



# Investor Deck

Eliminating complexity, cost, and illiquidity from commercial real estate investing.

**Julie Craig**  
Investor

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**Sunrise Apartment**  
2464 Royal Ln, Mesa, New Jersey 45463

3.2k    2.5k

**\$ 12,425,000**  
\$ 12,405 per unit

**INVEST**

68 Deals    99% Match

**97/100**

Asset	A
Borrower	A+
Financial	B+

**\$ 350,000**  
Compare to average

**Waltham Woods**  
164 S. carson court newpoet news, VA 23601

**\$2,500,000 Lent**    ● On Sale

**Sold:** 2003/08 | \$955K    **Debt:** 2003/08 | \$955K

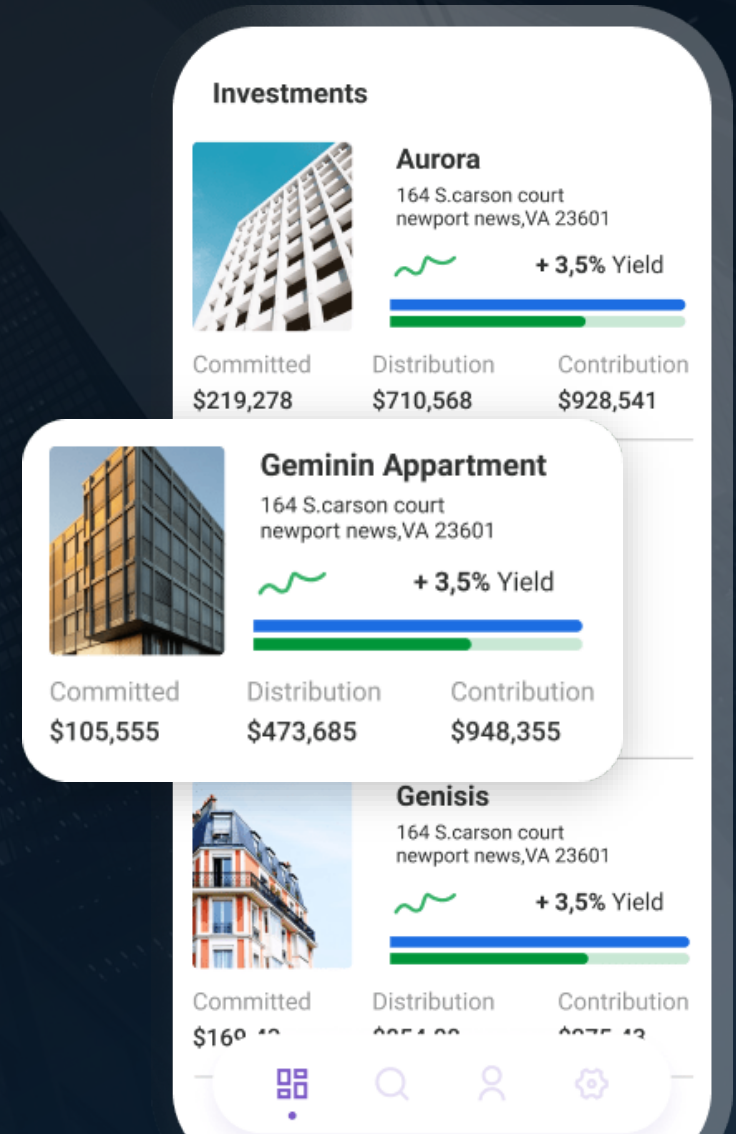


# Problem

Legacy commercial real estate (CRE) investing is **notoriously complex and costly.**

Traditional models are risky, expensive and opaque:

- ▼ Lack of liquidity: risky lock-in periods
- ▼ Limited transparency & reporting
- ▼ Costly governance & compliance
- ▼ Lack of automation in day-to-day workflow process management





# Solution

**Data-driven liquidity** for institutional investors through systematizing secure compliance.

Offering investors unprecedented liquidity and risk mitigation:



## DEALFLOW

Reducing barriers by improving speed to settlement and fund administration.



## COMPLIANCE

Real-time blockchain compliance reduces admin costs & increases transparency.



## LIQUIDITY

Manage a dynamic, balanced portfolio without onerous lock-in periods.



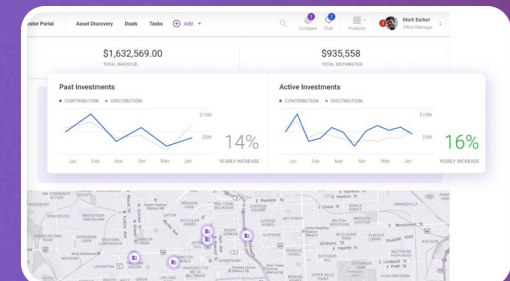
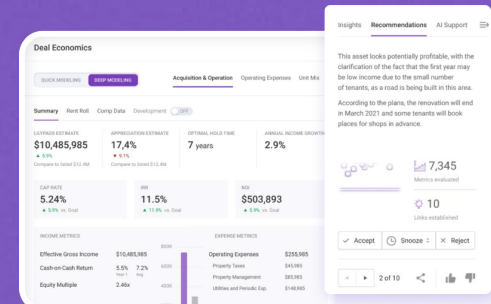
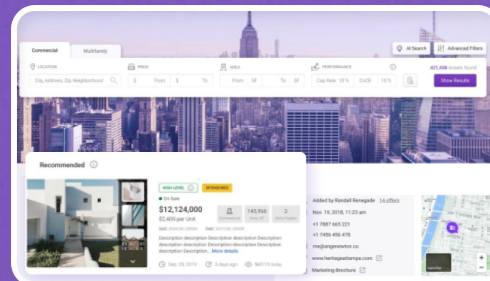
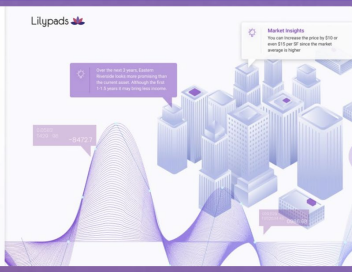
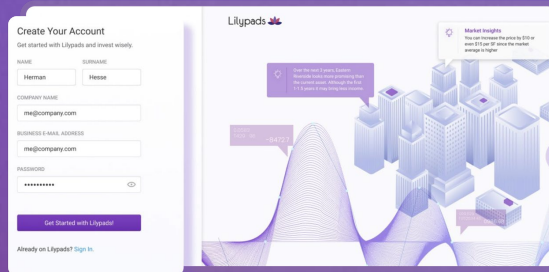
## ECOSYSTEM

Leverage AI-powered insights based on defined risk profiles & objectives.



# Product

Universal SaaS platform for institutions and investors: transforming & streamlining real estate deal flow – while maintaining compliance & control.



Sign up

Discover

Analyze

Invest

Register & link accounts

Browse, analyze, and schedule visits

Gain insights and AI-based recommendations

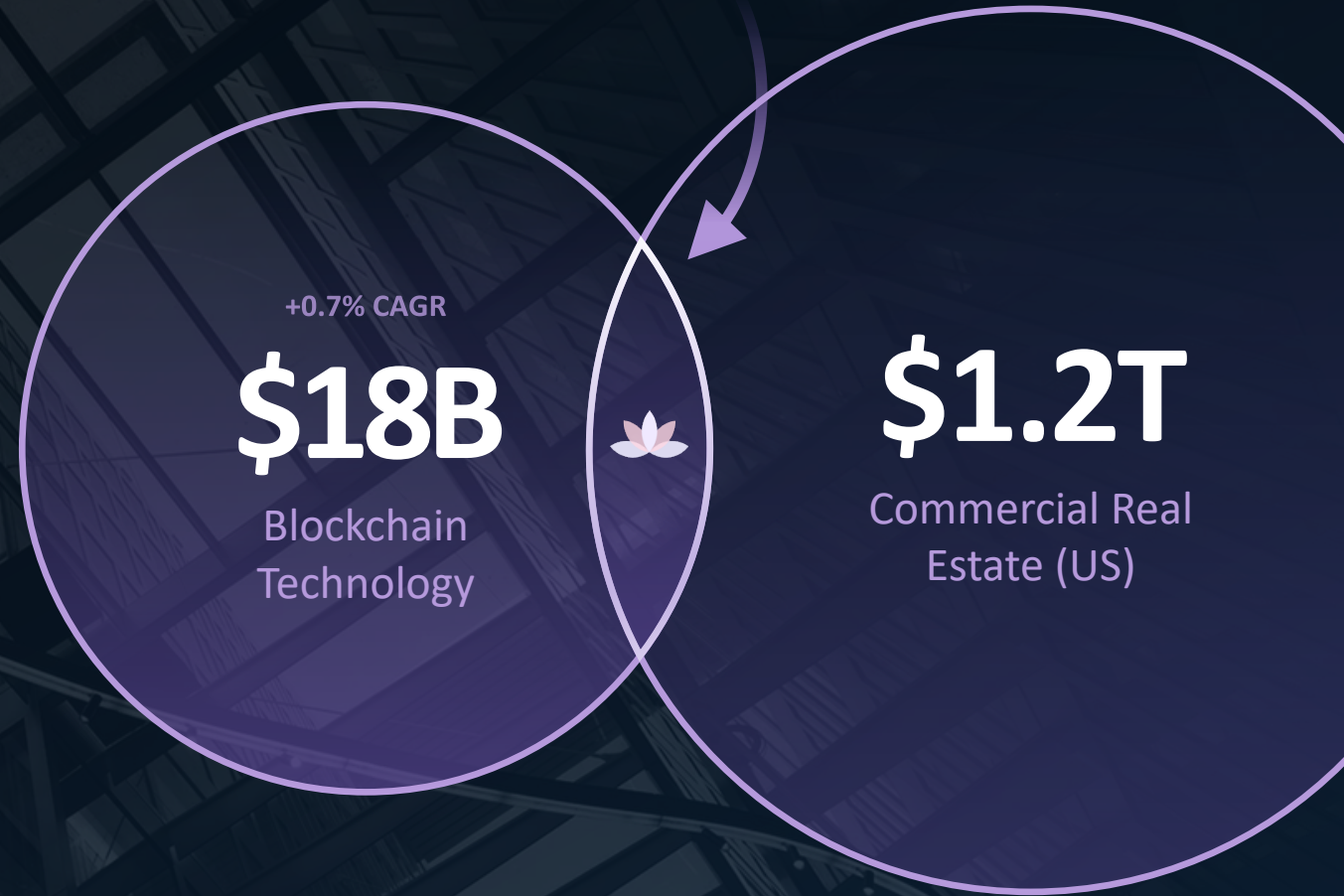
Submit offers and manage portfolio



# Market

## DEMAND DRIVERS

- ▲ Our target market is expected to grow by 15.45% CAGR up to 2025.
- ▲ Since 2000, the CRE market has shown strong growth, value creation, and resiliency during recessions.
- ▲ Fractionalization is the “future of asset management in North America” according to McKinsey.
- ▲ Private investors purchased over \$60 billion of commercial real estate in 2022 (50% of the total CRE market)



# Traction

\$5.1M

Annual contract value

159+

Assets on marketplace

11+

Clients under contract

9+

LOIs signed to-date

CLIENT	ACV	DEALS
 WESTERN WEALTH CAPITAL	\$25M	20
 A&S CAPITAL	\$8M	1
 COTTAGES CAPITAL INVESTMENTS	\$15M	1
 CONTINENTAL REALTY CORPORATION	\$10M	2
 Newmark Grubb Knight Frank	\$2.9B	2
 ARTISAN PARTNERS	\$20M	32
WASHINGTON D.C. APARTMENTS	\$50M	20
 RACHUBA	\$30M	4
 GRADY MANAGEMENT, INC. <small>Exceptional People. Exceptional Communities.</small>	\$150M	54
 Donaldson Group	\$70M	40
 MURN	\$15M	8



# Advantage

xxxxx proprietary ecosystem is unparalleled by competitors

## **Proprietary tech**

innovative technology provides unparalleled liquidity, unlike traditional CRE lock-ins.

## **First-mover**

is first-to-market with more assets and clients onboarded than any competitor.

## **Real-time compliance**

Blockchain-enabled real-time, secure compliance allows xxxxx to stay ahead of the game.

## **Streamlined process**

Fractionalize complex administrative transactions in easily-configurable workflows.

## **Data science/AI**

xxxx AI/ML engine delivers powerful analytics and investment options based on risk & objectives.

## **Network & dealflow**

Investors collaborate on projects, share projections and data, and interact directly with sponsors.



# Business Model

Transforming real estate transactional deal flow to a universal SaaS platform for institution, operators and sponsors.

## SaaS Subscription

**\$1.75k**

PER MONTH

Handle KYC, AML, Data Insights, dealflow, etc. through our platform

## Fund Admin. Fee

**\$750**

PER MONTH

+ **\$1,500 setup fee** for users who setup a fund to invest in operators & sponsors via Lilypads.

## Listing Fee

**~\$25k**

ONE-TIME FEE

(determined by overall size of project) for Sponsors to list their project.

+ additional revenue from **paid listing promotions** (CPC / CPM)





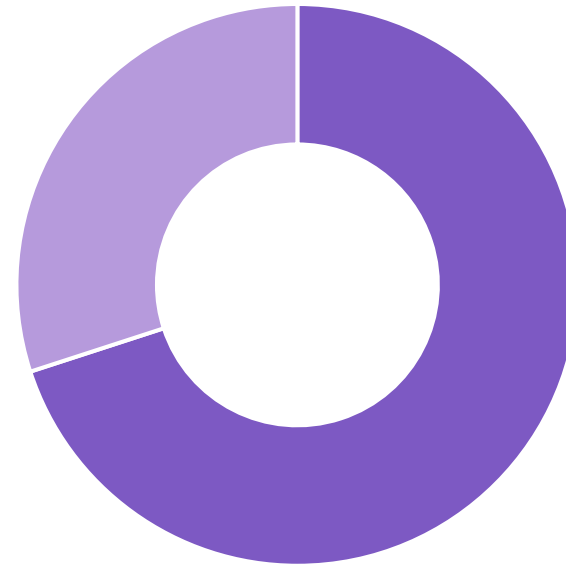
# Investment

## Raising \$3.5M in early-stage capital.

for marketing, customer onboarding, and development, in order to:

- Develop & launch mobile app
- Improve AI recommendations
- Expand to new asset classes
- Expand sales and BD team
- Enable custom token compliance

### USE OF FUNDS



Sales/Marketing and  
Customer Onboarding

70%

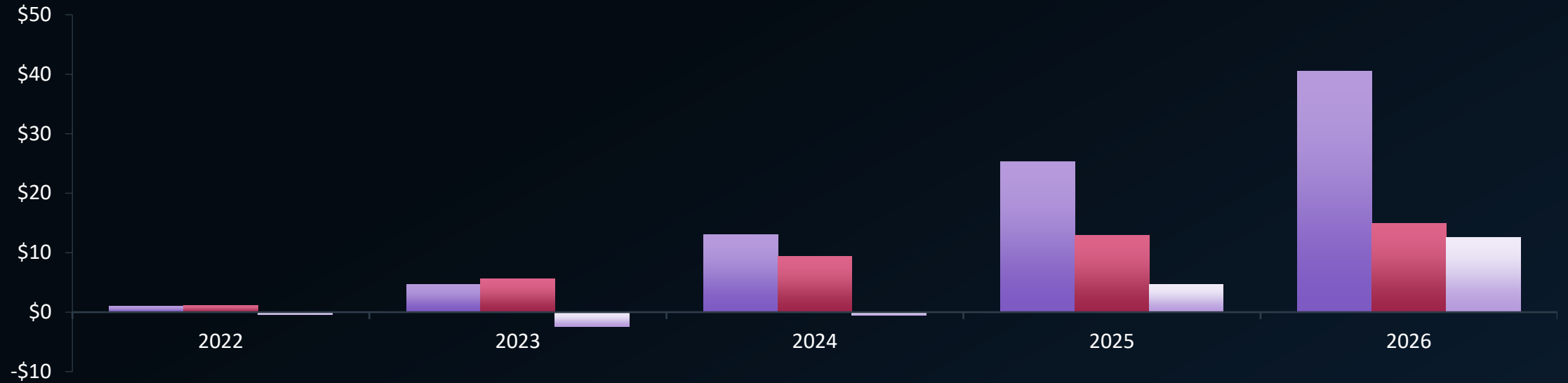


Ongoing Technology  
Development

30%



# Financials



	2023	2024	2025	2026	2027
<b>Revenue</b>	\$1,006,016	\$4,726,343	\$13,018,281	\$25,226,316	\$40,564,889
<b>Total Expenses</b>	\$1,145,316	\$5,616,144	\$9,335,037	\$12,890,749	\$14,983,349
<b>Net Profit</b>	\$(473,836)	\$(2,423,356)	\$(495,226)	\$4,673,300	\$12,522,098



# Roadmap

2018 – 2020



- Market research and testing of initial concepts and functionality.
- Development of the first MVP and first customer validation.
- Continued functional development
- Extensive customer testing focused on end-to-end workflow automation.

2021 – 2022



- Final platform Q/A testing and scale testing.
- Final market validation to set the foundation for initial GTM and sales efforts.
- Sales efforts start
- First contracted customers
- Deep pipeline of Sponsor revenue ready for onboarding.

Future



- Launch app
- Improve AI recommendations
- Expand diversity of assets classes available on the platform
- Allowing sponsors to create & manage custom token compliance



# Highlights

## **Established, proprietary tech**

Our platform has already been developed, tested and validated by paying customers.

## **Low execution risk**

De-risked by team expertise, relationships in the industry, and disciplined product scope.

## **Proven GTM success**

Successful sales efforts: 15 industry leading sponsors

## **Marquee partnerships**

Integration with xxxxxxx, a global digital marketplace, has already been negotiated and is currently in development (Q4 Launch).



# Team



FOUNDER & CEO

Serial entrepreneur with 9+ years experience in tech & real estate



COO

Private equity strategic with 18+ years in tech and SaaS: 3 exits (two over \$1B)



CO-FOUNDER & CSO

14+ years in MF & CRE: sales expert, worked with over 200+ property mgmt. companies



CO-FOUNDER & EVP

9+ years in logistics & operations, expert in vendor management, financial controller



CTO & PRODUCT LEAD

Product lead and solutions architect with over 25+ years in web development



CFO

Seasoned CFO with 23+ years C-Suite experience in public & private companies

## ADVISORS



Chief Executive Officer,



Asset Services,



Managing Partner,



President, DARO