



whitepaper



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futusato.com



Preface

Why the name FutuSato?

The reason for us to choose this name was because in our team we have a big fan of Japanese culture, and she introduced us with the Japanese word Furusato which literally means "old village" but its closer English equivalents are "home" and "native place." We liked this word a lot for the name of our project, unfortunately that name was already taken. So, after a brainstorming we came up with the idea of changing one of the letters to play with the words and keep a similar meaning and to add the futuristic part of our project to the name.

Futu - abbreviation of "future", reference to the word future.

Sato - definition from the Japanese language:

- village,hamlet
- countryside,country
- home (of one's parents, etc.),hometown
- one's origins,one's upbringing,one's past

About **FUTUSATO**

Futusato is a solution to the impossibility that new generations have nowadays of acquiring or buying a place to live. We offer individuals the possibility to invest in their legacy without depending on third-parties like governments or institutions by leveraging the power of blockchain and the crypto market.

Our mission is to provide you with a place to live both in the real and in the virtual world. And we want to achieve this not only by offering the product but also by providing services and solutions that will facilitate the process.

We want to be the shortcut to your legacy.

FUTUSATO WHITEPAPER



INTRO

Global Evolution

In the last 3 decades the entire world has witnessed huge technological advances. In the last 10 years we have witnessed a big step in the evolution of money.

We all know, at least in general terms, the history of money. We have been using “money” in one of its many shapes and forms for the last 3,000 years. Before that time, historians generally agree that a system of bartering was likely used.

Bartering is a direct trade of goods and services; for example, a farmer may exchange a bushel of wheat for a pair of shoes from a shoemaker. After that we used to trade goods, sometime around 770 B.C., the Chinese moved from using actual usable objects—such as tools and weapons—as a medium of exchange to using miniature replicas of these same objects that had been cast in bronze.

In 600 B.C., Lydia's King Alyattes minted the first official currency (coins). Around 700 B.C., the Chinese moved from coins to paper money (bills). The shift to paper money in Europe increased the amount of international trade that could occur.

Some time after that, the bank checks and the plastic cards came into play, followed by payments with mobile devices like Apple Pay and Google Pay a few years later, and currently we are experiencing the rise of a new monetary age: virtual currencies, aka cryptocurrencies.

And we all know, the whole game is changing not only because of the adoption of crypto but also because of the technology that will be part of the future.

The world is evolving, not only in a physical, economical and social way but also in a metaphysical and psychological way. It is getting more virtual than real.

It is more and more often to hear terms related to virtual reality, artificial intelligence, metaverse, etc. It is clearer than ever that all these words, concepts and innovations will merge eventually to create a new world.

Futusato wants to be part of this new world and here we want to present to you how...

THE PROBLEM

In our Real World

A lot of people, especially those involved with crypto have realized that the world is transitioning to a whole new different era at a very fast pace. However, the big majority won't realize this change until it is already here and they won't be able to get any benefit from it.

With the crisis of COVID, the high rates of inflation, the unemployment, the low salaries and the increment of the price in everything, it is getting harder for the average individual to create a decent living, to buy or own a place to live and even to be able to survive the daily struggles and get enough to cover the basic needs.

The main problem is that people cannot afford a home to build their life and create a fulfilling and comfortable lifestyle.

Deloitte just released a document with an overview about the European Housing market that shows clearly how the cost to buy a property has been increasing and will keep doing it for the years to come. Renting is also not a good option since the rental prices are moving up in the same proportion. Some people think mortgages are the way to go but the same document from Deloitte shows how mortgages are on the rooftop, making it harder for individuals to comply with the terms of those mortgages.

<https://www2.deloitte.com/content/dam/Deloitte/at/Documents/real-estate/at-property-index-2021.pdf>

In general, for young generations it is getting too difficult to be able to do something that their parents and previous generations could do much easier back in time: buy a house to live in.

This is just a clear sign that the system is not optimal and it doesn't work for the majority. It is time to use the new technologies we have and make them available to the people so they can use them to their benefit.

Not enough Eco-Friendliness

Besides the previous problem related to real estate prices, another factor to consider is the lack of importance around the world about being more balanced on our interaction with the environment. We don't have enough eco-friendly homes in the world and that's something Futusato wants to change too.

In the virtual reality (Metaverse)

Well, the virtual world or metaverse is just a whole new concept, it is so new that most people don't even know it exists. And because it is an emerging group of projects, we cannot really say that there is a problem with this. But for sure there is an opportunity that we want to exploit here in Futusato.

The increment of interest on buying digital assets is extremely obvious. We can constantly hear dozens of stories of people spending a lot of money buying art, pictures, icons, cards, objects, and pretty much anything digital. This trend will get even more obvious now that the adoption of the virtual world is about to go streaming thanks to the involvement of one of the biggest companies in the world: Facebook. Mark Zuckerberg even decided to change the name of his company from Facebook to Meta, making reference to the idea of creating the metaverse.

With projects like Decentraland, where people can already create their avatar and be part of this new virtual world, there are more and more things people will demand to make their "meta" experience more interesting.

Basically all what we use, buy and sell in our real world, will potentially be needed in the virtual world and more, since the Metaverse won't necessarily be limited by the limitations we have in our own world due to the laws of science.

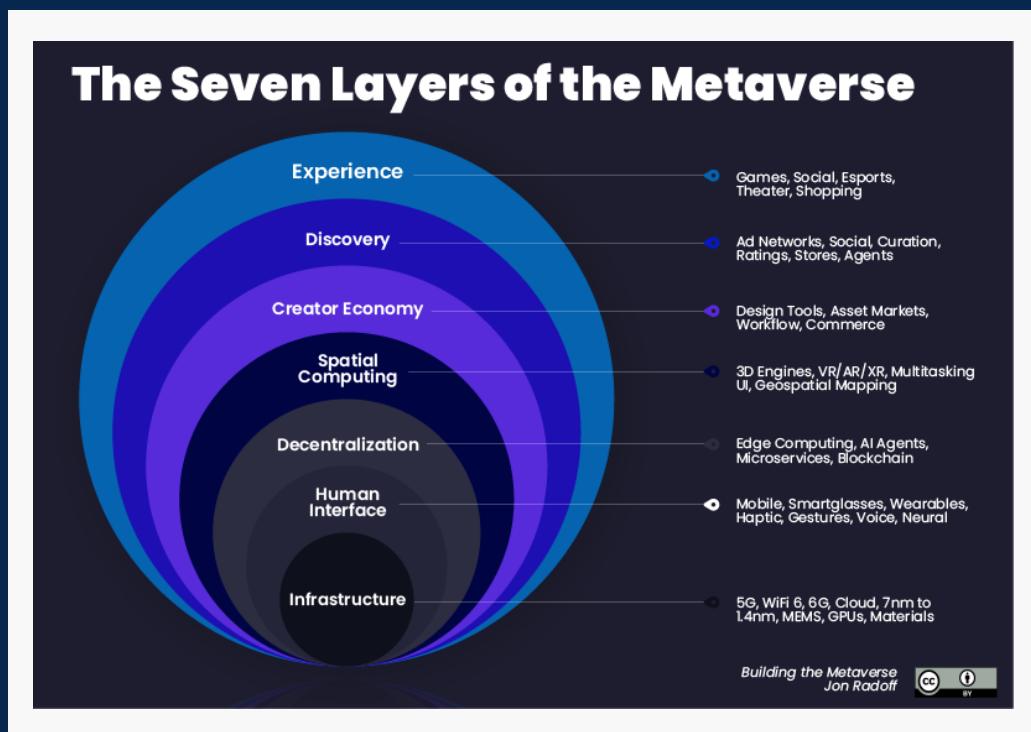
Users of the metaverse will need to buy all those things they will need in the virtual world and they need someone to create them so they can buy them. And that is the opportunity Futusato is exploiting.

You can read more about virtual reality project like Decentraland and Sandbox here:

<https://decentraland.org/whitepaper.pdf>

https://installers.sandbox.game/The_Sandbox_Whitepaper_2020.pdf

Or what Mark Zuckerberg is creating with Meta here: <https://about.facebook.com/meta>



THE SOLUTION

The strategy to implement for Futusato is divided in 3 main areas:

1. Token: The FUSA is the bridge between the implementation of our business plan and the investors that will help us to raise funds to achieve it.
2. Real World: The solutions to attack real life problems related to housing and living.
3. Virtual World: The opportunities that the Metaverse is bringing and we will exploit.

FUSA

The Futusato Token (FUSA) is a BEP20 token created in the Binance Smart Chain. This token has the sole purpose to represent the company in the startup phase and allow us to raise funds to develop the technological structure of the company.

There are only 30,000,000,000 FUSA tokens available. 46% of them will be distributed to the community. The rest will be used to fund the projects (25%), for the founders and team (12%) and for the bounty campaign and promotion (2%). The remains could be burned or used in unexpected or non contemplated scenarios.

Real World

We believe that it is perfectly possible to have a comfortable living and keep a balanced relationship with nature. We aim to create an industrial production of sustainable tiny houses that anyone can acquire.

We aim to create small communities around the world with tiny eco-friendly homes and self-sufficient food productions of vegetables. We aim to make it easier for young people and families to pay for their home without getting in crazy debt.

We aim to create a decentralized exchange so people can use our Futusato Token (FUSA) and trade with other important coins. We aim to provide crypto loans through our decentralized exchange so people can buy a Futusato home easily.

We aim to create a crypto lottery where anyone can participate and win a tiny house to live in using the transparency of blockchain to pick up a winner.

Virtual World (Metaverse)

Users are already spending real money buying virtual clothes for their avatars, creating stuff to fill this virtual world. They are even spending money to buy virtual land that will belong only to them in the virtual world and much more. Just like we buy land in real life to buy a house or a factory. It works in a similar way in the virtual world.

NEWS: Barbados to Become First Sovereign Nation With an Embassy in the Metaverse

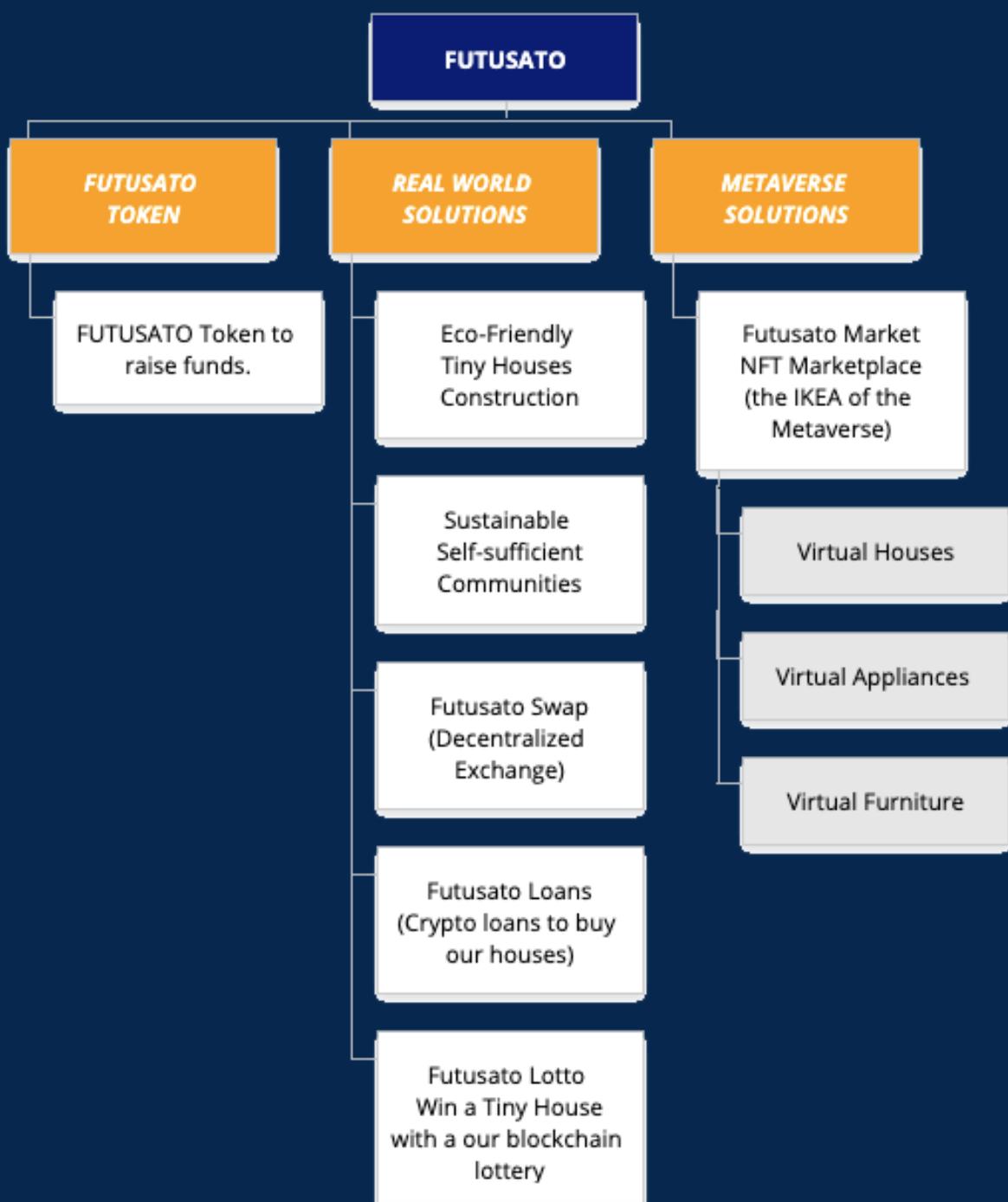
<https://www.coindesk.com/business/2021/11/15/barbados-to-become-first-sovereign-nation-with-an-embassy-in-the-metaverse/>

If governments are building presence in the Metaverse it is because this is going to be big.

And with this, there is something else that people will need, not only in real life but also in the virtual world: houses, properties, buildings, furniture and more!

Futusato is the company that will create your real life home and an exact replica of it for the virtual world.

Futusato will provide an NFT marketplace only for houses, appliances, and things related to livelihood. Futusato will become the IKEA of the Metaverse.



FUTUSATO PRODUCTS



Eco-Friendly Tiny Houses

NFT Virtual Homes



NFT Virtual Furniture
And Appliances

MARKET OVERVIEW

There are great ideas in the world but the best idea is rubbish if there is no market to profit from.

That is why we want to show you how profitable our project can be, before you take the decision of investing in it.

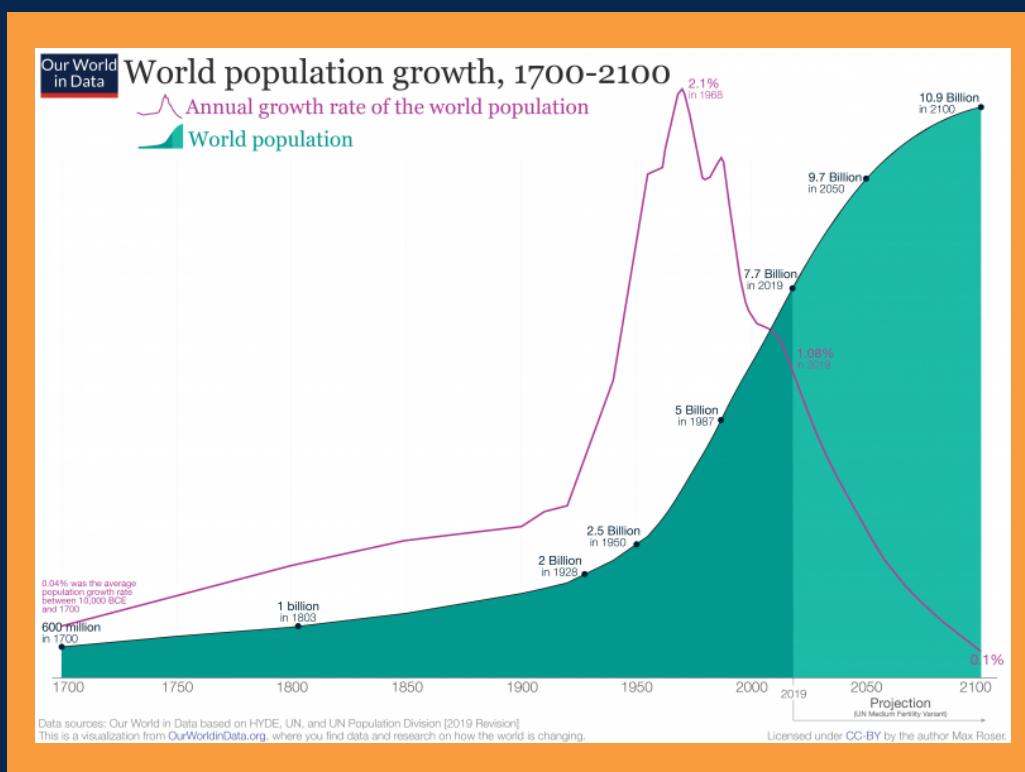
So, let's take a look at each one of our niches.

Eco-friendly Tiny Houses (Real Estate)

Let's keep it simple because we don't want anyone to get bored.

Is the global population still growing?

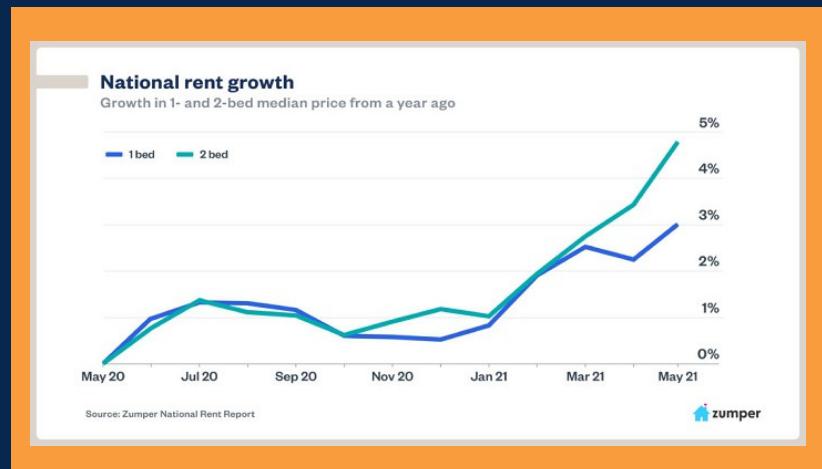
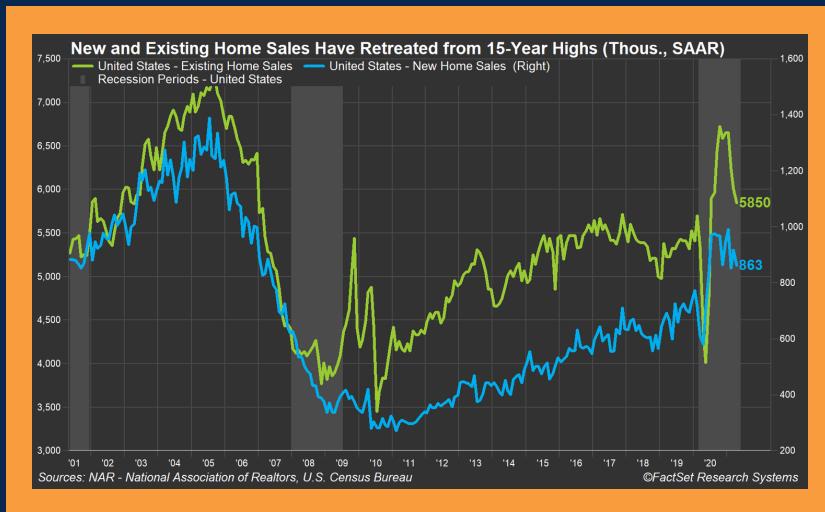
According to the graph below, it seems the global population will continue to grow for the next years, maybe not at the same pace but it will still grow.



Will people still need a place to live?

Unless global warming gets so messed up that allows every individual in the world to live on the streets without a risk of freezing to death, it looks like every person will still need a house to live. Unfortunately, not everyone can move to the beach and sleep the rest of their lives on a hammock. We would love that though.

In the U.S. the rate of people buying houses has diminished in the last 15 years, but at the same time people renting houses has increased. This proves that it is not because people don't want to buy a house, it is because they can't afford one.



And the reason they cannot afford a house is because clearly the house prices have skyrocketed even considering the crisis of 2008.



Do people want to buy a house?

Yes

Can they buy a house?

Most of them, no!

Why can't they buy a house?

For a combination of factors, related to high price of houses, low income on their jobs, inflation, etc.

Will they be interested in buying tiny houses made specially for their basic needs and with eco-friendly features to save money on utilities?

In Futusato, we think so and we are willing to put our money, time and effort into it.

How big is the real estate market cap in the world?

The size of the professionally managed global real estate investment market increased from \$9.6 trillion in 2019 to \$10.5 trillion in 2020. So, we are talking about taking a slice of those \$10.5 trillion.

If you would be our investor, do you want a slice of that cake too?

We think so.

Metaverse Houses (Virtual Estate)

Ok, now the fun part. The metaverse is pretty much new so it is going to be hard if not impossible to share the same type of graphs. However, we will share with you how well accepted the metaverse is so far and we want you to understand that this is an emerging technology that is in a very early stage. That means the potential growth of this industry is massive and we want a part of that too.

'Digital home' sells for \$500,000 in latest NFT sale



An NFT digital home artwork called 'Mars House' has sold for \$500,000. Photograph: Online

A virtual house was sold as an NFT for half-million dollars.

Someone bought a \$650,000 NFT yacht for a game that hasn't been released

By Ted Litchfield published 8 days ago

What if we took the beloved children's game Minecraft, and added the concept of private property?

[f](#) [t](#) [g](#) [p](#) [r](#) [e](#) | [COMMENTS](#)



A virtual yacht was sold as NFT for more than half million dollars.



And in general, so many NFTs have reached exorbitant prices, like this CryptoPunk sold for more than 4 million dollars.

And you can check this list of the most expensive NFTs ever sold:

<https://www.dexerto.com/tech/top-10-most-expensive-nfts-ever-sold-1670505/>

But you get the point, the NFT/Virtual reality industry is just starting and the potential is huge. In fact, experts predict that the metaverse could be worth 1 trillion dollars very soon.

<https://www.trtworld.com/magazine/a-meta-market-opportunity-the-metaverse-could-soon-be-worth-1-trillion-52067>

We know 1 trillion compared with 10 trillion of the real estate is not much, but if we consider that this is just starting and we are getting on it as fast as we can, we can say that it will be easier to get a bigger slice of that trillion in less time than to get a slice of the real estate due to the competition. Besides, it is easier to make virtual homes than to build real homes.

CONCLUSION

There is a huge market with the right balance of supply and demand for Futusato to be part of it.

We are entering this industry with a good team, a great strategy and competitive products and services.

Futusato has a lot of room to grow and become an important company in the Metaverse.

We will grow and take our part of this market with or without you,, the question is...

Will you be a part of the evolution?

OUR TEAM



E. Christian Trejo
MEXICO



Attila Tolnai
HUNGARY



Sandor Müller
HUNGARY



Viktoria Müller
HUNGARY



Gabor Tolnai
HUNGARY

The background image shows a modern wooden cabin with a dark blue roof and light-colored vertical siding. Large windows with dark frames are on both sides. A balcony with a white railing and two blue lounge chairs is visible on the right side. The sky is clear and blue.

Official Links

Website: <https://futusato.com/>

Twitter: @Futusato_

Instagram: @Futusato_official

Trustable Domains

Futusato.com

Futusato.io

Futusato.co.uk

Futusato.eu

Futusato.net