SBTCo.

About us:

We are a Saudi smart building technologies (homes, workplaces, resorts, ...etc) experts provide smart solutions with end-to-end technologies and services (e.g. WiFi planning and installation) that fully integrates with smart devices and significantly improves the residents/guests/workers living/working experience

Go-to-market approach:

We are positioning ourselves as brand-/provider-agnostic "consultants" targeting real estate development/construction companies working on residential complex (so we make money from consulting not from devices sales).

Persona:

The owner of a project (e.g. Mohamed Alabbar, the owner/founder of Emaar).

So the brand "SBTCO" has to show the official and luxurious impression and the long established market share even though we are a startup.

Value Proposition:

We integrate with your modern design using a future-proof [Smart Building Technologies].

Unique selling propositions (USP):

1️⃣

minimal overhead cost

2️⃣

end-to-end natively integrated system (no apps to be downloaded) with Apple/Google/Amazon ecosystem, automation, and off-the-shelf smart devices

3️⃣

full protection & security of all residents/guests/workers data & devices (includes smart and non-smart devices) within the smart building

4️⃣

internet-independent

Why us?

Because we are a team of passionate qualified experts in [Smart Building Technologies] looking for the next big thing.

Values:

1️⃣

PASSION, QUALIFICATION, and EXPERIENCE are the core pillars of overachievers

2️⃣

Data exclusively owned by their users