقليمية
ANAL REGIONAL COMPANY



شركة المؤسسة الوطنية للتسويق المحدودة
NATIONAL MARKETING EST. COMPANY LIMITED

Roadmap

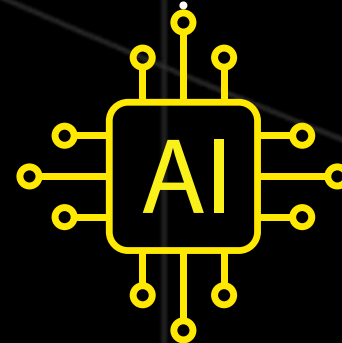
Builtop started in early 2024 reaching \$10M GMV, \$125K in revenue, and processed 60+ RFQs —proving strong early traction.



Product Scaling

Iteration one

Launch mobile app, integrate with banks for automated financing, and scale product database to 100K+ SKUs.



AI & Smart Features

Iteration Two

Roll out voice-to-text RFQs, budget estimation, and AI-driven project material matching. Launch premium supplier tools and secure in-app chat.

"Builtop currently has an open seed funding round of \$2M to support market penetration in Saudi Arabia."



User Growth

Iteration Three

Onboard architects and supervisors with tailored journeys. Strengthen platform support and infrastructure.



Regional Expansion

Iteration Four

Expand across GCC, enable full tender workflows, and target \$1M in annual revenue.

Next Year Opportunity

5M

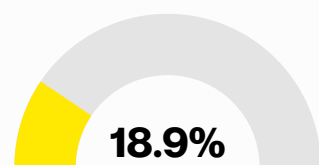
Target GMV

498K

Target net revenues

3

Revenue Streams

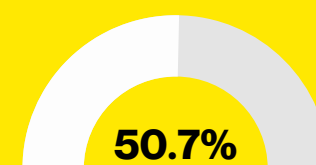


\$94K

R1:Subscriptions

183

we target to onboard around 183 users and get monthly subscription

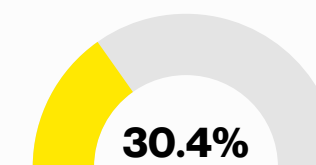


\$252K

R2:Commission

32

we target to deliver 32 projects and get 5% commission



\$151K

R3:Affliation

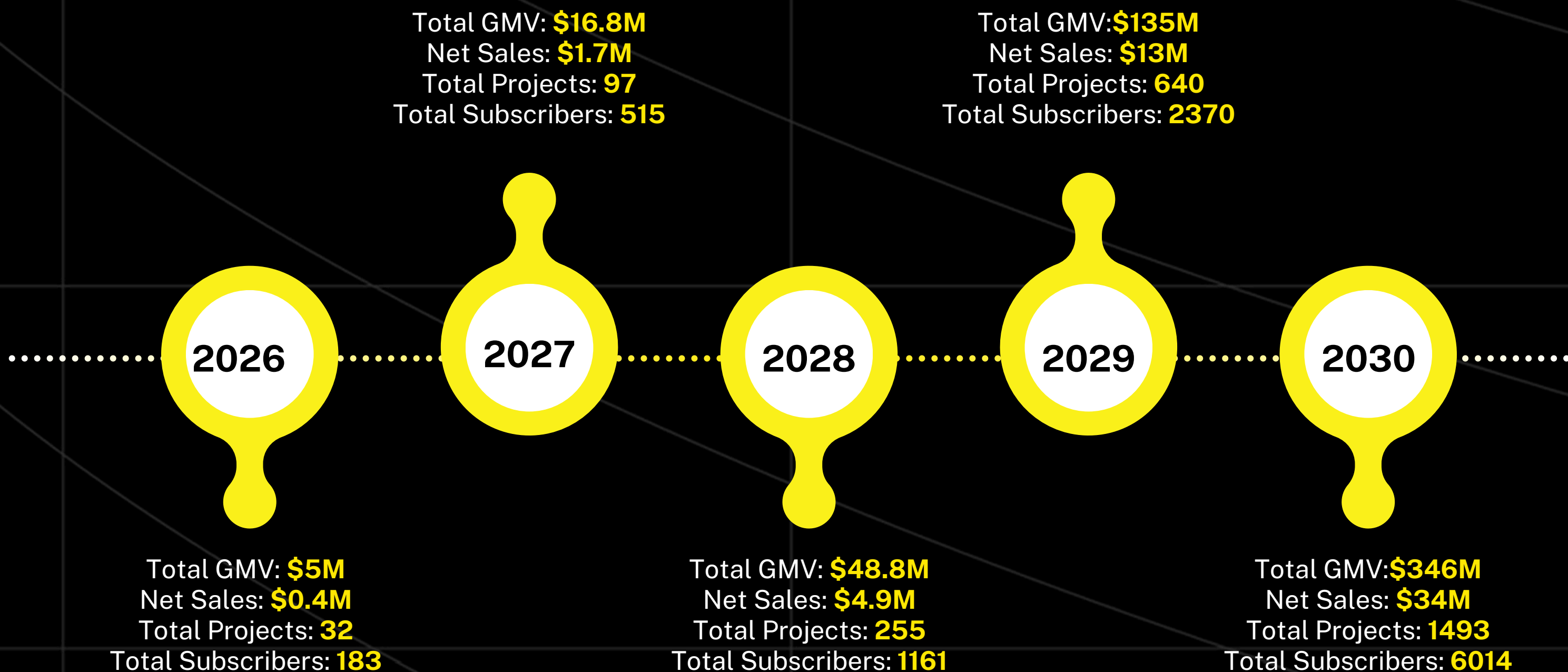
6

we target at least 6 BNPL projects and get 5% commission

Next 5-Years Opportunity

3x

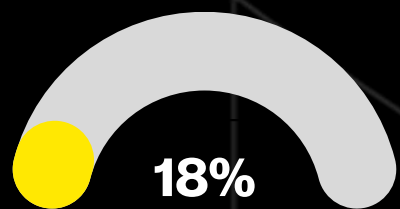
Average YOY Growth Multiple



Our ASK

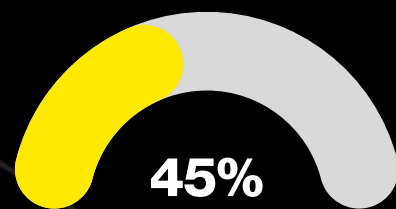
Builtop is Raising **\$2M** Seed Round for **22% equity**

"Secure funding for the next 15 months to facilitate market entry and expansion within Saudi Arabia."



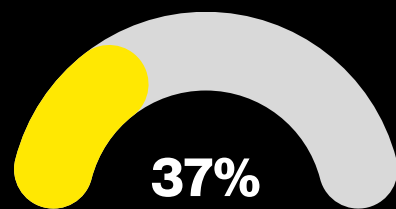
18%

Payroll



45%

Technology



37%

Marketing



Founding Team



Ayman Aljohani

Founder & CEO

Tasami Ltd. Founder
Aramco YLAB member
AWS Construction and Facilities
20 years of experience



Hilda Ramadan

Marketing Director

Worked in Public Relations at
Four Seasons Hotels 6 years of
experience



Maguy Chreyteh

Chief Business Officer

10+ years in interiors and project
delivery.



Thanks!

