



Awase Khirni Syed Ph.D.



The Operating System for Urban Transformation

Unlocking Billions in Latent Real Estate Value with AI & Geospatial Intelligence.

We don't develop infrastructure. We develop decisions that help build infrastructure

Use of Funds: Data Expansion, AI Engine Scaling, Team Growth, GTM Strategy

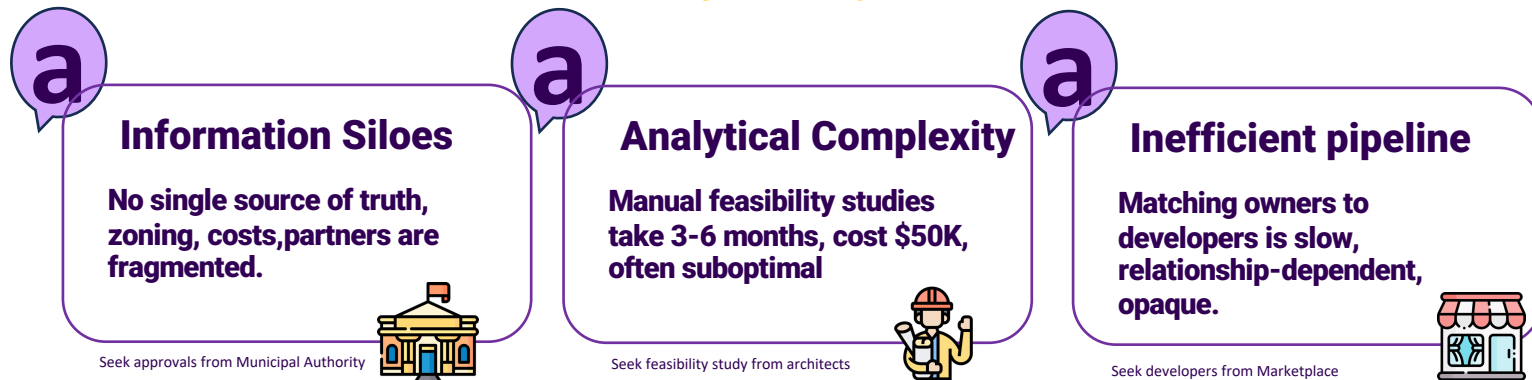
**From Static Asset to
Dynamic Opportunity in a Day**
Democratizing Real Estate Redevelopment through AI

The Redevelopment Dilemma



How can I unlock the latent value of the property?
What is the highest and best use of my property?
What is the highest potential of this property?

But answering this today is broken!



Manual, Fragmented, and Expensive process, we call “ The Redevelopment Dilemma”



Result:

- \$1.2 Trillion in Latent value locked in underutilized properties (ULI, 2023)
- Housing supply bottleneck worsens affordability crisis; urban sprawl continues because infill redevelopment is too hard.

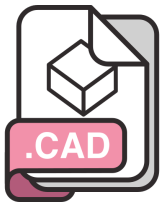
A New Layer of Real-Estate Infrastructure

We are building the operating system for property redevelopment



Think:

POWERED BY AI, GOVERNED BY DATA, DRIVEN BY IMPACT



+



+



+



+



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BANKABLE OUTCOMES

A PLATFORM THAT TURNS ANY ADDRESS INTO A DATA-DRIVEN INVESTMENT OPPORTUNITY IN A DAY !



SOLUTION OVERVIEW

THE INTELLIGENT REDEVELOPMENT PLATFORM

IT'S NOT A TOOL. IT'S AN ECOSYSTEM



Enter an address → Get a complete, investor-grade redevelopment proposal → Connect to vetted partners.

How It Works:

01

Input

User enters property address

02

Geospatial Fusion

AI ingests zoning, parcel, terrain, cost, market data

03

Scenario Engine

Runs 1,000+ simulations using generative design & NAIRA™

04

Output

Delivers financial proforma (NPV, IRR), massing options, timeline, ROI

05

Action

Matches owner to pre-vetted developers, architects, financiers

<180

Minutes

Time to value

0

Consultants

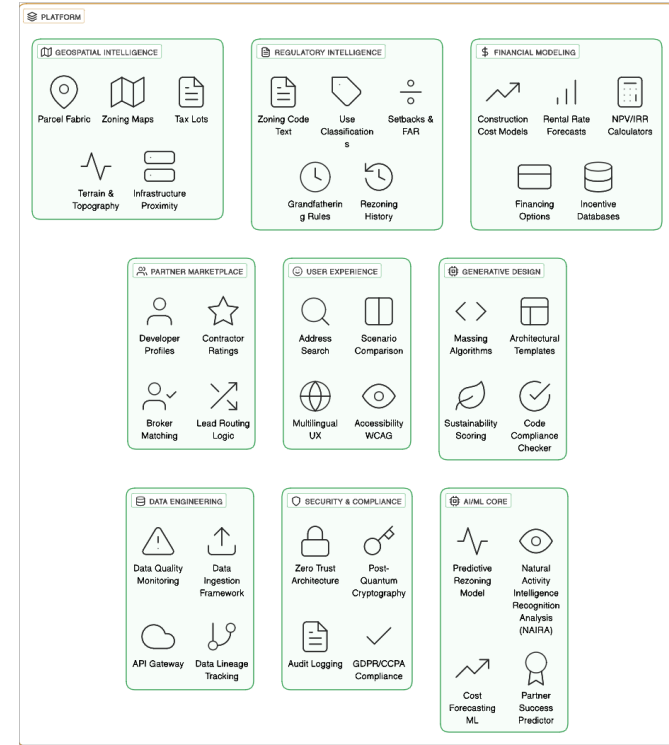
No consultants needed

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Day One

Bankable output from day one

ENGINE	FUNCTION	INNOVATION
Geospatial Intelligence Engine (GIE)	Unifies GIS, Parcel, Infrastructure Layers	Normalizes messy municipal data at scale.
Regulatory Compliance & Zoning (RCZI)	Converts PDF zoning codes into machine readable rules via NLP	First true “zoning compiler”
AI Scenario Generator (ASG) + Generative Design Studio (GDMS)	Generates compliant, optimized building forms	Constraint-aware generative AI
Natural Activity Intelligence Recognition Analysis (NAIRA™)	Predicts economic vitality using foot traffic, transit, cell data	Reveals value beyond zoning.



All Protected by Zero Trust Architecture(ZTA) and Post-Quantum Cryptography (PQC)

User Story	Value Unlocked	Time to Insight	Regulatory Body	Monetization Path
Azeez (Retail Owner)	Discovers he can build 4-story mixed-use by-right => increase in value by 400%	5 hours	Increased tax revenue of 15% through land taxes	Report Fee + Lead referral + Marketplace commissions
Babla & Humaira (Homeowners)	Learns they can build triplex legally=> increase in income 3x; mu	3 hours	Increased tax revenue of 4% through land taxes	Freemium/subscription minimal fee + Premium match + Marketplace commissions
Ali (Strip Mall Owner)	Finds 1.2 acres of excess parking => can build warehouse (storage)	3 hours	Increased tax revenue of 18% through land taxes	Transaction Fee + Premium match + Marketplace commissions
Rayyan (Landowner)	Platform flags rezoning potential => value increases 10x	2 hours	Increased tax revenue of 3-4% through land taxes	Subscription + Success fee + Marketplace commissions

Key Insight: The easiest win isn't complex AI- it's Awareness

We monetize the gap between what is known and what is possible



MARKET OPPORTUNITY

MASSIVE, MISALIGNED, READY

TOTAL ADDRESSABLE MARKET (TAM): \$4.7 TRILLION



Segment	TAM	Source
Commerical-to-Residential Conversion	\$1.8T	McKinsey, 2024
Underutilized Land & Parking Lots	\$1.2T	Urban Land Institute
Missing Middle Housing	\$900B	Joint center for Housing Studies (Harvard)
Rezoning & incentive Arbitrage	\$800B	National Association of Realtors

Initial Focus: By-Right development in top 20 U.S.metros -> \$420M SAM

Expansion Path: Municipal Saas to Developer Network to Global Smart Cities

" We start where the values is already legal- then scale into the future of zoning"

STREAM	DESCRIPTION	MARGIN	Example
SAAS LICENSING	Municipalities pay for planning dashboard	80%+	City of Toronto:\$120K/year
Land Referral Fees	5.10% fee when developer closes deal	95%	\$25K on \$500K project
Premium Report	Detailed proformas & Designs (\$99-\$999)	90%	\$50K/year per firm
Transaction Marketplace	Take rate on procurement (materials, services)	70%	3% on \$2M build=\$60K

Defensible Moat

- **Propreitary Data Fusion (Zoning + GIS+Incentives)**
- **AI Model prove with every query**
- **Network Effects (more owners -> more developers -> more trust)**
- **Municipal Partnerships = Distribution Advantage.**

Flywheel Effect

More users - better data - smarter AI - higher conversion - more partners

Competitor	Strength	Weakness	Our Edge
Zillow/Redfin	Consumer reach	Only shows current value, not potential/latent value	Latent value backed by data with references
CoStar	Deep Commerical data	Analyst-heavy, no automation	Fully automated scenario engine
Upzoned/City Bldr	Early movers in by-right analysis	Limited scope, no AI design, no network	Full-stak solution
Architectural Firms	Design expertise	Slow, expensive, bespoke only	Instant, scalable, standardized.

PLANNED

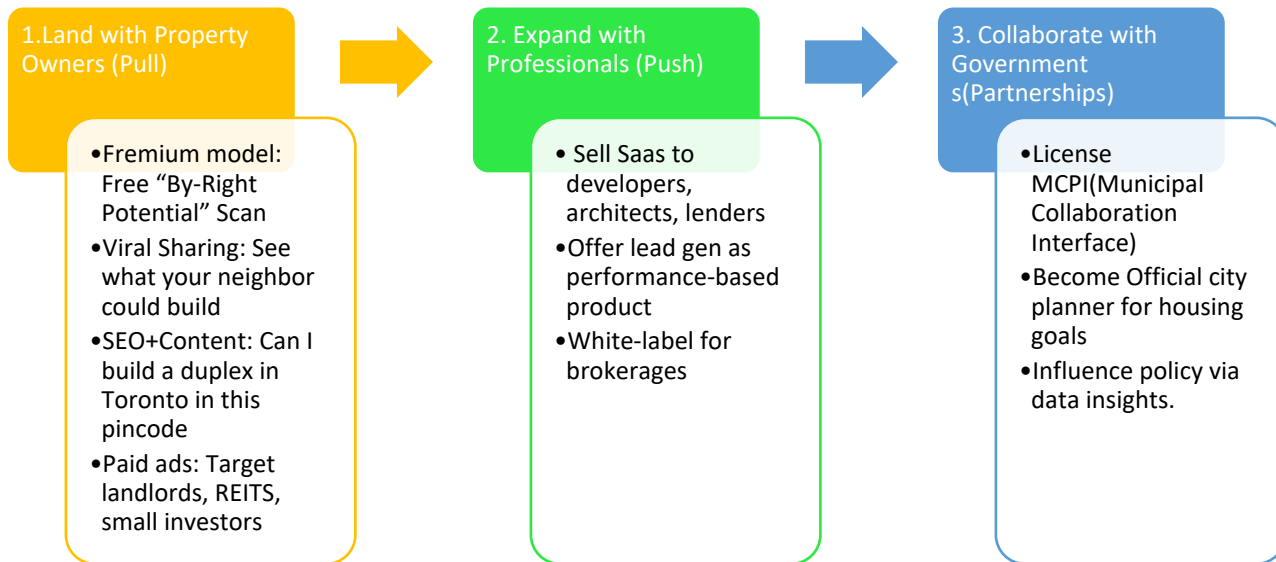
Metric	Status	Target(12 Months)
Properties Analyzed	783	250000
Cities covered	12	50
Partner Firms vetted and onboarded into Marketplace	210	1000
Avg value increase identified	200%	-
Pilot revenue (6months)		
Municipal MoUs	4 (Toronto, Oakville, Milton, Mississauga)	40
User NPS	68	100

TESTIMONIAL

HIGHFRAME DEVELOPERS

"We closed a deal in 2 weeks found through TruEstate. Normally takes 6 months to source. We have roadmap and plans, with sourcing partner estimates as well !"

Note: The Numbers given in the table are placeholder examples & Sample Example Testimony



Awase Khirni Syed_{Ph.D.}

Awase Khirni Syed, Ph.D. is a globally recognized technology researcher, entrepreneur, and data strategist with over 18+ years of experience driving digital transformation, geographic information retrieval, AI-powered platforms and enterprise-scale data solutions across finance, geospatial intelligence, and high-tech industries. As the founding director of patented AgriTech IoT platform (SycliQ) and a trusted advisor to Fortune 500 institutions worldwide. Awase blends deep technical expertise with entrepreneurial vision to build scalable, future-ready technologies. He currently drives β ORI Inc. Canada as Founder and CTO. TrueState is one of the proposed products among many he is currently working on.

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β ORI Inc. Canada

We are a forward-thinking technology company at the forefront of digital transformation, specializing in intelligent automation, AI-driven data solutions, and cloud-native innovation for enterprise clients. Headquartered in Canada with global delivery model. An employee-owned company. It empowers organizations across financial services, healthcare, and high-tech sectors to accelerate their journey toward operational excellence and scalable growth. The company leverages cutting-edge technologies including artificial intelligence, machine learning, robotic process automation (RPA), and advanced analytics to deliver custom platforms that optimize decision-making, streamline CI/CD pipelines, enhance test automation, and reduce time-to-market. Founded by industry experts with extensive experience as technology researchers in various domains. We are uniquely positioned as a strategic partner for enterprises navigating digital disruption transforming challenges into opportunities through smart, data-centric solutions. We create our own niche markets and opportunities. This initiative is a testimony of the many such initiatives that we are currently working on. Like to collaborate and partner with us.

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