

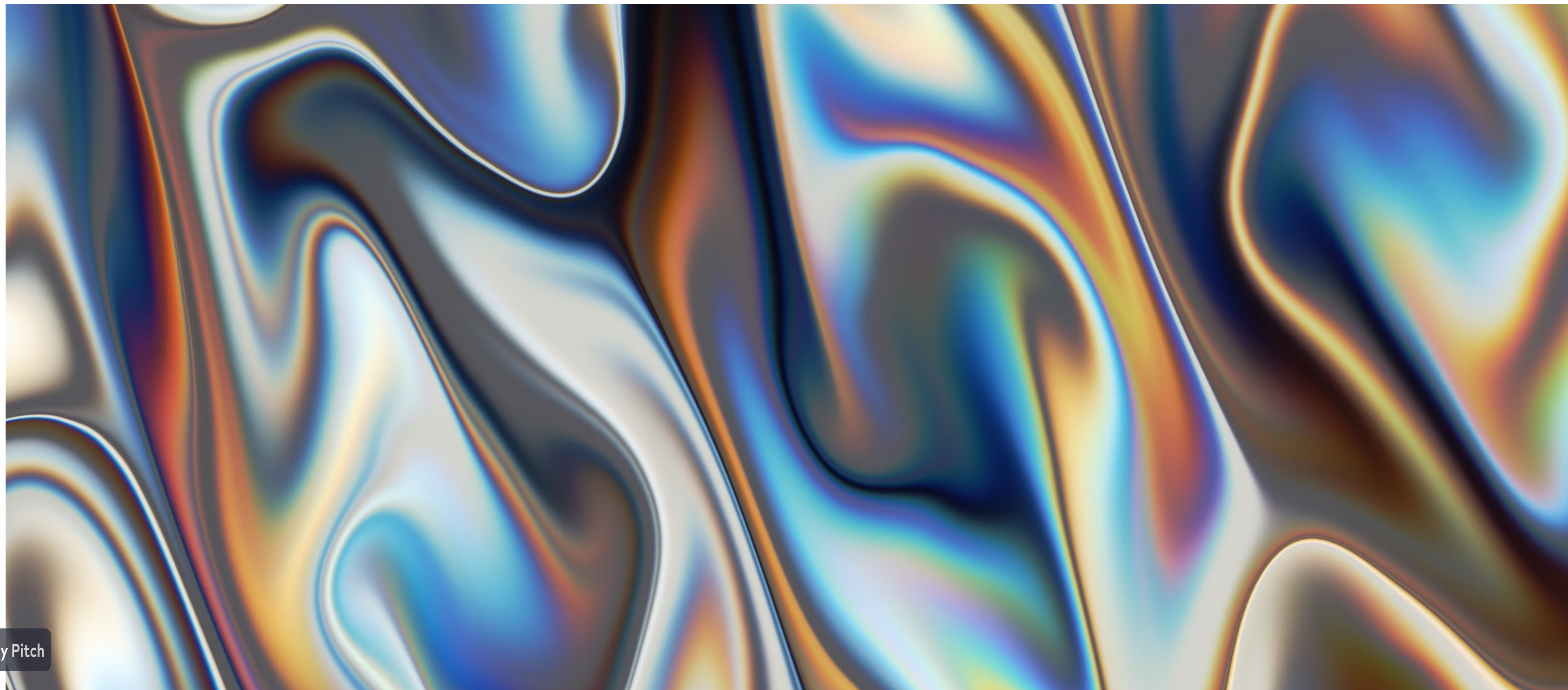
SEARCH AND CONNECT WITH EASE



JULY 2024

# Phina AI Pitch Deck

Presented By: Nimameh Nixon N.





# Table of contents

- 01 Vision & Values
- 02 The Problem
- 03 Market & Target Audience
- 04 The Solution
- 05 Competition

- 06 Revenue Model
- 09 Demonstration
- 10 Team
- 11 Thank You

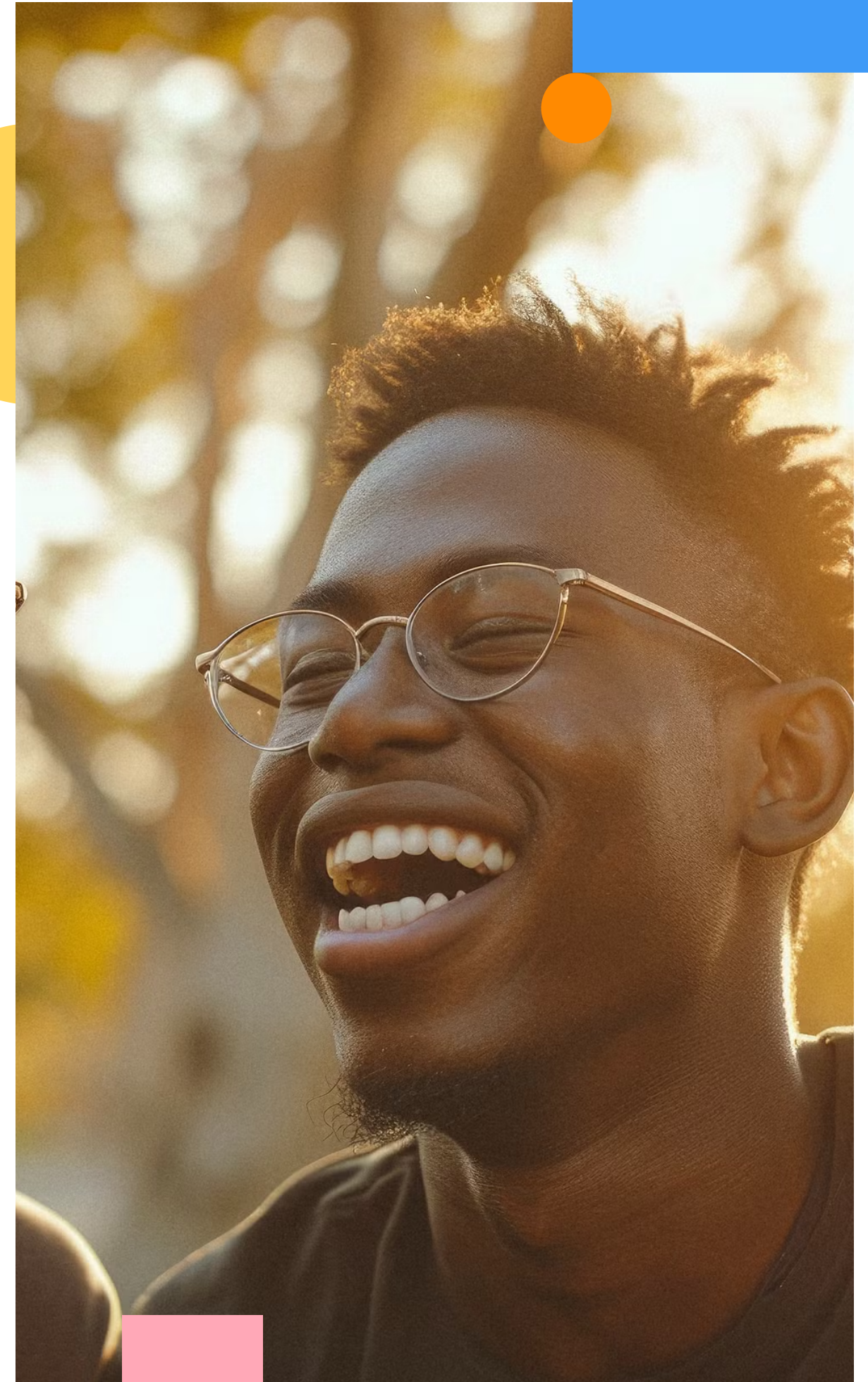




## VISION AND VALUE PROPOSITION

At Phina AI , we're passionate about revolutionizing the way people find their dream homes. Our team combines cutting-edge AI technology with user-friendly interfaces to make house hunting faster, more efficient, and enjoyable.

# Phina







Search

Made

Easy

# The Problem

TIME TO SHOW WHAT THE PROBLEM IS IN THE MARKET

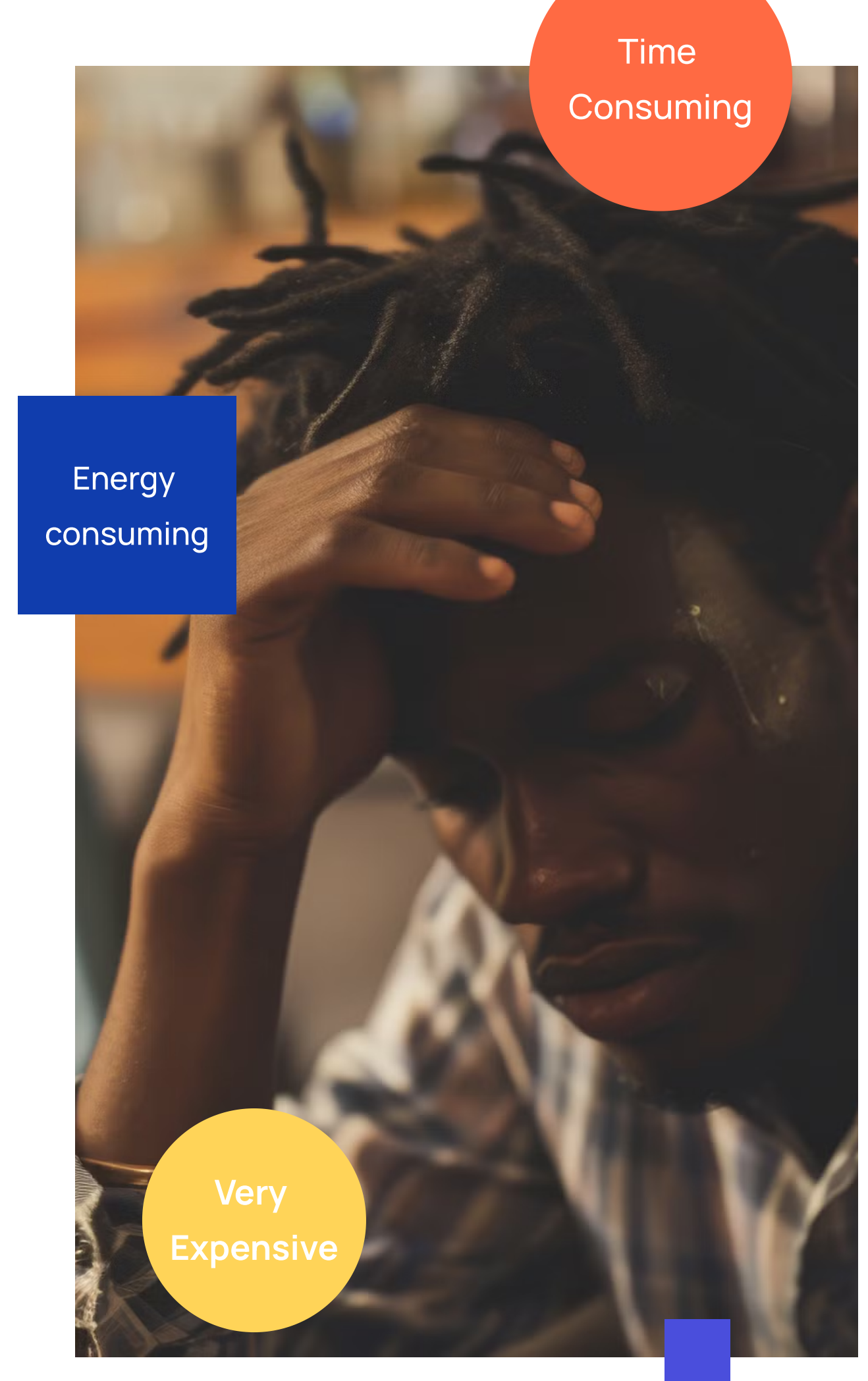
Try Pitch





# The problem

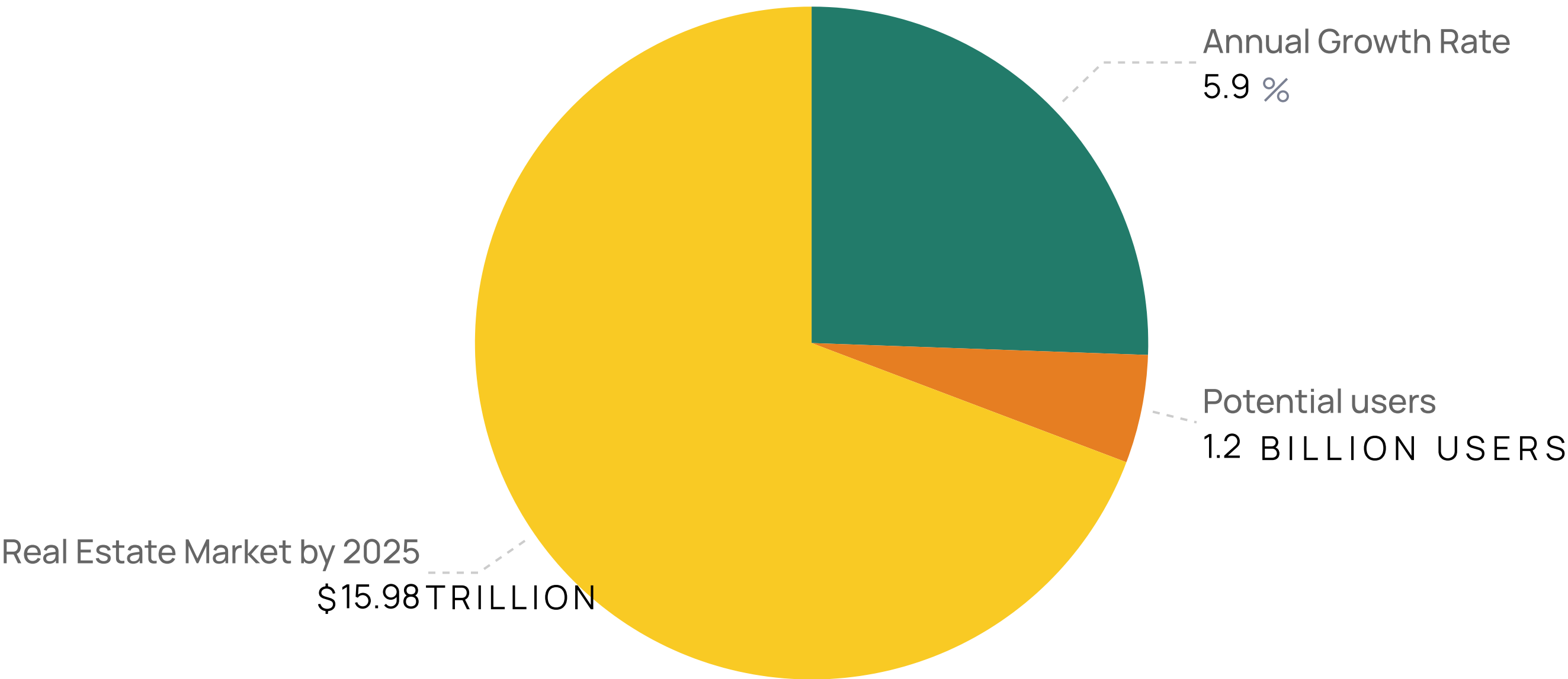
In developing continents like Africa, the home search process is often overwhelming, tedious, and time-consuming.





# The current market

The African real estate market is poised for substantial growth, driven by urbanization, population expansion, and increasing demand for housing. Here are the key points





# Target market



## AGE 23 - 50

- This demographic includes young professionals, couples, and families who are actively seeking housing solutions.



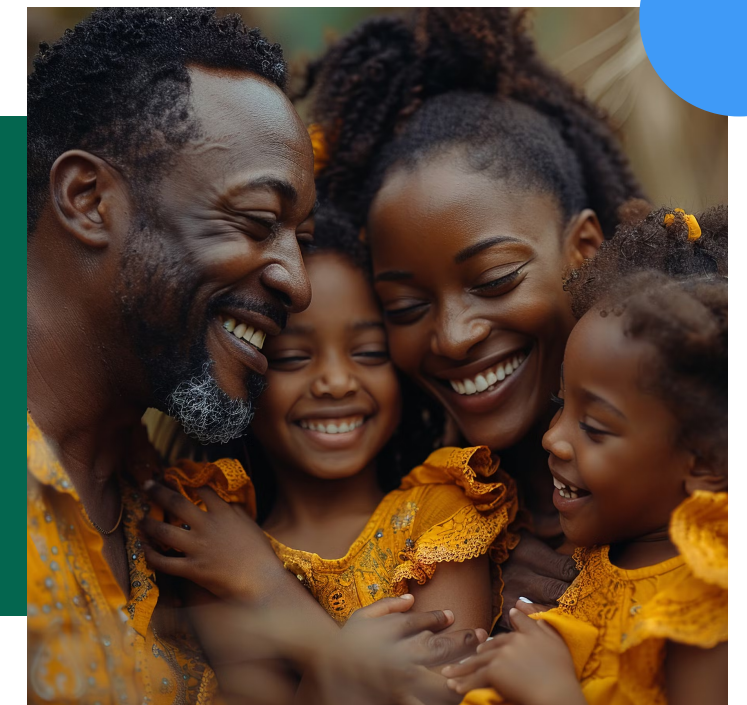
## INTERESTS

- real estate enthusiasts who value convenience, personalized recommendations, and seamless home search experiences.



## LOCATION

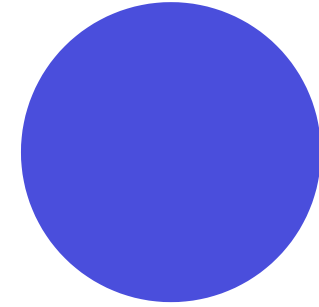
Phina AI initially focuses on active urban and suburban real estate markets. As it grows, it will adapt to various regions, including rural areas.



## PROFESSION

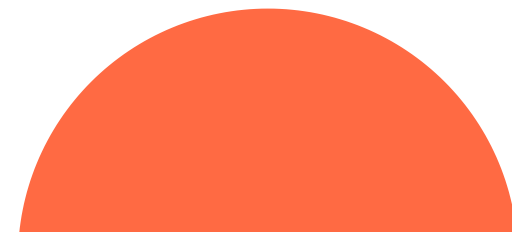
students, Land lords, agents, interior desiners, movers, buiness and family people





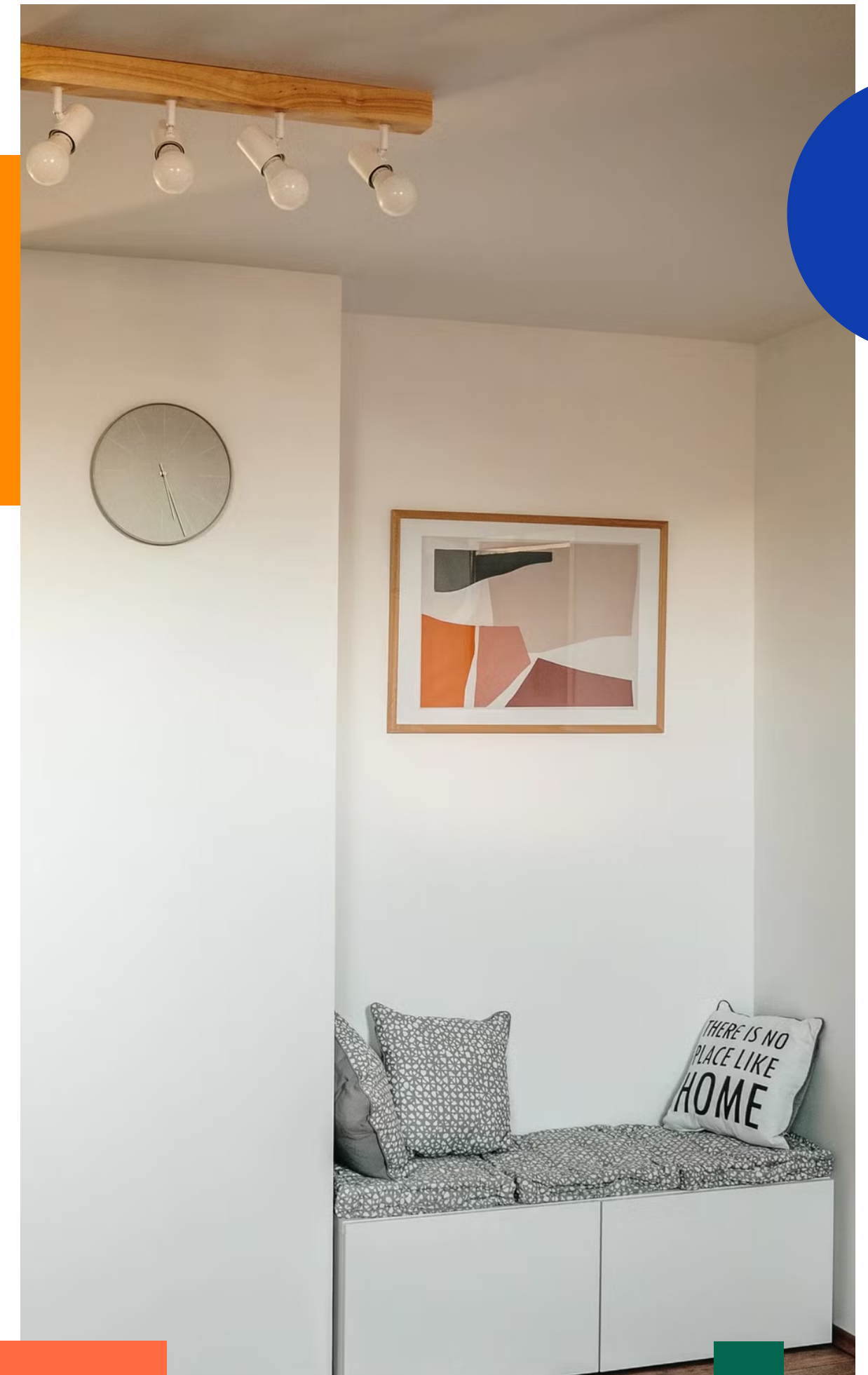
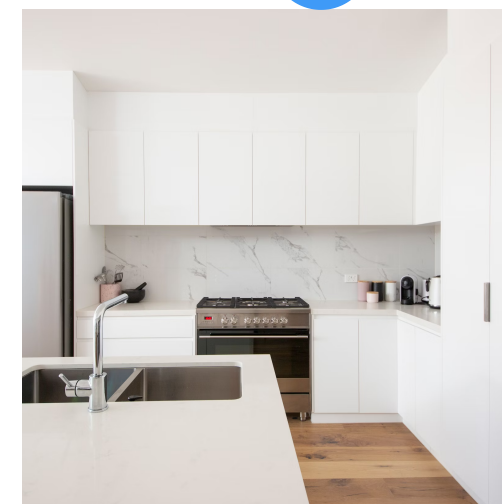
# The Solution

TIME TO SHOW WHY YOUR PRODUCT OR SERVICE IS THE ANSWER



# The solution

**Phina AI** is an innovative app designed to revolutionize the way people search for housing. It combines cutting-edge **artificial intelligence (AI)** technology with user-friendly interfaces to provide personalized recommendations for home seekers.





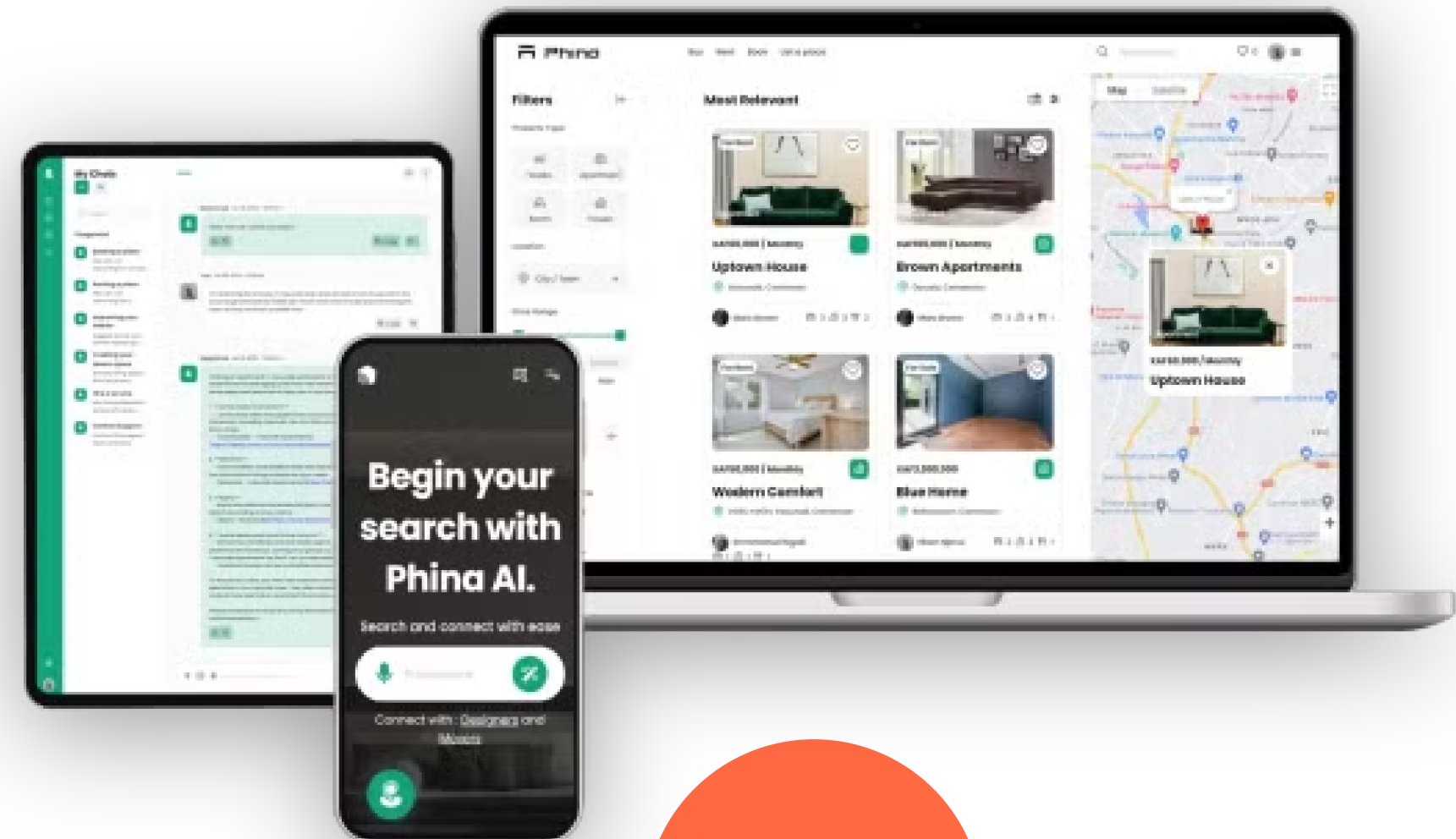
# Features and Benefits

**Voice Search:** Users can simply speak their preferences, such as location, budget, and desired amenities, and Phina AI will find relevant listings.

**Chatbot Assistance:** Phina AI's chatbot interacts with users, answering questions, providing property details, and assisting with the entire home search process.

**Image Search:** Users can upload photos of their dream home or specific features they want, and Phina AI will analyze the images to match them with available properties.

**Connect:** Phina AI connects users with interior designers to create personalized spaces, and it also recommends reliable transport services for smooth moves.



# The Competition

01

## AIRBNB

Travelers can choose from traditional homes to unique properties. Airbnb dominates the vacation rental market, offering a diverse range of listings worldwide. Travelers can choose from traditional homes to unique properties.

02

## BOOKING.COM

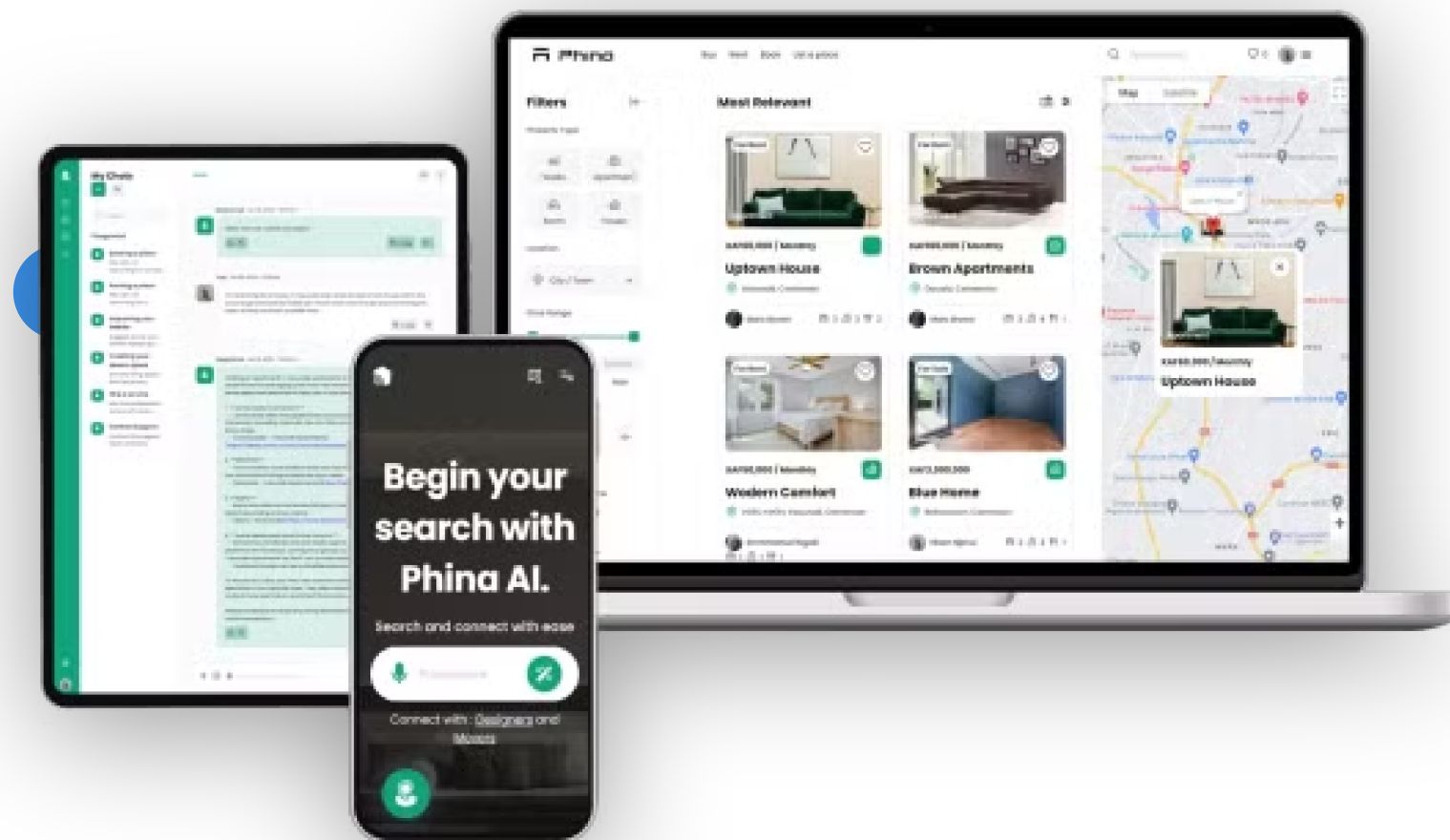
Globally recognized for its vast array of accommodations, Booking.com extends beyond hotels. It also offers vacation rentals, cementing itself as one of the top Airbnb competitors.



# Competitive Advantages

## LIST THE REASONS

- 01 Local Market Understanding
- 02 AI-Powered Personalization
- 03 Never-before-seen AI features
- 04 Efficient Interior Design Connections
- 05 Streamlined Moving Assistance




# Revenue Model



## Premium Subscriptions

Users can opt for premium subscriptions to unlock advanced features like voice and image search within **Phina AI**. These personalized tools enhance the property search experience, making it convenient and efficient



## Transactional Fees



**Phina** charges transactional fees for successful property bookings, rentals, or purchases facilitated through its platform. Whether users find their dream home or invest in real estate, these fees contribute to revenue.



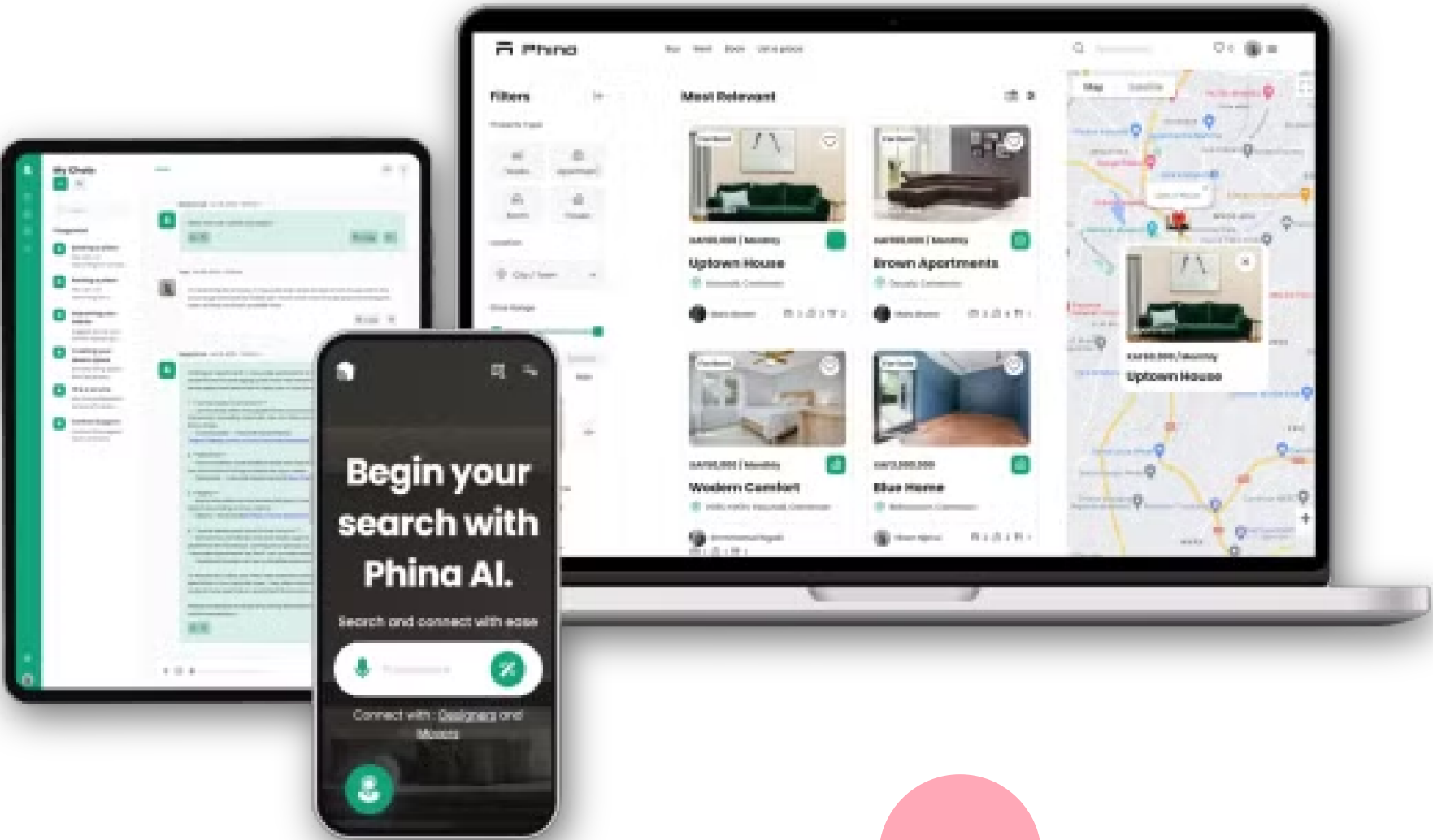
## Advertising Revenue

Hosts can promote their properties on **Phina**, reaching a targeted audience of house seekers. By offering advertising space, **Phina** generates additional income while helping hosts showcase their listings.

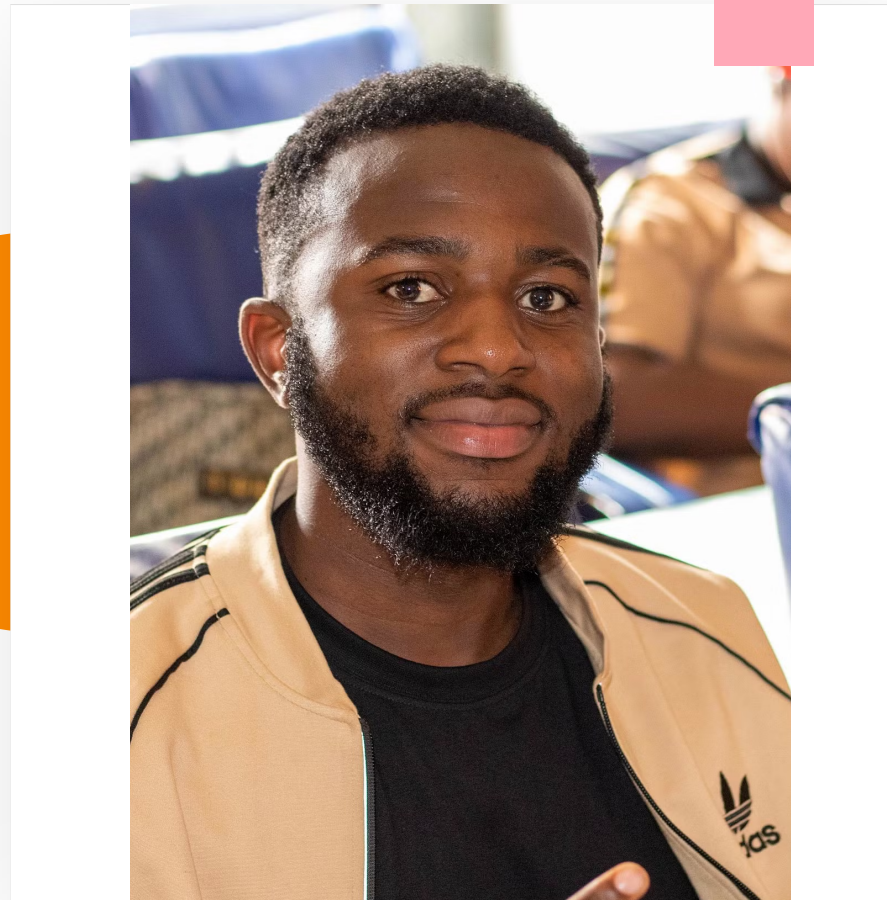


# The Demo

Let's dive into a live demonstration of our MVP and explore the incredible features that Phina has to offer!



# Meet the Team



NIMAMEH NIXON NJENUI

C E O AND FOUNDER

An exceptionally youthful and business-minded individual, skilled in AI development and passionate about solving real-world problems.



# Thank You



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