

Biet Alreef Platform – Business Model

1. Value Proposition

- • Unified smart construction & home services platform in the UAE.
- • AI-powered design, project management, marketplace, and automation.
- • Real 3D/VR design + accurate cost estimation + verified professionals.

2. Customer Segments

- • Homeowners (General Users)
- • Craftsmen & Freelancers
- • Construction Companies / Contractors
- • Real Estate Offices & Property Owners
- • Materials & Furniture Stores

3. Revenue Streams

- • Subscription plans (monthly/annual)
- • Coin-based microtransactions for tools & AI features
- • Transaction fees on services
- • Marketplace commissions
- • Advertising & promoted listings

4. Cost Structure

- • Infrastructure (Supabase, Vercel, Storage)
- • AI API consumption (OpenAI / Gemini / etc.)
- • Marketing & operations
- • 3D & VR rendering engines
- • Payment gateway fees

5. Key Resources

- • AI agent network (Weyyak + specialized agents)

- • Database (users, projects, stores, listings)
- • 3D asset library
- • Marketplace and CRM tools
- • Automation network (n8n, APIs)

6. Key Activities

- • User onboarding & verification
- • AI design generation (2D/3D/VR)
- • Project management & cost estimation
- • Store inventory integration
- • Service provider matching & routing
- • Marketing automation

7. Channels

- • Mobile App (iOS/Android)
- • Web App (app.bietalreef.ae)
- • WhatsApp AI Assistant
- • Social & paid ads
- • SEO + property listings

8. Customer Relationships

- • AI-guided onboarding
- • Smart support via Weyyak Agent
- • Voice commands & real-time chat
- • Personalized dashboards & notifications

9. Key Partners

- • Materials suppliers & furniture stores
- • Construction companies
- • Real estate offices

- • Payment providers
- • Cloud & AI infrastructure

10. Competitive Advantage

- • First fully AI-integrated construction & home services platform in UAE.
- • Dynamic marketplace + real-time project pricing.
- • 3D/VR design engine connected directly to materials pricing.
- • AI workforce (agents) instead of human teams.