About Us

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1. Founder Journey

All three founders of Moea come from strong backgrounds in the real estate sector, equipping us with deep insights into the industry's pain points and opportunities.

Ali Mahdavi, our Founder and CEO, leveraged over six years as a top 10% national real estate agent with Berkshire Hathaway HomeServices. Although successful and leading a team, Ali found the traditional role of real estate agents creatively limiting and ripe for innovation. Inspired to reshape this industry, Ali embarked on a self-taught journey in design and coding. Over two years, he developed Moea's MVP, establishing vital partnerships and building a robust leadership team to drive the platform's growth and vision.

Joel VanderVeur, our co-founder, COO and CLO, brings a wealth of experience as a licensed real estate attorney. Having worked with major real estate law firms and running his own practice, Joel's legal expertise is crucial in navigating the complex regulatory landscapes of real estate transactions, ensuring Moea adheres to industry standards while innovating user experiences.

Mohammed Reza, our co-founder, and CFO, combines his experience as a mortgage lender with his financial acumen from his current role at Narwhal Capital Management. His insights into financial structuring and capital management are vital in shaping Moea's economic strategies and ensuring financial sustainability.

Together, our firsthand experiences and frustrations with traditional real estate processes highlighted a significant market need for a streamlined, tech-driven home buying experience. Moea addresses these industry gaps by eliminating unnecessary intermediaries, reducing transaction times, and providing a seamless, integrated service that modern home buyers and sellers seek. Our team's domain expertise not only informs our product's design and functionality but also assures potential users and investors of our deep understanding and commitment to revolutionizing real estate.

Who writes the code?

Our CEO, Ali Mahdavi, who is the original founder of Moea, created all UI/UX, wire framing, coded the entire project frontend/backend/database, from scratch surpassing the MVP development stage, sourced all 3rd party API contracts, AI development, tech stacks and set an incredible foundation moving forward. Additionally, Ali created our website https://moea.com.

2. Get to know Moea

Moea's Starting Point:

The concept for Moea, (Making Offers Everywhere Anytime), originated four years ago. On May 12th, 2022, we initiated the UI/UX creation process, a journey that spanned one year and included extensive learning phases tailored to our design needs. Development began in March 2023, involving not only coding but also the architecture of frameworks and deep dives into necessary technologies.

Our CEO, the founder, has been dedicated full-time for the past two years with a minimum of 12hrs a day 7 days a week, driving the project forward and overseeing all major decisions. Meanwhile, our two co-founders have contributed significantly, engaging on a flexible basis to address essential tasks and fulfill specific requirements as needed.

Moea's Solution:

Moea aims to modernize the home buying experience through our innovative mobile platform that integrates all aspects of the home buying journey into a single, user-friendly application. Our product, Moea, simplifies finding and purchasing a home by combining advanced property search, offer creation & management, transaction handling, and educational resources into one seamless ecosystem.

At its core, Moea allows users to search for homes using a sophisticated interface powered by GPT, which supports conversational natural language queries, and offers detailed insights into properties and neighborhoods. Users can create offers directly within the app and manage the entire transaction process through their Homelab and our dedicated portals for seller agents. This includes submitting offers, receiving responses, and handling all aspects of the transaction right up to the closing table.

Additionally, Moea offers both virtual and in-person tour scheduling, applying for a Moea Approval to get an estimate as to what they may get approved for, connecting with mortgage lenders, real estate news, and Moea Learn—an educational suite that demystifies the home buying process. Central to our platform is the Moea Helper, an AI-driven assistant that provides real-time guidance, manages scheduling, and assists in transaction management, reducing the need for traditional real estate agents. Utilizing our tech stacks, we have integrated STT/TTS to allow the user to converse with their Moea Helper face to face and activate 'Quest Mode' while on the go to promote hands-free home searching on the road.

Our vision is to empower home buyers with all the tools they need for a simplified, remove the heavy necessity for buyers requiring a real estate agent, provide a modern home buying experience, directly from their mobile devices, making Moea the future of real estate transactions.

Location:

Our decision to establish Moea in Atlanta, GA, was a strategic approach. We are aiming to capitalize on one of the fastest-growing states in the country, that is highly receptive to new trends. This region is often chosen for the trial of innovative real estate services due to its dynamic market and alignment with high population growth. Furthermore, our established agreements and partnerships with MLSs and data providers in Georgia provide a solid foundation for launching Moea. Atlanta's location also facilitates rapid expansion to neighboring and other highly populated states, positioning us ideally for scalable growth.

Meet your Moea helper:

Meet Moea Helper, our AI-powered assistant designed to redefine and simplify the home buying journey. With direct access to extensive MLS property databases, Moea Helper empowers users to efficiently search and identify potential homes. Equipped with speech-to-text and text-to-speech capabilities, it not only communicates fluidly but also animates and interacts during conversations, bringing a dynamic and engaging element to every interaction.

Moea Helper utilizes advanced GPT products to process prompts quickly, offering real-time assistance and guidance. Its capabilities extend across multiple use cases—from scheduling property tours and managing offers, to providing detailed insights about neighborhoods. A standout feature, Quest-Mode, allows for hands-free home searching while driving, ensuring safety and convenience are never compromised.

With various AI-driven chat interfaces integrated throughout the app, Moea Helper streamlines the entire process, from initial search to closing, minimizing the need for traditional real estate agents.

Our vision for Moea Helper is to continually evolve and offer unprecedented support, aiming to become the primary resource for home buyers, potentially replacing the need for a buyer's agent with superior, efficient AI-driven assistance.

Learn more at: https://moea.com/moea-helper/

3. **How Moea Differs**

Competitors:

Moea operates in a space where several platforms offer partial solutions to the home buying process, but none encompass the entire journey like we do. Key players in this domain include Zillow, Redfin, Realtor.com, Opendoor, and Homes.com. Each of these platforms typically supports the initial steps of home buying—property search and initial contact with real estate professionals. Beyond that, the user's journey becomes fragmented and heavily dependent on traditional processes.

Unlike these competitors, Moea integrates the full spectrum of home buying—from property search, tours, and offer submission right through to closing—into a seamless, unified platform. This eliminates the typical discontinuities faced by home buyers today and drastically reduces the reliance on multiple intermediaries.

Differentiation in Business Models:
- Zillow generates revenue primarily through advertising, including Zillow Premiere Agent memberships and mortgage leads. Their model is heavily reliant on engaging agents and not directly facilitating transactions.

- Redfin and Realtor.com are similar, focusing on property listings and connecting users with agents rather than being transaction-centric. They too rely on traditional revenue streams like agent referrals and service connections.
Moea's Unique Approach:

- Moea diverges sharply by focusing on transaction closure rather than mere leads or referrals. Our revenue model is built around the completion of sales, where we also offer to return 1% of the purchase price to the buyer at closing—a strong incentive that enhances customer loyalty and satisfaction.

- Our platform minimizes the need for a buyer's agent. While users have the option to engage with partnered agents, they can also choose to handle the

entire purchase process directly through Moea, leveraging our advanced, AI-powered tools and services.

Through features like the Moea Helper, "our AI assistant", we offer a modernized, highly interactive experience that guides users every step of the way, which is a radical departure from the century-old traditional processes still used by our competitors.

In summary, while our competitors focus on the initial stages of home buying, Moea provides a comprehensive solution that spans the entire process. We understand that today's home buyers seek efficiency, transparency, and autonomy—needs that current platforms do not fully address. Moea is designed to meet these needs by transforming and simplifying the home buying experience, making it a single, streamlined journey from search to close.

The beauty of Moea is, none of the competitors could imitate our model without completely breaking their model, due to their revenue models being built around the necessity of real estate agents.

Our Revenue Streams:

Moea's revenue model capitalizes on multiple streams, designed to optimize the efficiency and cost-effectiveness of the home buying process:

1. **Transaction Fees:** We charge a 1.5% fee on the sale price when users choose to create offers directly in the app through our Homelab. This eliminates the need for a buyer's agent by routing offers via Moea Homes LLC. The offer is then submitted to the seller, reflecting the user's offer but stipulating a 1.5% fee to Moea at closing. Moea acts as the coordinator between both parties to secure a binding agreement, which is then assigned to the buyer. This approach reduces legal complexities and commission costs, saving money for both buyers and sellers. By default, buyers receive 0.5% back in Moea credits at closing, which can increase to 1% if they also use our partnered mortgage and title services. This ensures Moea nets 1% of the purchase price at every closing.

2. **Mortgage Leads**: We generate revenue by providing qualified leads to mortgage lenders, with each lead valued at $240.

3. **In-App Advertising**: We monetize our platform through targeted advertising within the app, which leverages our user base and data analytics to provide value to advertisers.

4. **Joint Ventures**: Forming a joint venture partnership with a title company to facilitate seamless transaction closures, adding another revenue layer, along with a Mortgage Company to provide a suite of services equivalent to .4% of the sales price.

5. **Partnered Agent Referrals**: Our partnered agents referral program incentivizes real estate agents to direct buyers to Moea, for which we receive referral fees.

We estimate an initial annual revenue of $18,000,000 based on our conservative business model and the projected transaction volume. As we expand and refine our service offerings, we expect these numbers to grow, reflecting the scaling of our operations and the broadening of our market reach. Upon proceeding with further discussions, we will gladly share our revenue models breakdown.

Strategic Advertising:

Moea leverages a highly strategic advertising strategy that includes traditional, costly paid campaigns in favor of targeted, results-driven methods. Our approach capitalizes on the unique aspects of our platform, which appeals to a broad segment of the population and faces little direct competition. This approach is bolstered by the expertise of our founder and CEO, who brings years of experience in advertising, Google Ads, and Google Analytics.

Our advertising strategy is heavily data-driven, utilizing real-time MLS data integrated with Google Ads. For example, when a new property listing hits the market, our server automatically detects this event. We then dynamically create ads that include detailed property information, such as the street name, city, state, and zip code, using pre-determined keyword phrases tailored to capture relevant search queries at a low cost per click.

Additionally, our comprehensive marketing plan includes the use of eye-catching dynamic ads on social media, a robust SEO strategy, collaborations with influencers, and strategic partnerships, all designed to showcase our distinct offering. This approach not only promotes the Moea app but sells the entire Moea home buying experience.

We plan to allocate approximately 10% of our monthly revenue to advertising, adjusting this figure as necessary to align with strategic goals and market dynamics. Initial promotions will feature compelling incentives like 'Sign up for early access and receive $1,000 towards your next home purchase on Moea,' and 'Save up to 1% of the purchase price at closing.' As we expand into new states, our marketing efforts will scale accordingly, focusing on targeted campaigns to introduce Moea to fresh markets.

4. Tech Stacks

Our robust tech stack is tailored to deliver a comprehensive & responsive home buying experience.

- Frontend: React Native with Expo for cross-platform mobile development.
- Backend: Node.js and Express.js, enhanced with Redis for caching to boost performance.
- Database: MySQL with AWS RDS for reliable, scalable data storage.
- Version Control and Deployment: GitHub for version control, with AWS services for hosting and deployment.

APIs and Integrations:
- Real Estate and Data APIs: Slipstream.HomeJunction, AttomData, SchoolDigger, and Bridge-Interactive for extensive property and school data.
- Mapping and Location Services: Google Maps, Apple Maps, and Google's geolocation for mapping and navigation.
- Communication and Interaction: Twilio for messaging and notifications, Google's STT (Speech-to-Text) and OpenAI's TTS (Text-to-Speech) for interactive AI communications.
- AI and Machine Learning: OpenAI's GPT-4, GPT-4 Turbo, and Assistants API for AI-driven insights and interactions, with GPT-4 Vision Preview for image processing capabilities.
- Additional APIs: Google Places API for location-based services and NewsAPI for real-time news updates.

Our tech stacks have been strategically selected and integrated into our platform to ensure that Moea is equipped with cutting-edge technology to provide a seamless and efficient home buying experience.

5. **Progress**

When did we start?

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Development Progress:

We have successfully progressed past the MVP stage, with most key features operational and exceptional early user feedback driving ongoing enhancements. We are currently focused on completing additional features to ensure our platform fully embodies our vision for a comprehensive home buying experience.

Availability to Public:

Although we have a small group of twenty (20) people testing the products with weekly new versions exported from React Native for new testing versions, the product has not been released out in large scale to the public at this time. We hope to expand to our early-access beta launch in mid-September 2024, which should be approximately 2 months prior to our official launch of Moea. After just 2 weeks of opening the early access sign up to people, we currently have 52 subscribers. We hope to have 5,000+ subscribers by the time we launch the early beta access which we will roll out 100-200 people a day to have access to the beta platform. As an additional

promotion, we are offering $1,000 in Moea Credits towards their first home purchase using Moea.

6. **Fundraising**

We are currently beginning our first formal fundraising round. Until now, the development of Moea has been entirely funded by our Founder and CEO, Ali. Originally, we faced quotes estimating the cost to complete our mobile platform's MVP at $2.5 million. Despite having no prior experience in coding or UI/UX design, Ali's determination and passion drove him to self-teach these essential skills. Through his extraordinary efforts, we successfully bypassed the need for early-stage external funding and achieved the development of the MVP on our own. This approach not only saved significant financial resources but also allowed Ali to tailor the development process closely to our vision, ensuring that Moea was built with a deep personal commitment and precise attention to our goals.

7. Business Entity Information

Registered Entity Name
Moea, Inc.

Registered Entity Address
325 Brannon Road

City
Cumming

State
Georgia

Country/Region
United States

Postal code
30041

Business registration number
92-2994851

DUNS Number
125382011

8. Additional Information & Links

Partners · Microsoft Startup Founders HUB

Video Demo
https://moea.com/introduction/

Additional links

https://moea.com

https://www.crunchbase.com/organization/moea/

https://instagram.com/MoeaApp

https://www.linkedin.com/company/moeahome/