



IntelligentChoice

REACH Australia Presentation



Presented by Travis Shaw
Founder: IntelligentChoice.Digital



IntelligentChoice

IntelligentChoice creates AI powered business solutions that are designed to be deployed globally, are disruptive, solve real world problems, and create first mover advantages for industry sectors and businesses that adopt them.

The IntelligentChoice Property Search Platform and App is our first offering.

Our Property Search App leverages AI techniques, including Image Recognition, Natural Language Understanding (NLU), and Interaction Analysis to create a highly productive and personalised environment for Buyers and Agents alike.





Culture & Values

At our current stage of development we embrace the following mantras to stay on track:

- Being Laser Focused on what Differentiates us.
- Staying Hungry and Customer Focused.
- Remaining Humble, Agile, and Open to Feedback.
- Being Frugal and Capital Cost Efficient.
- Celebrating Success and Lucky Breaks!

As we move into the growth stage of development the Key Values we look to Seek and Model include:

- Diversity, Equity, and Inclusivity.
- Agility, Ingenuity, and Inventiveness.
- Integrity, Honesty, and Good Health & Wellbeing.





Commitment To Climate Action

Intelligent Choice believes that all companies, regardless of size have a responsibility to make a positive contribution to limiting the adverse global impacts of Climate Change.

Our commitment is to plant one tree for each and every Agent Sign Up/Renewal.

Based on our current growth projections across the Australian and New Zealand markets, this will amount to planting 8,500 trees p/annum.





Meet The Team



Travis Shaw

- Travis is a User Experience (UX) specialist that embodies Agile and advocates for Human-Centred Design (HCD). A natural leader with a passion for creating platforms which revolutionises how people and companies think/interact.
- Holding a Bachelor of Commerce in Finance and Economics from the University of Canterbury and a Master of Interaction Design and Electronic Arts (with Distinction) from the University of Sydney.



Ricki Shaw

- Ricki is an experienced Consultant/Business Owner with a particular interest in leveraging disruptive technologies in business, such as: Artificial Intelligence, Natural Language Processing, and Augmented Reality.
- Holding a Bachelor of Engineering in Electrical and Electronics (with Honours) and a Master of Business Administration (with Distinction) from the University of Canterbury.





What We Do

IntelligentChoice provides a personalised tool that Agents can use to establish and sustain highly productive connections with potential Buyers.

The IntelligentChoice Property Search Platform and App offers 3 Key Benefits to Agents and Buyers:

- A highly personalised and efficient mechanism for Buyer's Agents to establish and maintain meaningful communication with potential buyers.
- Listing Agents with greater visibility about who is shortlisting their properties.
- Buyers with a much smarter search tool for shortlisting and finding their ideal property.





The Key Industry Issue We Address

From an Industry perspective the most critical issue that IntelligentChoice addresses is the alarmingly high level of Agent Churn.

Reducing Agent Churn will have an immediate positive impact on Real Estate Agencies financial performance, but also their office culture and morale.

New Agents entering the industry need time to establish themselves, create a viable revenue stream, and build their personal brand/reputation. Adoption of the Intelligent Choice Search Platform and App by Agents will round out their toolkit needed to succeed in the Real Estate Industry, and will go a long way to reducing Agent Churn.





Why Now?

From an Industry perspective:

- It is important that the issue of Agent Churn is addressed urgently, with >50% of new Agents leaving the industry after only 1-2 years.
- “Level the playing field” for new Agents, with 20% of Agents selling more than 80% of listings, IntelligentChoice looks to find a way to widen the distribution of earnings amongst Agents.

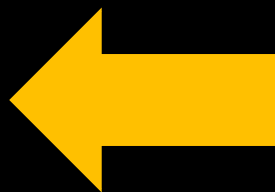
From the Buyer’s perspective:

- There is an expectation that they will receive an increasingly sophisticated and personalised service, both online and offline. Smart phone technology and Cloud Computing has evolved to the point where we can now match this expectation by offering a much smarter/adaptive property search experience that uses “on the fly” AI techniques, including Image Recognition/Classification and Natural Language Understanding (NLU).

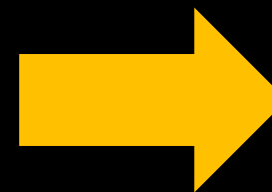




Buyer & Agent Demos



Please view the Buyer and Agent demos to get a feel for the IntelligentChoice UX/UI and App functionality.



<https://intelligentchoice.digital/buyerdemo>

<https://intelligentchoice.digital/agentdemo>

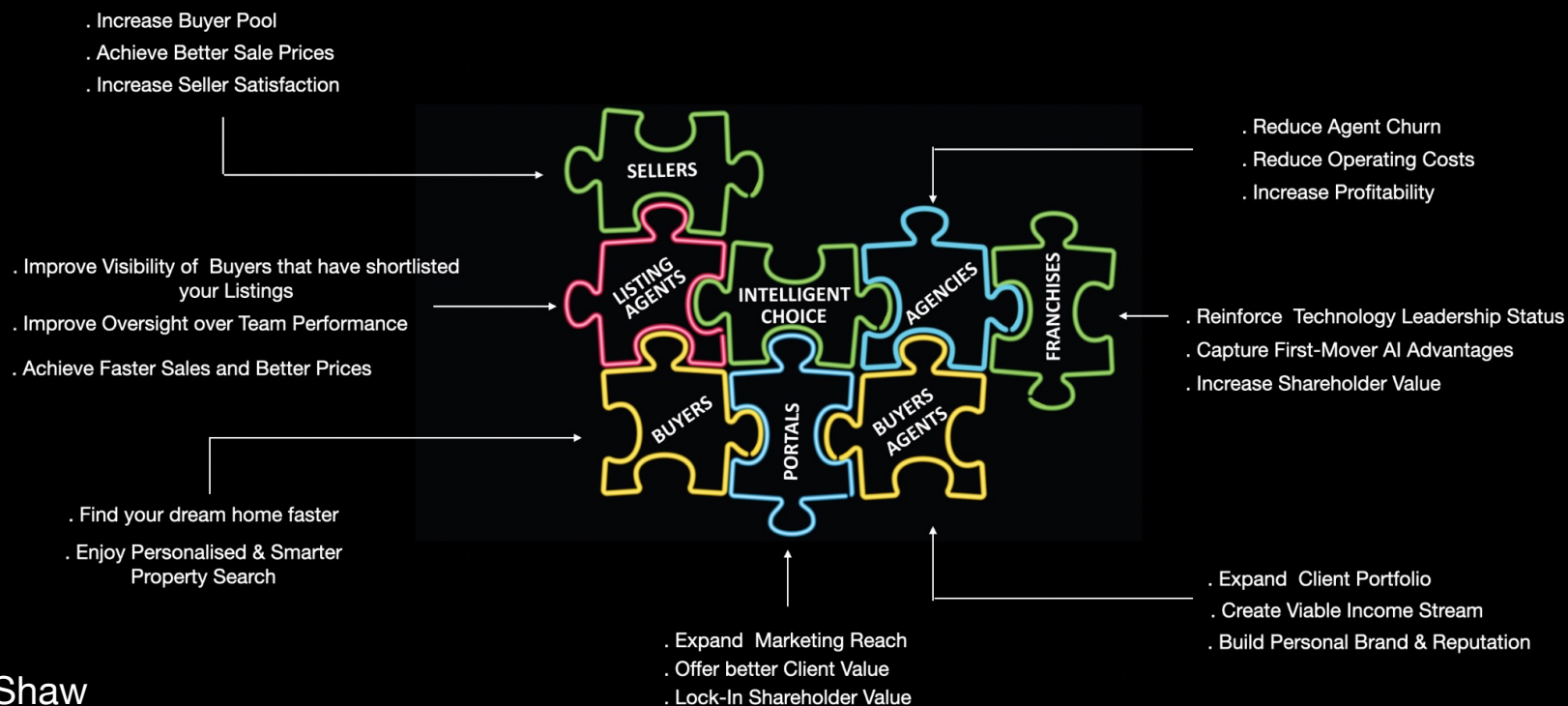


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Industry Benefits

The IntelligentChoice Search Platform and App offers a multitude of interrelated benefits across the Real Estate Industry ecosystem. These are summarised below, we call this “The Power of Intelligent Collaboration”.





Competitor Landscape

Our main competitors are the leading Property Search Portal sites with wide national reach:

- In Australia these are RealEstateAU, Domains, and AllHomes.
- In New Zealand these are TradeMe, RealEstateNZ, and OneRoof.

Whilst all of the above Portals sites are Competitors in the sense that this is where Buyers currently go to find homes, Intelligent Choice views the Portals as potential Partners, rather than Competitors. This is because it is very difficult for Portals to use AI in the same way IntelligentChoice does.





What Makes Us Different

IntelligentChoice get its revenue stream from Agents through an annual License Fee. In contrast, Portals get their revenue from Sellers through 4-6 week marketing campaigns.

IntelligentChoice focus on connecting Buyers to their “Agent of Choice”, leveraging AI to prioritise listings shown that better fit their wants and needs. In contrast, Portals focus on maximising Advertising Spend, encouraging Sellers to upgrade their marketing campaigns i.e. a “Pay for Prominence” model.

The net effect of IntelligentChoice’s focus on Agent needs translates to selling properties faster and for better prices, while Portals focus on selling Advertising translates to maximising Shareholder return.

At first glance these two approaches appear incongruent, however, with Portals viewing IntelligentChoice as a Collaborator rather than a Competitor, a win/win scenario can be achieved. The Portal benefits by expanding its Reach, adding a new channel for distributing its Listings, IntelligentChoice benefits by accessing the Portal’s listing feed.





Revenue Model & Marketing Strategy

IntelligentChoice's revenue stream comes from an annual License Fee/Subscription of \$500 p/agent yearly to access its platform. We also offer a "try before you buy" option to maximise Agent acquisition and App utilisation.

Here, instead of paying the annual Licensing Fee the Agent can opt to pay a Success Fee of \$500 on their first App sale. At this point the Agent can opt to upgrade to a full license instead of paying the success fee if they wish.

We believe that the most successful way of reaching our target customers is by adopting a top down approach. First, obtaining the endorsement of the Head Franchise Owners, then Agency Business Owners, and finally influential Listing and Buyers Agents.





Revenue Projections

Australia and New Zealand Gross Revenue Projections:

- Year 1: \$3.5M (AUS) | \$0.75M (NZ)
- Year 3: \$10.5M (AU) | \$2.25M (NZ)

Assumptions:

- Number of Registered Agents: 70,000(AU) | 15,000(NZ)
- Year 1 Market Share: 10%
- Year3 Market Share: 30%
- Revenue/Agent: \$AU500 p/annum
- Gross Market Size: \$35M (AU)) | \$7.5M (NZ)
- Addressable Market Size: 50% of Gross





Next Steps

Capitalise on the opportunity to network with key industry executives across both Australia and New Zealand.

Take mentorship opportunities provided by REACH to absorb insights that will drive the future development and growth of the IntelligentChoice platform and App.

Take these connections and use them to partner with one of the Portals to secure a live listing feed, along with a VC to source funding and implement our go to market strategy.

Future Expansion:

- Additional regions, such as Europe, North America, and Asia.
- Additional sectors, such as Commercial, Rural, Investor, and Rental.

