



# BRIXCHANGE

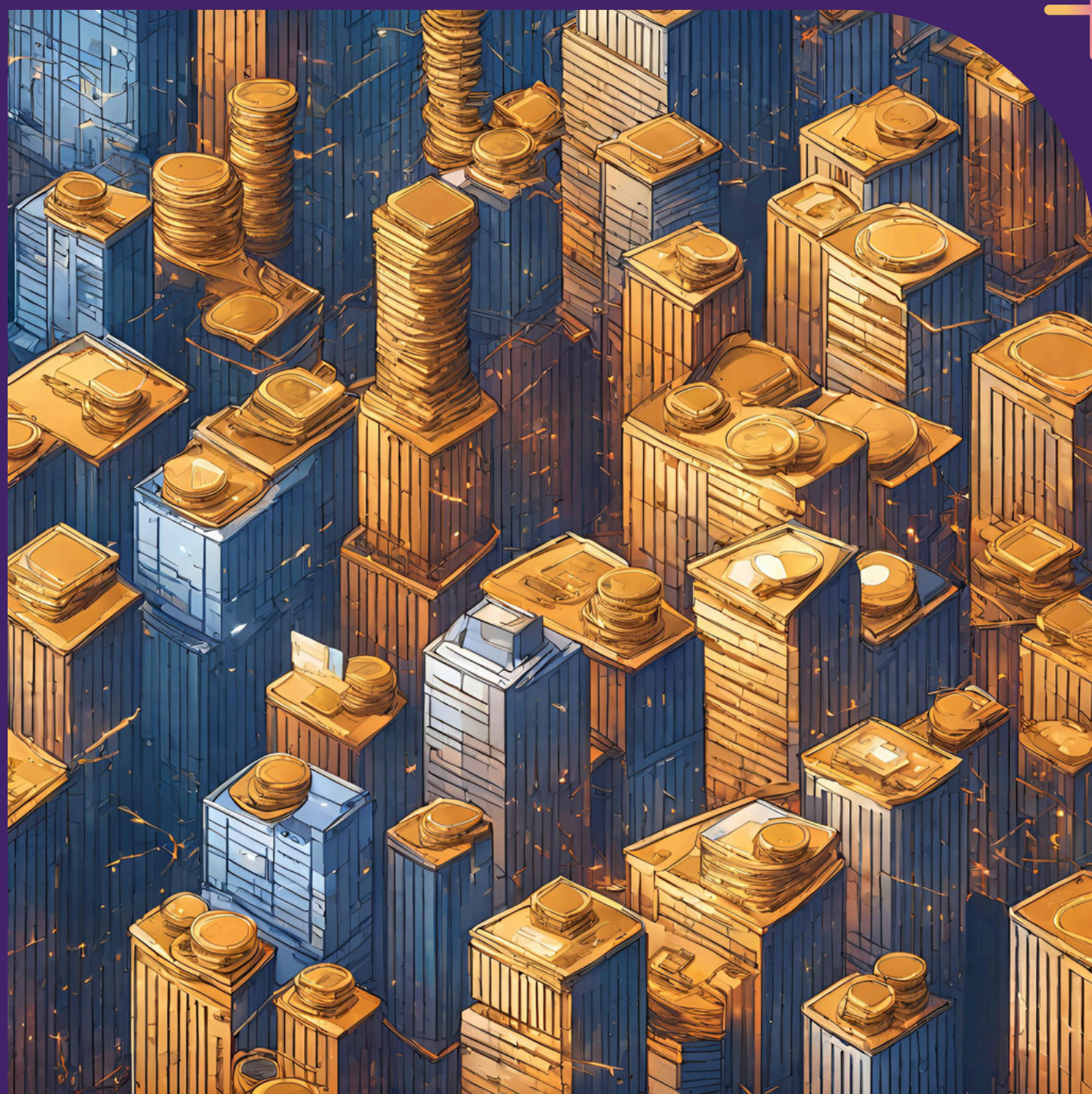
A commercial real estate investment platform that allows  
users to invest in Grade A commercial, retail, and  
warehousing assets.





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# Welcome To **briXchange**



Our venture focuses on developing a crypto tokenization platform tailored for commercial real estate investments. Through this platform, investors gain access to Grade A commercial, retail, and warehousing assets, enabling them to diversify their portfolio efficiently. Notably, investors can participate in sharing lease profits generated by these assets, creating a dynamic ecosystem where returns are distributed equitably among stakeholders. By leveraging blockchain technology, we ensure transparency, security, and accessibility in the investment process, revolutionizing how real estate assets are owned, managed, and profited from.







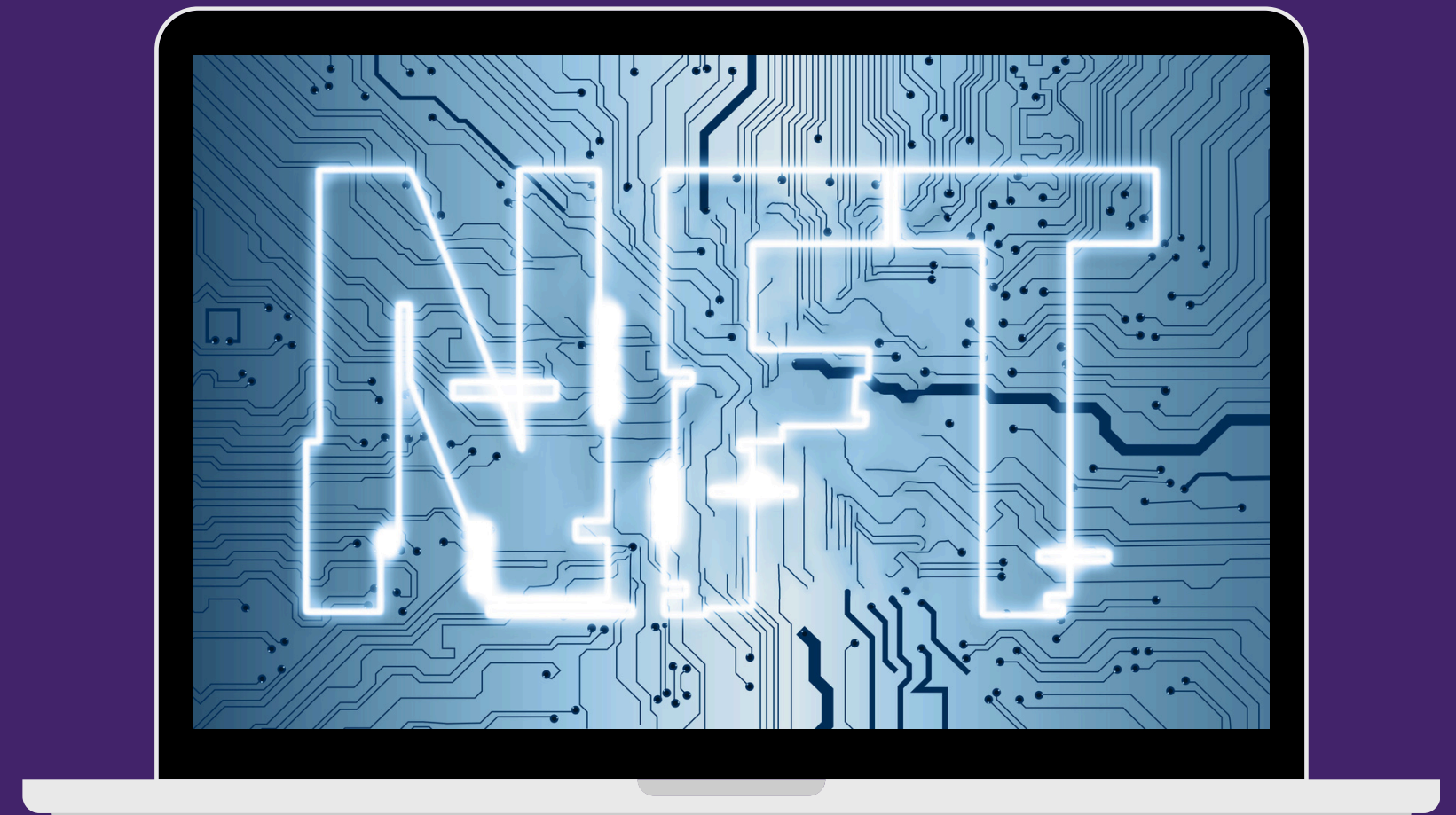
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# Accessibility and Transparency to ALL

## briXchange

### Transparency

In our project, investment transparency is achieved through the utilization of blockchain technology. Each transaction, from the initial investment to the distribution of lease profits, is recorded on a decentralized ledger, accessible to all participants in real-time. This transparency ensures that investors have clear visibility into the ownership structure, asset performance, and profit distribution, fostering trust and accountability within the ecosystem. Additionally, smart contracts automate the execution of agreements, eliminating the need for intermediaries and minimizing the potential for fraud or manipulation. By leveraging blockchain for transparency, we empower investors with comprehensive insights and facilitate a more secure and efficient investment experience in commercial real estate.





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# Our Unique Selling Point



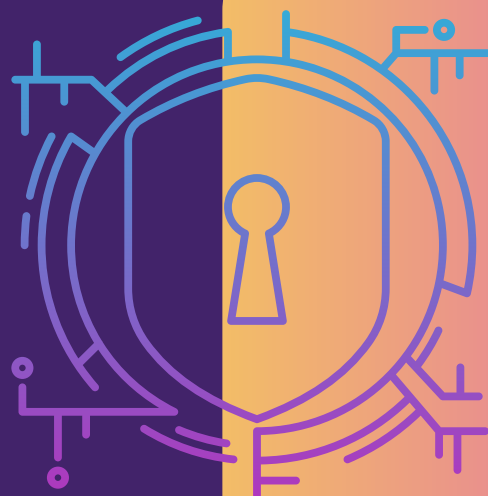
## Fractional Ownership

Investors can purchase fractional ownership of Grade A commercial, retail, and warehousing assets, allowing them to diversify their portfolio with smaller investment amounts.



## Blockchain-Verified Listings

Property listings are verified on the blockchain, ensuring transparency and reducing fraud risk. This means that once a property is verified, all the details are permanently and transparently stored.



## Anon SDK and Security

The decentralized nature of blockchain technology combine with the Anon Aadhar SDK enhances security by mitigating the risk of fraud or unauthorized alterations to investment records.

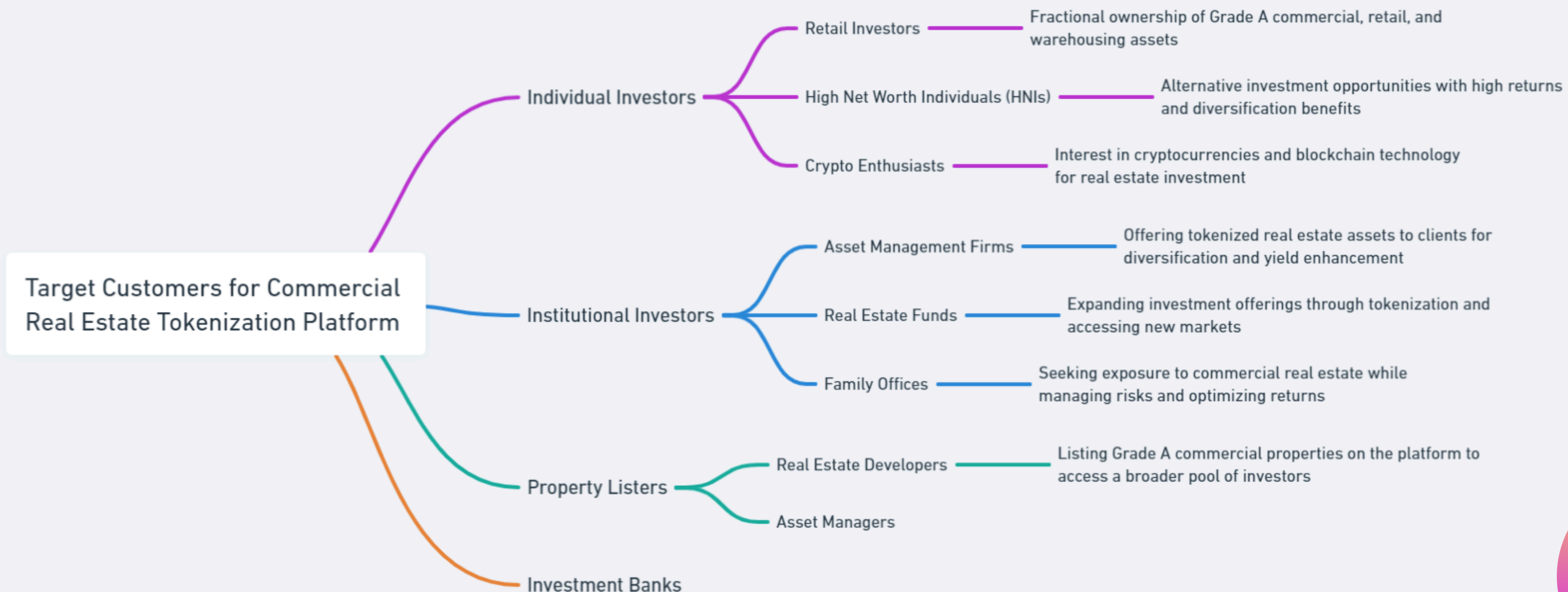


## Smart Contracts for Automation

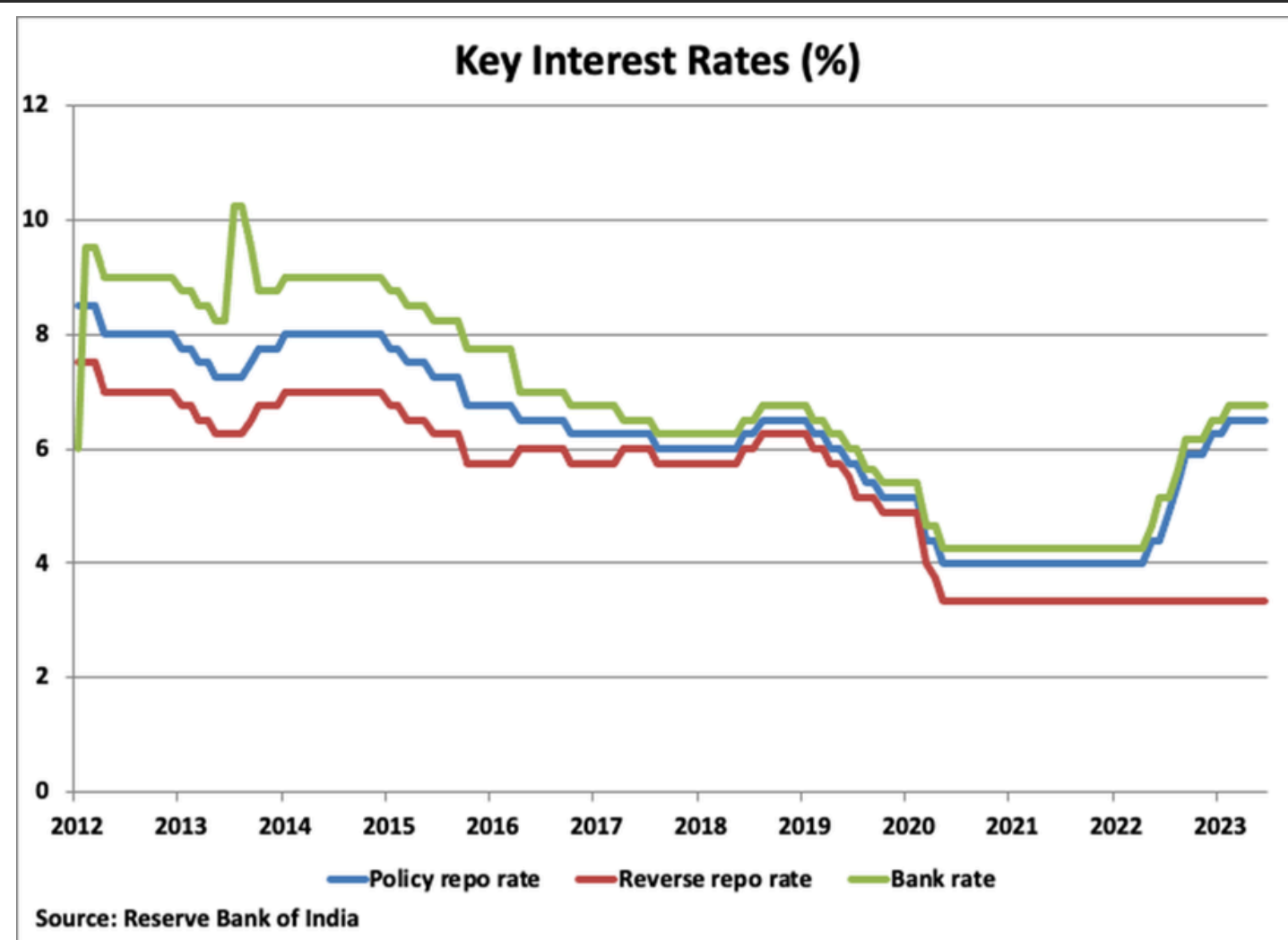
Our commercial real estate tokenization platform breaks down financial barriers, granting individuals of all backgrounds access to income-generating real estate investments once limited to institutions. By fractionalizing ownership, we enable diverse investors to build wealth and contribute to community development. Economic inclusivity is not just a feature but a catalyst for broader financial empowerment and societal progress.



# Target Customers



# Let's Make Real Estate Market Affordable for all with DeFi!



We can understand from the above graph that despite the dip in the Repo Rate in India.



There is an increase in policy and Bank home loan interest rates due to the demand in the Real Estate Market



Banks are taking advantage of it which makes investment in real estate unaffordable for many!



## SWOT Analysis of Crypto Tokenization Platform for Commercial Real Estate Investment



# SWOT ANALYSIS

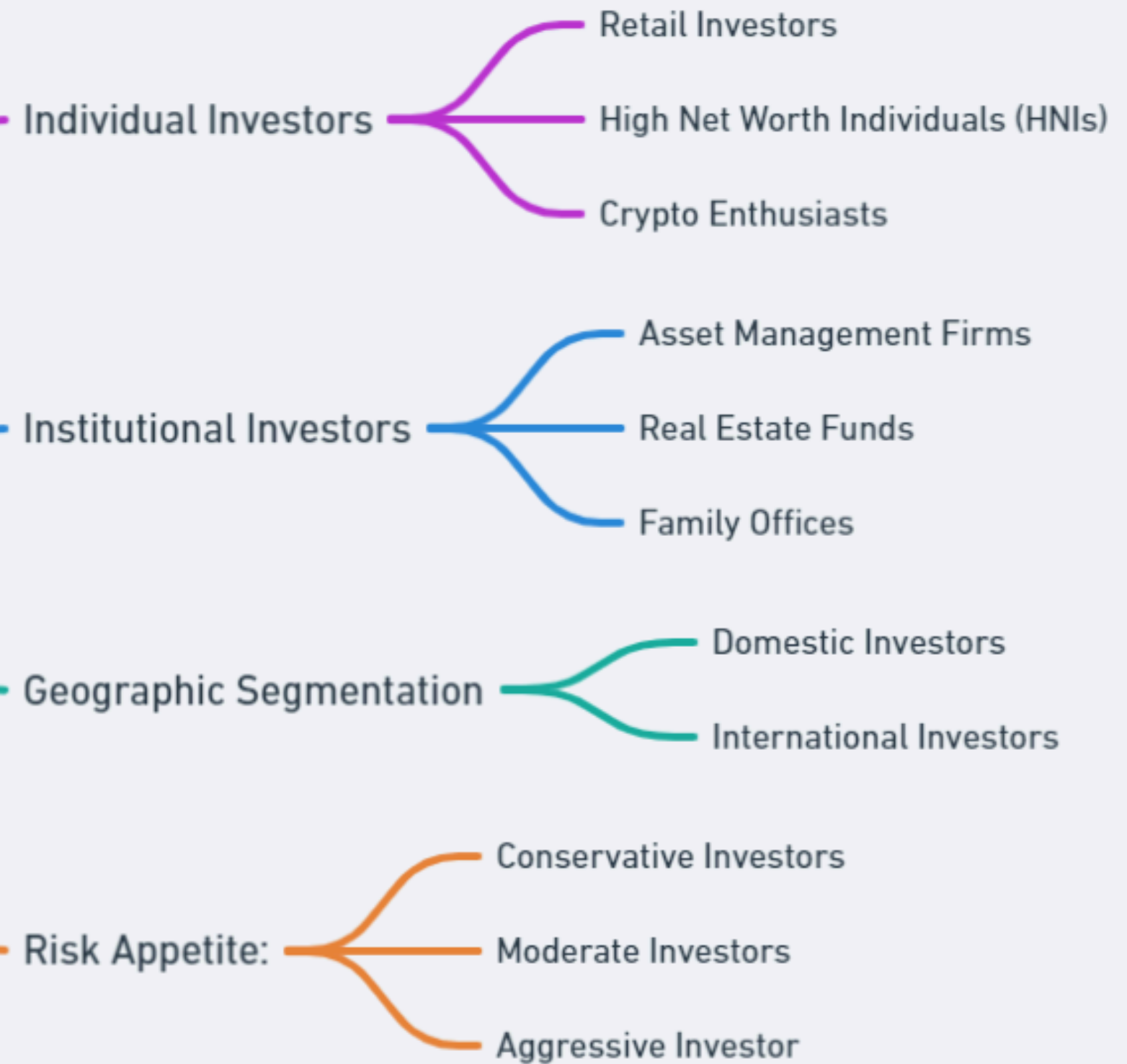
- The platform's strengths lie in its transparency, accessibility, liquidity, efficiency, and global reach, offering investors unique opportunities to diversify their portfolios.
- However, it faces challenges such as regulatory uncertainty, technological risks, and market volatility, which could impact adoption and stability.
- Opportunities for growth include market expansion, strategic partnerships, regulatory clarity, technological advancements, and product innovation.
- Yet, threats such as regulatory challenges, competition, cybersecurity risks, economic downturns, and perception risks highlight the need for careful navigation and proactive risk management to ensure long-term success and sustainability.



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# Investors Segmentation

## Real Estate Investment Audience Segmentation





## Existing Alternatives

How are these problems solved today? This can be a direct competitor to what you are offering or the existing ways people are employing to address their problems.

## Solution

How will you solve these problems? Write down a solution for each problem.

## Unique Value Proposition

How will you turn an unaware visitor into an interested customer? Create a clear and compelling one-liner message you want to send across.

## Unfair Advantage

What separates you from competitors? What makes you ahead of the pack?

## Customer Segments

Create 3 to 4 personas of the people you can help. Visualize these people who will turn to you for solutions.

## Key Metrics

How will you measure the success of your product or service? List the key metrics.

## High Level Concept

How does your product or service fit into the grand scheme of things?

## Channels

How will you reach your target consumers? Direct marketing, social media, ads, partnerships — identify the effective ways to reach them.

## Early Adopters

What are the specific characteristics of your early adopters?

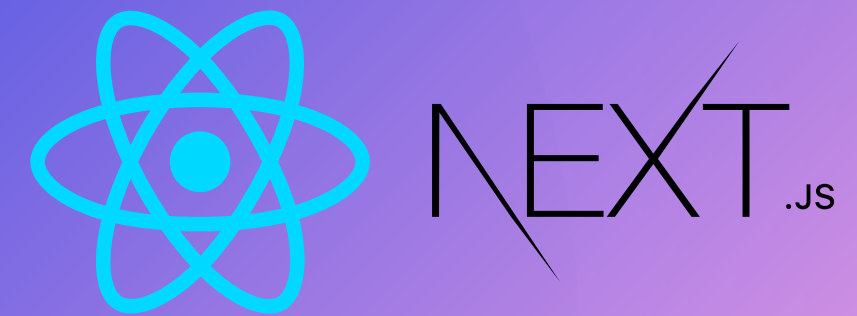
## Cost Structure

What are the fixed and variable costs to launch your product or service? Consider the cost at each stage from setting up a website, hiring employees, production, marketing, and bringing them to consumers.

## Revenue Streams

What money sources will grow your money? How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.

# Tech Stack



# Future Plans

**Aug-Sep 2024**

## **Deployment on Testnet**

Successful deployment on the Polygon Amoy Testnet

**Jan 2025**

## **Deployment on Mainnet**

Final product will be released for public usage

**Aug 2024**

## **Ideation**

In Hacker House Goa

**Oct 2024**

## **Alpha Release**

Alpha release for testers

**Feb 2025+**

## **Upgrades and New features**

Bring out new features based on the public feedback



# Team Name: CryptoVentureInnovators

N Saran

VIT Chennai

Leader/ Web3  
Developer

A Harsha Kumar

VIT Chennai

Blockchain Dev

Preetham Venkatram C

VIT Chennai

Frontend Dev



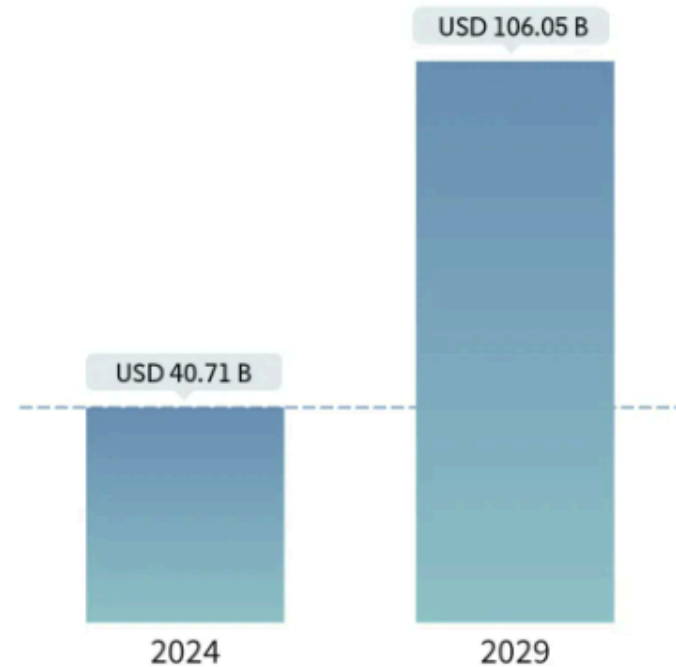


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# Clips & Clutters

## India Commercial Real Estate Market

Market Size in USD Billion  
CAGR 21.10%



Source : Mordor Intelligence



Share

Study Period	2020 - 2029
Base Year For Estimation	2023
Market Size (2024)	USD 40.71 Billion
Market Size (2029)	USD 106.05 Billion
CAGR (2024 - 2029)	21.10 %
Market Concentration	Low

### Major Players



\*Disclaimer: Major Players sorted in no particular order

## Reits deliver 2.58-8.11% annualised returns since listing, says report

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India's REITs market is poised for accelerated growth as both investors and sponsors are drawing confidence from evolving regulatory framework, transparency, institutionalised ownership and ability to deliver robust returns