

ONLINE MAGAZINE

MOBILE APPS & E-COMMERCE

**Develop
A Real Estate
CrowdFunding
App**

**Drive
Traffic To Your
Ecommerce Store**

**Why Ecommerce
Websites
Fail To Drive
Sales**

**Startup Ideas
For Vision Pro**

**Cost To Develop
App Like Stake**





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EDITOR'S NOTE /

I want to start this edition's editor's note with an exciting news. Our Royex Website website has been redesigned completely. I hope you do visit and let us know your thoughts on the website.

The UAE has been making waves in the global real estate market for several years now, and its growth trajectory shows no signs of slowing down.

With a strong outlook for growth and upward trends in foreign property investment, it is clear that the UAE is leading the way in the region's real estate sector.

In this edition, we are featuring two popular real estate crowdfunding apps in the UAE, SmartCrowd and Stake.

We have two articles that will highlight the features, development process, development cost, and other quirks of the two apps.

In the ecommerce section, we share six strategies to drive traffic to your website and also elaborate on why your website fail to drive sales despite getting enough traffic.

In the Metaverse section, we enlist a few startups ideas keeping vision pro in mind.

I wish all our readers success and hope you benefit from the information presented in the magazine and stay with us in the future.

Rajib Roy

(CEO, Royex Technologies)

ABOUT THE EDITOR



Rajib Roy is a software developer, entrepreneur, and author of two Books. He obtained a Bachelor's in Electrical and Electronic Engineering from Chittagong University of Engineering and Technology and a Master's in Computer Engineering from Heriot Watt University. Today, Rajib lives in Dubai, with his wife and his two sons. In his day job, Rajib runs his own Mobile apps and Ecommerce site Development company named [Royex Technologies](#), with branches in Dubai, Qatar, India, and Bangladesh. He has been instrumental in the start-up of several businesses and been responsible for building several projects.

E-COMMERCE

Ecommerce platforms, features, tips, and reviews



Driving traffic to your online store is a crucial aspect of e-commerce success. In a world where digital competition is fierce, standing out and attracting potential customers to your virtual storefront is a multifaceted endeavor.

Whether you're just starting your online business or looking to boost your existing one, a robust online presence is essential.

To truly thrive and grow your business, you need to ensure that your target audience finds and engages with your online storefront. This requires a multifaceted approach that goes beyond just setting up a website.

Think of your online store as a beautiful, well-stocked boutique on a bustling street in a vibrant city. Your challenge, however, is that this digital city is vast, constantly expanding, and populated with countless other boutiques and shops.

In this bustling digital landscape, your goal is to stand out, draw in potential customers, and create a memorable shopping experience that keeps them coming back.

In our first article, we shell out 6 ways you can drive traffic to your online store.

In the second article, we will explain the various reasons why your ecommerce store fail to drive sales despite enough traffic.



06

6 STRATEGIES TO DRIVE ORGANIC TRAFFIC TO YOUR ONLINE STORE

As we are talking about traffic, you need to keep in mind that all the traffic is not your potential customer. In this article, we are going to mention 6 strategies to drive organic traffic to your e-commerce store.

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WHY DO ECOMMERCE WEBSITES FAIL TO DRIVE SALES DESPITE ENOUGH TRAFFIC

It is common for ecommerce websites to have tons of traffic but no sales. This can be frustrating for the website owner and lead to many questions. What should be changed? How do I get more sales? We answer in this article.

6 STRATEGIES TO DRIVE ORGANIC TRAFFIC TO YOUR ONLINE STORE



Organic traffic is considered every e-commerce owner's dream. It refers to the visitors who land on your website without clicking any paid ads. In the e-commerce sector, the success of your business depends on the ability to drive direct traffic. It is a crucial & challenging task for business owners to drive traffic & purchase from your online store.

As we are talking about traffic, you need to keep in mind that all the traffic is not your potential customer. You have to mix proper SEO strategies & marketing policy to invite the right audience who will make a purchase in the end after visiting your website. In this article, we are going to mention 6 strategies to drive organic traffic to your e-commerce store.

Strong Online Presence

Social media is the easiest way to attract a pool of potential & targeted customers with multiple social media marketing strategies.

The increasing number of mobile & smartphone users makes it more convenient to get in touch with every online product via social media.

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Over 90% of online experiences begin with a search engine, making SEO a critical component of driving organic traffic to your online store
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Social media platforms like - Facebook, Pinterest, Instagram, and Twitter are free to use as marketing tools! Just opening a business account can help you to reach out to hundreds to millions of users in the most cost-effective way.

For a strong online presence, you need to figure out which platforms your users are active on most of the time.

According to the buyer persona, you have to follow the strategies to build brand awareness for your product. While you targeting social media platforms some suggestions are:

- There are multiple content types to promote your products such as Text, videos, GIFs, reels, and shots. Every media type has its own high consumption ratio depending on the platform. For example, reels & shots have high engagement on Instagram. So, research on the content that drives more engagement is important to figure out.
- Directly promoting any product sometimes looks artificial or people don't find it enjoyable. You need to create such type of content that represents your product in an informative way.

Email Marketing In A New Approach

Email marketing remains one of the most used & cost-effective ways to drive organic traffic for the brands



Did You Know?

- Websites that appear on the first page of search results receive over 90% of clicks, emphasizing the importance of ranking higher in search engine results pages.
- SEO involves optimizing your website's content, meta descriptions, title tags, and other elements to make it easier for search engines to crawl and understand your website's relevance to user queries.

With personalized email marketing tactics you can retain customers by informing them about your new products, updates, or any other news about your company.

Growing an email newsletters list is important to drive customers & it helps to get back a positive ROI. To subscribe to the newsletter of your company you have to provide an option on your website homepage where people will input their email address & contact number to subscribe to your newsletter program. Hence you can get a chance to grow the email list which will further help you to return back to your website for any new release. Some points that how you can leverage newsletters to drive traffic-

- If your e-commerce website contains a daily blog section, then you can send weekly newsletters about your recent post which promotes the products of your website.
- Through newsletters, you can announce the upcoming promotions, campaigns, and promotional codes.
- Offer newbie incentives via newsletter or incorporate any loyalty program through personalized email content.
- You can also share your highly engaging content from your social media platforms. Thus you can promote your online presence.
- Send automated emails for cart abandonment.

Best SEO Practices

To build a strong online presence, there is no way but to leverage best SEO practices to display your website on the top of SERP. In fact, 38% of the traffic onboard your website is through organic search on google search engine results. So, for a huge chunk of organic buyers, you have to make sure, your e-commerce is SEO optimized properly. Out of all SEO tactics, the essential 6 steps-SEO strategies for online store optimization are:

Step-1-Keyword Research: For an e-commerce site, keyword placement plays an important role as there are multiple products on the product page. Incorporate the keywords into the product title & product description as well. For keyword placement, you have to gather optimized keywords that complement your service & products. Two types of keywords you should use:

- High purchase intent keywords
- Keywords that you can link with high authority websites

Step-2- Product Page Optimization: Writing proper metadata of the product pages of your e-commerce website is the next essential task to do. Based on the metadata of the product page, users can discover the page on search results. For page optimization, you have to cultivate high purchase intent keywords on

- Title tags
- H1, H2 & H3 tags
- Product description
- Alt text of images
- Meta description of page not more than 150 characters

Step-3- Create High Authoritative Content: To rank your website on top, you need to have a high-quality content section that you can link up with other high-authority pages or websites to gain backlinks. High authoritative content involves-

- Brief history & specifications of the products
- Why the product is important & for whom
- X steps to use a particular product

Step-4- Submitting Sitemap: A sitemap is a file that provides a full overview of the content of your e-commerce website. It lists all the web pages in hierarchical order, typically starting with the home page. By submitting your websites to Google Search Console, it becomes easier for the robots or search crawlers to index your website.

Step-5- Improve Site Speed: Site loading speed defines, how quickly you can retain customers throughout the session. Improving page loading speed to 0.1-second helps to increase the conversion rate of e-commerce stores up to 8.4%.

Step-6- Optimize Site Architecture: Optimized website architecture helps existing users to easily navigate the whole site & thus it increases the session time for every interaction. A proper site structure refers to the perfect combination of web pages, product categories & sections.

Word Of Mouth Marketing

This is the most old-fashioned strategy out of all the points we have mentioned here. Word of mouth marketing is a type of marketing that relies on the spread of information from person to person.

This form of marketing has been around for ages and it's still effective for all types of niches. It has the power to generate organic traffic & boost sales. Many companies use this strategy because it helps them create a brand vision that people are happy to talk about.

The power of word-of-mouth advertising is undeniable. In this method, your valuable customers who already used your products & totally satisfied with your service become ambassadors of the website.

This type of marketing includes- a discount on the next purchase, contest, or other additional facilities in return for referring other customers who can be the next potential customer.

Referral Programs

A referral program is a most effective modern marketing strategy that involves other website affiliates or popular social influencers to share your product or service with other potential customers. Referral programs are usually set up in a way that rewards like giving a small sales percentage of the referral products to the referrer.

The best way to drive organic traffic is by using referral programs. They are inexpensive and easy to set up. It's one of the most used ways of generating leads and it's also good for customer retention. Referral programs involve the steps:

- Determining the vision or goal of the referral program.
- List down the referrals of your program. An affiliate or influencer can be used as a referrer in a referral program.
- Decide the time of launching the referral program. Also, you can start an affiliate program to leverage affiliate marketing.
- Use social media handles & email newsletters to inform about the new collaboration.
- Track the progress of the referral program.

Leverage Customer-Centric Marketing

A customer-centric marketing strategy is the future of marketing because it creates a sense of empathy with the customer and builds trust.

It is a process that involves listening to your customers carefully and responding to their needs & interest in a way that satisfies them.

The ultimate goal of customer-centric marketing is to create long-term relationships with customers by satisfying their needs over time. In other words, customer-centric marketing directly influences word-of-mouth marketing.

Aspects of customer-centric marketing involve:

- Build customer-centric business infrastructure
- Know your customer's expectations towards your product better
- Make customer's perception a reality
- Gather customer's qualitative & quantitative data
- Track customer's journey as a case study
- Let your customer demonstrate your product

And that is all for this article. The importance of driving organic traffic for an e-commerce site cannot be overstated. The main reason is that you don't have to pay for this traffic, and it is a good way to increase your ranking on search engine results pages.

But you should keep in mind that driving organic traffic in your online store not only involves search engine optimization but also developing customer relationships, nurturing old & existing clients & also being creative while promoting your products.

If you are new in this e-commerce industry, you can easily follow the above-mentioned steps as these are cost-effective if you are tight on your budget.

Royex Technologies is a leading E-Commerce site development company in Abu Dhabi. If you plan to design/redesign your website or launch an e-commerce platform, our 24*7 technical teams will give you design and development support.

Let Royex's web development team help you develop your e-commerce store to drive more qualified visitors to your site and convert those visitors into leads and sales.

WHY DO ECOMMERCE WEBSITES FAIL TO DRIVE SALES DESPITE ENOUGH TRAFFIC



The main goal of an e-commerce website owner is to drive traffic as much as possible. But what is the point if that traffic doesn't convert into customers?

Traffic without conversion will hit your revenue eventually. You may need time to attract customers if your website is a brand-new e-store. Otherwise, 10000 pages, like tons of ads or 1000 site views, will be useless without sales. If we try to investigate the reasons, the first one should be the website lacks a clear call to action.

It is vital for any ecommerce website to have a clear message, which should be conveyed through the site layout and its messaging.

Another reason that some ecommerce sites fail to drive sales is that they lack customer reviews which creates a trust issue for others visitors. Reviews help customers decide what they want to purchase, and without them, customers are left in the dark about what other people think of products on the site.

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The main goal of an e-commerce website owner is to drive traffic as much as possible. But what is the point if that traffic doesn't convert into customers?

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The last reason that some ecommerce sites fail to drive sales is that they do not offer enough payment options for their customers.

This can lead to lost revenue as customers who would otherwise buy from these sites will go elsewhere if they cannot find an option that suits them best.

Apart from these, there can be major issues with poor product image quality, poor website design, hard-to-reach customer service, generic product descriptions, and unclear return policy.

It is common for ecommerce websites to have tons of traffic but no sales. This can be frustrating for the website owner and lead to many questions. What should be changed? How do I get more sales? Is my website the problem?

The answer to these questions is not always obvious, but there are a few indicators we can try to improve conversion rates and increase sales.

Let's dive into the article & analyze the strategies.

Steps To Improve E-commerce Sales

Homepage With Compelling Call-To-Action

Your website homepage acts like a book cover that highlights your brand. Having the right call to action button helps your visitors to browse popular products & drive them directly to the checkout page.

A call to action with a value-oriented headline & eye-catching visual works together to impact the visitors & makes them go through the entire website & purchase products.

Brands typically use clickable call-to-action on their homepage banner. Banners showcase a brand's best-selling products or collections to attract customers' attention.

If your website homepage contains too many elements, it looks clumsy & customers may get confused about the products.

So, try to create a call-to-action for your target audience & highlight your products or discount coupons if you have any option.

Make A Balance Between Product Value & Price

You will get hundreds of e-commerce sites & thousands of options to choose your products if you search on Google.

This competition is on another level. The mismatch between product value and price is one of the most common reasons a product fails to drive sales.

This arises when either the price is too high for the perceived value of the product or when the perceived value is too low for the price.

If you have enough traffic but your conversion rate is low, then there might be a problem with your pricing strategy for the available products.

If you are not getting enough traffic, it may be time to re-evaluate your marketing campaigns and see if there are any gaps in your targeting.

Analyze Visitors Click, Search & Scroll Elements

In marketing, there is a well-known phrase that you can't sell anything on the Internet. The idea behind this phrase is that people are not as trusting or impulsive when purchasing online.

They must be convinced and persuaded through several steps before buying. So, understanding user behavior is the utmost important task to optimize ecommerce website conversion.

The visitor's journey is the process of how a potential customer interacts with your website and moves along their path to purchase.

It starts with an initial visit, continues with scrolling, clicking, and searching, and ends with conversion – either your visitor becomes a customer, or they abandon the site.

Heatmaps are an ideal indicator of how customers click & drop off any products through the customer journey.

The main goal of every marketer should be to make sure that visitors are making it to conversion without getting distracted by other sites or products in the meantime.

Easy To Complete Checkout Process

The checkout page is the last stage of converting a visitor into a customer. A good checkout process is crucial for the success of any e-commerce store.

So, ensure your website's checkout process is well-optimized & functional, which helps consumers to make a purchase easily.

If the checkout process contains multiple steps & if customers find the payment gateway insecure, they can drop off the process.

Critical checkout processes can kill customers' moods for buying products. Some common question regarding optimizing the checkout process is-

- Is the checkout process streamlined?
- Do you ask every customer to sign in for an account before checkout?
- Do your customers find the checkout process easily from the homepage?
- How much information do you collect during checkout?
- Do you offer any discounts or coupons?
- Do you offer free or fast shipping?
- Do you have multiple payment methods?

The checkout process is the last step in the conversion funnel. A few seconds could mean a sale and a lost customer.

The checkout process should be optimized to make it easy for customers to complete their purchases.

The checkout process can be optimized by reducing friction, removing distractions, and providing an easy way for customers to track their order status.

Emphasize On Product Page Algorithm

The product page is the most important page of a website. It is where the customer interacts with the product and decides whether to buy it or not.

The success of a product page depends on how well it matches customers' needs. As a user, when you navigate any product page of an e-store, you expect a clear & readable description of that product, eye-catching images, reviews of the product, urgency elements, wishlist & CTA.

A good product page should have all the information about the product, including its features, benefits, specifications, and reviews from other customers.

Customized product page algorithms can help marketers drive sales by using personalized content for each customer.

The algorithm will consider what products were purchased in the past and recommend similar products to that customer on their next visit.

Highlighted Products On the Homepage

The goal of a homepage is to generate leads and increase sales. The design of the page can make or break your conversion rates.

Don't let your customer be confused about your brands. A homepage with a well-designed layout can help you achieve your goals by highlighting the products that are most relevant to your audience.

The homepage layout should be designed to capture users' attention and drive them to take the desired action.

While selecting products to highlight on the home page, choose products with eye-catching photos and well-written product descriptions.

So these are some tactics you should follow while reviewing your site. Hopefully, these points will help you to convert site traffic into conversion.



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Real estate crowdfunding is a relatively recent and innovative way for individuals to invest in real estate projects.

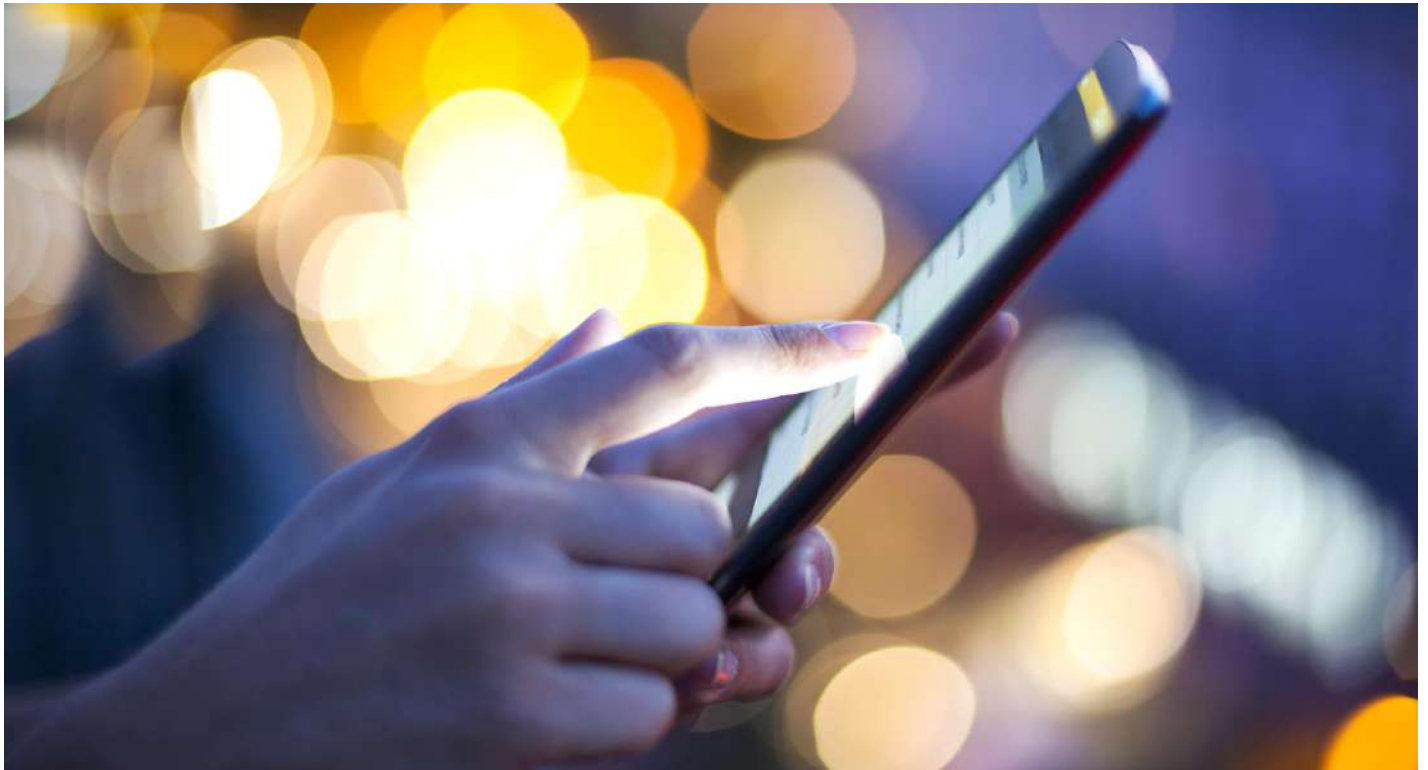
It involves a group of investors collectively funding real estate ventures, typically through online platforms. This method has gained popularity as it offers a more accessible and diversified approach to real estate investment.

Real estate crowdfunding platforms are websites or apps that connect investors with real estate projects seeking funding.

These platforms vary in focus, allowing investors to choose projects based on location, property type (e.g., residential, commercial, industrial), and investment strategy (e.g., development, renovation, rental income).

Real estate crowdfunding has democratized real estate investment and offers opportunities for diversification. However, it's essential to approach it with the same level of research, due diligence, and caution as you would with any other investment.

We have chosen to focus on two such real estate crowdfunding mobile apps: SmartCrowd and Stake. These two are quite popular here in the UAE and we show you can develop an app like Stake or SmartCrowd.



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HOW TO BUILD A REAL ESTATE CROWDFUNDING APP LIKE SMARTCROWD AND ITS DEVELOPMENT COST

This article will discuss the features of a real estate crowdfunding app and will highlight the operations, development cost, and other considerations of developing an app like SmartCrowd.

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HOW TO BUILD A REAL ESTATE CROWDFUNDING APP LIKE STAKE AND ITS DEVELOPMENT COST

This article will discuss the features of a real estate crowdfunding app and will highlight the operations, development cost, and other considerations of developing an app like Stake.

HOW TO BUILD A REAL ESTATE CROWDFUNDING APP LIKE SMARTCROWD AND ITS DEVELOPMENT COST

How To Build Crowdfunding App Like Smartcrowd And Its Development Cost?

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Investing in real estate is often seen as a way to grow and stabilise finances. However, many people can't access it due to difficult barriers. The founders of SmartCrowd recognised these challenges and embarked on a mission to change how the world invests in real estate. Their vision? To make real estate investment easier, more affordable, and accessible to everyone.

The SmartCrowd team is passionate about what they do, and their mission is clear: helping people achieve financial freedom through real estate investments. They've harnessed the power of technology, real estate expertise, and regulatory know-how to create an award-winning crowdfunding model.

This model brings the dream of property investment closer to reality for individuals from all walks of life.

Creating an app like SmartCrowd is to step into a world where technology and real estate merge to provide a solution that simplifies one of individuals' most significant financial decisions. Suppose you're intrigued by the idea of building an app like SmartCrowd.

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Creating an app like SmartCrowd is to step into a world where technology and real estate merge to provide a solution that simplifies financial decisions

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In that case, this guide will take you through its operations, the intricate regulatory considerations, and the financial aspects of app development.

In doing so, we hope to empower you to embark on a journey that could redefine the future of real estate investment.

What is SmartCrowd?

Founded in 2018 by Siddiq Farid and Musfique Ahmed, SmartCrowd has been at the forefront of a transformative shift in the real estate investment landscape.

It's not just a platform; it's a commitment to financial empowerment. Their journey has been marked by innovation, regulatory pioneering, and an unswerving dedication to making real estate investment a possibility for all.

It enables individuals to invest in relatively small amounts of capital in real estate.

SmartCrowd allows investors to purchase fractional shares of real estate properties, making it easier for a broader range of people to participate in real estate investment.

The platform typically sources and manages properties, handles legal and administrative aspects, and distributes rental income and returns to investors.

It offers a more accessible and streamlined way to invest in real estate, particularly in the Dubai market.



Did You Know?

- Real Estate Crowdfunding Market Size Envisions \$1,743.13 Billion by 2030 at a CAGR of approximately 58.10%
- Global Real Estate Crowdfunding Market size & share revenue was valued at around USD 44.65 billion in 2022
- The Asia Pacific region is expected to dominate the real estate crowdfunding market throughout the forecast period, accounting for a market share of 48%

Please note that specific details about SmartCrowd's offerings and operations may change over time, so visiting their official website or referring to the most recent information for comprehensive and up-to-date details is advisable.

How Does an App Like SmartCrowd Operate?

Creating an app like SmartCrowd necessitates a thorough comprehension of its systematic yet user-friendly operational procedure. Below, we have tried to describe the principal steps that underlie SmartCrowd's mission to simplify real estate investment:

Step 1: Property Sourcing and Verification

Commencing the journey is the critical process of property sourcing. SmartCrowd's team diligently sources, screens, and verifies investment properties utilising a proprietary 100-point screening tool.

This meticulous evaluation ensures that only the most exceptional investment opportunities gain entry to the platform. It signifies a steadfast commitment to quality, a foundational pillar of SmartCrowd's service.

However, SmartCrowd's dedication extends further. To furnish investors with an additional stratum of assurance, the platform employs the services of a third-party evaluator.

This independent appraisal robustly validates the property's intrinsic value and potential. It is a strategic measure designed to instil confidence and peace of mind in every investment opportunity on the platform.

Step 2: Special Purpose Vehicle (SPV) Establishment

Upon reaching the requisite funding threshold, typically set at 100%, SmartCrowd initiates the establishment of a Special Purpose Vehicle (SPV) within the Dubai International Financial Centre (DIFC). This marks the inception of the investment's transformative journey. Investors, including yourself and fellow participants, attain official ownership status of this SPV, collectively sharing ownership of the selected property.

The rental income generated by the property, in proportion to your investment, is seamlessly channelled to your digital wallet.

This feature adds an element of flexibility and convenience to your investment voyage. It grants you the prerogative to reinvest your earnings or withdraw your balance at your discretion.

Rental returns adhere to the tenancy contract's stipulations, ensuring a steady income stream.

Step 3: Portfolio Oversight

SmartCrowd recognises the enduring nature of real estate investments and facilitates the management of your property portfolio with flexibility.

While the suggested holding period for real estate investments generally hovers around 5 years, SmartCrowd accommodates a range of preferences. Investors retain the liberty to exit their investments at any juncture through two primary avenues:

Listing Shares in the Share Transfer: Investors can list their shares within the marketplace. This avenue permits them to potentially identify interested buyers seeking to acquire their shares in the property.

Vote for Property Sale: Alternatively, investors can exercise their right to call for a vote to authorise the sale of the entire property. This democratic mechanism empowers investors with a voice in determining the investment's destiny, aligning with the principles of transparency and engagement.

Step 4: Unwavering Support and Flexibility

SmartCrowd's commitment to delivering an exceptional user experience extends beyond the initial investment.

The platform extends continuous support and flexibility throughout the investment lifecycle. This encompasses proactive communication, routine updates on property performance, and assistance with any queries or concerns.

Licensing Considerations

Licensing is critical when building an app like SmartCrowd, especially in real estate and financial investments. Licensing requirements may vary significantly depending on your target region, but they often include:

Financial Licenses: You may need financial services and investment activities licenses depending on your jurisdiction.

Securities Regulations: If your platform offers real estate investments in the form of securities, you may need to comply with securities regulations.

AML and KYC Compliance: Implement AML and KYC procedures to verify investor identities and prevent fraud.

Real Estate Licensing: Specific licenses related to real estate transactions and property management may be necessary in some regions.

Data Protection and Privacy: Comply with data protection and privacy laws to safeguard user data.

Tax Compliance: Understand and adhere to tax regulations relevant to real estate investments.

Consult with legal experts and regulatory authorities in your target markets to ensure full compliance with licensing requirements.

The Development Cost of an app like SmartCrowd

Development costs to make a real estate investment app in Dubai lie between **AED 80,000 to AED 120,000**. We can make your app very affordable by adjusting your budget. Of course, the exact cost of development will vary depending on the features and functionalities of your app.

Several factors can influence the development cost of a real estate investment app. Some of the most significant factors include the following:

App platform: The cost of developing a real estate app can vary based on the platform(s) it is being developed for. For example, developing an app for both iOS and Android will cost more than developing an app for just one of these platforms.

App features and functionality: The cost of developing a real estate investment app will depend on the features and functionality you want to include—the more complex and extensive the features, the more required development time and cost.

User interface: Design can also affect the app's development cost. A more complex and custom user interface design will require more development time, increasing the cost.

Integration with third-party services: Third-party services such as payment gateways, mapping services, and delivery APIs can also increase the app's development cost.

App maintenance and updates: After the app is developed, ongoing maintenance and updates will also add to the overall cost. This includes bug fixes, security updates, and feature enhancements.

Team size: The size of your development team can impact the cost of developing your real estate investment app. A larger team will require more resources and may increase the development cost.

Location: The location of your development team can also impact the cost. Development teams based in countries with lower labour costs may offer lower development costs.

Testing and Quality Assurance: Proper testing and quality assurance are crucial to ensure the smooth functioning of the app. The more thorough the testing process, the higher the development cost.

App testing: Finally, thorough app testing can add to the overall cost. Testing ensures the app functions as intended and identifies and fixes all bugs and errors.

These are the key factors that can influence the development cost of a real estate crowdfunding app.

How profitable is an app like SmartCrowd?

The profitability of an app like SmartCrowd, a real estate crowdfunding platform, can depend on various factors. Here are some key considerations:

Business Model: The profitability of the platform is often tied to its business model. Real estate crowdfunding platforms typically generate revenue through fees, such as transaction fees, management fees, or a percentage of the profits generated from investments. The specific fee structure and rates can significantly impact profitability.

User Base: The size and activity of the user base are crucial factors. A larger user base can lead to more investments and higher revenue. Building and retaining a substantial and engaged user base is essential for long-term profitability.

Investment Volume: The total volume of investments made through the platform is a critical determinant of profitability. Higher investment volumes can result in increased revenue, particularly if the platform charges fees based on transaction sizes.

Property Performance: The performance of the real estate properties listed on the platform is a key driver of profitability. Positive returns from properties and rental income can attract more investors and contribute to profitability. However, real estate markets can be subject to fluctuations.

Platform Costs: Operating and maintaining a real estate crowdfunding platform incurs costs, including technology infrastructure, personnel, regulatory compliance, marketing, and customer support. Managing these costs efficiently is vital for maximising profitability.

Competition: The level of competition in the real estate crowdfunding market can impact profitability. If there is intense competition, the platform may need to engage in aggressive marketing efforts or offer unique features to stand out, which can affect profitability.

Market Conditions: Economic and market conditions can influence real estate investments and platform profitability. Favorable economic conditions can lead to increased investment activity, while economic downturns or market volatility may pose challenges.

Regulatory Environment: Compliance with financial regulations is essential for real estate crowdfunding platforms. Regulation changes can impact operations and may require costly adjustments to ensure compliance.

It's important to note that the profitability of an app like SmartCrowd may not be immediate. Building a user base, establishing trust, and achieving a critical mass of investments often require significant effort and investment upfront.

The specific financial performance of SmartCrowd or a similar platform can only be determined by evaluating its financial statements, user metrics, and business strategy.

Thorough market research, financial planning, and consulting with experts in real estate crowdfunding can provide valuable insights and guidance for assessing the potential for profitability and sustainability.

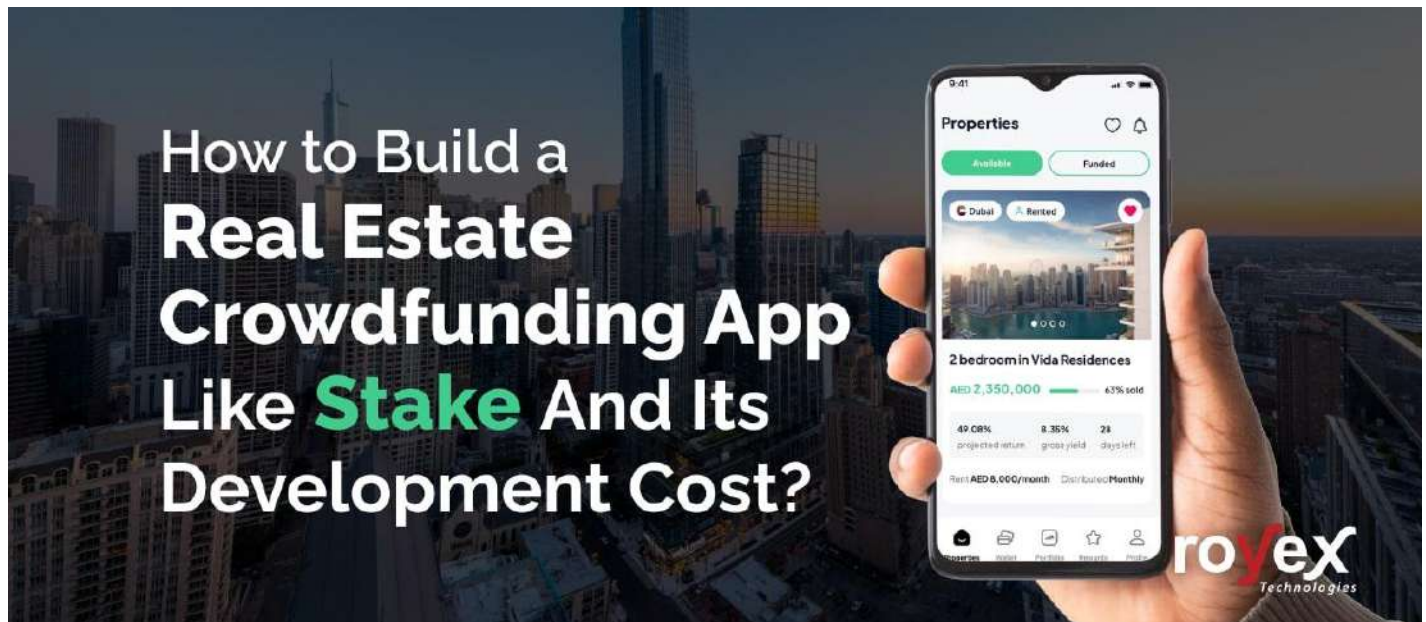
In conclusion, creating an app like SmartCrowd involves a strategic combination of real estate expertise, technology development, regulatory compliance, and a user-centric approach.

While the initial investment can be substantial, the potential to revolutionise real estate investment and provide accessible opportunities to a broader audience makes it a rewarding endeavour. Careful planning, legal compliance, and a relentless focus on user experience are key to success in this transformative market.

To give your innovative app idea the best chance at success, partnering with an experienced app development company is crucial. Royex Technologies is a **Dubai-based mobile app development company** with over 10 years of experience. Our team of developers have developed over 300 mobile apps and we are also an ISO certified company.

Royex Technologies can provide the expertise and support you need to realise your innovative app idea. For any service requirements or new development for your mobile app, call us at +971 45820203; we will be happy to help you sort it out.

HOW TO BUILD A REAL ESTATE CROWDFUNDING APP LIKE STAKE AND ITS DEVELOPMENT COST



Real estate investment is undeniably appealing for long-term wealth creation. However, for many, entering the world of property investment has been fraught with challenges.

Traditional real estate is often characterised by inaccessibility, illiquidity, and overwhelming complexity.

It's an arena where substantial capital, extensive paperwork, and a network of connections are prerequisites for participation. Great real estate deals require money, significant time, and industry knowledge.

This is precisely where platforms like Stake have emerged as disruptive forces, reshaping the real estate investment landscape.

Stake is a digital real estate investment platform that leverages technology and expertise to democratise property investment.

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Building an app like Stake represents an enticing opportunity for entrepreneurs and innovators eyeing a venture into digital real estate investment.

However, it's essential to understand how such an app works, the licensing considerations, and the associated development costs.

This comprehensive guide will delve into these aspects, providing you with the insights needed to embark on a journey to create an app that revolutionises real estate investment.

What is Stake & How Does It Work?

Stake is a digital real estate investment platform that aims to democratise investing by eliminating many of these formidable barriers.

With Stake, the dream of building wealth through real estate is attainable and remarkably simplified, providing investors with the freedom to shape the life they deserve. Stake stands as a beacon of innovation in real estate investment.

It's more than just a digital real estate investment platform; it's a gateway to financial empowerment.

It levels the playing field, making real estate investment accessible, manageable, and rewarding for everyone, regardless of their background or previous real estate experience.

At its core, Stake accomplishes two fundamental objectives: it sources the best real estate properties in carefully chosen markets.

Democratising Access to Real Estate

One of the most compelling aspects of Stake is its commitment to making real estate investment accessible to virtually anyone. While traditional real estate investments often require substantial capital, Stake breaks down this entry barrier, allowing investors to begin their journey with as little as AED 500, roughly equivalent to USD 136.

This affordability empowers a broader demographic of individuals to participate in real estate investing, regardless of their financial background.

Expertise and Curation

What sets Stake apart is its extensive network and expertise, built over 20+ years of leading some of Dubai's largest real estate companies.

Leveraging this wealth of experience, Stake sources the best properties within its markets. This curation ensures that investors can access high-quality investment opportunities, reducing the risk associated with real estate investments.

Streamlined Management

One of the most daunting aspects of traditional real estate investment is the management of properties, from acquisition to exit.

Stake takes this burden off the shoulders of investors. The platform's team manages all aspects of investments, providing a hassle-free experience for investors.

From acquisition decisions to monthly rental payments and sales income, Stake handles it all, allowing investors to focus on reaping the benefits of their investments rather than getting bogged down in the complexities of property management.

Generating Passive Income

With Stake, investors can start building a diversified global real estate portfolio in minutes. By investing through the platform, individuals can generate a lifetime of passive income.

This passive income stream offers the opportunity to achieve financial goals and support the lifestyle they aspire to attain.

Remember that real estate investments carry risks, and it's essential to conduct thorough research and due diligence before investing.

Additionally, it's advisable to consult with financial advisors or real estate professionals to help make informed decisions based on your financial goals and risk tolerance.

The Rise of Digital Real Estate Investment

The appeal of real estate as an investment vehicle lies in its ability to generate consistent, long-term wealth.

It's an asset class known for its resilience against market volatility, inflation hedging capabilities, and potential for steady rental income.

Yet, despite these advantages, a significant portion of the population found themselves locked out of this asset class, constrained by the formidable barriers to entry.

Traditional real estate investment, especially in prime markets, often required substantial capital reserves.

Down payments for properties could be excessive, making it nearly impossible for many individuals, especially those in the early stages of wealth accumulation, to participate.

Additionally, the real estate market was plagued by illiquidity. Once an investment was made, it was challenging to convert it into cash swiftly. This lack of liquidity tied up capital for extended periods, limiting financial flexibility.

Moreover, real estate transactions were steeped in complexity. The abundance of paperwork, legal intricacies, and the need for local market knowledge made the process daunting for newcomers.

It often necessitated the involvement of real estate agents, lawyers, and other professionals, further increasing the costs associated with property transactions.

The quest to solve these challenges birthed the digital real estate investment platform concept.

These platforms, epitomised by Stake, sought to marry technology with real estate expertise to create an accessible, simplified, and liquid form of property investment.

The driving force behind such platforms is the vision to open the doors of real estate wealth to a broader audience, irrespective of their financial starting point. The success of these platforms lies in their ability to streamline the investment process, reduce entry barriers, and deliver a user-friendly experience.

Investors are no longer required to navigate a maze of paperwork or commit substantial capital upfront. Instead, they can initiate their journey into real estate with minimal investment, starting as low as AED 500.

With this backdrop, we delve into the intricacies of building an app like Stake, dissecting the critical components of its functionality, regulatory requirements, and the financial considerations involved in app development.

Whether you're an entrepreneur seeking to disrupt the real estate industry or an investor eager to explore new avenues, this guide will serve as your compass on this exciting journey.

Steps To Develop An App Like Stake

Here is a step-by-step guide to develop a crowdfunding real estate app like Stake:

Market Research and Planning

Identify Target Markets: Determine the regions or markets where you intend to offer real estate investment opportunities.

Regulatory Research: Understand each target market's legal and regulatory requirements to ensure compliance.

Property Sourcing and Selection

Establish Real Estate Partnerships: Build partnerships with real estate experts and firms to source high-quality properties.

Property Due Diligence: Conduct thorough due diligence on properties to ensure they meet investment criteria.

Technology Infrastructure

App Development: Create a user-friendly app with property browsing, investment, and portfolio management features.

Payment Integration: Implement secure payment gateways to facilitate investments and disbursements.

Security: Prioritise robust security measures to protect user data and transactions.

Regulatory Compliance

Licensing: Obtain the necessary licenses and approvals to operate as a real estate investment platform.

Anti-Money Laundering (AML) and Know Your Customer (KYC): Implement AML and KYC procedures to verify user identities and prevent fraud.

Investment Process

User Registration: Allow users to create accounts and complete KYC verification.

Property Selection: Enable users to browse and select properties for investment.

Payment Processing: Facilitate investments through secure payment methods, with a low barrier to entry.

Portfolio Management: Provide users with tools to monitor their real estate portfolio and track returns.

Property Management

Asset Management: Handle property acquisition, management, and maintenance on behalf of investors.

Income Distribution: Distribute rental income and sales proceeds to investors' accounts.

User Experience

Mobile-Friendly Design: Ensure the app is accessible on mobile devices for user convenience.

Customer Support: Offer responsive customer support to address user inquiries and concerns.

Marketing and User Acquisition

Marketing Strategy: Develop a marketing plan to attract investors.

User Education: Educate users about real estate investment and the platform's benefits.

Scaling and Growth

Continuous Improvement: Regularly update the app with new features and improvements.

Market Expansion: Consider expanding into new markets as your user base grows.

Licensing Considerations

Licensing is critical to creating an app like Stake, as it ensures legal compliance and establishes trust with users. Licensing requirements may vary by country and region, but they often include:

Financial Licenses: You may need financial services and investment activities licenses depending in the jurisdiction.

Real Estate Licenses: In some regions, you may require licenses specific to real estate transactions and property management.

AML and KYC Compliance: To prevent money laundering and fraud, implement AML and KYC procedures as regulatory authorities require.

Securities Regulations: If your platform offers real estate investment in securities, you may need to comply with securities regulations.

Data Protection: Ensure compliance with data protection and privacy laws to protect user data.

Tax Compliance: Understand and comply with tax regulations related to real estate investments.

Incorporation within the DIFC: To operate within the DIFC, a company typically needs to be incorporated as a legal entity within the DIFC jurisdiction. This incorporation process involves registering the company and obtaining the necessary licenses and approvals.

Consulting with legal experts and regulatory authorities in your target markets is essential to navigate the licensing process successfully.

Development Cost of an app like Stake

Development costs to make a real estate platform app in Dubai lie between **AED 80,000 to AED 120,000**. We can make your app very affordable by adjusting your budget. Of course, the exact cost of development will vary depending on the features and functionalities of your app.

Several factors can influence the development cost of a real estate development app. Some of the most significant factors include the following:

Here are some of the key factors that can influence the development cost of a real estate development app

App platform: The cost of developing a real estate app can vary based on the platform(s) it is being developed for. For example, developing an app for both iOS and Android will cost more than developing an app for just one of these platforms.

App features and functionality: The cost of developing a real estate development app will depend on the features and functionality you want to include—the more complex and extensive the features, the more required development time and cost.

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User interface: Design can also affect the app's development cost. A more complex and custom user interface design will require more development time, increasing the cost.

Integration with third-party services: Third-party services such as payment gateways, mapping services, and delivery APIs can also increase the app's development cost.

App maintenance and updates: After the app is developed, ongoing maintenance and updates will also add to the overall cost. This includes bug fixes, security updates, and feature enhancements.

Team size: The size of your development team can impact the cost of developing your grocery delivery app. A larger team will require more resources and may increase the development cost.

Location: The location of your development team can also impact the cost. Development teams based in countries with lower labour costs may offer lower development costs.

Testing and Quality Assurance: Proper testing and quality assurance are crucial to ensure the smooth functioning of the app. The more thorough the testing process, the higher the development cost.

App testing: Finally, thorough app testing can add to the overall cost. Testing ensures the app functions as intended and identifies and fixes all bugs and errors.

How profitable is an app like Stake?

The profitability of an app like Stake, a digital real estate investment platform, can vary significantly depending on various factors. Here are some key considerations:

Business Model: The profitability of such platforms often hinges on their business model. Some platforms charge fees to investors, such as transaction or management fees, while others may take a percentage of the profits generated from investments. The choice of business model can influence revenue generation.

User Base: The size and engagement of the user base play a crucial role. The more investors using the platform and making investments, the higher the revenue potential. Attracting and retaining users is essential for long-term profitability.

Investment Volume: The total volume of investments made through the platform significantly determines profitability. Higher investment volumes can increase revenue, especially if the platform charges fees based on transaction sizes.

Property Performance: The performance of the real estate properties within the platform's portfolio is critical.

Positive returns and rental income from properties can attract more investors and drive profitability. However, real estate markets can be cyclical, and property performance can fluctuate.

Platform Costs: Operating and maintaining a digital real estate investment platform incurs costs, including technology infrastructure, personnel, regulatory compliance, and marketing. Managing these costs efficiently is essential to maximising profitability.

Competition: The level of competition in the market can impact profitability. If the platform faces intense competition from similar services, it may need to engage in aggressive marketing or offer unique features to stand out, affecting profitability.

Market Conditions: Economic and market conditions can influence real estate investments.

A strong economy and favourable real estate market conditions can increase investment and profitability, while economic downturns or market volatility may pose challenges.

Regulatory Environment: Compliance with financial regulations is essential for platforms like Stake. Regulation changes can impact operations and may necessitate costly adjustments to ensure compliance.

Risk Management: Effective risk management practices, including diversification of the real estate portfolio and risk assessment, are crucial. Poor risk management can lead to losses and reduced profitability.

Long-Term Strategy: The platform's long-term strategy and vision can also impact profitability.

Expanding into new markets, introducing new features, or pursuing partnerships can open new revenue streams.

In conclusion, creating an app like Stake involves a strategic combination of real estate expertise, technology development, regulatory compliance, and user experience design.

While the initial investment can be substantial, the potential to disrupt the real estate investment industry and provide accessible opportunities to investors can make it a rewarding endeavour. Careful planning, legal compliance, and a user-centric approach are essential for success in this burgeoning market.

It's important to note that the profitability of a digital real estate investment platform like Stake can take time to materialise. Building a user base, establishing trust, and achieving a critical mass of investments often require significant effort and investment upfront.

Before investing in or launching such an app, conducting thorough market research and financial planning is essential to assess the potential for profitability and sustainability. Additionally, consulting with financial and legal experts with fintech and real estate expertise can provide valuable insights and guidance.

To give your innovative app idea the best chance at success, partnering with an experienced app development company is crucial. Royex Technologies is a **Dubai-based mobile app development company** with over 10 years of experience. Our team of developers have developed over 300 mobile apps and we are also an ISO certified company.

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Apple has unveiled its latest innovation, the Vision Pro, setting new standards in the AR and VR headset industry. With its sleek design and advanced features, it promises a world of possibilities for users. For startups, known for their innovative spirit, embracing Apple's visionOS technology presents a golden opportunity to gain a competitive advantage and garner widespread attention.

This pivotal moment is teeming with potential for startups to thrive and revolutionize the tech landscape.

Why is this opportunity so compelling for startups? As mentioned earlier, the market's potential is immense. With the backing of Apple, startups can tap into a massive user base and harness the brand's renowned reputation for quality and innovation. This path is a solid strategy to capture attention, attract investors, and win over a loyal customer base.

The Vision Pro headset introduces a realm of uncharted possibilities, spanning creative and practical applications across numerous industries. Consider the groundbreaking solutions that could be developed for education, healthcare, entertainment, and beyond. This is a unique chance for startups to spearhead technological advancements, leaving an indelible mark and shaping the future.

Hence, in our article, we share the best startup ideas keeping Apple Vision Pro in mind.



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UNLEASHING ENTREPRENEURIAL INNOVATION: STARTUPS TO LAUNCH WITH VISION PRO IN MIND

The innovative AR/VR headset Vision Pro opens up a world of possibilities for various industries and user experiences. Here are some startup ideas that can leverage Vision Pro.

UNLEASHING ENTREPRENEURIAL INNOVATION: STARTUPS TO LAUNCH WITH VISION PRO IN MIND



Unleash your entrepreneurial spirit with a startup that harnesses the power of Vision Pro. This innovative AR/VR headset opens up a world of possibilities for various industries and user experiences. Here are some startup ideas that can leverage Vision Pro:

Virtual

Reality

Training

Build a startup focused on creating immersive training solutions for industries such as healthcare, aviation, manufacturing, or hospitality.

Develop virtual reality simulations and modules that allow employees to gain hands-on experience and enhance their skills in a safe and cost-effective environment.

VR training has the potential to revolutionize education and skill development by offering realistic and immersive learning experiences.

“Unleash your entrepreneurial spirit with a startup that harnesses the power of Vision Pro”

AR/VR E-commerce Platform

Create a startup that combines augmented reality and virtual reality technologies with e-commerce.

Develop a platform where customers can visualize and try on products virtually before making a purchase. This could be applied to various industries, including fashion, home decor, furniture, or even automotive.



Virtual Meetings and Collaboration

Develop a startup that offers virtual meeting and collaboration solutions, specifically tailored for Vision Pro.

Provide businesses with virtual meeting spaces, interactive whiteboards, and immersive communication tools to facilitate remote collaboration and enhance productivity.

Virtual Travel and Tourism

Create a startup that offers immersive virtual travel experiences.

Develop virtual tours of popular tourist destinations, historical sites, or natural wonders, allowing individuals to explore and experience these places from the comfort of their homes.

Did You Know?

- The global shipments of virtual and augmented reality headset shipments in 2020 amounted to 5.5 million units and it is projected to reach 43.5 million by 2025
- The global virtual reality software and hardware market size was valued at \$2.6 billion in 2020, which will jump to \$3.7 billion in 2021, \$4.6 billion in 2022, and 5.1 billion by end of 2023
- Apple's Vision Pro headset has 12 cameras, and 5 sensors

AR/VR

Fitness

and

Wellness

Build a startup combining augmented and virtual reality with fitness and wellness. Develop immersive workout experiences, guided meditation sessions, or virtual personal training programs that help individuals achieve their health and wellness goals.

AR/VR

Real

Estate

Platform

Create a startup that revolutionizes the real estate industry through AR/VR technology. Develop a platform that allows potential buyers to virtually tour properties, visualize renovations or interior design changes, and make informed decisions based on immersive experiences.

AR/VR Education Solutions

Establish a startup focused on leveraging Vision Pro for educational purposes. Develop interactive learning modules, virtual classrooms, or immersive educational games that enhance student engagement and facilitate a deeper understanding of various subjects.

AR/VR Entertainment Experiences

Create a startup that offers captivating AR/VR entertainment experiences. Develop immersive games, interactive storytelling adventures, or virtual reality theme park experiences that transport users to new worlds and provide unforgettable entertainment.

These startup ideas are just the tip of the iceberg when it comes to leveraging the capabilities of Vision Pro.

With its advanced features and integration into the Apple ecosystem, there are endless opportunities to pioneer new ventures and disrupt traditional industries. Let your imagination soar and build a startup that harnesses the transformative potential of Vision Pro.

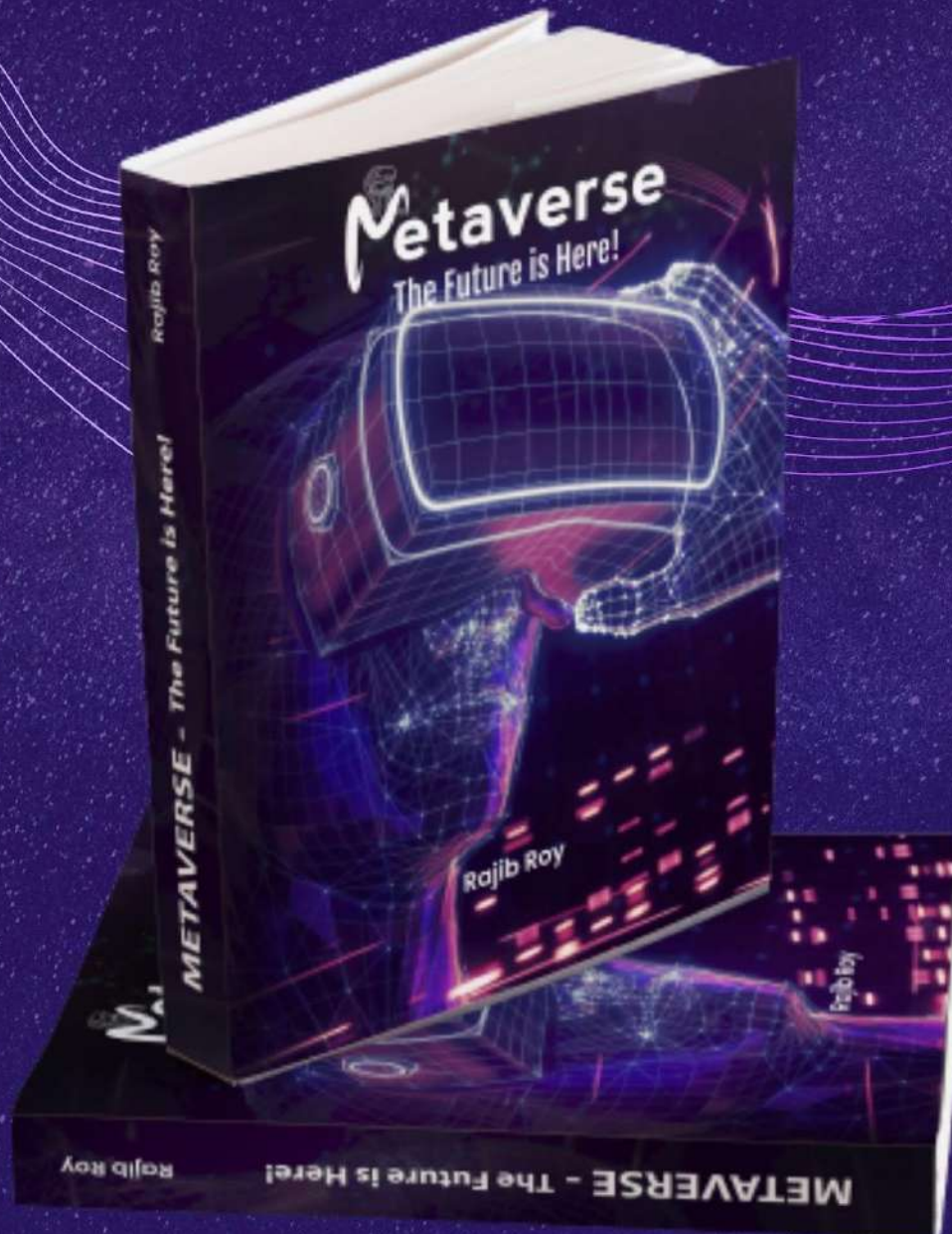
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By Rajib Roy





We Are Cost Effective

At present we have five offices, our office for Sales & Support is in Dubai and Qatar, and two other offices in India and Bangladesh that oversee design and development. We employ over 50 people across these three locations.

By maintaining the minimum number of employees in Dubai, we are keeping our cost and price lower than other companies. Even so, because our support team is in Dubai, our customers can enjoy face to face meetings and explain their vision clearly. This is how we provide great service with a minimum cost.

Moreover, our online support system can provide our clients with trackable support. To further streamline our customer support and client comfort we provide our clients with warranty against bugs and errors.

Who Are We

Royex Technologies is a **website** and **mobile app** development company in Dubai that provides mobile app, web and design solutions for small, medium and large-scale companies. We have developed and successfully delivered more than 300 projects to date for our clients in Dubai, UAE and other Middle East countries.

We Are in Four Countries with Five Offices

UAE

Office #3203, 32nd Floor, Citadel Tower, Marasi Dr, Business Bay, Dubai - UAE

QA

Level 14, Commercial Bank Plaza, West Bay, Doha, Qatar

IND

110/8 B.T Road Kolkata - 700108, West Bengal, India

BD

House No: 51, Road No: 09, Mohakhali DOHS, Dhaka, Bangladesh.

Paira (3rd Floor), House No: 113, Road No: 10, O. R. Nizam Road R/A, Chattogram, Bangladesh

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ADDRESS

Office #3203, 32nd Floor,
Citadel Tower, Marasi Dr,
Business Bay, Dubai - UAE

TEL/ MOB

+971 566027916

E-MAIL

info@royex.net