



30 years of building Brazilian real estate digitally.

Now, the consolidation.

Three validated products. One operating layer for global real estate.
Founder behind Brazil's largest digital real estate case.

PRE-SEED ROUND

USD 2,000,000

SAFE | Cap USD 10–12M | Discount 20%

THE THESIS

Three validated products, one founder, one platform.

Glemo is not a bet on a future market — it is the consolidation of three products already operating, each with documented traction. The platform monetizes from day one and compounds over time.

PRODUCT 1 · LIVE

AI Sales Agent

30,000

interactions/day in production

AI agent replacing real estate sales and relationship teams. Currently deployed at Brazil's largest homebuilder, delivering documented 20x capacity increase and USD 400K/year cost savings for the client.

PRODUCT 2 · LIVE

Cross-Border Brokerage

USD 6M+

GMV intermediated

Qualified buyer flow connecting Brazilian and international investors with verified developers. Active in 6 countries with ~100 partners. Brazil → US corridor growing 33% YoY.

PRODUCT 3 · STRUCTURED

RWA Liquidity Layer

USD 2T+

Brazilian mortgage TAM

Tokenization of private financing contracts in partnership with a leading Brazilian digital bank (50M+ clients). Operating outside the public securities perimeter — validated by specialized legal counsel.

Why this founder, why now, why three fronts.

Operating three product lines simultaneously is rare. For Gleisson Herit, it is the operating model — refined over 30 years and 1,000+ digital projects.

30 yrs

Operating in digital projects since 1996

1,000+

Companies served across multiple sectors

#1

Architected Brazil's largest digital real estate case

USD 1M+

Personally invested in Glemo since 2021

WHY THREE FRONTS IS THE EDGE, NOT THE RISK

The three products share infrastructure, partners, and data. AI insights from the sales agent feed brokerage qualification. Brokerage flow generates contracts that feed the RWA layer. Each new vertical compounds the others — this is a platform, not a portfolio of bets.

The world's largest market is still mostly offline.

USD 290T

Global real estate market — the world's largest asset class

USD 700B+

Annual cross-border transactions, still largely offline

~90%

Of global real estate transactions remain non-digital

Real estate is the largest market on Earth — and the least digital.

Cross-border real estate is slow, fragmented, and analog.

PAIN POINTS

- Multiple intermediaries inflate time, cost, and operational risk
- Manual, fragmented processes with no unified workflow
- Limited transparency for buyers, partners, and regulators
- Real estate companies struggle to adopt AI and operate cross-border at scale
- Mortgage portfolios sit illiquid on bank balance sheets for 20–30 years

14%

of real estate companies have adopted AI

61%

still operate on legacy systems

USD 56B

U.S. cross-border transactions (2024/25)

Four macro forces converging at the same time.

01

Capital outflow from Brazil

Rising tax burden, currency devaluation, and political instability are driving record demand for international real estate. Brazil → U.S. corridor growing ~33% YoY.

02

AI agent inflection

Real estate companies need AI tools to compete but lack distribution. The market is ready — and one vertical AI agent already running shows what scale looks like.

03

RWA window

Private financing contracts can now be tokenized under contractual law — outside the public securities perimeter. Validated by specialized legal counsel: a defensible window most players have not seen.

04

Banking partner ready

A leading Brazilian digital bank with 50M+ clients has joined the platform as technology and structuring partner — turning a roadmap into a working product.

AI Sales Agent: replacing entire relationship teams.

A vertical AI agent built for real estate sales and customer relationship — handling lead qualification, follow-up, and conversion at human-equivalent quality, 24/7.

PRODUCTION PROOF — DEPLOYED AT BRAZIL'S LARGEST HOMEBUILDER

30,000

interactions / day

in active production

USD 400K

annual savings

documented for the client

20×

capacity increase

vs. previous human team

THE OPPORTUNITY

A typical Brazilian real estate sales operation costs USD 150–300K/year in personnel. The AI agent delivers 80%+ of the function at 10–20% of the cost — a payback of 1–3 months for the client. Replicating to 100 mid-sized clients = USD 3–5M ARR potential, on top of the USD 200K already running.

Cross-border brokerage: the Brazil → U.S. corridor.

Glemo connects qualified Brazilian buyers with verified developers in the U.S., UAE, and beyond — running on a BI-driven lead qualification engine with proven conversion economics.

USD 6M+

Cumulative GMV intermediated

~100

Active partners (BR / US / UAE)

4

Countries with active operations

+33%

YoY growth, BR → US corridor

ANCHOR PARTNERSHIP

Partnership with Brazil's largest homebuilder — ~8,000 unit/year inventory accessible through Glemo. Revenue potential at full ramp: up to USD 8M/year from this single partnership.

Note: USD 6M+ refers to GMV intermediated through Glemo, not net company revenue.

RWA liquidity for private financing contracts.

Glemo brings liquidity to a USD 2T+ Brazilian mortgage portfolio that today sits illiquid on bank balance sheets — by tokenizing private financing contracts under contractual law, outside the public securities perimeter.

REGULATORY EDGE

Private contracts only

Operating under contractual law, not securities law. Validated by specialized legal counsel. Most RWA platforms cannot make this claim.

INFRASTRUCTURE

Bank-anchor model

Glemo operates the market and brand. The bank partner provides technology, security, and blockchain infrastructure. Capex risk drastically reduced.

GO-TO-MARKET

Multi-bank platform

Onboarding additional banks (Brazil, Dubai, US) with per-transaction fee model. Revenue scales multiplicatively as new banks plug in.

Pilot launch estimated Q1 2027 · Revenue model: per-transaction fee on tokenized contracts

Anchor partners in place across every vertical.

BUILDER

Brazil's largest homebuilder

AI Sales Agent deployed in production (30K interactions/day). Anchor brokerage partnership: ~8,000 unit/year inventory accessible. Identity disclosed in advanced diligence under NDA.

BANKING

Leading Brazilian digital bank

50M+ clients in Brazil, 2M+ in the U.S. RWA platform technology and infrastructure partner. Glemo operates the market; the bank operates the technology stack. Identity disclosed in advanced diligence.

NETWORK

100+ Partners worldwide

80+ developer and brokerage partners in Brazil, 20+ active partners across key U.S. destinations, 2 strategic partners in the UAE — with expansion to Canada, Australia, and additional GCC markets underway.

Partner identities are disclosed under NDA in advanced diligence — standard for institutional-grade partnerships.

Three revenue engines, one compounding platform.

Each product monetizes independently. Together, they share lead flow, partner network, and data — increasing ARR per partner over time.

AI AGENT

SaaS subscription

PRICING

USD 10–30K / client / yr

AI Sales Agent recurring license. Validated unit economics (1–3 month payback).

BROKERAGE

Transaction commissions

PRICING

2–3% / closed deal

Cross-border brokerage on qualified buyer transactions. MRV anchor + corridor expansion.

MARKETPLACE

Recurring SaaS + share

PRICING

Per-app fee + dev split

Companion apps in the marketplace — built around the AI Agent flagship.

RWA (Q1 2027)

Per-transaction fee

PRICING

Bps on tokenized volume

Fee on each tokenized contract operation. Multi-bank fan-out structure.

How USD 700K in sales spend converts into revenue.

Volume-anchored model. RWA layer additive at year-1 post-launch (Q1 2027). Fourth column shows compounding effect of lead reactivation in Y2.

CONSERVATIVE	BASE	AGGRESSIVE	BASE + REACTIVATION <i>Y2 compounding effect</i>
BUDGET ALLOCATION (24-MO) Media: USD 640K AI CAC: USD 60K	BUDGET ALLOCATION (24-MO) Media: USD 600K AI CAC: USD 100K	BUDGET ALLOCATION (24-MO) Media: USD 575K AI CAC: USD 125K	ADDITIONAL SPEND USD 0 · Reactivates existing pipeline
BROKERAGE · 100 U/MO Closed transactions/yr: 1K Avg ticket: USD 70K GMV intermediated: USD 84.0M × 2.5% commission Incremental GMV: USD 50.0M	BROKERAGE · 160 U/MO Closed transactions/yr: 2K Avg ticket: USD 80K GMV intermediated: USD 153.6M × 2.5% commission Incremental GMV: USD 50.0M	BROKERAGE · 220 U/MO Closed transactions/yr: 3K Avg ticket: USD 120K GMV intermediated: USD 316.8M × 2.5% commission Incremental GMV: USD 50.0M	REACTIVATION FUNNEL · Y2 Y1 non-closed meetings: 46K × 20% reactivation rate: 9K × 8% warm conv (2× cold): 737 Avg ticket × commission: USD 80K × 2.5% Incremental GMV: USD 50.0M
BROKERAGE REVENUE ROAS 3.3× USD 2.1M	BROKERAGE REVENUE ROAS 6.4× USD 3.8M	BROKERAGE REVENUE ROAS 13.8× USD 7.9M	INCREMENTAL REVENUE <i>zero new spend</i> USD 1.5M
AI AGENT · 12 → 24 CLIENTS USD 48K/yr · LTV/CAC 46× USD 1.2M <small>ARR Y2</small>	AI AGENT · 20 → 40 CLIENTS USD 48K/yr · LTV/CAC 46× USD 1.9M <small>ARR Y2</small>	AI AGENT · 25 → 55 CLIENTS USD 48K/yr · LTV/CAC 46× USD 2.6M <small>ARR Y2</small>	AI AGENT · Same as base <i>Reactivation effect applies to brokerage funnel only</i>
RWA · Y1 POST-LAUNCH Banks × contracts/mo: 6 × 10 Total contracts/yr: 720 × avg USD 100K GMV: USD 72.0M × 0.5% FEE: USD 360K/yr	RWA · Y1 POST-LAUNCH Banks × contracts/mo: 12 × 15 Total contracts/yr: 2K × avg USD 100K GMV: USD 216.0M × 0.5% FEE: USD 1.1M/yr	RWA · Y1 POST-LAUNCH Banks × contracts/mo: 30 × 20 Total contracts/yr: 7K × avg USD 100K GMV: USD 720.0M × 0.5% FEE: USD 3.6M/yr	RWA · Same as base 12 banks × 15 contracts/mo <i>Reactivation does not affect RWA layer (separate revenue)</i> USD 1.1M/yr
Y2 TOTAL REVENUE USD 3.6M	Y2 TOTAL REVENUE USD 6.8M	Y2 TOTAL REVENUE USD 14.2M	Y2 TOTAL + REACTIVATION USD 8.3M

Volume-anchored model. AI Agent USD 48K/yr × USD 5K CAC. RWA: 0.5% fee. Reactivation: 20% of non-closed Y1 meetings × 2× warm conversion. Profit reinvestment effects not modeled.

Four years building. This is what is live today.

30K

AI agent interactions/day

USD 6M+

GMV intermediated in property sales

~100

active partners (BR / US / UAE)

USD 1M+

founder capital invested since 2021

8

AI applications deployed in production

4

countries with active operations

USD 400K

annual savings delivered to flagship client

11

digital specialists on the team

Note: USD 6M+ refers to cumulative GMV (transacted volume) intermediated through Glemo, not net company revenue.

Hybrid Web2 + Web3: revenue today, scale tomorrow.

Glemo's architecture is engineered to lower adoption risk for traditional partners while preserving upside in tokenized infrastructure. Today's revenue funds operations; tomorrow's expansion is additive.

WEB2 — TODAY

Funded operations, real revenue

- AI Sales Agent in production at flagship client
- Cross-border property brokerage in 6 countries
- BI and lead-qualification engine running
- Marketplace with 8 deployed applications

WEB3 — Q1 2027+

Liquidity, governance, network effects

- RWA layer: tokenized private financing contracts
- Bank-anchor model with multi-bank expansion
- gO token: governance and developer incentives
- Operating outside public securities perimeter

Optional Web3 layer for incentives, governance, and network effects.

The token layer is optional and designed to support ecosystem coordination, developer growth, and long-term value creation. The core platform operates and monetizes independently of the token.

Ecosystem governance

Aligning stakeholders and guiding platform evolution, including the RWA module.

Developer incentives

Accelerating dApp adoption and marketplace innovation through aligned rewards.

Long-term value creation

Token utility tied to marketplace activity and engagement; not a substitute for revenue.

24-month execution plan: 2026 — 2027.



USD 2M pre-seed, SAFE. Ignition capital with year-1 payback.

ROUND TERMS

Round size	USD 2,000,000
Instrument	SAFE
Valuation cap	USD 10–12M
Discount	20%
Lead investor	Open
Use of funds	Sales, team, infrastructure

WHY THIS ROUND

Ignition capital, not survival capital

- Three products with documented traction
- Year-1 EBITDA covers the entire round
- Anchor partners in builder + bank already in place
- Founder USD 1M+ already invested since 2021
- **Cap deliberately conservative — for traction round**

How USD 2M is deployed over 24 months.

50%	USD 1M	Team	Scaling the 11+ specialist team across engineering, AI, partnerships, and Web3.
35%	USD 700K	B2B / B2C Sales & Marketing	AI Agent client acquisition + Brazil → US corridor expansion.
5%	USD 100K	Infrastructure & Software	Platform reliability, scalability, and AI tooling infrastructure.
5%	USD 100K	Digital & Institutional Marketing	Brand presence, PR, and institutional positioning.
5%	USD 100K	Events & Cash Buffer	Conferences, partnership events, and operating reserve.

Path to USD 100M valuation and year-1 capital payback.

USD 8M+

Annualized revenue Y2
(base + reactivation)

~60%

EBITDA margin
(transaction + SaaS mix)

USD 5M

Annual EBITDA Y2
covers round 2.5x

20x

EBITDA multiple
applied to projection

PROJECTED COMPANY VALUATION

USD 100M

**~10x upside on equity
+ 12-month capital payback**

Note: Base scenario with lead reactivation effect. Aggressive scenario implies USD 14M+ Y2 revenue and ~USD 170M valuation. Token-related upside treated separately and non-core to the equity thesis.

The long game: billion-dollar trajectory.

Glemo's three-product architecture compounds revenue and data over time. The 48-month horizon assumes successful AI Agent scale-up, multi-bank RWA expansion, and continued cross-border growth.

USD 45M

Annualized revenue
(48-month run-rate)

~70%

Profit margin
at scale

USD 250M

Token FDV
(estimated, optional upside)

USD 1B+

Long-term
valuation target

WHAT WE BUILD AI Agent vertical leadership · Multi-bank RWA platform · Global brokerage corridor · Real estate operating system

Gleisson Herit: 30 years executing in parallel.

FOUNDER & CEO

Gleisson Herit

Digital projects specialist since 1996. 1,000+ companies served across multiple sectors.

Architect of Brazil's largest digital real estate case (MRV) — defined how digital sales operate in Brazilian housing for 20+ years.

Track record of leading dozens of complex projects in parallel — the operating model behind running three product lines simultaneously.

USD 1M+ personally invested in Glemo since 2021 — meaningful skin in the game.

CURRENT TEAM

11 digital specialists

Engineering, marketing, partnerships, AI, and Web3 — assembled since 2021. Shipped 8 production AI applications across 6 countries.

LEGAL STRUCTURE

BR · US · BVI

Fully established legal entities — enabling compliant cross-border operations and future tokenization activity. Validated by specialized legal counsel.

LET'S BUILD

Be early in the consolidation of global real estate's operating layer.

Gleisson Herit

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