

The small print,

in plain sight

Held in Harla.

Harla reads contracts and turns them into clear schedules and tasks, for each party to monitor and complete.
No chasing. No waiting. All in one place.

Multiple parties, no shared process.

Investors, landlords, occupiers, solicitors, agencies, surveyors; all with no single point of accountability. Transactions stall. Months of email threads, constant chasing and conditions that slip. The clock runs. The billing mounts.

3–6 mo

The average time a contract takes to complete

£13k+ /mo

Average cost to the landlord every month of void

~£15k

Legal fees per transaction, a barrier to completion

Contract data is the real estate industry's most neglected asset.

Harla is a structured extraction and title-chain engine for real estate. A multi-party platform transforming contract data into shared schedule, obligation and transaction solutions.

£45.5k

Average saving every month of void reduced

75% faster

Potential improvement in completion speed

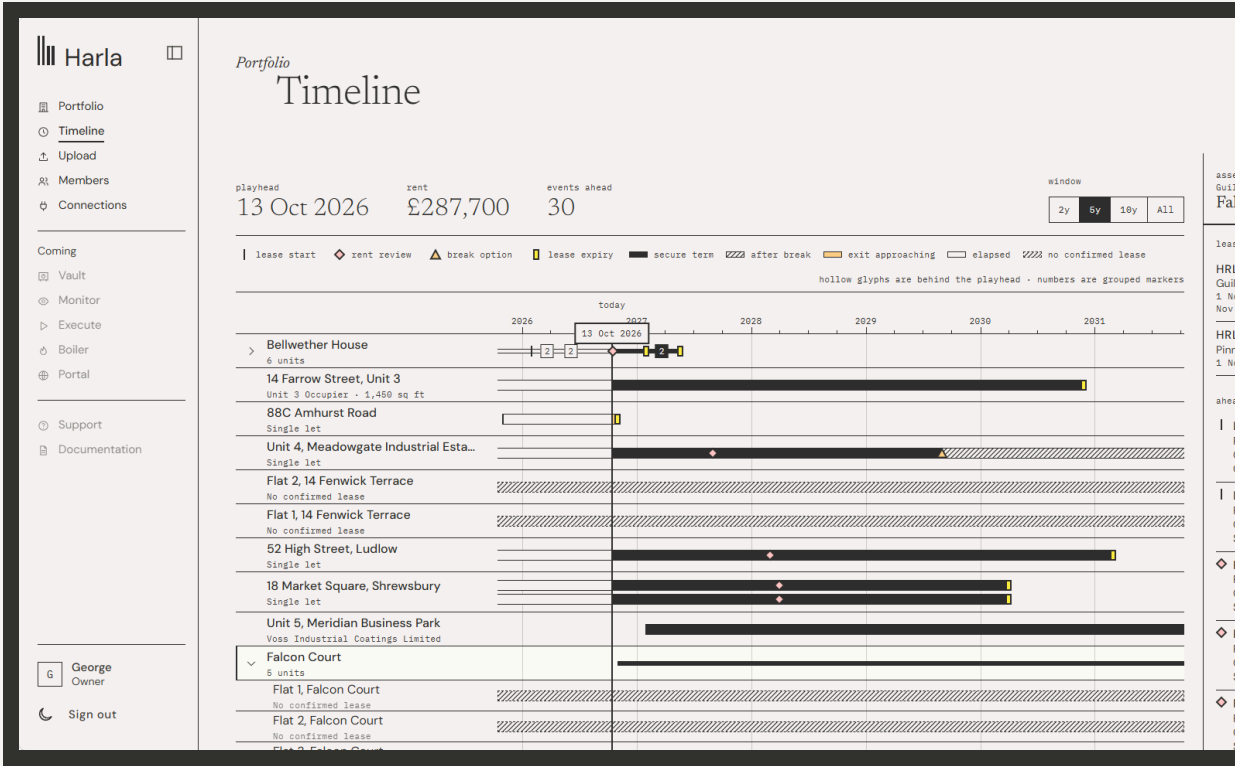
~£5.4k

Average saving in reduced solicitor costs

Organising documents and data
into custom workflows.

Harla transforms
scattered contract
data into shareable
workflows.

Book a demo →



01 · Intelligence

Intelligence

Portfolio insights and schedules. Static contract data becomes a live layer across the deal and asset lifecycle.

02 · Readiness

Readiness

Transaction preparation and compliance. Every party verified, every document in place before execution begins.

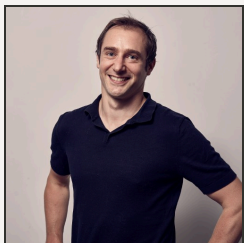
03 · Execution

Execution

Obligations and transactions: agreed, verified, completed and monitored. Records and access in one place for all parties.



A highly experienced PropTech founder,
building a team, **to deliver.**



Founder & CEO

George Unsworth

20 years at the intersection of property and technology.

Harla is led by George Unsworth, founder of Mortar, a technology company delivering AI-powered products for UK Government and major place-based institutions. Builder of Rent-Flex and the Tenancy Sustainment Tool. Digital Leaders, Re-imagining Rent and PropTech Scale Up winner 2020/23. George advises leading consultancies, local government and private estates on PropTech strategy and has over 20 years of property development, management and operational experience.

[View on LinkedIn](#) ➔



Alper Turktas

Developer

Mortar, Ogilvy, Grey and WPP development lead. Senior product developer.



Oscar Thorne

Advisor: Business Development

Enterprise growth leader at Fifth Dimension, Stonal and RE5Q. PropTech sales and go-to-market specialist.



Natalya Doris

Engineer

Yale maths, Blackrock and Bloomberg analyst. AI and Machine learning engineer.



Nick Fisher

Advisor: Client Engagement

Former account director at Fifth Dimension, Co-star and Kato. AI and PropTech professional sales strategist.



Mat Appleton

Product Designer

Mortar and Modern Activity product designer. Experienced product design lead.

For our full list of advisors please visit our Data Room.

[Data room](#) ➔

A global transaction market.

With no execution layer. **Until now.**

UK lease execution beachhead

~£140m _{SOM}

7,000 UK asset managers and agents who need visibility of portfolio events and oversight of transactions.

UK CRE execution space

£2.5b+ _{SAM}

120,000+ transactions in the UK commercial property market annually. No platform owns the execution.

Global CRE execution space

\$30b+ _{TAM}

\$1t+ in transaction fees processed annually with no shared execution, data or intelligence layer.

Our beachhead

~300

Boutique London consultancies. A tight network that advises UK institutions. 1 in 10 by Month 24. Starting with our development partner Levy Real Estate.

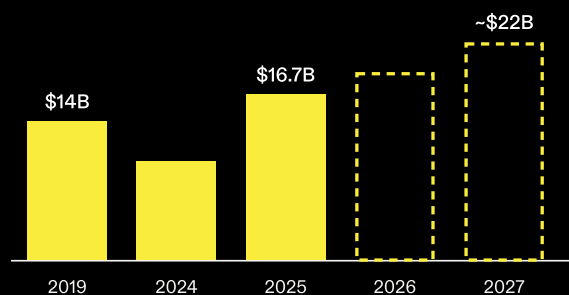
Our target

~400

UK institutional portfolios. Every client we win puts Harla closer to institutional assets, giving us a direct route into enterprise conversations and accounts.

AI accelerating. Transactions increasing. Capital returning.

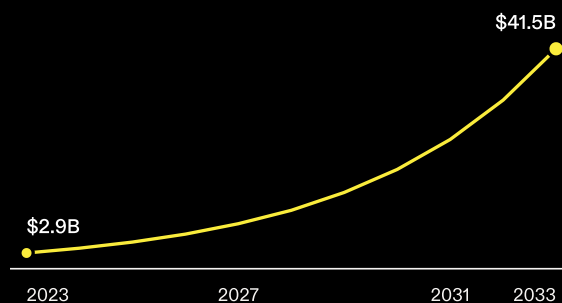
Innovation is needed now.



+68%

Proptech investment growth

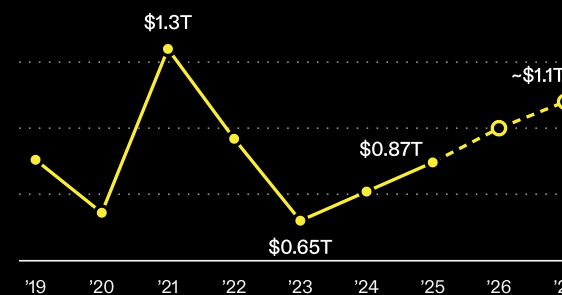
2024 to 2025, to \$16.7B. Source: CRETI



30.5%

CAGR in AI real estate

\$2.9B to \$41.5B by 2033. Source: Market.us



+14%

Global CRE transactions

From the 2023 trough. Source: CBRE/MSCI

Above are the **macro** movements in the market.

At the **micro** level the sector is seeing increased need for visibility of assets and obligations because Covid era concessions are now ending and Special Purpose Vehicle (SPV) developments are coming up for exchange. Visit our data room for more information.

Data room →

Every tool owns a task,
nobody owns the transaction, until now

Category	Companies	Agree	Verify	Comply	Complete	Reality
Intelligence and data	 FIFTH DIMENSION  PRODA ARGUS  CoStar™	■	■	□	□	Informs the deal. Doesn't run it.
Proptech SaaS	 YARDI  mri RE--LEASED  LandlordVision  VTS	■	□	□	□	Portfolio software. Not execution.
Legal workflow	 Luminance Legl  Orbital tracesolutions	□	■	■	□	One party's tool. Not the whole process.
Transaction management	 DEALPATH  drooms	■	□	□	□	Tracks the deals. Doesn't close them.
eSign and documents	 docuSign  Adobe Findable ⁺	□	□	□	■	The last step. Not the whole process.
Multi-party platform	 Harla	■	■	■	■	Holds every stage.

Focused on enterprise and mid-market sales

Data increases. Value compounds.

Pilot offer

Document management.
Get organised. Apply AI.

Pilot price **£10k**

Part of the portfolio. A customised workflow.
Single seat. Single module. Evidence success.

>50k targets

Property professionals in the UK

Growth package

Schedules and obligations.
Driving efficiencies.

Growth price **£15-25k/year**

Full portfolio. Growth based on seat numbers,
shares and usage. Module access.

Add-ons

Additional seats, share and usage packs. Custom
modules. £100–£150/month.

~25k targets

Mid to large-scale asset managers

Enterprise · Custom

Complex deals and contracts.
The deepest relationships.

Enterprise price **From £45k/year**

Unlimited assets, shares and metered usage.
Custom onboarding and modules.

Add-ons

Bespoke environments, custom data integrations,
tailored APIs, custom models. Priced on contract.

~400 targets

Institutions, REITs and large managing groups

Institutional interest.

Before a pound of spend.

Development partners



Centralising
comparables



Visualising
the schedules



Asset and
portfolio review



Licence
requests

Channel partners



Joining the Scale
Up programme



A 2027
Cohort member



Applying
for 2027

Pipeline from PropTech Connect



- Supermarket Income REIT
- KWB Property
- KMP Solutions
- Eika Development
- Colas
- Capital Narrative

Current Revenue

£3,450 MRR

Four pilots using the product.

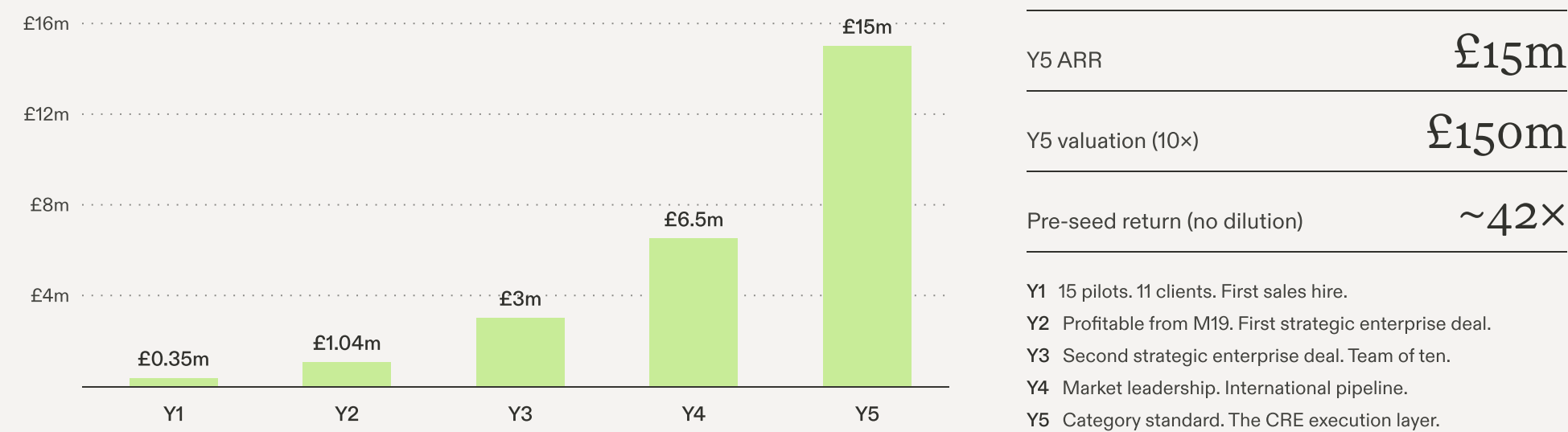
Paid pilots first.

Enterprise and Growth clients follow.

	Month 0	Month 3	Month 9	Month 12
	Raise closes. Pilots underway.	First pilots convert.	Clients growing. First sales hire.	Institutions engaged.
Pilots	6 pilots running	8 pilots to date	13 pilots to date	15 pilots to date
Clients	Four paid pilots	2 Enterprise, 2 Growth	4 Enterprise, 5 Growth	5 Enterprise, 6 Growth
Team	Hires onboarded	Core team in place	First sales hire	Second sales hire
Product	Extraction benchmarking	Complex deals schema	Modules development	SaaS environment established
ARR	£40k pilot fees	£130k	£280k	£345k
Partners	GEOVATION  	REACH ACCELERATING REAL ESTATE		
Events	 RETCON 	 LONDON PropTech SHOW   THE UK'S REAL ESTATE INVESTMENT & INFRASTRUCTURE FORUM	PROVADA THE REAL ESTATE MEETING POINT  simatech Technology and Innovation	 expo real

Building execution layer infrastructure.

Capturing the value AI brings.



Land
Sharing schedules

Agentic coordination. No code automations. Your portfolio builds itself. Invite in your partners.

Expand
The execution layer

Transaction coordination and compliance workflow; owned by one platform.

Compound
The data flywheel

Proprietary contract schema, workflows and data at scale. Benchmarks, comparables, intelligence.

Raising to build and launch Harla with our partners.

£600k at £3.6m post.

People 69%

Lean, high-output team to deliver the product.

George Unsworth (CEO) · AI/ML Engineer

Senior Platform Engineer · Product Engineer · Sales advisory team

M1–8 · Build and pilot	£29,300/mo
M9–12 · Hire and grow	£34,500/mo
M13–18 · Scale	£42,900/mo
18-month spend	£630k

Production 31%

Lean costs focused on product delivery.

Infra and AI tokens · Pilot delivery · Security

Office and hardware · Apps and subscriptions · Legal · Marketing and events

M1–8 · Build and pilot	£12,200/mo
M9–12 · Hire and grow	£13,700/mo
M13–18 · Scale	£22,400/mo
18-month spend	£287k

18-month spend of £918k is funded by the £600k raise plus revenue.
Cash never falls below £281k.

£600k at £3.6m post gets:

M19

Operating profit
from month 19

£785k

ARR at month 19

16.7%

Ownership at the raise

£2.2m

ARR at month 36

The deals. The dates. The details.

All held in Harla.

For more information please request
access to our data room here:

Data room →

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www.harla.co.uk
Harla Technology Ltd

Book meeting →

HELD IN HARLA

