

# Saulet.AI: A Revolution in Home Improvement and Design

From chaos to a digital ecosystem. Automating the repair, design, and materials market.

# Problem for Repair Companies



## Design is Expensive and Time-consuming:

Most SMEs don't have in-house designers. Creation takes 10 days or more.



## Sales are difficult:

The client does not see the result in advance, managers lose deals.



## Errors in Estimates:

Manual calculation leads to loss of margin.



## Unrealistic Design:

Renders often use materials that are not commercially available.



# Problem for Clients

**Opacity:** People don't understand what the result will look like.

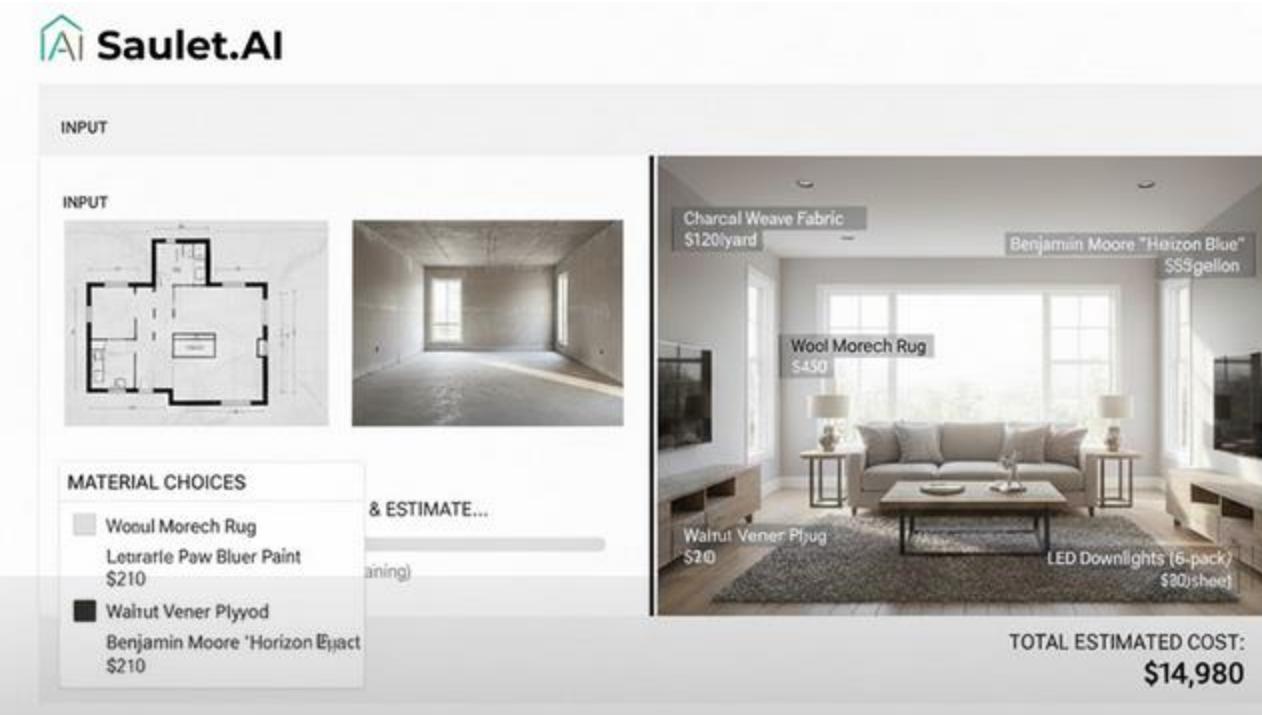
**Disconnect from Reality:** Design is not connected to real materials and suppliers.

**Manual Search:** Prices are disparate, the market is not united into an ecosystem.

**The market is huge:** More than 8 million square meters of housing will be commissioned in 2024 (Astana, Almaty, Shymkent). The market for finishing materials exceeds **\$400 million USD**.



# Saulet.AI — A Working MVP



## What does an MVP do?

- ✓ Uploading the room plan and photo.
- ✓ Preliminary design with real materials.
- ✓ Assembling a repair package in one meeting.

## Result (Value):

**Sale in 1 meeting Without a designer Conversion growth**

# SaaS White Label Model

A scalable solution for repair companies under their own brand.

White Label functionality	Benefit for Companies
 Instant visualization and auto-selection	There is no need to maintain a staff of designers
 Automatic estimate calculation (1–2 min)	Increase sales conversion by 30–50%
 Upload your own materials and prices	Elimination of calculation errors and margin losses
 CRM-lite and integration (Widget)	Opportunity to sell at a higher price due to service

# AI Agent and Full Automation

## AI Advertising

Creative generation, target audience selection, and budget optimization for Meta Ads without a marketer.

## AI Manager 24/7

Personal Agent: accepts applications, qualifies clients and schedules appointments.

## Automatic transmission

Design generation → material selection → estimate → beautiful PDF proposal in minutes.

# Ecosystem and Monetization

## Materials Marketplace

The main income is **a percentage of sales of materials**, not subscriptions.

- 💰 **Wholesale Discounts:** We aggregate demand and get the best prices.
- 📦 **Win-Win:** Companies buy through us cheaper and sell to customers more expensive.
- 📁 **Additional Income:** Sale of complete technical documentation (drawings, diagrams).



# Future Market: Developer Edition

In 3-7 years, most apartments will be delivered with renovations.

## Solution for Developers:

- Quick generation of finishing options.
- Offer of redevelopment in a couple of clicks.
- Automatic estimate calculation.

**Result: Increased sales due to choice. What was previously available to the premium segment will become standard.**



# Our Team

## CEO, Co-Founder

### Bauyrzhan Abdrasilov

20+ years of management experience. Innovation, telecom, public sector. MPA, Nazarbayev University.

## CTO, Co-Founder

### Dinmuhamed Abdimalijit

CV/AI expert. Founder of DeepMine. AI hackathon winner. BSc Nazarbayev University.

## CFO, Co-Founder

### Bolat Sultangazin

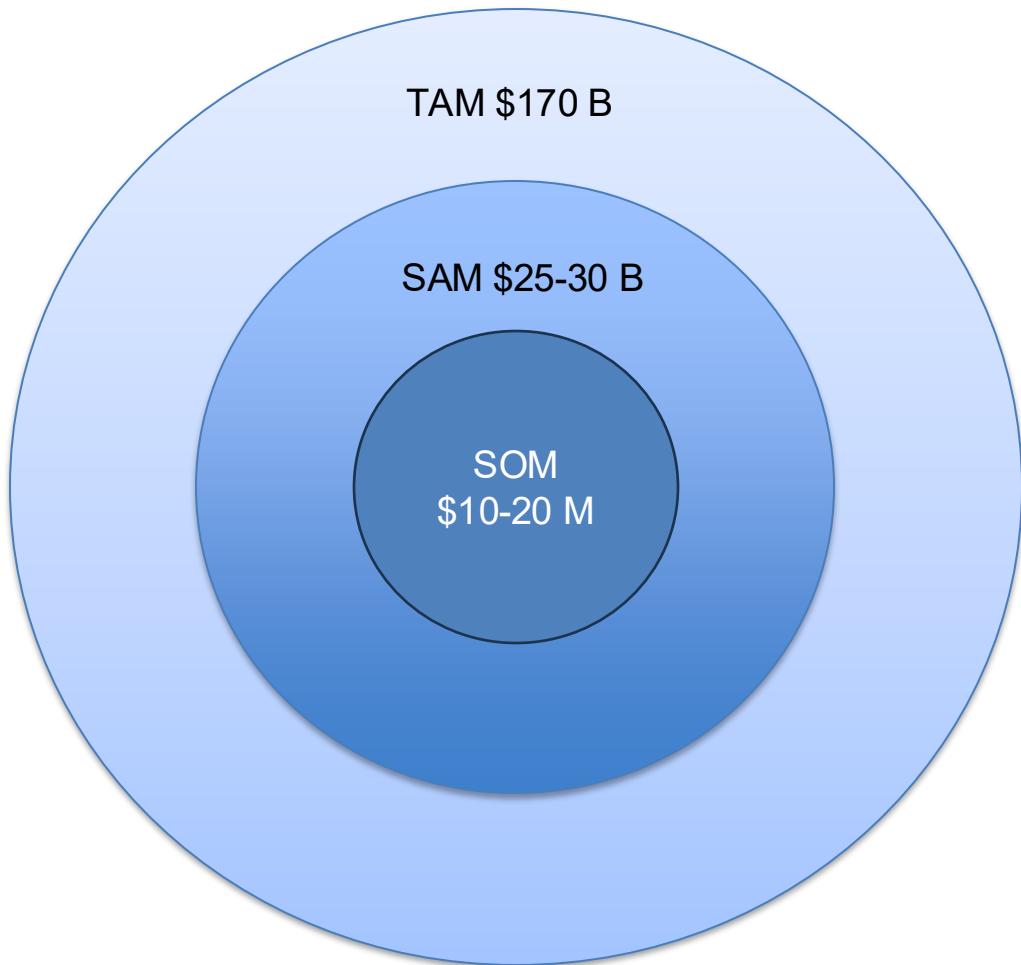
20+ years of experience. Financial models, unit economics, KPIs. Certified tracker.

## CSO, Co-Founder

### Aidar Alimbaev

Expert in ML and mathematical modeling. MSc Mohamed bin Zayed University of AI.

# Market (TAM / SAM / SOM)



**TAM:** The entire renovation, materials, and design market (CIS + Developers (CIS + MENA)).

**SAM:** Achievable market (5–7 years).  
Renovation companies and sales of materials through the platform.

**SOM:** Realistically achievable share (3–4 years).  
Subscriptions and commissions.

# Financial Plan 2026 (Break-Even Point)

## Revenue

Source	Calculation	Sum
Subscription (SaaS)	$10 \times \$100 \times 6 \text{ months}$	\$6,000
Commission (5%)	\$2.5 million turnover	\$125,000
<b>TOTAL</b>		<b>\$131,000</b>

## Costs

Article	Sum
Development	\$72,000
Administrative staff	\$28,800
Marketing + Infra	\$24,000
<b>TOTAL</b>	<b>\$127,800</b>

**Conclusion:** The project reaches breakeven in the first operating year.

# Revenue Growth Forecast (2026-2028)



*Growth driver: **Commission on materials sales** (over 80% of revenue).*

*2028: Profit over **\$1-1.5 million** per year.*

# Investment Proposal

Operation Launch

**\$20,000**

MVP refinement, launch of sales.

Goal: Break-even

3D R&D (Scaling)

**\$100,000**

Interactive 3D visualizations (AR/VR/NeRF).

Goal: Global Techno-Advantage

**Are you ready to be part of the renovation revolution?**