

B4REAL White Paper – Integrating the Real Estate and Digital Currency Markets

by J. Parke, 2022

Abstract: a token-centric platform for the fair and safe exchange of digital wealth for real estate assets, supported by rigorous mechanisms to ensure a seamless experience for users on all sides of a transaction. The platform is relatively blockchain-agnostic, allowing for the widest possible range of users. Existing commercial networks are utilised to create an adoptive critical mass before launch, and planned features take advantage of the full range of commercial applications which DLT allows.

Introduction

Since the development of blockchain technology by the pseudonymous Satoshi Nakamoto in 2008, cryptocurrencies and other token-based economies have proliferated at incredible speed. These new platforms of wealth generation have created unforeseen and revolutionary opportunities for the redistribution of wealth and assets, but are also rightfully seen as the most volatile and risky of any asset class in human history (save, perhaps, non-utilisable/speculative 'bubble' assets such as tulips). While these fluctuations in value are expected to settle over time, many holders of digital wealth are rightfully seeking to diversify their holdings into other sectors.

One of the most attractive asset classes for these holders is property. As a finite resource, property conforms with many types of cryptocurrency in the sense that it is a somewhat deflationary asset – while there may be market corrections, and new and more efficient structures may increase the overall potential of a given block of land, no new land can be created or brought onto the market. While it is still subject to market cycles and induced volatility, on the whole property represents a stable and attractive platform into which crypto holders may diversify and therefore reduce their risk profiles.

As with any multi-sided marketplace, a balance of buyers and sellers must be achieved in order to achieve both growth and stability. There are currently a number of brokers and simple marketplaces which offer to facilitate real estate transactions using cryptocurrencies (primarily BTC) - however, these have not achieved any real degree of mainstream acceptance or visibility, owing to a failure to offer significant levels of stock, as well as a lack of trust (both perceived and real) and understanding of the mechanisms, regulations and indeed advantages such a marketplace may offer its users.

In short, the key missing factors for these marketplaces have been a critical mass of both buyers and vendors to achieve self-sustainability and organic growth, and a connective framework to provide a seamless transactional experience for all parties, from the introductory and onboarding phases through to settlement and ownership transfer.

However, B4REAL's extensive industry connections provide a level of adoption by vendors, agents, developers and supporting service providers (legal, accounting etc) which is heretofore unseen in this marketplace. Alliances with blue-chip trad-fi lending providers solve questions of fiat on- and off-ramping while removing barriers for both first-time purchasers and those looking to significantly leverage their digital collateral.

Similarly, the provision of DCE services, PEXA-registered escrow wallets and services, and tailored legal handbooks will allow agents and developers to operate in complete security, in turn being able to offer that trust to sellers who may be cautious about utilising the nascent crypto market.

Lastly, the proliferation of a newly crypto-wealthy class of investors and holders during 2020 and 2021 creates a highly motivated class of buyers, particularly in light of the recent bear trends of 2022. These factors combined provide a strongly advantageous position from which to launch the B4REAL platform.

As the necessary components of such a platform are already existent, no major technological breakthroughs are required to achieve the requisite level of market penetration. The development of various forms of distributed ledger technology continues apace, as does the implementation of Web 3.0 standards. Instead, we seek to focus on providing the frameworks to bridge this evolving form of emergent finance with traditional legal, commercial, and financial structures, providing legitimacy, acceptance, and direction to the crypto and blockchain sectors, while imbuing legacy platforms and operators with a way to access new paradigms and rejuvenate their outlooks.

The Platform

B4REAL is best conceptualised as a vertically integrated systems platform, with each tier supporting the core functionality of facilitating real world land and property transactions involving digital wealth. The initial deployment of the platform will cater

exclusively to the Australian market, with targeted international rollout to follow subject to the results of legal and commercial feasibility studies within each territory.

At the core of the platform is the marketplace. This will function in a similar manner to what now may be termed legacy marketplaces, by providing both a web app and a mobile app which allows buyers to browse, inspect and apply for properties. From a consumer perspective, strong user interface design guidelines will create an environment which is both familiar and appealing. However, integrated into the interfaces will be crypto-specific touchpoints, such as the ability to view property prices or required deposits in the digital currency of their choice, as well as guides and educational tools designed to familiarise users with the methods and mechanisms of conducting these forms of transaction, and best-practice outlines to protect users and their holdings from either bad actors or simple accidental loss.

These apps will also be utilisable by those on the selling side of the marketplace, by providing anonymised data on user patterns and behaviours, market trends (within both the property and crypto industries) and other trackable metrics, as well as offering sellers a variety of methods to improve visibility to buyers via premium advertising options.

These will be supported by a commercial portal, in which agents can connect with vendors and developers to create new networks and opportunities, track their interactions with potential buyers via a custom CRM dashboard, and access some of the crypto-specific assets which will be offered to decrease friction and ensure compliance and security for all parties (see below). Stock management, audience targeting, lender interactions and other requisite functions of the real estate industry will be integrated, as will those tailored for the cryptocurrency industry such as currency conversion and management, block explorers and more.

The marketplace will be supported by an extensive network of legal advisors, who have created proprietary handbooks for agents and developers which outline the specific mechanisms by which these forms of transactions can be safely conducted. These include contract templates which have been legally assessed for compliance with both state and national laws, directions for utilising registered escrow services provided by B4REAL, and outlines and analysis of the relevant laws and regulations which may be unique to these transactions. There will also be provision for vendors, agents and developers to receive support as required from our strategic partner network of legal advisors, which - dependent upon the format and degree of sophistication and input required - may be provided gratis, or subsidised through subscription fees and usage of the B4RE token as a payment mechanism.

The strategic partner network also includes a considerable selection of specialist taxation advisory services, with strong grounding in crypto-related tax laws. These partners have also contributed to the establishment of the standardised frameworks contained within the handbooks, and are also able to assist both buyers and sellers to ensure compliance with the nebulous Australian taxation system as it pertains to digital wealth.

The B4REAL escrow service factors into the provision of legal assistance for sellers. As there can be significant delays between the formalisation of a transaction and final

settlement, a trusted intermediary is required to ensure any deposits are held securely, mitigating risks for both parties in the event of an unforeseen change in circumstance such as developer liquidation.

As B4REAL is a Black Tie Digital brand, the platform benefits from AUSTRAC certification as a Digital Currency Exchange, holds an Australian Financial Services License (currently via a Corporate Authorised Representative accreditation), and operates as a Licensed Real Estate Agent. While all of these accreditations demonstrate strong reliability and compliance, the platform has also engaged in discussions with PEXA, the government-supported industry standard for digitised real estate transactions and settlements, to register and monitor escrow wallets, providing a further layer of transparency and accountability. This unique arrangement ensures all parties are protected to the strongest possible degree.

The mechanisms for utilising escrow wallets in a mortgaged property transaction, and in particular reducing risk while avoiding premature incursion of capital gains events, is as follows:

1. Subject to lender approval, the buyer transfers their selection of digital currencies to the designated B4REAL escrow wallet.
2. Dependent upon the original currency, the deposit may be converted into stablecoins or fiat to offset volatility risks.
3. Transaction details are lodged with PEXA, including details and location of the deposit.
4. Upon settlement, there are several options. In the first case, the deposit is released to the receiving party, being converted as and if desired to a currency of the receiver's choice via the B4REAL DCE. In this case, as ownership of the property asset is transferred with no liabilities to the buyer, a CGT event is incurred on any potential gains realised between acquisition of the digital currency(s) used for the deposit, and its value at the time of disposal to the escrow wallet.
5. Alternatively, there is a mechanism whereby the deposit can be held for the term of the mortgage, at which point the buyer can re-mortgage using automated approval mechanisms to the value of the deposit at the time it was transferred. This will allow the buyer to retrieve their currencies for the original value, avoiding the incursion of a CGT event at this point in time (until the gains are realised on the future disposal of the digital assets).

The next marketplace support system is our registered Digital Currency Exchange. Developed as part of our sister platform, B4BIZ, this is a key solution provider to ensure that buyers and sellers can transact in the currency they choose - digital or fiat. Although the B4BIZ DCE currently operates in conjunction with Independent Reserve, Australia's most progressive independent exchange, it is anticipated that the liquidity induced by engaging with the real estate industry will lead to independent operation within a short period of time.

Operating a DCE also allows B4REAL to directly remit funds to participants in transactions while ensuring legal compliance, allowing the platform to act as a nexus between the DCE entities, lenders, escrow wallets, and buyers and sellers, and further cementing B4REAL's position as a trusted industry stakeholder.

Buyers will be able to transact (whether outright purchasing or borrowing using digital collateral) using a variety of digital currencies, with B4REAL able to convert said currencies as desired by the receiving party. While the published number of accepted currencies is somewhat restrictive when assessed against the crypto market as a whole, it is important to note that as B4REAL effectively acts as an intermediary between marketplace participants, the platform is DLT-agnostic - the only limitations on currencies which can be utilised pertain to their legal status, AML/CTF risk status, liquidity and perceived volatility, and ability to be easily traded via regulated DCEs.

Should a buyer wish to utilise a currency not currently listed as accepted, individual assessments can be made and OTC transactions conducted within the existing framework, subject to the aforementioned conditions as well as the acceptance of the transactional counterparties.

The blockchain-based currencies currently accepted by B4REAL include:

- B4RE (B4REAL utility token)
- B4B (B4BIZ utility token)
- BTC (Bitcoin)
- ETH (Ether)
- MATIC (Polygon)
- ADA (Cardano)
- USDT (Tether)
- USDC (USD Coin)
- XEC (eCash)
- DASH (Dash)
- BCH (Bitcoin Cash)
- DOT (Polkadot)
- LTC (Litecoin)

Additionally, the platform can accept the following centralised digital currencies and trade credits, subject to vendor approval:

- BTC (BBX Trade Credits)
- UC (Universal Currency Trade Credits)
- B4\$ (B4BIZ Treasury-Backed Trade Token)

The platform intends to assess and implement trading capabilities for other high-volume digital currencies shortly, including SOL (Solana), LUNA and UST (Terra's utility and stablecoins respectively), DAI (MakerDAO's stablecoin) and others.

The final layer of support comes from the extensive network of blue-chip lending platforms who have partnered with B4REAL to provide the high levels of liquidity which are inherently demanded by the property sector. Our partnerships with several private capital providers mean that both Australians and foreign investors can access mortgages which are secured and regulated under the highly regulated Australian

financial system. Currently four private lenders are in late stage negotiations, with announcements to be made in June 2022¹.

By providing the requisite collateral management and conversion services and ensuring omnifaceted compliance at all levels of operation, these traditional finance service providers can integrate and access a dynamic new market segment while remaining focused on their core directives.

Combining all of these support mechanisms with an established network of property developers, real estate agencies and other tertiary industry participants, will allow B4REAL to become a cohesive and holistic platform for managing all aspects of this new form of property acquisition and ownership transfer.

Anticipated revenue sources come from several streams. The primary income source is anticipated to be the sale of B4RE tokens, which serve to incentivize and reward continued usage of the platform for both buyers and sellers - more details are contained within the following section, 'The Token'. Incomings are projected via the following fund inflows:

1. Agents and sellers will be required to pay a small subscription cost, which will allow them to offer a large quantity of properties for sale. This will be up to two orders of magnitude lower per property than the costs associated with listing properties on existing marketplaces, in order to encourage adoption of the B4REAL platform and the initial acquisition of stock. This subscription will enable access to the resources outlined above, although access to more sophisticated data and resources may require a premium access tier.
2. Agents and sellers will also be able to pay to create premium listings to increase visibility and reach.
3. Instead of charging significant up-front rates to sellers to engage with the platform, sellers will be charged a small fee of up to 0.6% upon settlement. This can be tracked through our escrow wallets and the provision of associated services such as legal and conveyancing. By utilising a commission-based model, B4REAL can further encourage adoption by sellers, the costs of which can easily be offset by gaining exclusive access to a highly motivated market of sellers.
4. Buyers utilising the lending services offered by B4REAL will be subject to market-competitive interest rates, with the profit from the loans further funding operations via a revenue share model enacted with the lending providers.

It is important to note that all costs incurred by participants can be reduced significantly by the usage of the B4RE token as a payment currency. In the case of interest incurred on mortgages by leveraged buyers, a small degree of incentivization through reduced APR will be offered to those buyers holding B4RE. For more information, see the following section.

The Token

¹ Edited from draft version 1/6/22 – J Parke

Token Name: B4REAL

Ticker: B4RE

Max Supply: 50M tokens

Max Circulating Supply at Launch (after seed round vesting ends): 21.5M tokens (43%)

Allocation²:

- 15M (30%) seed round
- 15M (30%) launchpads
 - As of June 2022 and in response to changing market conditions, this allocation has been modified as follows:
 - 5M (10%) launchpads
 - 1.5M (3%) additional marketing
 - 5M (10%) vested for future sale revenue and community bonuses via a bonding curve contract (see note below in 'Vesting Schedule')
- 5M (10%) marketing
- 5M (10%) development
- 2.5M (5%) community rewards
- 5M (10%) team
- 2.5M (5%) partnerships, advisors and ambassadors
- 2.5M (5%) liquidity
- 1M (2%) bug hunts

Pricing:

- Seed round A: \$0.20 AUD (5M tokens)
- Seed round B: \$0.30 AUD (5M tokens)
- Seed round C: \$0.40 AUD (5M tokens)
- Launchpad and listing: \$0.50 (15M tokens)

Hard Cap: \$12M AUD

Soft Cap: \$8M AUD

Vesting Schedule:

- All seed round sales vested until 90 days after token listing (Jun-Jul 2022)
- All tokens held internally (Marketing, Development, Team) will be vested within a time-locked smart contract, releasing 5.55% of allocated tokens every month for eighteen (18) months.
- The 5M tokens which are locked for future sales revenue and community bonuses will be vested within a time-locked smart contract for six (6) months. At the end of this period, these tokens will be re-vested into a smart contract which uses on-chain oracles to track price movement across all exchanges upon which

² Edited from draft version 1/6/22 – J Parke

B4RE is listed.

The smart contract will release 200,000 B4RE every time the token value increases by \$0.20 AUD (tracked utilising a high watermark format), of which 50% will be returned to B4Real, 40% redistributed to B4RE holders (with allocation determined by percentage of circulating supply held), and the remaining 10% provided to charitable organisations (with allocation determined by application and lottery as needed). This is intended to show a commitment to sustainable growth over time, as well as rewarding community members for their early-stage support.

The starting value will be determined at the time of release from the initial vesting contract but will be no less than \$0.20 AUD greater than the exchange-listed value at that time. The initial time-locked vesting period is required to allow for the token to be listed with multiple exchanges in order to utilise fair and transparent oracle protocols.

Blockchain: Polygon

Mechanisms: 10% assignment to liquidity provisions from any fee-paying transaction received by designated B4REAL wallets

The B4RE token is designed as an exclusively utility-oriented token for use within the B4REAL platform. While it is inevitable that tokens operating on a decentralised ledger such as Polygon may and will be used by holders and the greater community in a variety of dApps and for a variety of purposes, it is intended that the inherent advantages of utilising the token within its native platform should be appealing enough to retain the vast majority of circulating supply within a stakeholder network.

A healthy token economy will be induced by harnessing two competing forces - the utilisation of the token in a transactional sense to induce dynamic liquidity within the market, and a staking mechanism which provides tangible benefit for holders in the form of lowered APRs on loans.

Firstly, sellers (agents, vendors and developers) will be incentivized to acquire B4RE by offering significant reductions on fees paid. Subscription fees, which are intended to start as low as \$500 if paid in AUD, will be offered at a reduced rate of \$350 AUD equivalent if paid in B4RE. Higher subscription tiers will attract similar levels of discounting if B4RE is utilised. Similarly, costs associated with premium listings and increased reach and visibility will also be reduced if B4RE is the payment currency. Finally, as part of settlement, sellers will be required to pay a fee of 1.2% of the total transaction when paid in AUD or other accepted currencies. However, this will be reduced to 0.4% when utilising B4RE. For those conducting high volume and/or high-value transactions within the platform, this represents significant savings.

As outlined in the following section, 'The Market', B4REAL's pre-existing relationships with significant industry participants in the Australian property sector allow for a large quantity of real estate stock to be pre-submitted before the platform hard launch. As the

digital economy continues to fluctuate and holders search for methods of diversification and securitisation of their digital wealth, it is anticipated that a large number of motivated buyers will be attracted to the platform as a unique and secure portal for entry into the property market. This is projected to be compounded by the expected Australian governmental policies of the next few years, which are likely to incentivise immigration and foreign ownership in the light of COVID-19's induced population immobility.

For this reason, all three seed rounds are expected to sell out exclusively to participants within the real estate industry, meaning that these holders can be expected to utilise the tokens in the aforementioned fashion, proofing the B4REAL economy somewhat against stagnation and illiquidity.

The second mechanism is designed to counterbalance the first, by encouraging leveraged buyers to stake their tokens in exchange for a lowered APR on their loans. In a simple sense, the general crypto economy encourages staking on platforms for a variety of reasons (PoS validation, liquidity provision etc) and through a variety of mechanisms - almost all of which reward the stakers with a return in the form of more tokens, whether of the same type that were staked, or another token.

The B4REAL platform intends to reward a particular class of holders - leveraged property buyers - for long-term staking, by offering to charge lower interest rates for those who lock up their tokens for the term of their loans. Even a reduction of 0.1% over a standard mortgage term represents significant savings for buyers, and therefore it is anticipated that this mechanism will prove to be a popular option for buyers within the platform.

The exact value required to be staked will be disclosed closer to the platform launch date, but is intended to be low enough that it remains accessible to the largest possible number of buyers. Any loans offered through the platform will also contain options for an increased principal amount in order to cover B4REAL acquisition for non-holding buyers.

Lastly, the smart contracts governing staking wallets will have provision for borrowers to release their funds early. This allows for capital withdrawal at the cost of APR increase in emergencies, but also means that (subject to guidelines and requirements) borrowers can release capital should their deposits increase in value over time. These mechanisms, taken in combination, will encourage extreme long-term staking (measured in years or decades), coupled with additional liquidity provision as required.

Exchange liquidity will be funded by a flat 10% sacrifice of all fees paid to B4REAL by sellers. This mechanism will be coded directly into the B4RE token, which will check the receiving address against a whitelist of pre-approved wallets, and automatically divert 10% of any fee-payment transactions back to a designated holding wallet. The whitelist will be designated within a contract address which is controlled by a multi-sig wallet, with an association of key stakeholders possessing the private keys.

From there, half of the B4REAL will be converted into the required trading pair, and the resultant liquidity staked on a DEX such as Quickswap. The resultant LP tokens will be secured in another multi-sig enabled wallet with similar distribution of private keys

amongst key stakeholders, ensuring a healthy liquidity pool with minimal slippage. A governance protocol will be developed to ensure that the liquidity is never removed except in situations requiring drastic rebalancing of the economy.

The token will be deployed on the Polygon network, providing for high-speed and low-cost transactions within a secure and trusted network. It is intended that only the LP-removal mechanism be coded within the token's contract, resulting in a clean and widely accepted token. The code will be audited by a reputable specialist blockchain security firm, with the results of the audit published on the B4REAL website.

While the creation and utilisation of a liquidity pool on a DEX will allow for further staking and yielding opportunities for holders, and the nature of decentralised finance will likely provide other avenues to leverage and utilise B4REAL holdings, it is anticipated that the design of the platform, coupled with the strong utility of the token and the intended targeted marketing to holders with a vested interest in the functionality of the platform, mean that the greater percentage of the circulating supply should remain within the B4REAL economy and utilising B4REAL facilities and mechanisms.

The Market

As this is a technical outline of the mechanisms and functions of the B4REAL platform, it is not intended to conduct an exhaustive analysis of the state of the crypto market, nor that of the Australian and/or global real estate markets. For a more detailed explanation of B4REAL's target audiences, anticipated market share capture and commercial opportunity, please view the B4REAL Prospectus, available at [this link](#).

However, in order to fully conceptualise the mechanisms and relationships by which the platform (and the network which it both creates and relies on) intends to function, it is important to understand who the key stakeholders are, and how it is intended to utilise their support in order to achieve a self-sustaining critical mass of users within a short period.

The B4REAL platform's position as a project managed by Black Tie Digital, itself fully owned by Progressive Investment Management (PIM), allows significant leveraging of extant commercial networks. For context, PIM has already concluded over 5,500 property transactions during the 24 months prior to publication (Jan 2022), over half of which were conducted using digital currencies as a percentage of payment and/or deposit. This puts the B4REAL platform in the unique position of establishing a novel market niche while already having experience within said niche.

These transactions were to a large degree enabled by PIM's long history of relationships with property developers. There are over 200 such firms in Australia who have conducted business using PIM's services, which provides an extremely attractive market for the B4RE seed round sales. As of January 2022, B4REAL has only approached four property development firms. However, these companies have agreed to list a total

of 25,000 units of stock (land and/or property) per annum on the B4REAL platform to start, which ensures that the marketplace even pre-launch is by far the most liquid of its kind globally.

As global entities, these firms also have their own significant lists of clients who are based overseas from Australia and are looking to invest in the local real estate market by leveraging their crypto holdings, thus providing an immediate influx of accompanying buyers.

B4REAL has also secured a strategic partnership with a network of over 900 affiliated real estate agents across the east coast of Australia and Western Australia. As B4REAL represents an exclusive access portal to a highly motivated international market of property purchasers, this network provides the essential bridge between developers and buyers, while also contributing to available stock. It is additionally projected that the on-flowing network effects should quickly contribute to achieving a high level of visibility with the real estate sector, further solidifying the platform's utility.

Lastly, the lending and finance platform is funded by lending partners. While it is intended that this division of the platform will ultimately be spun off as B4FINANCE, a platform independent of (but still supporting) B4REAL, the high levels of liquidity required necessitate established and continued close relationships with established credit providers. In turn, B4REAL's expertise within these regulated and monitored sectors can be leveraged by said partners to expand their audience and revenue bases.

By partnering with one of Australia's top five banks, a uniquely regulated and secured platform can be established for fiat on- and off-ramping as well as liquidity provision. Where many other lending platforms rely on rehypothecation to provide the liquidity for loans, the B4REAL platform allows for secured lending from a registered bank, providing far greater security. In addition, the dual-sided nature of the B4REAL marketplace allows for the collateralisation of loans using both the initial deposit and the property itself, meaning that lenders can offer more attractive LTV ratios than most crypto lending platforms.

Similarly, the partnership with a leading Australian credit asset management fund, allows B4REAL to provide loans to foreign investors from approved territories, subject to all necessary checks. Through our relationship – currently under negotiations – with this lending partner, B4REAL may leverage a global network of credit suppliers and asset managers, helping deliver much-needed certainty and security.

In accordance with both national and international regulatory and enforcement frameworks, B4REAL's licensing status and ongoing partnerships with financial service providers also allow for the creation of payment and wealth management rails within the extant banking network, removing further barriers for the entry of foreign capital.

At the time of writing in late January 2022, the total crypto market cap is approximately \$1.7 trillion dollars USD - a staggering sum for a novel asset class, and particularly impressive considering the 37% total value loss the market has suffered in the past five weeks. This sum represents an unprecedented generation and redistribution of wealth, and even in the current bear market, presents an unmatched opportunity for a platform

such as B4REAL. Indeed, a downward trend may well encourage holders of newly-acquired digital wealth to diversify into other asset classes, such as property.

Given the encouraging data presented by the recent YouGov-operated survey of Australian attitudes towards the cryptocurrency industry and the real estate market (which can be viewed [here](#)), as well as the historical attraction of Australian property to overseas investors, it is anticipated that the B4REAL platform may be in the right place, at the right time.

It must also be noted that the crypto industry, in the manner of many emergent and disruptive industries, can from certain perspectives be seen to be rather insular to outside or traditional perspectives, optimistic about its projected growth paths and adoption rates, and somewhat self-referential when assessing the viability and use cases of its various projects. While DeFi represents an incredible and admirable leap forward in the way finance can be conducted, the bull years of 2017 and again in 2021 saw a proliferation of projects with no real use case - speculative assets in every way. The investing environment can be likened to the early 2000s, when the spread of the Internet promised to revolutionise the way we lived our lives.

While this was true, the so-called 'dot-com boom' saw the rise and fall of a plethora of e-companies with either no use cases, or no development and implementation methodologies - and alongside this, the associated creation and losses of immense fortunes. In the end, platforms with real world applications, and tangible impacts on the lives and choices of consumers, were the ones to survive and thrive. The B4REAL team believes that the time for the emergence of the equivalent platforms in the DLT-enabled environment of Web 3.0 is now.

The Roadmap and Planned Platform Diversification

Q1 2022

- Establishment and confirmation of agreements with strategic partners
- Development of the B4RE token
- Token code security audit completed
- Release of B4REAL White Paper
- Establishment of social media communities and communication channels (Facebook, Twitter, Discord, YouTube, and Telegram), with targeted combined reach of 5,000 members
- First 500 holders
- Establishment of governance frameworks, marketplace development guidelines and all internal policies
- Initial design and development of technical assets
- Deployment of B4REAL corporate advisory and marketing website
- Development and deployment of prototype web and mobile apps
- Initiation of seed round sales

Q2 2022

- Internal publication and review of Agent and Developer Handbooks
- Conclusion of seed round sales
- Begin marketing, PR and advertising campaigns across both digital and legacy media, targeting Australian consumers as well as those in prioritised foreign territories
- Initialisation of ambassador program
- Conduct launchpad sale round, with distribution of allocated tokens between several launchpads and exchanges (to be run in conjunction with marketing campaign targeting established databases of property investors and purchasers)
- Listing on Quickswap, as well as other centralised exchanges by end of financial year
- Growth of combined social media reach to over 50,000
- Deployment of webs app MVPs for testing

Q3 2022

- Final development and deployment of B4REAL web apps (corporate and consumer)
- Continued testing of technical mechanisms
- Expansion of development, support and internal advisory teams as required
- Initial onboarding of seed round investors from within real estate industry
- Targeted growth of combined social media reach to over 150,000
- Soft launch of B4REAL platform, including conduction of privately arranged transactions

Q4 2022

- Hard launch of B4REAL platform
- Deployment of B4REAL mobile app
- Increased advertising and marketing campaigns, with a focus on highly visible and distinguishable publicity and PR
- Targeted growth of combined social media reach to over 300,000
- Consolidation and expansion of strategic partner network
- Conduct first consumer/member feedback surveys
- Perform feasibility studies on overseas expansion, with initial targeted territories being New Zealand and the United Kingdom
- Prepare and submit application for securities authorisation in Australia

Beyond

- International expansion into a wide range of territories, subject to legal and commercial suitability
- Implementation of advanced features and diversification of platform as outlined below
- Development and refinement of further analytics provision to sellers

Platform Diversification

- **Security Tokens and Fractionalised Ownership:**

It is intended that the B4REAL platform will apply for authorisation to offer securities under Australian law. Upon approval, our partnerships with our developer networks will allow for the acquisition of a selection of properties in a diverse range of geographic markets and property sectors, allowing for risk mitigation and creating an attractive platform for investment.

By tokenising these securities, a frictionless secondary marketplace can be developed, which allows for the removal of several barriers to entry into property investment, including minimum outlay requirements and potential inability to re-access locked up liquidity as required. Dividends can be automatically paid via digital wallets, with extant KYC and AML/CTF systems ensuring complete compliance with regulations. Developers or corporations seeking to build may choose to fund their operations through the establishment of their own tokens, which can also be traded via the same marketplace.

Tertiary tokens may also be established to track, reward and incentivise efficient and high-quality capital improvements to properties, building trust with stakeholders in the building sector by creating a degree of inherent investment for participants.

- **Digitisation of Contracts of Ownership via NFTs and Smart Contracts:**

Although the real estate industry has already embarked across a radical and admirable program of modernisation through digital platforms such as PEXA, there is still room for improvement by harnessing the inherent power of the blockchain. NFTs provide such qualities as immutability, accessibility, and transparency, while smart contracts can be utilised to ensure a secure, trustless environment, to decrease friction within transactions, and to reduce reliance on third parties, therefore reducing the costs incurred during the course of a transaction.

The development and adoption of these forms of contracts will be highly dependent upon governmental support and an increase in interoperability between independently regulated marketplaces, such as states within Australia. These frameworks will also have to be independently tailored for each territory, in order to comply with all appropriate legislation and requirements.

- **Disrupting the Rental Market with DeFi:**

Although most holders of digital wealth are likely to look to diversification through ownership, there remains a class of holders who are resistant to engagement with traditional finance and ownership structures. These holders are likely to look upon real estate ownership as unattractive, and would prefer to rent rather than own, in order to retain their holdings and perhaps divest from crypto into other asset classes such as commodities, bonds or trading cards. Similarly, some holders may not have the requisite wealth to purchase a property, even via the available lending mechanisms.

It is to cater to these consumers that B4REAL intends to further investigate the feasibility of creating a crypto-enabled property rental marketplace. This may be further enhanced by the utilisation of external DeFi protocols to create a platform whereby staking rewards can be used to make rental payments, freeing the holder's fiat or other incomes for investment or personal expenses, as well as creating an automated payment system for unparalleled convenience. However, further study is required to ascertain the viability of, and demand for, such a platform.

- **B4FINANCE and the Ubiquity of Crypto-Backed Lending:**

The marriage of the real estate and finance sectors is a natural and harmonious pairing, with reciprocal benefits for both partners, and as such it is intended the B4FINANCE will be initially operated as a service provider exclusive to the B4REAL platform. However, it is anticipated that within a relatively short period of time, the demand for crypto-collateralised loans outside of the real estate sector will grow significantly enough to justify the independent operation of a finance and lending platform – particularly when taken in the context of B4BIZ and the BNPL and micro-financing options which are planned therein.