
Be Belong
Be Alive. Be Connected. Be Belong.
To belong is to earn. We turn consumer attention into earnings.

Be Belong
Be Alive. Be Connected. Be Belong.

RentGain.AI
Earn Money. Pay Rent. Live Freely.

Why Be Belong

We turn consumer attention into consumer earnings while fostering connections and a sense of belonging.

01 People want to feel belonging

People want to connect with like-minded people.

02 60% of Americans Live Paycheck to Paycheck

Rent is their #1 expense. They need ways to earn, instead of borrow.

03 AI is Replacing Jobs

Automation is cutting jobs across industries people need new income streams that don't depend on a 9-to-5 job.

04 Longer Lives Need New Income

We're living longer, but pensions can't keep up. Everyone needs Independent income that lasts decades.

Result:

RentGain.AI turns rent, the biggest expense, into an earning engine, right when the world needs it most.

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To Belong is to Earn.

We founded Be Belong to make every renter feel valued.
We soon discovered their real pain points. That's when RentGain was born - turning rent payments into earning opportunities and creating an exit path for our shareholders.

2023	2024	2025	2026	July 2026	2027	
Founded in Miami	**Launched Be Belong** Launched Be Belong to engage community	**Pain Point** Realized Pain Point	**Launched RentGain.AI** Launched to Renters in US	**Validation of The Product** 260K Users Valuation \$52M For Capital \$42M	**Expand to Consumer Verticals** CollegeGain.AI HomeGain.AI MedicalGain.AI InsuranceGain.AI	**Exit Strategy** 1M Users/\$1B Revenue

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RentGain.AI by Be Belong

Turning Attention Into Rent

We Call it

“Earning as a Service”

Be Belong Connected Two Massive Markets for RentGain.AI

Introducing Earning as a Service (EaaS)

$700B

Ad Market

Global advertising budgets paying for verified consumer attention.

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Earning as a Service (EaaS)

RentGain.AI

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$600B

Housing Market

110M Renters managing their largest monthly expense.

RentGain.AI connects **Global Advertising Budgets** directly to your **rent roll**. We are a new line item in NOI that doesn't require rent increases. We empower renters to earn real money through simple activities, while simultaneously generating passive income for property owners.

An Innovative Path for Earning Rent

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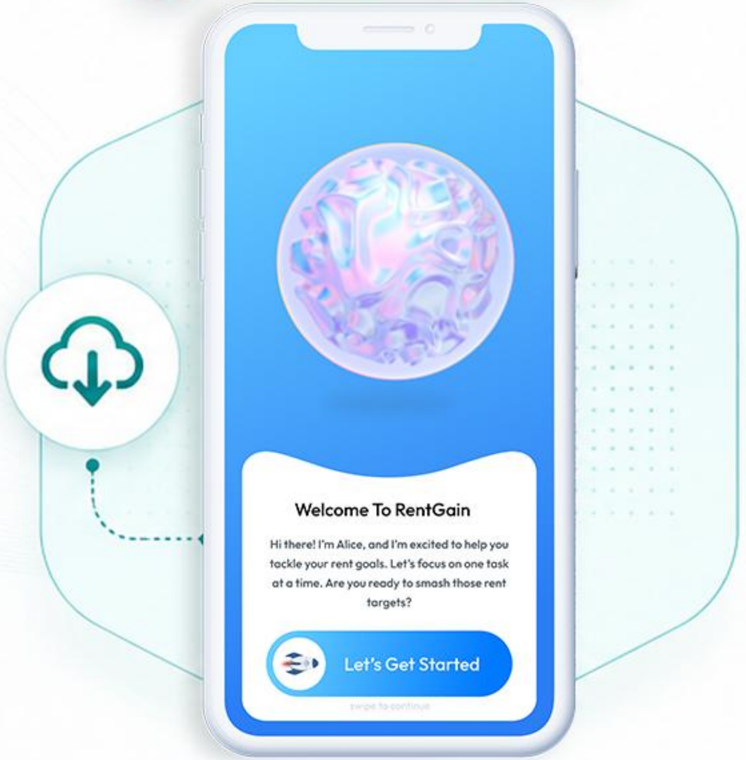
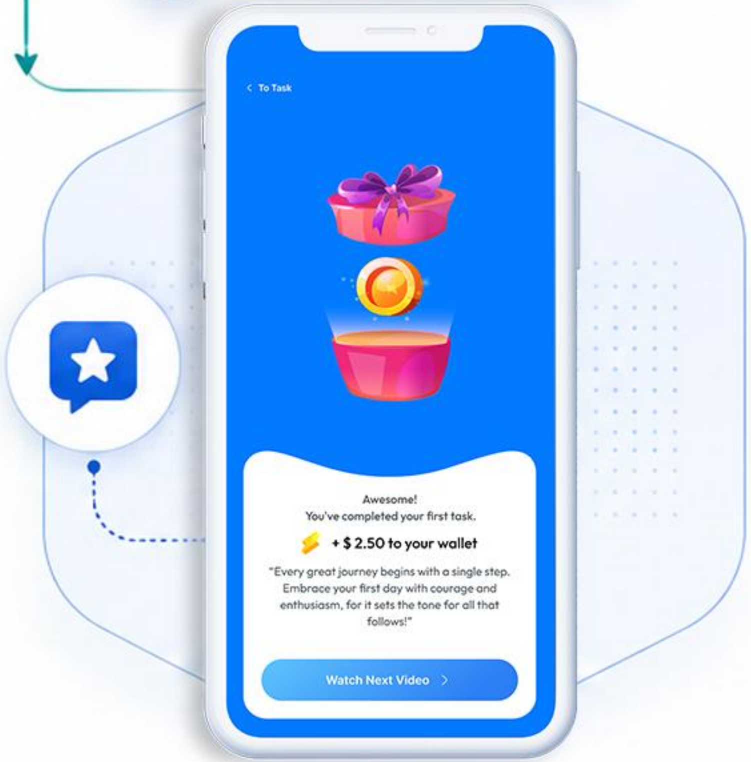
We flip consumer spending into consumer earnings by transforming attention into rent.

1 Download & Connect



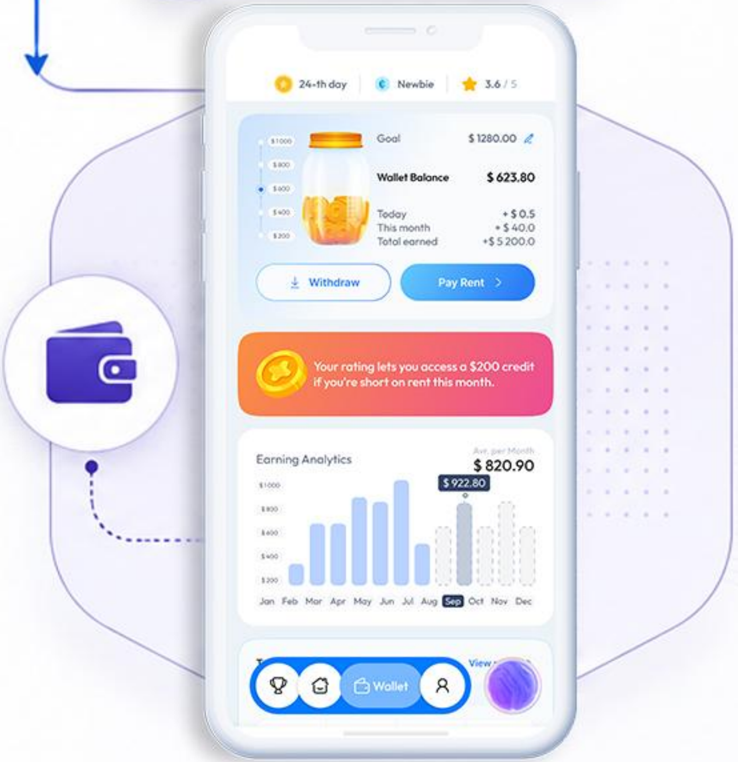
Residents get the free RenGain app and create accounts in under 2 minutes. Bank-level security guarantees privacy.

2 Engage & Earn



Users participate in brand activities, market research, and watch videos to build their digital wallet balance.

3 Pay Rent Directly



Wallet balances are transferred directly to the property operator to offset monthly rent, creating a frictionless payment loop.

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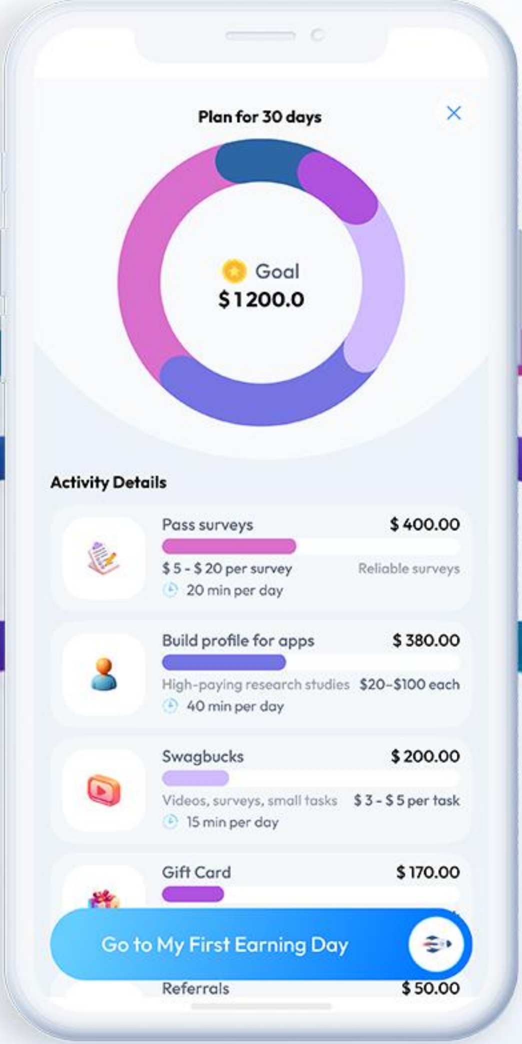
Multiple Attention Channels

Surveys
01
Fill out the surveys and earn Rent.

Video Ads
02
Earn by watching full-screen brand videos with verified completion.

Market Research
03
Share opinions for market research rewards.



Games & Learning
04
Play interactive modules that teach new skills and pay out rewards.

App Install & Reviews
05
Share product feedback to boost experiences.

Brand subscriptions & Cashback
06
Get money back on everyday purchases and curated services.

AI-driven personalized income plans match tenants with activities based on habits and preferences.

The EaaS Ecosystem Economics

01 Advertisers Fund Platform

Global brands pay RentGain for verified consumer attention and data

02 Tenant Scoring

The proprietary algorithm allocates earnings to tenants based on engagement scores.

03 Tenants Engage & Earn

Renters complete activities and accumulate digital dollars in their wallet.

04 Tenants Pay Rent

Earnings are transferred directly to the property owner to cover monthly rent.

05 Property Gets Bonus

RentGain pays an additional 10% cash bonus directly to the property owner, fully funded by ad revenue margins

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Market Validation

RentGain.AI
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Since we launched February 1st, 2026, the need to cover rent created demand for many more users to join.

RentGain.AI

107.81k

According to AppsFlyer there are more than 1,07,810active users

RentGain.AI

260,000

Users are in the process of onboarding. The acceptance and growth has been explosive.

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Actual Data from RentGain.AI

Real People. Real Engagement. Real Earnings.

01 Erica
Top Earner
Power User Profile

$541.99 Earned

- 105 Days on Platform
- 1,261 Games Played
- 803 Rewarded Ads
- 74 Active Days

02 Cecilia B.
Highest Verified Earner
Balanced Earner Profile

$411.03 Earned

- 505 Brand Videos
- 143 Surveys completed
- 6,302 Data Points
- Fully KYC Verified

03 Kimberly P.
Daily Habit User
High Retention Profile

$282.89 Earned

- Active Every Day
- 374 Games Played
- 283 Rewarded Ads
- Fully KYC Verified

$1,235.91 Combined Earnings

1,836 Games Played

1,390 Rewarded Ads Watched

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Our Advertisers Validation

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LG Electronics · McDonald's · Walmart · 1-800-flowers.com · Rent Reporters

USLEGAL USLEGALFORMS.COM · PRETTYLITTER · Belstaff · glo · invideo AI · CreditScoreIQ · MIDAS · ROCKET Money · DIRECTV

الجزيرة Jazeera. · Hyper ShopIndia · KIWI mini pris · TEMU · willow · hulu · WILLOW · Snaplii · IHG HOTELS & RESORTS

Paramount · Self. · Dovly ai · KICKOFF 2022 · dave · THE WALL STREET JOURNAL. · Credit Strong · ARBOR NETWORKS · OurRitual · namecheap

suzanne somers · acorns · Bingie · Rosetta Stone · ADVENTURE ACADEMY · IXL · KIDSLIVESAFE · jenny CRAIG · TILT · Care.com There for you

FutureHealth · SUNDAYS FOR DOGS · MW · FANDUEL · Helinium · Snorex · Personal Loan · express

DISCOUNT ELECTRONICS · DAIKIN AIR CONDITIONERS · PRIMAL PET FOODS INC. SINCE 2001 · ALGAE COOKING CLUB · VP · TM Wellness 全仁健康產品 · Expedia · nurture life · Bankrate

yourscore and more · MERACH · DocHub · visible. · STIMULUS · Super-Samples · Rent Relief POWERED BY YARDI

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Multiple Earnings Pathways

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Multiple Revenue Streams. One Economic Engine.

Every user interaction creates revenue. Every revenue stream increases user earnings.

CPA (Cost Per Action)

Brands pay for measurable outcomes

- App installs
- Sign-ups
- Subscriptions
- Product purchases

01

Direct Ad Placement (CPM)

- In-app ad placements
- Native content
- Product reviews
- Email & notification

02

Surveys (Revenue Sharing)

- Survey completion
- Product feedback
- Market research

03

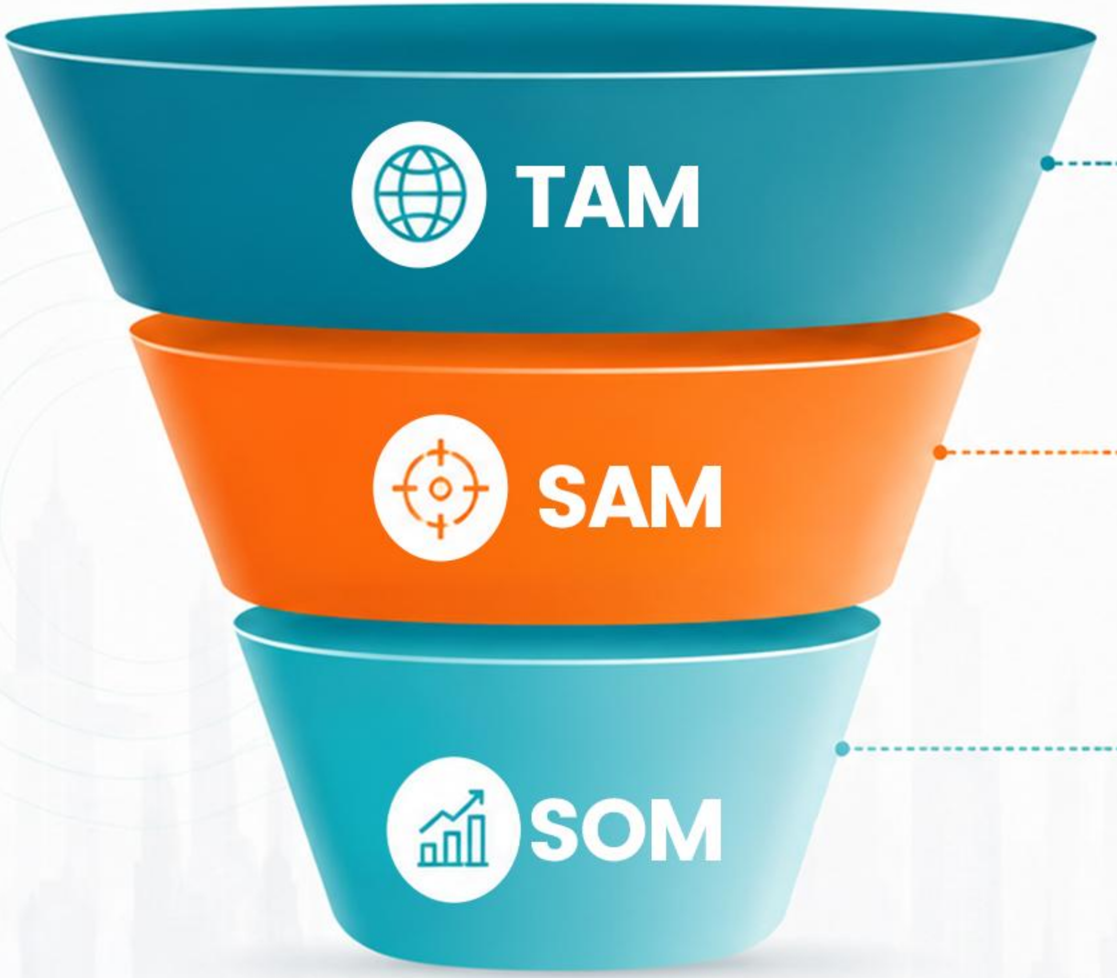
Processing Fees

Monetizing rent payment infrastructure

- Rent payment processing
- Payment facilitation fees

04

Business Model



Total Addressable Market

$700B

Ad spend

Service Achievable Market

$200B

We're targeting $200B that fits our platform today

Service Obtainable Market

1M	$1000	$1B
Renters	Min. Annual Earning	TOTAL Revenue for RentGain.AI

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Why Property Owners Love It

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Value Creation for Your Portfolio

$1000

Targeted Revenue Per Unit/Year
(at medium engagement)

Assumptions:

100 Units | 60% Tenant Engagement Level | $1000/Year Average Revenue/Unit

+$100,000

Modeled 10% Ad Revenue Share

Plus Additional Saving with 18% Less Resident Turnover

Competitive Landscape

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Others Capture Attention.
We Convert it into Rent.

Traditional Ads
(Low Engagement)
- Banner Blindness
- Low Interaction
- No Real Consumer Value

Cashback Apps
(Limited Use)
- Small Rewards
- Fragmented Ecosystem
- Disconnected from Rent

Gig Economy
(time-based)
- Time Intensive
- Inconsistent Income
- Labor Depended

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Only platform converting attention directly into rent.

Attention
Users engage with ads and offers

→

Earnings
Earnings are generated and verified

→

Rent
Earnings are applied toward rent

Rent Paid. Stress Reduced.
Real Impact. Real Rent Relief.

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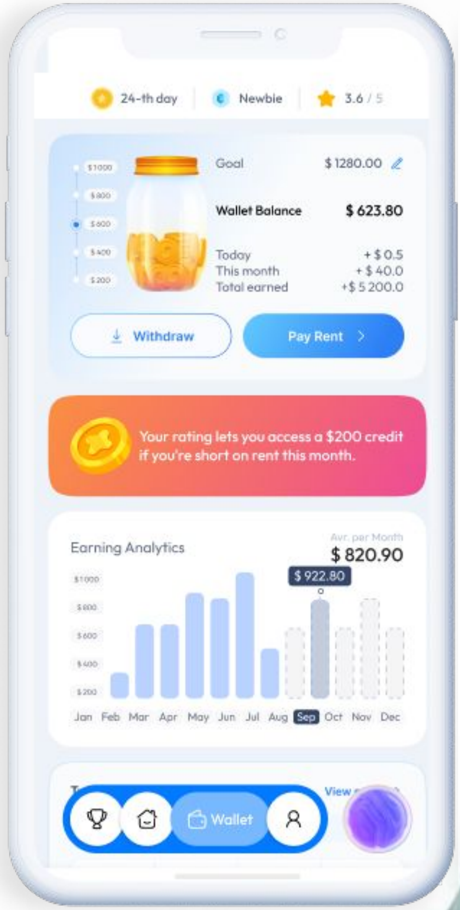
Building the First **Tenant Loyalty** Economy

RentGain transforms multifamily portfolios into engagement and earnings ecosystems where residents can live, engage, earn, and save through advertiser-funded participation.



The future of multifamily is more than housing, its Participation.

Stronger Communities

More Value for Residents

Measurable Growth

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RentGain.AI Ecosystem

RentGain.AI powers a fully integrated ecosystem connecting residents, property owners, and brands through **verified engagement and advertiser-funded rewards.**

Stronger Communities

- Video campaigns
- Surveys
- In-game advertising
- Cashback offers
- Sponsored notifications
- Product launches

→ Fund engagement

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- AI targeting
- KYC verification
- Engagement scoring
- Offer pages
- Reward allocation
- Analytics & optimization

→ Convert attention into earnings.

Residents & Properties

Residents
- Earn toward rent
- Unlock loyalty tiers
- Receive rewards

Properties
- Higher retention
- New NOI streams
- Increased engagement

→ Stronger community, more value.

124s Average verifies attention

100% KYC Verified Users

0% Ad Fraud

Multiple Engagement surfaces

A new economic layer for multifamily housing.

AI Community Matching™

Turning Neighbors Into Community

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01 Family & Business Matching

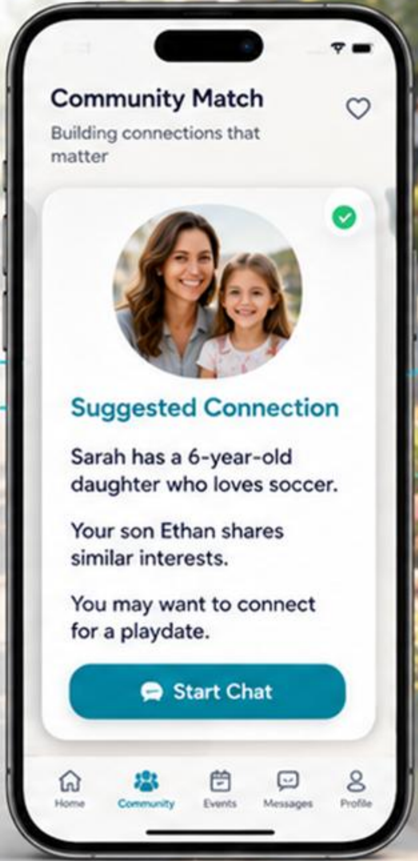
Parents with children in similar age groups discover and connect safely.

02 Shared Interests

Fitness, pets, wellness, gaming, entrepreneurship, and social clubs.

03 AI Suggested Connections

Smart recommendations that encourage meaningful resident engagement.



Stronger Communities

- Higher resident retention
- Increased engagement
- Better renewal rates
- Emotional connection to property

AI-Powered Belonging

Our AI transforms apartment buildings from isolated living spaces into connected ecosystems built around trust, compatibility, and participation.

One meaningful connection can transform a property into a community.

Community | Engagement | Retention | Belonging

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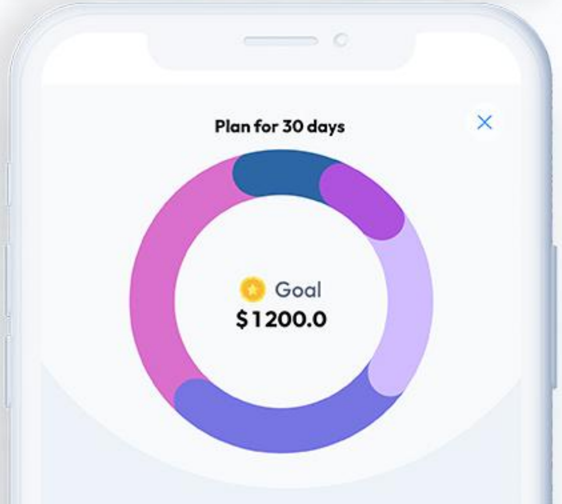
Market Strategy

1. Property Managers (distribution)

- Direct partnerships with property management companies
- Bulk onboarding of properties
- Embedded in rent payment ecosystem

2. Advertisers (revenue)

- Targeted access to high-intent renters
- Performance-based ad model
- Scalable brand partnerships



3. Viral Renter Adoption

- Earn real money for simple actions
- Share with friends, earn together
- Build-in Virality and community loop

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Our Vision

Earning is Optimized

We turn life's biggest expense into income. Freedom starts at home.

Attention become an Asset

We give people ownership to their value. You earn because you matter.

Be Belong Becomes Infrastructure

We build the economy where people earn and belong together.

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Be Belong Vertical Growth Roadmap

Four high-value verticals. One unified engagement infrastructure. Real Rewards. Real Participation. Real Impact.

RentGain.AI
Launched February 2026 with 150,000 users on boarded

CollegeGain.AI
Student engagement & rewards ecosystem.

HomeGain.AI
Consumer savings powered by housing engagement.

MedicalGain.AI
Healthcare participation & wellness incentives.

InsuranceGain.AI
Verified consumer engagement for insurers.

One Platform.
Infinite Possibilities.

Build around verified engagement and incentive-driven participation.

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Be Belong Team

RentGain.AI

Earn Money. Pay Rent. Live Freely.

Built at the intersection of real estate, data, and capital markets.

Gabe Bar
Co-Founder, CEO & CTO

Tech-savvy entrepreneur with 25+ years of experience and a passion for innovation in consumer engineering through AI/ML

Peter Plaut
CFO

Peter Plaut is a global capital markets advisor specializing in institutional capital formation, real estate, private credit, and alternative investments.

Julie Scott
VP - Regional Manager TX

Professional Real Estate syndicator driving smarter investments and scalable growth. Software Engineer

Benjamin Sampson
VP - Regional Manager VA

Real estate entrepreneur and private lender driving innovative investment solutions

Margarete Ralston
Multifamily Expert Director

Multifamily investor, syndicator, and startup consultant

Bella Cohen
Co-Founder - CRO

20+ years in syndication, leveraging AI & machine learning

Shani Bar
Co-Founder & President

20+ years marketing leader | Brand strategy | Target audience engagement | Growth expert

Team of Developers | Finance | Franchise | Franchise | Marketing | Properties Integration | Corporate Development

Advisory Board

Denise K. Evans
Executive, entrepreneur & real estate investor.

Brett Jesse Greene
Serial entrepreneur and investor turning bold ideas into successful businesses.

Marc Segelnick
Marc Segelnick is a seasoned portfolio manager and strategic advisor

Barbara Heil-Sonneck
20+ years in real estate, international business, entrepreneurship.

Diego Leiva
Diego Leiva is an experienced real estate broker and investor

David Todd McGee
30+ year entrepreneur, technology executive, and AI strategist.

Capital & Traction

$2.2M

Already Raised

We raised $2.2M in Pre-Seed funding

→

250,000

107,810

Direct Users

1,07,810 Direct Users + 150,000 users are being brought on board through Property Management

→

$10M

Series A

Creates Infrastructure for revenue growth

Business Plan for $10M Series A Use of Funds

$10M
Capital Round

200K Earners
+1000 Brands Live

$100M Top-Line Rev

$50M Net Rev
After 50% earner split

Reinvest 80%
Flywheel Self-funds

Revenue Generated with

- Media Buying
- Download & Earn
- SMB Media Packages
- Product Launch D2C
- Market Research
- Rent Processing
- Cashback + Subs

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[Business Plan $10M Use of Funds]

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Own the Future of How People Pay Rent

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Join Our Global Impactful Movement

Scan to
Meet with Our Founders

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Big Dreamers-Philanthropy

Our Mental Culture Ecosystem

At Be Belong, dreaming big is ingrained in our culture.

Dream Big. Be the Light.

We begin each day with vision and values — **trust, forgiveness, love**, and **generosity.** We dedicate time each week to an extraordinary community of people with unique abilities. We support them to dream, believe, achieve and manifest. When we give them hope we strengthen ourselves. When we elevate others, we all rise.

BIGDREAMERS
Dream Big, Be The Light

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Appendix

RentGain.AI

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Mapped Evidence Behind the Model

Every Core Assumption Is Grounded in Real Data

Core Claim	Supporting Evidence	Source
Large rental market	~44M renter households in the U.S.	U.S. Census Bureau
Rent is a financial burden	~50% of renters are cost-burdened (>30% income on housing)	Harvard JCHS / U.S. Census
Consumers are financially constrained	The majority of U.S. consumers live paycheck-to-paycheck	LendingClub / Federal Reserve
Massive advertising budgets exist	Global ad spend projected to exceed $1T by 2026	Dentsu
Digital ads are inefficient	Banner blindness is widespread among users	Nielsen Norman Group
Ad fraud is significant	~$80B+ lost annually to ad fraud	Juniper Research
Rewarded engagement performs better	Opt-in ads have higher completion and engagement rates	Google Ad Manager / Unity Ads
Surveys & insights are monetizable	Typical survey response rates: 5%–30%	Kantar / Qualtrics
Affiliate & cashback are proven	Affiliate commissions typically 5%–15%	Rakuten / CJ Affiliate
Payments generate recurring revenue	Processing fees typically 1.5%–3.5%	Stripe / Plaid
Subscription economy is growing	Subscription models scaling across industries	Zuora / McKinsey
Real estate NOI under pressure	Turnover and vacancy reduce profitability	CBRE / JLL

Investor Simulator

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