# PropXchain Executive Summary

## Business Overview

PropXchain is a blockchain-based property transaction system that aims to revolutionize the UK housing market, starting with new build properties in North Wales. The company addresses the significant inefficiencies in the traditional property transaction process by front-loading due diligence, implementing blockchain verification, and using smart contracts to automate conditional transaction steps.

## Market Opportunity

The UK residential property market involves approximately 1.2 million transactions annually with a total value exceeding £300 billion. New build properties represent approximately 200,000 of these transactions, with an average value of £350,000. The current process is characterized by:

- Lengthy transaction times (12-16 weeks average)
- High direct costs (£3,825 per transaction average)
- Significant failure rates (25-30% of transactions fall through)
- Limited transparency between parties
- Paper-based processes with multiple handoffs

This creates a substantial opportunity for innovation in a traditional market.

## Solution & Value Proposition

PropXchain transforms property transactions through:

1. **Information Front-Loading:** Comprehensive seller information packs created before marketing
2. **Blockchain Verification:** Secure, tamper-proof storage of property information
3. **Smart Contract Automation:** Conditional advancement of transaction steps
4. **Dual-Sided Dashboard:** Real-time visibility for all stakeholders
5. **Property Passport:** Immutable history for future transactions

The system delivers measurable improvements:

- 70-75% reduction in transaction time (from 12-16 weeks to 3-4 weeks)
- 48% reduction in direct costs (from £3,825 to £1,975)
- 60-67% reduction in transaction failure rates (from 25-30% to approximately 10%)

## Business Model

PropXchain generates revenue through multiple streams:

- **Transaction Fees:** £750 per completed property transaction
- **Implementation Fees:** £5,000 per developer onboarding
- **Annual Subscription:** £10,000 base subscription per developer
- **Value-Added Services:** Premium analytics, custom development, and advanced integrations

For a developer completing 50 transactions annually, PropXchain delivers a 258% ROI, with annual costs of £47,500 against direct savings of £170,000.

## Go-to-Market Strategy

PropXchain employs a developer-first approach, starting with new build properties as a controlled environment for implementation before expanding to the more complex resale market. The strategy involves:

1. Securing an initial partnership with a forward-thinking developer in North Wales
2. Creating compelling metrics from the initial implementation
3. Expanding to additional developers throughout Wales
4. Approaching major national developers with proven success metrics
5. Developing partnerships with legal firms and estate agents for wider distribution

New builds provide ideal starting conditions due to standardized documentation, developer control, absence of historical title complications, and clean starting points for blockchain implementation.

## Technology & IP

PropXchain leverages:

- Ethereum-based private blockchain with permissioned access
- Solidity-based smart contracts for transaction automation
- React-based web interfaces with intuitive dashboards
- LLM-assisted document analysis and verification
- API integration with mortgage providers and Land Registry

The company has filed a patent application for its specific implementation of blockchain technology in property transactions and developed proprietary workflows and algorithms.

## Financial Projections

|  | Year 1 | Year 2 | Year 3 |
| --- | --- | --- | --- |
| Developer Partnerships | 3 | 10 | 25 |
| Transactions Processed | 150 | 1,200 | 3,000 |
| Revenue | £167,500 | £1,085,000 | £2,675,000 |
| Expenses | £470,000 | £900,000 | £1,400,000 |
| Net Profit/Loss | (£302,500) | £185,000 | £1,275,000 |

PropXchain is projected to reach break-even at month 18, requiring 8 active developer partnerships and 600 completed transactions.

## Investment Opportunity

PropXchain seeks £350,000 in investment to:

- Complete platform development (£180,000)
- Secure intellectual property protection (£40,000)
- Launch marketing and business development (£50,000)
- Fund initial operations (£80,000)

The company offers potential exit opportunities through strategic acquisition by property or legal technology companies, growth funding for international expansion, or a management buyout once profitability is established.

## Team

The leadership team combines expertise in property markets, blockchain technology, operations, and property law. An advisory board will provide additional guidance in property development, conveyancing, blockchain innovation, and SaaS business scaling.

## Competitive Advantage

PropXchain distinguishes itself from competitors through:

1. Focus on process efficiency rather than property tokenization
2. Strategic focus on new builds as a controlled environment
3. Integration with existing systems rather than attempting to replace them
4. Comprehensive approach addressing the entire transaction process
5. B2B focus with lower customer acquisition costs
6. Patent-pending technology creating barriers to entry

## Conclusion

PropXchain represents a transformative opportunity to bring blockchain innovation to the UK property market. By addressing fundamental inefficiencies in the current system, the company can deliver substantial time and cost savings while improving the experience for all stakeholders. With a clear implementation strategy focused on new builds as a controlled testing environment, PropXchain aims to demonstrate measurable improvements in transaction efficiency before expanding to the broader market.