CAELUM

PRIVATE EQUITY

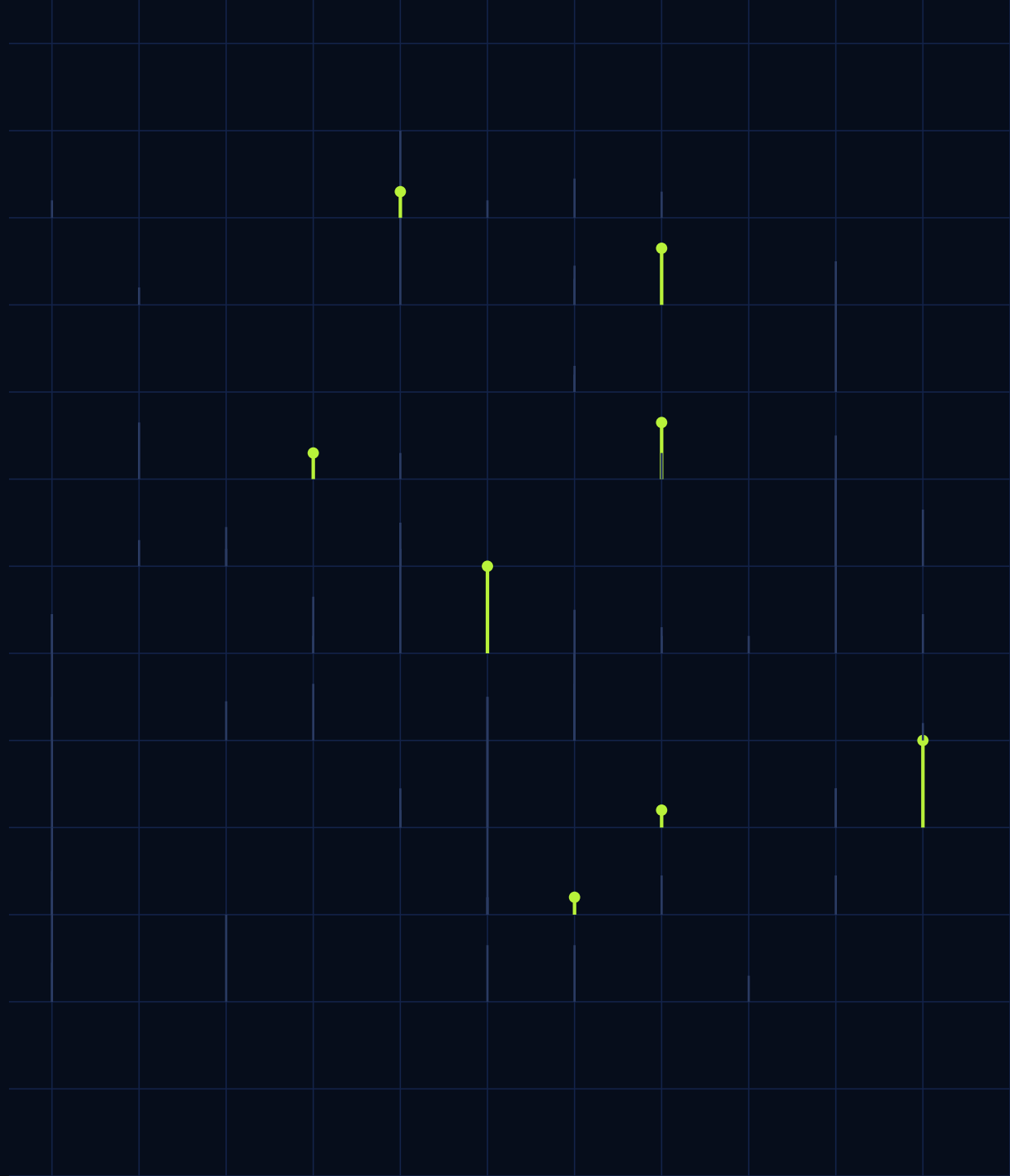
INVESTOR PITCH · OCTOBER 2026

Preluma

Artificial intelligence for early real estate sourcing.

Spots properties likely to be sold before they reach the listing portals and ranks them for agencies and investors.

IN DEVELOPMENT · COMPLETION DEC 2027



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THE PROBLEM

By the time a property reaches the portal, the owner has already decided to sell it alone.

01

A late conversation

The owner thinks selling alone is easy and lists the property. They often end up with a bad deal, and the agency arrives after the decision is made.

02

Scattered data

Land registry, cadastre, urban context and market signals sit in sources nobody brings together in one view.

03

Manual intuition

Sourcing depends on each agent’s personal network and slow reviews. It does not scale without adding headcount.

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THE SOLUTION

Three AI agents, one decision chain.

SCOUT

Detects intent

Cross-references public signals and gives every property an intent-to-sell score.

DIRECTOR

Decides the route

Routes each opportunity to the right professional, always subject to the owner’s consent.

CONSULTOR

Supports the agent

Interface for the human agent. Learns from every outcome and refines the model through its own feedback.

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COMPLIANCE BY DESIGN

Analysis never authorises contact. Only the owner does.

Analysis signals	Used to analyse and prioritise. None of them enables direct contact with the owner.
Contact signals	Require explicit consent. They are the only ones that open a contact channel.
AI Act	Transparency obligations in force since August 2026. Annex III high-risk obligations are deferred to December 2027 under the Digital Omnibus: the same date Preluma completes development.
Data	Infrastructure in the European Union, with encryption and role-based access control.

BUSINESS MODEL

Two recurring revenue streams.

B2B

SaaS for agencies

Tiered subscription by opportunity volume and number of agents. Integrated into the agency’s workflow.

B2C

Two free valuations

Then a monthly subscription by direct debit, with verified ownership.

DATA

Network effect

Every outcome the Consultor records improves the scoring. More usage means better predictions for every customer.

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TECHNOLOGY

Proprietary architecture, ready to scale in the cloud.

AI	Models hosted in the European Union, with human oversight.
Applications	Web for agencies and a mobile app for owners.
Data	Encrypted geospatial database with role-based access.
Cloud	AWS in Europe, with automatic scaling.
Delivery	Continuous deployment with automated tests and an audit trail.

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ROADMAP

From research to commercial operation in December 2027.



Mar 2025

RESEARCH

Sourcing study in Madrid with agencies.

Oct 2025

ARCHITECTURE

Design of the three agents and the consent framework.

May 2026

DEVELOPMENT

Scout engine in validation.

Oct 2026

TODAY

AWS infrastructure and agency pilot.

Apr 2027

PLANNED

Commercial B2B beta and B2C trial.

Dec 2027

GOAL

Development complete and commercial launch.

NEXT STEP

Seed round open: €250,000 to complete development and launch Preluma.

Founder and CEO	Thirty years of international business development across Europe and Latin America (Diageo, Pernod Ricard, JBS, ConAgra Brands, Engel & Völkers). MBA in disruptive technology business management.
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