



Building the data infrastructure for untapped property markets.

Meet the data where it is.
Structure the evidence. Preserve the source. Build the history.

DATA → TRUST → LIQUIDITY → MOBILITY

Starting in East Africa

DATA PULSE



Property exists. Economic activity exists. The usable data infrastructure often does not.

Almost every property decision begins by rebuilding evidence from fragmented sources.

0.48%

Uganda residential mortgages as a share of GDP (2022)

≈7,200

residential mortgages outstanding in Uganda (2022)

MULTIPLE PROFESSIONALS

may reconstruct the same property evidence

Institutions • professionals • documents • market participants • offline sources

Repeated search → repeated cost → inconsistent files → no compounding data asset

The gap is not simply missing data. It is the absence of a structured, persistent and source-disclosed property record.

What happens when a property reaches a bank?

One familiar workflow shows why excellent professionals still cannot rely on one complete, reusable evidence record.



A decision is made—but the assembled evidence rarely becomes reusable infrastructure.

Data Pulse supports many property decisions; mortgage workflow is one illustrative use case.

One business stack builds one accumulating property-data infrastructure.

Property information arrives through multiple channels. The stack integrates data, captures evidence and builds reusable property records.



EMBED IN WORKFLOWS + MONETIZE



Every activity is designed to generate revenue, structured records, distribution, institutional relationships—or a combination of them.

THE DATA PULSE STACK IN PRACTICE

INSTITUTIONAL DEPLOYMENT • Church of Uganda / Church Commissioners • Kampala

Institutional property work capturing and structuring property evidence while applying the Data Pulse methodology in a live environment.

Data Pulse leads the empirical market-data workstream because published sources do not adequately cover pricing, occupancy and standards in the immediate catchment.

REAL DEVELOPMENT QUESTIONS

WHAT SHOULD WE BUILD?

Unit mix • resident profile • amenities

WHAT CAN THE MARKET SUPPORT?

Pricing • occupancy • competing supply

WHAT WILL IT COST TO OPERATE?

Utilities • maintenance • services

DOES THE PROJECT WORK?

Development costs • financing • cash flow • returns

A PROPERTY-SPECIFIC EVIDENCE

Institutional records • site documents •
geospatial information • property characteristics •
existing professional evidence

B PRIMARY EMPIRICAL MARKET DATA

Pricing • occupancy • competing
properties • operating costs •
maintenance • utilities • amenities •
location • positioning

SAFI

PERSISTENT PROPERTY INTELLIGENCE

Identity / PPID • property evidence
source • completeness • missing evidence
permissions • assessment • timestamp •
history

PROFESSIONAL WORKFLOW

Surveyor • valuer • engineer
architect • environmental specialist
institutional project team

Consumes evidence → captures new evidence

STRATUM

Pricing • occupancy •
operating + development
costs • financing
assumptions

Scenarios • revenue • costs •
cash flow • returns • feasibility

DECISION + CAPITAL

What to build
Market-supported pricing
Operating economics
Financial case
Investor engagement

STRUCTURED MARKET-DATA LAYER

Market-level evidence supports feasibility inputs; it is not automatically part of the SAFI assessment.

AFTER FEASIBILITY: new reports • documents • project changes • milestones → updated SAFI record • continuing history • portfolio intelligence

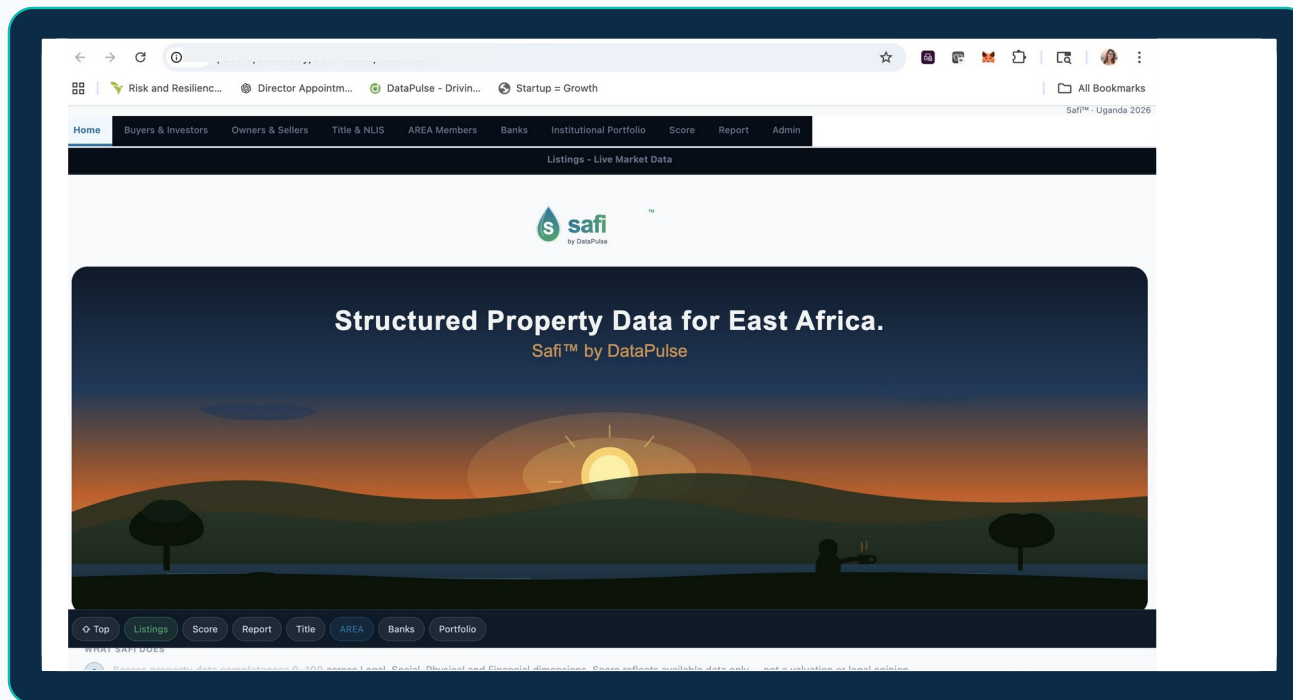
ONE PROJECT. MULTIPLE DATA AND REVENUE EFFECTS.

Commercial engagement + structured property evidence + empirical market data + professional relationships + institutional access + decision intelligence + continuing property history

The financial model depends on the empirical data layer.

SAFI turns fragmented evidence into persistent property intelligence.

A source-disclosed property record stays inside the workflow and evolves as new evidence enters.



IDENTIFY

One persistent property identity

STRUCTURE

Documents • Geospatial • Market Professional • Field Evidence

DISCLOSE

Source • Date • Completeness • Uncertainty

ASSESS + BUILD HISTORY

Evidence completeness / SAFI assessment
Updates • changes • accumulating record history

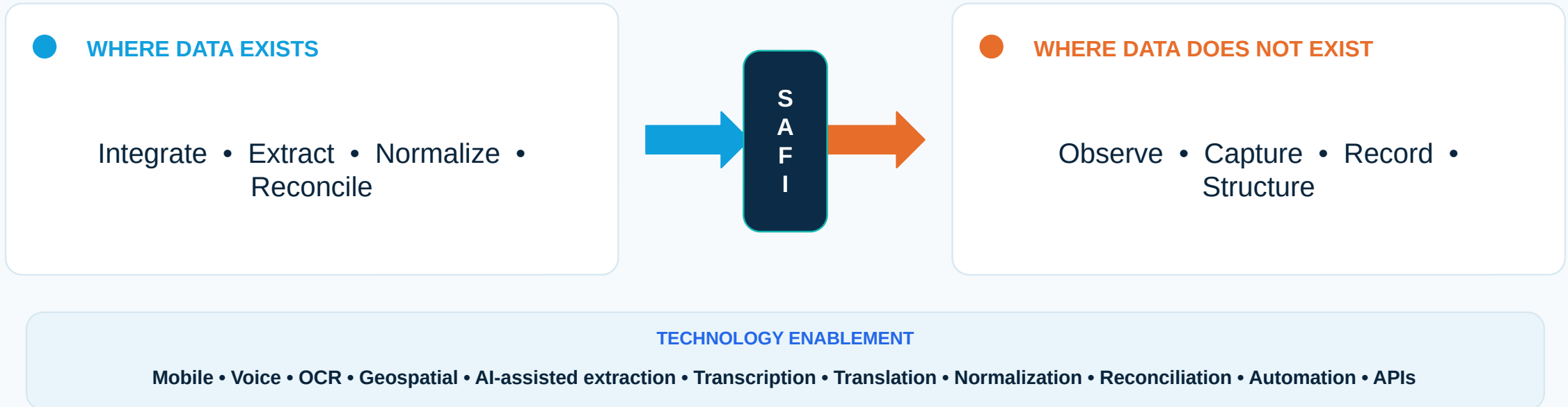
INSTITUTION ↔ SAFI ↔ PROFESSIONALS ↔ NEW EVIDENCE ↔ UPDATED RECORD

SAFI organizes and preserves evidence. It does not replace title systems, valuers, surveyors, lawyers or professional judgment.

Technology scales the infrastructure. People extend it where digital data stops.

Where property data exists, we integrate it.

Where it does not, we capture the evidence and build persistent property records.



Better models cannot compensate for evidence that was never captured.

AI assists processing and analysis. Human review, source verification and professional judgment remain essential in high-stakes workflows.

The same structured evidence can support multiple decisions.

Professional workflows can be an early wedge; institutional deployments create a larger recurring layer.



Confidential institutional evidence is not assumed to become public.

The data creates the model—not the other way around.

Stratum applies structured empirical and professional evidence to development and investment decisions.

STRUCTURED EVIDENCE

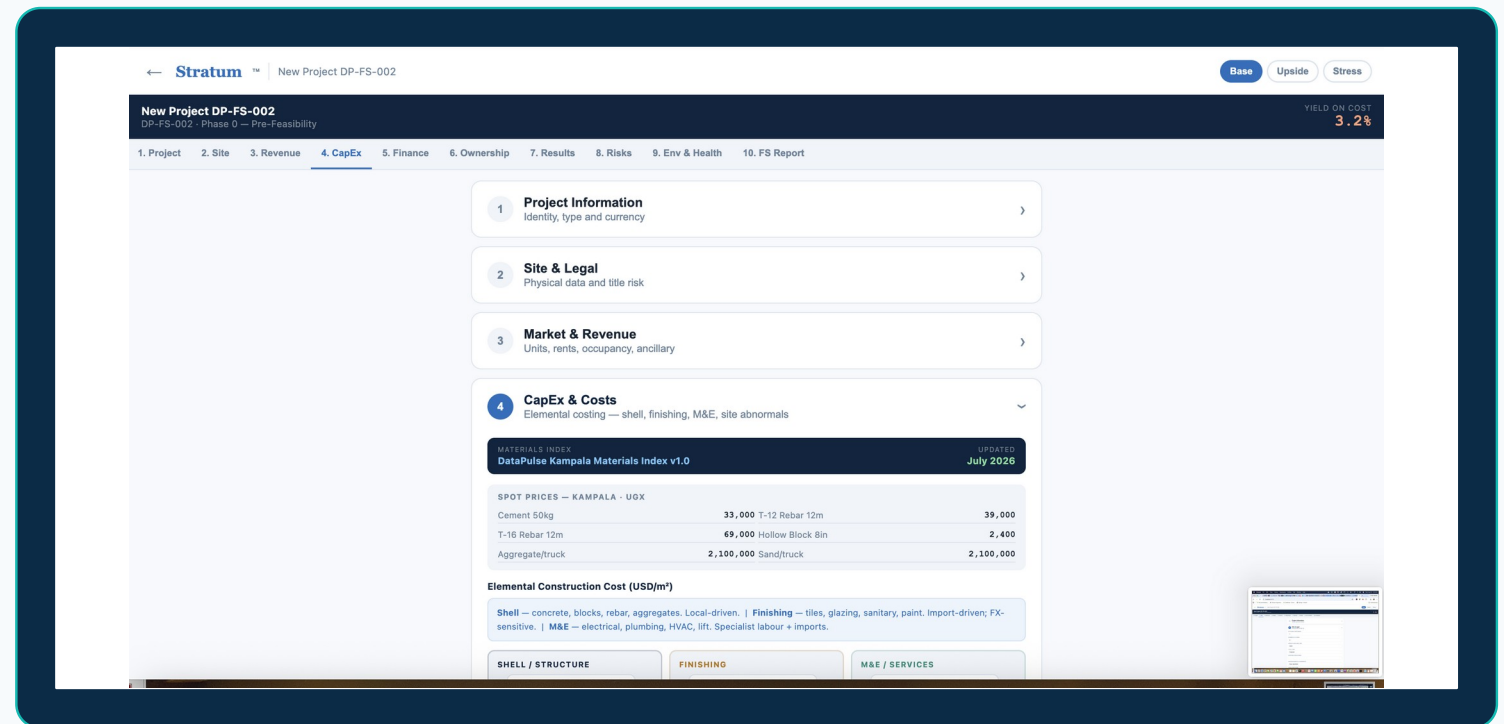
Pricing • occupancy • operating costs
development costs • financing assumptions

STRATUM

Development scenarios • revenue • costs
cash flow • returns • feasibility

DECISION INTELLIGENCE

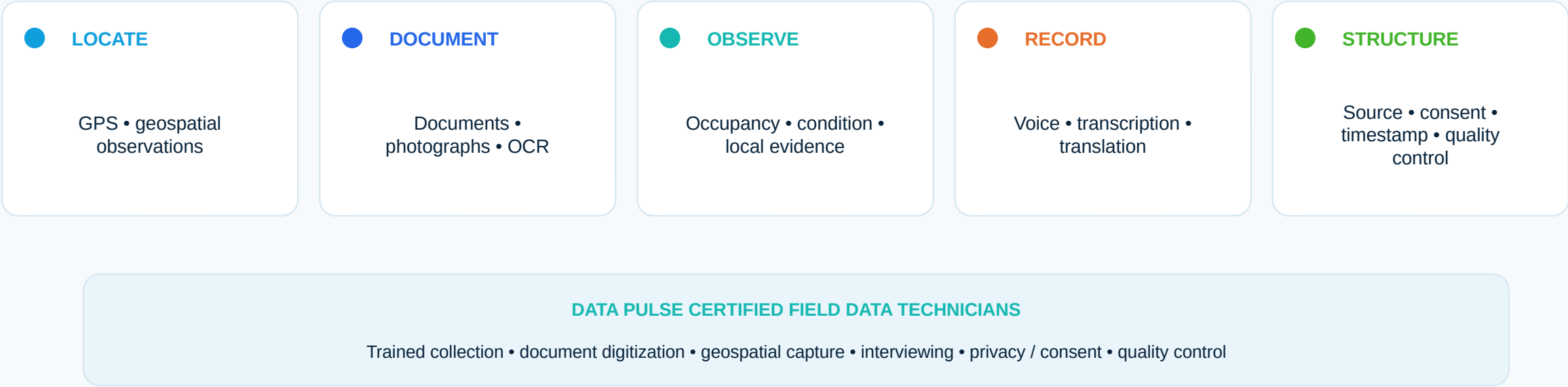
Development and investment decision support



Without reliable inputs, a sophisticated financial model is still only a set of assumptions. Stratum shows how Data Pulse evidence becomes decision intelligence.

When property information is not digital, Data Pulse captures the evidence and builds persistent property records.

Technology-enabled people capture evidence and individual data points beyond formal databases and urban centers.

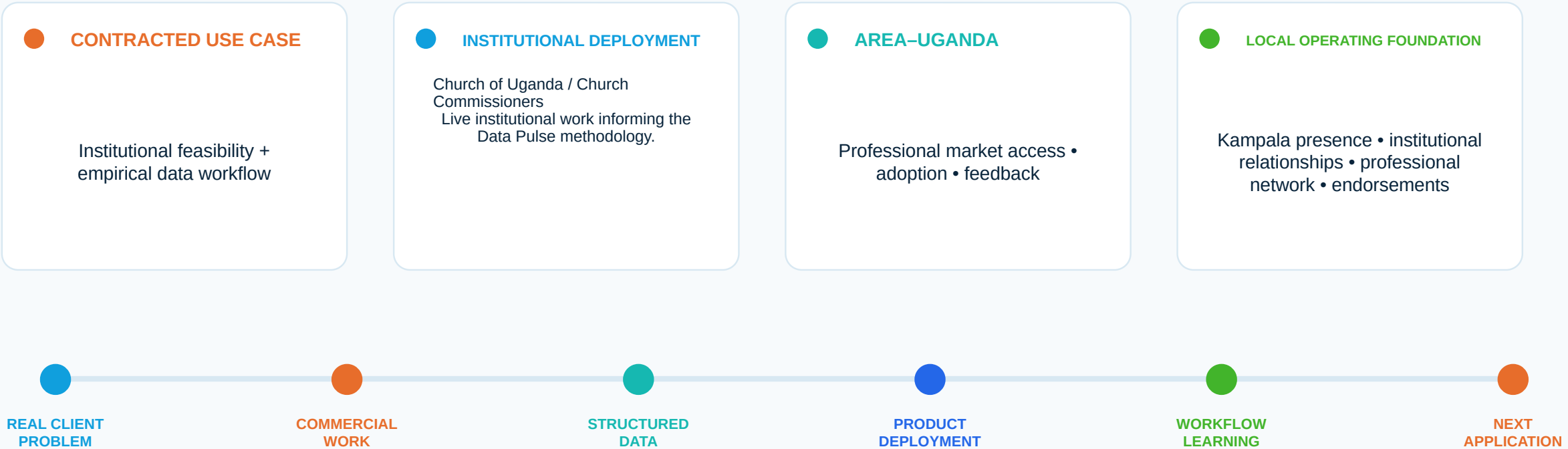


EVIDENCE SOURCES ↓ CAPTURE + STRUCTURE + SOURCE LABELING ↓ PERSISTENT PROPERTY RECORDS ↓ RECORDS ACCUMULATE OVER TIME

Human testimony is not title evidence. Preliminary measurements are not legally authoritative cadastral surveys.

Institutional work is already exercising the Data Pulse stack.

Commercial work, market access and local operating capability reinforce the same property-data infrastructure.



Operating proof without overstating scale: live institutional work, professional access and local execution are informing the next application.

Multiple monetization channels. One underlying data infrastructure.

Project and data work generates immediate revenue while capturing evidence; recurring products monetize workflows, portfolios and integrations.

●	OWNER REPORT	one-time property evidence report	\$25–\$100
●	AGENT SUBSCRIPTION	property workflow + reports	\$25–\$150 / month
●	PROFESSIONAL / FIRM	valuer • surveyor • adviser workflow	\$50–\$300 / month
●	STRATUM ENGAGEMENT	feasibility + market intelligence	\$10K–\$35K / project
●	INSTITUTION / API	portfolio digitization • license • integration	\$10K–\$50K / year + custom

SAFI structures persistent property intelligence • Stratum monetizes decision intelligence • APIs enable future recurring infrastructure revenue

Planning prices require validation through paid pilots and procurement cycles.

Bottom-Up Monetization Scenario

NOT TAM. A management scenario based on explicit customer-count and pricing assumptions.

\$10M

200K reports × \$50

\$27M

30K agent +
professional seats ×
\$900/year

\$12.5M

500 institutional
accounts × \$25K/year

\$7.5M

500 data / feasibility
projects × \$15K

\$57M

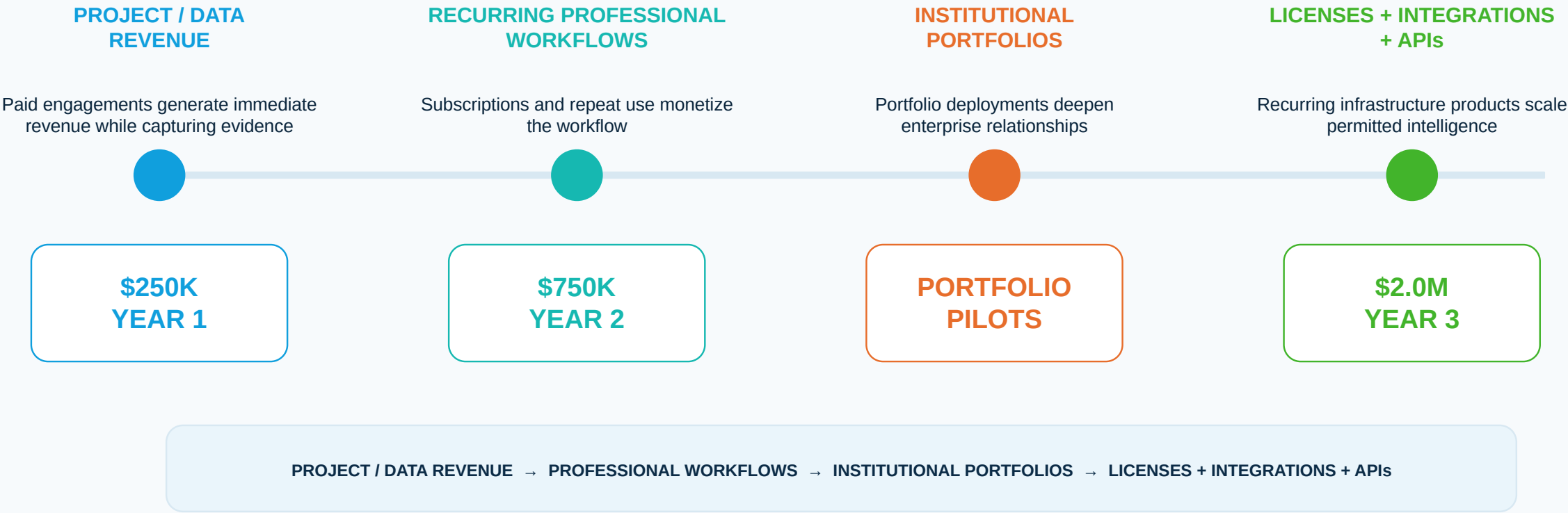
illustrative serviceable annual revenue opportunity

Year-3 annual revenue scenario: \$2M

Excludes future products, additional geographies and broader data-licensing opportunities.

Revenue evolves as the infrastructure moves from project work to recurring products.

Illustrative management scenarios support the commercial pathway; they do not represent current revenue or a forecast.



Management planning scenarios require pricing, conversion and procurement validation.

The same structured evidence can support multiple decisions across the property lifecycle.

Data Pulse's opportunity is larger than property verification.



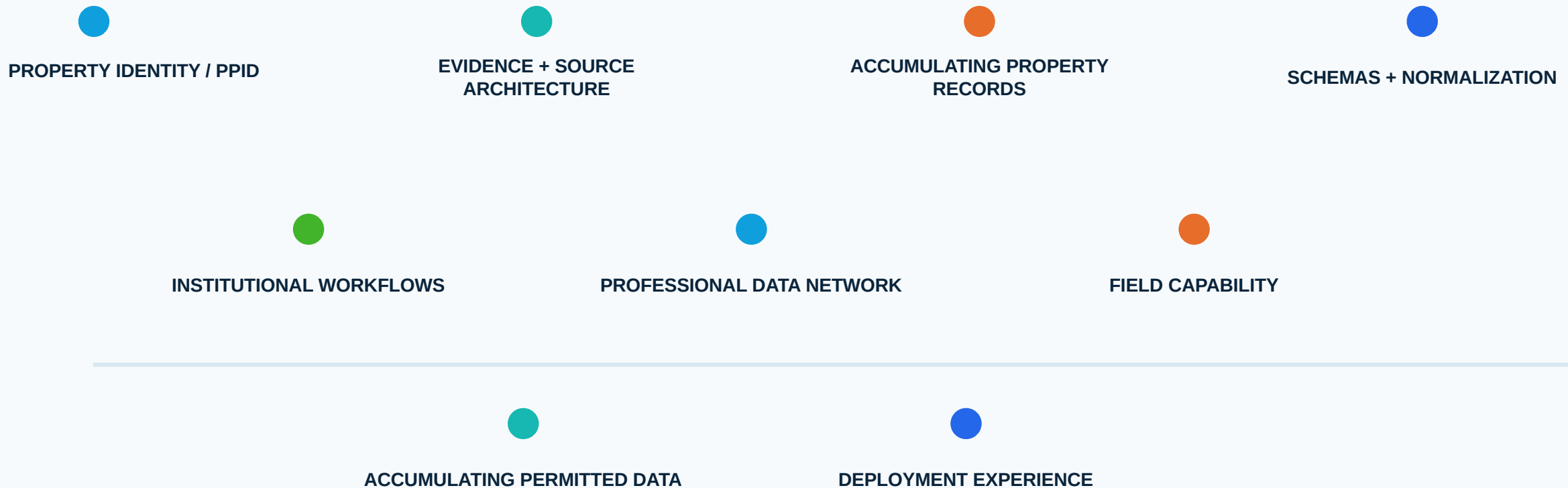
SAFI / STRUCTURED PROPERTY INTELLIGENCE

Persistent identity • source-disclosed evidence • permissions • timestamped history

Each new workflow can strengthen the record for the next appropriate use.

The moat is not the interface.

Defensibility accumulates across evidence, history, workflows, relationships and field execution.



Software can be replicated. Accumulated evidence, workflows, relationships and history are harder to recreate.

\$1M to move from working infrastructure to measurable repeatability and scale.

The raise will fund validation across product, data, commercial adoption, economics and institutional integration.

\$250K

PROVE THE WEDGE

Paid engagements
Pricing • Delivery
Initial structured records

\$500K

PROVE REPEATABILITY

Recurring accounts
Portfolio deployments
Field-data operations • Expanded records

\$1M

PROVE THE MODEL

Production SAFI + Stratum
5–10K structured records
Unit economics • Institutional integrations

PRODUCT • DATA • COMMERCIAL • ECONOMIC • INSTITUTIONAL PROOF

\$1M takes Data Pulse from working deployments to repeatable, measurable growth

Global property-market and technology expertise. Deep local execution capability.

Property markets • Local execution • Data science • Product engineering

FOUNDERS & LEADERSHIP

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TECHNOLOGY & SPECIALIST EXPERTISE

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