

# Customer Discovery Canvas

Company:

CurveBlock

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## Solution

### Why

CurveBlock aims to disrupt the current status quo in Real Estate Development to break free of bank and market control.

### How

By no longer relying on traditional funding (Banks) by utilizing mass collaboration through collective investment. This will allow all people to invest and earn revenue in the development process which has not been readily available to them before.

### What

#### Emotional

Starting the journey to financial freedom

#### Social

5% of profits from every development are donated to the charity of the community's choice

#### Functional

Centralized exchange, powered by decentralized blockchain with blockchain staking wallets effectively tracking tokenized dividends (passive income)

## Problem

### The Problem and why it needs solving

Banks are currently in control of the real estate development process which limits availability. No current vehicle for the average investor.

### The Customer and how they solve the problem today

Average Investors use their personal savings to invest in rental homes or REIT's (which few fully understand).

## Customer Profile

### Customer Needs

#### Emotional

Breaking free from the 9 to 5 rat race

#### Social

customer wants to say where the donation goes (not the company)

#### Functional

one stop shop, various projects to choose to invest in (stake against), deeds/ownership proof shown on the CurveBlock exchange, live cctv on all sites, educational data available on the exchange for self-builders to learn from

### Where the Customer hangs out

Open markets such as Social media, Traditional media, Recreational events

### How the Customer buys today

Currently investment opportunities are in REIT's and crowdfunding platforms which are all closed ledgers and potentially un-trusted or with personal savings in rental homes.

## Opportunity

### Total Market

6.7 billion people  
2018 9.7 billion people by 2025

### Target Segment

UK, 66.7million people (Nov 2018)  
USA, 327.7million people (Dec 2018)

### Addressable Market

6.7m people (UK)10%  
32.7m people (USA) 10%

### Market Share

7500 houses over 5 years, 3750 houses per year, 20-30 sites

### Positioning

CurveBlock Exchange, simple to use, fast liquidity, direct revenue share through stable coin

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