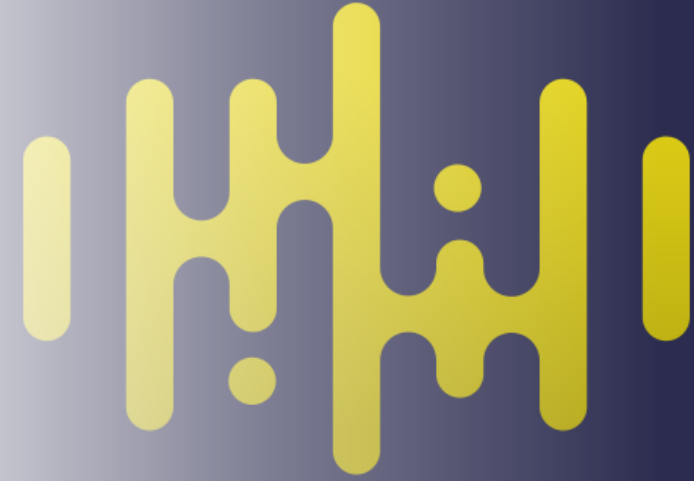# DATA PULSE
Intelligence Beyond Real Estate

Transforming East African Real Estate Landscape Through Data Analysis
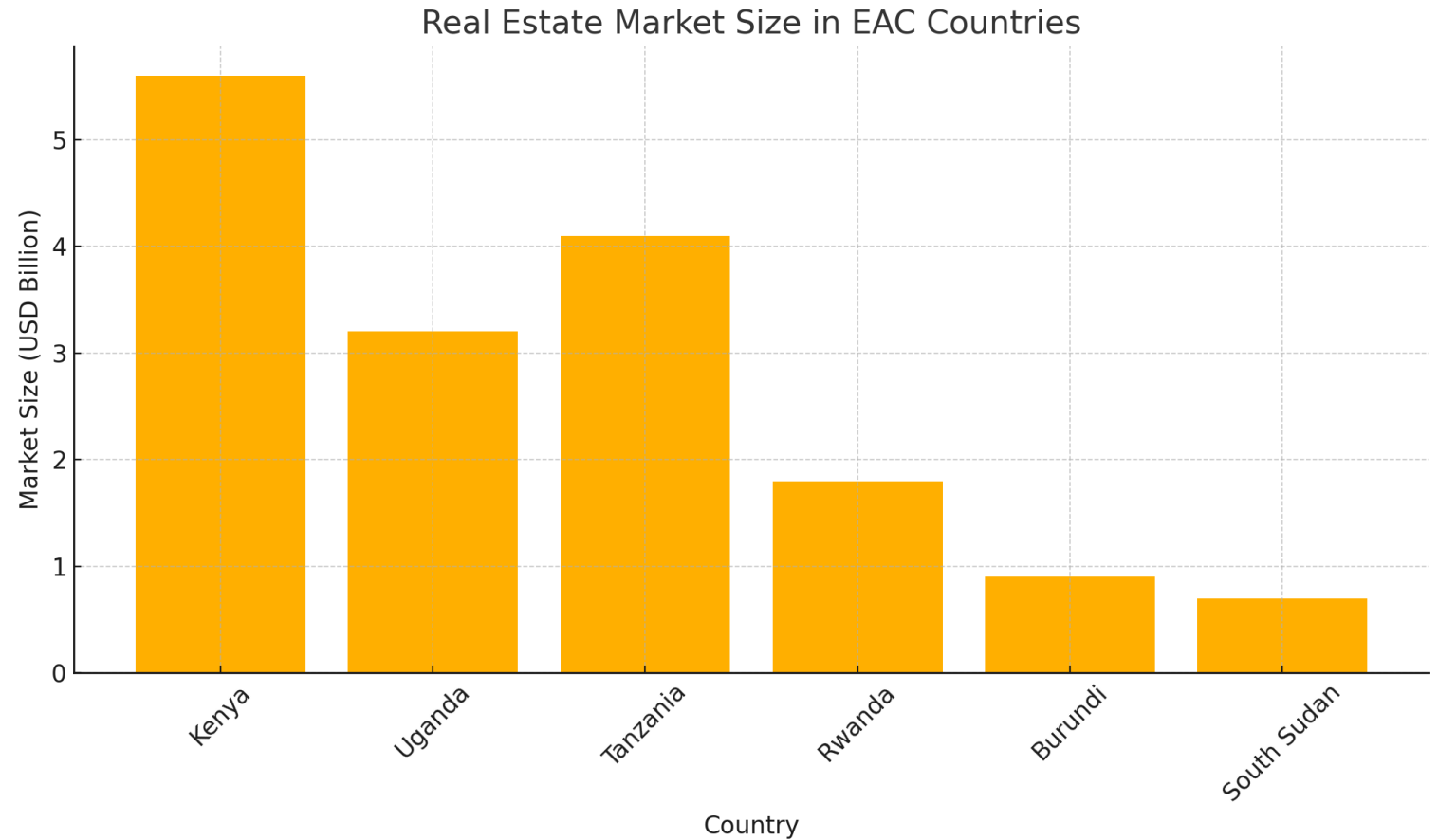
DataPulse

Introduction to DataPulse

- **Overview:** DataPulse is a company registered in Kampala, Uganda with global funding partners and presence in Singapore, U.S.A and Indonesia and endorsed by Ugandan government

- **Mission:** To revolutionize real estate data collection and processing in Uganda and East Africa by creating a comprehensive and integrated real estate data platform utilizing AI and ML to capture, clean, analyze, and monetize data for the insurance, banking, brokerages, valuers, government and related industries in Eastern Africa.

- **Technology Partner:** Utilizing state-of-the-art DataTec technology from Singapore. Data-Tec is a trade marked product of Amicus, Singapore, a technology company that aggregated and siloed millions of data points across South East Asia for the past 30 years.
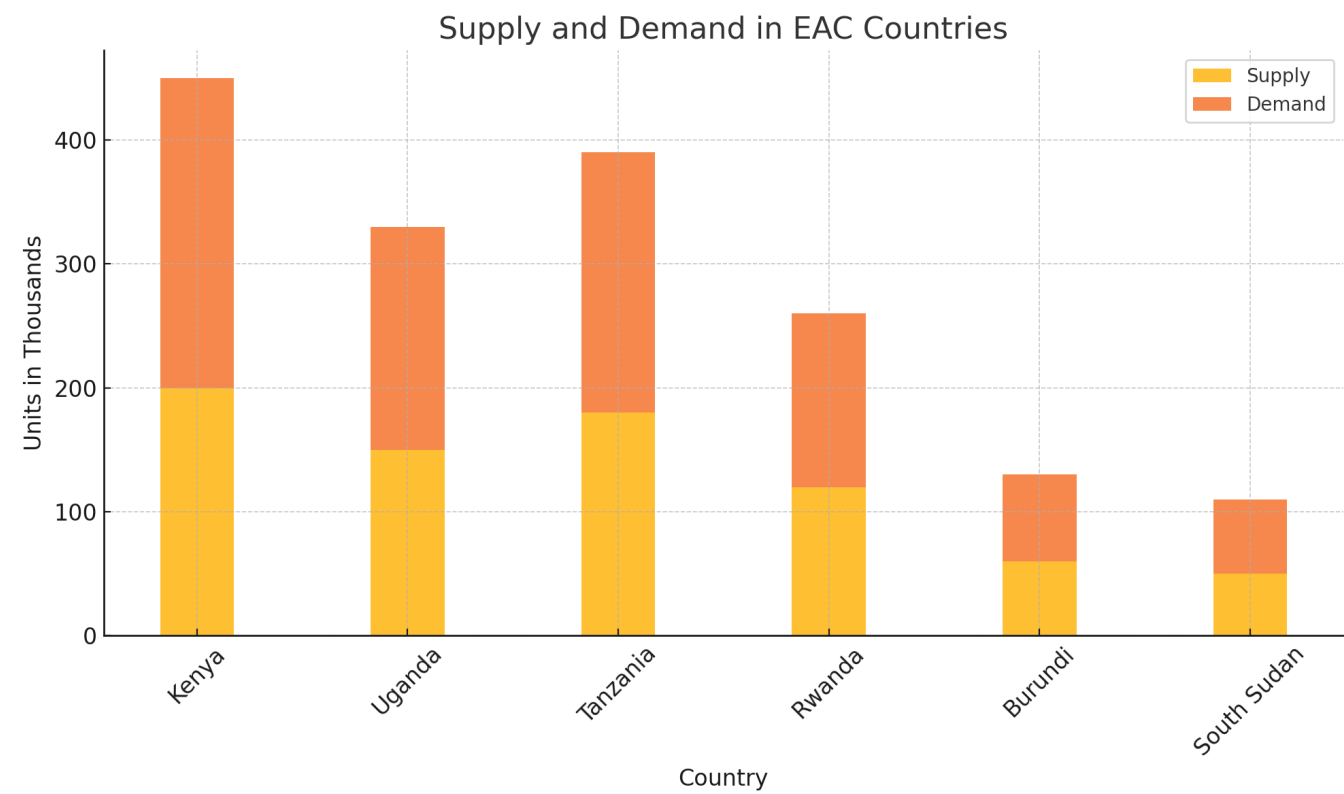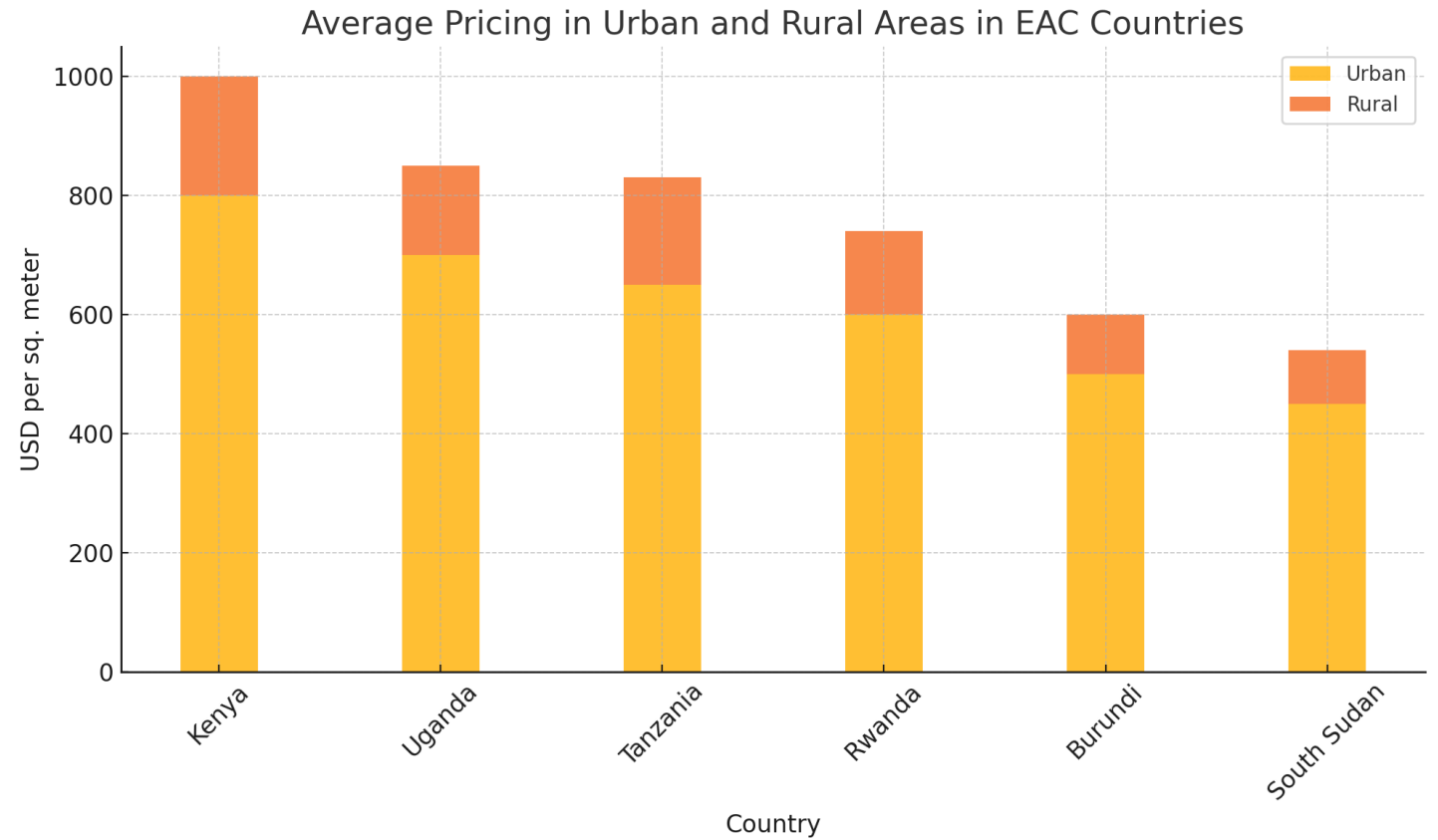
EAC – Real Estate Market

Real Estate Market Size in EAC Countries

EAC-Real Estate Supply and Demand

Supply and Demand in EAC Countries

EAC- Average Housing Price

Average Pricing in Urban and Rural Areas in EAC Countries

EAC: General Digitalization in the Real Estate Sector

Digitalization Level in Real Estate Sector in EAC Countries
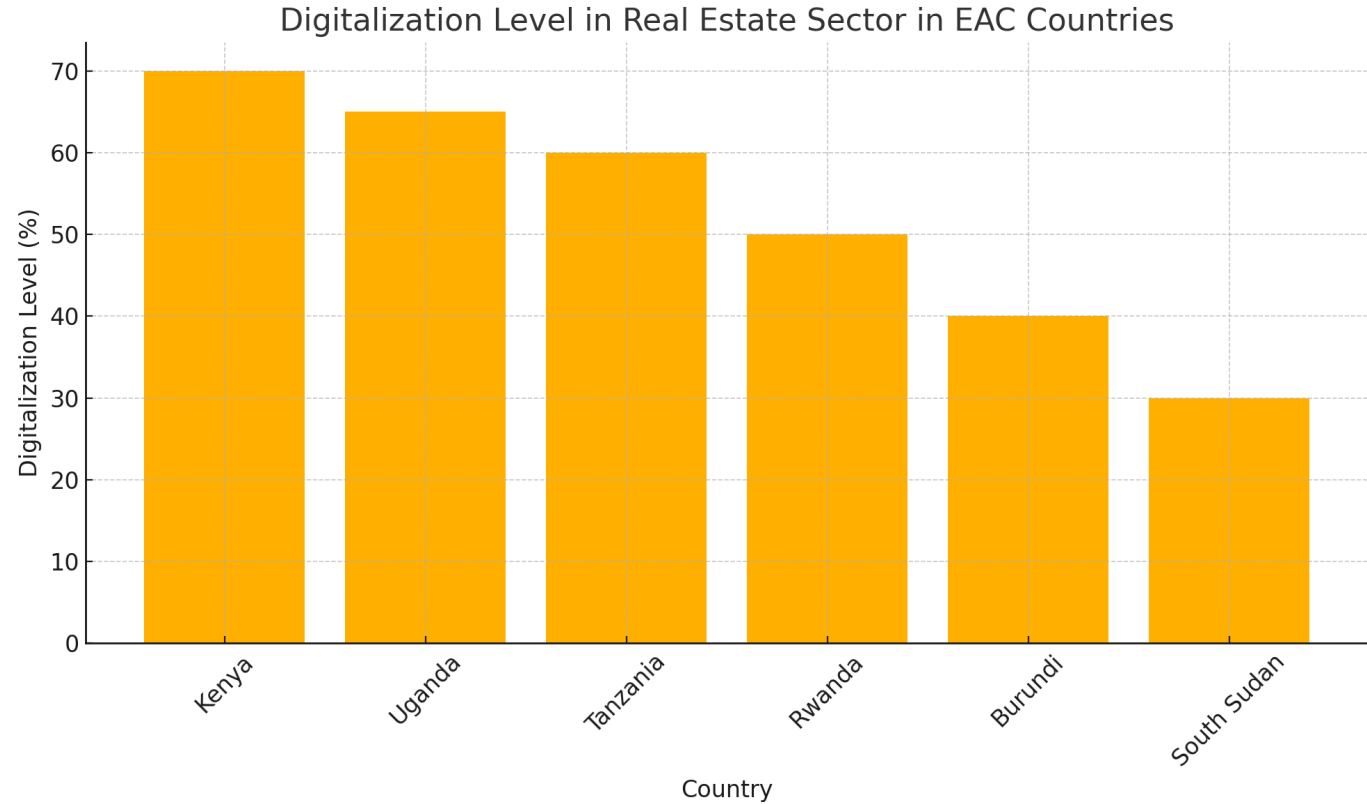
EAC: Digitalization-Government Title Records

Government Title Records System in EAC Countries
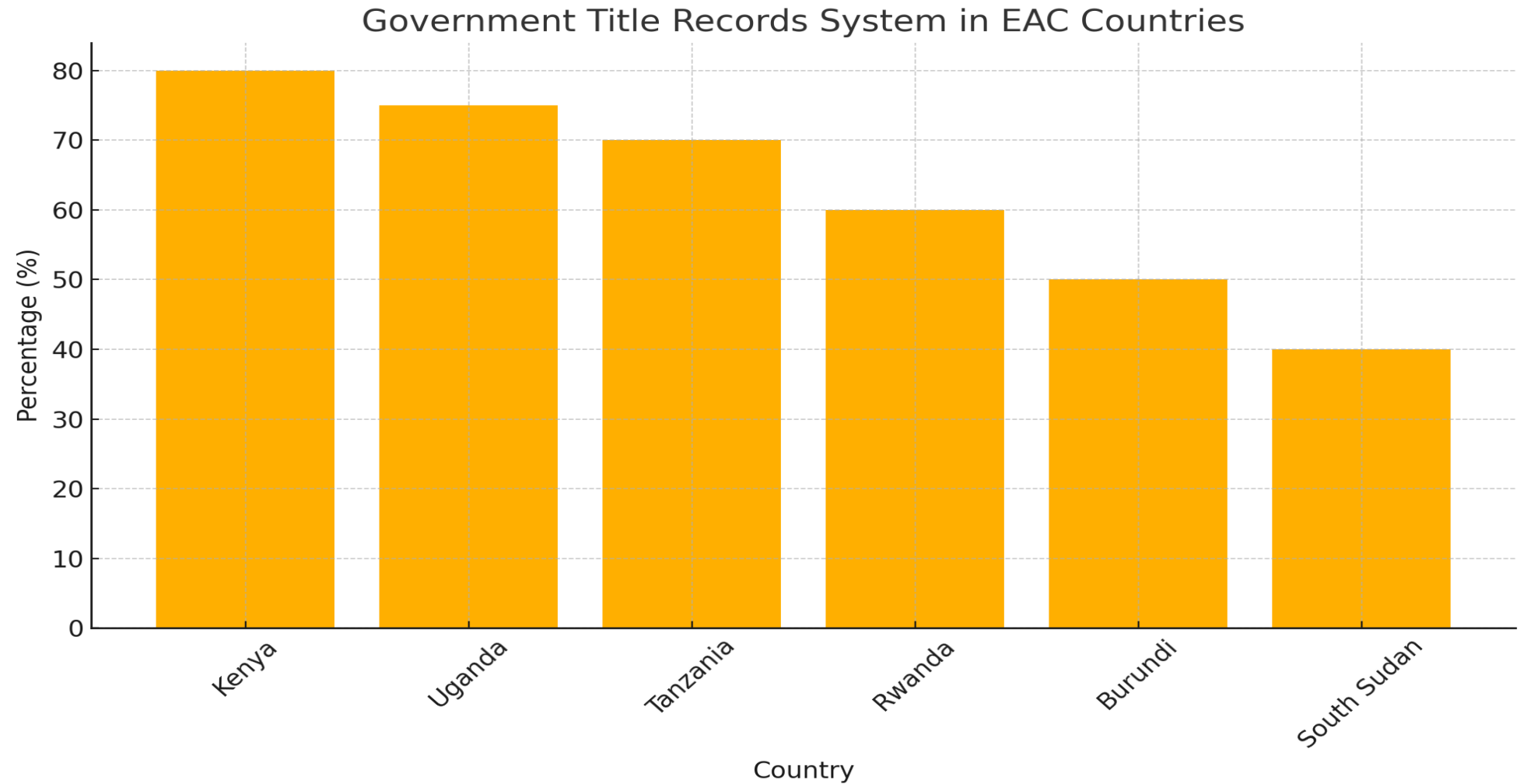
EAC: Digitalization-Real Estate Tax Records

Real Estate Tax Records in EAC Countries
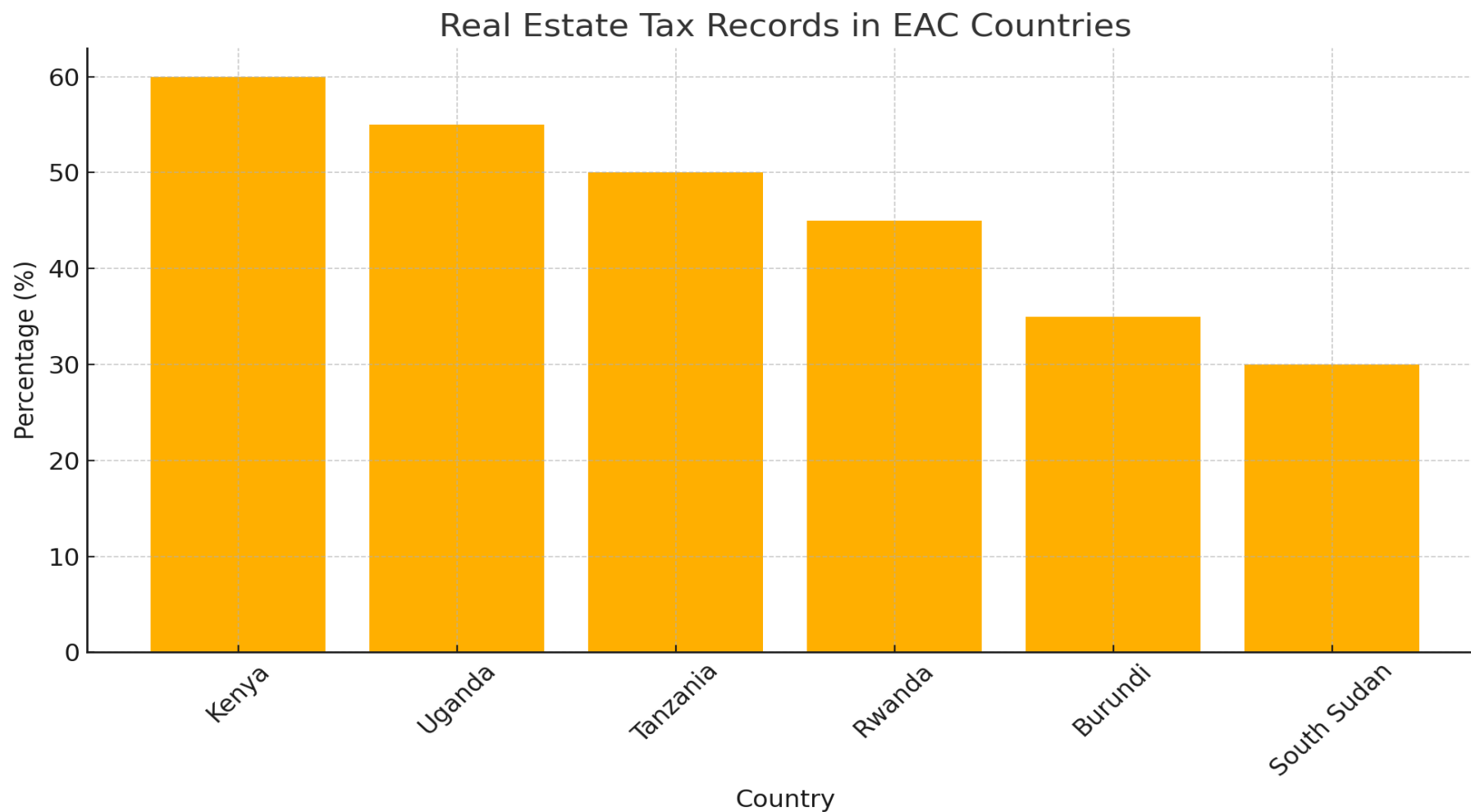
EAC Market Focus: Uganda

Housing Market in Uganda

Size: $3 billion

Housing Prices: Median home price in urban areas: $50,000

Supply and Demand Trends: Housing shortfall: approximately 2.1 million units, mostly affordable housing

EAC Market Focus: Uganda

Uganda Real Estate Market Analysis
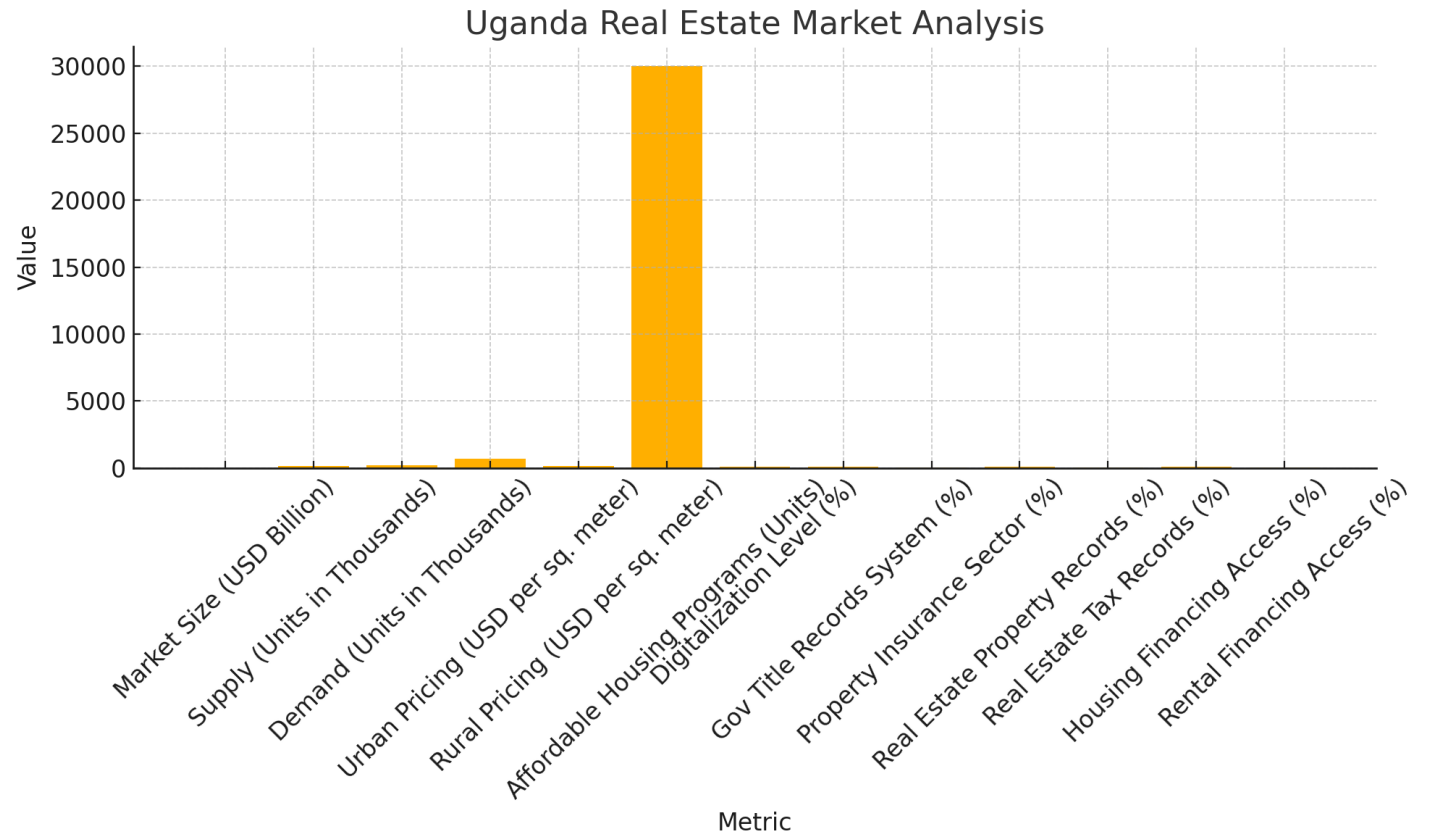
EAC Market Focus: Uganda

Digitalization of Real Estate Market in Uganda

Title Records: 70% digitalized

Property Taxes: 50% digitalized

Transaction Records: 60% digitalized

Access to Housing Financing: Digital mortgage application platforms in early stages

EAC Market Focus : Uganda

Digitalization Levels in Uganda's Real Estate Market

EAC Market Focus: Uganda
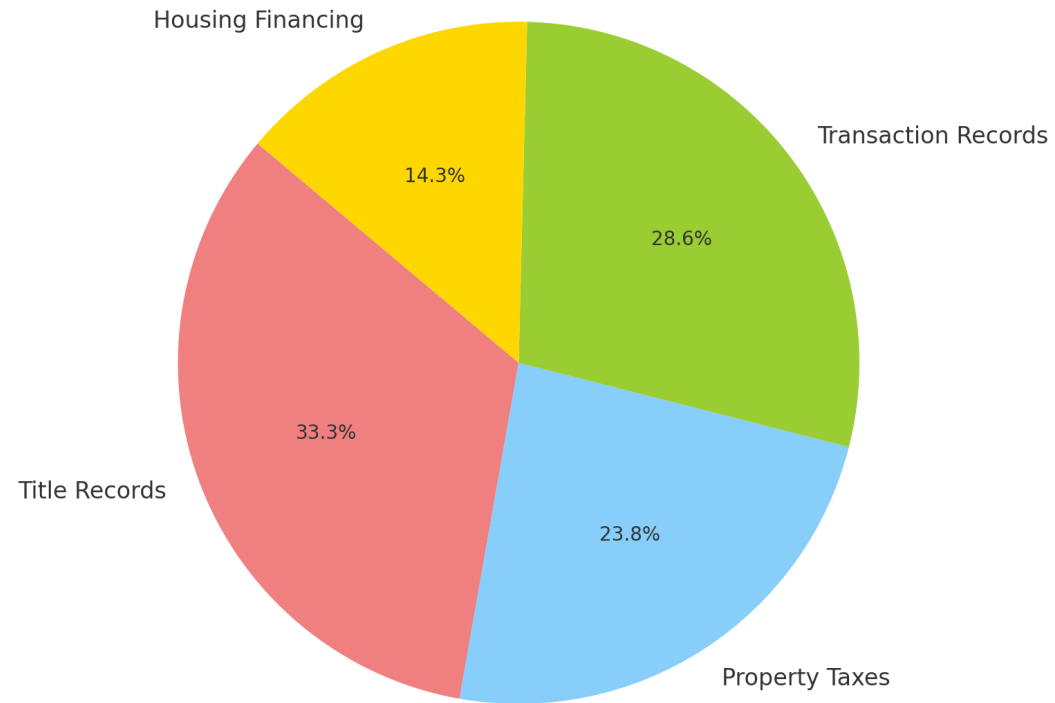
Average Interest Rates for Housing Financing in Uganda
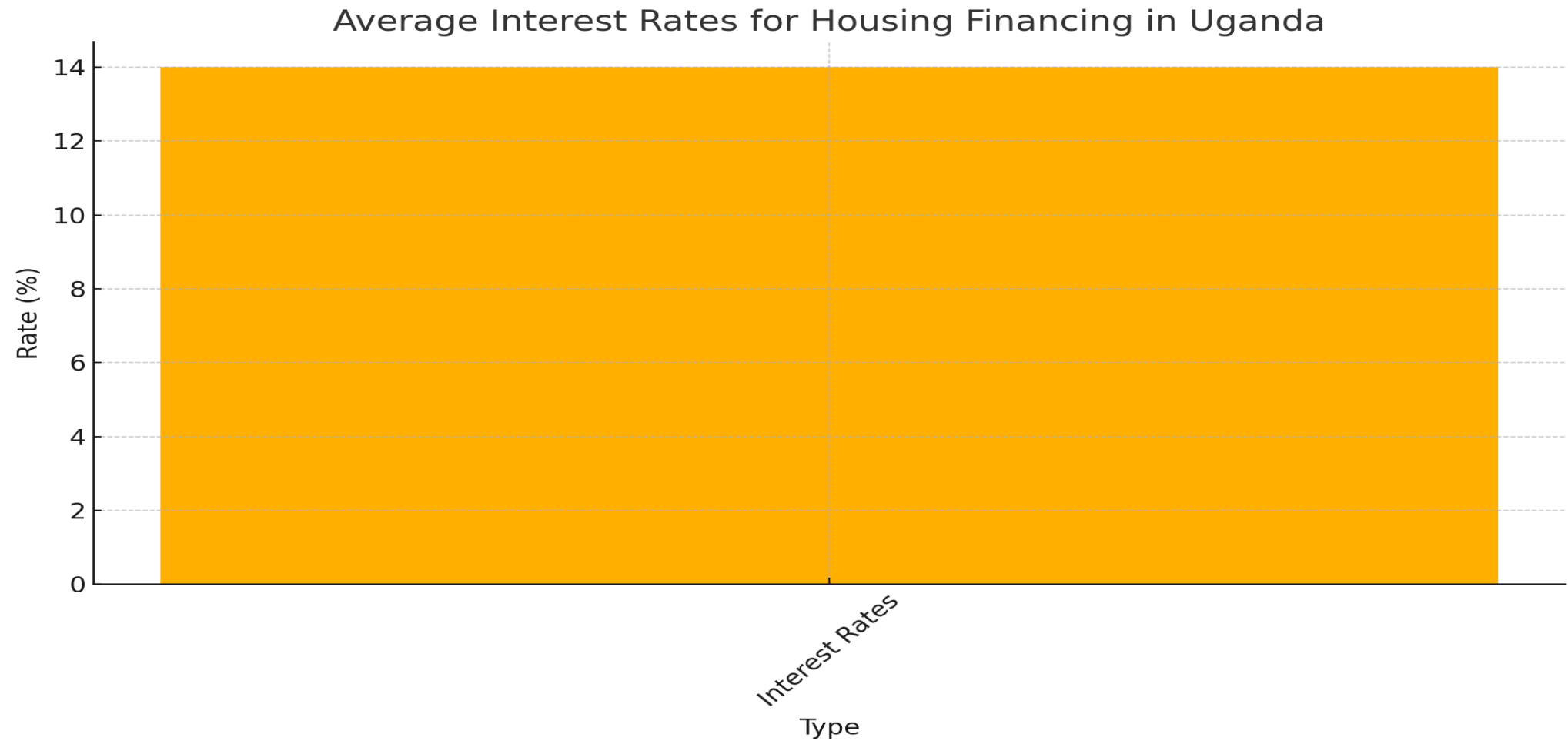
DataPulse's Solution

- **Goal:** To provide accurate, comprehensive, and timely real estate data.

- **Impact:** Benefiting government, businesses, and consumers.

- **Innovation:** Leveraging DataTec technology for advanced data processing.

Benefits for Government

- **Policy Making:** Informed decisions based on accurate data

- **Urban Planning:** Enhanced planning and infrastructure development

- **Taxation:** Improved property tax assessments and compliance

- **Integration:** real time, accurate data feeds and exchange with private sectors, consumers and between EAC countries members

Benefits for Businesses

Financing: Better risk assessment and tailored mortgage products.

Valuation: Consistent and accurate property valuations.

Insurance: Improved risk models and fraud detection.

Transactions: Accurate comparative market analysis and pricing from real estate companies and agents

Benefits for Consumers

- **Accessibility:** Easier access to financing for house purchases.

- **Transparency:** Clear and fair property valuations.

- **Protection:** More relevant and fairly priced insurance products.

How DataTec/Amicus Technology Works

Data Collection: Advanced sensors and data collection methods.

Processing: AI and machine learning for data analysis.

Push technology: Geofencing & Psychometric Machine, Predictive & Prescriptive Software

Output: Real-time, actionable insights and reports.
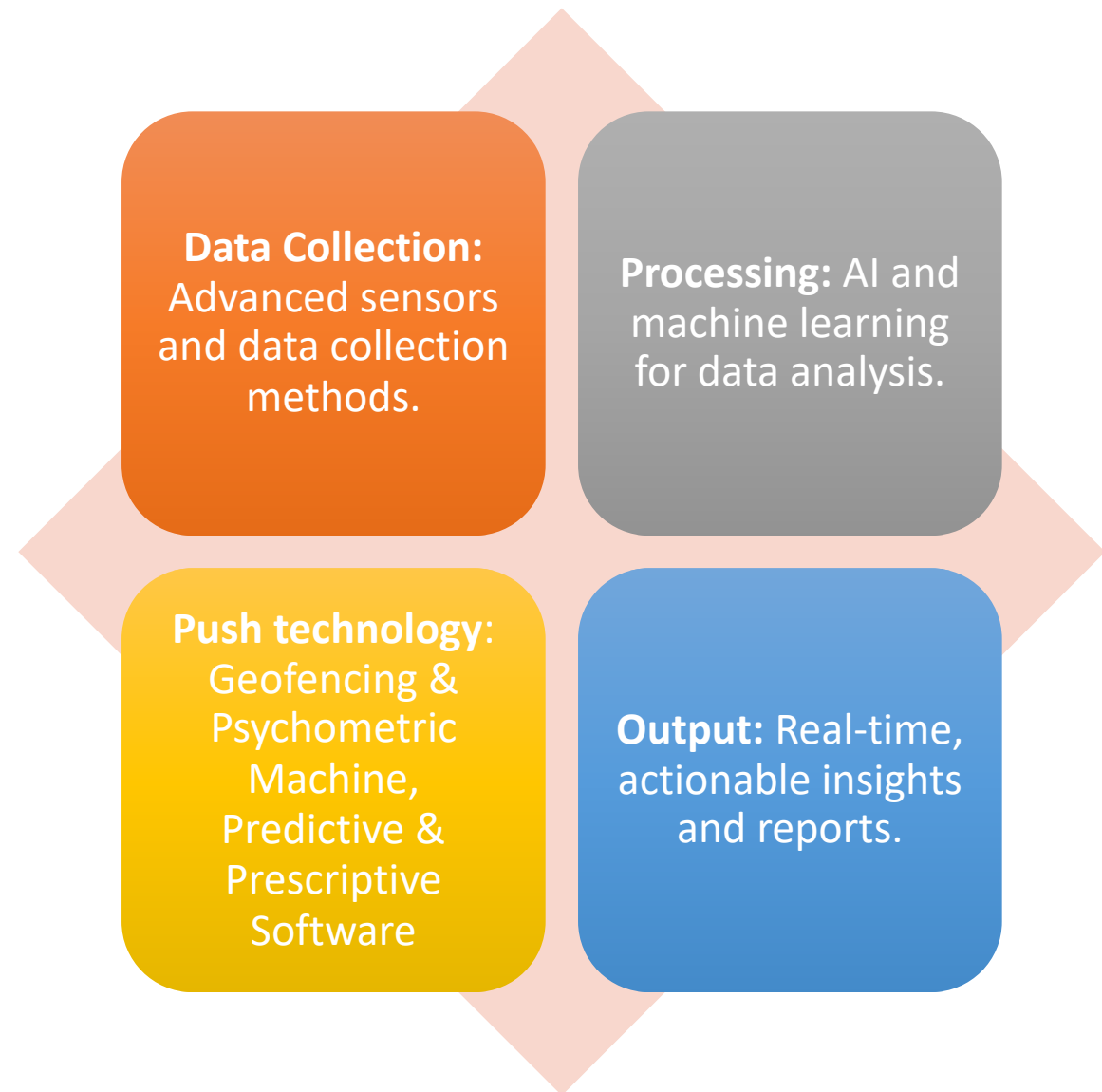
Data-Tec Criteria- Type of Properties

Residential Properties Sales and rentals:

- Single Family Homes
- Land
- Apartments
- Rental apartments

Commercial Properties Sales and Rentals:

- Offices
- Retail
- Hotels/Hospitality/Restaurants
- Warehouse/Industrial
- Multifamily buildings (apartment buildings)
- Business licenses

Data-Tec Criteria- Value

- Luxury

- Mid Market

- Affordable Housing

- Low Income

DataPulse/Data-Tec Roadmap

1

Phase 1: Collaboration agreements with **Ugandan Government, Real Estate Institute of East Africa,** other local housing and real estate sector stakeholders.

2

Phase 2: Product Fitting with initial data collection and processing setup

3

Phase 3: Integration with government and business systems.

4

Phase 4: Launching the platform with different ways to monetize the data and subscription plans.

5

Phase 5: Scaling-Up across EAC.

Implementation Timeline

Phase 1: Planning and Setup (0-6 months)

- Conduct market research and feasibility studies/secure local authoritie's collaborations
- Develop detailed project plan
- Hire key personnel
- Set up technology infrastructure

Phase 2: Data Collection and Beta Launch (6-12 months)

- Begin data collection and processing
- Develop and test platform features
- Launch beta version for initial clients

Phase 3: Full Launch and Scale-Up (12-24 months)

- Launch full platform with complete features
- Expand data sources and client base

Phase 4: Scale-Up throughout EAC (12-24 months)

Key Clients

Insurance Companies: For accurate property valuations and risk assessments.

Banks and Financial Institutions: For detailed property data for mortgage lending and investment decisions.

Real Estate Developers: For market trend analysis and site evaluations.

Real Estate Brokers and Agents: For Accurate Evaluations and Comparative Marketing Analysis

Government Agencies: For urban planning and infrastructure development.

Investors: For insights into property markets and investment opportunities.

Retail and Commercial Businesses: For strategic location planning.

Consumers

Monetization Strategy

- **Subscription Model**: Tiered subscription plans with varying levels of data access and analytical features.
  - Basic: $1,000/year
  - Premium: $5,000/year
  - Enterprise: Custom pricing

- **Data Licensing**: Licensing data to third parties such as research firms, app developers, and academic institutions.
  - Annual or monthly licensing fees based on data volume and usage.

- **Custom Reports and Analysis**: Providing bespoke data reports and predictive analytics tailored to specific client needs.
  - Pricing: $10,000 to $50,000 per project

- **API Access**: Charging for API access to raw and processed data.
  - Pay-per-call or subscription-based pricing.

- **Advertising and Sponsorships**: Offering advertising space on the platform to related businesses.
  - Banner ads, sponsored content, etc.
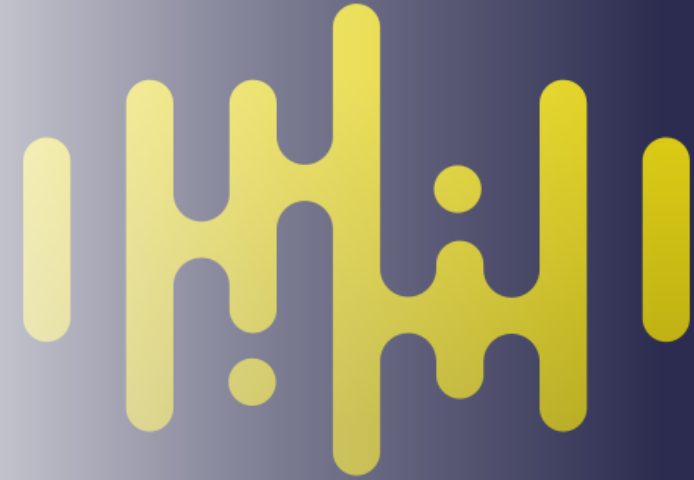
DataPulse/Data-Tec Team

Li

DataPulse

@DataTecTM

Fundraising: Pre Seed

- Looking for a $1 million for a 2% valuation in order to implement Phase 1

thedatapulse.io.