

SEED ROUND INVESTMENT MEMO & VENTURE SUMMARY



The All-in-One AI Operating System for the Broker Economy

Empowering 300,000+ Real Estate Brokers & Southeast Asian Intermediaries with Automated Course Creation, High-Retention AI Video, Instant Landing Pages, and Closed-Loop CRM.

15 Mins

AI COURSE PRODUCTION

< \$0.80

AI VIDEO UNIT COST

88.5%

SAAS GROSS MARGIN

**\$750K -
\$1.2M**

SEED ROUND SEEKING

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THE CORE PROBLEM

Brokers Suffer From Manual Production Drag & Severe Lead Leakage

Vietnamese real estate generates \$25B+ in annual transaction value, but 300,000+ brokers operate without cohesive tooling.

PROBLEM 01

80% Non-Revenue Work

Brokers spend 20+ hours weekly struggling with Canva templates, writing repetitive Facebook posts, or paying \$50-\$150 per property tour video.

Result: Severe burnout and a 70% annual broker turnover rate across top agencies.

PROBLEM 02

Fragmented Point Solutions

Brokers juggle ChatGPT for text, CapCut for video, Google Drive for brochures, and Zalo notes for contacts. No shared database or workflow memory.

Result: 75% of inbound inquiries drop off before scheduling the first property viewing.

PROBLEM 03

Agency Training Bottleneck

Agencies take 6-12 weeks to onboard junior agents. When developers change payment policies or masterplans, course materials take months to rewrite.

Opportunity: 15-minute automated curriculum extraction from developer PDFs.

THE STRUCTURAL MOAT

The 4-Pillar Closed-Loop Broker OS Flywheel

Single-point AI apps get displaced easily. Moigioi.ai builds an unassailable moat by managing the broker's entire business lifecycle.

PILLAR 01 • KNOWLEDGE

AI Course Creator

Converts developer brochures, legal decrees, or voice memos into interactive bite-sized lessons, quizzes, and verifiable certificates.

15 Mins

100x Faster Than Old LMS

PILLAR 02 • ACQUISITION

AI Video Studio

Generates viral 9:16 TikTok & Reels with native 3-region Vietnamese AI voice, auto subtitles, and animated B-roll in under 4 minutes.

< \$0.80

95% Cost Reduction

PILLAR 03 • CAPTURE

AI Brochure Bridge

Compiles developer PDF flyers into branded high-converting SEO web pages (moigioi.ai/lp/slug) with instant Zalo lead sync.

60 Secs

Instant Web Publishing

PILLAR 04 • RETENTION

Broker Mini-CRM

Visual Kanban funnel: Lead → Qualified → Viewing → Offer → Closed Deal. Prevents deal leakage and drives daily active use.

4.2x

Daily Retention Multiplier

PILLAR 01 • KNOWLEDGE ENGINE

AI Course Creator: 100x Faster Curriculum Production

Extracts complex real estate frameworks from raw documents into accredited micro-learning in 15 minutes.

Multi-Source Ingestion Pipeline

- ✓ **Legal PDFs:** 2024 Land Law & decree updates distilled into practical sales rules.
- ✓ **Project Brochures:** Payment schedules, discounts, and floorplans extracted into slides.
- ✓ **Negotiation Voice Memos:** Top broker audio notes converted to objection-handling scripts.
- ✓ **Interactive Quizzes:** Auto-generated scenario questions to verify student comprehension.

ACCREDITATION STANDARD

Digital Certificate ID: MGJ-2026-X89F2A

Tamper-proof verifiable URL for broker licensing compliance

PRODUCTION VELOCITY BENCHMARK

Traditional Agency LMS

6 Weeks

\$3,000+ Production Cost

Moigioi.ai Engine

15 Mins

\$4.50 Compute Cost

B2B Enterprise Value: Agencies subscribe to maintain custom onboarding tracks for hundreds of junior agents without headcount overhead.

PILLAR 02 • ACQUISITION ENGINE

AI Video Studio: Short-Form Video Engine at 95% Cost Savings

Transforms static property photos into high-converting TikTok & Reels without cameras, studios, or editing skills.

Key Capabilities

- ✓ **Native 3-Region Voice:** Natural northern, central, and southern Vietnamese accents.
- ✓ **Viral Hook Framework:** 3-second attention retention hooks tailored to property buyers.
- ✓ **Dynamic Animated Captions:** High-readability captions with automated keyword emphasis.
- ✓ **Smart B-Roll Stitching:** Automated pans, zooms, and lighting enhancements on raw photos.

3m 12s Average Render Time

Optimized cloud GPU pipeline delivering ready-to-post MP4 videos

Unit Economic Disruption

Traditional Video Crew: **\$50 - \$150 / video**
Turnaround Time: **48 - 72 Hours**

Moigioi.ai Automated Video: **\$0.55 - \$0.80 / video**
Turnaround Time: **Under 4 Minutes**

Brokers can post 3 videos daily, capturing organic leads from TikTok without ad expenditure.

EXECUTION READINESS

Fully Operational Production Infrastructure

Not a conceptual wireframe. Backend database, payment webhooks, and B2B team licensing are live in production today.

LIVE IN PRODUCTION

VietQR & Stripe Billing

Zero-fee SePay VietQR integration with instant automated webhooks unlocking user accounts in 1.2s; Stripe for international credit cards.

ENTERPRISE READY

B2B Agency Multi-Seat

Team, TeamMember, and TeamCourseAccess database tables structured for major brokerages to allocate accounts across 500+ agents.

SERVERLESS SCALE

Neon Postgres & Prisma 6

30+ relational schemas with optimized connection pooling, designed to effortlessly scale past 100,000+ daily transactions.

TOP-TIER DX

Next.js 15 App Router

Server-Side Rendering (SSR) & React 19 ensuring instant page loads and premier Google SEO ranking for all broker project landing pages.

99.2% DELIVERABILITY

Resend Email Automation

Automated student onboarding, course progression reminders, and verifiable certificate delivery directly into primary inboxes.

GLOBAL READY

Bilingual Parity (VI & EN)

2,100+ translation keys audited with automated CI parity guards, ready for seamless Southeast Asian cross-border expansion.

UNFAIR ADVANTAGE

moigioi.ai: Category-Defining Generic Domain Moat

'Môi Giới' is the universal Vietnamese term for intermediary brokers. Our brand equity naturally expands across 3 high-value verticals.

VERTICAL 01 • BEACHHEAD

Real Estate Brokers

300,000+

Active Brokers in Vietnam

Commissions from \$2,500 to \$15,000 per deal. Highest willingness to invest in video and landing page automation.

Target ARR: **\$4.2M / year** (10% market share)

VERTICAL 02 • EXPANSION

Insurance Agents

800,000+

Life & General Insurance Agents

High continuous deal frequency. Requires bite-sized explanatory videos for complex policies and riders.

Target ARR: **\$9.6M / year** (Master agency tier)

VERTICAL 03 • CROSS-SELL

Mortgage & Credit

200,000+

Loan Officers & Consultants

Direct cross-sell alongside property transactions: interest rate comparison videos and monthly installment tools.

Target ARR: **\$3.5M / year** (Direct cross-sell)

MONETIZATION STRATEGY

High-Margin Recurring SaaS + Enterprise Agency Licensing

Multi-tier model designed for high customer stickiness, negative net churn, and rapid payback.

TIER 1 • SOLO BROKER

\$29 - \$49 / mo

- Unlimited Course Access & Micro-Certificates
- 15 Automated AI Videos / month
- 3 Hosted Project Landing Pages
- Solo Mini-CRM Pipeline Tracker

Target: 15,000 paid subscribers by Year 2

TIER 2 • SUPER BROKER / TEAM

\$99 - \$199 / mo

- 50 Automated AI Videos / month
- Unlimited Custom Domain Landing Pages
- Team Collaboration CRM (up to 5 seats)
- Priority GPU Rendering Allocation

Fastest growing conversion tier

TIER 3 • ENTERPRISE AGENCY

\$2,500 - \$10,000 / yr

- 50 - 500 Broker Multi-Seat Licensing
- Custom Internal Academy & Knowledge Base
- Enterprise API for lead distribution
- Dedicated Account Manager & Custom SLA

Target: 30 Top Agencies in 18 months

SEED ROUND MEMO

Seeking \$750,000 – \$1,200,000 USD Seed Investment

18-month execution runway to secure 15% market share in Vietnam and expand into the regional insurance economy.

45% Allocation

R&D & AI Infrastructure

- Dedicated low-latency GPU video rendering cluster.
- Proprietary real estate speech tuning for all 3 Vietnamese dialects.
- Automated landing page layout synthesis algorithms.

35% Allocation

Go-To-Market & Agencies

- Onboard top 30 real estate agencies (CenLand, Dat Xanh network).
- 500 broker ambassador affiliate network.
- Hyper-local real estate community training across HCM & Hanoi.

20% Allocation

Ops & InsurTech Launch

- Intellectual property, brand and trademark protection.
- Specialized insurance curriculum & compliance partnerships.
- Regional Southeast Asia beachhead validation.

LEADERSHIP & CREDENTIALS

Founder Alignment & Investment Inquiries

Direct communication with founding leadership. Comprehensive data room, financial pro forma, and tech audit available upon request.



David Duong Tran & Founding Team

Founder & Managing Partner • Independent AI & Digital Transformation Advisor

Unique convergence of cutting-edge AI software engineering and Vietnamese real estate sales management. Disciplined execution, zero vanity metrics, and 100% focused on shareholder value and gross margin.

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Available for 1-on-1 VC briefings

OPERATING & ADVISORY ENTITY

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Request the comprehensive **Seed Round Data Room** (Cap Table, 3-Year Pro Forma Financials, Technical Stack).

<https://moigioi.ai/investors>