

## Company Overview

CREnetics is redefining how the world understands real estate. We're building the first real-time predictive AI engine that captures the pulse of the global commercial real estate ecosystem. Unlike traditional models that treat properties as static assets, CREnetics sees real estate as a space-time product—constantly shaped by how people use it and where capital flows. By fusing space market demand with transaction market data, we've created a living valuation model that reveals the true, dynamic value of each asset.

## Market Problem

Real estate is moving faster than the tools meant to track it. Today's platforms rely on stale comps, outdated transactions, and backward-looking appraisals—leaving decision-makers flying blind. The disconnect between how space is actually used and how capital is priced creates systemic blind spots that fuel mispricing, mistimed deals, and cycles of overbuilding. The result? Higher risk, murkier underwriting, and limited access to real-time market intelligence when it's needed most.

"With clearer and more timely data, private markets don't have to be opaque, risky, or out of reach. Indexing them – just as we do with public markets – **Can Unlock Growth Opportunities For Investors Of All Sizes Around The World.**"

— Larry Fink, BlackRock 2025 Chairman's Letter.

## Our Solution

CREnetics bridges the gap between space and capital with the first intelligent valuation engine for real-time decision-making. Powered by our purpose-built AI engine, **CREate**, and anchored by the **Residual Demand Construct™**, our platform transforms raw usage data into forward-looking analytics that unlock precision across the real estate lifecycle—from developers to city planners and institutional investors.

What sets CREnetics apart:

- **Real-Time Pricing Signals** driven by projected user demand—not stale comps.
- **AI-Powered Forecasts** that time revenue cycles with residual demand modeling.
- **5x Greater Forecasting Accuracy** than traditional models.
- **Live Index of Intrinsic Value** enabling next-gen financial tools—from long/short CRE trades to derivatives.

## TAM/SAM Framework

The **Total Addressable Market (TAM)** for CREnetics includes the global commercial real estate (CRE) sector, which exceeds \$90 trillion in total asset value. In the U.S. alone, CRE comprises over \$25 trillion, with an estimated \$13 billion spent on data subscriptions, property management, and valuation services. The opportunity for AI-enabled financial modeling tools for developers, auditors and underwriters is nearly as large. CREnetics is uniquely positioned to redefine how market participants understand and value commercial property.

Our **Serviceable Addressable Market (SAM)** focuses on a high-impact segment of this industry: institutional investors, insurers, and lenders managing billions in CRE assets; developers and brokers seeking competitive insight; and a growing base of 300,000+ professionals already relying on Excel-based modeling tools. This subset represents a clear pathway to a \$3 billion+ annual revenue opportunity through subscription licensing, platform integrations, and enterprise partnerships.

## Competitive Advantage

CREnetics is the first platform to bring real-time, forward-looking valuation to commercial real estate—unlocking a competitive edge built on layered, defensible advantages. We offer a fundamentally new framework for pricing space as a dynamic economic product:

- **First-Mover Advantage:** Only platform unifying user space demand, capital flows, and machine learning to reveal true intrinsic value before it hits the market.
- **Proprietary Technology:** Powered by CREate, our copyright-protected LLM and leveraging the trade secret workflows of our **Residual Demand Construct™**.
- **Exclusive Data Access:** Strategic data agreements with top-tier data providers across both space and capital markets.
- **Applied Research Foundation:** Developed through academic collaborations with institutions renowned for rigor and

- **Flywheel Intelligence:** Every user interaction improves model accuracy, compounding value across markets and use cases.
- **Unmatched Leadership:**
  - Patrick Nessenthaler - World-leading commercial real estate strategist holding CFA, CAIA, MAI, and CRE designations. Only practitioner in the world with all of these designations. Valued and capitalized over \$10B of real-estate transactions.
  - Mitch Kemp – Hands-on leader at AWS, Oracle, and PriceWaterhouse Coopers. Delivered billions of dollars of customer value growing small teams to 1000+ members.