



## U-Platform. Real estate financial eco system on blockchain.

Investor - participate in real estate at any stage, planning, construction or completion with only 100\$ and get a stable return.

Developer – Market your project and raise capital through tokenized crowdfunding. Use our partners software to optimize and automate any part of the construction process.

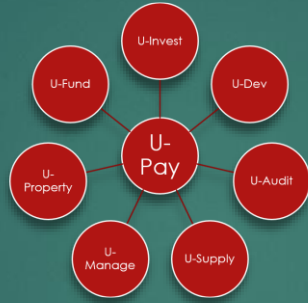
Supplier – display goods and services on our marketplace and be guaranteed of payment through escrow wallets.

# U-Platform – Payment system, trading platform, construction digitization and supplier marketplace



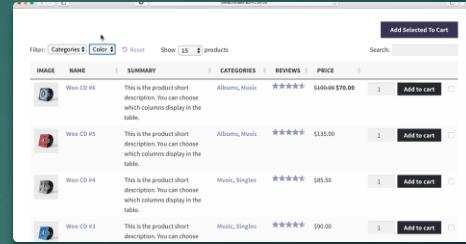
## Exchange

Trade newly tokenized properties from the price of 1 sq ft only on our proprietary trading platform



## Payment Ecosystem

Developers pay for goods and services through our payment system with USD pegged token.



## Marketplace

Sell goods and services in the construction industry for a stable token. Use our escrow wallets to be assured of payment.

## Investors

### Problem

High barrier of entry for investors who want to enter real estate market

Setting up banking facilities

Paperwork

Scattered Market Research

Realtors and high fees

### Solution

An exchange that allows to trade 1 sq ft of property

Escrow wallets and tokens

Digitize paperwork, online KYC and e-sign uploaded to blockchain

Analyze technical data on trading platform. RE market data on blockchain

No middlemen and transparent fees

## Developers

### Problem

Banking facilities

Selling off plan projects

Construction process - high human error

Hiring contractors

Delivery delays and payment

### Solution

Frictionless payment system - escrow wallets and tokens

Crowdfunding through tokenization of buildings

Optimize and automate process through BIM

Create a marketplace and network that grades and reviews contractors

Escrow wallet and randomized arbitrage

## Suppliers

### Problem

Payments

No unique platform to market goods and services

No focused advertising platform

Legal/paperwork

### Solution

Escrow wallets that guarantee payment upon delivery of goods and services

Create a network where differentiation comes from peer reviews and grading

Reach out to decision makers directly through new virtual marketplace

Digitize and format contracts

U-Invest – Trading platform - exchange of crypto currency and asset backed tokens

U-Manage – Manage your property, analyze your return, pay for services

U-Property – Buy on the secondary market through cryptocurrency

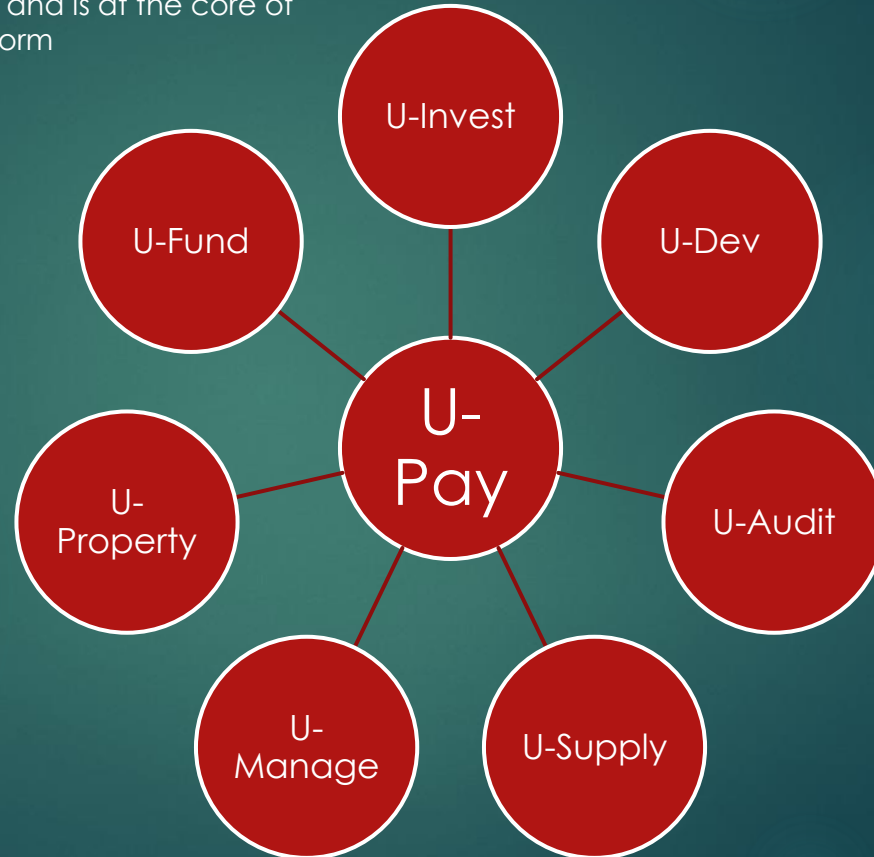
U-Fund – Tokenization of real estate projects and fundraising through cryptocurrency

U-Dev – Optimize the construction process with BIM 360 and other consolidated technology

U-Audit – Analyze and understand prices for goods and services provided

U-Supply – Suppliers display goods and services for the construction market

U-Pay – Payment system powered by tokens on the blockchain that connects all modules and is at the core of the platform



# Token Ecosystem

## U-Coin

- Pay for services in U-coin
- Buy Anchoin and Property tokens **only** through U-coin
- Get rewards for advertising campaigns through U-coin
- Buy on the secondary market through U-coin
- Receive your return on investment in U-coins

## Anchoin

- USD pegged token.  
1ANC = 1USD
- Designed for transactions between developers and suppliers
- Buy newly issued property tokens
- Acts as a stable store of value inside the token ecosystem

## Property Token

- ↖ Two categories : Off plan property tokens (OPT) and ready property tokens (RPT)
- ↖ OPT - Capital gain tokens only. Converted when building is built.
- ↖ RPT - token representing a part of the commercial real estate and yielding a return
- ↖ Buy and sell property tokens on the trading platform
- ↖ Receive your return on investment in U-coins

# ICO – Reverse Dutch Auction – Capped Sale

The sale of the tokens will follow a reverse dutch auction principle, price of U-coins on the first round will be

$X = \text{Hard Cap} / 10\%$  of total tokens.

The second round the price will be  $X = \text{Hard Cap} / 20\%$  of total tokens.

So on it will go till we arrive to the minimum price  $X = \text{Hard Cap} / \text{total tokens}$ .

If on round 1 hard cap is achieved and all 10% of tokens are sold the ICO will end and 90% of the remaining tokens will be given to the market makers and 10% used as reserve funds. If on round 1, 10% of the tokens are not sold we continue to round 2 and so on.

In this way the participants of the ICO get the chance to choose the price of the tokens on their own, either buy it at its highest on round 1 and be assured of accessing the token sale or at its lowest on the last round but with the risk of not being able to participate.

# Token distribution and goal

Soft Cap: USD 8M  
Target: USD 25M  
Hard Cap: USD 30M



	Percentage	Number of U-Coin	Est Value in Ethereum
ICO	66%	2,669,902,620	20625
Founders	20%	809,061,400	6250
Team + Bounty	10%	404,530,700	3125
Organizational Expenses	4%	161,812,280	1250
Total	100%	4,045,307,000	31250

Figures above based on 1 ETH = 800 USD

# PROJECT TIMELINE

