

Whitepaper Umbrella Platform

From concept to application, the development of the Umbrella platform in the UAE

Umbrella platform Whitepaper is a living document.

We are constantly upgrading our white paper to answer all your questions and provide all information you could possibly need before participating in our ICO and understanding Umbrella platform solution, products, and token. If you miss any kind of information, please reach out to us at:

Telegram Chanel : <https://t.me/umbrellaplatform>

Overview

What are the issues?

For investors

1. Barrier of entry
2. Banking Facilities
3. Paperwork
4. Market research
5. Realtors
6. Physical presence
7. ROI Analysis

For Developers

1. Liquidity
2. Hiring subcontractors/architects/specialists
3. Legal
4. Delivery delays
5. Analyzing new opportunities

For Suppliers and subcontractors

1. Payments
2. No unified platform/ virtual marketplace
3. Focused advertising
4. Legal

Deep Dive into the Solution

U-platform for developers

Financial

Technical

Network

U-Platform for investors

Digital Asset

Technical

Financial

Property Management

U-platform for Suppliers and Subcontractors

Payment system

Network

Legal

What is the mission of the Umbrella platform?

The products

The U-Invest Mod

U-Manage

The U-Fund Mod

The U-Property mod

 Purchase and sale

 Rental

The U-Dev Mod

U-Supply Mod

Business Model

 Phase 1

 Phase 2

 Phase 3

 Phase 4

 Phase 5

 Phase 6

Business Analysis

 Highlights

Cash Flow

SWOT Analysis

 Strengths

 Weaknesses

 Opportunity

 Threats

Token Cycle

 Purpose

 How can the token be used?

Usage of UCoin

 U-coin life-cycle

Token Distribution

Timeline

Overview

For the last 15 years the UAE has been one of the most successful real estate markets in the world. As an asset it delivered capital gains over 500% in certain areas of Dubai. Rental returns have topped 10% per year in average in the last 15 years making the UAE the global leader of rental returns. This exciting profitability is certainly due to the fact that when you purchase real estate in the UAE you purchase the lifestyle that comes with it. The beautiful Palm Jumeirah, the World Islands, the Burj Khalifa all of these feats of architecture and dedication are part of the appeal that brings investors to the UAE and Dubai in particular. Dubai has become the flagship brand of the UAE in terms of investments and has transformed from an emerging market to an established safe environment to invest into.

As a developed market it has become a much less volatile investment and many institutional agencies now consider the real estate market of UAE for their portfolios.

However the marketplace still faces challenges throughout the whole real estate supply chain. Developers, suppliers, subcontractors and investors all face issues that can be solved through streamlining, simplifying and democratizing the local real estate market.

On 24th of May 2016 Dubai Government delivered the world first 3D printed office, which was 250 sq.mt and it took 17 days to build it. As a result, the labour cost was cut by more than 50% compared to conventional buildings of similar size. Technology is growing fast and humanity has to grow with it.

Today we have almost 100% automation in the production of construction materials such as cement, aluminum, glass etc.. which has decreased dramatically production cost and increased quality of construction materials. Also every day we have new automation tools such as robots and 3D printers who are building better and faster than manpower ever could. Today we need a tool to connect this kind of technology with overall construction process. We need a tool which automates construction process from A to Z. This tool is Umbrella platform.

A competitive, market oriented and rationalized construction tomorrow requires developing of automated construction system today.

One of the main target of Umbrella Platform is to simplify the construction process :

- Faster and ensure that the developer can achieve a timely handover
- Remove middlemen such as banks and general construction companies
- Less expensive by reducing labour and materials cost
- Safer by reducing human intervention
- Faster by implementing new technology
- Transparent investment by implementing smart contracts

In our white paper we will present you with the problems faced by different actors of the market, the solutions that we have devised as well as our roadmap into the future.

What are the issues?

For investors

Barrier of entry

The minimum investment in the UAE is of at least USD 100.000. Considerable investment that cannot be broken down unless you are a resident and can use banking facilities - only possible if you are employed and have a 25% down-payment.

Banking Facilities

You have to setup a banking facility in the UAE, if you are a non-resident it is increasingly difficult to open an account.

Paperwork

Dubai Land Department and other authorities have a straightforward process that can nevertheless take up to two weeks to a month should you want to use banking facilities.

Market research

For new and seasoned investors there are few tools to analyze the market and no unified platform to find out the best returns, the greatest capital gain or the most up-and coming neighborhood. Difficult to choose an investment without being able to refer to a trusted source and analyze the best opportunity. Location, location, location - but which one?

Realtors

Extremely difficult to trust any real estate agent as Dubai is known to have the most real estate agents per sq.m. The level of service and quality can sometimes be less than desirable.

Physical presence

Investors need to be physically present to complete the transaction or grant a Power of Attorney to a person of trust to explicitly deal on their behalf. Not only does this limit the market of potential buyers greatly but it also creates a logistic and security problem for any investor outside the country.

ROI Analysis

When buying property in the world you never have an embedded ROI tool to track your return in real time. Be able to analyze where has been your best capital gain to date and your return on asset.

For Developers

Using Banks and liquidity

Developers finance their projects through banks and use banks to transfer money to all involved parties in a construction process. On paper every bank is exceptional but in reality banks take time to fund a solution, take time to transfer money from developer to supplier and take an enormous amount of paperwork.

Hiring subcontractors/architects/specialists

Many problems involved in terms of cost, time and energy to choose and hire the right specialists that will deliver the right quality of product especially in an overcrowded market where choice is limitless. How do you benchmark and analyze who are the best in the market? Could you replace part of the process and minimize the amount of middlemen?

Legal

The conditions of development, the amount of buildable square meters, the approvals from the land department. All of these are a few of the criterias that need to be met to understand what you can build and where. The documentation alone takes an entire department to be completed, this is an issue of time and cost of labor.

Delivery delays

There are always and will always be delays in delivery of projects, through fault of developers, suppliers or subcontractors. Lack of transparency as to who is responsible, how funds are paid and the right delivery dates on the project are an issue that developers face on a daily basis.

Analyzing new opportunities

It's difficult to know exactly what opportunities are on the market as you cannot analyze them efficiently because of the opaque nature of the market. There is no unified platform where you can check all the available land, the current market prices, the growth and make a technical analysis of your opportunity.

For Suppliers and subcontractors

Payments

In the real estate market worldwide there are countless stories of non-payment on delivery of materials or services. Developers allocate their resources to different projects and so find themselves unable at different stages to pay for services and materials and will continue delaying until new sales happen. This issue stems from a lack of financial control, transparency and opaqueness of the verification processes on the different stages of the project.

No unified platform/ virtual marketplace

No platform to rank the best providers of services and materials. How do you differentiate yourself and your product exclusively to developers? Create a trusted network that will automatically grade you based on the delivery and quality of service or product.

Focused advertising

There are no places that can you advertise your services or materials for a specific market and towards a specific audience such as developers. Extremely difficult to differentiate yourself, reputation usually comes through word of mouth and industry recommendation.

Legal

Every company has different conditions - service providers, material providers and factories do not have an automated platform that will create contracts, unified legal and market valid conditions, instead everyone has their own version. This creates systemic time loss between buyer and supplier with legal teams drafting contracts and reviewing clauses.

Deep Dive into the Solution

The Umbrella platform is a blockchain based platform allowing for the democratization of real estate assets by creating transparency, control and automation throughout the whole supply chain.

What is the mission of the Umbrella platform?

1. Connect all actors of the market in a single unified platform
2. Remove the middle men such as banks and general construction companies to reduce time and cost
3. Automate the construction process for developers and increase transparency
4. Lower barrier of entry, making property a more liquid investment
5. It will offer investors the opportunity to trade a new digital asset with low correlation to the market, low volatility and transparent fees
6. Dramatically decrease the time to transfer value in a real estate life cycle
7. Decrease expenses for developers, fees for investors and advertising cost for suppliers

The Umbrella platform will provide the solution for all actors involved in the supply chain of the market.

U-platform for developers

Financial

1. Opens the project to international community and offers a unique marketing advantage
2. Lowers barrier of entry and allows the project to tap into different client segments
3. Greatly decreases time to fund the project
4. Creates escrow wallets where funds are held during the construction project, only released after system approval (system verification of goods and services delivered)

Technical

5. Automates legal paperwork for sale, build and purchase of supply which allows to redeploy workforce towards less menial tasks
6. Offers the tools to analyze project opportunities, use existing building templates and create proprietary market research
7. Offers escrow wallets that are used solely for the project at hand for all specific tasks a building entails, from purchasing light bulbs to paying subcontractors

Network

8. Creates a network of suppliers for goods and services which are rated based on different factors allowing for better risk mitigation
9. Investors grade your projects based on a set number of criterias offering to differentiate developers from competitors
10. Better advertising opportunity within a more focused target market

Comparison Table between Umbrella and Conventional Construction

Process	Umbrella Platform	Conventional Construction
Funds Safety	All funds held on escrow wallets and released to supplier only after successful delivery of material/service.	Supplier/developer can misappropriate funds. Funds which were to be spent on one project used to cover expense on another project.
Labour cost	Cost could be decreased by 25% Every developer has: <ol style="list-style-type: none"> 1. Sales team to sell a project -all transactions will be done through Umbrella online. Quantity of sales staff could be minimized to 0. 2. Accountants team to receive funds from investors - all finance system is transparent, all amounts paid(no payment plan) upfront and hold in escrow wallets(no need to 	High and depends on size of the construction

	<p>track investor records for non payment) Quantity of Accountant team could be minimized up to 1.</p> <p>3. Finance team to plan a budget and future expenses make connections with banks for future loans. Prepare and adopt(if necessary) payment plan for investors - 90% of finance calculation done by Umbrella, there is no bank involvement, no payment plan, all amounts provided in time by Umbrella. Quantity of Finance staff could be minimized up to 1.</p>	
Materials/Services cost	Developers provided with access directly to factories which is cutting cost on middle man	Developer usually buying supplies through middle man
Construction company	Because of automation of construction process involvement of Construction company is not longer necessary. All suppliers of services and materials are linked in the system and can coordinate with each other.	Developers are using services of Construction companies which makes project more expensive by minimum 5% of value.
Corruption	System is absolutely transparent. We eliminate the risk of any under the table deals from all sides.	A lot of ways for corruption. Average under the table commission on construction is between 15% to 20%. All parties connected to the chain of supply: financing, supplying, choosing supplier etc.. have a hand to play.
Human intervention	Low. Umbrella automating processes on all stages of construction which lead to	High

	minimizing of working power as a result less mistakes during construction	
Construction Speed	Automation process dramatically decreases delays and human errors. Developer has to report to Umbrella on each step to receive new command. No payment delays from Developer. No delays from Supplier.	Delays caused by human intervention
Risk of bankruptcy	Non-existent. All funds are received at the launch of the construction and held on the escrow wallet	High. As we have seen in 2008-2009 a lot of developers went bankrupt because of non-payment by investors and misappropriate funds
Payment to Suppliers	All funds are held in escrow wallet and released automatically. Because of that there are no delays in payment to suppliers.	Could be delays with the payment. Non-payment.
Delays Caused by suppliers/Transparency of construction for suppliers	Umbrella makes all construction process transparent for all suppliers. If main supplier cannot deliver, the system will notify other suppliers to step in. All suppliers can track construction process in real time as well to be the first to provide their services to Developer.	Developer has to wait for materials/services delivery even if delay is significant
Transparency of construction for Investors	Umbrella makes all construction process transparent for all investors who has property token of the project. Investor will have access to the same real time monitor as Developer and suppliers where he can check construction status of the project.	Back in 2007-2008 some Developers in Dubai were using information of different project to show construction progress to investor.

Transparency of construction for Developer	Umbrella makes all construction process transparent for Developer. Real time monitor will provide information in real time to developer about what is going in different parts of construction site. Which makes coordination of construction process much easy.	Developers not always getting information from construction site in time which cause delays in construction.
Added Value for Investor	High. Investor trades in new digital asset. His presence in UAE is not necessary. No problems with bank account opening. ROI received automatically. All paperwork done automatically. Investor has insurance that Developer don't misappropriate the funds	Current market is non-liquid and not segmented meaning you cannot sell real estate easily or participate in projects at the amount you wish for. Barriers are high and financing is expensive.
Added Value for Developer	High. Developer getting system which automate construction funds and as result cutting expenses. Developer receives funds in right moment and in right volume. No more dependents to the banks. Developer can't transfer funds from one project to another.	Low
Added Value for Supplier	High. New market. Increased chance to participate in construction even if suppliers are chosen. Assurance of receiving funds.	Current system does not allow you to participate in any other project or be aware of them. There is no marketplace.
Added Value for Banks	None - removed from chain of events.	High - participate in the financing, receive interest, commission on transfer of funds internationally, high exchange costs for different currencies.

U-Platform for investors

Digital Asset

1. Creates a platform that allows you to purchase 1 sq ft of real estate in Dubai within seconds

2. Allows you to trade a new digital asset class with low market correlation and inflation protection
3. Trade your real estate asset instantly and safely through the multi layered coin solution
4. Creates a trusted network where assets are graded based on different factors

Technical

5. Gives you the tools to analyze the projects within the platform (capital gain potential, high rated companies, delivery time etc..)
6. Analyzes your returns in real time and offers unique ways of advertising your asset
7. Tracks the completion of the project throughout the whole chain, from supply of goods and services to delivery of project
8. Automates all the paperwork involved in purchase of a real estate asset and renders it to a simple click

Financial

9. Creates a transparent and greatly reduced fee structure
10. Gives you back control over your money, how and where it is allocated
11. Most importantly creates never before witnessed liquidity for real estate assets

Property Management

11. Delivers the tools for after sales property management
12. Connects to the facility provider
13. Decreases paperwork and human involvement
14. Determines ROI through rental of the sq ft of the property

U-platform for Suppliers and Subcontractors

Payment system

1. Creates escrow wallets for specific jobs, deliveries. Once verified by both parties the money in escrow moves to the service or goods provider instantly.
2. Token payment system which allows to keep value stored in real estate or instantly move it back to cash. Token transfer is immediate, no waiting time.

Network

3. Creates a new marketplace where you can advertise your products by uploading the quality, specs and delivery for specific markets
4. Differentiate yourself from your competitors with overall ratings, better quality price and client recommendations

Legal

5. Use a unified contractual document for delivery of goods and services categorized by product and country
6. Reduce paperwork and redeploy your workforce towards less menial tasks

Some of the product features

Feature	Solution
Transparency	All players can see what is going on with the property on different stages of construction and after sales management. No room for corruption
Advertisement	Umbrella is providing advertisement of projects on platform.

Real time monitor for construction	Allows to developer follow construction process and make actions faster. Allows to suppliers follow the process and look for opportunity to step in to the project. Allows to investor to follow construction of his/her property. Competition between suppliers as result better service and attractive prices.(If any of suppliers delaying on delivery of materials/services any other supplier could be involved in the process)
Property Tokens	Each building could be tokenized based on per sq.ft. basis and sold individually. ROI could be received automatically through Property tokens.
Automation of construction processes	Umbrella automating construction process on different levels which allows to cut the expenses and increase construction speed
Exchange for property tokens(Property Market)	As soon property is tokenized it could be sold on Umbrella Property market where investors can analyze the market through graphic charts (similar to exchange market)
KYC	There is no need for investor to be present in Dubai to invest in Dubai property market. Everything could be done online.
Documentation and electronic signature	All generated by Umbrella automatically and signed by Investor online. Instant receiving of all necessary documents(SPA, NOC etc).
Marketplace for Suppliers	New safer way of trading materials/services for suppliers. New market for supplier.
Developer's escrow wallet	Protecting investors funds from misappropriating funds by Developer
Supplier Escrow wallet	Protecting Developer from delayed services and fraud
Rating	Ratings system for Developers and suppliers

Comparison with closest competitors

The products

The U-Fund Mod

The U-Fund Mod will allow developers to place existing or future projects on the platform to be tokenized and marketed to the crypto community.

For each building which is going to be tokenized we will create individual SPV company registered in JAFZA Freezone Dubai. This SPV company will be sole owner of the full building.

All projects divided in 2 type: ready or off plan. Depend on type of the building Umbrella team will create either RPT(Ready Property Token) for ready property or OPT(Offplan Property Token) for building which is under construction. Quantity of Property tokens depend on Build Up Area of the project. For Example if BUA of the building is 12000 sq.ft. we will create 12000 Property Tokens.

There are 4 types of sale on U-Fund:

1. Umbrella Platform making agreement with a Developer about Project sale. According to this contract Developer giving to Umbrella Platform time frame to raise funds. Umbrella team tokenizing Building. All Property Tokens are kept on Escrow wallet before and during sale. It has to be sold minimum 30% of the building in time frame agreed with the Developer to consider Sale

of the building successful. When 30% of Property Tokens is sold purchased Property Tokens Released to Investors and Building is registered under SPV name, sales of Property Tokens is continuing until all Property Tokens are sold to investors. In case 30% is not reached all funds will be returned to investors automatically.

2. Umbrella Platform making agreement with a Building owner about ready building sale. According to this contract Building owner giving to Umbrella Platform time frame to raise funds. Umbrella team tokenizing Building. All Property Tokens are kept on Escrow wallet before and during sale. It has to be sold in full in time frame agreed with the Building Owner to consider Sale of the building successful. When 100% of Property Tokens is sold purchased Property Tokens Released to Investors and Building is registered under SPV name. In case if 100% of tokens is not sold in time frame agreed with building owner all funds will be returned to investors automatically.
3. Investors freeze some amount of Anchoin on Escrow wallet of Umbrella Platform and agree that this amount could be used to quick purchase of building if there is distress deal on the market. In this case Building will be bought and tokenized by Umbrella, Property Tokens will be transferred to Investors according to size of investment.
4. Umbrella makes tokenization and sale of average building based on information from different Developers which will be provided for tokenization. When 100% of blank property tokens is sold all property tokens holders can vote for the project which they want to buy. Project which will get majority of votes will be bought by Umbrella and tokenized. All property tokens will be exchanged with blank property tokens. In case if value of the building is less than collected amount remaining balance will be refunded to each investor according to price difference. For example if purchased building is cheaper for 10% from expected price, each investor will get 10% refund from invested funds.

The U-Invest Mod

U-Invest Mod offers any investor the opportunity to trade a new digital asset backed by a sq ft of real estate in Dubai online from any location in the world without physical presence

Each Property Tokens which was purchased on U-Fund could be exchanged to U-Coins, Anchoins or Property Tokens from different project on U-Invest.

Resale and purchase of property tokens will be available in a marketplace similar to a stock exchange and technical analysis tools will be integrated for optimization

Main features of U-Invest:

1. Tools of technical analysis like Fibonacci Retracement, trend lines, etc.
2. Live reports from Real Estate Markets(News)
3. Live chat
4. Each investor can make extra commission on his strategy. How does it work:
 - a. All investors will be ranked by system based on quantity of successful trades.
 - b. Based on this rankings other investors can choose best trader whose strategy of trade is the best as sales leader.
 - c. When sales leader is chosen investor can configurate system to make exactly the same trades as sales leader in different proportions.
 - d. At the day closing sales leader will get commission from the investor based on total profit received from trades.

The U-Manage Mod

U-Manage will allow for the post completion project management:

2. Investor
 - a. To be aware of the costs related to the servicing, operation and management of the property.
 - b. You will be able to access post completion a full analysis of capital gains based on real market value to date as well as return on investment

- c. Market pricing, rental return, project reputation, charts following asset demand will be available in real time
- 3. Operator
 - a. Manage the investor reports, indicate transparent pricing, relevant information, deliver investor returns
 - b. Manage escrow wallets of tenants for security deposit

The U-Property mod

Purchase and sale

The U-property mod will allow the purchase and sale of property such as residential, commercial, or plots, through U-coin making the payment secure and instant. Our mod will be integrated with the Land Department confirming money is in escrow and confirming the title deed transfer from Land Department after which payment in escrow wallet will be released.

Rental

The U-property Mod will allow the rental of properties through our secured platform via U-coin transfer.

It will generate tenancy contracts, hold security deposits on escrow wallets, and allow for advertising of rental properties.

The U-Dev Mod

U-Dev mod will offer the developers an automated construction process from planning to delivery. It will allow to Developers and suppliers to follow construction in the real time.

Levels of automation

There 3 level of automation:

0 - There is no automation. Developer using Umbrella to receive funds and purchase materials and services

1 - Developer chooses which processes has to be automated

3 - Maximum automation of processes

How does it work?

U-Dev based on 3 key components:

1. The Prototype - which will provide:
 - a. Documentation for a project which will be built using the platform
 - b. Specifications of all materials which will be used for construction
 - c. Information about types/quantity of labour/construction robots
 - d. Construction plan
 - e. Chain of commands between Developer and Umbrella
 - f. Road Map for step by step process

Will be optimized and standardized according to Umbrella criteria. In other words, the Prototype is template of the project (building, warehouse, shopping mall etc.) which the Umbrella platform will be using to automate the construction processes.

2. Plugin to U-Invest to find all available plots and analyze the property market, calculate and estimate return on investment
3. Plugin to U-Supply to find all required construction materials, labor, and construction services based on information from the Prototype.

Step by step example of how the mod will work(Level of automation 1 to 2):

1. Property Developer sets construction budget in the U-dev Mod
2. Property Developer chooses level of automation on scale 0 to 3

3. U-dev Mod will analyze and show :
 - a. What to build (Commercial building/Residential building/Villa/Mall/etc)
 - b. Area where to build (if not chosen earlier)
 - c. Possible return of investment according to market price of land and project.
4. Developer chooses type of property, area where he wants to build and sets all other criteria.
5. According to chosen criteria Umbrella will provide list of available prototypes. The developer will also be able to contact the architect in charge of the model to modify the template or create a new one to his liking.
6. Based on Prototype Umbrella will provide to Developer for approval:
 - a. final calculations
 - b. suggest best suppliers of goods and services
 - c. suggest plot of land
 - d. calculate approximate time frame
 - e. prepare list of works and schedules
7. Developer approves technical documentation provided by Umbrella
8. Umbrella generates final documentation for construction including
 - a. Road map of construction
 - b. Agreements with suppliers
 - c. Agreements with service providers
9. Developer purchases plot of land
10. From Developers Escrow wallet fund transfers to Supplier/Service provider escrow wallet
11. Umbrella automates project construction phases and guides the developers staff what actions to take for each stage of the project.

Step by step example of how the mod will work(Level of automation 0):

Usually this mode will be used to receive financing from Umbrella.(As example Developer already started construction and on some stage has problem with financing from the Bank or any other financial difficulties) In this Mod Developer company chooses to operate freely without Umbrella coordination. (Umbrella is controlling only usage of funds by Developer) After Project is tokenized in U-Fund mode and sold in U-Invest to investors all UCoins goes to Developers Escrow wallet. After that Developer can coordinate with supplier of materials and services from Umbrella using U-Supply Mod and monitor in real time construction process through U-Dev Mod.

All suppliers in platform will have access to real time monitoring of the construction. In case of the delay of one of the suppliers another supplier can always step in and provide materials/services. Also Developer will have chance to negotiate price for their services with suppliers in real time.

The U-Supply Mod

U-Supply mod will create a marketplace for suppliers to offer their product and services.

1. Uploading of materials and products and specifications
2. Automating of contracts and legal
3. Escrow wallets for transparent and secure transactions
4. Advertising platform directed towards buyers

Business Model

Creating the Umbrella platform will take dedication from the founders who have a clear vision of how to deliver the solution and it will be done in several phases over the course of the next three years.

Phase 1

The **U-fund and U-Invest Mod** which will enable the developers and owners to access the platform and present their property to the world are the first main focus

Monetization:

U-fund mod will charge a

- Single upfront tokenization fee for property project to the developer
- Transaction fee on primary market paid by developer and secondary market paid by investor.
- Management fee for platform usage by developer.
- Success fee upon successful funding of all project from Developer.

U-Invest mod will charge

- Transaction fee paid by investor.

Phase 2

The second phase of the business model will be to create the **U-property** mod which will essentially be a payment system through U-coin that will allow owners and buyers to transfer funds and market their real estate on umbrella platform.

Monetization: Minimized transaction fee for sale and rent of property through.

Phase 3

U-Management will be developed in phase 3 for real-time cost related data feed to operation of the building and receiving ROI.

Phase 4

U-Supply will be developed in phase 4 where a virtual market place will be created for suppliers of goods and services dedicated to construction processes.

Monetization: Minimal transaction fee for U-coin usage and usage of advertising platform

Phase 5

Development of **U-wallet** for U-coins and property tokens

Phase 6

The **U-dev Mod** which will automate the construction process for developers using the data created by plugins into U-property and U-supply for optimal construction cost analysis.

Monetization: Usage of U-dev platform will have annual management fee.

Business Analysis

Highlights

2018 – Launch of Phase 1,2 and 3. Agreements with land department and ICO launch. First project onboarded and funded. First revenue generation.

2019 – Launch of phase 4 and 5. Sign up of suppliers and creation of marketplace for suppliers and developers. Projects on boarded and funded – 10. First positive cash flow year.

2020 – Launch of phase 6 U-dev. Integration of all data to U-dev. Completion of Umbrella platform. 25 new projects onboarded and funded.

2021 – Continuation of signing developers and suppliers to Umbrella platform and rapid expansion throughout UAE. 50 new projects onboarded and funded.

2022 – 5-year cycle completion, revenue generated over USD 100M – strategic development and implementation in new geographies. 100 new projects onboarded and funded.

Cash Flow

	2018	2019	2020	2021	2022

Revenue (fee only) (USD)	25,000	250,000	625,000	1,250,000	2,500,000
Operating Expenses (USD)	1,559,373	2,346,558	1,388,821	1,555,828	1,704,431
Net Income (USD)	(1,534,373)	(2,096,558)	(763,821)	(305,828)	795,569
Revenue Model with transaction and success fee (USD)	1,225,000	12,250,000	30,625,000	61,250,000	122,500,000
Net Income including transaction and success fee (USD)	(334,373)	9,903,442	29,236,179	59,694,172	120,795,569

SWOT Analysis

Strengths

Umbrella platform offers a unique proposition for all actors of the market by creating transparency for payments and creating virtual marketplace for developers, suppliers

Creating a virtual platform for real estate, similar to a stock exchange platform with the ability to analyze each project token as a different asset and using blockchain to build and secure the data and transactions

The first to develop and automate construction processes that will revolutionize the construction industry from top to bottom

First to secure and verify transactions via escrow wallets, smart contracts and blockchain for purchase of property or for purchase of good and services between developer and supplier

We have some incredible advisors on our board, the founder of Ethereum Vitalik Buterin, several major business owners and seasoned institutional developers that see exciting potential in the project and have agreed to fund our prototype.

Weaknesses

Long and costly development time for the platform itself with a big amount of input. We can bridge that by including API's onto our mods and being able to feed data from other companies and government agencies.

First pilot project into project and construction automation of this size. A milestone for the construction industry but also a milestone for developers in creating a new and ideal platform.

Key agreements with government entities such as Land Department may prove longer than expected, already in discussion as they are working towards a blockchain register for title deeds which will allow us to expand rapidly on the secondary market.

Opportunity

First on the market to offer such unique ecosystem which offers a win-win solution for all participants.

2018 is the blockchain and crypto currency year, meaning that the use of innovative technology will garner less resistance than in the previous years.

Real estate life cycle ripe for disruption, industry that is already heavily reliable on technology but does not necessarily have the right system

Creating safe, transparent and fast transfers of asset ownership and value in the real estate supply chain is a market changer. All funds transactions much cheaper and faster from similar transactions in FIAT currencies.

Threats

Competition from Consensys in form of Pangeare who have yet to come out with an alpha version and seek to change the face of the secondary market globally not locally.

Atlant is a company that seeks global p2p rental system and global trade, also a difficult task considering every jurisdiction has different set of rule. Instead of going global to local we will make an effort to dominate the local market and then continue our journey in the Middle East with a proven track record.

Other players may seek to enter the market but instead of focusing on a local market and work with the government agencies to find solutions they envision a worldwide blockchain for title deeds which will take an enormous amount of time to come to life.

Token Cycle

In this section, we are going to summarize the process of U-platform token model, distribution & utilization. More detailed terms and conditions will be set out in the terms and conditions of the U-platform token sale which will be made available on our website www.u-platform.com.

Purpose

Connect investors, developers and suppliers in one network. Allowing for a safer, less expensive and more transparent transfer of value in the real estate cycle.

Optimizing performance and transaction cost.

How can the token be used?

U-Coin Token is NOT AN ASSET, NOR A SECURITY. It is a utility token. U-Coin tokens do not represent or confer any ownership right or stake, share, security, or equivalent rights, or any right to receive dividends, other payments, intellectual property rights, or any other form of participation in or relating to the project described in this white paper and/or in Umbrella platform or any of its affiliates. The holders of U-Coin token are only entitled to use Umbrella products as described in this document if successfully developed, or to resell the tokens.

The U-Coin token and Property Token will be based on Ethereum, a blockchain-based computing platform. Ethereum allows smart contracts – distributed computer programs which can facilitate online contractual agreements in a cryptographically secure manner. Smart contracts are what enables the existence of U-Coin token and Property Token as a truly transparent and decentralized service.

The U-Coin token and Property Token are distributed and kept on the main Ethereum network. To optimize the transaction cost and performance, all micro transactions are processed off-chain and only the final stakes are returned to the Ethereum network. We believe in the idea of keeping tokens on Ethereum and see it as a bank platform, and an excellent platform to enter exchange markets.

Usage of UCoin

U-Coin token will be used for all internal transactions in Umbrella platform.

U-Coin will be used

- To purchase Property Tokens
- As a payment for construction materials and services
- As a payment made in ready property purchase and rent

- To receive ROI from purchased property.

U-Coin could will be available during Umbrella ICO and it will be tradable on a list of the major international approved Exchanges. U-Coin can be kept on any external Ethereum wallet. In case of loss of this token it can't be returned to the owner of the token.

Property Token will be used for tokenization of the property.

- One Property token will represent one square ft of property.
- Investors will receive ROI in U-Coins according to quantity of Property Tokens and to which project this token belongs to.
- Property Token is a proof of ownership, it is linked to a sales and purchase agreement and property owner.

Property Token will be purchased and traded only inside Umbrella platform. It can be kept on any external Ethereum wallet. In case of loss of this token it could be returned to the owner on request of the last registered in the system property token's owner.

U-coin life-cycle

Why is it going to increase in value and over what period?

Limited number of tokens on market whilst having an increasing number of projects on the platform means an increasing number of users and token demand over the next 5 years.

The Umbrella platform is not only a property marketplace platform it also supports the property life cycle from construction to after sales services, which will lead to a huge quantity of users involved in different process in distinct stages of property cycle inside Umbrella platform.

Users will be utilizing U-Coin simply because the system will facilitate payments in U-coin only.

The Umbrella ecosystem minimizes correlation between cryptocurrency and FIAT currencies on all stages of property cycle making U-Coin more valuable and more sought after digital asset.

Token Distribution

	Percentage	Number of U-Coin	Est Value in Ethereum
ICO	60%	2,427,184,200	18750
Founders	20%	809,061,400	6250
Team	10%	404,530,700	3125
Organizational Expenses	10%	404,530,700	3125
Total	100%	4,045,307,000	31250

Timeline

