

1 PITCH DECK – PROPERTYAI

PropertyAI

India's First Risk-Aware Property Decision Engine

Helping Indians make their largest financial decision safely, rationally, and transparently.

Founder: Harit Dey

Market: Indian Residential & Land Real Estate

Stage: MVP live, core engine built

Slide 2: The Problem

Buying property in India is broken

- No reliable price discovery
- Hidden flood & medical risks
- Brokers incentivized to sell, not advise
- Tier-2/3 cities completely misunderstood
- One bad decision = lifetime capital damage

Indians spend **60–80% of lifetime savings** on property — with almost zero decision intelligence.

Slide 3: Existing Solutions Fail

Platform	What They Do	What They Miss
MagicBricks / 99acres	Listings & leads	Buyer safety
Brokers	Push inventory	Conflict of interest
YouTube / forums	Opinions	No data
Western tools	AQI, walkability	India reality
No platform answers: “Should I actually buy this?”		

Slide 4: The Solution

PropertyAI = Decision Intelligence, not Listings

We generate a **buyer-grade decision memo** using:

- Pricing intelligence
- Hospital access

- Flood & elevation risk
- Air quality (India-realistic)
- School ecosystem
- Commute stress
- Region-aware AI reasoning

Output:

- ➔ PROCEED / CAUTION / AVOID
- ➔ Clear reasons
- ➔ Negotiation conditions
- ➔ Buyer suitability profile

Slide 5: How It Works (Simple)

User Input

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Location Intelligence

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Risk Signals (6 dimensions)

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India-aware scoring

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AI reasoning (guardrailed)

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Actionable decision report

No hallucinations.

No sales bias.

No fear-mongering.

Slide 6: Why This Is Different (Moat)

1 India-First Logic

- Tier-based expectations
- Realistic AQI interpretation
- Infrastructure-aware scoring

2 Guardrailed AI

- AI cannot override numeric risk
- No exaggerated conclusions

3 Buyer Safety > Transactions

- We don't sell inventory

- We protect capital
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Slide 7: Live Output Example

Decision: CAUTION

Confidence: 0.58

Primary Risks

- Overvaluation in Tier-2 market
- 45-minute hospital access
- Thin resale liquidity

Buy Conditions

- 15–20% price correction
- Medical access verification

Suitable For

- Families prioritizing schools

Avoid If

- Elderly buyers
- Short-term investors

This is what brokers never tell you.

Slide 8: Market Opportunity

- IN India residential real estate: **\$300B+ annually**
- ~25M property transactions/year
- Zero buyer-centric intelligence platforms

Even **1% adoption** = **massive scale**

Slide 9: Monetisation (Overview)

We monetize **decisions**, not clicks.

- Consumers pay for clarity
- Institutions pay for risk reduction
- Developers pay for diagnostics

(Details on later slide)

Slide 10: Traction (Current)

- Core engine built
 - Multi-signal system live
 - Realistic outputs validated on Tier-2/3 cities
 - Ready for beta users
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Slide 11: Vision

“PropertyAI becomes the default **pre-purchase check** before any Indian buys land or a home.”

Long-term:

- Bank underwriting
 - Builder diagnostics
 - Government risk mapping
 - Property safety scores
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Slide 12: Ask

Raising: Pre-seed / Seed

Use of funds:

- Data partnerships
- UI & mobile app
- Pilot with banks / NBFCs
- Regulatory-safe expansion