

# Bitproperty

A Platform for Tradable and Liquid Real Estate

Whitepaper Dec.20, 2017

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# Part 1: Business/Value Proposition

## The Bitproperty Vision

Bitproperty is a real estate tokenization platform on the Ethereum blockchain. With Bitproperty, anyone can create, buy, or sell rights to real estate revenue streams with a new kind of asset class. Through Bitproperty, investors get the advantages of high liquidity REIT structures without the disadvantages of REITs and direct equity ownership.

This solves 2 major problems. First, it eliminates prohibitive financial barriers to investing directly in real estate by making a new class of highly liquid real estate assets, with trading facilitated by the Bitproperty platform. Second, it allows anyone to tokenize property on an open market, thereby opening real estate to an entire world of investors. Bitproperty will be backed by energy generating real estate from the start, and will launch a token sale for ownership of the platform revenue and Bitproperty company owned assets. Bitproperty's ultimate goal is to revolutionise how the world invests in real estate.

#### Market Problem

Existing real estate investment models have immense barriers to entry. They create onerous burdens on the regulatory and financial side which make investing unfeasible for most people.

For example, if you wanted to own an entire property in a foreign country, in addition to the significant capital for purchasing the asset itself, you would generally need to incorporate a local entity as investing as a foreign resident individual is restricted in most jurisdictions. After the expense and time spent creating the corporation, finding a local director and a registered office address, you would also be required to fulfil all tax, accounting and registration obligations ongoing.

REITs offer investors exposure to real estate markets without the necessity of acquiring an entire property and shift the management and compliance obligations to the fund management. They enable access for investors with smaller amounts of capital but minimal investment requirements remain. At the same time they introduce unnecessary and wasteful costs. The entire process dilutes licence-fees and drains capital from investors.

Regulations vary widely depending on the jurisdiction, but they are significant in all cases. In addition to compliance costs, there are restrictions on the types of property funds may invest in, further limiting investor choice and developers access to capital.

The result is an extremely restrictive real estate market where only the wealthiest can participate. Few are allowed to invest in real estate at scale. This creates huge challenges for foreign investors.

We can summarize these 3 main problems as follows:

- 1. Traditional real estate investment processes (including traditional REITs) are inefficient, slow, and expensive, while denying investors direct control.
- 2. Real estate investing regulations are prohibitive and limit the potential pool of investors.
- 3. Investment size restrictions price out the vast majority of interested investors.

These challenges are worldwide. We're creating Bitproperty specifically to solve these problems in these markets, starting with Japan and negotiating to rapidly extend support for properties in jurisdictions worldwide.

## The Bitproperty Solution: Democratizing Real Estate Investment

Bitproperty solves these problems by introducing the replacement to traditional real estate investing: A tokenized real estate platform, with real estate represented by licenses to the profit of real estate. This platform will overcomes traditional challenges in investing in real estate, as seen in the table below.

Investing Vehicle	Advantages	Disadvantages
Entire Property	<ul> <li>Highly stable licence-fees</li> <li>Complete control of equity and the property</li> </ul>	<ul> <li>High capital requirements</li> <li>Severe cross-border capital flow restrictions</li> <li>Farm needs to be managed carefully</li> </ul>
REITS	<ul> <li>-Less upfront capital requirements</li> <li>-Asset liquidity is improved</li> </ul>	<ul> <li>You have no control over property chosen</li> <li>Regulations limit funds access to certain categories of property.</li> <li>Because it's a listed company, it has regulation and compliance costs</li> <li>Large corporate structure adds significantly to costs</li> </ul>
Bitproperty Tokenized Real Estate	<ul> <li>Highly stable licence-fees</li> <li>Complete control of distribution of properties</li> <li>Extremely liquid.</li> <li>No minimal capital requirements.</li> <li>Ability to create portfolios comprised of multiple assets in multiple jurisdictions.</li> </ul>	No direct control over the property

First, Bitproperty streamlines real estate investment by replacing traditional securities with tokenized contracts. These tokenized contracts represent 'licenses to profit'. They let real estate holders reduce costs of expanding at scale, while eliminating regulatory burdens. These tokenized contracts do not qualify as shares in the sense of traditional securities, but only 'licenses to profits with no KYC requirements. This lowers regulatory costs dramatically.

Second, profit distribution is made both cheap and efficient with the Ethereum blockchain. Bitproperty tokens (BTP) will be ERC-20 tokens, while Asset tokens will have a custom architecture. BTP tokens will be distributed and tradeable as token holders see fit. This makes profit distribution extremely easy. Profits can be distributed in Ether instantaneously.

The third challenge is the restrictive regulations that limit the pool of investors. Previously real estate investment at scale was limited to large organizations, high net worth individuals, and REITs. With divisible Bitproperty asset tokens, investors can contribute however much they

want, when they want. If an investor wants to enter a contract with \$200 instead of \$200,000, they need only buy \$200 worth of that particular asset token on the Bitproperty platform. This gives Bitproperty real estate liquidity from day 1, while the Bitproperty platform opens real estate to a worldwide pool of investors.

Trading in ETH rather than FIAT and using smart contracts to distribute licence-fees effectively eliminates the majority of compliance requirements. The asset ownership legal structure is possible in many jurisdictions worldwide.

Japan will be the first major market for Bitproperty. Bitproperty has worked with Japanese regulators to pioneer this new contract for the licensing of real estate profits, particularly with regard to energy-generating assets. By working closely with regulators, Bitproperty has streamlined license issuance to the point where tokenizing these energy-generating revenue streams is trivial in cost for asset issuers. Investors will have legal rights to the profits of Japanese assets while completely sidestepping the prohibitions and costs that come with direct investment into Japanese real estate and equity. The barrier to foreigners owning Japanese revenue streams will have been overcome.

East Asian countries are filled with investors eager to diversify their holdings. Japanese real estate is considered to be exceptionally secure. There has been strong interest for investing in Japanese assets and talent for years, but regulation and cost concerns have kept them away. By eliminating the regulatory burden and financial barrier, Bitproperty will allow foreign capital to flow into Japanese projects.

We also plan to list international real estate at release time and are already negotiating with regulators and real estate developers in Europe, South America, Caribbean and South East Asia regions.

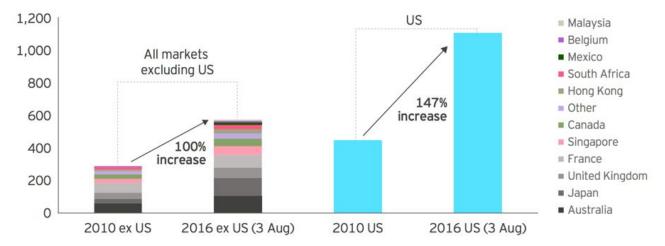
In short, Bitproperty will:

- 1. Allow anyone to issue and trade real estate assets as licenses to profit. These licenses are then tokenized on the Bitproperty platform.
- 2. Allow international investors to enter any participating real estate market legally and efficiently worldwide.
- 3. Eliminate investment size restrictions and democratize real estate investing. Anyone will be able to invest any amount they wish into highly liquid real estate with direct access.

## Bitproperty Target Markets & Size

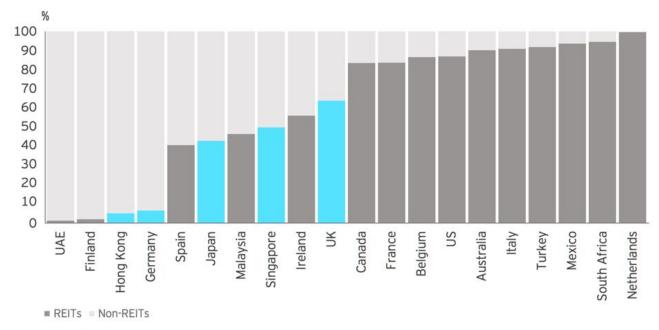
Bitproperty's long term goal is to tokenize real estate worldwide. We envision a world where anyone can put their real estate on Bitproperty, and anyone can buy it, a world where real estate investment is democratized and open to all.

REITs have become an increasingly popular vehicle for real estate ownership. Global market capitalization now stands at approximately US\$1.7t. Bitproperty now aims to begin with targeting the existing REIT market and to tokenize assets difficult to securitize using traditional vehicles.



Source: SNL Financial

REITs represent the vast majority of listed real estate in many jurisdictions. By removing cross border investment restrictions, improving liquidity, and significantly reducing management and compliance costs whilst retaining all the benefits of traditional REITS we hope to eventually replace the old structure.



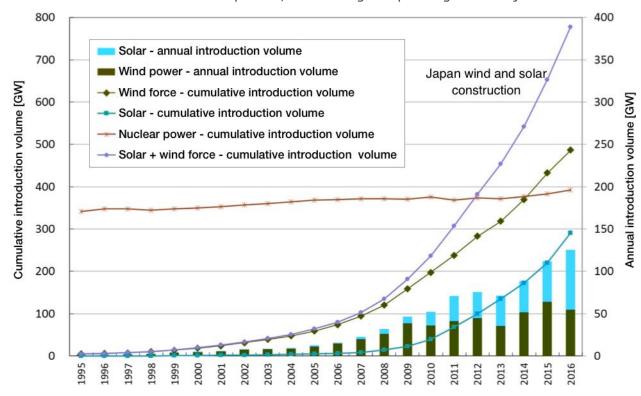
Source: SNL Financial

While there are many types of real estate that could benefit from tokenization, Bitproperty will focus on Japan's energy generating real estate market to start.

Japan has the perfect confluence of factors to make disrupting real estate feasible. It has outdated and inefficient processes for real estate investment, combined with high barriers to entry. In this market Bitproperty can provide compelling value to both real estate owners and investors globally.

The market is still in its early growth period, and investing and regulatory barriers have slowed the growth and expansion of energy generating real estate. This happens even while the price and demand for electricity per capita increases making energy generating real estate in Japan an increasingly good investment.

Tokenizing Japanese energy generating real estate will be the perfect way to break into the real estate market. As the model is proven, we will begin expanding to other jurisdictions.



## Use Case: A Japanese Solar Farm and a Wind Farm

Today there is rising demand in the Japanese energy market. By tapping into energy generating assets, Bitproperty will be riding this wave into a broader real estate market. Bitproperty has purchased an energy generating project in Japan, a solar farm. The profits of this solar farm will flow directly to Bitproperty Token (BTP) holders, making BTP tokens asset-backed from day 1.

This solar energy farm was valued at over \$14,000,000 at the start of 2017. The specifications for this farm are below:



Address

20810-3 Kanekuhara, Shiraho, Ishigaki-Shi, Okinawa (and other 9 parcels)

Land area 19,760 m2 (5,977.4 tsubo)

Rights Ownership

Number of panels installed 7,704 panels

Power output 1964.5kw

Approval number by METI A 520255 I 47

Term of power delivery contract June 2, 2015 to June 1, 2034 For 20 years

Electricity contract price 1 kw/h = ¥40 + 8% (consumption tax)

Market price 1.5 billion yen

Net profit ¥76,521,184 (From August 2014 to July 2015) Yield 5.1%



\$15 million in pre sale BTP tokens have already been sold to launch the first solar farm on the network for which they are already receiving licence-fees

We released an app for initial investors allowing simple review of monthly revenue and licence-fees.

https://itunes.apple.com/jp/app/bitproperty/id1223306463?mt=8

We plan to list several selected third party owned Japanese energy generating assets before general release.

Our goal with these early Japanese projects is to do the following:

- 1. Maximize the security of international investments via the Ethereum blockchain with real world revenue streams.
- 2. Explore the consequences of bringing liquidity to multiple real estate assets on the blockchain.
- 3. Ensure all components of the Bitproperty smart contract system continue working smoothly.

After all tests have been passed, other asset issuers will be allowed to issue asset tokens for their real estate on Bitproperty.

# Part 2: Technology

## Bitproperty as an Asset-Issuing Platform

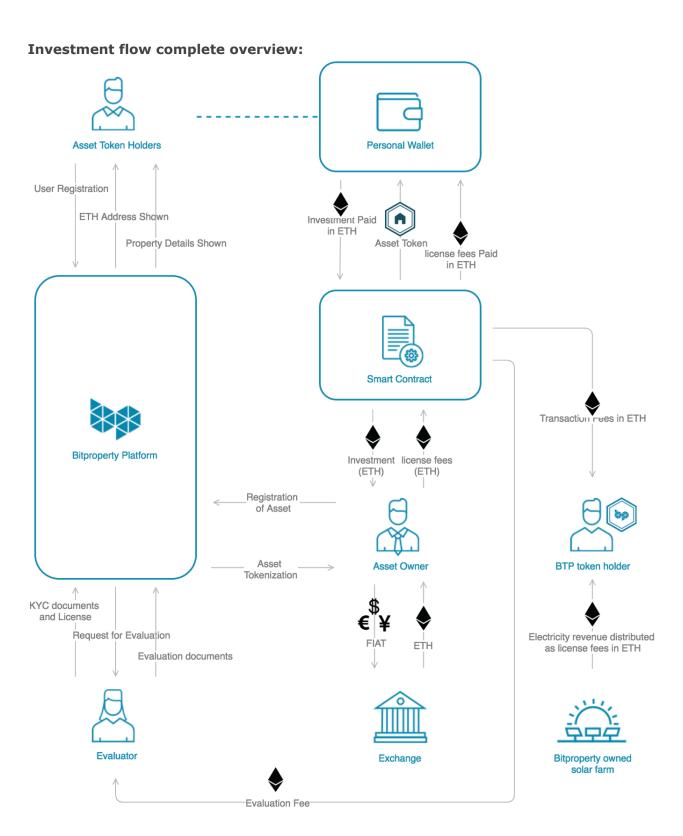
At the most basic level, Bitproperty is a platform for issuing real estate assets and distributing licence-fees, so there are a limited number of technical components. These components are:

- 1. Asset Class & Crowdfunding Module
- 2. Auditing Modules
- 3. License fee Issuance Module

These components will be run on the Ethereum blockchain and combined with the Bitproperty webapp to create a clean, easy means of issuing and funding tokens.

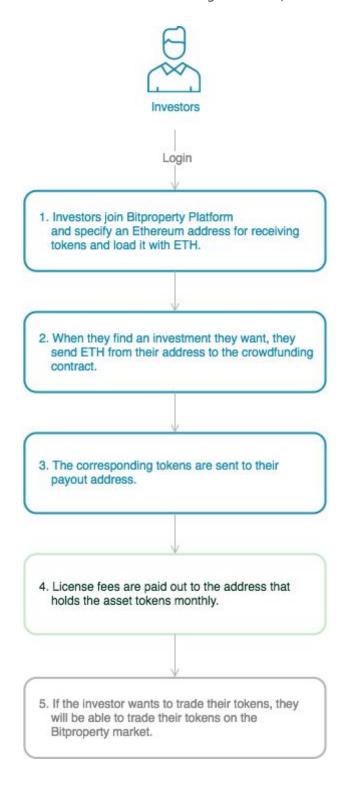
There are 3 classes of users on the platform. Each user class serves a different role, and we will outline those roles in the sections below. These 3 classes are:

- 1. Investors
- 2. Asset Owners
- 3. Evaluators



## Userflow: Investors

Investors participate on the Bitproperty platform to invest in lucrative revenue generating assets and global real estate. Their user flow is straightforward, as follows.

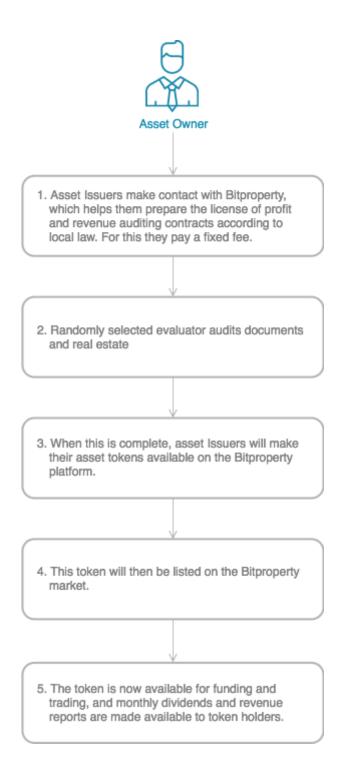


For investors, the entire process is straightforward. There are no KYC/AML requirements to use the platform and Bitproperty is in compliance with all relevant laws and regulations. We will be working alongside institutions to ensure compliance remains seamless.

### Userflow: Asset Owners

Real estate owners can create asset-backed tokens in order to raise capital. Their desire is to do so as quickly and efficiently as possible, with minimal costs in time and money. With Bitproperty we have done most of the work for them, they need only follow the steps below:

- 1. Asset issuers make contract with Bitproperty, which helps them prepare the license of profit and revenue auditing contracts according to local law. For this they pay a fixed fee.
- 2. Randomly selected evaluator audits documents and real estate.
- 3. When this is complete, asset issuers will make their asset tokens available on the Bitproperty platform.
- 4. This token will then be listed on the Bitproperty market.
- 5. The token is now available for funding and trading, and monthly licence-fees and revenue reports are made available to token holders.



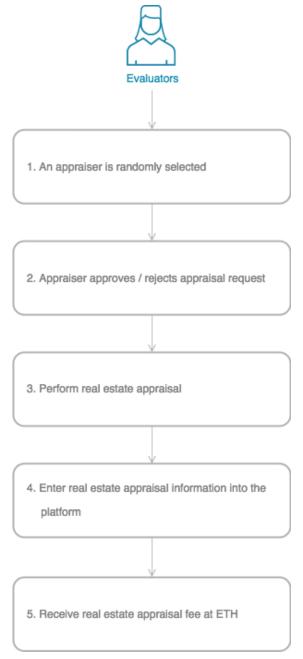
After the initial work preparing legal documentation and issuing the token, the process of distributing profits from asset issuer to token holder is straightforward and automatic. This solves many of the challenges of Asset Issuers, as now the process of distributing rewards to investors becomes dramatically more efficient.

## Userflow: Asset Evaluators & Bitproperty

Asset Evaluators are the final class of users on the Bitproperty Asset Platform. Their role is to give a valuation for properties list on the platform. In Japan (and most jurisdictions) evaluators are required to have a real estate appraiser license. When new real estate is listed on Bitproperty, an asset evaluator is chosen at random to evaluate the property in exchange for a fee.

Bitproperty will be responsible for all tasks related to legally securing the token contracts. These tasks include:

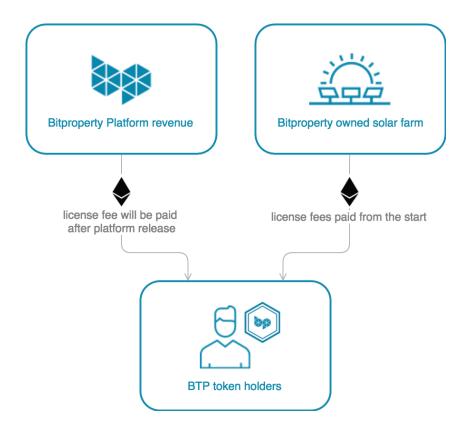
- 1. Making contracts with asset issuers to help them prepare the license of profit and revenue auditing contracts according to law.
- 2. Making the first audit of all relevant corporate documents available, prior to the listing.
- 3. Ensuring the long term health of the contracts.



### Asset Types: Bitproperty Tokens and Asset Tokens

There are 2 classes of tokens on Bitproperty: Bitproperty tokens (BTP) and asset tokens. BTP tokens represent ownership of the transaction fees of the platform as well as Bitproperty's own solar farm, while asset tokens represent individual licenses to profit for different kinds of real estate. Investors will be able to purchase these tokens for ETH, as ETH is the primary transaction currency on the platform, and all licence-fees will be paid out in ETH.

#### The BTP token:



These tokens represent neither shares nor bonds. Tokens represent tradeable contracts that entitle contract holders to a certain percentage of the net profit in a certain time period. Bitproperty itself is the custodian of these contracts and the enforcer of obligations, though token holders are the beneficiaries of them. Below is a diagram showing their function:

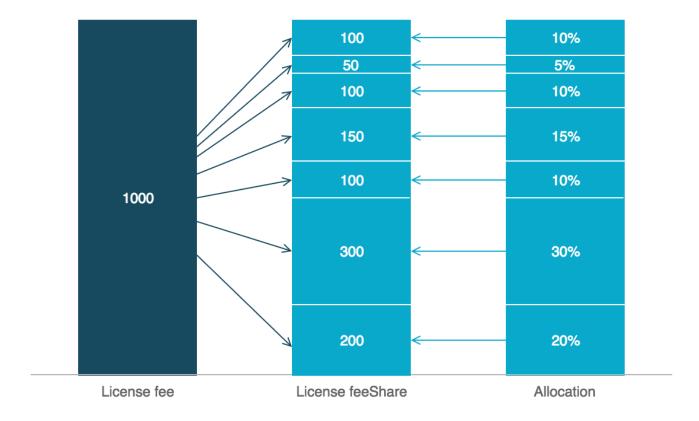
These asset tokens give asset issuers flexibility in seeking financing and working with investors.

# Part 3: Roadmap & token sale

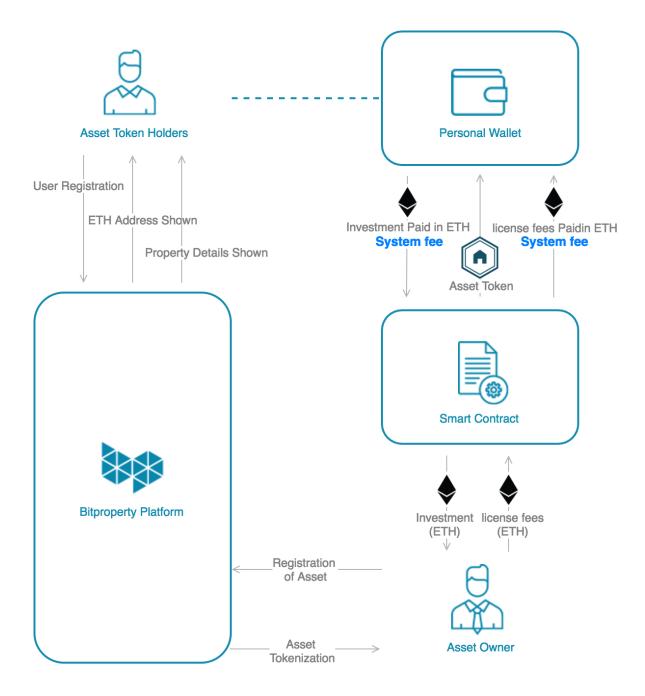
## Bitproperty Token Economics

Bitproperty's evolution depends on the support of network participants. These participants are marked by their ownership of Bitproperty ownership tokens (BTP).

To incentivize token holders to support the continued growth of the network, BTP holders receive fees relative to their BTP holdings. The Bitproperty platform charges transaction fees to investors and asset owners, these are distributed to token holders in proportion to their ownership of the BTP token. BTP holders also receive all profits from the BTP solar farm.



The precise amount of fees generated on the Bitproperty platform depends on transaction volume and the yield of Bitproperty's solar farm. This applies to asset purchases and sales on the platform, and dividend payments.



It should be noted that BTP transactions are totally unaffected by cryptocurrency fluctuations. The value of BTP and asset tokens reflects the real world assets that back them. The exact transaction fees will be decided closer to release date.

For example, suppose transaction fees were set at 10%.

Suppose that \$1,000,000 USD worth of ETH moves through Bitproperty as licence-fees in a month, alongside \$2,000,000 USD worth of ETH in asset purchases. The total transaction throughput will be \$3,000,000 USD worth of ETH. BTP holders will receive 10% of that, totalling \$300,000 worth of ETH in that month. The fluctuations of ETH are irrelevant to the price of BTP tokens and asset tokens which are priced in fiat. ETH is strictly a transactional currency, protecting investors from crypto-volatility.

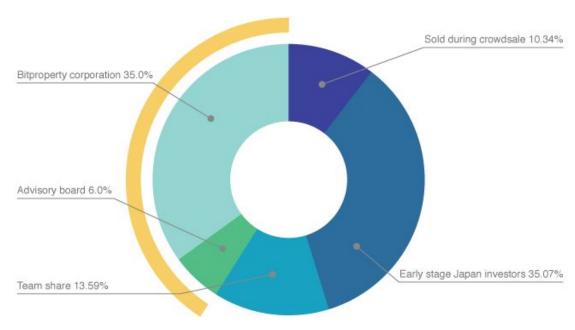
This ETH will be distributed to BTP holders according the percentage of total BTP they own. Given the above example, if you owned 10% of all BTP tokens, you would receive \$30,000 USD worth of ETH in transaction fees in that month.

### Token Sale Structure & Terms

To democratize the real estate market, Bitproperty will launch a token sale. In this token sale supporters will be able to purchase Bitproperty tokens (BTP) to get ownership of profits and transaction fees from the Bitproperty platform. Note that because of regulations, US and Japanese persons must be excluded from the token sale.

The more support in the token sale, as measured in funding, the faster we will be able to complete our milestones. \$14 million in BTP tokens have already been sold during a presale. Our remaining token sale specifications are as follows.

There will be a total of 2.9 billion BTP tokens issued, with no inflation or further creation. The following table below shows the overall token distribution.



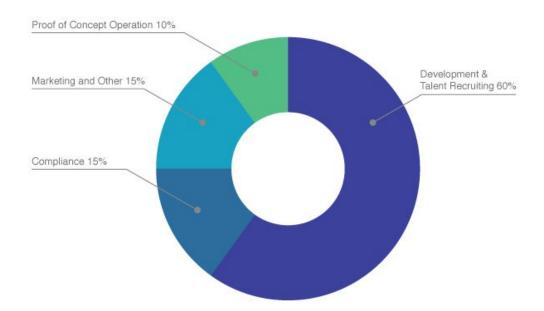
Use	Proportion	BTP (10,000BTP=1ETH)	
Total supply	100.0%	2,900,000,000	
Sold during crowdsale	10.34%	300,000,000	
Early stage Japan investors	35.07%	1,017,022,758	
Team share	13.59%	393,977,242	
Advisory board	6.00%	174,000,000	
Bitproperty corporation	35.00%	1,015,000,000	
Team share, Advisory board, Bitproperty corporation tokens are vested for a period of 6 months			

The maximum cap will be 30,000 ETH. If the maximum is reached, then we will have the full resources necessary to move at an accelerated pace, as marked in our milestones.

- Bitproperty is raising 30,000 ETH.
- 1ETH=10,000BTP
- US and Japanese persons are excluded from the sale.
- The date of token sale will be announced on our ICO website.

## Use of token sale Funds & Budgeting

Bitproperty will use all collected funds to further the vision and open Japanese businesses to foreign investment. Below is a breakdown of the projected distribution of funds.



#### Development & Talent Recruiting (60%):

60% of funds will go towards creating a safe and secure Asset Platform. This means investing in top class technologists and auditing. The remainder of this budget will be devoted to finding the best real estate partners and bringing their real estate to the Bitproperty Asset Platform.

### Compliance (15%) :

While Japanese compliance is complete, we can dramatically expand the potential investor base by completing compliance requirements in other jurisdictions. We will use this part of the budget to arrange legal representation and licensing in other jurisdictions.

#### Marketing and Other (15%):

After we've gained access to our first overseas jurisdictions, this portion of the budget will be invested in raising awareness with foreign investors and bringing them to the Bitproperty platform. Additionally, we will tap this fund as unforeseen events and risks arise, using it to support Bitproperty's expansion generally.

#### Proof of Concept Operation (10%):

The operational costs for Bitproperty, the  $\beta$  version product, will be covered by this part of the budget. We will use this budget to subject the Beta to various stress tests and attacks to ensure that the system works optimally. Once these Proof of Concept trials are complete, we will move to the next phase.

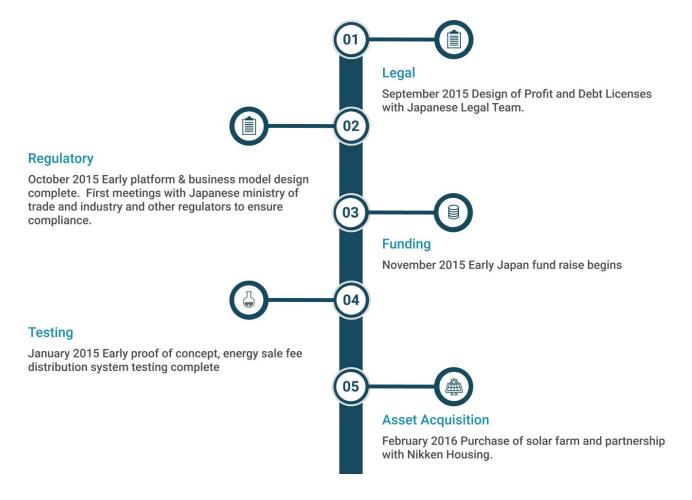
# Part 4: Project Roadmap

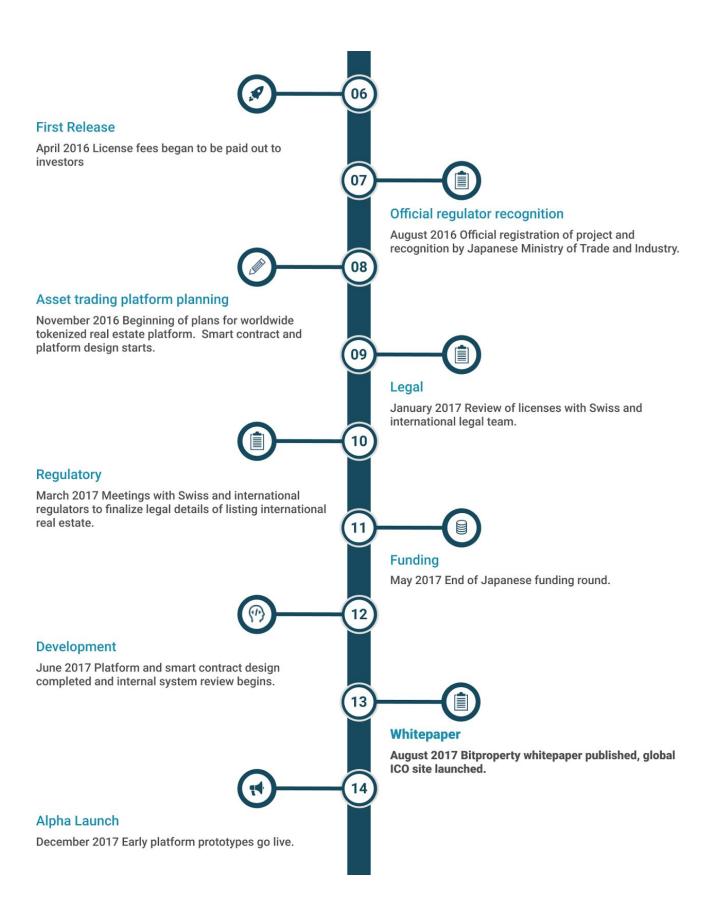
## Overall Project Roadmap

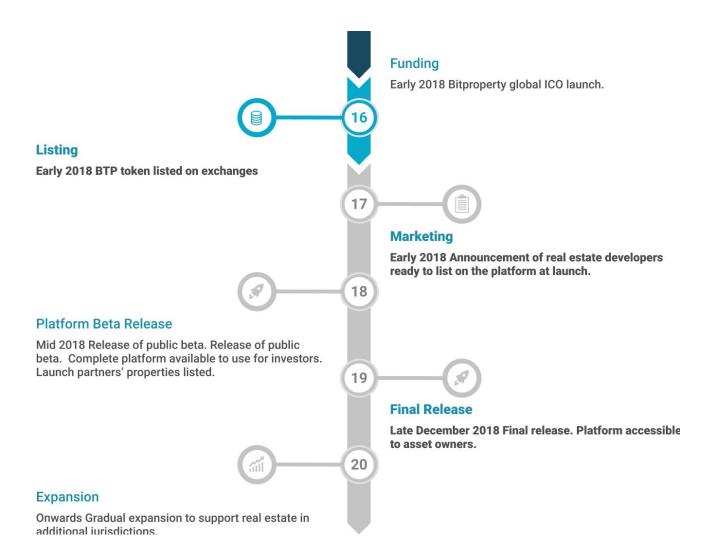
We started Bitproperty in November, 2015, and have been working on it for a year and a half. The early stage of the project is complete and our early investors in Japan are already receiving license fees from our solar farm.

We are now seeking funding to move to the next phase; to develop the platform and to begin to support different types of real estate worldwide.

Here is our current roadmap, showing how far we've come and how far we want to go.







## Part 5: Team

The Bitproperty team is a varied group of experts with a great deal of international business experience. They are also long time experts in blockchain technology.

### Bitproperty Core Team



**Ryo Nomura**Bitproperty CEO

Back in 2004, he found his own company in London, providing gaming computer and sold it in 2007. After experiences in multiple companies, he joined Cisco Systems as a network engineer, working on various projects to minimize network downtime. In 2013, he worked in Recruit Lifestyle Co., Ltd. and made a contribution to the business collaboration and development. In this regard, capitalized on over 20 million registered users of Recruit, he had successfully launched the joint venture with RareJob Inc. in the online education market. As a result, the project had exceeded the sales target after the release. In 2017, he decided to join the Bitproperty Project as a project founder and was appointed CEO later.



**Shunta Oka**Project Manager and UI/UX Lead

He began his career in 2006 at TOTO Bath Create Ltd. as a CG supervisor and later joined Sailor Pen Co. Ltd., developing the new product and the design. In 2011, he worked in the branch of American design consulting firm, Ziba Tokyo and had extensive experience with UI/UX design for smartphone. In 2013, he started his own design consulting company, HENKA and was dedicated as UI/UX designer. The next year, he was involved in the launch of a new business, the development of new apps, the UI renewal of the EC app and Yahoo map as a manager of UI/UX design team at Yahoo. In 2016, he decided to devote himself to the Bitproperty project. As UI/UX designer, he has been working on the design for new services and the BI/VI design for the company.



**Hayato Shimomae**Bitproperty Full Stack Engineer

He specializes in web service and infrastructure development. He has several years of experience developing new web service, its management, and infrastructure development, at HeartRails Inc. and pixiv Inc. In 2017, he participated in Bitproperty project as a full-stack engineer. He has been engaged in development of the new web service, and infrastructure development.



**Ryo Hasegawa**Bitproperty Backend Engineer

In 2014, he joined RAWHIDE.Co.,Ltd. and worked on the development of valuation system for housing, managerial accounting system and the launch of auto package tracking app, and later he began his own business. He has specialization in the development of Ruby on Rails and has been engaged in the development of sharing economy service and video-on-demand system. When he worked on the launch of the new service in advertising, he made study of the service applying blockchain technology. At the time, he realized the full of potential of blockchain and became the enthusiast. In 2017, he decided to join the Bitproperty project.



**Rie Igarash**Public Relations and Marketing Specialist

She specializes in Public Relations and Marketing. She has joined MOGABROOK Co., Ltd. in 2007. Managed beauty product imports and as part of a beauty school, taught students nail art. Utilizing those skills joined CLASTYLE Co., Ltd. in 2009. Worked for public relations, more specifically nail school promotions and television promotions. Joined Bitproperty in 2016, using her experience in the sales department joined as a PR officer.

## Supporters



Patrick Storchenegger Bitproperty Legal Advisor



**Francis Müller**Support and token holder relations



**Stephen DeMeulenaere** Support and token holder relations



**Daniel Riveong**Support and token holder relations



**Dr. Angelina Parfenova** Energy Advisor

#### **Advisors**



**Yonatan Ben Shimon** General Advisor

Yonatan is an entrepreneur, thinker, inventor, explorer and founder of multiple startups including Matchpool and d-p.com. Yonatan also serves as a fintech community organizer, bringing together startups with investors and others to help enable innovation and growth.



**Max Richardson**Marketing and Design Advisor

Maximus is a serial entrepreneur and co-founder who has helped established multiple startups and companies including Matchpool, Made By Croft, HDNSM, and Montalto Shoes. Maximus' experience across multiple fields helps position him to tackle the challenges of innovation that spans industries.



**Lior Zyzman** Legal advisor

Lior is an experienced legal veteran who helps advise blockchain projects as they navigate legal frameworks. He is an attorney at ZAG-S&W Law Offices and was also the co-founder of StarTau, Tel Aviv University's entrepreneurship club. Advising blockchain projects on legal aspects and Biz Dev



Mitchell Loureiro Marketing Advisor

Is a blockchain crowdfunding expert and marketing & communications specialists. He has helped multiple startups with their marketing needs and has helped blockchain companies tell their stories to the world.



**Liam Robertson** Alphabit CEO/Market Advisor

Liam is the co-founder of Alphabit, an investment fund focusing on digital currencies. He has extensive experience as a portfolio manager, and financial analyst. As Alphabit CEO, he has experience investing in companies that are pursuing ICOs.



**Chris Alleyne**Cariblist Hausmeister / Karibik Immobilien

Chris is the CEO of Cariblist.com, one of the largest real-estate listing sites in the Caribbean. He has extensive experience in the real-estate sector and is also the CEO of Archer Investments, which offers a variety of management consulting services.

## Strategic Partnerships

We've partnered with the following firms to ensure the success of Bitproperty:



#### Matchpool

We partnered with Matchpool for technical review and future platform integration. Matchpool is building the future of decentralized matchmaking, and Bitproperty will be among their first long term business partners.



#### **Bancor**

Bancor is provided technical and token structure assistance to ensure the optimal development of the Bitproperty ecosystem and technology.



#### **Nikken Housing**

Nikken Housing is Bitproperty's premier real estate partner and supplier. Their former holdings will be among the first to be listed on Bitproperty.



#### **Proof of Work**

Bitproperty has partnered with Proof of Work to help disrupt real estate worldwide, starting with Japan.



#### **Cariblist**

Cariblist is Bitproperty's strategic real estate parthner and supplier. Cariblist provides services to the Barbados real estate market.

## Part 6: Conclusions

Bitproperty is an ambitious project: It aims to transform how the world invests in real estate. By creating an open platform that makes real estate tokenization seamless, Bitproperty will open real estate to the world, with the value being distributed to BTP holders. After reading this document we hope that you are as excited for the future of Bitproperty as we are. With your help, Bitproperty will transform real estate.

