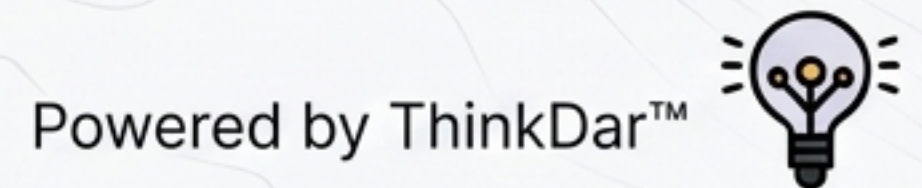


# Shifting the Real Estate Paradigm from Properties to Places

**Know what it's really  
like to live anywhere.**

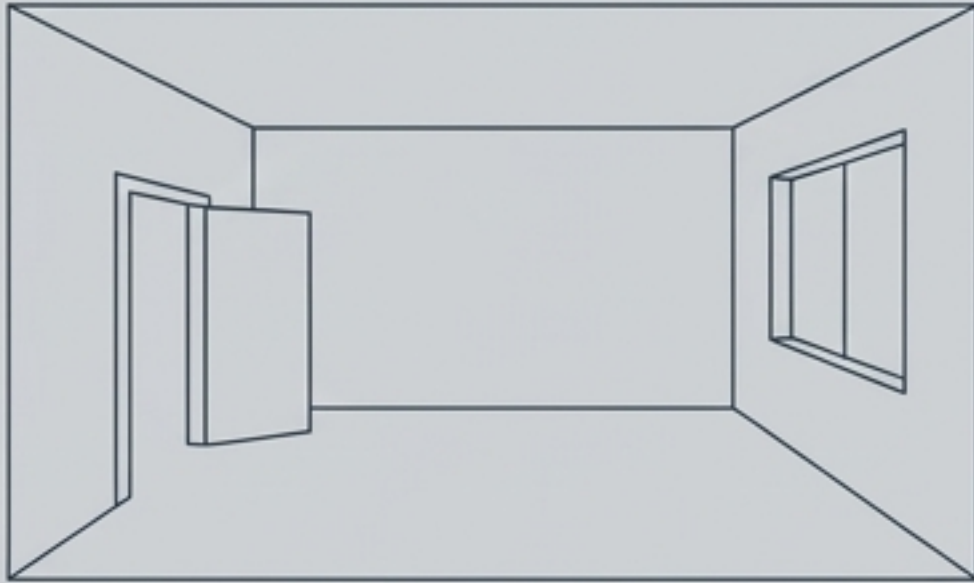
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Introducing Kemedar Life Score™:  
The Neighborhood Intelligence Engine.



## Property Portals Sell Units

What Portals Show



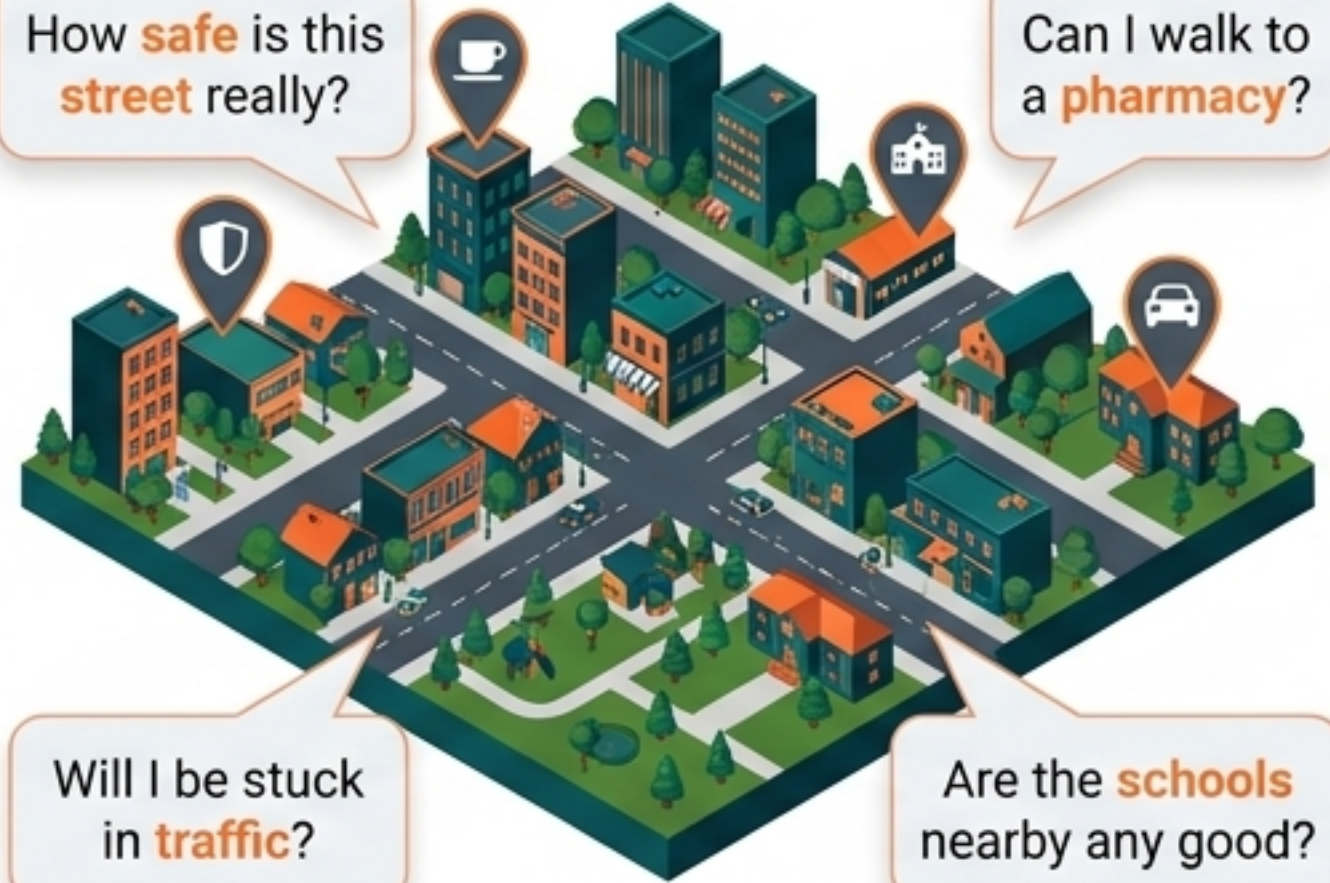
- Price
- Square Meters
- Number of Bedrooms

## People Buy Lifestyles

The Livability Blind Spot

How **safe** is this **street** really?

Can I walk to a **pharmacy**?




Will I be stuck in **traffic**?


Are the **schools** nearby any good?

# Multi-Dimensional Blueprint




 **Data-Driven**

Map APIs, Satellite imagery, and proprietary Kemedar property data.

 **AI-Powered**

ThinkDar™ engine processing millions of structured and unstructured local data points.

 **Community-Verified**

Ground truth continuously validated by local Franchise Owners and verified residents.

 **Walkability**

Access to daily needs on foot.

 **Safety**

Security presence, lighting, community watch

 **Transport**

Metro access, bus lines, road congestion

 **Green Score**

Parks, tree coverage, air quality

 **Noise Score**

Higher = quieter; distance from traffic and industry

 **Connectivity**

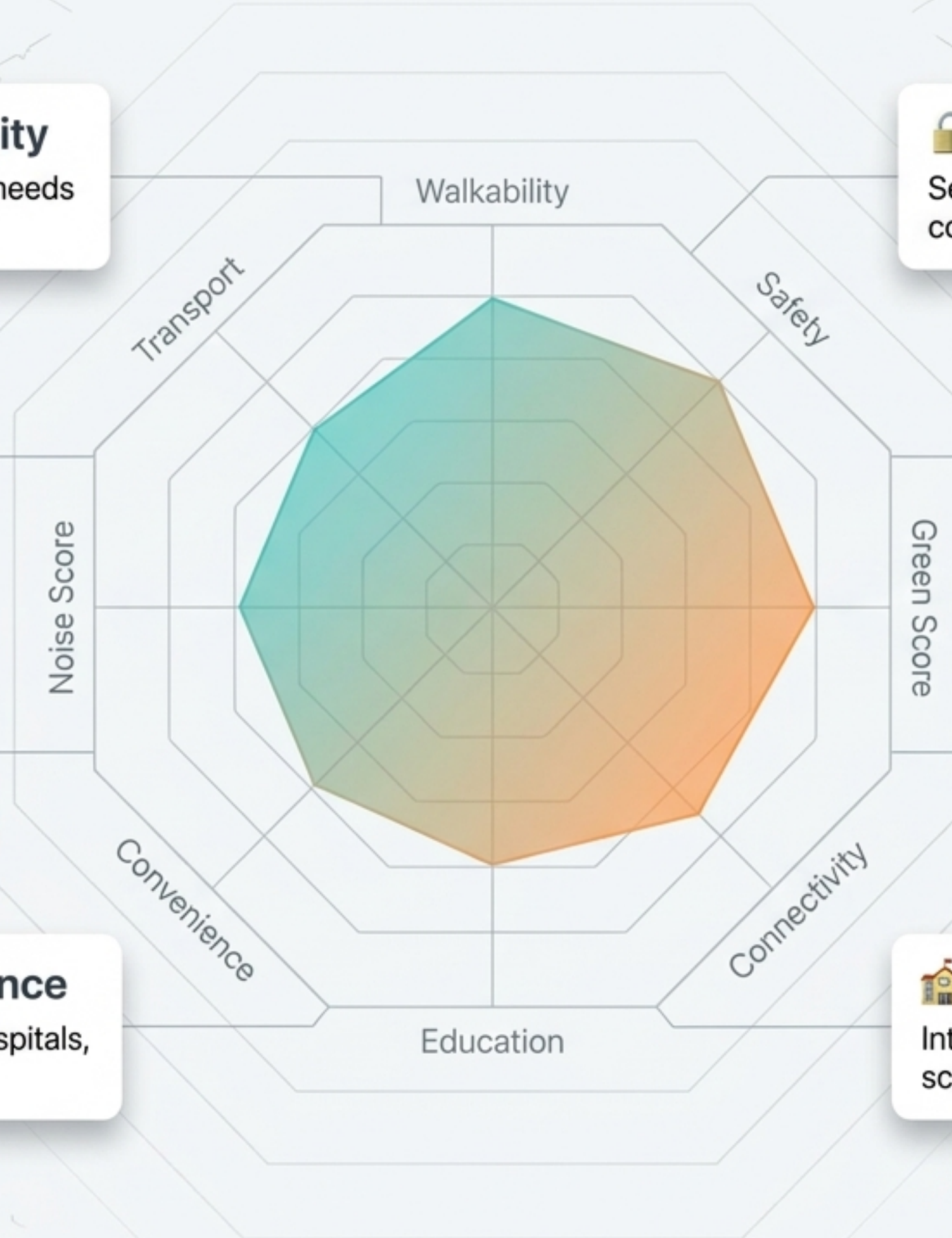
Fiber internet, 5G, power stability

 **Convenience**

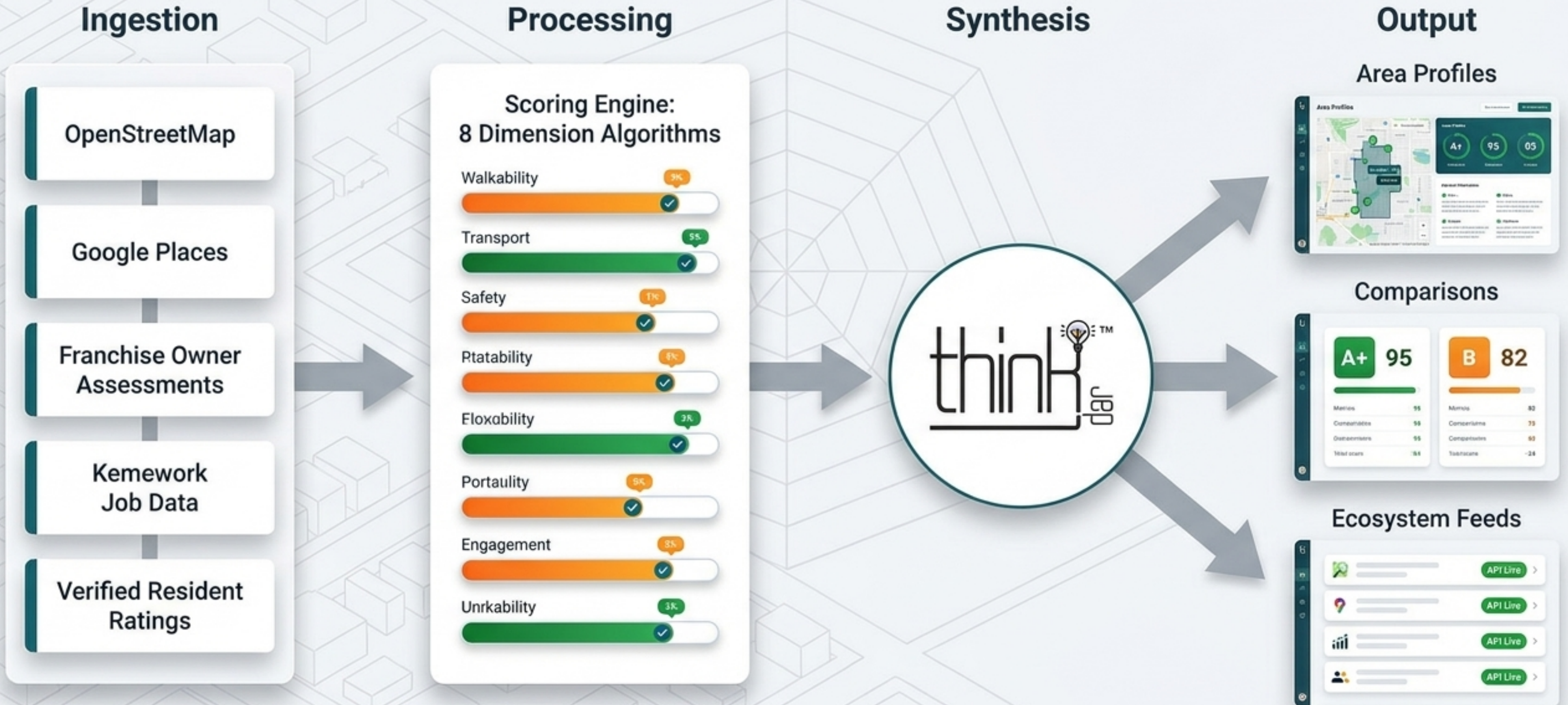
Supermarkets, hospitals, essential services

 **Education**

International and national schools, nurseries



# Our intelligence pipeline processes thousands of local data points.



## Safety Dimension (0-100)



**Community Type:** Gated Compound vs. Open Residential **+40 pts**

**Security Presence:** 24-hour vs. Daytime **+25 pts**

**Lighting Quality:** Excellent **+15 pts**

**Verified Community Vote Average** **+11 pts**

## Walkability Dimension (0-100)



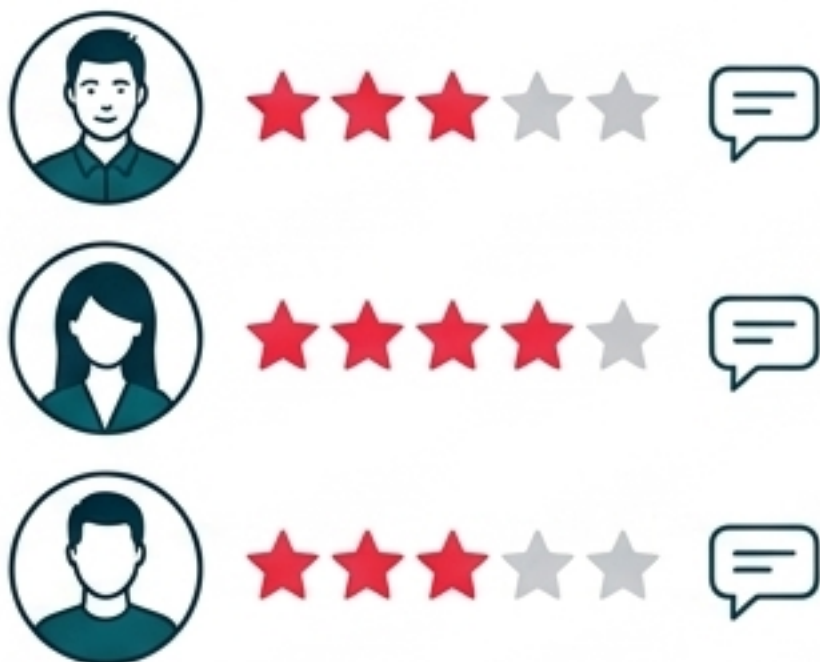
**Essentials:** 5 pharmacies/groceries within 500m **+40 pts**

**Dining:** 10 cafes/restaurants within 500m **+25 pts**

**Pedestrian Infrastructure:** Sidewalks, lighting, crossings **+17 pts**

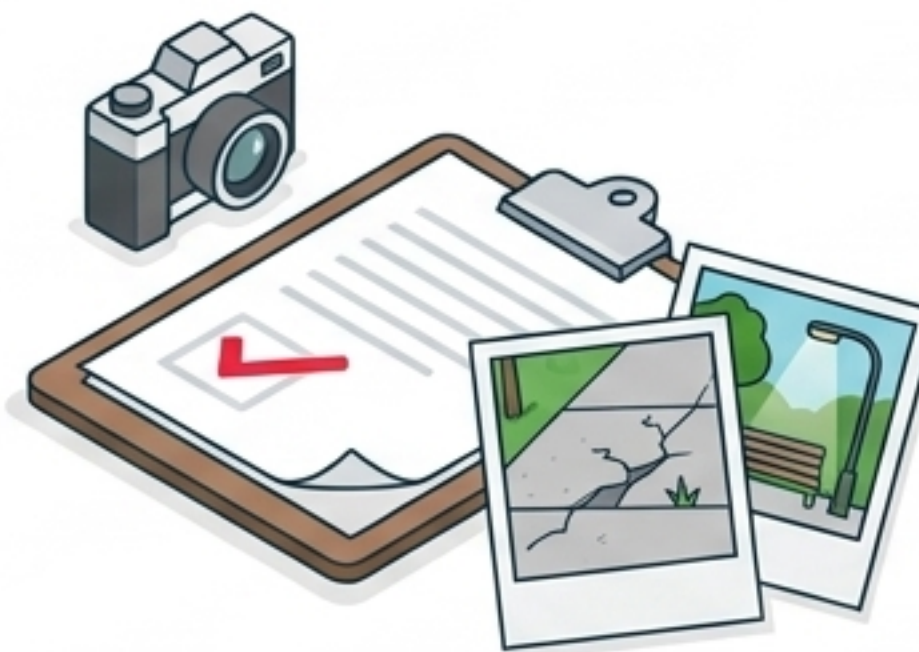
# The Multi-Dimensional Blueprint

## Verified Kemedar Community™



- Residents rate their own areas across all 8 dimensions.
- Directly influences algorithmic scoring.
- Strict 'Verified Status' required to prevent manipulation.

## Franchise Owner Field Reports



- Local partners conduct street-level field assessments.
- Geo-tagged photo evidence of infrastructure and green space.
- Injects localized nuance that satellite and map APIs miss.

# The Multi-Dimensional Blueprint

```
{  
  "area": "5th Settlement",  
  "scores": {"edu": 94, "safe": 91},  
  "mosque_dist": "200m",  
  "traffic_level": "moderate"  
}
```



**Prompt:** Emphasize family values, security, and commute.

Quiet, family-oriented, premium gated communities.

✅ **Strengths:** Exceptional international schools, high security.

⚠️ **Considerations:** Car-dependent, limited metro access.

🏠 **Ideal For:** Families with kids, Expats.

# Complex data is distilled into an intuitive Neighborhood Hub.

Instant grade visualization.

## New Cairo (5th Settlement) Life Score



↑ Improving (+4 pts)

Historical trend tracking.

### Key Dimensions & Deep-Dives

Edu (95)



Safe (92)



Walk (72)



Trans (91)



Health (90)



Retail (73)



Green (78)



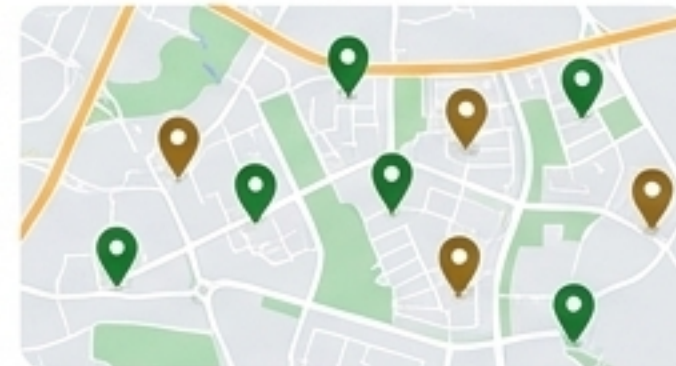
Comm (80)



Expandable deep-dives with map pins for every dimension.

### AI Neighborhood Summary

New Cairo (5th Settlement) offers a premium lifestyle with exceptional international schools and high security. It is quiet and family-oriented, though heavily car-dependent. Recent infrastructure projects have improved connectivity.



# The Multi-Dimensional Blueprint

	Maadi	Sheikh Zayed	Zamalek
Overall Score	85	86	84
Walkability	88	60	90
Safety	82	90	88
Green Score	90	82	88



**AI Insight:** For a walking **lifestyle**, Zamalek edges out Maadi, but Sheikh Zayed dominates in compound security and modern amenities.

## Persona Weighting Heatmap Matrix

	Safety	Edu	Walk	Transport	Green	Conv	Net	Noise
Family	25%	25%	10%	5%	15%	5%	5%	10%
Professional	10%	5%	5%	25%	10%	15%	20%	10%
Retiree	20%	5%	15%	10%	20%	20%	5%	5%
Investor	15%	20%	5%	15%	10%	5%	15%	15%



The overall Life Score instantly recalculates based on the active user's specific lifestyle sliders.

**The Moat:**  
Verified  
Community  
Reviews & FO  
Ground Truth

Requires a massive, engaged physical network of franchise owners and verified residents. Impossible to replicate overnight.

**Proprietary:**  
Algorithmic Engine &  
ThinkDar™ AI

Years of real estate-specific machine learning and weighted dimension architecture.

**Commodity:**  
Public APIs & Map Data

OpenStreetMap or Google Places (Accessible to any competitor).

## **Kemedar Advisor™**

### Automated Recommendations

Injecting neighborhood matching directly into user profiles based on lifestyle priorities.



## **Life Score™ Data Engine**

## **Kemedar Predict™**

### Investment Intelligence

Correlating Life Scores > 80 with historical property price premiums to forecast values.

## **Kemedar Match™**

### Smarter Filtering

Allowing users to filter property search results strictly by minimum livability scores.

## New Cairo (5th Settlement)

88/100  
(A)

Family-oriented

Top Dimension: Education (95)



## Sheikh Zayed

86/100  
(A)

Business & Compound Living

Top Dimension: Safety (90)



## Maadi

85/100  
(A)

Expat-friendly

Top Dimension: Green (90)



## Zamalek

84/100  
(A)

Cosmopolitan

Top Dimension: Walkability (90)





100

# We are shifting the real estate paradigm from properties to places.

The Kemedar Life Score™ engine is live. Experience the future of PropTech lifestyle intelligence.

[Explore Live Neighborhood Scores](#)