



# Rocdelity

# Pitch Deck

Presented by Raphael Ezekwe

# Introduction

At Rocdelity Technologies Limited, we're on a mission to revolutionize how properties are managed, maintained, rented, bought, and sold. We're developing an innovative, cloud-based platform that simplifies every aspect of property management and real estate transactions, making the entire process more seamless and enjoyable for all users.

Our solution not only streamlines property management and maintenance but also makes renting, buying, and selling of properties more efficient, transparent, and user-friendly for all stakeholders involved within the real estate and property ecosystem. By leveraging technology to modernize the real estate sector, and integrating real-time insights and seamless communication tools, we aim to create a smarter, more connected real estate experience that benefits all stakeholders involved.



# Executive Summary

Rocdelity Technologies Limited is a pioneering proptech company dedicated to transforming the real estate and property management industries through innovative technological solutions. Utilizing Artificial Intelligence, Blockchain, Virtual Reality (VR), and Augmented Reality (AR), our integrated platform simplifies property management, maintenance, buying, and selling processes, enhancing user experiences for all stakeholders.

Our goals include acquiring 10,000 active users in our first year and establishing a strong foundation for future growth, with a revenue target of \$1 million by year five as we scale to \$10 million. We project steady growth in both revenue and net profit over this period. Our initial focus will be on establishing a strong presence in Nigeria, particularly in Lagos and Abuja, with plans for regional and international expansion. Rocdelity offers accurate, data-driven property listings, immersive VR tours, real-time market analytics, and comprehensive property management and maintenance tools. The global proptech market, projected to grow at a CAGR of 22% from 2023 to 2028, presents a significant opportunity for our innovative platform.



# Product and Service



**Enhanced Property Listings**



**Virtual Property Tours**



**Real-Time Market Analytics**



**Smart Contracts**



**Blockchain-Enabled Transactions**



**Property Management Solutions**

# Market Analysis



## Real Estate Industry

**220**  
**MILLION**

### POPULATION SIZE

Nigeria population size is 229 Million of Year 2024 and experiencing an annual growth rate of 2.39%.

**22%**

### GROWTH RATE

The industry is experience an annual growth rate of 6.5%.

**60%**

### MARKET VALUE

Real Estate accounts for 60% of Nigeria's industry.

## TOP RESEARCH

1. The real estate and proptech market in Nigeria is experiencing robust growth. As of 2024, Nigeria has a population of approximately 220 million, growing at an annual rate of 2.5%.
2. The proptech market value in Nigeria is estimated to grow at a rate of 22% annually, with the global proptech market projected to reach \$86.5 billion by 2032.
3. Key market searches in the proptech sector include "virtual property tours," "real-time market analytics," "property management tools," and "blockchain property transactions."
4. This growth is driven by increasing urbanization, a tech-savvy younger population, and a strong demand for digital solutions to streamline real estate transactions and management.

# Human capital strategy and operational management

Our human capital strategy focuses on attracting top talent, promoting diversity, and providing training to foster a motivated workforce. The company supports work-life balance with flexible work options and wellness programs. Operational management emphasizes efficiency through advanced technologies and an agile development approach. With headquarters in Nigeria and expansion plans, ROCDELITY ensures high-quality service with a focus on customer support, aligning its mission to transform the proptech market and drive long-term success.

# Financial requirements, valuation and funding needs

ROCDELITY TECHNOLOGIES LIMITED seeks significant financial investment to fuel growth over the next five years. It requires \$30,000 in pre-seed funding to boost operations, followed by additional funding of \$200,000 in Year 1, increasing to \$600,000 by Year 5. These funds will enhance the platform, expand the team, and support marketing, R&D, and partnerships. The pre-seed round, at a \$150,000 pre-money valuation, offers a 10% equity stake, presenting an opportunity for investors to partner with a company aiming to lead the proptech industry in emerging markets.

# Why the funding is important

ROCDELITY TECHNOLOGIES LIMITED seeks \$30,000 in pre-seed equity investment to support product development, market entry, team building, and operational costs. The funding will develop its proptech platform, integrating AI, blockchain, and VR for advanced real estate solutions. Targeting markets in Lagos and Abuja, the funds will support marketing and early market penetration. Also, ROCDELITY plans to recruit key talent in software development, marketing, and customer support. The investment will cover operational expenses, ensuring smooth operations and scalability, while offering investors early equity in a high-growth company poised to lead the proptech industry.



# VALUATION METRICS TABLE

This table summarizes the key valuation metrics for ROCDELITY TECHNOLOGIES LIMITED's pre-seed funding round.

<b>METRIC</b>	<b>DETAILS</b>
<b>Valuation</b>	\$300,000
<b>Investment Sought</b>	\$30,000
<b>Equity Offered</b>	10%
<b>Comparable Company Analysis</b>	Based on similar proptech startups in emerging markets with valuations of \$1M to \$5M
<b>Market Opportunity</b>	Targeting Nigerian proptech market with significant growth potential
<b>Development Stage</b>	Advanced stage with AI, blockchain, and VR integration; close to market launch
<b>Founding Team</b>	Experienced in technology and real estate with strong execution capabilities
<b>Risk Assessment</b>	Adjusted for market and execution risks in entering the Nigerian market

# RISK ASSESSMENT:

## Risk Categories and Mitigation Strategies

RISK CATEGORY	POTENTIAL RISKS	MITIGATION STRATEGIES
Political Risks	Regulatory changes, political instability	Stay informed about regulatory changes, political risk insurance, diversify operations geographically
Economic Risks	Economic downturns, currency fluctuations	Maintain financial reserves, flexible pricing models, use hedging strategies
Social Risks	Changes in consumer behavior, demographic shifts	Continuous market research, regular user feedback, develop diverse offerings
Technological Risks	Technological obsolescence, cybersecurity threats	Invest in R&D, implement robust cybersecurity measures, collaborate with tech firms
Legal Risks	Compliance issues, intellectual property risks	Employ legal experts, secure IP protection, draft clear contracts
Environmental Risks	Sustainability regulations, natural disasters	Implement sustainable practices, develop a disaster recovery plan, stay compliant with environmental regulations

### SUMMARY OF RISK ASSESSMENT

ROCDILITY TECHNOLOGIES LIMITED's comprehensive risk assessment identifies potential political, economic, social, technological, legal, and environmental threats. We employ strategies such as regular audits, diversification, continuous innovation, robust cybersecurity measures, legal safeguards, and sustainable practices to mitigate these risks, ensuring resilience and sustainable growth.

<b>ASPECT</b>	<b>DETAILS</b>
<b>Marketing Goals</b>	Establish ROCDELITY as a leading proptech brand, achieve 10,000 active users in Year 1, generate \$1M in Year 1, scaling to \$10M by Year 5.
<b>Target Audience</b>	Property Managers/Owners, Tenants, Service Providers, Real Estate Investors, Buyers/Sellers
<b>USP</b>	Integrated platform with property listings, virtual tours, market analytics, and management tools, leverages AI, blockchain, and VR for enhanced UX.
<b>Product Strategy</b>	Enhanced listings, virtual tours, market analytics, management solutions, blockchain transactions
<b>Pricing Strategy</b>	Subscription fees, transaction fees, advertising and partnerships
<b>Place Strategy</b>	Website and mobile apps, initial focus: Lagos and Abuja, regional expansion



ASPECT	DETAILS
<b>Promotion Strategy</b>	Social Media: Facebook, LinkedIn, Instagram, Twitter, SEO and PPC, Content: Blogs, e-books, whitepapers, Email Marketing, PR and Events, Referral Programs
<b>Sales Strategy</b>	Direct Sales Team, Channel Partnerships with agencies and service providers
<b>Customer Retention</b>	Responsive Support, User Feedback: Surveys and features, Loyalty Programs
<b>KPIs and Metrics</b>	User Acquisition, Engagement Levels, Revenue Growth, Retention Rates, Brand Awareness

## ROCDELITY TECHNOLOGIES LIMITED Business Model Canvas



# Competitive Landscape

COMPETITOR	STRENGTHS	WEAKNESSES
<b>Zillow</b>	Well-established brand, Extensive property listings, Strong market presence	Focused primarily on the U.S. market, Limited proptech integration outside core services
<b>Redfin</b>	Innovative home-buying/selling platform, Integrated brokerage services	Geographic limitations (primarily U.S.), High operational costs
<b>Opendoor</b>	Instant buying/selling process, Data-driven pricing models	High service fees, Limited market reach
<b>Compass</b>	Advanced real estate technology, Strong agent network	High dependence on real estate agents, Premium pricing model
<b>Houzz</b>	Strong focus on home renovation and design, Large user base	Limited focus on property transactions, Primarily a design platform
<b>Property24</b>	Extensive property listings in emerging markets (Africa, Asia)	Limited technological innovation, Focused primarily on listings
<b>Airbnb</b>	Global presence, Strong brand recognition, Innovative short-term rental model	Focused on short-term rentals, Regulatory challenges in various markets
<b>Rightmove</b>	Leading UK property portal, Comprehensive listings and market data	Primarily UK-focused, Limited integration with advanced proptech solutions

## Competitive Landscape Contd

STRENGTHS	WEAKNESSES
<p>Integrated platform with property listings, virtual tours, market analytics, and management tools, leverages AI, blockchain, and VR for enhanced user experience, focus on emerging markets (e.g., Nigeria)</p>	<p>New entrant with limited brand recognition, need for continuous funding to scale operations</p>

The competitive landscape in the proptech industry is dynamic and rapidly evolving, characterized by the presence of established companies and innovative startups. Here's an overview of the key competitors and their strengths in comparison to ROCDELITY TECHNOLOGIES LIMITED.

ROCDELITY TECHNOLOGIES LIMITED:

Competitive Positioning:

- **Innovation:** ROCDELITY leverages cutting-edge technologies such as AI, blockchain, and VR to offer a unique value proposition.
- **Market Focus:** Unlike many competitors focused on developed markets, ROCDELITY targets emerging markets, starting with Nigeria.
- **Comprehensive Solutions:** ROCDELITY's integrated platform offers a wide range of services from listings and virtual tours to market analytics and property management, providing a one-stop solution.

# Timeline – 5 Year Strategic Plan



## LAUNCH

- Launch business
- Acquire Funding
- Set-Up Operation



## CONSOLIDATE

- Stabilize position as market leader
- Deepen Market Share



## PARTNERSHIP

- Acquire partnership with staff and vendors
- Open point in Uk, Asia



## EXPAND

- Grow reach within Lagos
- Establish point in Abuja



## EXPAND

- Establish point in other African Countries
- Test run Partnership Model



## FRANCHISE

Launch franchise scheme





# Financial Projection (2024 - 2029)

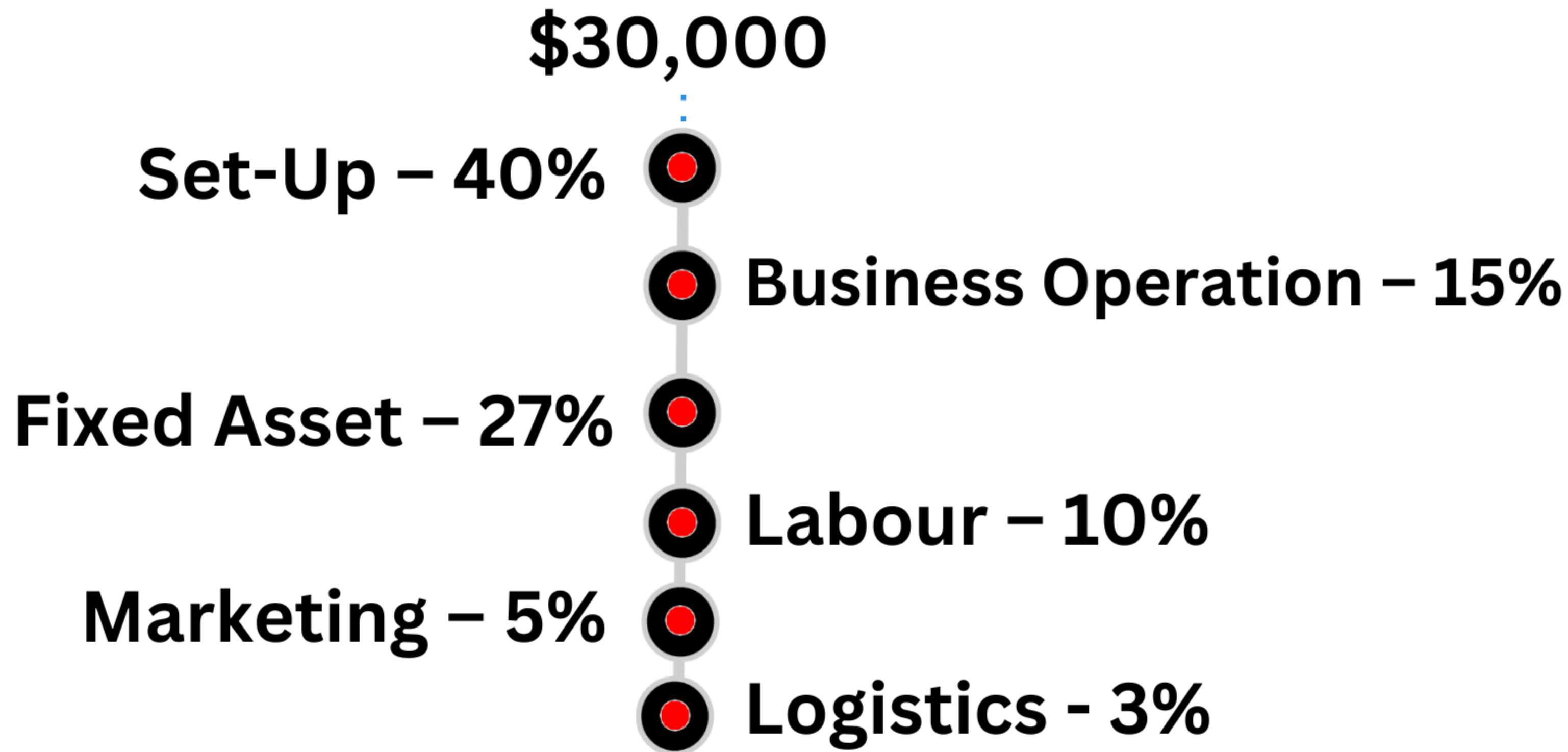


Here is the financial projection for ROCDELITY TECHNOLOGIES LIMITED over the next five years. This projection includes revenue, expenses, net profit, and funding requirements.

Year	Revenue(\$)	Expenses (\$)	Net Profit (\$)	Funding Required (\$)
Year 1	100,000	90,000	10,000	200,000
Year 2	250,000	200,000	50,000	300,000
Year 3	500,000	350,000	150,000	400,000
Year 4	1,000,000	700,000	300,000	500,000
Year 5	2,000,000	1,200,000	800,000	600,000

This projection outlines the investment made in 2024, followed by the projected revenue, cost, and profit for each subsequent year. These figures are estimates and actual results may vary based on market conditions and business performance.

# Funding Needs & Allocation



# Our Team



**Raphael Ezekwe**

CEO & Founder

A seasoned technologist with a strong background in Computer Science and Product Management. He has over four years of experience in product development, particularly in PropTech and EdTech. His expertise has led him to found Rocdelity Technologies Limited, a company focused on bringing innovative solutions to the real estate industry.



**Godwin Ugwua**

Chief Operating Officer

A real estate professional with a solid academic background in Estate Management and Financial Engineering. His expertise extends beyond traditional real estate practices, encompassing property management, valuation, and finance. His certifications in data science, web design, and digital marketing demonstrate his ability to leverage modern tools and strategies to optimize real estate operations.



**Samuel Nwanaju**

Chief Financial Officer

A financial professional with a robust academic background in Accounting. He has been instrumental in establishing and overseeing the company financial operations. His contributions have been pivotal in ensuring the company's financial stability and profitability.



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Thank You

