



NeuraHomes

AI Powered Smart Home Solution.

Making safety, comfort, and efficiency accessible across Ghana.

PROBLEM



Homes Lack Security

Break-ins are common across underserved communities



High Energy Costs

Electricity bills consume up to 30% of low-income household earnings



Smart Tech Serves Just 1%

Smart home technology is expensive and fragmented

For millions of Ghanaian households, the problem is clear: homes are not safe, homes are not energy-efficient, and current solutions exclude them entirely.

Solution

- **Affordable retrofit modular IoT devices built from scratch**
- **Zero Internet AI powered app for automation and monitoring**
- **Unified smart automation ecosystem**



Who We Serve



Elderly Living Alone



Working-Class Families



Young Renters & Shared Homes



Emerging Communities

📄 These are real people with real safety fears — and we design *with them*, not for them.

Market Opportunity

5M+

Target Households

20-30%

Rising Energy Costs

\$8B

African Smart Home Market

Market Drivers

- Real estate developers increasingly require smart features in new builds
- Rising middle class demanding modern amenities
- Government push for energy efficiency

Our Entry Strategy

Start focused, scale systematically: Security and energy automation for individual homes → expand to building-wide systems → community-wide infrastructure.

Revenue Model



Device Sales



Installation & Setup



App Subscription



B2B Partnerships

Strong unit economics: Each home becomes a long-term customer as they gradually scale their automation capabilities over time.

Traction

01

Real Estate Partnerships

Listed on GREPA and Realco.
Completed demo installations with over a dozen real estate partners.



02

Pilot Installations

Successfully deployed systems in both low-income and estate homes.

03

Growing Waitlist

Over a dozen monthly active app users on beta

Impact



- **Convenience** Our competitors offers fragmented solution, we unify all ecosystem
- **Improved safety and peace of mind** for vulnerable households
- **Local job creation** through community technicians trained to install NeuraHomes
- **Accessibility:** families can begin with one device and scale up affordably
- 5% of our profits to Women in STEM.

Team



CEO

Chris



CTO

Vidhan



COO

Naa



IoT Lead

Sylvian

The Ask

We are raising:

\$500,000 USD

To scale NeuraHomes across Ghana and West Africa.

This funding will enable product development, market expansion, and large-scale deployments.

Allocation:

- ❑ **35% – Operations**
 - Hardware procurement
 - Demo Showroom
 - Servers & Software
 - Logistics
- ❑ **30% – Sales & Marketing**
 - Customer acquisition
 - Partnerships
 - Branding
- ❑ **25% – Team Expansion**
 - Engineers
 - Operations staff
- ❑ **10% – Pilot Projects**
 - Government & enterprise demos



**Our vision is simple:
smart living isn't luxury,
it's human dignity.**