



THE FUTURE OF REAL ESTATE

WHITE PAPER 4.0

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The purpose of this White Paper is to present Etheera and ETA Token to potential token holders. in connection with the proposed Token sale. The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship. Its sole purpose is to provide relevant and reasonable information to potential token holders in order for them to determine whether to undertake a thorough analysis of the company with the intent of purchasing ETA Tokens.

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1. ETHEERA EXECUTIVE SUMMARY

2. The Future of Real Estate and Economy

Over the past decades, there have been so many changes concerning life and lifestyles, which implies that we are moving forward much more and faster today, in the same time period than we did before. We are no longer living in our parents' home until we retire and enjoy the rest of our life in there. People today are much more active and brave in all decisions than ever before. According to that fact, more travel trips are made to greater distances and to other countries, and as it often happens today, we fall in love very quickly with new cultures and would like to stay there or at least buy or rent a residence in that area. We all know that feeling. All these rapid movements have changed a lot, so much that right now, it is completely normal for someone to live in Zurich, but take flights to London or somewhere else for work. Unbelievable but true.

We change apartments on rent much more often than ever before, and owners of buildings and family houses are increasingly experiencing, that many potential requests from buyers are coming from foreign countries, which means there is much more professionalism demanded from real estate agents. Broad international network connections and global publications are indispensable and are the basis for high quality service and customer satisfaction.

There will be many innovations that we are not aware of, starting from construction planning and execution, building materials and architectural technology up to finished buildings and marketing. The surface of the earth and its human population will force us to build differently than we do now and the materials involved in this will be shipped from anywhere in the world. Global communication, networking and collaboration will become more and more important for the real estate economy.

3. WHAT IS ETHEERA

Etheera is a project founded by IZ Immobilien Kriens GMBH from Switzerland. Commercial register extract: CHE 178.993.268 Register excerpt: <https://goo.gl/19yyn9>

IZ Immobilien Kriens GmbH Founder:

Artan Ibrahim

Isa Zeqiraj

Etheera Founder:

Alexandar Bojat

Etheera Co-founder:

Artan Ibrahim

Isa Zeqiraj

Several years of experience for the best results

The Etheera project was established initially in 2017 by IZ Immobilien Kriens GmbH.

The IZ Real Estate Kriens GmbH is a Swiss-based company that is active in the real estate field since 2013. As industry insiders with very wide expertise, market knowledge and informative exchange with business partners, owners, landlords and potential buyers, we have recognized problems and suboptimal processes already at the national level without imagining the same but much wider problems on international levels! With Etheera, we have found the ALL IN ONE solution.

Etheera offers the first decentralized global real estate platform, based on the Ethereum blockchain, which provides properties for purchasing, renting and bed & breakfast offers. This platform is ideal for everybody and everyone, even if you as a private person want to provide a room for one night or longer period of time, or whether you are looking anything else. Etheera also thinks about the real estate brokers and professionals of the industry and offers a complete software tool which has integrated possibilities and will match all needs. Simply the ALL IN ONE solution for everyone!

Human technology is so advanced that we were surprised by what we noticed after research, analyses, tests and results from existing solutions offered by the market today. Companies are working mostly with solutions provided locally which seem to be very limited in their scope and cannot handle mandatory processes or in other words, multiple functions as an all in one solution. Daily business tasks are still carried out manually, but should be automated in order to avoid hand made mistakes and allow employees to focus on other processes so as to be more efficient during the same time period.

Etheera GLOBAL ALL IN ONE SOLUTION FOR REAL ESTATE

4. COMPARING THE WORLD'S PORTALS AND REAL ESTATE SOFTWARE WITH NEW BLOCKCHAIN PORTAL AND SOFTWARE

	LEADING SOFTWARE PORTALS	TRADITIONAL TOOLS & SOFTWARE	BLOCKCHAIN PORTAL AND SOFTWARE
Countries of Operation	Limited by Technology, Markeing and Interest	Unlimited, There Are No Boundaries	
Number Of Clients	Unlimited but mostly local Service only	Unlimited	
International Agents Network Relation & Comission	Mostly Locally or not Integrated in Tool	Unlimited, Agents can finally connect internally	
Different Daily Tasks in one Solution	Not Really Or Eeach Tool Need To Be Paid Additionally	All In One with One Price Structure	
Licence and Agreement Models	Unflexible / Yearly Base And Expensive	Flexible / Montly Base or One Payment Fees / Fair Pricing	
Data Export	Expensive, Very Unflexible or Loose Data Cause Of Limited Export Features	Free Of Cost, Export And Backup Always Given	
Further Development	Company Decide	Client Oriented Solution	
Payment Control	Centralized	Decentralized	
Security of Transactions and Funds	The Banc	The Client	
Fund Control	Trust to The Banc	The Client is The Banc	
Integration of New Services Or Partners	Slow, Difficult, Expensive, Not Accepted or Not Care About	Easy and Fast	
Partnerships for better Tool Quality and Service	Self Developer, Not Open For Cooperations	Cooperations Welcome, to Provide Best Possible Service and Tools	

5. ICO OVERVIEW

To implement Etheera's vision, we are launching an initial coin offering (ICO) to issue Etheera tokens on the public Ethereum blockchain. The tokens called Etheera (ETA) will be issued during the ICO Timeline. The price during the ICO will be as the table below:

Start 10/02/2018 / 10:00 AM UTC + 1

10/02/2018 - 16/03/2018 / Bonus 40%

17/03/2018 - 31/03/2018 / Bonus 20%

01/04/2018 - 14/04/2018 / Bonus 10%

15/04/2018 - 30/04/2018 / No Bonus

End 30/04/2018 / 10:00 AM UTC + 1

The ICO will be conducted at Ethereum blockchain and the Smart Contract directly, so to be able to participate in the Etheera's ICO and get Etheera (ETA), you should go to the [Etheera](#) Website to view the Smart Contract Token Sale adress. Etheera (ETA) tokens will be issued as ERC20 compliant tokens and you will need an compatible ERC20 Wallet as MyEtherWallet or Meta Mask.

6. ADDITIONAL INFORMATION

- Token name = Etheera
- Token symbol = ETA
- Decimals = 18
- Number of available ETA's = Limited to 75 000 000 000
- Price for 1 ETA token = 0.000002 ETHEREUM (ETH)
- Minimum order per Transaction = 75 ETA
- SoftCap = 6 000 ETH
- Hardcap = 105 000 ETH

7. PROBLEM

1. To expensive portal costs. From a financial overview, it forces the agents to be much more limited and he does not publish objects everywhere anymore.
2. Resulting from the first point above, there are many matching opportunities missing between sellers and interested buyers.
3. Unsold or unleased properties automatically extend the empty stands and bringing in just highly missed revenue that kills businesses.
4. Bad network and relationships between national brokers. Scaled on international levels, it is pretty much bad. Although very often, buyers are from other countries and not familiar with local languages. This results in bad services and loss of mandates.
5. Brokers are so important, because many parts and processes such as the price estimate of the property, visits, relationships with banks and much more are mandatory and can't be done by a robot. The brokers have to be top equipped to be ready for efficient operations.
6. Currently, the software tools and working instruments for brokers offer too little, or it will need a lot of individual tools which will need to be combined in the daily process. Most tools are too expensive and inefficient, confusing and with no satisfaction and this results in many errors on the human side.
7. We are missing the international all in one tool for the agents that covers all needs in one screen or program from A to Z!
8. The same applies to the prospectors and seekers of objects to buy, to rent or for bed & breakfast deals.

8. SOLUTION

All in one:

Global portal + Software

Matching:

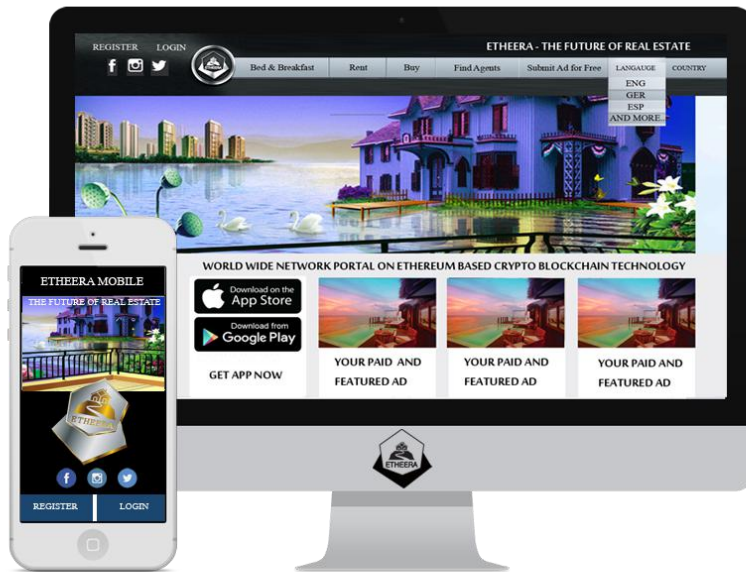
Find immediately what you are interested in and what you are looking for, no matter where in the world. Ideal for brokers with an existing customer and property portfolio. The matching allows a search query about all brokers' network with their existing customers and search requests and wishes. International transfers and sales have never been easier.

Huge tools:

Many integrated tools including CRM functions, calendars, callbacks, visits and publications, newsletter, inbox / outbox, adding external APIs and services, database with owners, prospectors, project management, dashboard, settings and access rights, import and export of datas, document creation, real estate estimates, global broker network and much more.

Consulting:

Bring and deliver the perfect service to your customers with Etheera. Reports and statistics for the owner or a structured settlement with the prospective of the acquisition of properties to the rental or purchase.



9. PORTAL DESKTOP / MOBILE VERSION

- Advertise as an individual or company
- Search and find objects in a global network
- Search the right broker whom you want to sell a property
- Global purchase, rent, bed & breakfast deals
- Different advertising opportunities
- Free or paid front banner advertisements
- Easy price structure
- Advertise without subscriptions possible
- Pay with Bitcoins, Altcoins or by PayPal and credit card
- No hidden costs
- Direct link to the software with synchronization for the brokers

10. SOFTWARE DASHBOARD VISION



11. Software Features

Objects:

New buildings detection, editing, publishing and more.

Contacts:

Add contacts manually, detect automatically from inquiries of the portals and import, or edit them. Just keep a clean database and only active leads.

Matching:

Matching between objects and prospects. Propose directly fitting objects. Fast and safe sales.

Partner network:

Matching with the contacts of partners and in this way, building a network extension with new international potential customers. Possibility in the system to directly create new partnerships and contracts for deals and commissions with other agents.

Recall:

Put your planned callbacks with any clients and the system will constantly remind you on the tasks until you're done. Never miss planned telephone appointments anymore. Forgotten recalls are now the past!

Diary:

All types of schedules, whether for visits or memories for scheduled processes or birthdays of clients.

Planned visits:

Taking a glance at the potential customers you made planned visits to, in order to have a deal preparation and a clear structure.

Process management:

Create your own to-do processes and individual tasks with added control, reporting, deadlines and timings.

Sync tool:

Synchronize your contacts and owner contacts with your mobile and at the same time, you can also have the agenda with the mobile and outlook synced. Stay always up to date with all devices.

Create letters:

Write letters and create PDF files or use filters.

Inbox / Outbox:

Connect your existing email with the system and send or receive emails.

Newsletter tool:

Use the stored contacts from the system for your newsletter campaigns and make analyses of delivered emails sent, the open rate, click rate and much more to improve your campaigns like a kind of split testing.

Publications:

Have a complete overview of all published objects.

Owner:

Owner database where you can send and create reports of current statistics from the concerned.

Analytics:

Make analyses and reports about different things, such as periods from sales and regions and more. These reports are very good tools for meetings and analyses over the entire market.

Export / Import:

Export and import data by a simple click with the mouse. These excel files can be used for telephone actions or other benefits. Stay a lord of your data and do backups as much as you like.

Social share:

Share objects per mouse click with your connected Facebook and Instagram accounts.

Install external APIs:

This tool is allowing you to install any new added external APIs that we setup constantly to keep the best possible tools in one desk. It is mandatory to cooperate with external companies regarding quality and new possible working ways.

Settings:

Import your logos and company user data and setup rights for your employees and other configurations.

Add new employees:

Simply create a new login for new employees and award them with the necessary system rights.

Estimation tool:

Create price estimates for your customers' properties and keep the data in the system.

Management:

Keep your tenant under control, make leases, send automatic letters and reminders on outstanding rental payments, create invoices and more.

More tools:

More tools will be added constantly to the system.

Free lifetime updates:

All kinds of updates on the system, including new features and tools will be free of additional charges.

12. TEAM

Founders and Team



Alexandar Bojat
Founder Etheera



Artan Ibrahim
CoFounder Etheera / CEO IZ Immobilien
Kriens GmbH



Isa Zeqiraj
CoFounder Etheera / CEO IZ Immobilien
Kriens GmbH



Davide Rausa
Chief Marketing Officer



Ahtasham Khan
Senior Web Developer / IT Specialist



Florian Zefi
Promotion Manager



Rio
Business Community Manager French

Advisory Board Members



Aleksandra Stroganova
Business Development Advisor



Daniele Ficarazzi
Marketing & Branding Advisor



Hira Siddiqui
Smart Contract Advisor



Gina Roos
Software Dev Team Recruiting Advisor



Flamur Rushiti
Finance Expert Advisor



Roman Sahli
General Support Advisor



Säm Stähli
Legal Law Advisor



Artan Sadiku
Legal Law Advisor



Joao Antunes
Adwords Analytics Advisor



Jose F. Villegas Delgado
General Business Advisor



Suad Maroca
IT Systems Advisor

13. TOKEN

Token Holder Benefits

- ✓ Each participant of Etheera (ETA) tokens will be entitled of the Token Sale Bonus and Profit expected from the Exchange Platforms
- ✓ The chance to be onboard from the beginning and earn bonuses up to 40% on the token sale.
- ✓ After token sale ends, etheera will be listed on different decentral exchange platforms. Keep your tokens or sell them on exchange platforms.

TOKEN STRUCTURE

TOKEN ALLOCATION:

70% TOKEN SALE
10% RESERVED FUNDING
15% FOUNDERS AND TEAM
3% ADVISORS
1% MARKETING
1% TOURNAMENT

TOKEN PROCEED:

60% SOFTWARE DEVELOPMENT
20% MARKETING AND BUSINESS DEVELOPMENT
5% LEGAL EXPENSES
5% TOURNAMENT
5% SECURITY
5% OPERATING EXPENSES / ADMIN

14. ROADMAP

2013

Establishing the IZ Immobilien Kriens GmbH

2013 - 2016

Active participation in the property market

Analysis and monitoring of the whole real estate sector

Q1 2017

Survey of partners and customers about possible improvements, wishes and values in the market Information and issues analysis

Mystery shopping with different providers and service providers for the real estate industry

Q2 2017

Birth of the Etheera project

First investigations with IT companies for the possibility and realization of Etheera Idea to realize an ICO with Etheera

Q3 - Q4 2017

ICO Preparations

Etheera ICO website with full project overview

Smart contract programming in solidity

Multilingual white paper

Team recruitment for Etheera

Additional meetings with different IT companies for the recruitment of the software developers.

Q1 2018

ICO timeline

Recruitment of IT specialists for the software development

Q2 2018

Etheera listed on first exchanges

Presentation of the beta version of the Etheera portal

Development phase of the ETHEERA software

Q3 2018

Launch of the Etheera portal version 1.0

Presentation of the beta version of the Etheera software

Recruiting additional staff for sales, marketing and support in Switzerland

Q4 2018

Launch of Etheera software version 1.0

2019

Etheera offices in Paris, London, Munich, Vienna, Amsterdam, Belgrade, Prague, Milano

2022

Etheera branches in Moscow, Tokyo, New York, Sydney, Miami, Las Vegas, Toronto, Hong Kong 300+ employees in Europe, Asia, Canada, USA, Australia

15. FAQ

What is the role of the token in the project? Is it a security?

It is a utility token. Please read our white paper for more details.

What are the conditions for the token sale?

The token sale starts on February 10th 2018 and ends on April 30th 2018 if the Hardcap is not reached before, if not the sale would end automatically. The minimum amount of Etheera tokens for purchase are 75 ETA tokens per transaction. During the ICO timeline, a bonus of up to 40% is offered. To purchase Etheera tokens, you don't need to register and there is no White List Process. Accordingly is every ETH address able to send ETH and receive ETA. Contributors agree to our terms of service, terms of token sale and privacy policy automatically as soon as etheera token is purchased and Ether sent to our smart contract.

What method of payment is accepted?

The Smart Contract based on the Ethereum block chain allows only payments by Ethereum (ETH). However, we will offer you a guide which will help you how and where you can change Bitcoins or any Altcoins into Etheeras or how to get on some first cryptos using PayPal or credit cards.

Is the Etheera (ETA) Token ERC-20 compatible?

Yes, the ETA token is based on the Ethereum block chain platform and ERC-20 compatible. We recommend therefore to use MyEtherWallet or Metamask to send Ethers to our Smart Contract. Both are ERC-20 compatible. Never send transactions directly from an Exchange to a Smart Contract. This is a very high risk way because you don't own the private keys. This is the case why you should use MyEtherWallet or Metamask as they are yours and you own and control your private keys.

Where and how do I keep my ETA tokens?

You can keep your ETA token in every wallet, which is ERC-20 compatible and supports the ETA token. As an example, the MyEtherWallet.

How many ETA tokens will be available and how many are generally created?

There will be a maximum of 75'000'000'000 ETA tokens, of which 70% are offered 52'500'000'000 for the token sale to the community. At 70 ETA tokens sold, additional 10 tokens are created and retained for the reserved funding, 15 for founders and team, 3 for the advisors, 1 for marketing and 1 for expenses during when travelling and presentations. To provide a greater security, trust and confidence to everybody, the Smart Contract will automatically lock up the tokens for the reserved funding for 15 months, and the tokens for the team for 10 months and will release them only after this period.

If the Hardcap is not reached during the token sale, will the remaining tokens be destroyed?

Yes, the remaining tokens are automatically destroyed and can not be distributed.

How we plan to generate revenue and what is our business model?

We will generate our revenue from licenses of our software, advertisements and banners on the portal. In addition, we will offer our customers in the real estate sector, individual solutions and developments. Based on our Roadmap, it is apparent that our goal is an international global solution.

When is the ICO start?

The ICO will start on February 10th, 2018 / 10:00 AM UTC + 1, will end on April 30th 2018 10:00 AM UTC + 1.

Will there be a KYC / AML process during registration?

No. You don't have to register to be able to buy Etheera Tokens. We don't collect any data from you.

Is there a refund rule?

Yes. The tokens purchased are non-refundable. Only if the Softcap is not reached, will the Smart Contract carry out a refund to the investors. However, we do not assume that this will be the case.

Is there a guide provided on "How do I invest in Etheera"?

Yes, there will be instructions on how to join the Etheera ICO and how to create a compatible ERC 20 MyEtherWallet that you can receive the Etheera Tokens.

What is the Hardcap from Etheera token sale?

The Hardcap is 105,000 Ethers and the Smart Contract will not accept anything above.

What is the price for 1 Etheera token?

The price for 1 Etheera (ETA) token is 0.000002 Ethereum.

Is there a waiting lock up period for the team and the reserved funding tokens?

Yes, the automatic lock up period according to Smart Contract is 10 months for the team tokens and 15 months for the reserved funding tokens.

How can I make sure that I will receive the Etheera tokens? Is there a contract?

Yes, the Smart Contract is handling everything automatically and can't be modified after validation on Etherscan. So you will get your Etheera tokens immediately after sending Ethers to the Smart Contract address. The Smart Contract will automatically send you the correct amount of Etheera tokens back to your wallet. Sometimes, the transactions can take a few minutes up on a general overloaded blockchain network or depending on added gas price.

Will there be any special bonuses?

Yes, there will be a few different bonus stages during the ICO timeline. Please have a look on the ICO overview stated on the website or White Paper. The Smart Contract will trigger and handle the bonuses automatically based on the time period. Lets say you make a payment transaction in the first week starting February 10th where a bonus of 40% is given on purchases of Etheera Tokens: You buy 100 000 Etheera tokens and the smart contract will send you 140 000 Etheera tokens to your Ethereum address.

Are there any ICO country exclusions?

Yes! Due to legal and political reasons, citizens from the US, Canada, China, Singapore, Hong Kong, North Korea and Iran are not allowed to participate in our Etheera ICO. All contributors are self responsible to respect that rule! Etheera is not liable and can not controll this part as we don't collect any user data or use white list functions.

Does a commercial register extract exist in Switzerland?

Yes. The Etheera project is carried out by IZ Immobilien Kriens GmbH. The company is registered and active in real estate market since 2013. Below is the register extract and Weblink: CHE 178993268 <https://goo.gl/19yyn9>

Is there a minimum order count to buy the Etheera tokens?

Yes. For each transaction during the ICO, you will need to buy a minimum of 75 ETA tokens.

Was there an audit of the Smart Contract?

Yes of course. The Smart Contract has been programmed in Solidity and tested by our Smart Contract Expert and Advisor in the Robsten Test network and the code was completely tested and verified line by line before we released the contract for real validation on Etherscan.

Do you have any more questions?

Send us an email to support@etheera.com and we will try to respond to you within 6-12 hours. Join can also our official Telegram group at www.t.me/etheera

16. LINKS & SUPPORT

MAIN SITE

<https://www.etheera.com>

FACEBOOK

<https://goo.gl/DATN9j>

TWITTER

<https://twitter.com/Etheera1>

TELEGRAM

<https://t.me/etheera>

BITCOINTALK

<https://bitcointalk.org/index.php?topic=2697943.msg27704808#msg27704808>

YOUTUBE

<https://www.youtube.com/channel/UCQpveFhsBrO8zrElpyJQhCA>

MEDIUM

<https://medium.com/@etheera>

REDDIT

<https://www.reddit.com/user/Etheera-ICO/>

GITHUB

<https://github.com/Etheera>

LINKEDIN

<https://www.linkedin.com/company/etheera/>

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ADHERENCE TO ALL LEGAL AND REGULATORY STANDARDS

The purchase of any tokens involves a high degree of risk, including but not limited to the risks described below. Before purchasing ETA Tokens, it is recommended that each participant carefully weighs all the information and risks detailed in this White Paper, and, specifically, the following risk factors.

A. Taxes.

Token holders may be required to pay taxes associated with the transactions involving ETA Tokens. It will be a sole responsibility of the token holders to comply with the tax laws of the relevant jurisdictions and pay all required taxes.

B. Smart contract limitations

Smart contract technology is still in its early stages of development, and its application is of experimental nature. This may carry significant operational, technological, regulatory, reputational and financial risks. Consequently, although the audit conducted by independent third party increases the level of security, reliability, and accuracy, this audit cannot serve as any form of warranty, including any expressed or implied warranty that the ETA Smart Contract is fit for purpose or that it contains no flaws, vulnerabilities or issues which could cause technical problems or the complete loss of ETA Tokens.

C. Regulatory risks

The Blockchain technology, including but not limited to the issue of tokens, may be a new concept in some jurisdictions, which may then apply existing regulations or introduce new regulations regarding Blockchain technology-based applications, and such regulations may conflict with the current ETA Smart Contract setup and ETA Token concept. This may result in substantial modifications of the ETA Smart Contract, including but not limited to its termination and the loss of ETA Tokens as well as a suspension or termination of all ETA Token functions.

D. Force Majeure.

IZ Immobilien Kriens GmbH (Etheera) performance may be interrupted, suspended or delayed due to force majeure circumstances. For the purposes of this White Paper, force majeure shall mean extraordinary events ETHEERA WHITEPAPER VERSION 4.0 / 06.02.2018 and circumstances which could not be prevented by IZ Immobilien Kriens GmbH(Etheera) and shall include: acts of nature, wars, armed conflicts, mass civil disorders, industrial actions, epidemics, lockouts, slowdowns, prolonged shortage or other failures of energy supplies or communication service, acts of municipal, state or federal governmental agencies, other circumstances beyond IZ Immobilien Kriens GmbH(Etheera)control, which were not in existence at the time of Token sale. If such circumstances occur then the IZ Immobilien Kriens GmbH(Etheera) can not be held liable for any financial damages or similar consequences.

E. Disclosure of information.

Personal information received from ETA token holders, the information about the number of tokens owned, the wallet addresses used, and any other relevant information may be disclosed to law enforcement, government officials, and other third parties when IZ Immobilien Kriens GmbH (Etheera) is required to disclose such information by law, subpoena, or court order. IZ Immobilien Kriens GmbH (Etheera) shall at no time be held responsible for such information disclosure.

F. Value of ETA Token.

Once purchased, the value of ETA Token may significantly fluctuate due to various reasons. IZ Immobilien Kriens GmbH (Etheera) does not guarantee any specific value of the ETA Token over any specific period of time. IZ Immobilien Kriens GmbH (Etheera) shall not be held responsible for any change in the value of ETA Token. Assumptions with respect to the foregoing involve, among other things, judgments about the future economic, competitive and market conditions and business decisions, most of which are beyond the control of the IZ Immobilien Kriens GmbH (Etheera) team and therefore difficult or impossible to accurately predict. Although the IZ Immobilien Kriens GmbH (Etheera) team believes that its assumptions underlying its forward-looking statements are reasonable, any of these may prove to be inaccurate. As a result, the IZ Immobilien Kriens GmbH (Etheera) team can offer no assurances that the forward-looking statements contained in this White Paper will prove to be accurate. In light of the significant uncertainties inherent in the forward-looking statements contained herein, the inclusion of such information may not be interpreted as a warranty on the part of IZ Immobilien Kriens GmbH (Etheera) or any other entity that the objectives and plans of the Etheera project will be successfully achieved. Please note that the Etheera project ETA Token may be subject to other risks not foreseen by its team at this time.