SoftwareStem

AI that works for UAE business.

We build computer vision, machine learning and generative AI systems, make brands visible in AI search, and produce AI films. Built in Dubai, in Arabic and English.

Computer Vision | Machine Learning | Generative AI & Agents | AI Lead Chatbots | AI Visibility (GEO) | AI Video Production

WHO WE ARE

An AI company born in Dubai, built for the way the UAE works.

Software Stem is an AI development company founded in Dubai in 2024. We are engineers who ship: every system in this brochure was designed, built and deployed by our own team, and several run today as live products.

15
AI systems and products in our portfolio

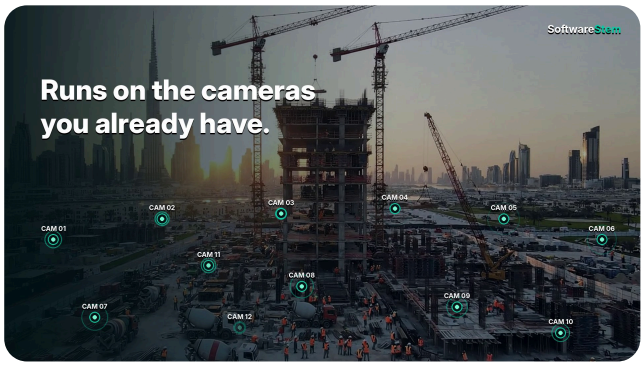
5
service lines, one team

118,950+
Dubai construction projects modelled for cost prediction

AR + EN
bilingual by default, right-to-left included

What makes us different

- **Local by design.** Arabic and English, Emirates ID, UAE VAT, WPS payroll and UAE hosting are built in, not added later.
- **Fixed price, fixed date.** Every engagement starts with a written scope, a fixed first step and a delivery date.
- **Proof before budget.** Pilots and audits let you see results on your own data, cameras or brand before you commit.
- **We build products, not slides.** SeoGeo and FaceHR are our own live platforms, so we know what production takes.
- **Honest numbers.** We measure accuracy on your data and report it. We do not promise what we have not tested.



Still from our AI-produced film on construction site safety.

HOW WE WORK

01
Discover
The problem, your data or cameras, and what success means, in one short call.

02
Prove
A fixed-price audit or pilot on your own data, delivered in days or weeks.

03
Build
Production system with integrations, access control, logging and training.

04
Measure
Monitoring, monthly reporting and improvement after launch.

WHAT WE DO

Five ways we put AI to work for you.

One team covers the whole range, from cameras and data to assistants, AI search and film, so the pieces fit together.

Computer Vision

AI on the cameras you already have: PPE and safety detection, restricted zones, theft alerts, face-recognition attendance and action recognition. Runs on CPU or GPU, on site or in the cloud.

Pilot: AED 12,000 to 18,000 · 2 to 3 weeks

Machine Learning & MLOps

Models that forecast, score and predict from your own records: demand, prices, costs, leads and risk. Delivered with dashboards, APIs and monitoring so they keep working after launch.

Custom builds from AED 35,000

Generative AI & Lead Chatbots

AI lead chatbots for your website and WhatsApp that answer every enquiry in seconds, qualify the lead and book the next step, day and night, in Arabic and English. Plus internal assistants and agents built on your own documents.

Lead chatbot: price on request · Custom builds from AED 35,000

AI Visibility (GEO)

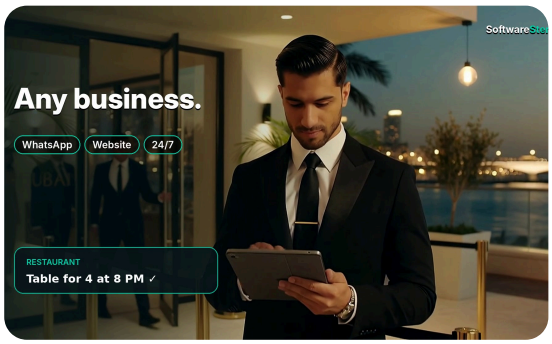
We measure how ChatGPT, Perplexity, Gemini and Google AI Overviews answer your customers' questions, and get your business named and cited. Tracked monthly on SeoGeo, our own platform.

Audit: AED 1,900 · 5 business days

AI Video Production

Corporate and brand films, off-plan property videos, AI presenters and social series, produced with generative AI and finished by editors, with Arabic and English voiceover. Film-quality visuals without a crew or a shoot.

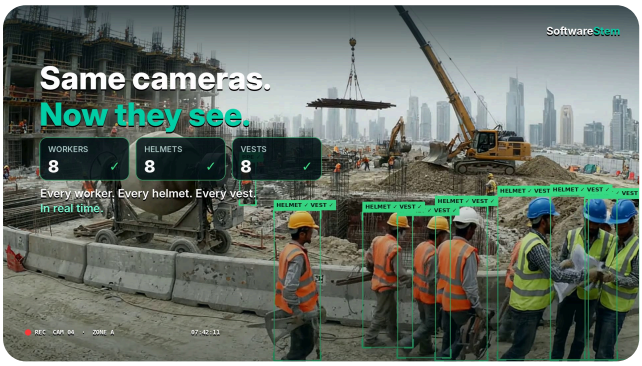
Short films from AED 15,000 · 3-minute film AED 30,000 to 45,000



COMPUTER VISION

Your site already has cameras. We teach them to see.

Most UAE sites, shops and offices already record every second. Our systems watch those feeds continuously and alert a person within seconds, instead of relying on spot checks.



Every worker, helmet and vest checked in real time.



A missing helmet flagged the moment it happens.

Stills from our own AI-produced film. Detection overlays illustrate the product.

PPE detection

Checks helmets, vests and gloves on every worker. New PPE items can be added without retraining.

Restricted zones

Draw a zone on the camera view and get an alert with a captured image when someone enters it.

Theft detection

Spots shoplifting and drawer tampering on retail CCTV and saves a clip of every flagged event.

Face attendance

Touchless check-in with liveness checks, so a photo or phone screen cannot be used.

Action recognition

Classifies walking, running and falls from CCTV, for safety and security monitoring.

Unattended cash

Detects AED, USD and EUR banknotes left unattended and raises an email alert.

How a pilot works

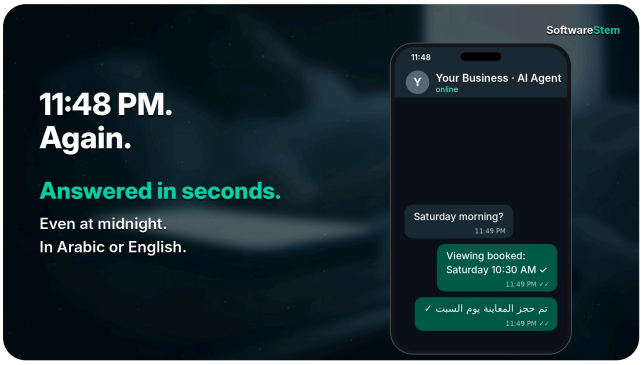
One camera, one use case, on your own site. Two to three weeks, fixed price, with accuracy measured on your footage in day, dust and night conditions before any rollout.

Technology

YOLOv11, YOLO-World, OWL-ViT, InsightFace ArcFace, OpenCV, PyTorch, FastAPI. Works with RTSP and standard CCTV, often without a GPU.

AI LEAD CHATBOTS, AGENTS AND MACHINE LEARNING

Chatbots that capture leads. Models that predict.



Still from our film on AI agents: an enquiry at 11:48 PM, answered in seconds.

DUBAI CONSTRUCTION COST PREDICTOR

118,950+

Dubai projects across 10 districts used to estimate construction cost before the first drawing. An in-house product built on UAE market data.

AI lead chatbot

A customer who messages at midnight is ready to buy. Our generative AI chatbot replies on WhatsApp and your website in seconds, so no enquiry goes unanswered.

- **Answers** from your own listings, prices and policies, in Arabic or English
- **Qualifies** the lead: budget, need, timing and contact details
- **Books** the viewing, appointment or call, and sends the lead to your CRM or inbox
- **Hands over** to your team when a person is needed
- Morning summary of messages answered and leads captured
- Guardrails, logging and a tested question set before launch

Machine learning & MLOps

We turn the records you already keep into forecasts and scores your team can act on, and keep the models healthy after launch.

- Price, rent and construction cost prediction
- Demand and sales forecasting
- Lead, deal and risk scoring
- Dashboards and APIs for your existing tools
- Monitoring and retraining as your data changes

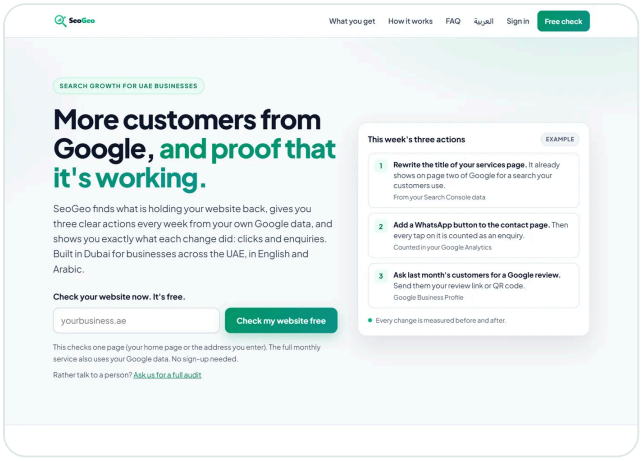
UAE Property Deal Finder

An in-house product that gathers live listings across all seven emirates and grades each one from A+ to F on value, so investors and agents see the best opportunities first. It shows the kind of scoring system we build for clients on their own data.

AI VISIBILITY (GEO)

Be the answer AI gives.

Customers now ask ChatGPT and Google's AI Overviews which clinic, agency or supplier to use. The answer names two or three businesses, and there is no page two. We measure whether you are one of them, and change it.



SeoGeo (seogeo.ae), the search and AI visibility platform we built and run.

The AI Visibility audit

- **20 real customer questions** tested across ChatGPT, Perplexity, Gemini and Google AI Overviews
- Where you are named, and which competitors are named instead
- Which sources the engines rely on for your sector
- A 30-day action plan in priority order

AED 1,900 fixed · 5 business days

1. Be found

Indexing in Google and Bing, a clean site structure, structured data and llms.txt, so AI engines can reach and read you.

2. Be quotable

Pages with clear facts, prices and direct answers that engines can lift into a response.

3. Be trusted

The same company details everywhere, genuine reviews, directory profiles and press mentions.

Monthly retainer

We implement the plan and re-measure every month on SeoGeo, so you see movement in rankings, AI mentions and enquiries. AED 4,500 to 7,500 per month.

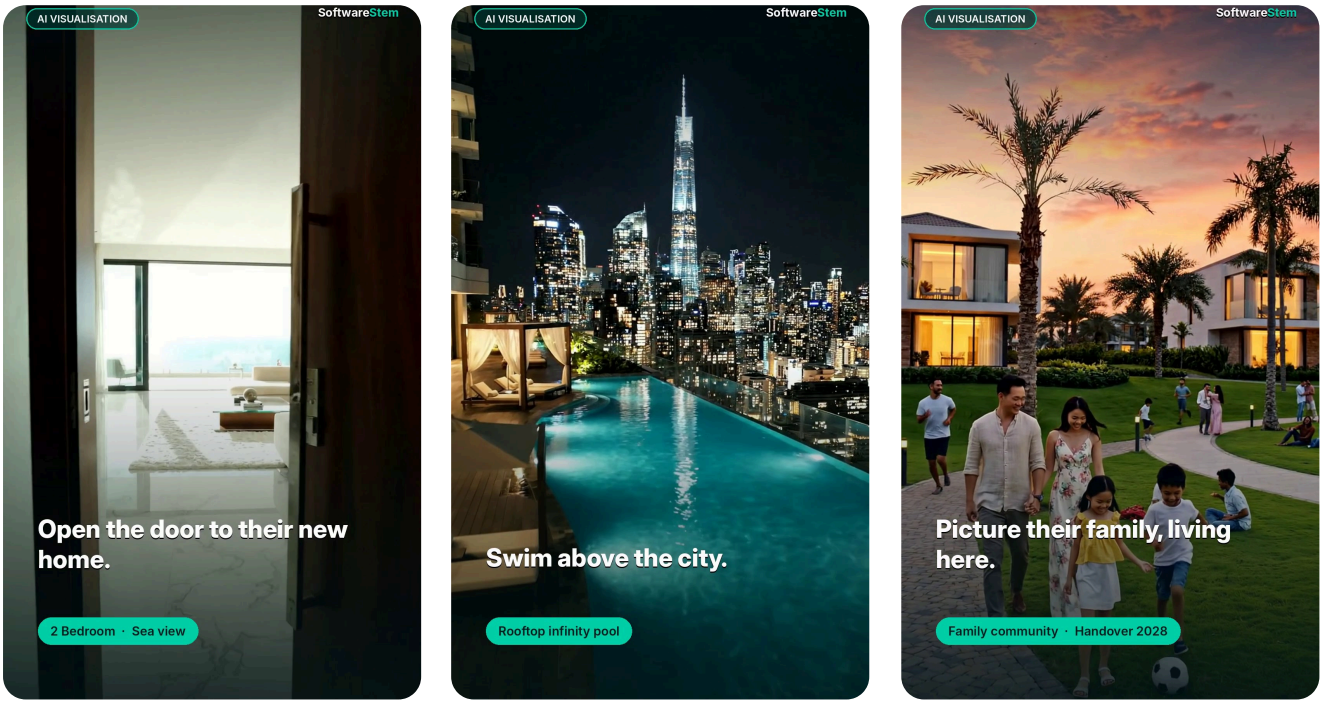
We use it ourselves

Within about six weeks of launch, softwarestem.com reached position 1 on Google for "ai visibility dubai", and Microsoft Copilot began citing our pages.

AI VIDEO PRODUCTION

Sell it before it's built.

We produce films with generative AI and finish them like a production house: scripted, edited, colour-graded and voiced in Arabic and English. No crew, no location permits, no weeks of shooting.



Stills from "Sell it before it's built", our AI film for off-plan property. The tower shown is a sample project created for the film.

What we produce

- Corporate and brand films (2 to 5 minutes)
- Off-plan property and launch videos from renders and floor plans
- AI presenters for training and announcements
- Arabic and English voiceover, plus dubbing into buyer languages
- Social series for LinkedIn, Instagram, TikTok and YouTube

Recent work

A three-minute AI corporate film for a global real estate services firm in Dubai, from script to final delivery. Our own films for construction safety, AI agents and FaceHR are on our YouTube channel.

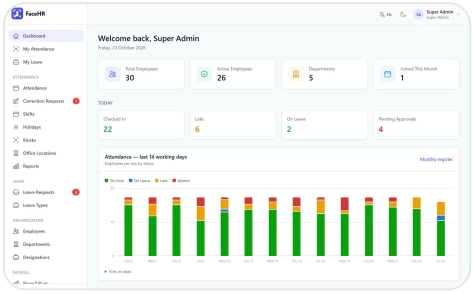
Short films from AED 15,000
3-minute film AED 30,000 to 45,000

Two review rounds included. Delivered in 16:9, 9:16 and 1:1. You own the final film.

OUR PRODUCTS

Platforms we built and run ourselves.

Building our own products keeps us honest about what production software takes. Each one is also a starting point we can configure for you.

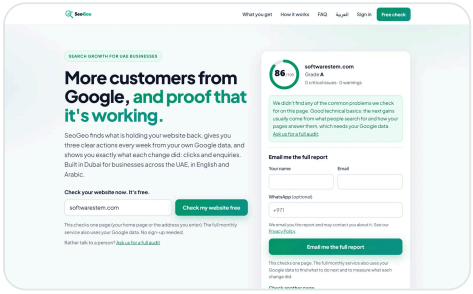


LIVE · FACEHR.SEOGEO.AE

FaceHR

Hosted attendance and payroll for UAE companies. Any tablet, phone or PC becomes a face check-in kiosk with liveness checks. Shifts, leave, WPS salary files and gratuity are built in, in Arabic and English.

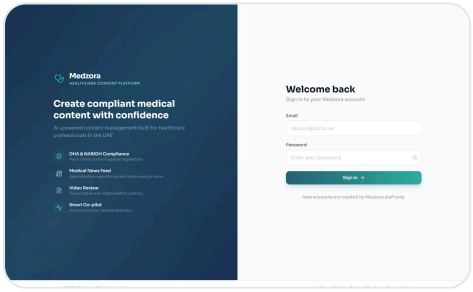
From AED 8 per employee per month · no hardware to buy



LIVE · SEOGEO.AE

SeoGeo

A Google and AI search growth platform for UAE businesses. It turns your own Search Console data into three actions a week, and measures every change in clicks and enquiries, alongside how AI engines describe your brand.



HEALTHCARE

HMS UAE & MedZora

HMS UAE is our bilingual hospital management system: appointments, records, e-prescriptions, laboratory and VAT-compliant billing, with an AI assistant, structured for DHA, DoH and MOH requirements. It is a working demo, with walkthroughs on request. **MedZora** is our medical content platform with AI-assisted writing.

UAE Property Deal Finder

Grades live listings across all seven emirates from A+ to F on value.

Dubai Construction Cost Predictor

Cost prediction and market analysis built on 118,950+ Dubai projects.

The property finder, cost predictor and HMS UAE are in-house products. They show the systems we build for clients on their own data.

PRICING AND ENGAGEMENT

Clear prices. A fixed first step.

You should know what you are paying for before you start. These are our 2026 prices. Every project is scoped in writing with a delivery date.

SERVICE	PRICE (AED)	TIMELINE
AI Visibility audit 20 questions, 4 AI engines, 30-day plan	1,900 fixed	5 business days
AI Visibility retainer Implementation and monthly re-measurement	4,500 to 7,500 / month	Ongoing
Computer vision pilot One camera, one use case, live alerts on your footage	12,000 to 18,000 fixed	2 to 3 weeks
AI lead chatbot Website and WhatsApp, Arabic and English, qualifies and books	On request	2 to 4 weeks
Custom AI build Machine learning, generative AI, agents, healthcare	From 35,000	6 to 12 weeks
AI video: short brand film Script, generation, edit, voiceover	From 15,000	1 to 2 weeks
AI video: 3-minute corporate film Depends on scenes, presenters, languages and versions	30,000 to 45,000	3 to 5 weeks
FaceHR attendance and payroll Hosted, no hardware	From 8 / employee / month	Live in days

Model usage and hosting for generative AI are estimated up front and billed separately. Prices exclude VAT.

Real estate

Deal scoring, price prediction, bilingual property assistants, off-plan films and AI Visibility for agencies.

Healthcare

Hospital and clinic management, bilingual patient assistants, clinical documentation and staff attendance.

Construction

PPE and zone monitoring on existing CCTV, shift safety reports and cost prediction.

What you can expect from us

A reply within one business day, with a first step, a price and a date.

Sensitive data kept on UAE-hosted or on-premise infrastructure when required.

You own the code, models, prompts and final films we deliver.

Results measured and reported, in plain language.

SoftwareStem

START HERE

Tell us the problem.
We'll reply with a first step, a price and a date.

Whether it is cameras that should be doing more, data sitting in spreadsheets, customers asking AI about your sector, leads going unanswered after hours, or a launch that needs a film, the first conversation is free.

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LOCATION
Dubai, United Arab Emirates

Software Stem · AI development company · Founded 2024 · Maria Muneeb, Co-Founder & Lead AI Engineer
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