

Build Trust.

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ORG404 Report
Team Semester Project

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PHASE: 1



Benchmarking



Pain storming



Problem definition



Hard Facts



Brainstorming of
the solutions



Identifying
competitors



Radical Idea

1.Sahibinden

Sahibinden. com is the top online marketplace in Turkey enabling users to buy, sell, and rent anything from real estate and autos to electronics, and other goods and services. It connects buyers and sellers directly, and has listings from individuals and companies. The platform also features rental ads, job advertising, and e-commerce opportunities.

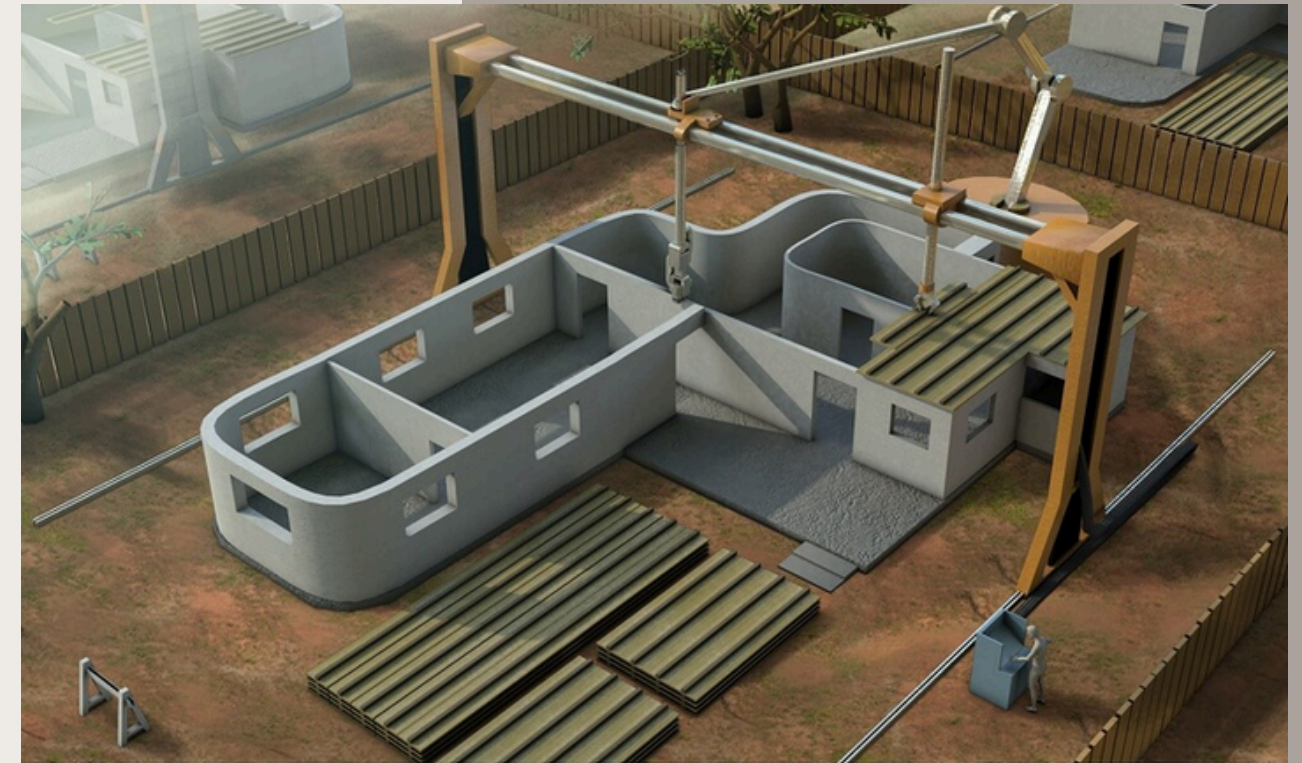
<https://secure.sahibinden.com>



2. 3d printing in construction

3D construction printing refers to the various technologies that use 3D printing as a core method to fabricate buildings or construction components. This leads to faster, cheaper, and more customized construction, less waste, and reduced labor costs. This process involves 5 days of construction and can be applied to homes, offices, even emergency housing, bringing efficiency and sustainability to new levels of building.

https://www.wsj.com/real-estate/commercial/can-3-d-printing-revolutionize-real-estate-walmart-put-that-question-to-the-test-2df4f91c?utm_source=chatgpt.com



3. House decoration using AR tools

Home with ARBy AR Home. Home Decor with AR discusses how Augmented Reality (AR) can enhance design, visualization, as well as experience. With AR in tow, AR inspires an uninterrupted switching between reality and virtuality with fluent transition that prospects into an engaging design experience. It is allowing customers to imagine furniture set ups and interactive designs as well as to improve shopping. AR-based collaborative design enables multiple users to work together at the same time.

<https://www.ikea.com/global/en/newsroom/innovation/ikea-launches-ikea-place-a-new-app-that-allows-people-to-virtually-place-furniture-in-their-home-170912/>



4. Drones for looking outside the property

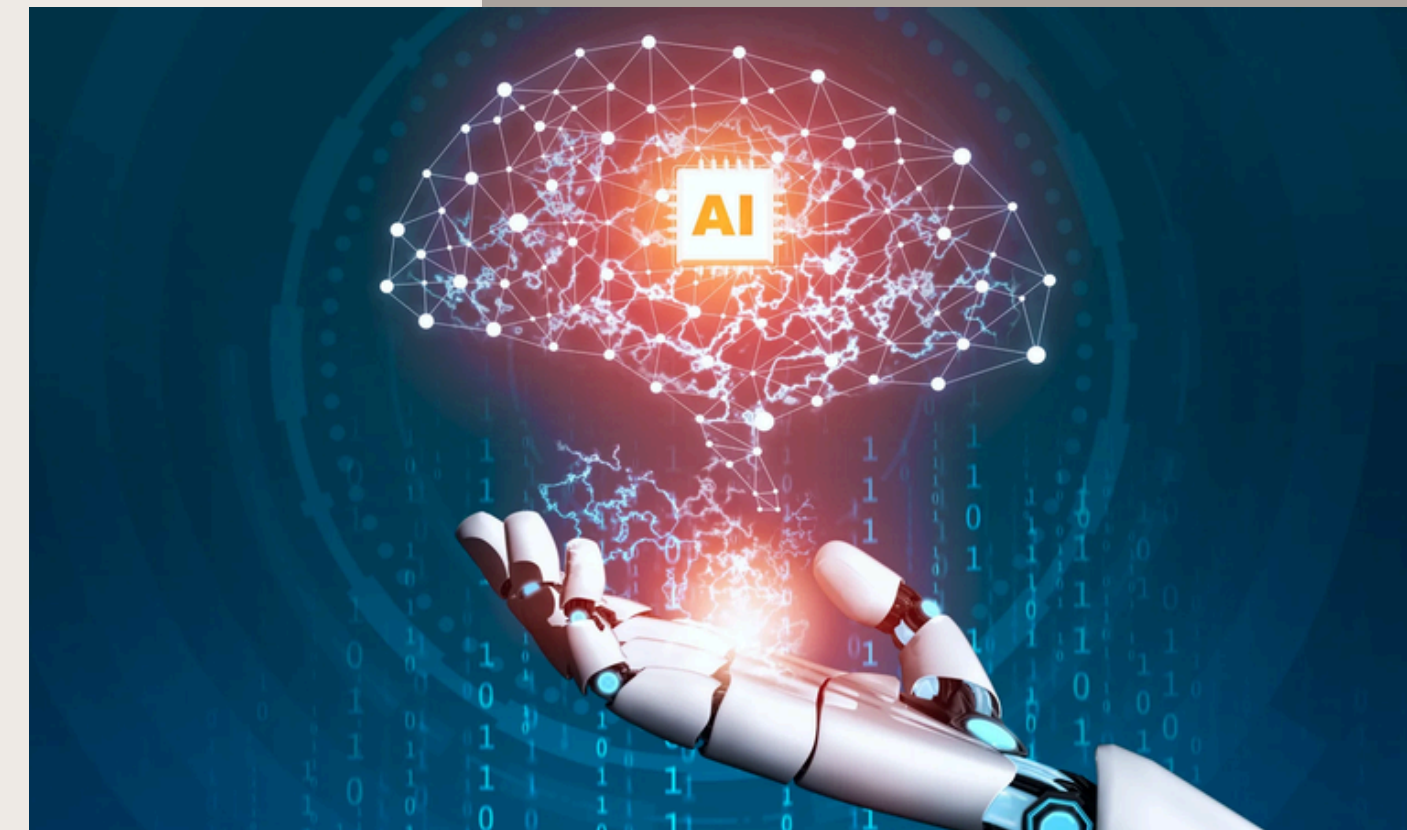
Drone mapping is an opportunity for GIS professionals. A surveying drone can generate topographic surveys of the same quality as the most accurate data obtained through traditional methods but at a fraction of the time. All this way lessens expense of performing a site survey and strain on field personnel.

<https://wingtra.com/surveying-gis/>



5. AI and ML enhancements to give advices for customers about buying and selling

The real estate world has been transformed by AI's power to automate property valuations. Property valuations have traditionally been based upon manual review of the subject property which is slow and error-prone. AI algorithms have transformed the process by crunching huge data-sets in seconds to weigh up the sales that have gone before, the conditions of a property, the nature of the area, local crime and market place trends. This results in accurate, reliable, and unbiased results, decreases time to result and trust in a process.



https://www.brainvire.com/insights/ai-in-real-estate-use-cases/?utm_source=chatgpt.com

6. IOT, scanning and showing 3d visualization of the house

IOT Combined With 3D Visualisation Is Changing The Way We Interact With Our Houses And The Way The Rooms Will Be Designed In The FUTURE.. The technology connects all your smart devices together such as smart lighting, climate control, and security systems so you can control it directly from your smartphone or via voice commands. 3D scanning can be utilized by users to walkthrough their house in real time, moving in a digital clone that provides a captivating and immersive experience.

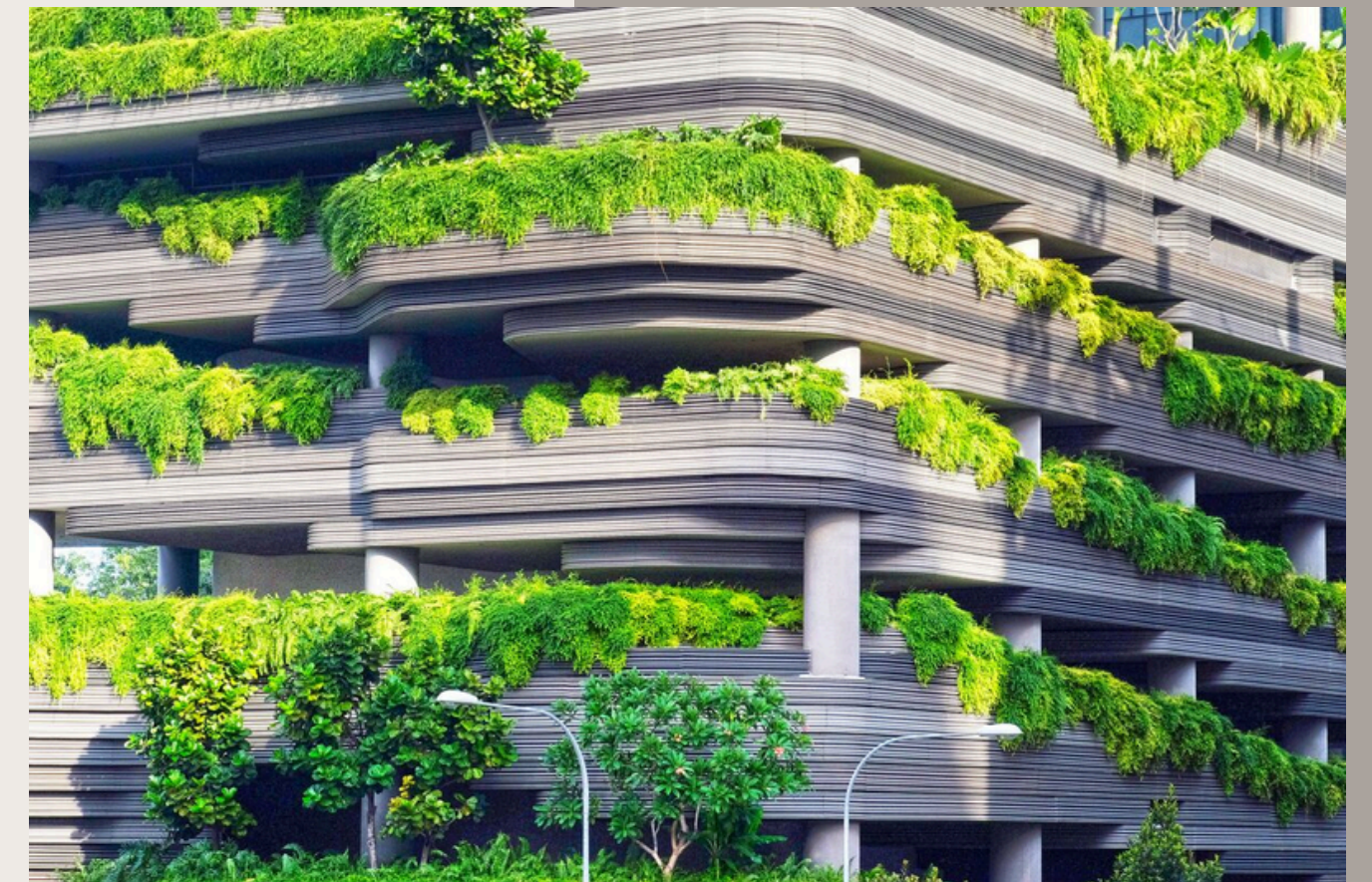
<https://sloboda-studio.com/blog/real-estate-trends/>



7. Sustainable green model buildings

Sustainable green model buildings are eco-friendly buildings constructed through the regeneration of energy, recycling of materials and utilization of intelligent technology. They create homes that are energy efficient, water saving and waste reducing and often have solar panels, green roofs and natural ventilation. These buildings are lowering their carbon footprints and providing residents with healthier and more efficient living spaces.

<https://www.pnnl.gov/explainer-articles/green-buildings>



8. Tokenization of real estate assets.

Real estate asset tokenization is the process of representing ownership of a property by digital tokens on a blockchain. The property is being fractional owned, where every token of the asset represents a fraction share, to make it cheaper for investors to buy, sell and swap real estate without owning the full property. “Liquidity, accessibility and transparency in real estate investments are enhanced, and the process is more efficient, and now it’s global.

https://arxiv.org/abs/2405.01852?utm_source=chatgpt.com



9. Smart houses

Smart homes are high-tech residences that offer full automation systems, energy management devices, and even smarter AI technologies to improve comfort, security, and energy efficiency. Appliances, heating, lights, and even security can be conveniently managed through smartphones and voice assistants remotely. They adapt to the user's needs and real-time data, thus, improving energy efficiency, safety, and convenience.

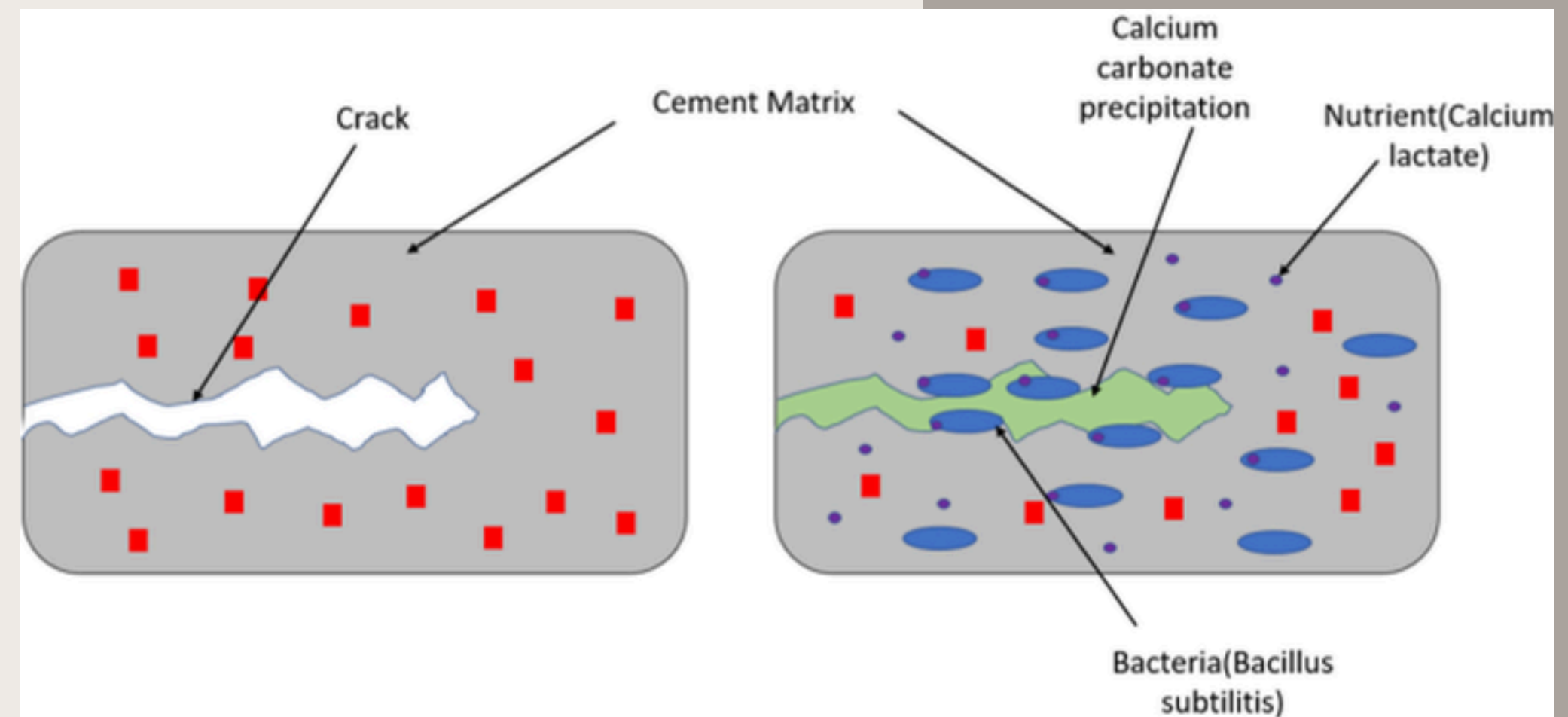
https://en.wikipedia.org/wiki/INTEGER_Millennium_House?utm_source=chatgpt.com



10. Self healing concrete

We don't want that because we spend a lot of money maintaining our infrastructure, like roads, bridges, tunnels and embankments, and there's a lot of disruption behind that." Such materials can heal their own cracks: they heal when they "feel" damage, and do so autonomously without any external help.

<https://www.eng.cam.ac.uk/news/making-global-impact-self-healing-concrete>



2- Pain Storming

The brainstorming of people needs

- Expensive and unaffordable houses.
- Monopoly corporate ownership of single family houses.
- Real estates scams and frauds
- Lengthy and complicated buying processes
- Limited listings - Lack of house sample being shown.
- Spending too much money on notaries in real estate transactions
- Long commute due to housing costs
- Low quality construction material being used leading to durability risks.
- Poor tenant-landlord Communication
- Smart House project
- Abandoned properties
- Climate change and property risk

3- Problem/Unmet Need Definition

Problem:

Low-Quality Construction and Infrastructure in Buildings Leading to Durability Risks.

Statement:

Homeowners and tenants are often unaware that their homes are built with low-quality materials, leading to unexpected durability issues, high maintenance costs, and safety risks. There is no accessible, reliable way for buyers and renters to verify the quality of construction materials before moving in.

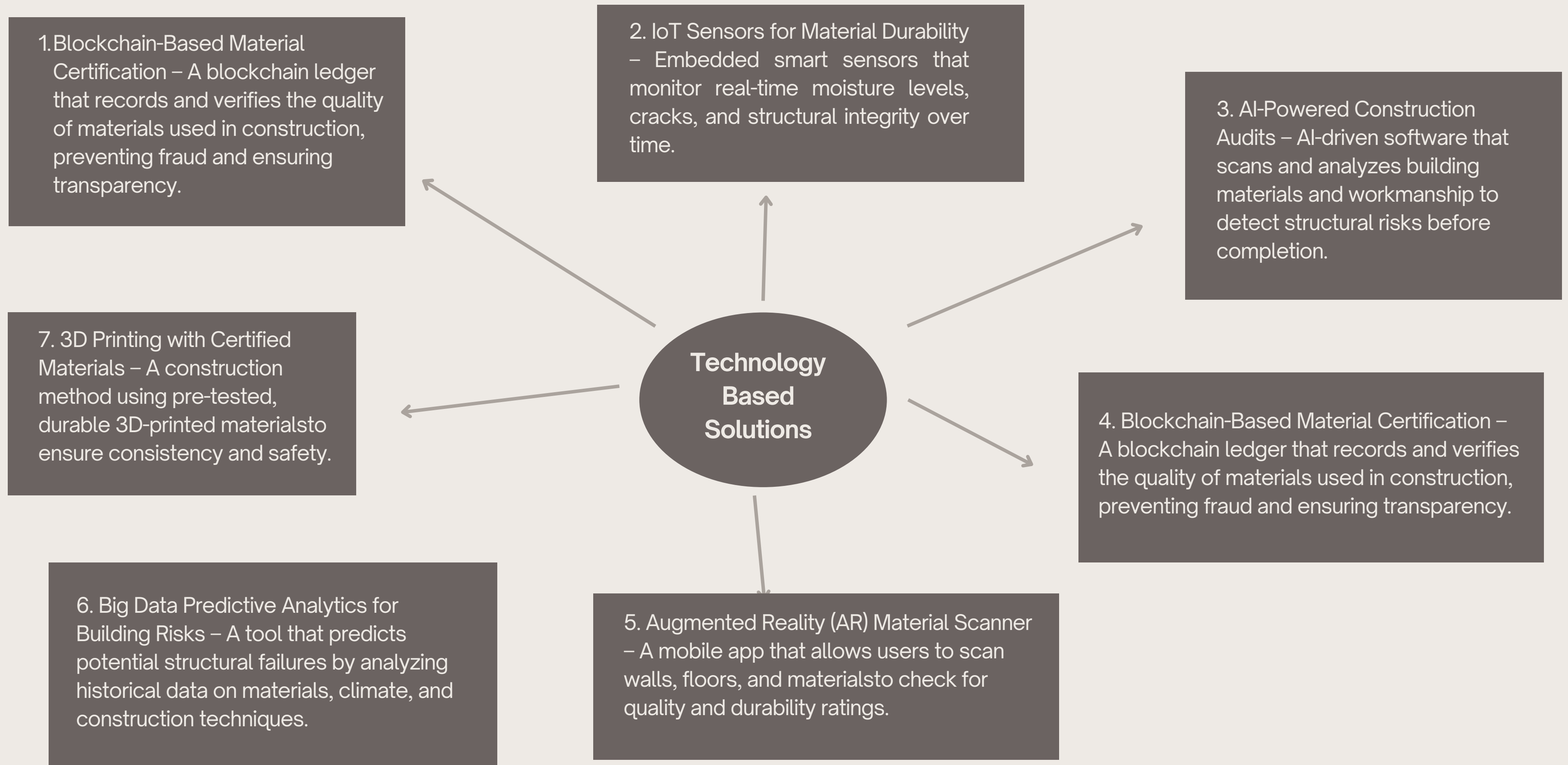


4 - Hard Facts:

1. **A study investigating the use of substandard construction materials in Lagos State, Nigeria, identified several contributing factors, including corruption, use of unqualified personnel, contractors' greed, and clients' financial constraints.**
2. **The Irish defective block crisis affected over 5,000 houses and numerous other buildings, primarily in County Donegal, due to the use of defective concrete blocks containing excessive mica and pyrite, leading to structural failures.**

These hard facts highlight that low-quality construction is often driven by systemic issues such as corruption, financial constraints, and the use of defective or substandard materials—whether in Lagos or Ireland. They reveal a common pattern: homeowners and tenants are frequently unaware of these issues until structural damage becomes visible, reinforcing the urgent need for transparent, accessible methods to assess construction quality before occupancy.

5 - Brainstorming of the Solutions



8. Homebuyer Construction Training – Short courses or webinars teaching homebuyers how to check construction quality before purchasing.

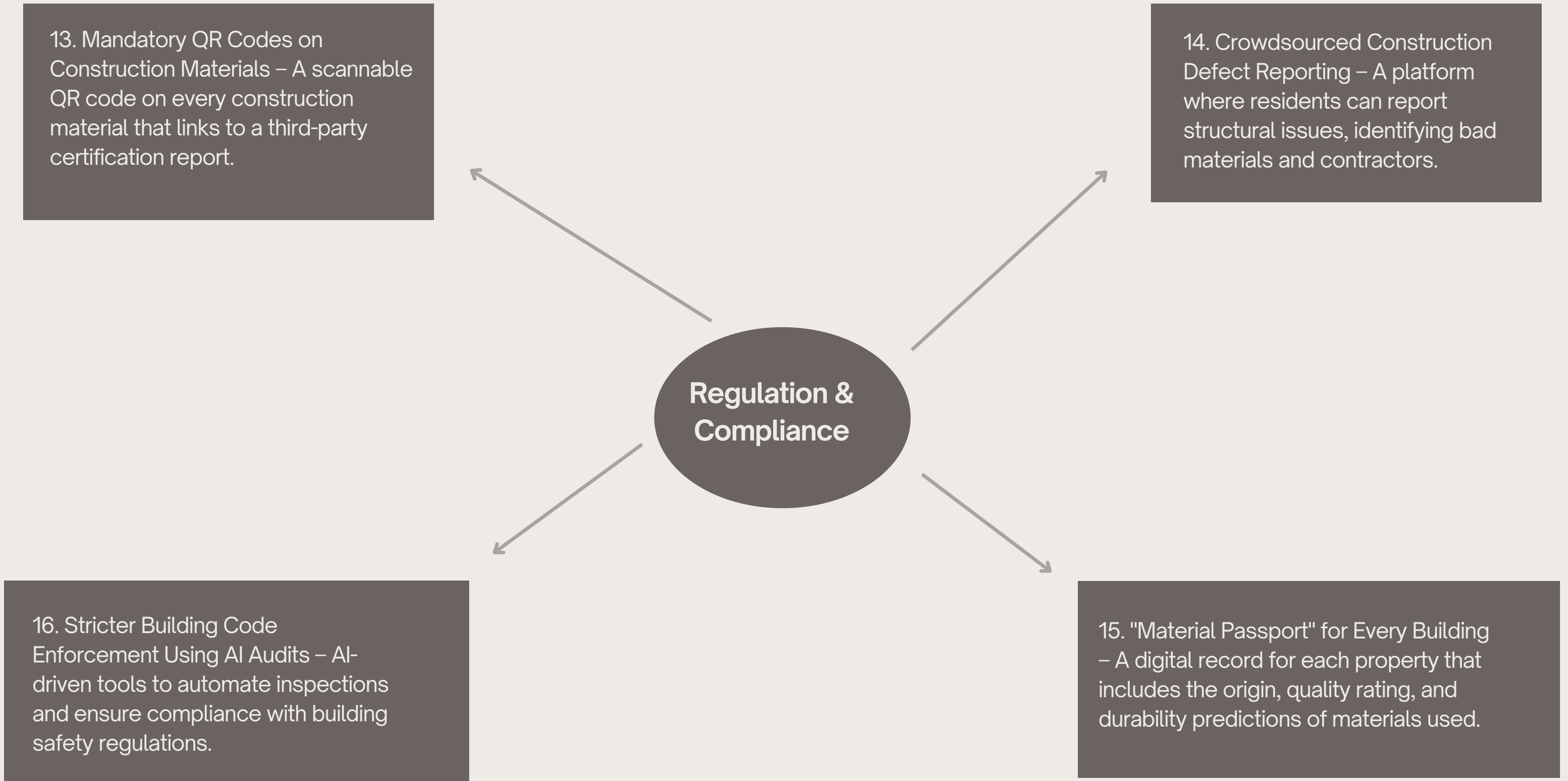
10.VR Home Walkthrough with Material Analysis – A virtual reality system that allows users to see a home's structure beyond the surface, revealing material layers and quality.

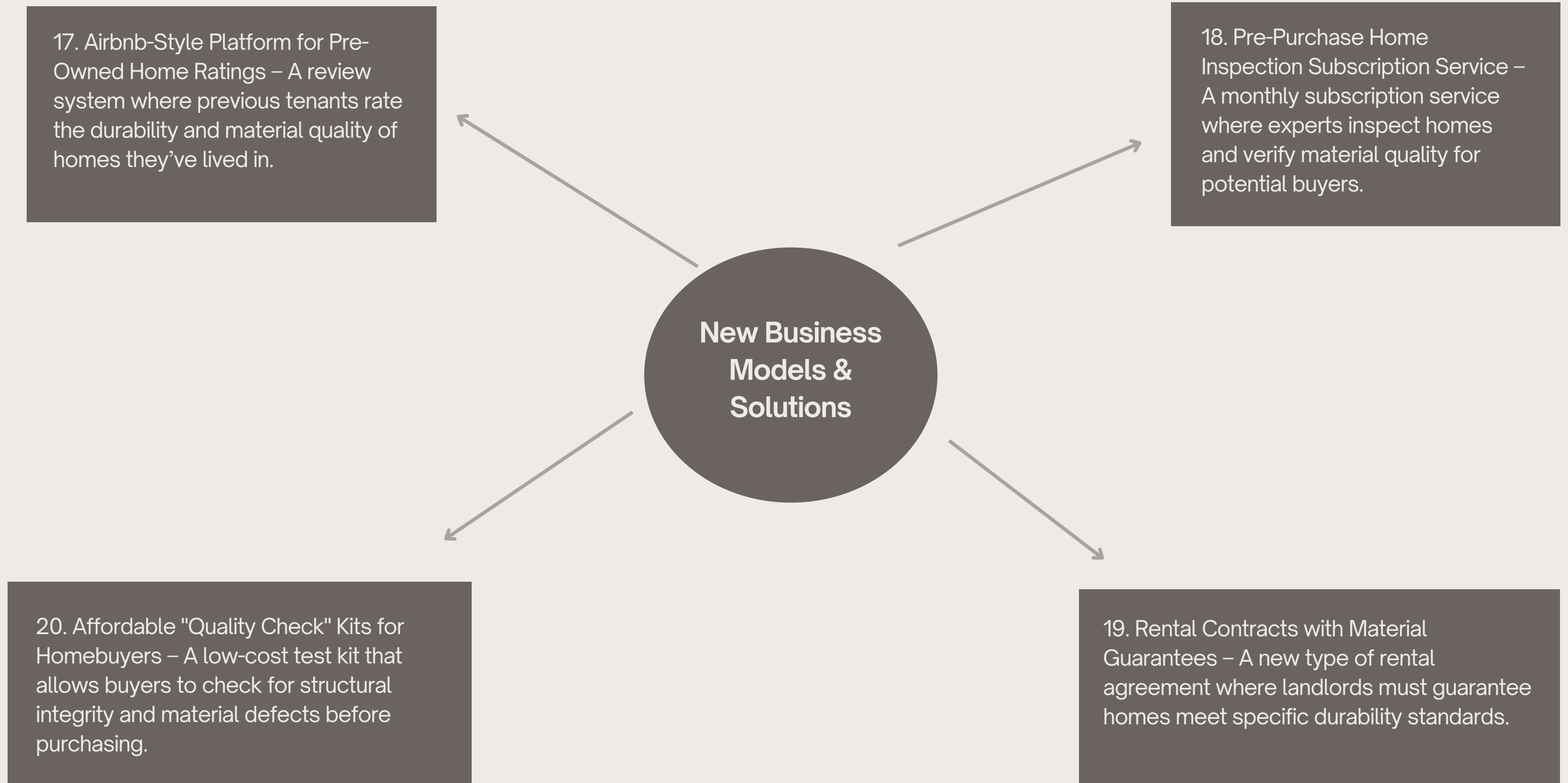
**Consumer
Education &
Transparency**

9. Material Quality Awareness App – A mobile app providing detailed comparisons of construction materials, with safety ratings and user reviews.

11. "Know Your Home" Certification for Buyers – A government-backed certification that guarantees homes have passed strict material durability and quality inspections.

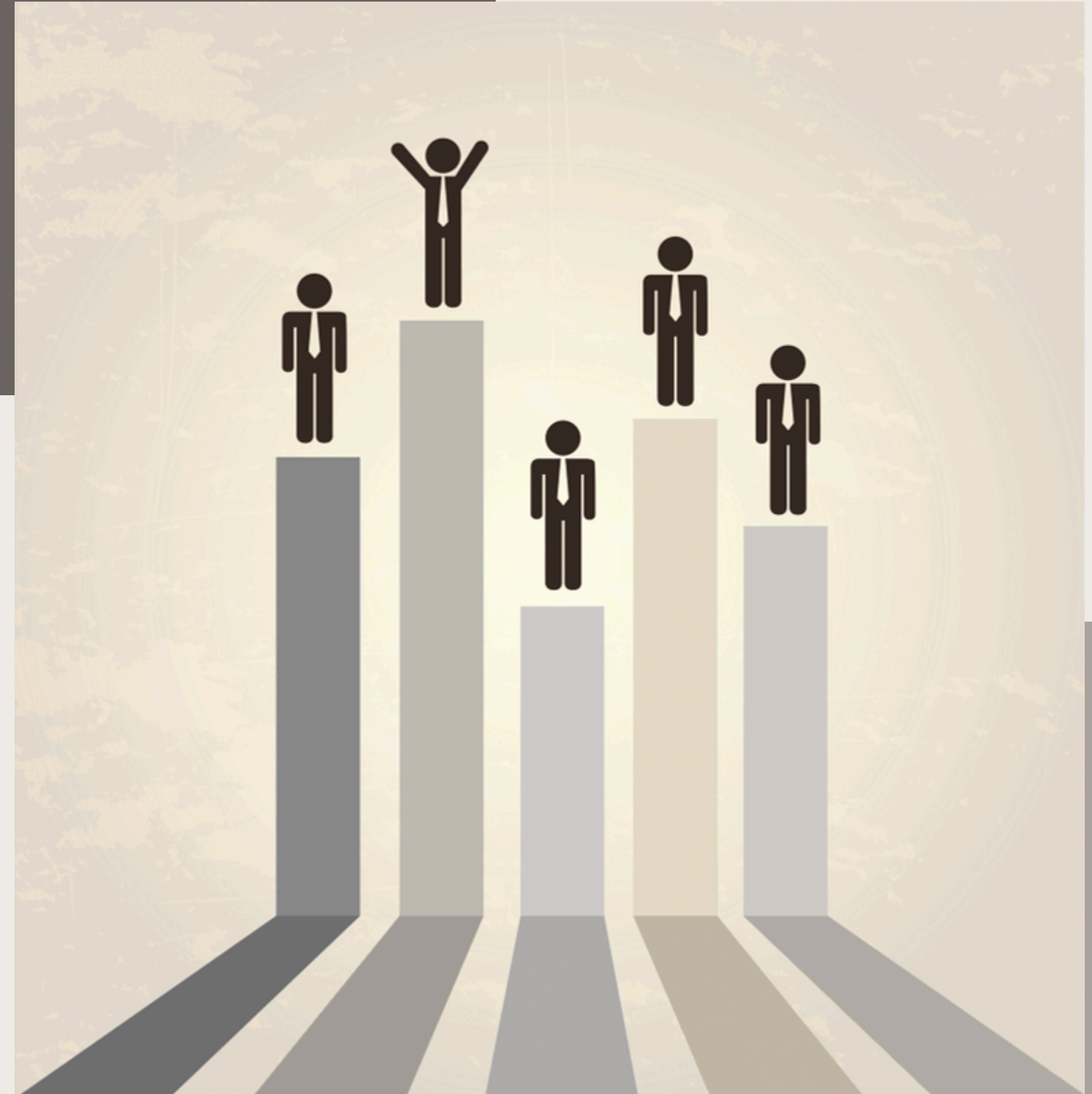
12. Open Database of Certified Materials & Contractors – A public, searchable database listing verified high-quality materials and trustworthy contractors.





Competitors:

- 1) InterNACHI
- 2) SmartShelt
- 3) BuildZoom



InterNACHI

InterNACHI (International Association of Certified Home Inspectors) is a professional organization that provides certification, training, and standards for home inspectors. It is one of the largest and most recognized home inspection associations globally.



Advantages of InterNACHI:

- Certified Manual Home Inspections - Provides reliable inspections by trained professionals who assess structural and system conditions in properties.
- Established Reputation - InterNACHI is a well-known organization in the real estate inspection industry with standardized procedures.

Disadvantages of InterNACHI:

- Costly - Fees are between \$300 and \$500 per inspection, an expense many buyers and tenants can't afford.
- No Tech Integration - No AI, no blockchain, AR, IoT - so inspections are cumbersome and not data-driven the same way as new solutions e.g. BuildTrust.
- No Live Monitoring - No real-time inspections and no continuous structural health monitoring after the inspection.

SmartShelt

SmartShelt is a smart home monitoring system which employs IoT sensors to observe the state of a building in real time. It's dedicated to structural health monitoring, with a primary application to use after construction — not before a home is bought.

Advantages of SmartShelf:

- Real-Time Monitoring - Continuously tracks structural conditions like cracks, moisture, and temperature.
- Useful for Existing Homes - Helps homeowners detect and address problems early, improving long-term safety and maintenance.

Disadvantages of SmartShelf:

- Not Suitable for Pre-Purchase Checks - Doesn't offer material verification or quality reports before buying a home.
- No AI or Blockchain Features - Lacks predictive analysis, certification tracking, or integration with advanced tech like AR or AI risk scoring.



BuildZoom:

BuildZoom is a directory of building contractors in the United States. It can be useful for helping users locate reputable contractors, but the service does not conduct inspections or verify the quality of homes or materials.

Advantages of BuildZoom:

- Crowdsourced Contractor Reviews - Users can read reviews and ratings to choose reliable builders or renovators.
- Free to Use - The service is free for users, making it accessible to a broad audience.

Disadvantages of BuildZoom:

- No Material or Structural Quality Verification - Does not assess or certify the construction quality of a property.
- Lacks Advanced Technology - Doesn't use AI, blockchain, AR, or IoT for real-time property evaluation or risk detection.



buildzoom

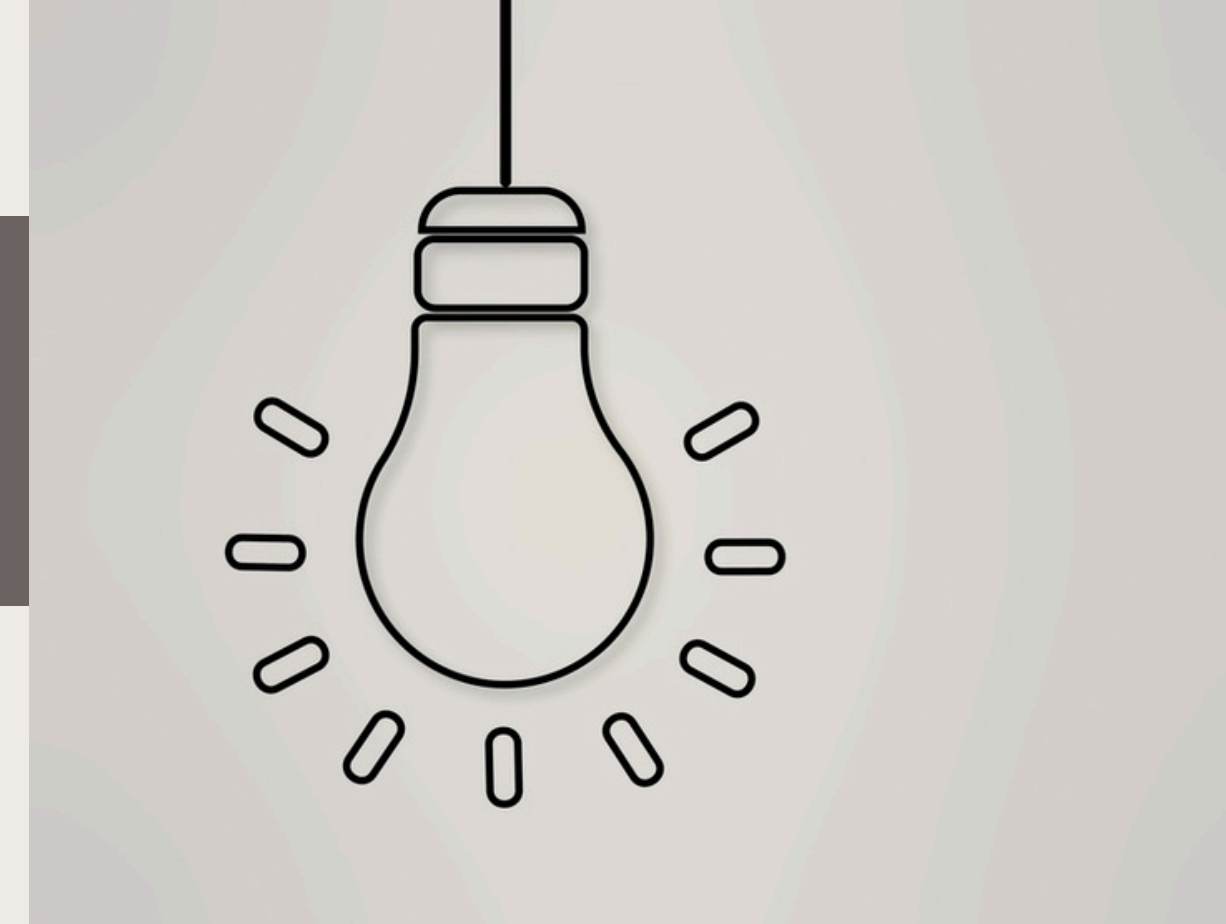
Comparison Table:

Feature	BuildTrust	InterNACHI	Buildzoom	SmartShelt
AI risk scoring	YES	NO	NO	NO
Blockchain material verification	YES	NO	NO	NO
IoT-based monitoring	YES	NO	NO	YES
AR home inspection	YES	NO	NO	NO
Croud sourced reviews	YES	NO	YES	NO
Real-time property check	YES	NO	NO	YES
Cost	Freemium	\$300-500 per inspection	free for users	\$50-200 per month

7- Radical Idea:

We plan to transform how people assess and analyze construction quality by integrating AI with blockchain, IoT, and AR into a seamless intelligent platform. Instead of relying solely on stranger's trust or ambiguous inspections, BuildTrust delivers real-time, expert-verified and data-driven construction quality reports—all before signing a lease or buying a home.

Imagine scanning a property with your phone and instantly knowing if it's structurally sound, moisture-damaged, or built with subpar materials. That's BuildTrust.



What is the problem? Who experiences the problem?

There is little to no transparency in construction quality. Existing traditional methods of inspection are costly and time consuming.

People experiencing the problem:
Homebuyers, renters, real-estate investors, engineers, architects, agents and developers.

How to solve the problem?

We plan to solve the problem by building BuildTrust, an AI-powered platform that will deliver real-time, tech enhanced reports to home buyers and renters.

Why our solution is better compared to what's in the market?

Our solution is real-time and instant. Its affordable, scalable and available on-demand. It is backed by blockchain technology, AI-enhancement and IoT sensors. Incorporation of AR tools unlike other solutions in the market.

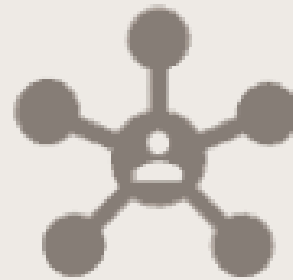
How BuildTrust works:



BuildTrust

1. AI scans construction data to assess risks
2. Blockchain verifies material authenticity.
3. IoT sensors monitor real-time structural conditions.
4. AR tools enable on-the-spot defect detection.
5. Engineers and architects generate AI-supported reports.
6. Users receive a comprehensive BuildTrust Report.

PHASE: 2



Communication
with users



Product sketch



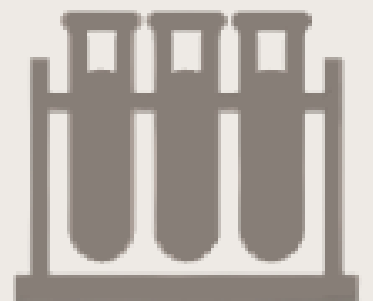
User journey



Patent sketch

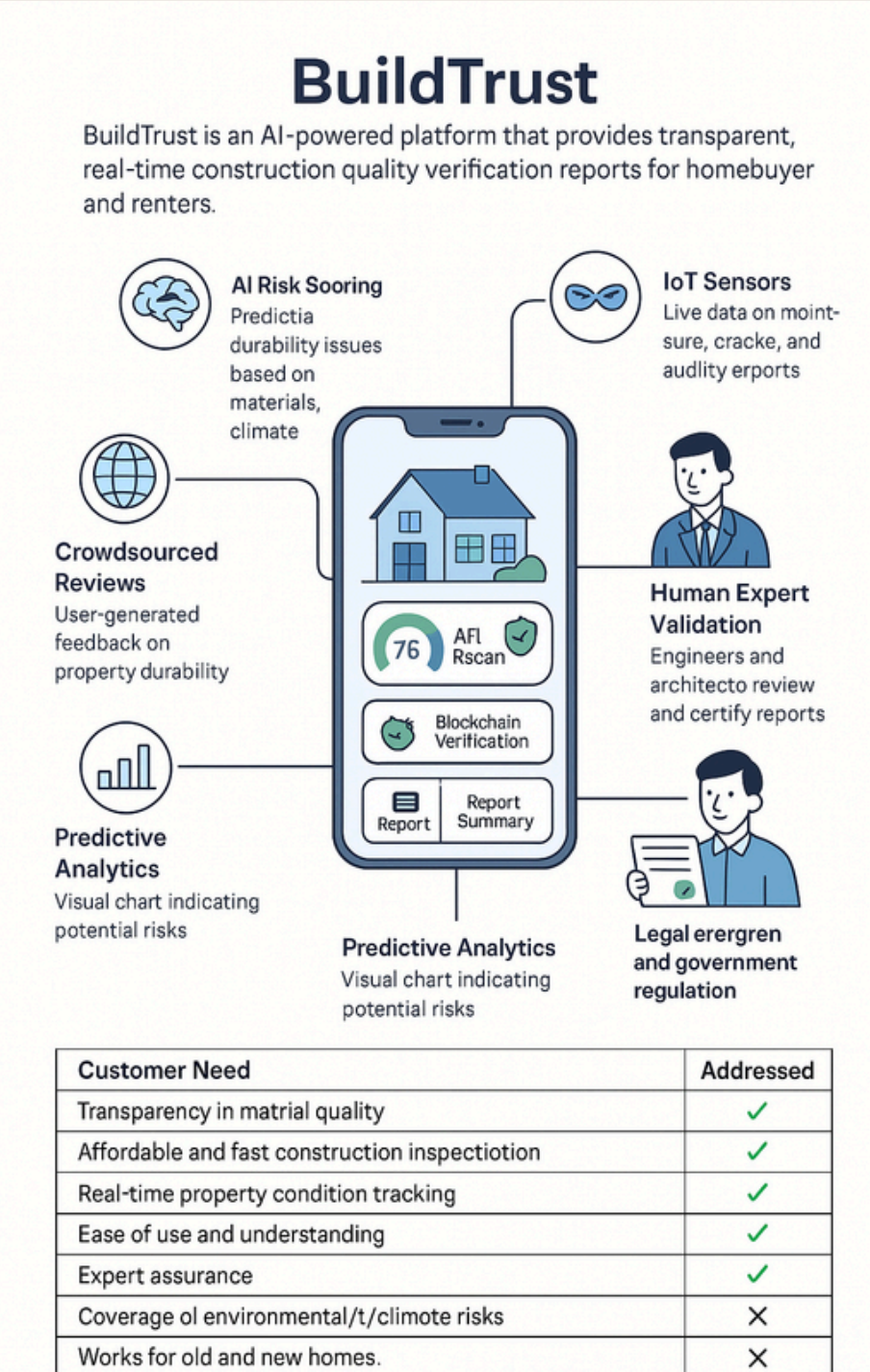


Concept testing



Results: Concept
testing

8 - Product Sketch:



9 - User Journey:

- Before BuildTrust: Homebuyers struggle to verify construction quality, leading to unforeseen issues.
- After BuildTrust: Buyers receive a reliable verification report, ensuring confidence in their investment.



10 - Patent search:

Its an app so we skip it as discussed with the professor in class

11&12- Interview with users:

Questions asked:

Question 1: What feedback did you get from the potential customers about your solution?

Question 2: What did they like about your product/service?

Question 3: What did they not like/understand?

Question 4: What did they propose as new features?

Question 5: What did they propose to take away?



Question 1: What feedback did you get from the potential customers about your solution?

1. Anaya: "What a fantastic concept! Purchasing a home with a BuildTrust report would make me feel lot safer."
2. Zahra: "I like the transparency, but how do I know the reports aren't biased?"
3. Rand: "I don't fully understand the AI scoring system—what does a low score actually mean?"
4. Momin: "Would it be necessary for merchants to reveal low scores? They could be deterred from utilising it by that."
5. Fatimah: "If this was mandatory for all new homes, it could change the real estate industry."
6. Salma: "How does this compare to a traditional home inspection?"
7. Daria: "Does it work internationally, or just in certain regions?"
8. Reem: "If this helps me avoid hidden repair costs, I'm all for it!"
9. Arsalan: "I work in real estate, and I'd love an easier way to verify home quality."
10. Mamoon: "Will the process of purchasing a property be slowed down by this?"
11. Ayesha: "If this is expensive, only wealthy buyers will use it."
12. Myra: "Great for new homes, but how does it handle remodelled or flipped houses?"

Question 2: What did they like about your product/service?

1. Ayesh: "Finally, a way to see if a house is actually built well before buying it!"
2. Momin: "The AI-backed risk assessment is an innovative way to ensure quality."
3. Zahra: "I love how it provides a score rather than just a long report—easier to compare homes."
4. Anaya: "Being able to check a property's construction history before buying would save a lot of trouble."
5. Mamoon: "IoT sensors for ongoing monitoring? That's really futuristic!"
6. Tayyab: "This could prevent so many real estate scams."
7. Rand: "The fact that reports are stored digitally means I don't have to keep paper documents."
8. Fatimah : "I like that experts are involved instead of relying only on AI."
9. Daria : "If this helps builders get recognised for quality work, it could improve construction standards."
10. Salma: "A benchmark for evaluating the quality of a home? That has been long overdue."
11. Reem: "I would adore a house that is BuildTrust approved. It has the feel of a premium badge."
12. Myra: "I like that it works for both new and old homes."

Question 3: What did they not like/understand?

1. Anaya: "I don't get why blockchain is necessary for this."
2. Zahra: "Who pays for the report—the buyer or the seller?"
3. Mamoon: "Would bad reports make it harder to sell homes?"
4. Momin: "AI doesn't always get things right—what happens if it makes a mistake?"
5. Rand: "Is this only for new homes, or can older homes be rated too?"
6. Fatima: "Does it cover things like water damage or just structural issues?"
7. Myra: "I don't trust real estate agents to use this fairly."
8. Salma : "Is this going to add more fees to an already expensive process?"
9. Arsalan: "How detailed are these reports? I don't want too much technical jargon."
10. Ayesha: "Does BuildTrust consider environmental risks like flooding?"
11. Reem: "Would this system be regulated by the government?"
12. Daria: "Can a builder pay to improve their score unfairly?"

Question 4: What did they propose as new features?

1. Salma: "A mobile app would be nice."
2. Ayesha: "An online marketplace for BuildTrust-certified homes."
3. Zahra: "A chat function where buyers can ask questions about reports."
4. Anaya: "A cost estimator for future repairs."
5. Arsalan: "Integration with home insurance providers."
6. Reem : "A way for buyers to request additional inspections."
7. Momin: "An instant verification tool for new builds."
8. Daria: "A rating system for construction companies."
9. Reem : "Historical data tracking of the house's condition."
10. Fatimah: "A feature that alerts you if a home you're interested in gets a new BuildTrust report."
11. Myra: "Automated notifications for maintenance needs."
12. Rand: "An AI assistant to explain complex parts of the report."

Question 5: What did they propose to take away?

- 1.Rand: "Some of the expert reviews if AI is good enough."
- 2.Momin: "The jargon in reports—simplify it."
- 3.Anaya: "Too many verification steps—make it faster."
- 4.Daria: "IoT sensors if they're too expensive."
- 5.Myra: "AR tools unless they add real value."
- 6.Salma: "The scoring system—just show raw data."
- 7.Mamoon: "Features that make this expensive for buyers."
- 8.Arsalan: "Extra fees for getting reports."
- 9.Fatimah: "Legal disclaimers that are too long to read."
- 10.Ayesh: "Too many categories in the score—keep it simple."
- 11.Reem: "Requiring builders to sign up—make it optional."
- 12.Zahra: "Complex AI terms—explain it in normal language."

PHASE: 3



Business Model



Financial
Projection



Web Page

13 - Business Model:

Key Partners  Real estate agents and property developers Legal advisors (property law, tenancy contracts) Tech developers (for the digital platform/ app) Financial institutions (for mortgage/ investment advice)	Key Activities  Developing and maintaining the real estate platform/app Verifying and listing properties Offering user-friendly search tools with filters (e.g. budget, location, amenities) Key Resources  Development team (for app/ platform) Database of properties and agents Legal templates and informational content	Value Proposition  A simplified and localised real estate experience tailored for first-time users Easy-to-navigate app for fast property search in new neighbourhoods Access to a pool of verified, background-checked tenants Subscription-based listing plans for consistent lead generation	Customer Relationships  Online support through chat Engaging content and reels on property tips Channels  Website and mobile app Social media	Customer Segments  Young adults and first-time renters/buyers Students or professionals relocating within cities Landlords seeking trustworthy tenants Real estate agents needing digital exposure
Cost Structure  App/platform development and maintenance Content creation (video tours, educational reels, blog posts) Agent and user acquisition marketing Legal consultancy fees		Revenue Streams  Commission from successful rentals/sales Subscription plans for agents to list properties Premium listings and promoted properties		

13.1. Customer segments

1. Young Renters & First-Time Buyers

They seek trust and assurance before committing to a property. BuildTrust helps by providing AI risk scores, AR defect scanning, and verified material reports, which they are willing to pay for as detailed or one-time affordable scans.

2. Students & Professionals Relocating

This group needs quick and reliable housing information on-the-go. BuildTrust's mobile-friendly platform, AR tools, and basic property checks offer fast insights, with users preferring freemium or low-cost summary options.

3. Landlords Seeking Trustworthy Tenants

Landlords want to attract reliable tenants by demonstrating property quality. BuildTrust offers certification badges and positive ratings, with landlords willing to pay for listing upgrades and certification fees.

4. Real Estate Agents (Digital Exposure)

Agents aim to boost buyer trust and accelerate sales through enhanced digital presence. BuildTrust provides API integration, credibility tools, and certified listing support, with agents opting for monthly subscriptions for premium features.



13.2 Value propositions

Young Renters & First-Time Buyers:

- Transparent and affordable access to verified housing listings
- Simplified rental and purchase process with real-time quality insights
- AR-powered defect scans and IoT quality reports before commitment

Landlords Seeking Trustworthy Tenants:

- Access to screened and qualified tenant leads
- Faster listing-to-lease conversion
- Digital property dashboards and trust-enhancing property certification.



Students & Professionals Relocating:

- Remote property search and virtual viewing
- Geo-targeted listings near schools, universities, or workplaces
- Easy contract signing, verified landlord ratings, and flexible move-in option

Real Estate Agents (Digital Exposure):

- Enhanced credibility with AI-backed quality scores
- SEO-optimized listings with embedded BuildTrust certification
- Tools for lead generation, analytics, and portfolio management

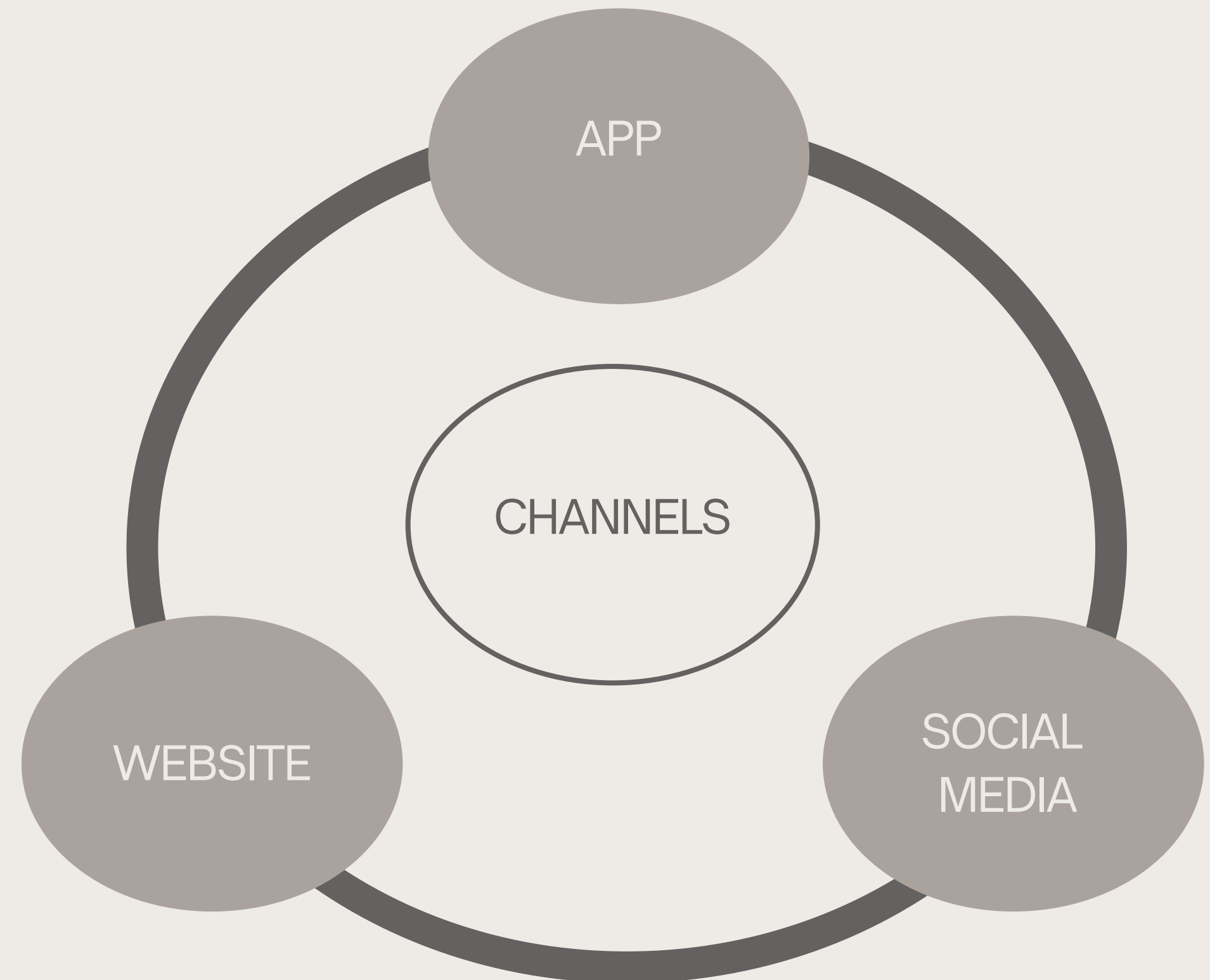
13.3. Channels

1.App

2. Website

3. Social Media Platforms

BuildTrust communicates with its users through a set of main channels: the mobile app acts as main platform where users can access property scans, AI reports, and AR tools for live construction quality validation. The website provides this with extensive detailed information, downloads and a link to the app and driving new users with SEO and partner integrations. At the same time, social networks, such as Instagram and LinkedIn, serve to hook potential users with educational content, demos, and testimonials — establishing trust and encouraging downloads.



13.4. Customer relationships

Young Renters & First-Time Buyers:

Expected: Self-service, mobile support, clear guidance.

Established: Self-service app, live chat.

Cost: Low to moderate.

Landlords Seeking Trustworthy Tenants:

Expected: Reliable lead generation, onboarding help.

Established: Property dashboard, support chat.

Cost: Moderate.

Students & Professionals Relocating:

Expected: Fast, remote-friendly support; digital convenience.

Established: Mobile app, digital contracts, virtual support.

Cost: Low.

Real Estate Agents:

Expected: Dedicated B2B onboarding, performance analytics.

Established: Personalized onboarding, reporting tools.

Cost: Moderate to high.



13.5. Revenue streams

1. B2C: Direct Sales to Homebuyers & Renters

A service for one-time property verification reports to ensure transparency and safety in real estate. Users input property details via an app, and AI, IoT, and blockchain technologies generate a comprehensive report covering material authenticity, AR-based defect scans, IoT sensor data, and risk scores.

2. B2B: Licensing to Real Estate Platforms, Agencies, Developers

BuildTrust licenses software and data access to large-volume users like real estate firms and developers. They integrate verification reports, construction quality scores, and certification badges into property listings via API. Licensing fees are monthly subscriptions or per-property based on usage volume.

3. Enterprise: Subscription Plans, APIs, White-Labeled Tools

BuildTrust provides large institutional clients (insurers, banks, proptech startups) with branded tools, full API access, custom dashboards, and unlimited property assessments via annual or high-tier monthly contracts. Clients can use verification tools internally or offer them under their own brand.

4. Premium Add-ons: AR Scanning, Custom Reports, Sensor Kits

BuildTrust offers optional paid features for advanced users seeking deeper property insights. Within the app, customers can purchase:

1. AR scanning for visual and behind-the-wall issues.
2. Custom reports for banks, legal, or insurance purposes.
3. Sensor kits to monitor air quality, humidity, vibration, and structural stress.



13.6. Key resources

Resources required for customer relationships:

- **Customer Support Team:** To assist users with technical issues or report interpretation.
- **Expert Consultation Network:** For premium users needing detailed structural advice.
- **Automated Chatbots:** Support real-time queries inside the app or on the website.
- **CRM Tools:** Manage interactions with B2B and enterprise clients.

Resources required by revenue streams:

- **Freemium Infrastructure:** Supports free/basic scans while upselling premium features.
- **Secure Payment Systems:** To handle subscriptions and one-time purchases.
- **Analytics Platform:** For selling anonymized data to insurers and developers.
- **Licensing Framework:** Allows real estate firms to subscribe and integrate BuildTrust into listings.



Key resources used In BuildTrust:

Physical:

- IoT sensor kits
- App servers and cloud storage

Intellectual:

- Proprietary AI and AR technology
- Blockchain certification system
- BuildTrust brand and platform IP

Human:

- AI developers
- civil engineers
- inspectors
- legal consultants

Financial:

- Startup capital
- Funding for operations
- development and marketing

13.7. Key activities

Key Activities Required for Value Propositions

- 1.Designing and developing AI models for construction risk assessment
- 2.Building and maintaining the blockchain certification system
- 3.Integrating AR scanning tools and IoT sensor compatibility

Types of Key Activities:

Production:

- Designing and developing AI tools, mobile apps, and AR/IoT integrations
- Creating quality reports and sensor-based monitoring systems

Problem Solving:

- Providing expert consultations and inspections
- Analyzing structural data and offering risk solutions

Platform/Network:

- Operating the BuildTrust platform and API for developers and partners
- Managing the brand, trust layer, and user community network
- Enabling data sharing and collaboration between renters, buyers, and agents

Key Activities Required for Distribution Channels

- 1.Developing and maintaining the mobile app and website
- 2.Building and supporting API integrations for real estate platforms
- 3.Coordinating with app stores (iOS/Android) for updates and user access



13.8. Key partnerships

- **Real Estate Agencies**

Promote certified listings and act as distribution partners to increase market reach.

- **Insurance Companies**

Use our reports and analytics to price risk and reduce claims uncertainty.

- **IoT Hardware Providers**

Supply and maintain structural monitoring devices integrated into our system.

- **Legal Certifiers**

Validate the credibility of our reports and ensure compliance with local regulations.



13.9. Cost structure

- **Tech Development – \$40,000**

AI model training, app/backend infrastructure, and sensor integrations.

- **Operations & Salaries – \$35,000**

Includes engineers, inspectors, legal consultants, and customer support.

- **Marketing & Ads – \$25,000**

Targeted campaigns across Instagram, LinkedIn, and real estate platforms.

- **Legal & Compliance – \$10,000**

Ensuring regulatory alignment and certification standards.

- **Total Estimated Cost: \$110,000**



14- Financial Model



Revenue Projections:

- Subscription Revenue: $2,250 \times \$40 = \$90,000$
- Ad Revenue (12-month cumulative): \$30,000 (growing with user base)
- Total Revenue (Year 1): \$120,000

	Item	Month 6 (USD)	Month 12 (USD)
1	Subscription Revenue	45000	90000
2	Ad Revenue	15000	30000
3	Total Revenue	60000	120000
4	Marketing	20000	30000
5	Salaries & Operations	17500	35000
6	R&D Cost	7500	15000
7	Other Overheads	5000	10000
8	Total Cost	50000	90000
9	Net Profit	10000	30000

Market Analysis:



\$900M

\$225M

\$2.25M

TAM:

There are more than 120 million transactions in residential property – both home sales and long-term leases – have become an increasingly popular source of value for many borrowers and households globally. 15% of these buyers and renters are actively requesting more visibility and protection in their real estate choices – and this type of demand spells opportunity for tech that can do heavy verification work such as BuildTrust. At \$50 per report on average, this amounts to a \$900M per year total available market.

SAM:

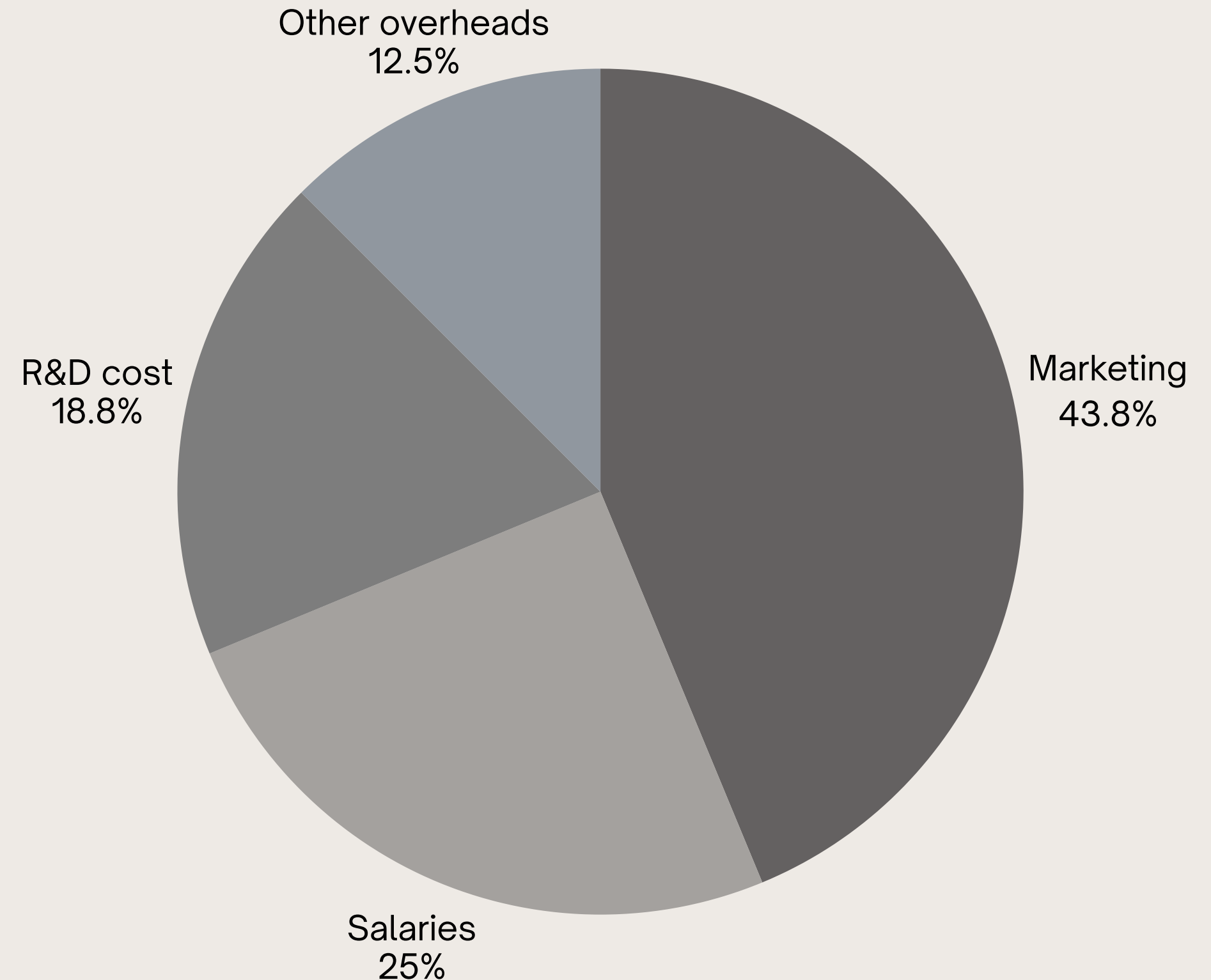
BuildTrust is focused on opportunity markets such as the US, Canada, UK, Australia, UAE, Singapore even Cities in India. Worth noting, these collectively account for roughly 25% of global real estate transactions. If you take the same 15% adoption rate, the total serviceable available market is approximately \$225M annually – the products' early buyers & renters across tech-forward cities.

SOM:

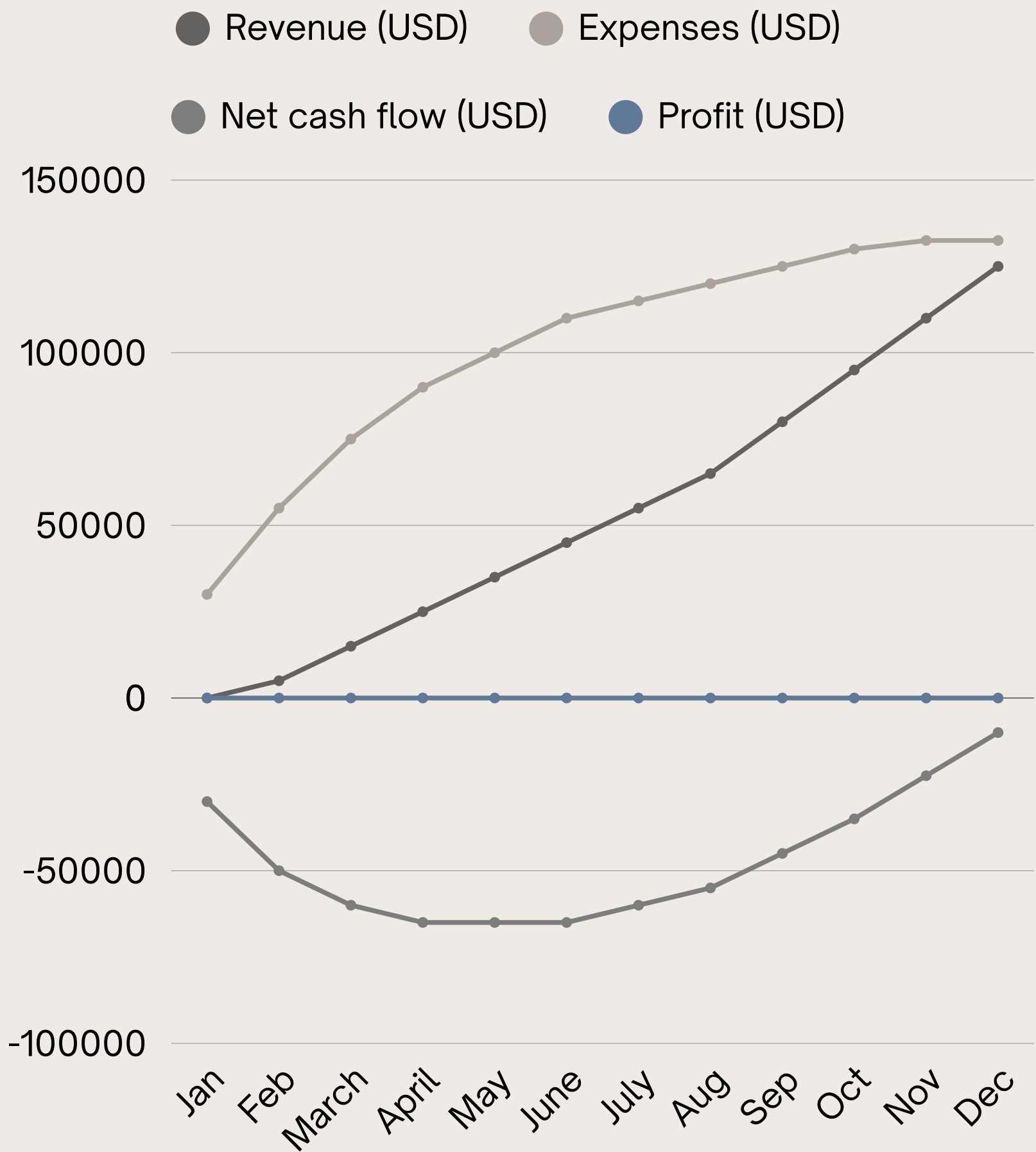
Over the first 1-3 years, BuildTru.ust plans to take a 1-percent share of the SAM with its direct-to-consumer model, strategic partnership sales, and B2V licensing. For some 45,000 users a year (offering up 2.25M annually). Strong long term growth potential means once they get a strong foothold early, they can expand the market and scale.

Assumptions: (based on tech startup benchmarks)

- Marketing: \$30,000 (front-loaded in early months)
- Salaries & Operations: \$35,000 (developers, engineers, support)
- R&D Cost: \$15,000 (AI and product refinement)
- Other Overheads (hosting, legal, tools): \$10,000
- Total Cost (Year 1): \$90,000
- Net Profit (Year 1): \$30,000



Expense vs Revenue:



Cost Estimations (Year 1):

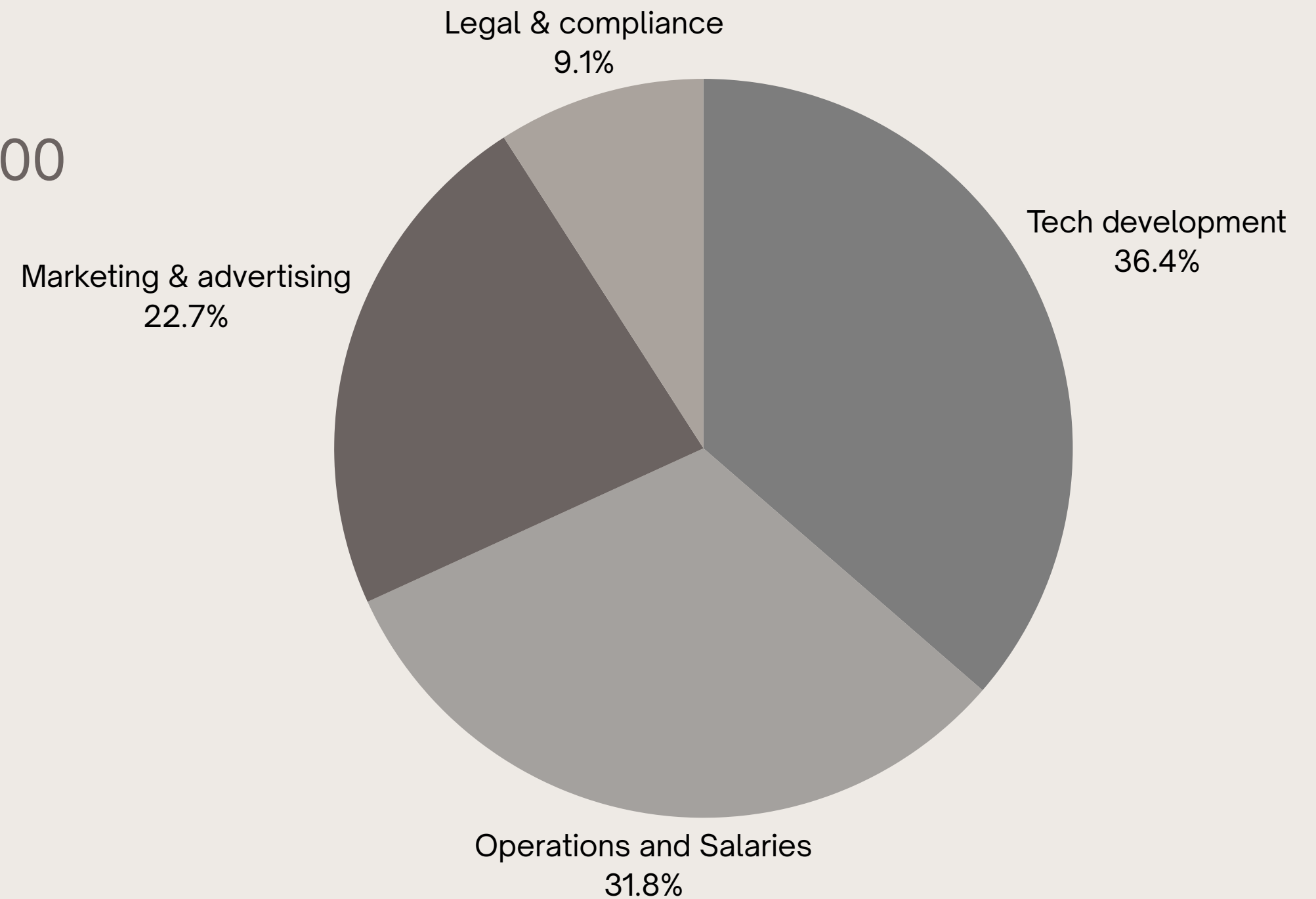
Tech Development (AI, App, IoT): \$40,000

Operations & Salaries: \$35,000

Marketing & Advertising: \$25,000

Legal & Compliance: \$10,000

Total Estimated Cost: \$110,000



Product pricing:

Freemium	Premium	Pro Plan
\$0	\$49 /report	\$99/month or \$999/year
• 1 Basic AI risk scan • Limited AR scan (watermarked) • Crowdsourced reviews • Ads displayed	• Full AI risk & blockchain verification • Complete AR defect scan • IoT data (if available) • Expert-reviewed BuildTrust Report	• 30 reports/month • Team collaboration dashboard • API access for developers • Priority support • Custom branding

14- Website:

Link:

<https://asmafazalhanan.wixsite.com/buildtrust>

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Thank
You.