MAPADOS

AI-Powered MLS for the Caribbean & Latin America

Zero-commission real estate marketplace connecting agents, buyers & sellers across fragmented markets

$3M Seed Round

Executive Summary

One-page overview of the MAPADOS investment opportunity

COMPANY OVERVIEW

MAPADOS is building the first AI-powered MLS for the Caribbean and Latin American emerging markets. We unify fragmented real estate ecosystems with **zero-commission** subscriptions, **verified agents & sellers**, **mobile-first AI search**, and **shared inventory** across markets.

THE OPPORTUNITY

A **$430B regional real estate market** with no centralized MLS, no verification standards, and fragmented listings scattered across WhatsApp groups and Facebook.

COMMISSION	TECHNOLOGY	INFRASTRUCTURE	MARGINS
Zero	**AI-Powered**	**Unified MLS**	**65%+**
vs. 6.5-9% legacy	GPT-5 voice search	First in region	at scale

YEAR 1 GOALS (Conservative / Base / Stretch)

Agents: 650 / 950 / 1,350

Revenue: $750K / $1.15M / $1.4-1.5M

Break-even: Month 12-15 (realistic)

5-YEAR VISION

Year 3: 4,500 agents, $5.2-5.6M revenue

Year 5: 12,000+ agents, $15-17M revenue

Markets: 9+ across Caribbean & LatAm

THE ASK	YEAR 3 VALUATION	INVESTOR ROI
$3M	**$40-55M**	**13-18x**
Seed Round	8-10x revenue multiple	Year 3 return multiple

PROVEN TEAM

The Problem

Real estate in the Caribbean & Latin America is fundamentally broken

No MLS

Zero unified listing infrastructure. Agents hoard inventory, buyers search blind, and market transparency doesn't exist.

6.5-9%

Commission rates that agents must split with brokers. Legacy brokerage model extracts value without providing modern tools.

Scattered

Listings fragmented across WhatsApp groups, Facebook pages, and individual agent websites with no standardization.

Zero Trust

No agent verification, no seller authentication, no transaction security. Fraud and misrepresentation are rampant.

The Solution

First modern MLS for emerging markets

AI-Powered Search

GPT-5 voice search, intelligent maps, and smart recommendations that understand natural language queries
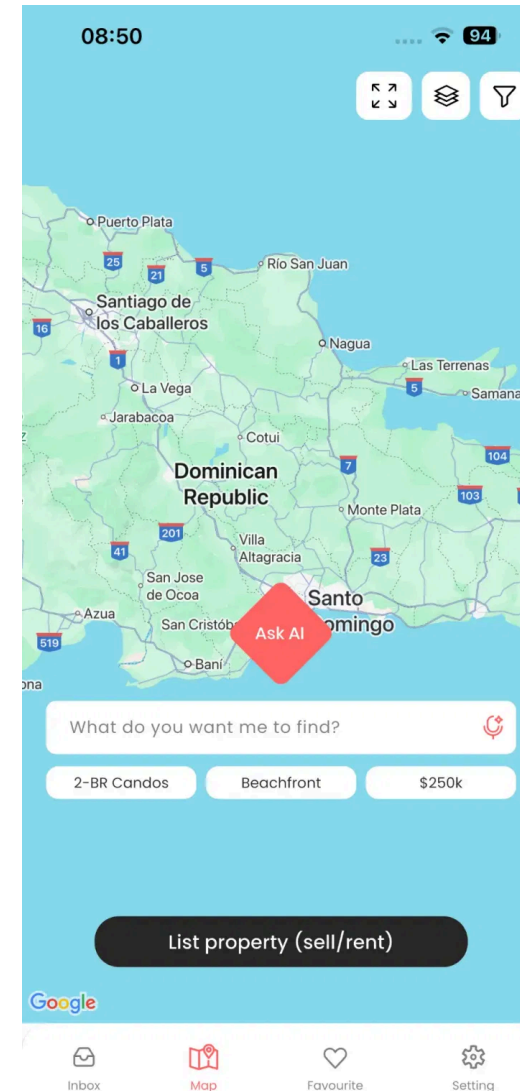
Zero Commission

Agents keep 100% of their commission. No broker splits, just a simple $49-$149/month subscription

Unified MLS

Shared inventory across all agents creates network effects and eliminates information asymmetry

Verified Trust

ID + face match verification for agents and sellers. Built-in fraud protection and transaction security

Market Opportunity

Initial 4 markets with 6,450 total agents

Belize

450

agents

Dominican Republic

1,500

agents

Quintana Roo

3,000

agents

Yucatán

1,500

agents

YEAR 1 TARGET

1,350

paying agents across 4 markets

$1.82M revenue

YEAR 3 TARGET

4,058

paying agents (63% penetration)

$5.48M revenue • $43.8M-$54.8M valuation

Competitive Landscape

Major Brokers in Target Markets vs. MAPADOS

	MAPADOS	RE/MAX Mexico	Century 21 DR	Coldwell Banker Belize
MLS Infrastructure	Unified regional MLS	Office-only listings	Office-only listings	Office-only listings
Commission Model	Zero commission	6-7% split	7-9% split	6-8% split
AI & Automation	GPT-5 voice, AI generation	No AI	No AI	No AI
Technology	Mobile-first app	Desktop only	Desktop only	Desktop only
Agent Collaboration	Cross-agent sharing	Office only	Office only	Office only
Market Coverage	4 markets, expanding	Mexico only	Dominican Rep. only	Belize only
Target Audience	Expats + Locals	Primarily locals	Primarily locals	Expats + Locals
Data Quality	Verified & standardized	Inconsistent	Inconsistent	Inconsistent

Key Insight: Traditional Brokers Operate in Silos

Major franchises exist but operate as isolated offices with no shared inventory. MAPADOS creates the first unified MLS infrastructure—something legacy players cannot replicate without abandoning their commission model.

Competitive Advantages

MAPADOS vs Legacy Real Estate

Legacy Brokerages	MAPADOS
COMMISSION MODEL 6.5-9% split with broker	**COMMISSION MODEL** Zero commission, 100% to agent
TECHNOLOGY Basic websites, no AI	**TECHNOLOGY** GPT-5 voice search, AI maps
INVENTORY SHARING Siloed office listings	**INVENTORY SHARING** Unified MLS, shared inventory
TRUST & VERIFICATION No verification system	**TRUST & VERIFICATION** ID + face match verification
TARGET MARKET Local buyers only	**TARGET MARKET** Expats + Locals, cross-border
BUSINESS MODEL Asset-heavy, office overhead	**BUSINESS MODEL** Asset-light SaaS, 65%+ margins

Technology Stack

Enterprise-grade infrastructure built for scale

Backend Infrastructure

AWS Cloud
Scalable, secure hosting

Python + Node.js
High-performance APIs

PostgreSQL
Reliable data storage

Mobile Platform

Flutter
Native iOS & Android apps

Real-time Sync
Instant listing updates

WhatsApp/SMS
Multi-channel messaging

AI Layer

GPT-5 Voice Search
Natural language queries

Intelligent Maps
Smart property discovery

Auto-Verification
ID + face match security

Listing Scraping & Normalization

Agent Dashboard + Subscriptions

Built for 10,000+ Concurrent Users

Business Model

Primary Revenue: Agent Subscriptions

STARTER

$49
/month

Basic MLS access
25 active listings
Mobile app

PRO (MOST POPULAR)

$99
/month

Unlimited listings
AI search tools
Priority support

PREMIUM

$149
/month

Everything in Pro
AI marketing tools
Lead generation

Additional Revenue Streams

Service Provider Directory

Lawyers, inspectors, contractors pay for featured listings

FSBO Listings

For-sale-by-owner premium placement fees

AI Marketing Add-ons

Automated social media, email campaigns, virtual staging

**Asset-light SaaS model with 65%+ net margins at scale**

Revenue Expansion Opportunity

Phase 2: AI-Powered Lead Marketplace (Year 2+)

Ad Studio: One-Click Lead Generation

Agents create targeted email campaigns to reach high-intent buyers:

- **Caribbean visitors** (hotel guests, vacation rentals)
- **Retirees** planning tropical relocation
- **Luxury travelers** in target markets
- **Expats** searching for second homes
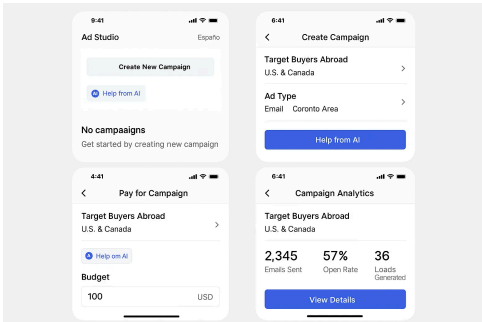
Campaign Economics

Emails per campaign:	**1,000**
Conversion rate:	**3-5%**
Leads generated:	**30-50**
Price per lead:	**$25-50**
Revenue per campaign:	**$750-$2,500**

Year 3 Revenue Potential

4,500 agents × 10% adoption:	**450 active users**
2 campaigns/month average:	**900 campaigns/month**
$1,400 avg revenue/campaign:	**$1.26M/month**
Annual add-on revenue:	**$15M**

Not included in base case projections — Represents 2-3x upside potential once platform reaches scale

Year 1 Financial Forecast

Conservative projections based on $75/month ARPA

BASE CASE TARGET	YEAR 1 REVENUE	BREAK-EVEN
950	**$1.15M**	**M12-13**
paying agents by Month 12	Base Case projection	Realistic timeline

MARKET BREAKDOWN (BASE CASE)

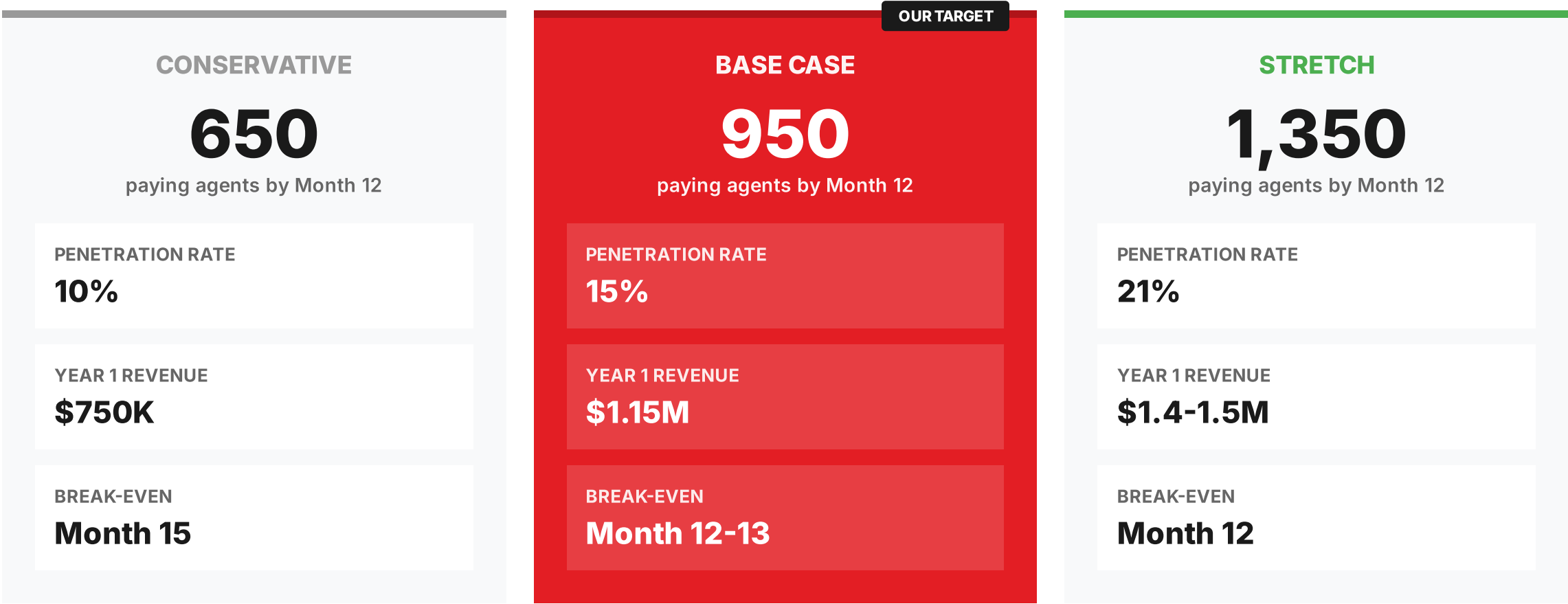| BELIZE	DOMINICAN REPUBLIC	QUINTANA ROO	YUCATÁN
120	**280**	**300**	**180**
agents	agents	agents	agents

Key Assumptions

Year 1 Adoption Scenarios

Scenario modeling across 4 initial markets (6,450 total agents)

CONSERVATIVE

650

paying agents by Month 12

PENETRATION RATE
10%

YEAR 1 REVENUE
$750K

BREAK-EVEN
Month 15

OUR TARGET

BASE CASE

950

paying agents by Month 12

PENETRATION RATE
15%

YEAR 1 REVENUE
$1.15M

BREAK-EVEN
Month 12-13

STRETCH

1,350

paying agents by Month 12

PENETRATION RATE
21%

YEAR 1 REVENUE
$1.4-1.5M

BREAK-EVEN
Month 12

KEY ASSUMPTIONS

Go-to-Market Execution Plan

Structured team deployment across 4 markets

TEAM STRUCTURE PER MARKET

2	**1**	**1**	**4**
Sales Reps	**Onboarding Specialist**	**Support Staff**	**Total per Market**
Agent acquisition	Training & setup	In-app + WhatsApp	16 total across 4 markets

VERIFICATION: OUR COMPETITIVE MOAT

Yes, verification slows onboarding—but it's EXACTLY what differentiates us from the chaos of WhatsApp groups.

WHAT WE VERIFY

- Government-issued ID + face match
- Real estate license (where required)
- Business registration documents

WHY IT MATTERS

- Eliminates scammers & fake listings
- Builds buyer/seller trust in platform
- Creates defensible network effect

VIRAL GROWTH MECHANISM: CONTACT SYNC

Every agent syncs their contacts → Automated invitations to view listings on MAPADOS → Exponential buyer acquisition

AGENT ONBOARDS

Syncs phone contacts (buyers, sellers, other agents)

AUTO-INVITATION

System sends personalized invites to view agent's listings

NETWORK EFFECT

Each agent brings 50-200 contacts → Viral buyer growth

MONTH 1-3
Belize Launch
Smallest market, fastest validation. Prove verification + MLS model.

MONTH 4-6
DR Expansion
Largest market. Scale sales team, refine onboarding playbook.

MONTH 7-9
Quintana Roo
Mexico entry. Leverage Tulum/Playa expat demand.

MONTH 10-12
Yucatán
Complete Mexico coverage. Merida + coastal markets.

Product Maturity Timeline

Transparent roadmap from MVP to full platform

CURRENT STATUS (Q4 2025)

MVP in Development

Core features built • Belize pilot launching Q1 2026

Q1 2026
MVP Launch

Core Features

- Agent registration + verification
- Basic listing creation
- Map-based search
- WhatsApp integration
- Subscription payments

SUCCESS METRIC
100 verified agents

Q2-Q3 2026
Beta Expansion

Enhanced Features

- AI voice search (GPT-5)
- Lead generation tools
- Analytics dashboard
- Multi-language support
- Mobile app (iOS + Android)

SUCCESS METRIC
800 agents • 4 markets

Q4 2026+
Full Platform

Advanced Features

- AI listing auto-generation
- Property valuation models
- Transaction management
- API for third-party integrations
- White-label broker portals

SUCCESS METRIC
1,350+ agents • Profitable

Why This Phased Approach Works

Strategic Partnerships

Accelerate adoption and reduce CAC through ecosystem integration

Agent Associations & Broker Networks

Partner with local real estate associations for bulk agent onboarding and credibility.

TARGET PARTNERS

- Belize Real Estate Association (BREA)
- Dominican Republic Realtor Association
- AMPI Mexico (Mexican Real Estate Assoc.)

IMPACT
Reduce CAC by 40-50%

Title Companies & Legal Services

Integrate transaction services to capture commission-free revenue and streamline closings.

PARTNERSHIP MODEL

- Referral fees for title/escrow services
- Legal document templates & review
- Notary network integration

IMPACT
$200-$500 per transaction

Payment Processors & Fintech

Enable seamless cross-border payments for international buyers and subscription billing.

KEY INTEGRATIONS

- Stripe (subscription billing)
- Wise/Payoneer (cross-border transfers)
- Local payment gateways per market

IMPACT
Unlock international buyers

Data Vendors & Mapping Services

Enhance platform with property data, valuations, and geographic intelligence.

DATA SOURCES

- Google Maps API (already integrated)
- Local property registries (public data)
- Demographic & tourism data providers

IMPACT
AI valuation accuracy +30%

Partnership Strategy

Path to Profitability

Milestone timeline from launch to Month 12-15 break-even

MONTH 1-3	MONTH 4-8	MONTH 9-12	MONTH 12-15
150-250	**450-700**	**950-1,050**	**1,350**
paying agents	paying agents	agents (Base Case)	agents (Stretch)
Belize + DR Launch Beta optimization	Quintana Roo + Yucatán Support ops in place	Network effects Systemized onboarding	BREAK-EVEN ACHIEVED ✔

BREAK-EVEN TIMELINE

Month 12-13

Base Case scenario

YEAR 1 REVENUE (BASE)

$1.15M

950 agents × $75 ARPA

Investment Summary

$3M Seed Round to capture a fragmented $430B market

SEED ROUND	YEAR 3 VALUATION	INVESTOR ROI	BREAK-EVEN
$3M	**$40-55M**	**13-18x**	**M12-13**

INVESTMENT JOURNEY

SEED ROUND (NOW)
$3M

Launch 4 markets
650-1,350 agents Year 1
Break-even Month 12-13

YEAR 3 EXIT
$40-55M

4,500 agents
$5.2-5.6M revenue
8-10x revenue multiple

YEAR 5 VISION
$130-160M

12,000+ agents
$15-17M revenue
43-54x ROI on seed

USE OF FUNDS ($3M)

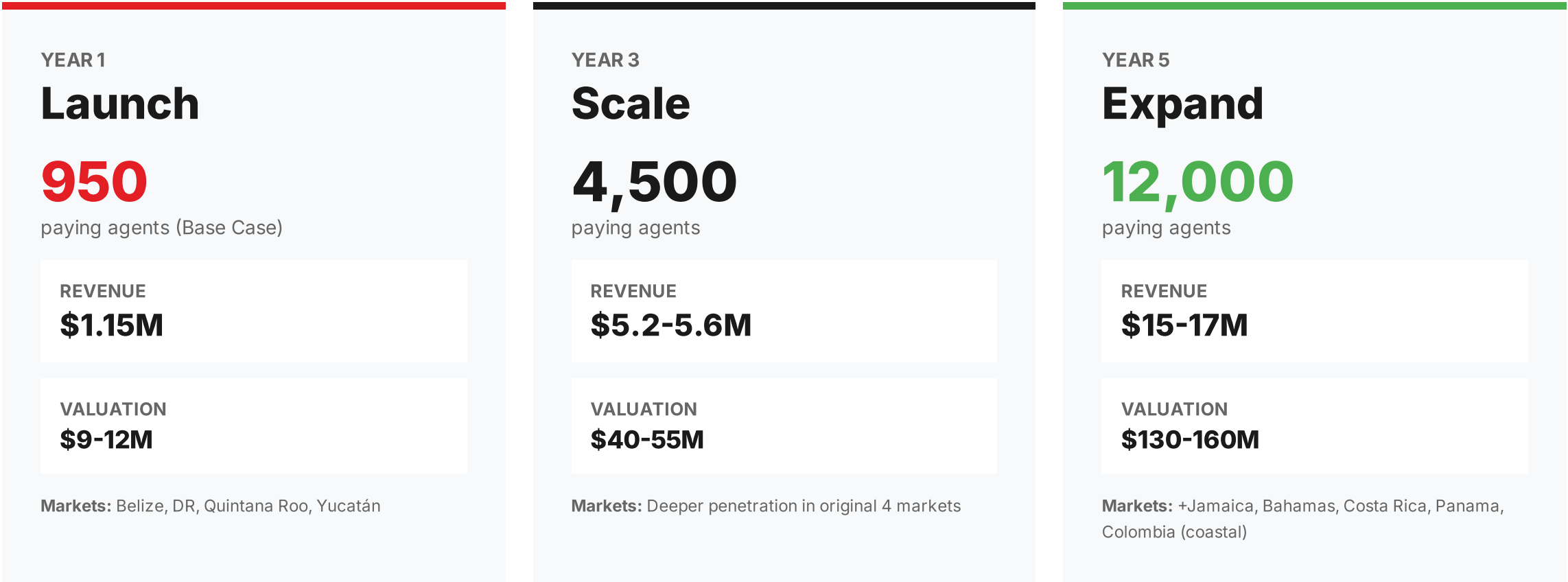| Product Development	Engineering Team	Market Launch Teams	Marketing & CAC	Compliance & Ops
$900K	**$750K**	**$600K**	**$450K**	**$300K**

Long-Term Market Expansion

5-year growth path from 4 markets to 9+ markets

YEAR 1
Launch

950
paying agents (Base Case)

REVENUE
$1.15M

VALUATION
$9-12M

Markets: Belize, DR, Quintana Roo, Yucatán

YEAR 3
Scale

4,500
paying agents

REVENUE
$5.2-5.6M

VALUATION
$40-55M

Markets: Deeper penetration in original 4 markets

YEAR 5
Expand

12,000
paying agents

REVENUE
$15-17M

VALUATION
$130-160M

Markets: +Jamaica, Bahamas, Costa Rica, Panama, Colombia (coastal)

YEAR 5 TARGET
12,000 agents across 9 markets
43-54x ROI on seed investment

The Team

Proven team with deep domain expertise

Michael de Jong
Founder & CEO

Real Estate & Tech Experience
20+ years building and scaling real estate and technology ventures

MEKA Modular Founder
Founded and led modular construction company serving Caribbean markets

Belize Resort Developer
Developed luxury resort properties in Belize, deep market knowledge

Karl Mitmannsgruber
Chief Technology Officer

IT Leadership Experience
20+ years leading technology organizations and building scalable systems

Scaled Philippines BPO
Grew business process outsourcing operation from startup to 4,000 employees

Enterprise Architecture
Expert in building high-performance, scalable platforms for global operations

Strong Founder-Market Fit

Michael brings deep Caribbean real estate market knowledge and local relationships. Karl brings proven ability to scale technology platforms to thousands of users. Together: the perfect combination to build the region's first MLS infrastructure.

MAPADOS

The Ask

$3M

Seed Round

What You Get

Four key deliverables for your $3M investment

YEAR 1 TARGET

1,350 agents

across 4 markets

PROFITABILITY

Month 7

break-even achieved

YEAR 3 VALUATION

$43.8M-$54.8M

8-10x revenue multiple

INVESTOR ROI

14.6x-18.3x

by Year 3