

Real estate, on the public square

Lar.go operates self-service outdoor totems that bring property search, valuation and negotiation to the street — 24/7, no queue, no branch. The totem qualifies; the human broker closes.

R\$ 35.4k
CAPEX per totem

base case

R\$ 2.55k
OPEX/totem/month

base case

18-28
months payback

by scenario

60%
contribution margin

month-12 target

PROBLEM

- Real-estate service locked to business hours and the branch counter.
- Portals charge per lead and deliver no local context.
- Squares and shopping areas with no service, no data and no revenue.

PRODUCT

- IP65 outdoor totem with high-brightness display and 4G/5G connectivity.
- Five journeys: buy, rent, sell, delegate and simulate.
- Sponsored Wi-Fi with LGPD consent and a real-time KPI dashboard.

REVENUE

- Four lines on a single CAPEX: real estate, DOOH, Wi-Fi and footfall data.
- Reference blended revenue of R\$ 12k to R\$ 27k per totem per month.
- First-year SOM of R\$ 0.8M to R\$ 1.4M with 15 to 25 live totems.

EXECUTION

- 12-month MVP in Chapecó, Brazil, in four phases with objective gates.
- 3-totem pilot, commercial validation and scale-up to 12 totems.
- Scale-up conditional on R\$ 15k per totem per month for two consecutive months.

THE ASK

Pre-seed/seed round being structured to fund the Chapecó pilot and the first scale batch. Amount, valuation and instrument discussed individually, under NDA.

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Indicative projections built on public data (IBGE 2022, CCSP/Intermeios 2023, ABRINT/IDC 2024) and internal assumptions. No audited cash flow exists. This material is informational only and is not an offer of securities.