

GLEMO - Web2 Operating Brief

AI Sales Agent + relationship-manager brokerage, built for measurable execution.

Glemo combines AI Agent infrastructure, relationship-manager brokerage, and partner distribution to build a capital-efficient real estate sales operation. The pre-seed is framed as acceleration capital: prove the operating cadence, show KPI discipline, and pursue a Growth Round only after visible proof points.

PRE-SEED

USD 2.0M

SAFE; disciplined entry

VALUATION CAP

USD 10-12M

20% discount

BREAKEVEN

Month 4

Model path

GROWTH ROUND

Up to USD 20M

Conditional on proof

PEAK RUN-RATE

~USD 27.6M/yr

Exit M24 annualized

24M REVENUE

~USD 28.8M

Cumulative model output

PEAK CAPACITY

1,000 units/mo

40 RMs, including 6 managers

Investor framing

The investor is underwriting execution against measurable operating proof: product usage, revenue quality, RM productivity, partner depth, CAC visibility, and cash discipline.

SECTION

Two Engines, One Commercial System

AI Sales Agent

- Production use with major homebuilders.
- Claims approximately 30K interactions/day.
- USD 400K/year savings and 20x capacity improvement, subject to NDA evidence.
- Creates product proof and marketplace depth.

RM Brokerage

- Relationship-manager operation across domestic and Brazil-US demand.
- Revenue reported as gross commission, not GMV.
- Ramp from 2 to 25 RMs in 6 months, then 40 by month 12.
- 40 total RMs include 6 managers/team leads.

Metric	Canonical Number	Why It Matters
Peak capacity	1,000 units sold/month	Shows mature operating scale.
Revenue mix	90% domestic / 10% cross-border	Keeps cross-border as upside, not dependency.
Year 2 revenue	~USD 23.1M	Near-peak operating proof.
EBITDA margin	~38% in Year 2	Shows contribution discipline.

SECTION

Use of Funds and Proof Milestones

Category	Allocation	Operating Purpose
B2B / B2C Sales & Marketing	USD 700K / 35%	RM ramp, AI Agent client acquisition, partner activation, paid tests.
Technology & Product	USD 500K / 25%	Platform reliability, AI Agent rollout, data/BI, marketplace depth.
Operations & People	USD 400K / 20%	Core team, finance operations, reporting cadence, execution owners.
Legal / Admin / Governance	USD 200K / 10%	SAFE, contracts, compliance posture, diligence support.
Reserve	USD 200K / 10%	Runway cushion and execution flexibility.

Milestone curve

Month	Units/mo	Marketplace apps/agents	Execution Gate
M1	2	6	Pre-seed close and operating budget.
M6	150	18	First RM ramp completed.
M12	500	36	40-RM organization with 6 managers.
M18	740	58	Marketplace and partner conversion expanding.
M24	1,000	80	Peak sold-volume target under mature cadence.

SECTION

Evidence Required Before the Growth Round

Proof Area	Current Claim	Required Evidence
AI Agent usage	30K interactions/day	Usage export, client validation, methodology.
Savings	USD 400K/year	Before/after cost basis and client confirmation.
Brokerage history	USD 6M+ GMV	CRM/BI exports, transaction summary, commission reconciliation.
Partner depth	MRV, Vivaz/Cyrela, Canopus, Lopes, BRZ, Rogga	Status list, contracts/LOIs where available.
RM productivity	Ramp to 40 RMs	Onboarding records, pipeline, conversion by RM cohort.

Risk posture

- Keep Growth Round language conditional and tied to evidence.
- Separate GMV from revenue in every investor discussion.
- Update the model monthly against RM productivity, CAC, revenue, and cash runway.
- Treat cross-border expansion as upside to the domestic engine, not the base case.

SECTION

The Ask

Glemo is seeking a USD 2M pre-seed SAFE to accelerate an operating business that already has product evidence, partner relationships, and a bottom-up model showing early breakeven. The round should be evaluated as a disciplined entry into an execution story, not as a promise of immediate institutional scale.

Term	Position
Instrument	SAFE
Round size	USD 2,000,000
Valuation cap	USD 10-12M
Discount	20%
Advisory	0.5% advisory seat available, subject to final agreement

Growth Round principle

A future Growth Round of up to USD 20M should be pursued only if the pre-seed proves the RM ramp, AI Agent evidence, commission revenue quality, partner depth, and cash discipline.