 AI Proposal Generator

HERMES

The Proposal Machine for Dubai Real Estate

Bayut link → Branded PDF → **60 seconds**



Bayut/PF Data



AI Analysis & ROI



Branded PDF Output

The Problem

Dubai RE agents spend **1-3 hours per property proposal** — and still produce generic documents that don't close deals



1-3 hours per proposal

Agents manually pull data from Bayut, calculate ROI in Excel, format in PowerPoint — for every single property.



AED 500-2,000 per proposal

Outsourcing to design agencies costs AED 500-2,000 per property. At 4 proposals/month, that's AED 2,000-8,000.



Generic, unbranded output

Canva templates and PowerPoint decks look the same as every other agent. No differentiation, no personal branding.



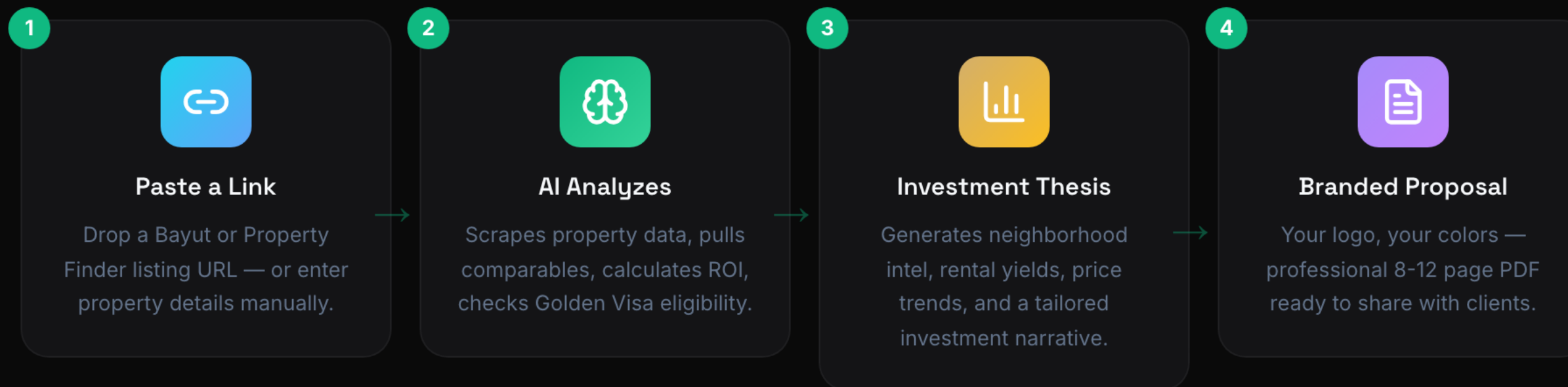
No real data integration

ROI calculations done by hand. Comparables guessed. No actual DLD transaction data, rental yields, or service charges.

At 4 proposals/month, agents waste **4-12 hours** and **AED 8K+**

The Solution

One link. One click. Professional property proposal in **under 60 seconds**.



OUTPUT FORMATS



Branded PDF

Now



HTML Presentation

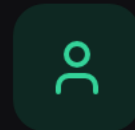
Soon



WhatsApp Summary

Soon

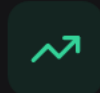
Market Opportunity



Meet "Ahmed"

Ideal First Customer

Role	Solo agent or 2-3 person team
Volume	3-10 deals/month
Experience	4+ years, semi-independent
Income	AED 30-50K/month commissions
Current tools	Canva, PowerPoint, WhatsApp
Already pays	AED 500-2,000/mo for Bayut
Bottleneck	Time — saving 5 hrs/week = more deals



Dubai Population +5%/yr

Fastest growing city in the Gulf region



35K+ Active RE Agents

Large underserved market ready for AI tools



Golden Visa Effect

Driving international property investment



Solo Agent Growth

More independents needing professional tools

How It Works

Not 19 skills. Exactly **3 things that work reliably**.



#1

Property Proposal Generator

Bayut/PF link → branded PDF with data, comps, ROI, Golden Visa eligibility in under 60 seconds. 3 templates: Investor, End-User, Luxury.



#2

ROI Calculator with Real Data

Actual DLD transaction data, rental yields, service charges for specific buildings. Not estimates — real numbers from verified sources.



#3

Property Comparison

Paste 2-4 property links → side-by-side comparison document with price/sqft, ROI, amenities. Shareable via WhatsApp.

Agent Provides

↔ Bayut/PF Link

🎨 Branding (logo, colors)

👤 Audience type

AI Processing Pipeline

Scrape property data

Pull comparable sales

Calculate ROI & yields

Check Golden Visa

Neighborhood intel

Investment thesis

Built on **Claude AI** + **OpenClaw Engine** — part of ERARTA Studio

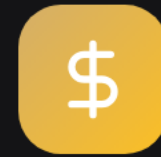
Competitive Advantage



Speed

<60 sec

Full branded proposal from a single property link



Savings

AED 8K+/mo

Replaces agency proposal costs at \$49/month



Real Data

DLD + Bayut

Actual transaction data, not generic AI guesses

HERMES vs Generic AI Presentation Tools

Capability	HERMES	Gamma	Beautiful.ai	ChatGPT
Dubai RE Data Integration	✓	✗	✗	—
ROI Calculation Built-in	✓	✗	✗	—
Bayut/PF Portal Scraping	✓	✗	✗	✗
Comparable Analysis	✓	✗	✗	—
Golden Visa Eligibility	✓	✗	✗	—
Native Arabic Support	✓	—	—	✓
Agent Branding (logo/colors)	✓	✓	✓	✗

Business Model

Simple pricing. **\$49/mo replaces AED 2,000-8,000/mo** in agency proposal costs.

MOST POPULAR

Agent

For individual producing agents

\$49/month

- ✓ Unlimited proposals
- ✓ ROI calculator with real data
- ✓ Property comparison tool
- ✓ WhatsApp integration
- ✓ 3,000 AI messages
- ✓ Agent branding (logo & colors)

Team

For teams and small brokerages

\$99/mo per seat

- ✓ Everything in Agent
- ✓ Team workspace
- ✓ Shared templates & branding
- ✓ Analytics dashboard
- ✓ 10,000 AI messages
- ✓ Priority support



14-day free trial — full features, no credit card required

\$49, not \$29 — because \$29 signals "cheap" to agents making \$5-15K/month

Product Roadmap

The Proposal Machine NOW

Phase 1 — Weeks 1-4

- ✓ Bayut + Property Finder scrapers
- ✓ 3 PDF templates (Investor, End-User, Luxury)
- ✓ Agent branding (logo/colors in profile)
- ✓ Chat integration as AI skill
- ✓ Shareable HTML version

WhatsApp + Refinement

Phase 2 — Weeks 5-8

- ✓ WhatsApp Business API integration
- ✓ ROI Calculator v2 with DLD/RERA data
- ✓ Property Comparison v2 with PDF export
- ✓ Trigger proposals from WhatsApp

Content + Scale

Phase 3 — Month 3-4

- ✓ Social media content generator
- ✓ Arabic/English bilingual generation
- ✓ Interactive web presentations
- ✓ Agent analytics dashboard

Market Expansion

Phase 4 — Month 5+

- ✓ GCC market expansion
- ✓ API marketplace for integrations
- ✓ Enterprise tier for brokerages



AWS
\$70K Grant



OpenClaw
AI Engine



ERARTA Studio
8 Products



Dubai Base
Local Market

PMF & Financials

0

Paying Users
Pre-revenue

Live

Platform
EC2 + Supabase





\$70K

AWS Grant
Secured

1 Feature

Focus
Proposal Machine

PMF Success Criteria

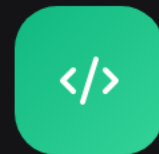
-  **10+ paying users**
\$49/mo for 3+ consecutive months
-  **5+ proposals/week**
Average usage per active user
-  **2+ organic referrals/mo**
New users without paid marketing
-  **<10% monthly churn**
Users stay because the tool works

Revenue Projections

2026	\$60K	👤 100	PMF Year
2027	\$360K	👤 600	Growth
2028	\$1,200K	👤 2,000	Scale

Projections assume \$49/mo ARPU, realistic \$200-400 CAC for SMB SaaS, and **PMF validation before scaling spend**

The Team



Evgeniy Dubskiy

CEO & CTO

Full-stack engineer

10+ years in tech

Based in Dubai

The Ask

Pre-Seed Round

\$249K

✔ \$70K AWS Grant already secured

Use of Funds



● R&D / Engineering 45% ● Sales & Marketing 25% ● Infrastructure 20% ● Operations 10%

Key Milestones

✔ Proposal Machine MVP

✔ 10 Paying Users

✔ WhatsApp Integration

✔ PMF Validation

✔ GCC Expansion

One feature, done brilliantly. **The Proposal Machine for Dubai RE.**

Let's Connect

Ready to give your real estate business an AI-powered edge?



Live App
app.hermes.erarta.ai ↗



ERARTA Studio
business.erarta.ai ↗



GitHub
github.com/erarta ↗

evgeniy@erarta.ai

Built with AI. Designed for business.