

# 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.betalreef.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.