



30 years of building Brazilian real estate digitally.

***Now, the consolidation.***

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Three validated products. One capital path: US\$2M de-risking -> US\$20M seed milestone -> US\$100M mature case.  
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 across core cross-border corridors with ~100 partners. Brazil -> US corridor growing 33% YoY.

PRODUCT 3 · LIVE

## AI Marketplace

**9M+**

*addressable companies globally*

B2B marketplace of AI apps for real estate companies. Recurring SaaS revenue per app. 8 apps live today, growing organically.

# 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**

TAM — Global real estate market  
Source: MSCI / Savills 2024

**USD 700B+**

SAM — Annual cross-border transactions  
Source: Knight Frank 2024

**USD 56B**

SOM — U.S. cross-border transactions  
(2024/25)  
Glemo's primary entry corridor: Brazil → U.S.

***TAM → SAM → SOM: Glemo enters through the highest-velocity cross-border corridor, then expands into the AI marketplace layer — 9M+ addressable companies globally.***

# 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 and RWA representation can be structured with counsel-led compliance, KYC/geofencing, and strict economic separation. Final structure documented before TGE.

04

## Partner-agnostic RWA rails

A leading Brazilian digital bank accelerates the first implementation, but Glemo owns the operating layer. The RWA module is designed for multi-provider regulated rails, not single-bank dependency.

# 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

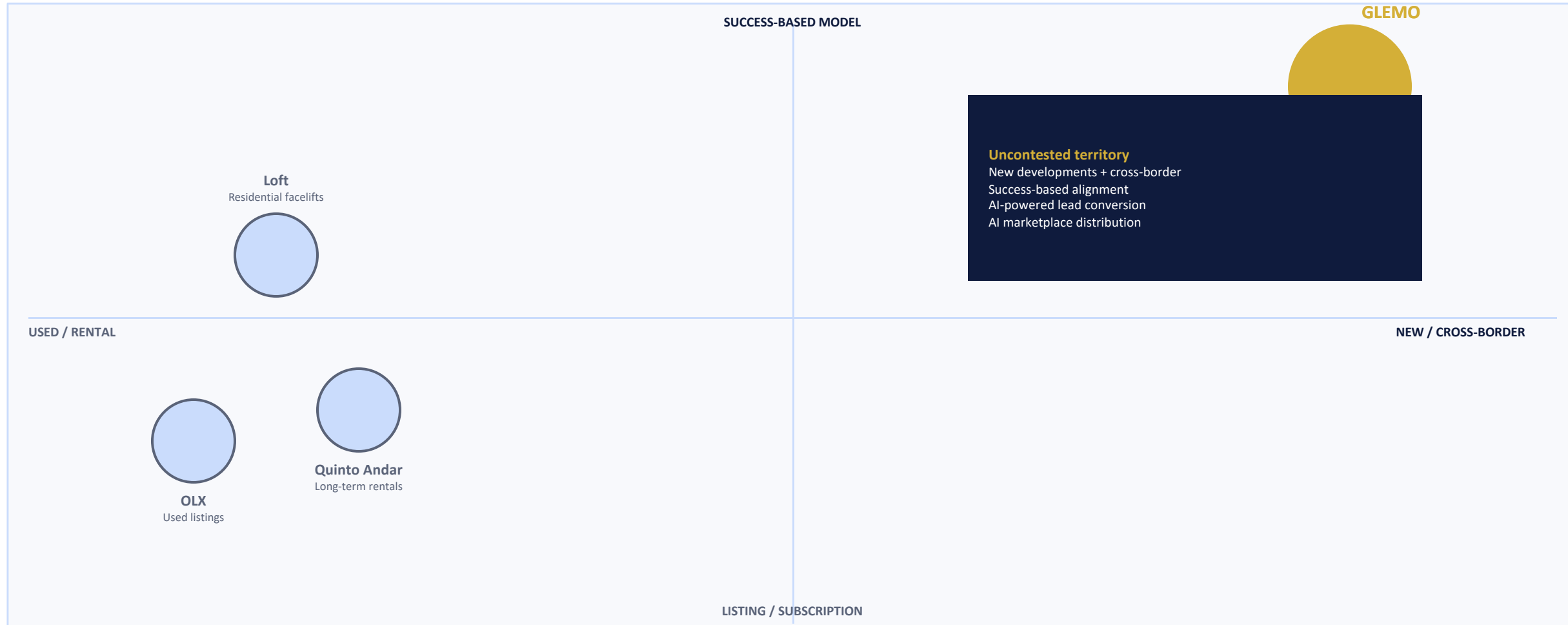
## ANCHOR PARTNERSHIP

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.*

# Glemo is not a listing portal. It is the conversion engine.

OLX dominates used listings. Quinto Andar owns rentals. Loft does residential facelifts. No one operates new launches at scale — that is Glemo's uncontested territory.



# Anchor partners + fallback rails across every vertical.

## BUILDER

MRV · Vivaz/Cyrela  
Canopus · Lopes

MRV (B3) — inventory access. Vivaz/Cyrela — target 5% of 12K units/yr with broker SLA. Canopus — high-ticket (signed). Lopes — conversion layer. BRZ and Rôgga — validated unit economics.

## REGULATED RAILS

Current anchor +  
multi-provider path

Current anchor can accelerate first deployment. Glemo owns the product, workflow, token governance, and reporting; regulated partners provide rails such as bank, custodian, trustee, FIDC/securitization, KYC, and payments. Identity disclosed in advanced diligence.

## NETWORK

Crypto-native  
+ Global network

Kast — recognized member (Member of the Month, May 2026): direct immersion in stablecoin payments and global crypto infrastructure. 100+ partners across Brazil, U.S., and UAE, expanding to Canada and GCC.

*Operational partners are verifiable in diligence. RWA architecture remains partner-agnostic, with fallback regulated rails to reduce single-provider dependency.*

# The ecosystem incentive layer: gO token.

Utility token for governance, developer incentives, community rewards, and ecosystem liquidity. Launch Q1 2027 on Solana with vesting, wallet reporting, and controlled float rules.

## DISTRIBUTION · 1,000,000,000 GO

TGE Airdrop 25M GO



Community Rewards 275M GO



Team (4-yr vest, 1-yr cliff) 20%



Investors (2-yr lock) 20%



Marketing + Partnerships 10%



BLOCKCHAIN	DEX	INITIAL FDV	CIRC. MCAP
Solana + ETH bridge	Meteora + Raydium	USD 40–60M	US\$6.59M

## TOKEN UTILITIES

### Governance

Holders steer platform evolution and the ecosystem roadmap.

### Developer incentives

Rewards for building apps and dApps on the AI marketplace.

### Liquidity

US\$650K stable + 13M GO initial pool; controlled float governed by wallet policy.

### Alignment

Partners, builders, and investors share the upside of growth.

## LAUNCH PLAN · TGE Q1 2027

Audit → testnet → pool seeding → community airdrop → DEX listing → governed rewards

# RWA with regulatory integrity by design.

The RWA layer is structured as representation/showcase — Glemo acts as curator, not as issuer or tokenizer. Strict economic separation preserves compliance across jurisdictions.

## Representation model

Glemo is curator/representative — does not issue or tokenize assets directly. Access only in permitted jurisdictions.

## Economic separation

The token does NOT capture economic value from the RWA layer. Foundational to regulatory integrity.

## KYC + geofencing

Mandatory KYC and jurisdictional geofencing across the RWA layer. Access restricted by design.

## Regulated frameworks

Brazil: CVM 88 / FIDC (established precedents).  
International: Reg D / Reg S for tranches.

## ENTITY STRUCTURE

### BVI

Token issuer

### Delaware (US)

Marketplace operator

### Brazil

Real estate ops + RWA

## LEGAL REVIEW

In-house counsel (15+ yrs capital markets & digital assets) + external US securities review. Legal memo + publishable whitepaper before TGE / data-room diligence.

# Market access and liquidity path.

*Two-phase market access strategy, market maker preparation, and clear catalysts — TGE within a 9-month window post-round, market-conditional.*

## PHASE 1 · TIER 2

### Tier-2 CEX target

Exchange channel under validation. Listing target subject to due diligence, approval, market conditions, and compliance readiness.

## PHASE 2 · TIER 1

### Tier 1 optional path

Conditioned on post-TGE metrics, holder quality, market depth, compliance, and audit. No Tier 1 assumption in base case.

## MARKET MAKER

Engagement 4–6 months pre-TGE. Open to introductions from investors with established MM relationships.

## CATALYSTS · 6–36 MONTHS

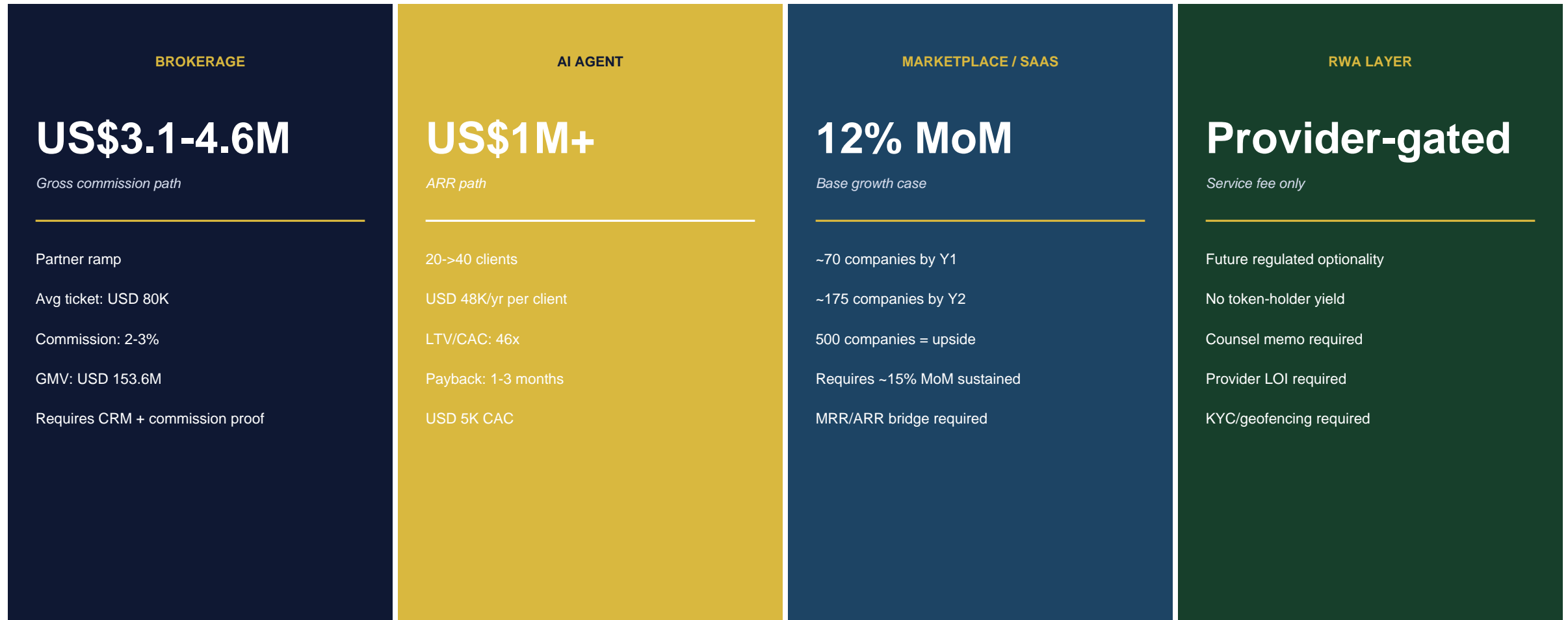
- 1 Pre-seed close + Property Sales scale (Vivaz/Cyrela, MRV, Canopus)
- 2 AI Agent enterprise rollout + whitepaper finalized
- 3 TGE (9-month window) → Tier-2 CEX target → Tier 1 traction-conditioned
- 4 Seed milestone around US\$20M valuation + US/UAE expansion

# Three revenue engines, one compounding platform.

85% Brokerage			10% AI Agent	5%
<b>AI AGENT</b>	<b>BROKERAGE</b>	<b>MARKETPLACE</b>	<b>AI MARKETPLACE</b>	
<b>SaaS subscription</b>	<b>Transaction commissions</b>	<b>Recurring SaaS + share</b>	<b>Service / representation fee</b>	
<hr/>	<hr/>	<hr/>	<hr/>	
<b>PRICING</b>	<b>PRICING</b>	<b>PRICING</b>	<b>PRICING</b>	
<b>USD 10–30K / client / yr</b>	<b>2–3% / closed deal</b>	<b>Per-app fee + dev split</b>	<b>0.5% service fee on represented volume</b>	
AI Sales Agent recurring license. Validated unit economics (1–3 month payback).	Cross-border brokerage on qualified buyer transactions. MRV anchor + corridor expansion.	Companion apps in the marketplace — built around the AI Agent flagship.	RWA representation layer revenue. No yield capture, no token claim on RWA economics.	

# US\$2M de-risks launch; seed targets US\$20M after proof points.

Disciplined base case · Upside unlocked by TGE, RWA provider gates, and AI Agent scale



Base case is milestone-driven. Seed follows only after proof points are visible. Marketplace and RWA economics are reported separately.

# 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.*

# 24-month execution plan: 2026 — 2027.



# USD 2M de-risking round, SAFE.

## Small first check; fast path to a US\$20M seed milestone.

### ROUND TERMS

Round size	USD 2,000,000
Instrument	SAFE
Valuation cap	USD 10-12M
Discount	20%
Lead investor	Open
Use of funds	Liquidity, compliance, team, marketing, audit

### WHY THIS ROUND

#### De-risking capital, not a full growth round

- Three products with documented traction
- Senior platform ownership + milestones unlock a focused US\$20M seed valuation path
- Builder partners active; regulated rails strategy in progress
- Founder USD 1M+ already invested since 2021
- **Cap deliberately conservative — built for follow-on alignment**

# How USD 2M is de-risked over 24 months.

32.5%	USD 650K	Liquidity Provision	Initial DEX liquidity: US\$650K stable paired with 13M GO at US\$0.05.
27.5%	USD 550K	Marketing + Ecosystem	Community, KOL/PR, content, grants, events, paid tests, and analytics.
17.5%	USD 350K	Legal + Compliance	BVI, token docs, KYC/geofencing, RWA structure, and securities review.
12.5%	USD 250K	Technology + Audit	Senior platform head, SPL contract, security audit, bridge, and showcase architecture.
10%	USD 200K	Cash Reserve	Explicit reserve maintained while US\$650K initial liquidity preserves launch depth.

# Path to US\$20M seed and US\$100M mature-stage case.

**US\$20M**

Seed valuation milestone  
(base case)

**US\$100M**

Mature-stage target  
(transaction + SaaS mix)

**TGE + legal memo**

Wallet policy + rails  
before seed round

**3-stage**

Capital path  
Milestone-based

## PROJECTED VALUE PATH

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**US\$2M -> US\$20M -> US\$100M**

Small first check; larger follow-on + milestone-based valuation expansion

Note: US\$100M is a mature-stage case, not the seed base case. Token-related upside remains separate from the equity thesis and depends on compliance, liquidity, and market conditions.

# The long game: US\$100M mature-stage trajectory.

*Glemo's three-product architecture compounds revenue and data over time. The 48-month case becomes credible only after AI Agent scale-up, RWA pilots, marketplace traction, and institutional liquidity.*

**US\$5M+**

ARR path  
required proof point

**Multi-bank**

RWA platform  
at maturity

**US\$50M+**

Token FDV  
(optional upside)

**US\$100M**

Mature-stage  
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

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 BR housing for 20+ years.

Track record of leading dozens of complex projects in parallel.

**USD 1M+ personally invested in Glemo since 2021.**

Solo founder risk mitigated: senior platform head + COO are priority post-close hires.  
Advisory board in formation — PropTech, cross-border, regulatory.

## CURRENT TEAM

Engineering, marketing, partnerships, AI, Web3. Assembled since 2021. 8 AI apps in production across core cross-border corridors. Senior platform head and COO hires are priority uses of capital — enabling platform delivery and expansion. Advisory board in formation (PropTech, cross-border, regulatory strategy).  
cross-border, regulatory strategy).

## LEGAL STRUCTURE

**BR · US · BVI**

LET'S BUILD

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

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**Gleisson Herit**

*Founder & CEO*

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→ **Schedule a meeting**  
[gleisson@glemo.co](mailto:gleisson@glemo.co)

→ **Request data room access**  
[vc.glemo.co](https://vc.glemo.co)