



RuufPay

BRINGING
DEMOCRACY TO THE
HOUSING MARKET
WITH THE HELP OF
DECENTRALIZED
FINANCE



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CONTENTS

Introducing the RuufPay Protocol	3
The Case for RuufPay	4
RuufPay Mobile Wallet	5
RuufPay Mobile Wallet	7
Landlords & Property Managers	7
Tenants	7
RuufPay-Powered Utility Tokens	8
Home Coin (\$HOME)	8
Ruuf Governance Token (RGT)	9
Blockchain Technology in Real Estate	10
The Future of Cryptocurrencies	11
Adopter Segments	12
By age	12
By Gender	13
Use Cases & Capabilities	14
Primary Use Cases	14
Future Use Cases	15
Roadmap	16
Meet the Team	17
Disclaimer	18

INTRODUCING THE RUUFPAY PROTOCOL

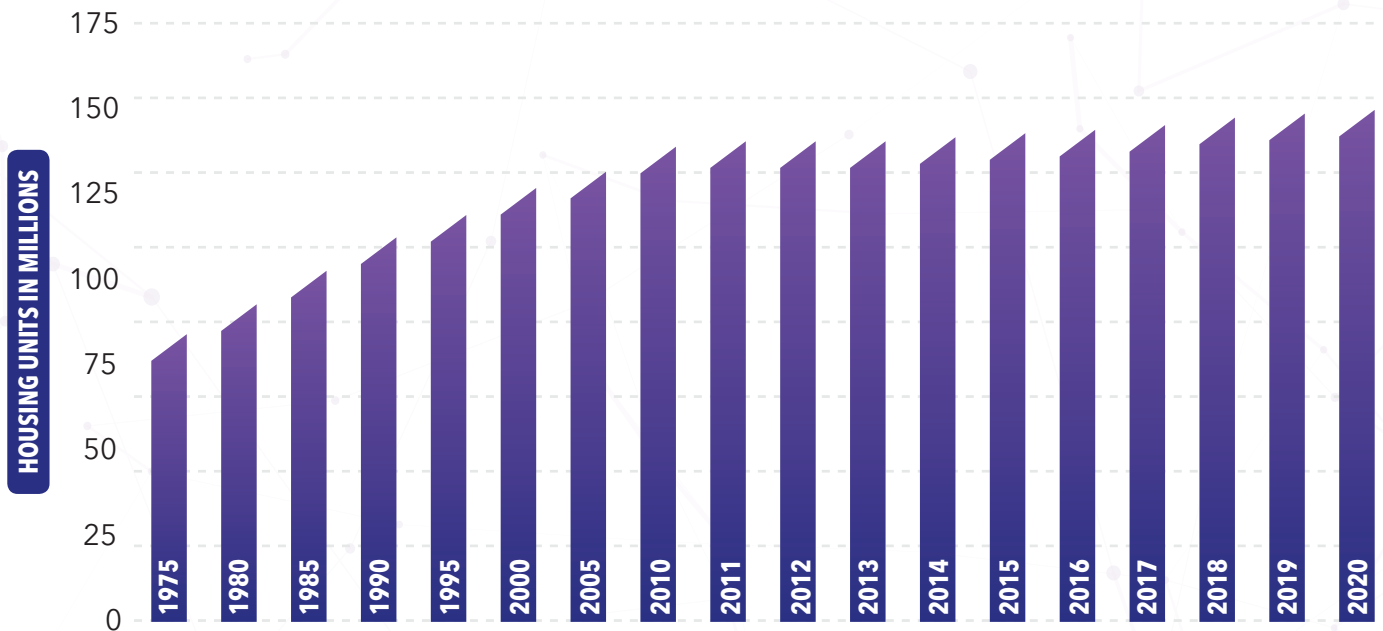
The RuufPay Protocol is a blockchain project aiming to bridge the gap between cryptocurrency and real estate. RuufPay is being designed to be available to all parties involved in standard real estate transactions anytime, anywhere - landlords, tenants, buyers, and sellers.

Due to its fast, borderless nature as a means of payment, RuufPay will be utilizing the Ethereum-based Home Coin as its primary settlement token throughout forthcoming developments. As the RuufPay Protocol popularizes and scales to a larger array of geographic locations, it will help create more transparent & efficient housing solutions across the globe.

Our objective is to cooperatively create solutions to make the housing ecosystem more transparent, fair, and efficient with the usage of cryptocurrency, distributed ledger technology and decentralized finance. We see ourselves as a supportive solution for those involved in housing transactions - landlords, property managers, tenants, buyers, and sellers. We aim to become an entity based on complete decentralization, bringing the newly embraced benefits of the digital economy to the outdated real estate industry.

THE CASE FOR RUUFPAY

In the first quarter of 2021, renter-occupied units made up 30.6 percent of housing inventory in the United States with a total of 140.8 million units in existence. This equates to approximately 43 million units being rented by tenants throughout the United States^{1,2}.



According to the Nasdaq, approximately 46 million Americans own Bitcoin in 2021, not accounting for other digital currencies³. Furthermore, a survey from Bitcoin Market Journal and BlockCard state that approximately 70% of crypto enthusiasts are spending, not holding their crypto as investment, and about 5% of the spending is going directly towards housing payments^{4,5}. This equates to an extremely conservative number of **2.5 million consumers that would want to pay their rent with their cryptocurrency in the United States alone**, especially since they already do so by turning their crypto to fiat for their landlords.

As of January 2021, the amount of global crypto users reached 106 million⁶. With the same 5% of crypto users that pay rent with crypto in the US, the market for RuufPay adopters would equate to over 5 million people; this only takes the existing rental market into consideration, not including those that will begin doing so as this method of payment popularizes.

SOURCES:

¹United States Census Bureau. "QUARTERLY RESIDENTIAL VACANCIES AND HOMEOWNERSHIP, FIRST QUARTER 2021." census.gov. 27 Apr. 2021. Web. <https://www.census.gov/housing/hvs/files/currentpress.pdf>

²Statista Research Department. "Number of U.S. housing units 1975-2020." Statista.com. 23 Apr. 2021. Web. <https://www.statista.com/statistics/240267/number-of-housing-units-in-the-united-states>

³Portfolio Insider. "About 46 Million Americans Now Own Bitcoin." Nasdaq. 14 May. 2021. Web. <https://www.nasdaq.com/articles/about-46-million-americans-now-own-bitcoin-2021-05-14>

⁴Robinson, Cliff. Media Shower. "70% of Crypto Enthusiasts are Spending, Not HODLing." Business Wire. 01 Oct. 2020. Web. <https://www.businesswire.com/news/home/20201001005299/en/70-of-Crypto-Enthusiasts-are-Spending-Not-HODLing>

⁵Blockcard, Bitcoin Market Journal. "Crypto Spending Report 2020." Blockcard. 2020. Web. <https://getblockcard.com/mail/2020-Crypto-Spending-Report.pdf>

⁶Wang, Kevin. Research Manager. "Measuring Global Crypto Users: A Study to Measure Market Size Using On-Chain Metrics." Crypto.com. Web. https://assets.ctfassets.net/hlqvq22mzv/5u8QvK4qEgI50kmOxdm3rH44d8e204aefc75a839e2a84505f5d11/Crypto.com_Data_Report_-_On-chain_Market_Sizing.pdf

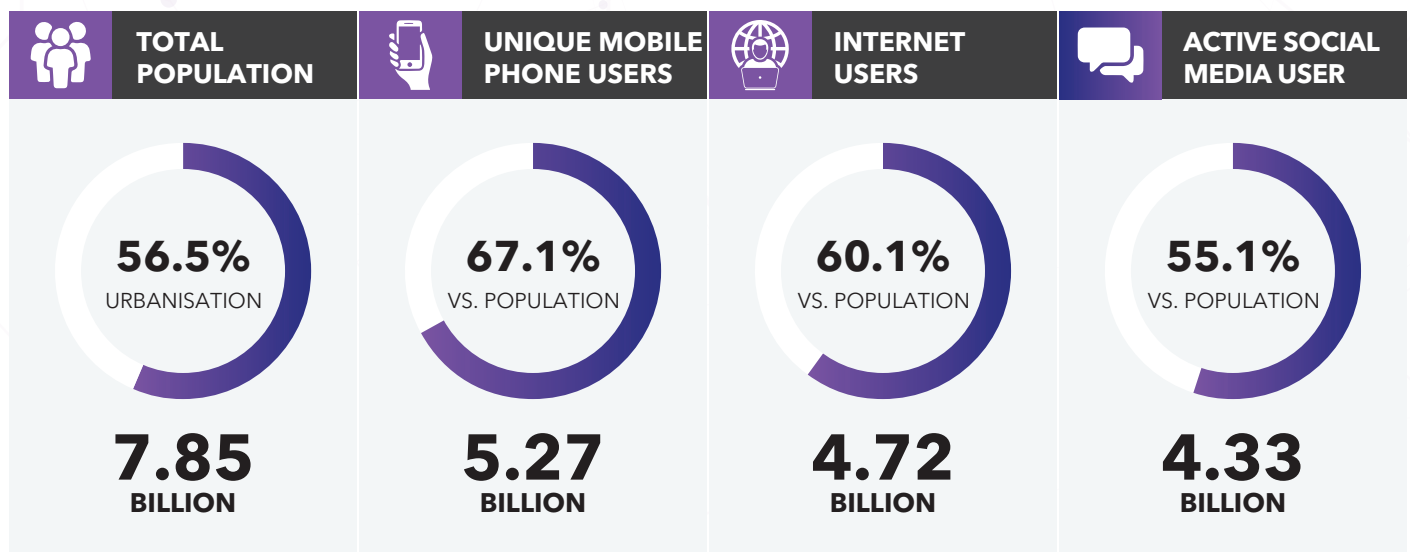
RUUFPAY MOBILE WALLET

We believe the gap between real estate and digital currency stems from a lack of infrastructure and difficult user experience, especially with the increasing dependence of our cellular devices. As of April 2021, approximately 5 billion people, or 60% of the entire world's population uses the internet. About 93%, or 4.7 billion people, use mobile devices to go online periodically⁷.

DIGITAL AROUND THE WORLD (April 2021)

Essential headline for mobile, Internet, and Social Media use

Internet user number no longer include data source from social media platforms, so values are not comparable with previous reports



For this reason, we believe building a highly scalable, yet simple mobile solution is the appropriate route to begin bridging the industry gap between real estate and the digital economy. The typical landlord-tenant relationship has remained the same for as long as can be remembered. To counteract this, we believe there needs to be a drastic, efficient change. The first leg of RuufPay's strategy for entering the market will be based on completing the RuufPay Wallet, a mobile application being designed to simplify crypto payments between tenants and landlords.

SOURCES:

⁷Data Reportal, "DIGITAL AROUND THE WORLD", Data Reportal, Apr. 2021. Web: <https://datareportal.com/global-digital-overview>

The RuufPay Wallet is being designed as a non-custodial ERC-20 wallet, giving users full control over their private keys and their funds. The application will give many additional utility perks for those that use Home Coin as a means of payment, including but not limited to:



Attractive staking rewards for validating transactions & actively contributing to protocol maintenance



Ease of applying PoS staking rewards towards rental payments



Receiving RuufPay Governance Tokens for community contributions



RUUFPAY MOBILE WALLET

LANDLORDS & PROPERTY MANAGERS

If you own or manage rental property, you know the struggles that come along with collecting rent from tenants. RuufPay will provide a sleek interface and simple user experience for you to accept rent and manage your tenant's payment history through a single application. As the world becomes increasingly digital, having the ability to easily accept cryptocurrency as rent payment will make your property more appealing to young, tech-savvy renters and will help you quickly fill vacant units. The RuufPay Wallet will have a function allowing you to easily convert rental payments that were made to you in cryptocurrency to USD and other fiat currencies with the push of a button if desired, using our trusted partners.



TENANTS

If you haven't been hiding under a rock for the past few years, chances are you've heard of Bitcoin & cryptocurrency, and likely own some yourself. Well, you're finally going to have a simple way to pay your monthly rent with your digital currency directly through the RuufPay Wallet. Imagine using your crypto holdings to conveniently pay your rent in seconds - well, that's what we're here for. Furthermore, you'll be supporting the crypto revolution, helping bring economic equality to all.



RUUFPAY-POWERED UTILITY TOKENS

HOME COIN (\$HOME)

Since RuufPay abides by the motto of decentralization, the team felt it was best to design as fair a launch as possible. This was achieved by conducting a fair launch on the Uniswap platform with an initial liquidity offering and a locked liquidity pool.

Home Coin serves as the core payment token throughout the RuufPay Protocol. Home Coin's utility comes from its ability to:



PAY RENT
*(core functionality
of the system)*



PAY UTILITIES
*(to be introduced
later on)*



**PAY MORTGAGE
INSTALLMENTS**
*(to be introduced
later on)*

15%
EARLY ADOPTERS

10%
ILO

6%
TEAM

**MAX
SUPPLY
1,000,000,000**

69%
STAKING REWARDS
(INFLATION)

RUUF GOVERNANCE TOKEN (RGT)

RuufPay is putting the power back in the hands of the people with RGT. RGT was designed as:



A reward token for HOME/ETH providers in Uniswap, helping sustain the community



A governance token to vote on future updates, features & functionalities of the RuufPay Protocol

5%
TEAM



95%
COMMUNITY

BLOCKCHAIN TECHNOLOGY IN REAL ESTATE

Whether it's tokenizing property or increasing transparency, blockchain technology has revolutionized many industries due to its low cost and reduced risk. Distributed ledger technology offers a unique opportunity to increase transparency throughout the real estate industry in its entirety. Imagine publicly & easily accessible databases that allow you to see vital property information that's normally difficult to access. Well, those are some of the benefits blockchain sheds light on.

Some advantages of blockchain include:



LOW COSTS

Information transfer can be done with minimal transaction fees and less intermediaries.



IMMUTABILITY

The decentralized ledger and its integrity is policed by every network member and attempts to alter previously recorded data are rejected by network participants.



TRANSPARENCY

All transactions taking place on the blockchain are publicly viewable.



IRREVERSIBILITY

Transactions are immediate and non-refundable, protecting all parties involved.



PSEUDONYMITY

Blockchain addresses provide a high degree of security for users, being randomized strings of letters and numbers.

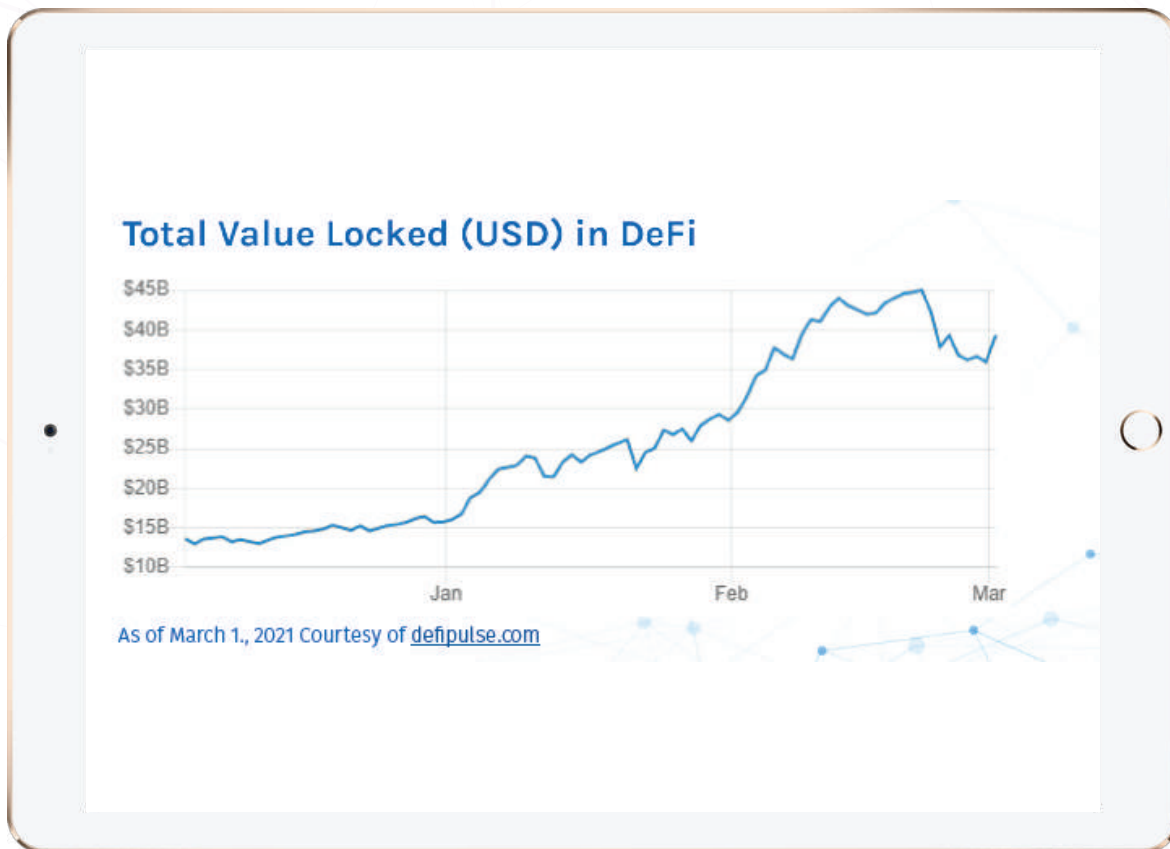


SECURITY

Open blockchains are maintained by a large network of participants that prevents users from submitting inaccurate data, recording fraudulent transactions, or improperly altering recorded information.

THE FUTURE OF CRYPTOCURRENCIES

Just a decade after the world first heard of Bitcoin, the cryptocurrency market cap has amassed over \$2.25 trillion as of April 2021. While this growth is a milestone for the crypto industry, the market capitalization amount is just a fraction of the S&P 500 index at over \$33 trillion, and a global stock market valued at \$80 trillion. Additionally, DeFi has amassed over \$39.11B USD on March 1st, 2021 from just roughly \$1.01B USD exactly one year prior, exhibiting an exponential 39x growth in Total Value Locked (TVL).



According to RBC Capital Markets analysts' future predictions, the cryptocurrency market may exceed \$10 trillion within the next 15 years⁸, resulting in much newly generated wealth with a portion that will likely be directed towards acquiring & renting property. These significant numbers give us a confident outlook how to begin preparing appropriate infrastructure to meet future demand.

SOURCES:

⁸Cheng, Evelyn. "One stock analyst's \$10 trillion bull case for cryptocurrencies". CNBC. 04 Jan. 2018. Web <https://www.cnbc.com/2018/01/03/one-stock-analysts-10-trillion-bull-case-for-cryptocurrencies.html>

ADOPTER SEGMENTS

A recent study⁹ conducted regarding adoption and consumer sentiment for crypto in 2021 found that:

1. Nearly half of Americans consider themselves at least **"somewhat familiar"** with cryptocurrency.
2. The **45%** said they have heard of it, but don't know much about it.
3. Of those familiar with cryptocurrency, **31%** own cryptocurrency already, while another **12%** plan to buy it within the next **12 months**.
4. The **14.7 million** intend to purchase in the next year.
5. The **78 percent** of cryptocurrency owners are confident in cryptocurrency safety and security.
6. Americans of all ages own cryptocurrency, although the majority, **93%**, is concentrated among adults **ages 18 to 60**.

BY AGE

Adults ages 60 and older are the least likely age group to own cryptocurrency, while all other age groups own it at rates between 30 and 40 percent.

Do you own cryptocurrency??	Ages 18-29	Ages 30-44	Ages 45-60	Ages 60+
Yes, I currently own some	35%	40%	31%	13%
No, but I definitely plan to purchase some in the next 12 months	17%	12%	14%	3%
No, but I might consider it in the future	41%	37%	45%	44%
No, and I don't ever plan to purchase any	7%	11%	11%	39%

SOURCES:

⁹Vigderman, Aliza. "Cryptocurrency: Adoption and Consumer Sentiment, 2021". Security.org. 11 May. 2021. Web. <https://www.security.org/digital-security/cryptocurrency-annual-consumer-report/>

BY GENDER

There is an eight percent chance that men are more likely to own crypto than females and the statistics are showing an increasingly equitable distribution.¹⁰

Do you own any cryptocurrency?	Male responses	Female responses
Yes, I currently own some	35%	27%
No, but I definitely plan to purchase some in the next 12 months	13%	11%
No, but I might consider it in the future	38%	45%
No, and I don't ever plan to purchase any	14%	16%

SOURCES:

¹⁰Vigderman, Aliza. "Cryptocurrency: Adoption and Consumer Sentiment, 2021". Security.org. 11 May. 2021. Web. <https://www.security.org/digital-security/cryptocurrency-annual-consumer-report/>

USE CASES & CAPABILITIES

There are various use cases for adoption of the RuufPay Protocol, but RuufPay will initially focus on tapping into the \$1765.5 bn global real estate rental market¹¹ with a primary focus on the \$174.2 bn US rental market¹². Home Coin operates as the native token for the RuufPay Protocol, giving token holders incentives that may include but are not limited to:



Network validator
staking rewards



Additional access
to protocol
features



Discounted rates where
Home Coin is accepted
as method of payment

PRIMARY USE CASES

- **Access to Cryptocurrency:**
Attract tenants & landlords interested in easy facilitation of crypto as means of payment which will only increase.
- **Rental Discounts:**
Users can receive significant cashback rewards via the RuufPay Mobile Wallet that can be applied towards rent payments. Landlords will have the option to stake their received rent payment as well.
- **Efficient Remittances:**
Facilitate easy and inexpensive remittances with the RuufPay Wallet via Home Coin between tenants & landlords.
- **Serving the Underbanked:**
Increase payment option for the underbanked, especially those renting properties in crypto-friendly jurisdictions without significant technology infrastructure.

SOURCES:

¹¹Research And Markets. "Global Real Estate Rental Market Report 2021: Market is Expected to Grow from \$1,727.23 Billion in 2020 to \$1,765.5 Billion in 2021 - Long-term Forecast to 2025 & 2030". PRNewsWire.com. 06 Apr. 2021. Web. <https://www.prnewswire.com/news-releases/global-real-estate-rental-market-report-2021-market-is-expected-to-grow-from-1-727-23-billion-in-2020-to-1-765-5-billion-in-2021---long-term-forecast-to-2025-2030--301262877.html>

¹²IbisWorld. "Apartment Rental in the US - Market Size 2005-2027". IbisWorld.com. 28 May. 2021. Web. <https://www.ibisworld.com/industry-statistics/market-size/apartment-rental-united-states/>

FUTURE USE CASES

- **Crypto Home Buying:**
When Home Coin adoption increases, users will be able to apply the token towards property purchase.
- **International Payment Simplicity:**
A single digital currency created for real estate functionality simplifies cross-border payments and exchange rates.
- **Mortgage & Utility Payments:**
Cashback rewards can be applied directly towards property expenses.
- **Collateralized Crypto Mortgages:**
Develop collateralized crypto loan interface that will be geared towards mortgage & rental payments, disrupting the existing market.
- **Industry Partnerships:**
Profit sharing opportunities with landlords to increase crypto payment adoption.
- **Increased Transparency:**
More market exposure will allow RuufPay to provide transparent property & housing data via blockchain.



ROADMAP

Q4 2020

- Complete Market Research
- Finalize RuufPay Protocol Concept
- Form Team

Q3 2021

- Introduce HOME PoS web staking
- Home Coin Fair Launch
- Launch RuufPay App Beta for IOS
- Complete RuufPay App for Android & Launch
- Begin Marketing to crypto community & landlords

Q4 2021

- Begin mortgage & utility crypto payment integration
- Introduce RuufPay API solution
- Stable coin integration

Q2 2021

- Complete HOME & RGT Tokenomics
- Begin HOME Token & RGT Development
- Begin RuufPay App IOS Development

Q1 2023

- Complete collateralized payment system

Q2 2022

- Launch WebApp
- Begin collateralized payment development
- Complete mortgage & utility payment system

Q2 2023

- Introduce DeFi home buying solutions

MEET THE TEAM



ISAAC IVGI
Co-Founder/CEO

Real estate investor for over two decades, having acquired and developed over \$500 million worth of residential and commercial property across the United states. With extensive knowledge & experience in the real estate industry, Isaac recognized the potential which blockchain & cryptocurrency can bring to real estate, leading him to founding RuufPay.



MICHAEL WILKOWSKI
CTO & Head of Blockchain

Software engineer who breathes code, loves new technologies & products, a gamer and loves all things interactive. Expert in Swift, iOS & Blockchain development along with many other languages & technologies. After being involved in various crypto projects, startups & crypto mining operations for nearly a decade, Michael found his passion and decided to place his efforts into long-lasting blockchain solutions.



EYTAN GROSSMAN
Co-Founder/COO

Masters Degree in Business Administration & over half a decade partner with Mr. Ivgi in the real estate investment industry. Obtains a deep understanding of finance, capital markets, entrepreneurship, emerging technologies and let's not forget, blockchain.



MAYA IVGI
Head of Product & UX

Experienced SAAS Solutions Engineer and Project Manager with a demonstrated history of working in the internet industry. Former engineer at SimilarWeb, WalkMe & Stratasys in Tel Aviv. Skilled in Business Analysis, Product Analysis, Revenue Forecasting, Business Development, Product Implementation, Product development, User Experience research, User Interface Design, Personas, Wireframes, Task Flows and more.



JASON WIEN
Head of Content

Experienced UX Writer & Content Strategist for over 7 years with a demonstrated history of working in the Tech and Music industries.



LOUIE
Shihpoo Nakamoto
Office mascot by day,
master hacker by night.

DISCLAIMER

GENERAL

This document describes RuufPay's current vision for providing opportunities to participate in the residential real estate rental maker, which RuufPay plans to diligently pursue and seeks to realize. As RuufPay's vision depends upon many factors and is subject to many risks, including, without limitation, advances in technology and changes in applicable law, this Whitepaper is subject to the disclaimers contained herein, and RuufPay reserves the right to change, modify, add, or remove portions of this document at any time before, during, and after the sale of HOME or RGT tokens.

DISCLAIMER OF LIABILITY

RuufPay does not make or purport to make, and hereby disclaims, any representation, warranty, or guarantee of any type or nature whatsoever (including those that are implied) to any person or entity, including, without limitation, any representation, warranty, or guarantee arising out of or RuufPay to the truth, accuracy, and precision of any information in this document and the RuufPay ecosystem, or RuufPay Platform, or HOME or RGT token. To the maximum extent permitted by applicable law, regulations, and rules, RuufPay will not be liable for any indirect, special, incidental, consequential, or other losses of any kind, in tort, contract, or otherwise (including, without limitation, loss of revenue, income, or profits, and loss of use or data) arising out of or relating to any acceptance of or reliance on this document or any part thereof by you. This document does not obligate any party to enter into any contract or binding legal commitment or to accept any form of payment for any purpose. Any agreement with RuufPay for the sale and purchase of HOME or RGT tokens will be governed by the terms of conditions of that agreement, which will prevail over this document.

NOT A SECURITIES OFFERING

The HOME or RGT tokens are designed as functional utility tokens and are not intended to constitute securities in any jurisdiction. This document or any part of it does not constitute a prospectus or offer document of any type or nature and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction. RuufPay intends for HOME or RGT token holders to use those tokens to participate in the RuufPay ecosystem and platform and receive the benefits of landlords in the residential real estate rental market without incurring the substantial investment costs of acquiring residential property. Whether a HOME or RGT token holder receives any returns as a landlord and the amount of those returns is incidental to the use of the Tokens and depends upon the decisions of the HOME or RGT token holder, including, without limitation, in proposing, obtaining information on, and voting on properties that RuufPay acquires, in proposing, obtaining information on, and voting on potential renters, in proposing, obtaining information on, and voting on rental contract terms and conditions, individually

deciding whether and how to select, bid on, and stake tokens to obtain rents received from rental contracts for RuufPay residential real properties, providing feedback on the RuufPay ecosystem, RuufPay platform, rental properties, and deciding whether to participate in any of these activities at all. HOME or RGT token holders do not have any ownership or equity interest in RuufPay, are not entitled to the profits or losses or assets or liabilities of RuufPay, are not creditors or lenders of RuufPay, cannot claim bankruptcy as equity interest holders or creditors of RuufPay, and are not entitled to any repayment from RuufPay.

RISKS AND UNCERTAINTIES

Prospective purchasers of HOME or RGT tokens should carefully consider and evaluate all risks and uncertainties associated with RuufPay, the RuufPay ecosystem, RuufPay platform, the RuufPay token, the HOME or RGT token generation event, and the terms and conditions of any agreement with RuufPay for the sale and purchase of HOME or RGT tokens before purchasing and HOME or RGT tokens. These risks and uncertainties may include, without limitation, the following: risks relating to the value of the HOME or RGT tokens because a market for HOME or RGT tokens does not currently exist and because HOME or RGT tokens do not provide any rights RuufPay for profits, assets, bankruptcy claims, or repayment; risk relating to residential real estate rental markets and competitive conditions; risks relating to blockchain technology and software, including delays, interruptions, errors, losses, advances, and changes; security risks to your access and use of a digital wallet and blockchain applications; risk relating to platform development and implementation of business strategies, including, reliance on its personnel and third-party service providers; political or government risk, including changes to applicable laws, regulations, and rules, and enforcement actions. If any such risks and uncertainties arises, such events may materially and adversely affect RuufPay, and you may lose all or part of the value of the RuufPay Tokens.

NON-ADVISORY

This document does not constitute any legal, tax, regulatory, financial, accounting, or other advice, and is not intended to provide the sole basis for any evaluation of RuufPay, HOME or RGT tokens, the RuufPay ecosystem, or the RuufPay platform. Before acquiring HOME or RGT tokens, a prospective purchaser should consult legal, investment, tax, accounting, and other advisors to determine the potential benefits, burdens, and other consequences of such transaction, RuufPay, HOME or RGT tokens, the RuufPay ecosystem, and the RuufPay app.



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