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User Stories

The Instant Value Unlock

Low-Hanging Fruit for Rapid Adoption

The Target

Investors seeking companies with immediate product-market fit and clear, rapid pathways to revenue generation

The Opportunity

Automating discovery of "By-Right" opportunities- projects legally permissible today but hidden from property owners.

Meet Azeez: By-Right Blind Spot Scenario

Software entrepreneur owns aging single-story retail building in corridor up-zoned years ago for 4-story mixed-use development. He has no idea his air rights are incredibly valuable assets.

Awareness Gap: Unaware property is under-utilized

Analysis-Paralysis: Assumes expensive architects needed for speculative study

Risk Perception: Development process seems daunting and complex



The "By-Right Blind Spot" is our beachhead market. Millions of commercial properties in North America are under-utilized relative to current zoning - unlocking value without political battles or rezoning.



Our Solution:

The 2-Hour Feasibility Study

01

Instant Zoning Decoder

Enter address → Platform cross-references municipal zoning databases → Confirms 4-story mixed-use eligibility by-right

02

Automated Massing & Proforma

Generative AI creates dozen viable massing options in minutes, generates preliminary financial proforma for most promising option

03

The "Aha" Moment

Side-by-side comparison reveals transformation potential with construction costs, financing options, and profitability timeline

\$900K

Current Property Value
Annual Income: \$60,000

04

De-Risking Next Steps

Clear path forward with timeline estimates, connecting to 3 pre-vetted developers specializing in exact project type

\$4.5M

Projected Value After Construction
Annual Income: \$450,000

Strategic Investment Advantages

Rapid Time-to-Value

Solve massive pain point in minutes, not months. Extremely high conversion rates for freemium lead-generation model.

Viral Network Effects

Single conversion leads to multiple leads within geographic clusters through brokers, accountants, and property-owning networks.

Scalable Data Moat

Every property analyzed makes AI smarter about construction costs, market rents, and developer performance. Data advantage compounds rapidly.

Proven Monetization

Clear revenue from day one: detailed report fees, success fees for developer connections, SaaS fees from high-quality lead network.

▶ We are the "Zoning Check & Financial Calculator" on steroids. We've productized the first and most critical step in the multi-trillion dollar development lifecycle.

Low-Risk Market Entry

Starting with easiest wins achieves rapid penetration while building indispensable network and data foundation for complex problem expansion

Industry Utility Path

Clear trajectory to becoming essential utility for real-estate industry by showing property owners the money they're already sitting on.



TruEstate User Story-2

Transforming Real Estate

From Static Assets to Dynamic Opportunities

Meet Simra: The Journey from Property Owner to Developer

01

Simple Input

Simra enters her commercial property address into our platform. No complex data gathering required.

02

Geospatial Data Fusion

Our engine instantly synthesizes zoning bylaws, parcel dimensions, topographic maps, construction costs, and local market rates.

03

AI-Powered Scenario Analysis

Generative design AI runs thousands of simulations using our NAIRA Engine, exploring 6-story mixed-use, 4-story condos, and optimal financial scenarios.

04

Investor-Grade Output

Within one hour, Simra receives architectural massing, financial proforma (NPV, IRR, ROI), construction timelines, and funding options.

05

Seamless Execution

Direct connection to pre-vetted developers, architects, builders, and end-to-end marketplace suppliers ready to execute her specific project.

We transform property addresses from static assets into dynamic, data-driven investment opportunities.



Operating System for Redevelopment

We're building essential infrastructure that captures value across the entire property redevelopment ecosystem.

Multi-Trillion Dollar Market

Attacking the front-end of real estate development with focus on commercial-to-residential conversions addressing housing affordability.

Defensible Competitive Moat

Proprietary data fusion technology and AI models that improve with every analysis, creating powerful network effects.

Revenue Streams

- SaaS licensing for developers and municipalities
- Transaction fees on successfully matched projects
- Premium data analytics subscriptions

□ We are seeking partners who see the opportunity to build foundational technology for the future of real estate development.

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The Asymmetric Opportunity: Capturing Zoning Spillover

For investors who understand that the greatest fortunes in real estate are made by anticipating change, not reacting to it.

The Challenge

Millions of properties sit on the boundary of urban expansion, holding latent value completely invisible under current zoning regulations.

The Solution

AI-powered platform that identifies and quantifies the most asymmetric bets in real-estate: properties on the verge of zoning transformation.

The Opportunity

Turn speculation into certainty with algorithmic land scouting that predicts tomorrow's zoning map today.

Meet Rayyan: The Invisible Fortune Next Door



Rayyan owns 5 acres zoned for agricultural use. The city is growing around him—adjacent property has been rezoned as mixed-use, and a new transit line is planned half a mile away.

He can see change coming but lacks critical answers:

Is his land eligible for rezoning?

What's the actual financial upside?

Who would fund and develop this vision?

\$500K

Current Value
Agricultural zoning

\$5M+

Potential Value
Mixed-use rezoning

10x

Value Multiplier
Zoning
Transformation
Impact



Our Platform:

Turning Speculation into Certainty

01

Strategic Discovery

Geospatial AI analyzes urban growth patterns, adjacency to higher-density zoning, infrastructure projects, and municipal master plans to flag high-potential candidates.

02

Rezoning Feasibility Analysis

Platform assesses political landscape, successful precedents, and alignment with city growth objectives while helping municipalities predict future capacity and tax collections.

03

AI-Generated Development Proforma

Detailed financial models demonstrate ROI potential, including full development scenarios that justify rezoning application costs and risks.

04

Expert Consortium Building

Connect landowners with curated networks of land-use attorneys, lobbyists, and forward-thinking developers experienced in rezoning projects.

The Investment Thesis: Algorithmic Land Scout

Proprietary Data Edge

Our ability to model urban growth and rezoning likelihood creates a deep moat. We predict tomorrow's zoning map, not just analyze today's.

Massive Value Capture

Enable transactions and developments that would never have been initiated. Our fees are a fraction of the enormous upside we create.

Systemic Impact

Combat urban sprawl and promote sustainable growth- a key priority for municipalities and ESG-focused investors

□ We are not just analyzing properties- we are predicting and activating the future of cities. This represents a high-margin, technology-driven play on one of the most fundamental drivers of real-estate value: zoning change

The “No-Brainer” Expansion

Unlocking value already on the books.

The Challenge

Property owners operate under outdated assumptions, missing significant expansion opportunities hidden in plain sight.

The Solution

Automated asset audits reveal untapped development potential using current zoning allowances most owners never knew existed.

The Opportunity

Transform static assets into growth engines with 20-30% value increases through simple infill expansions projects.

Meet the Sadath Family: A Hidden Goldmine

The Sadath's own a well-maintained 40-unit apartment building constructed in the 1960s. Like millions of property owners, they assume they are “maxed out” under current zoning – but they are operating under decades-old rules.

The Hidden Reality: Zoning updates a decade ago reduced setback requirements and increased lot coverage limits, creating 4000 square feet of unused development potential worth hundreds of thousand in new revenue.



\$8M

Current Value
10-year old lot
coverage limits

20-30%

Value Increase from
Just infill expansion
opportunities



Our Platform :

Turning Speculation into Certainty

01

Regulatory Analysis

AI compares current property against today's zoning bylaws, instantly identifying discrepancies and unused allowances

02

Generative Scenarios

Platform creates specific buildable options: 4-unit townhouse wing, 6-unit micro-addition, or third-floor expansion.

03

Instant Financials

Clear proforma for each option showing construction costs, projected rental income, property value increase, and ROI calculations

04

Vetted Partners

Immediate connection to three pre-screened local contractors specializing in apartment additions with verified track records.

The Investment Thesis: Built for Scale

20-30%

Value Increase

Typical property value boost from infill expansion opportunities

0%

Adoption Friction Undeniable value

proposition with zero barrier to entry

Millions

Addressable Properties
Commercial and Multi-family properties across North America ready for optimization

□ We are not waiting for a zoning revolution- we're monetizing the zoning evolution that has already happened. Every completed project creates data network effects that competitors cannot replicate, while Transforming static property owners into power users of our platform.

Ultra-Low Friction Acquisition

Property owners see immediate, manageable path to asset optimization with clear financial upside

Sticky Revenue Model

Success creates long-term platform dependency as owners return for ongoing optimization opportunities

Network effects at Scale

Each project improves AI accuracy creating unassailable competitive moat through real-world data.

The "Missing Middle" Mandate

Cashing in on Housing Demand.

Across countless cities, there's a massive push to increase housing density in single-family zones by allowing "Missing middle" housing –duplexes, triplexes, and fourplexes. Many homeowners are sitting on a this newly granted right without even knowing it.

Meet the Unaware Beneficiaries

Babla & Humaira

A retired couple who own a large single-family home on a spacious lot in a desirable, established neighborhood. The city recently passed on ordinance allowing property owners to build duplexes or triplexes on any single-family lot.

Their pain points: Awareness gaps, analysis paralysis, and fear of the unknown are leaving life-changing money untouched.



Toronto Example: As of June 2025, new zoning rules allow sixplexes in 9 wards as-of-right no special approval needed in wards 23,4, 9, 10, 11, 12, 13, 14 and 19. In 2021, Dr. Awase proposed this to the national post of Canada via email. <http://github.com/awasekhirni>



Our Solution :

The Lot Split & Build Calculator

01

Policy Mapping

Enter your address. Our geospatial engine immediately flags: "Your property is eligible for a triplex under the city's new 'Missing Middle' ordinance."

03

Life- Financials

Clear comparison: Current home value \$900K vs. projected triplex value \$2.1M with \$120K annual rental income

02

Generative Design

AI creates context-aware, neighborhood-appropriate designs showing three options: keep house + build duplex, demolish + build triplex, or convert + add laneway house.

04

De-risked Journey

Curated list of local architects and builders specializing in "Missing Middle" projects with streamlined city approval experience.

The Investment Opportunity

Perfect Market Timing

"Missing Middle" zoning reform is among the hottest topics in urban policy across North America. We are positioning as the essential execution tool

Viral Community Growth

When neighbours see successful projects, they rush to check their own eligibility creating hyper-local viral adoption patterns.

Municipal Partnerships

Cities want these policies to succeed. We provide dashboards to track adoption, gaining official endorsement and direct user acquisition.

↳ This means backing a company that's not just solving inefficiency – but providing a critical solution to the housing affordability crisis.

A proposition that is both highly profitable and socially impactful

The Paved Paradise: Monetizing Under utilized Space

For visionary Investors who see opportunity in the Obvious

Arbitrage Opportunities

Finding undervalued assets with asymmetric upside

Low Risk, High Leverage

Minimal capital exposure with rapid ROI potential

Scalable Models

Repeatable systems that unlock hidden value at scale.

Meet Frank Marley: Strip Mall Owner

Revenue-Negative Asset

Frank owns a profitable but aging strip mall. The property has 100 parking spaces, a requirement from the 1980s. Today, due to changing parking regulations and smaller retail footprints only 60 space are ever used, even during peak hours. Frank sees the empty asphalt every day but only as a maintenance cost, not an opportunity. Painpoints: Perceived liability: the parking lot is a cost center (repairs, repaving, plowing)



Zoning Intimidation: assumes adding a building would trigger a complex, full-site rezoning process

Incremental Thinking: His business is retail leading. The idea of becoming a residential or industrial landlord is outside his expertise, so he dismisses it.

“Excessive Impervious Surface” opportunity. It targets the lowest-risk form of development: building on already-cleared, already-service land



Our Solution :

Parking Lot Profitability Scan

01

Policy Mapping

Enter your address. Our geospatial engine immediately flags: "Your property is eligible for Efficiency Audit."

02

Generative Design

AI creates context-aware, neighborhood-appropriate designs showing three options: standalone development scenarios for industrial, residential, storage

03

Financial Analytics

Clear comparison: Current State \$0 income vs. Warehouse Scenario with estimated development costs:\$2M | Projected Annual Net income: \$200000} ROI:10%

04

De-risked Journey

Curated list of local architects and builders specializing in Commercial Real-Estate Development

The Investment Thesis: Built for Scale

0

Income
Negative Maintenance
Costs

High Volume
Lead Gen

- Solve a problem owners don't know they have

\$2M+

Opportunity
Lost equity over time.
De-risked real estate
investing on already-owned
land.

Repeatable
process

- Same analysis works on malls, offices, campuses, places of worship

Millions

Addressable Properties
Commercial and Multi-
family properties across
North America ready for
optimization

First-Mover
Advantage:

- No one else is systematically targeting "excess impervious surface"



We are not an Optimization Tool – We are an Asset Transformation Engine.
We help turn revenue-negative pavement into income-producing building.
At scale, with speed, with certainty.