

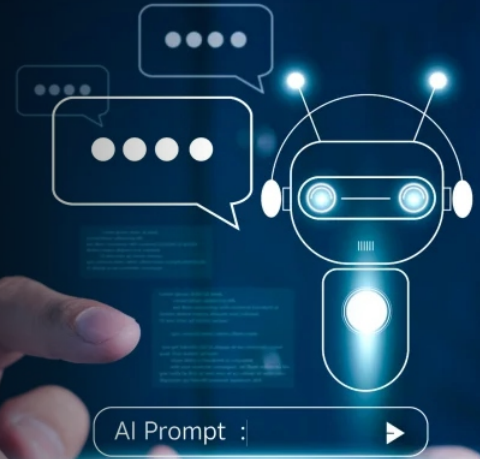
A composite image featuring a Dubai skyline at sunset in the background and a large, ornate ring sculpture in the foreground. The ring is covered in intricate Arabic calligraphy and is set against a hazy, golden sky. The city's skyscrapers are silhouetted against the bright sun on the left.

THE SHORTCUT TO EXPERIENCES IN DUBAI

urbangenie

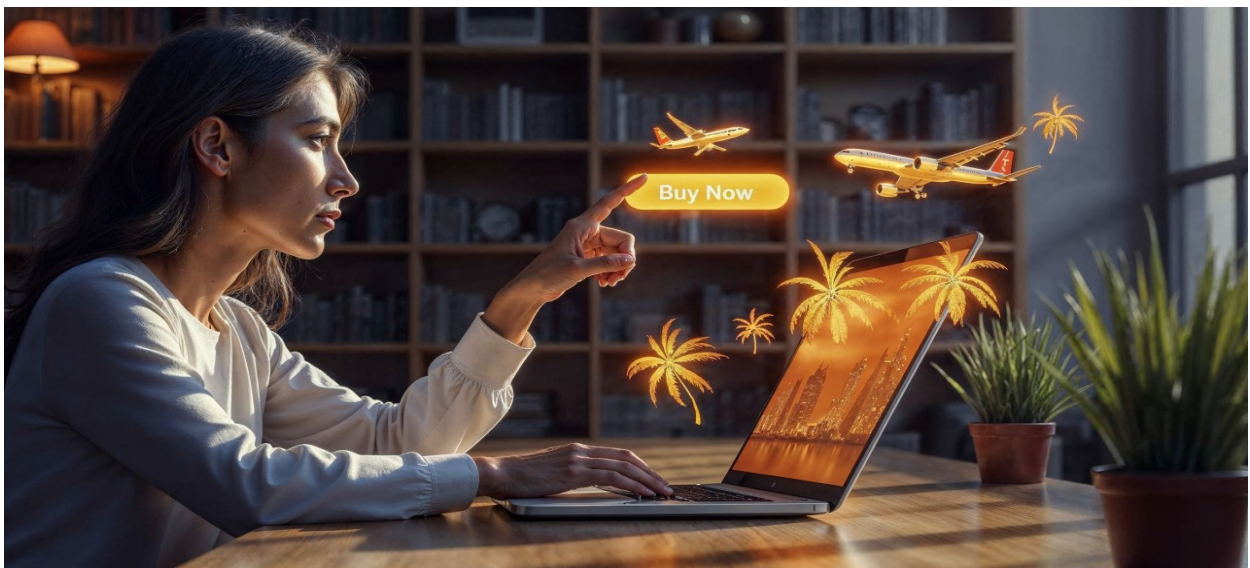
Vision

UrbanGenie is an AI-powered lifestyle super-app built on GPT-4 that enables instant bookings across dining, beauty, sports, and nightlife. Combining concierge-level intelligence with mass-market accessibility, Urban Genie delivers personalized experiences through conversational AI.



Problem

Dubai's lifestyle scene is fragmented — users juggle multiple apps, websites, and calls to book restaurants, salons, gyms, and experiences. Most concierge platforms target only luxury or HNW clients, leaving the majority of residents and tourists underserved.



Solution

UrbanGenie unifies all lifestyle bookings into a single AI-powered chat interface. Using GPT-4, it understands natural language requests, connects to live venue APIs, and confirms bookings instantly — offering a seamless experience from discovery to payment. The system also learns user preferences, curates recommendations, and highlights real-time promotions.

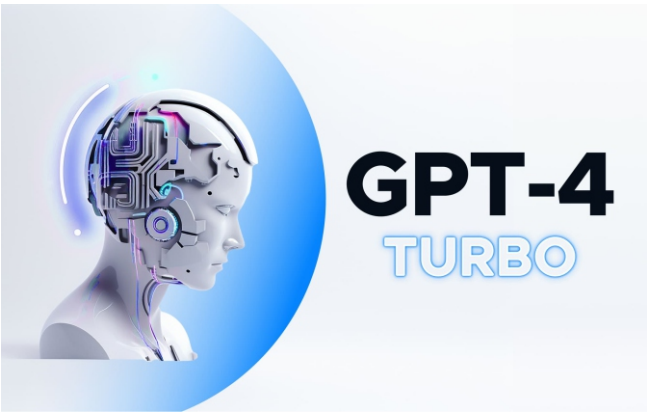


Promo & Deals Engine , Driving Mass-Market Adoption

UrbanGenie includes a dynamic Promo Feed that surfaces real-time discounts and limited-time deals from partner venues. This allows partners to fill unused slots and offers users affordable access to premium experiences — similar to The Entertainer, but AI-personalized through GPT-4.

Technology Stack

AI: GPT-4 Turbo (OpenAI API)
Backend: Node.js + FastAPI
Frontend: Flutter + Next.js
Database: PostgreSQL + Redis
Integrations: REST/GraphQL
Payments: Stripe, PayTabs
Hosting: AWS (Dubai)
Analytics: Mixpanel
Security: OAuth2, JWT



Competitor Landscape

Competitor	Focus	Weakness	UrbanGenie Edge
Fresha	Salon & spa	Single vertical	Multi-category + AI
ClassPass	Fitness memberships	Gyms only	Broader lifestyle integration
Seven Rooms	Restaurant	B2B focus	B2C AI + instant booking
Privilee	Premium access	Luxury-only	Mass-market coverage
Eat App / Reserve Out	Dining	No cross - category	Unified platform
Urban Genie	All-in-one AI	—	GPT-4 personalization + dynamic deals

Market Opportunity

Dubai’s lifestyle economy exceeds \$6B annually with 3.5M residents and 17M tourists. TAM across GCC exceeds \$21B, with rising AI adoption and strong consumer preference for seamless, chat-based services.

Business Model

Subscriptions (AED 49–149/month), Commissions (8–12%), Ads/Featured Listings, B2B Data Insights, and Promo Deals Feed. Projected 20K active subscribers by Year 2 generating \$3M revenue.

Financial Forecast

Year	Revenue	Net Cost	EBITDA	Notes
Y1	\$350K	\$500K	-\$150K	MVP build + soft launch
Y2	\$3.0M	\$1.7M	+\$1.3M	20K subs, full rollout
Y3	\$6.0M	\$3.0M	+\$3.0M	Regional expansion

Founders

Tim Knight — Co-Founder. 16 years in hospitality, events, and digital ventures (Dubai & Europe).

Simon Melchiori — Co-Founder . Experienced in digital marketing, project delivery, and operations strategy.

Both hold equal founder equity and lead product, operations, and brand direction jointly.



Investment Ask

Raising USD 500,000 (AED 1.8M) seed round for 18-month runway at a pre-money valuation of USD 5M (10× target multiple). Use of funds: 20% Tech, 30% Team, 40% Marketing, 10% Licensing & Legal.

Exit Strategy

Regional expansion to GCC and explore opportunities in similar advanced metropolis. Exit options: acquisition by telecomm, banking or existing digital applications such as Careem, Noon, Talabat. Alternately seek Series A funding round at \$5M+ valuation.

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