
LEENAI × QATAR LIVING · CONFIDENTIAL BRIEFING

● SYSTEM OPERATIONAL

LeenAI · v1.0

Marketplace Intelligence

Marketplace Intelligence Pilot.

Read-only. Source-backed. Human-reviewed.

A pre-meeting demo built on real public Qatar Living data — 10 App Store reviews and 5 marketplace listings — to prove the intelligence layer before any integration.

24 MAY 2026 · DOHA · PREPARED FOR QATAR LIVING

Qatar Living is not a chatbot opportunity.

It is a marketplace intelligence opportunity.

THE KHALID LINE

"We are not here to add a random chatbot. Qatar Living is a marketplace. The first AI value is marketplace quality: better listings, better search, better leads, better advertiser intelligence, and a safer user experience."

THE VALUE CHAIN

- **Listings** Quality, completeness, trust
- **Search** Filters, sort, relevance, taxonomy
- **Leads** Contact clicks, lead quality, response
- **Advertisers** Promoted listings, renewal, ROI proof
- **Trust** Sold-items, account blocks, compliance

A live, source-backed console — built before the conversation.

Real public data only: 10 Apple App Store reviews of the Qatar Living app + 5 real public listings from qatarliving.com, collected 23 May 2026. Every card links back to its source URL.

MOD · 01 10

Voice of Customer Radar

Reviews → Backlog

Reviews classified by topic + severity. Each cluster shows the verbatim user quote, source URL, and an AI-drafted action with owner.

MOD · 02 5

Listing Quality Review

Score · Trust · Rewrite

Each listing gets a quality score, missing-field analysis, trust caution flags, and an AI-suggested title/description draft for reviewer approval.

MOD · 03 1

Executive Summary

Weekly Brief · Source-backed

Weekly one-page brief — top complaints, listing-quality snapshot, prioritized actions with impact/effort labels, and topic distribution.

Three signals worth a leadership meeting.

Each is backed by real reviewer names and dates from the public Apple App Store page — verifiable on apps.apple.com/qa/app/qatar-living.

01

Search Filters & Sort Regressions · Cars Vertical

5 mentions · 2021 → 2026

"There are no Filters in cars section. I can see only on PC but on mobile app there is no way to filter the search."

Omer queeshi · App Store · June 2024

▶ Restore Cars vertical mobile filter parity with web. Add Private / Dealer toggle.

02

Jan 2026 Update Engagement & Revenue Collapse

3 mentions · Jan–Feb 2026

"Over a month with no new ads, no sales and no engagement. Many features do not work properly... the app has become difficult to use for both buyers and sellers."

mohd890 · App Store · 22 Jan 2026

▶ Run a Jan 2026 post-mortem: ad-creation funnel, listing-to-contact rate, recruiter reach — before vs after.

03

Trust: Account Blocks, Sold Items, Account Deletion

3 mentions · Compliance + churn

"I am a user in QatarLiving since 2013. Taken many time subscriptions. Now they blocked my account... they can at least message or email me before blocking."

Techsuhaib · App Store · 27 Oct 2025

▶ Notify-before-block policy for paid/long-tenure. Auto-expire sold listings. Add account deletion (PDPL).

5 real listings scored. 1 OK · 3 Needs Review · 1 High Risk.

LISTINGS SCORED

5

OK · PASS

1

NEEDS REVIEW

3

HIGH RISK

1

FEATURED CASE · L003 · VEHICLES · CARS FOR SALE

"under warranty & Low mileage car with neat interior,"

Actually: 2025 Chevrolet Captiva LT · 7,500 km · SUV · 6 photos · Individual seller

QAR 55,000

● HIGH RISK

WHAT THE AI CATCHES

- Title is missing the make, model, and year — listing is invisible in search.
- Direct conversion loss: nobody searching "Chevrolet Captiva" or "2025 SUV" will find this.
- Description mileage (7,700) does not match data field (7,500 km).
- Quality score: 36/100 — High Risk for human review.

+ AI-SUGGESTED TITLE · FOR REVIEWER

2025 Chevrolet Captiva LT — 7,500 km — Under Warranty — Al Wakra — QAR 55,000

Result: now discoverable for Chevrolet, Captiva, 2025, SUV, and warranty searches.

One page. Every Monday. Source-backed.

What your Product, Operations and Commercial leadership will read each Monday morning — every claim traceable to a specific review, listing, or event.

● TOP USER COMPLAINTS

3 clusters, ranked by impact. Each shows the verbatim quote, reviewer, date, and recommended action.

● LISTING QUALITY SNAPSHOT

OK / Review / Risk counts. Average quality score. Most common missing field. Trust-flag counter.

● PRIORITIZED ACTIONS

5 ranked actions, each labeled with Impact (H/M/L) × Effort (H/M/L) and the owning team.

● TOPIC DISTRIBUTION

Bar chart of where feedback concentrates — Search, UI/UX, Trust, Performance, Jobs.

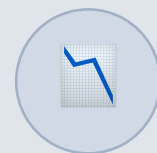
From scattered signals to defensible business outcomes.



Cars Vertical Revenue Recovery

Five reviews identify lost filters, dropped sort, and dealer-flooded private listings. Cars is your highest-revenue vertical — every percent of filter parity recovered shows up in contact-click revenue.

CARS · REVENUE



Jan 2026 Update Post-Mortem

Three reviews tie engagement collapse directly to the January update. The pilot delivers the artifacts your Product team needs for a defensible regression review and pre/post funnel comparison.

PRODUCT · RETENTION



Trust & Subscriber Protection

A 12-year paid subscriber blocked without notice. Sold listings still in search. Missing account deletion. Each catches a churn or compliance signal before it becomes a public complaint.

TRUST · COMPLIANCE



Advertiser & Dealer Confidence

Premium QAR 189,590 dealer listing with two-word description. Listing Quality flags exactly the cases where Qatar Living can coach dealers — improving paid-listing ROI and renewal probability.

COMMERCIAL · ROI

Built. Deployed. Source-backed.

A short shelf of comparable controlled-AI workflows we have shipped — same philosophy as the Qatar Living pilot: one workflow, one owner, real evidence, human review.

● PRODUCTION

MAE — Marketing Automation Engine

Content Hub · SEO Intelligence · Multichannel

Orchestrates content across WordPress, GA4, LinkedIn, TikTok, Mailchimp. Approval gates before publish. Automated SEO audits flag content decay.

FastAPI · Postgres · React 18 · n8n

● PRODUCTION

Auto Quotation — RFQ Intelligence

RFQ → Quote Draft · Email-First Sales

Live with Alrouf LED. Gmail intake auto-classifies RFQs. Configurable approval workflow. Branded PDF generation with signature fields. 8+ months in production.

Next.js 16 · Prisma · Gmail API · pdf-lib

● BETA

Employment — CV ↔ JD Intelligence

CV Screening · AI Evaluation · Email Intake

Email intake at jobs@alroufled.com auto-parses CVs. AI screens against the JD, sends follow-up questions, delivers a recruiter packet with fit + risk + confidence scores.

Next.js 16 · Prisma · OpenAI · imapflow

● PRODUCTION

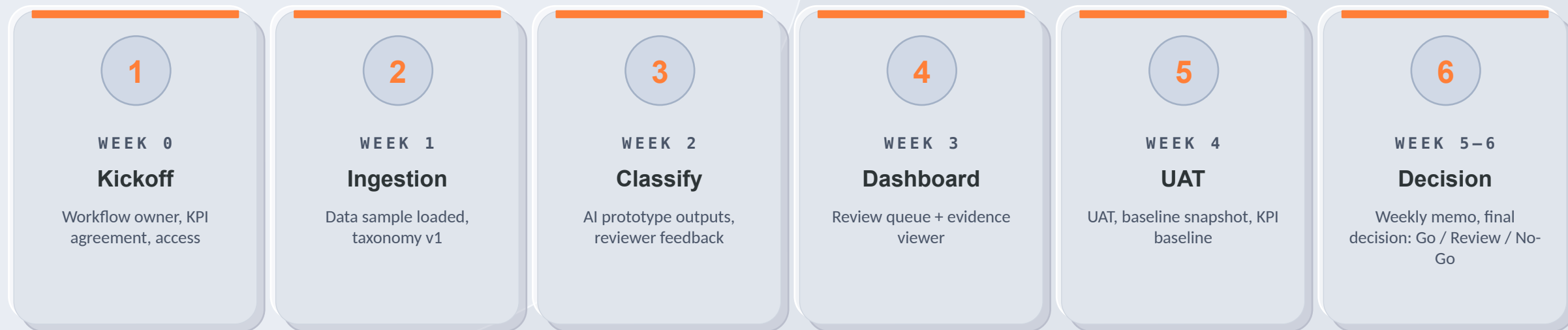
Radar — Opportunity Intelligence

Lead Intelligence · Account Maps

Scrapes MEED + Zawya for GCC tenders. Groups by ultimate owner (NEOM, Aramco, PIF) and ranks each opportunity by fit. Direct analog to a marketplace opportunity radar.

Python · BS4 · OpenAI · Streamlit

4–6 weeks. One workflow. One owner. One KPI.



SCOPE · ONE WORKFLOW

- ✓ Listing Quality & Trust · or · Voice of Customer · or · Advertiser Lead Intelligence
- ✓ One vertical (vehicles or properties or jobs)
- ✓ One owner (Product / Marketplace Ops / Commercial)
- ✓ Read-only data sample (no production write-back)
- ✓ One KPI baseline + improvement target

OUT OF SCOPE · PHASE 1

- ✗ Generic chatbot or website assistant
- ✗ Automatic listing rejection or editing
- ✗ Production integration / system write-back
- ✗ Training models on private QL data without approval
- ✗ Auto-messaging to users or advertisers

Three ways to start. All low-risk. All read-only.

OPTION A

AI Opportunity Scan

35k–55k

QAR/SAR

10 working days. Read-only analysis. Pain map, top workflows, data readiness, pilot scope. Output: signed scope + pilot recommendation memo.

▶ Best when leadership wants a deliberate, written first step before pilot commitment.

★ RECOMMENDED

OPTION B

Founding Partner Scan

20k–30k

QAR/SAR

Same scope as Option A, discounted in exchange for speed + feedback + potential sanitized case study with attribution.

▶ Best if Qatar Living wants to move quickly and is open to co-marketing later.

OPTION C

4–6 Week Pilot

90k–180k

QAR/SAR

One workflow, dashboard, weekly report, UAT, KPI baseline. Final Go / Review / No-Go memo. Pilot credit if signed within 30 days of scan.

▶ Best when Product / Ops / Commercial owner is already aligned and ready to execute.

THE ASK

**Give us one vertical, one owner,
and limited read-only data.**

We will come back with proof, not promises.

● TODAY

Show the demo + agree on
workflow

● + 5 DAYS

Sign Founding Partner Scan SOW

● + 10 WORK DAYS

Deliver Scan + Pilot
recommendation

● + 4-6 WEEKS

Decision memo: Go / Review /
No-Go