

Mission Statement

**Replacing fragmented real
estate workflows with a single
evolving system for better
decision making.**



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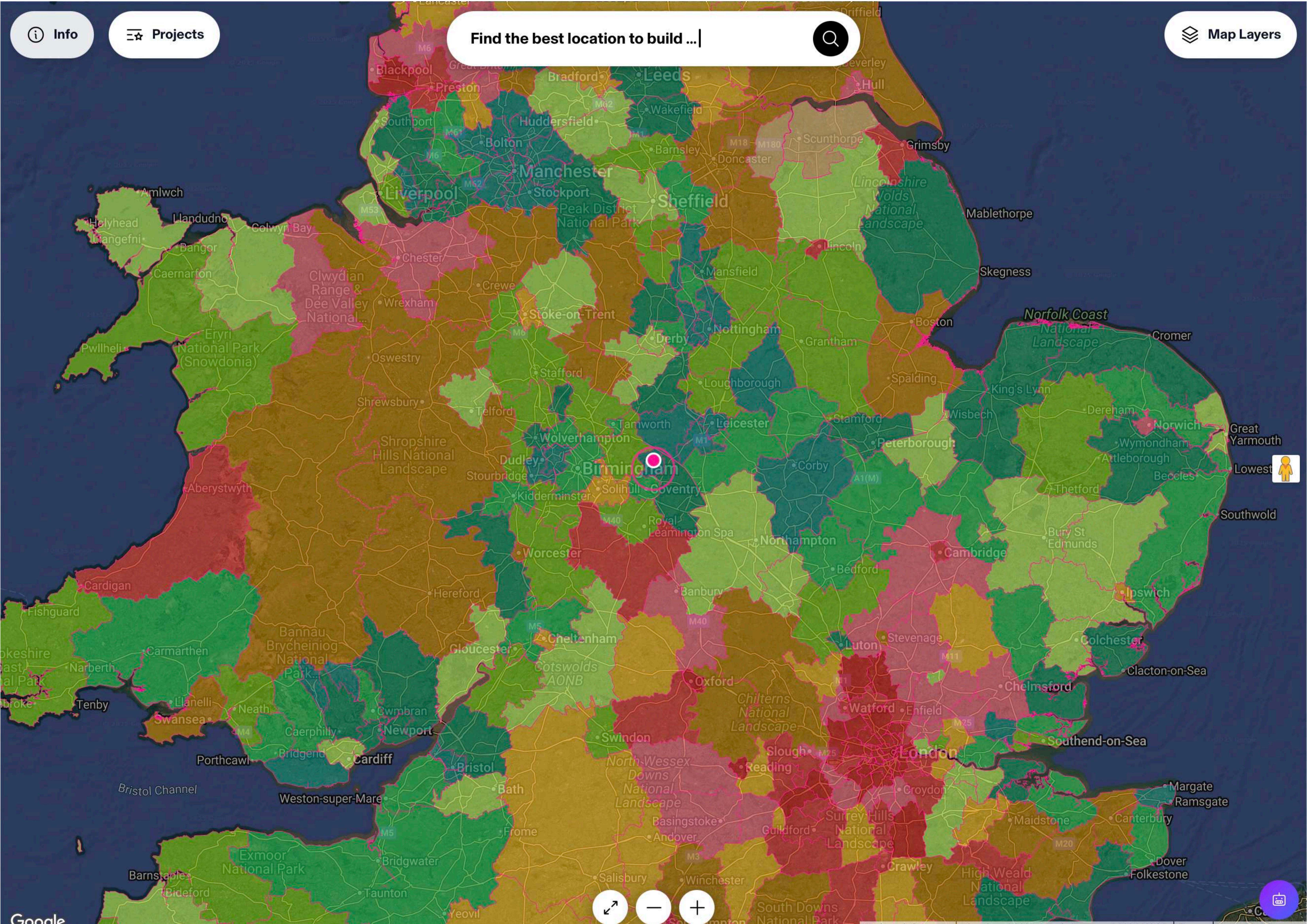
Preamble

Adema is not a finished product and it never will be.

It is a system that evolves with its users and with how real estate actually works in practice, not how it is described in theory.

Adema was not built to copy existing proptech or to slightly improve broken workflows. It was built to replace them. The aim is straightforward.

Better outcomes for the time, capital, and risk our users commit.



Why I am building adema

I did not build Adema to start a proptech company.

I built it because the system kept failing the people using it.

As a real estate investor, particularly in vulnerable accommodation, I saw the same problems repeatedly. Projects were not delayed by bad intent, but by process. Risks were identified too late.

Information arrived after money had already been spent.

Different teams worked in isolation using tools that did not connect.

Aborted fees were not unusual.

They were expected.

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William Spencer

Founder at adema AI

What became clear

Months were lost before fundamental issues were uncovered.

The cost landed on the people taking the risk.

What became clear was that the industry does not lack expertise or data.

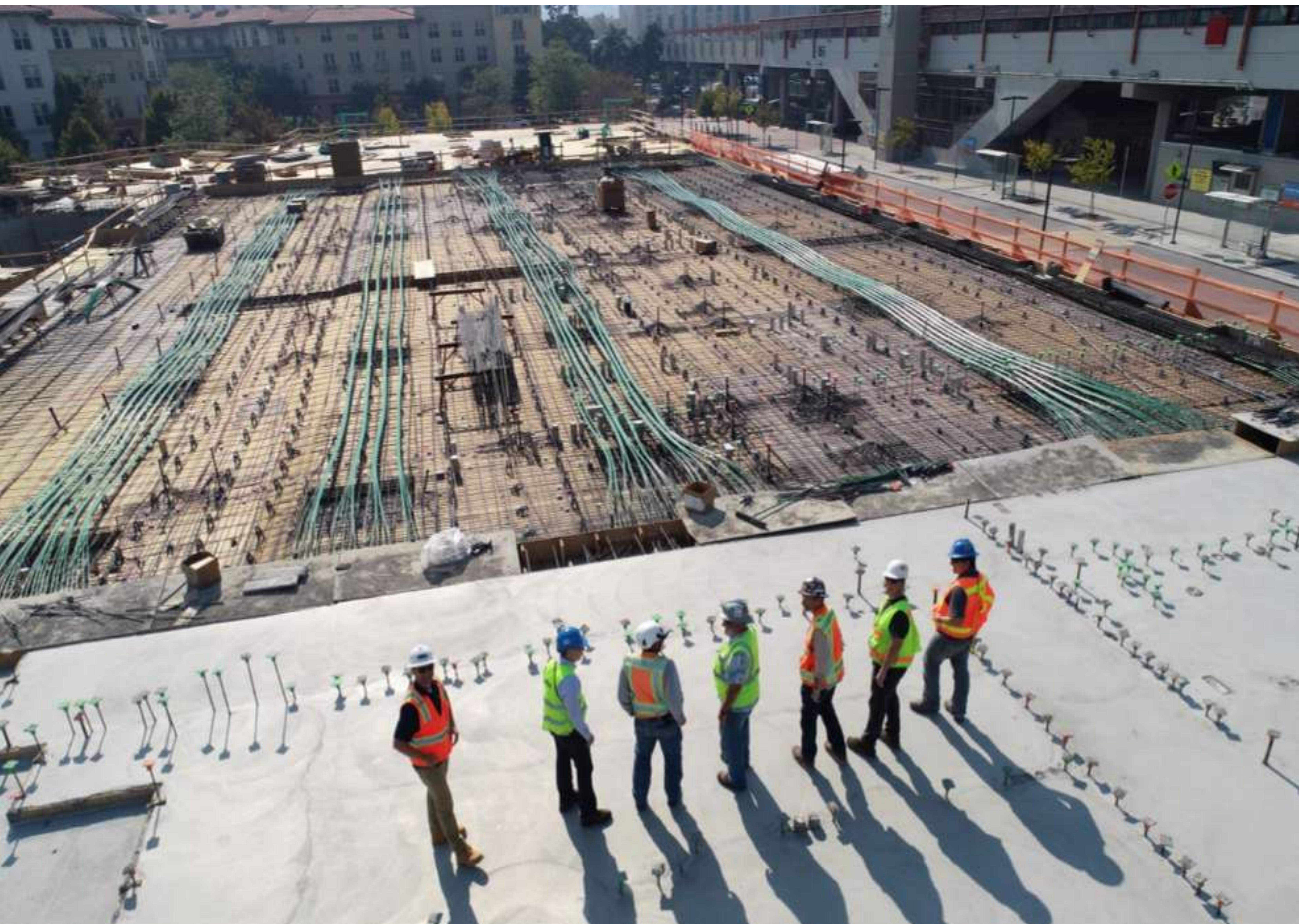
It lacks coordination.

Knowledge sits in silos.

Effort is duplicated.

Timelines stretch because certainty arrives far too late.

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Why this matters?

In vulnerable accommodation, this inefficiency carries real weight.

Delays do not just waste capital.

They slow the delivery of housing and care for people who need it most.

adema was built to change that.

Waste became normal.

It should not have been.

“

adema was built to:

Identify risk earlier.

Shorten decision cycles.

Replace fragmented workflows with a single system.

Respect time, capital, and responsibility.

”

Our Core Intentions

- Build a full stack real estate platform that covers the entire decision lifecycle in one system.
- Improve continuously based on real user behaviour, not fixed roadmaps.
- Align pricing with outcomes and reduce unnecessary upfront risk.
- Maintain a freemium offering that outperforms many paid alternatives.
- Reduce aborted costs by surfacing fatal constraints earlier.
- Reduce delays across sourcing, planning, feasibility, and decision making.
- Use AI that is domain specific and purpose built, not generic.
- Test and validate every tool so outputs are reliable and usable for real decisions.

Extended Intentions

- Extended Intentions
- Encode professional judgement into repeatable systems.
- Make risk visible early instead of deferring it downstream.
- Treat user capital with the same care as our own.
- Replace repetitive manual work with meaningful leverage.
- Keep AI outputs explainable and accountable.
- Integrate with existing tools rather than forcing lock in.
- Treat speed as an advantage without sacrificing rigour.
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Philosophical Statement

Real estate is built by people who commit time, capital, and judgement before certainty exists.

Brokers, investors, developers, planners, and operators make decisions with incomplete information and real consequences.

Adema exists to support those decisions.

By reducing friction, shortening timelines, and improving clarity, Adema helps people move from informed judgement to decisive action.

Adema replaces fragmented real estate workflows with a single evolving system that delivers faster, clearer, and better decisions.