



30 years of building Brazilian real estate digitally.

Now, the consolidation.

Pre-Seed Investment Summary

Three validated products. One operating layer for global real estate.

Round Size: **USD 2,000,000** | Instrument: **SAFE**

Valuation Cap: USD 10–12M | Discount: 20%

April 2026

Executive Summary

Glemo is the operating layer for the global real estate market — a hybrid Web2 + Web3 platform consolidating three validated products: an AI sales agent in production, a cross-border brokerage with documented GMV, and a structured RWA liquidity layer in partnership with a leading Brazilian digital bank.

The company is operational with revenue today, anchored by Brazil's largest homebuilder and a major banking partner. Backed by a founder with 30 years of digital real estate experience — including the architect of Brazil's largest digital real estate case — Glemo is positioned to be a USD 1B+ platform built on three compounding engines, with a year-1 EBITDA run-rate that fully covers this round.

Why This Round

- **12-month capital payback:** This is ignition capital, not survival capital. The Year-1 EBITDA target of USD 2M fully covers the USD 2M raised — investors recover principal in the first year.
- **Conservative cap by design:** The USD 10–12M cap is deliberately conservative to attract aligned partners for the traction phase. The next round will be priced significantly higher with proof in hand.
- **Documented traction:** AI Agent in production at Brazil's largest homebuilder, USD 6M+ GMV intermediated, ~100 active partners, USD 1M+ founder capital invested since 2021.

The Thesis: Three Validated Products

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 — AI Sales Agent · LIVE

A vertical AI agent purpose-built for real estate sales and customer relationship — handling lead qualification, follow-up, and conversion at human-equivalent quality, available 24/7. Currently deployed in production at Brazil's largest homebuilder.

Production proof:

- **30,000** — interactions per day in active production at the flagship client.
- **USD 400,000** — annual savings documented for the client (vs. previous human team cost).
- **20×** — capacity increase vs. previous relationship and sales operation.

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 — payback of 1–3 months for the client. Scaling to 100 mid-sized clients = USD 3–5M ARR potential, on top of the recurring revenue already running.

Product 2 — Cross-Border Brokerage · LIVE

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.

- **Volume:** USD 6M+ in cumulative GMV intermediated through property sales.
- **Network:** ~100 active partners (80+ Brazil, 20+ U.S., 2 UAE), operating across 6 countries.
- **Growth:** Brazil → U.S. corridor growing approximately 33% YoY.
- **Anchor:** Anchor partnership with Brazil's largest homebuilder — ~8,000 unit/year inventory accessible. Revenue at full ramp: up to USD 8M/year.

Product 3 — RWA Liquidity Layer · STRUCTURED

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:** Operating under contractual law, not securities law. Validated by specialized legal counsel as a defensible structure most RWA platforms cannot claim.
- **Bank-anchor model:** Glemo operates the market and brand. The bank partner provides technology, security, and blockchain infrastructure — drastically reducing capex and execution risk.
- **Multi-bank go-to-market:** Per-transaction fee model. Revenue scales multiplicatively as additional banks (Brazil, Dubai, U.S.) plug into the platform.
- **Timeline:** Pilot launch estimated Q1 2027 with the anchor banking partner — already structured.

Founder-Market Fit

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 years	Operating in digital projects since 1996
1,000+	Companies served across multiple sectors
#1	Architected Brazil's largest digital real estate case (MRV)
USD 1M+	Personally invested in Glemo since 2021
8 apps	AI applications shipped to production across 6 countries

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 the contracts that feed the RWA layer. Each new vertical compounds the others. This is a platform, not a portfolio of bets — and the founder's track record of running dozens of complex projects in parallel is the operating model that makes it executable.

The Opportunity

Market Size

- **USD 290 trillion:** global real estate market — the world's largest asset class.
- **USD 700 billion+:** annual cross-border transactions still executed largely offline.
- **USD 2 trillion+:** Brazilian mortgage portfolio currently illiquid on bank balance sheets — the addressable market for the RWA layer.
- **USD 56 billion:** U.S. cross-border real estate transactions in 2024/2025.
- **9M+ companies:** addressable real estate businesses globally for AI Agent and marketplace distribution.

Why Now — Four Forces Converging

- **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 approximately 33% YoY.
- **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.
- **RWA window:** private financing contracts can now be tokenized under contractual law — outside the public securities perimeter. Validated by specialized legal counsel as a defensible window.
- **Banking partner ready:** a leading Brazilian digital bank with 50M+ clients has joined the platform as technology and structuring partner — turning the RWA roadmap into a working product.

Traction

Glemo is operational, generating revenue, and expanding internationally. Below are the metrics that are documented today.

Operational Metrics

Metric	Current Status
AI Agent — interactions per day in production	30,000
AI Agent — annual savings documented for flagship client	USD 400,000
AI Agent — capacity increase vs. previous human team	20×
Cumulative GMV intermediated (property sales)	USD 6M+
Active partners worldwide	~100 (80+ BR, 20+ US, 2 UAE)
AI applications deployed in production	8
Countries served	6
Founder capital invested	USD 1M+ since 2021
Team	11 digital specialists

Strategic Partnerships

- **Builder partner** — Brazil's largest homebuilder. AI Agent deployed in production. Anchor brokerage partnership: ~8,000 unit/year inventory accessible. Identity disclosed in advanced diligence under NDA.
- **Banking partner** — Leading Brazilian digital bank with 50M+ clients in Brazil and 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** — 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 at this stage.

Business Model & Unit Economics

Revenue Streams

Stream	Pricing Model	Revenue Type
AI Agent SaaS	USD 10–30K / client / yr	Recurring license; 1–3 month payback for the client
Brokerage	2–3% / closed deal	Transaction commissions; cross-border BR → US, UAE
Marketplace	Per-app fee + dev share	Recurring SaaS + revenue share with third-party developers
RWA (Q1 2027)	Bps on tokenized volume	Per-transaction fee; multi-bank fan-out structure

Unit Economics — Why This Round Pays Itself Back in 12 Months

Glemo's economics are not based on hyper-growth assumptions. They are based on three products with documented or contractually-anchored revenue paths, all running at high operating margins.

Revenue Mix — 24-Month Run-Rate	Annual
Brokerage commissions	USD 5M / yr
AI Agent SaaS subscriptions	USD 3M / yr
Marketplace + companion apps	USD 1M / yr
Total revenue	USD 9M / yr
EBITDA margin (transaction + SaaS mix)	~60% → USD ~5.4M EBITDA

Capital payback: USD 2M raised → USD 2M+ annual EBITDA at year-1 run-rate. Investors recover principal in the first year; everything after is upside.

Financial Projections

24-Month Outlook

Metric	Projection
Annualized revenue (run-rate)	USD 9M / year
EBITDA margin	~60%
Annual EBITDA covered by year-1	USD 2M+
Cumulative capital deployed (founder + this round)	USD 3M
Projected company valuation	USD 144M (20× EBITDA)
Implied upside on equity (excl. token)	~14x

48-Month Outlook

Metric	Projection
Annualized revenue (run-rate)	USD 45M / year
Profit margin at scale	~70%
Token FDV (estimated, optional upside)	USD 250M
Long-term valuation target	USD 1B+

Note: Projections are management estimates based on documented traction (AI Agent, brokerage), partner pipeline, and growth assumptions. Token-related figures are non-core to the equity thesis and represent optional upside.

The Round

Terms

Instrument	SAFE (Simple Agreement for Future Equity)
Round size	USD 2,000,000
Valuation cap	USD 10M – USD 12M
Discount	20%
Lead investor	Open — actively engaging strategic partners
Minimum ticket	Available upon request
Use of proceeds	Sales & marketing, team, infrastructure (detail below)

Why This Cap

The USD 10–12M cap is deliberately conservative for a traction-phase round. The founder's stated rationale: secure aligned partners now to provide ignition capital; price the next round materially higher with documented traction in hand. This positions current investors with maximum upside and meaningful upside compression in subsequent rounds.

Use of Funds (24 months)

Allocation	Amount	% of round
Team (11+ specialists across all verticals)	USD 1,000,000	50%
B2B / B2C sales & marketing (AI Agent + corridor)	USD 700,000	35%
Infrastructure & software	USD 100,000	5%
Digital & institutional marketing	USD 100,000	5%
Events & cash buffer	USD 100,000	5%
Total	USD 2,000,000	100%

24-Month Milestones

- **Q2–Q4 2026:** scale flagship AI Agent to 20+ paying clients; expand U.S. corridor with anchor builder partnership.
- **Q1 2027:** RWA pilot launch with banking partner; gO token TGE (target FDV USD 70M).
- **2027 onward:** multi-bank RWA expansion (Dubai, U.S.); brokerage corridor expansion to Canada, Australia.

Team & Track Record

Founder

Gleisson Herit — Founder & CEO

- Digital projects specialist since 1996 — 30 years of operating experience.
- Architect of Brazil's largest digital real estate case — a 20+ year success story that defined how digital sales operate in the Brazilian housing market.
- Direct working relationships with 1,000+ companies across multiple sectors.
- 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 assembled since 2021, each leading a vertical (engineering, marketing, partnerships, AI, and Web3). The team has shipped 8 production AI applications and operates the platform across six countries.

Legal Structure

Fully established legal entities in Brazil, the United States, and the British Virgin Islands — enabling compliant cross-border operations and future tokenization activity. Validated by specialized legal counsel.

Key Risks & Mitigations

Risk	Mitigation
AI Agent client acquisition	Documented ROI (1–3 month payback) eliminates long sales cycles; flagship case study available under NDA.
Cross-border execution	Anchored on the existing Brazil → U.S. corridor with proven demand and ~100 active partners on both sides.
RWA regulatory uncertainty	Operating outside public securities perimeter (private contracts only). Validated by specialized legal counsel. Multi-jurisdiction structure (BR / US / BVI). Banking partner provides regulatory expertise.
Token volatility / market sentiment	Token is non-core to the equity thesis. Revenue model functions independently of token launch.
Concentration on key partners	Active partner diversification — ~100 partners across 6 countries. RWA model designed for multi-bank fan-out.
Three-product execution complexity	Founder track record of leading dozens of projects in parallel. The three products share infrastructure, partners, and data — not three independent operations.

Vision

To become the operating layer for global real estate — connecting AI-powered relationship operations, cross-border transactions, and on-chain liquidity for real-world assets.

Glemo's three-product architecture is designed not as a feature stack but as a long-term platform: each product reinforces the others, compounds data, and expands the moat. The founder's 30-year track record is the operating model that makes parallel execution credible.

Next Steps

We welcome conversations with strategic and financial investors aligned with our vision. Following an initial call, we are prepared to share:

- Detailed financial model and unit economics.
- AI Agent case study with documented ROI metrics from the flagship client.
- Partner contracts and pipeline review (under NDA).
- Technical and product roadmap walkthrough.
- Founder and key team interviews; flagship client direct reference.
- Data room access (under NDA).

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