

● POLYCLOUD · BUILDER PITCH · CONFIDENTIAL

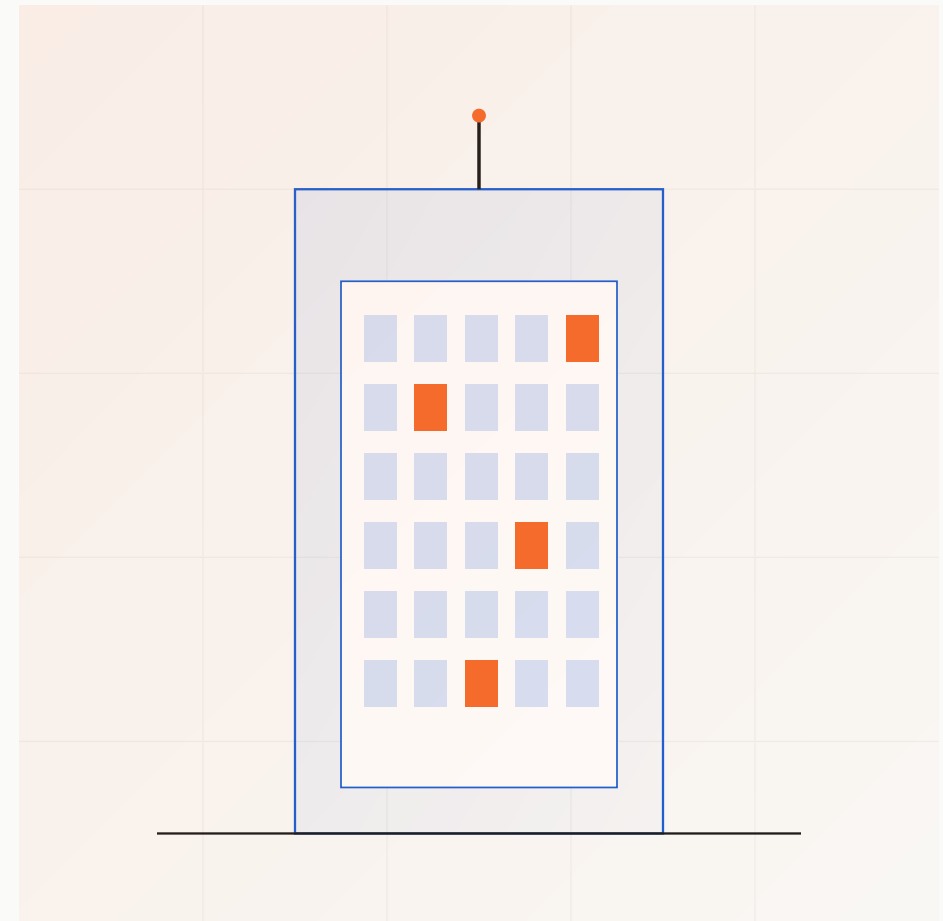
The operating system *for* *Indian real estate developers.*

One platform replaces twelve tools. AI handles the work. Built for how India actually buys, sells and approves real estate — not how Silicon Valley imagines it does.

HYDERABAD · 2026

10-PHASE PLATFORM

HANDS-ON DELIVERY



WHERE THE LEAKAGE HAPPENS

You're running *a dozen disconnected tools* that don't talk to each other.

A separate tool for CRM. Another for WhatsApp. An agency for ads. A vendor for tours. Spreadsheets for inventory. Email threads for everything else. Lead leakage at every handoff. No single source of truth. No accountability when something breaks.

12

Tools the average mid-tier developer runs

Many

Vendor invoices to reconcile each month

63%

Leads lost between WhatsApp → CRM → site visit

18mo

Average construction delay vs RERA promise

WHAT WE'VE SEEN AS YOUR CUSTOMERS

We own property in Rajapushpa Provincia and My Home Avatar. We've experienced every gap in the developer-buyer journey first-hand — from first inquiry to possession. This deck reflects what we wished had worked.

01

CHAPTER ONE

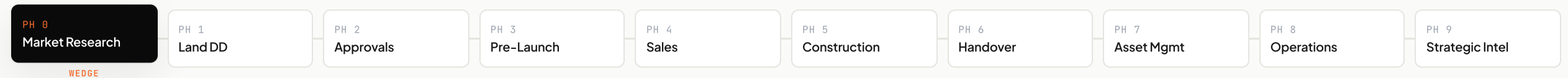
The lifecycle *nobody has built for end-to-end.*

From land due diligence to AOA handover, the developer lifecycle spans 5-15 years per project. We mapped every workflow and asked: *can AI do this faster, cheaper, and with better audit trails?*

— 10 PHASES · 100+ WORKFLOWS

Phase 0 ships first. *The rest follows demand.*

The intelligence layer is our wedge — light-touch deployment, no integration, immediate value. It pays for itself by preventing one bad land deal. Sales modules follow at month 3. Construction modules follow at month 12. Discipline matters more than ambition.



PHASE 0 · DAYS 1-90

Intelligence ships first

Intelligence wedge. Dharani, RERA, GO tracker, builder reputation, sub-registrar comps, NRI demand pulse. Zero integration. Immediate value.

PHASES 3-4 · DAYS 90-180

Sales modules follow

Pre-launch and sales — where revenue is made. WhatsApp bot, lead qualifier, 3D tours, multi-portal listing, real-time inventory.

PHASES 5-9 · DAYS 180+

Operations follow demand

Construction, handover, asset management. Built once five customers have requested. We don't ship modules nobody asked for.

02

— CHAPTER TWO

Bloomberg's playbook *applied to* *Indian real estate.*

Bloomberg started as a terminal. Became the financial OS. We start as your real-estate intelligence layer — and earn the right to your full stack.

— MARKET RESEARCH · 49 MODULES · 6 CATEGORIES

Intelligence first. *Platform second.*

What ships in Phase 0

| CATEGORY | MODULES | STATUS |
|---|---------|---------|
| Land & Site Intel Dharani, EC, litigation, GO 111, zoning | 10 | Build |
| Demand-Side Intel NRI pulse, BHK mix, vastu, festival demand | 8 | Build |
| Supply-Side Intel Inventory scan, sell-through, builder reputation | 7 | Build |
| Policy & Regulatory Signals Government Order tracking, state policy shifts, infrastructure pipeline | 8 | Compose |
| Comparables & Premium Sub-registrar data, view/floor/corner premium decomposition | 6 | Build |
| Channel + Risk Broker network, litigation watch, regime shift | 10 | Compose |

Why this wedge wins

30-DAY SALES CYCLE

Light commitment. Demo to signed in 14 days. No procurement gauntlet.

COMPOUNDING DATA MOAT

Every customer adds proprietary data. Year-2 incumbents can't catch up.

ZERO INTEGRATION HELL

Nothing to migrate. Nothing to export. Just login, dashboard, weekly intel.

BECOMES SOURCE OF TRUTH

When the CEO checks competitor moves, GO impact, or NRI demand — they open PolyCloud.

— WHAT MCKINSEY DECKS MISS

Built for how India *actually buys, sells and approves* real estate.

Western SaaS dies in week two of an Indian deployment. We treat vastu, joint families, GO 111, sub-broker layers, festival cycles and Telugu-first buyers as design requirements — not edge cases.

Vastu drives 60–80% of buyer decisions

01

Unit recommender weights vastu compliance natively. Quantifies the "vastu cost" of non-compliant inventory so sales reps can negotiate informed.

Joint family decision cycles

02

CRM tracks 4-6 stakeholders per lead: buyer, spouse, parents, CA, lawyer, vastu consultant.

Telugu-first WhatsApp

03

Native Telugu bot with cultural nuance. Not Google Translate slop.

Festival + muhurtam scheduling

04

Auto-suggest auspicious booking dates aligned to Akshaya Tritiya, Dussehra, Diwali, Sankranti.

Sunday is the BIG sales day

05

Lead routing peaks Sat-Sun. Reverse-engineered the SaaS workweek.

GO 111 type political shocks

06

Real-time GO tracker. 48-hour alerts when government orders shift land values overnight (GO 111 → Kokapet 3x in 2022). The single feature your competitors will pay anything to copy.

Sub-broker layered ecosystem

07

CRM models 3-layer broker tree. Commission auto-splits across primary, sub, sub-sub.

Officer relationships matter

08

Stakeholder CRM for HMDA Vice Chairman, JC Fire, etc. Tracks regime change impact.

03

CHAPTER THREE

Seven features *no incumbent can ship.*

Anyone can build a CRM. These are the features that make us the only choice — each one a moat by itself, each one impossible without our specific stack.

— THE SEVEN FEATURES THAT MAKE US UNFIREABLE

Each one a *moat by itself.*

FEATURE 01 · FLAGSHIP

Hyderabad Land Brain

Real-time map of every plot in Hyderabad. Ownership chain (Dharani), litigation, conversion potential, infrastructure proximity, builder activity overlays. Standalone product in its own right. Becomes our defensible moat in year two.

→ STANDALONE PRODUCT MOAT

FEATURE 02

NRI Remote Closing

Full purchase from Dubai/US: live video site visit, DigiLocker KYC, e-stamp + e-registration via TG e-Sub Registrar.

→ 15-20% LOST DEALS RECAPTURED

FEATURE 03

Cement Hedger

Daily commodity intel + procurement timing AI. Material savings of 5-15% per project — meaningful at scale.

→ MATERIAL COST EDGE PER PROJECT

FEATURE 04

Drone Time Machine

Weekly drone capture compiled into project growth GIF. Auto-WhatsApped to all 200 buyers monthly.

→ BUYER NPS +30 POINTS

FEATURE 05

Approval Whisperer

Predicts which officer/document/step will cause delay. Based on 500+ Hyderabad project histories.

→ SAVES 3-12 MONTHS / PROJECT

FEATURE 06

Future Site View

Greenfield land photo → AI photoreal render of completed building. JDA negotiation weapon.

→ JDA NEGOTIATION WEAPON

FEATURE 07

Resale Arbitrage Engine

Alert when an owner in your project lists below market. Auto-bid, recapture, re-sell at premium. Captures secondary market revenue most builders ignore entirely.

→ SECONDARY MARKET RECAPTURE · 100s POSSIBLE

WHY THESE STAY OURS

Each killer feature requires specific infrastructure: Dharani scraping, browser automation, commodity feeds, drone partnerships, historical approval data, photoreal AI, secondary listing scrapers. No incumbent has all of these. We've been building this stack for 18 months.

04

— CHAPTER FOUR

The math *that closes the deal in one meeting.*

One platform. Dramatic operational consolidation. Better audit trail. Compounding data advantage.
The CFO signs because the operational case works — not because they like the deck.

— THE NUMBERS, SIDE BY SIDE

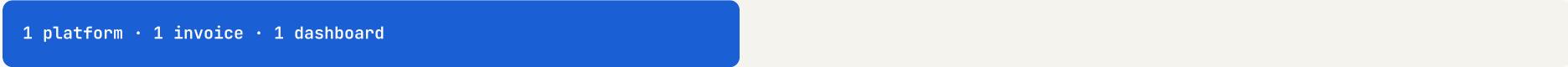
Same outcomes. *Far less overhead. Zero leakage.*

Today
DISAGGREGATED STACK



100
%baseline

PolyCloud
CONSOLIDATED



~40
%of baseline

OPERATIONAL CONSOLIDATION · PER PROJECT

Twelve disconnected vendors collapse into one platform.
One dashboard. One accountability line. Compounding data.

12 → 1

TODAY · WHAT YOU REPLACE

| | |
|---------------------------------|----------|
| Standalone CRM tool | Replaced |
| WhatsApp business platform | Replaced |
| Digital agency — ads + social | Replaced |
| 3D walkthrough vendor | Replaced |
| Website + portal listings | Replaced |
| Spreadsheets + manual reporting | Replaced |

POLYCLOUD · WHAT YOU GET

| | |
|--|------|
| Phase 0 — Market Intel (49 modules) | Live |
| Phase 3 — Pre-launch + microsite | Live |
| Phase 4 — Sales CRM + WhatsApp + portal | Live |
| 3D tour (1 per month, included) | Live |
| Drone progress capture + content | Live |
| One dashboard, one invoice, direct team access | Live |

— HOW WE EARN THE PLATFORM

Start small. Prove value. *Expand into your operations.*

We don't ask you to migrate your stack on day one. We ask you to plug in the intelligence layer for ninety days. If it pays for itself, we earn the right to phase two.



DAYS 0-30

Phase 0 wedge

Intel dashboard live. Weekly reports. Risk alerts. Direct team access.

Phase 0 Live



DAYS 30-90

3D tour + WhatsApp bot

Pilot pre-launch + sales modules on one project.

Phase 1 Live



DAYS 90-180

Full sales suite

Multi-portal, CRM, drip, drone updates, buyer portal.

Phase 2 Live



DAYS 180-365

Construction + handover

Vendor management, snag app, one killer feature deployed.

Phase 3 Live



YEAR 2

Full OS + asset mgmt

Resale, rental, AOA, all seven killer features deployed.

Full platform

DECISION GATE AT EVERY PHASE

You stay in Phase 0 forever if you want. No forced upgrades. We earn your next phase by proving the previous one worked. Cancel anytime — no SaaS lock-in nonsense.

— WHAT'S NOT IN THIS DECK

What can go wrong. *Why it still works.*

Risks we won't hide

Lean team bandwidth

A small team to start. Sales BD + customer success join by month 4. Until then, deeply hands-on delivery from leadership.

Sales cycle 30–90 days

B2B SaaS to developers is slow. We mitigate via warm intros — we live in your community.

State-specific data depth

Hyderabad-first. Telangana data only in year one. Bangalore/Pune in year two. We don't pretend otherwise.

Construction module is hard

Phases 5+8 are where SAP makes billions. We won't ship until 15 paying Boutique-tier customers.

Why this still ships

Phase 0 wedge de-risks everything

Intel tier hits cash flow in 30 days. Funds the platform build with customer money, not VC.

Self-funded runway

PolyCloud funds 18 months of operations from existing capital — no external investors. No VC pressure to over-promise or rush.

80% of modules already built

PolyCloud has the underlying capabilities — WhatsApp, ads, content, 3D, scraping — deployed across other verticals. We compose, not start fresh.

We are your customer

We aren't pitching what we think you want. We're building what we wished Rajapushpa and My Home had built for us.

— FOR YOUR LEADERSHIP TEAM ONLY

Pilot offer · *first five builders only.*

DESIGN PARTNER · 90 DAYS

Founding partner status *for the first five builders.*

We earn it. You steer it. The next five builders shape the roadmap, lock founding terms, and become the first case studies in Indian real estate.

- 25 highest-value Phase 0 modules at launch
- Direct Slack/WhatsApp channel with the team
- First-look at Phases 3-4 in beta (free during pilot)
- Weekly intel reports — every Monday morning
- Quarterly business review with the leadership team
- One complimentary 3D tour of an active project

Why design partner status matters

Steer the roadmap

Phases 3-9 modules built in priority order based on your team's input.

Founding terms, locked

Original-five status carries forward as the platform matures. Future terms never apply retroactively.

Case study co-development

Joint announcement when you cross your first AI-powered milestone.

No long-term lock-in

Cancel anytime after the 90-day pilot. We earn each month.

Are we right about your pain?
Will Phase 0 prove it in 90 days?

Book a 30-minute meeting with the team. No deck. No pre-prep. We'll demo the live intel dashboard with your closest competitor's data already loaded.

WhatsApp the team →

Email the team