

# PropXchain

## Revolutionizing UK Property Transactions Through Blockchain

### Investor Pitch Deck | 2025

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#### The Problem

##### UK property transactions are broken:

- **Time:** 12-16 weeks average completion time
- **Cost:** £3,825 average direct transaction costs
- **Failure:** 25-30% fall-through rate
- **Frustration:** Opaque, sequential process with limited visibility
- **Inefficiency:** Paper-based, duplicate work across multiple stakeholders

*"The homebuying and selling process in the UK is more stressful than getting married, having a child, or starting a new job."*

— UK Homeowners Survey

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#### Our Solution

##### PropXchain transforms property transactions through blockchain technology:

- **Front-loaded due diligence** with comprehensive seller information packs
  - **Blockchain verification** ensuring secure, tamper-proof property information
  - **Smart contract automation** advancing transactions when conditions are met
  - **Dual-sided dashboard** providing full visibility to all stakeholders
  - **Property passport** creating immutable history for future transactions
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#### How It Works

1. **Property Registration:** Developer registers new properties on the blockchain
2. **Information Front-Loading:** Comprehensive seller packs created and verified
3. **Blockchain Verification:** All documentation secured on distributed ledger
4. **Smart Contract Setup:** Transaction conditions established in smart contracts
5. **Real-Time Dashboard:** All parties monitor progress through intuitive interface
6. **Automated Advancement:** Transaction progresses as conditions are met

7. **Immutable Record:** Completed transaction stored for future reference

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## The Impact

**PropXchain delivers measurable improvements:**

	<b>Conventional</b>	<b>PropChain</b>	<b>Improvement</b>
Transaction Time	12-16 weeks	3-4 weeks	70-75%
Direct Costs	£3,825	£1,975	48%
Fall-through Rate	25-30%	~10%	60-67%

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## Market Opportunity

**UK property market represents significant opportunity:**

- **Total UK Market:** 1.2 million transactions annually (£300B+)
- **New Build Market:** 200,000 properties annually (£70B)
- **Conveyancing Market:** £3 billion annually
- **Market Growth:** 3-5% annual growth in new build completions

**North Wales provides ideal starting point:**

- 5,000 new build completions annually
  - Multiple active developers
  - Controlled environment for validation
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## 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:** Analytics, custom development, advanced integrations

**For a developer completing 50 transactions annually:**

- Annual cost: £47,500
  - Direct cost savings: £170,000
  - ROI: 258%
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# Go-to-Market Strategy

## Developer-First Approach:

1. **Initial Developer Partnership:** Secure one forward-thinking developer in North Wales
2. **Validation:** Create compelling metrics from initial implementation
3. **Regional Expansion:** Target additional developers in Wales
4. **National Growth:** Use regional success to approach major national developers
5. **Channel Development:** Partner with legal firms and estate agents

## Why New Builds First:

- Standardized documentation
  - Developer control of seller side
  - No historical title complications
  - Clean starting point for blockchain implementation
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# Technology

## PropXchain leverages proven technology in innovative ways:

- **Blockchain Platform:** Ethereum-based private blockchain with permissioned access
- **Smart Contracts:** Solidity-based automation of conditional transaction steps
- **Web Application:** React-based interfaces with intuitive dashboards
- **AI Components:** LLM-assisted document analysis and verification
- **Integration Layer:** APIs connecting to mortgage providers and Land Registry

## Intellectual Property:

- Patent pending on blockchain implementation for property transactions
  - Proprietary workflows and algorithms
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# Competitive Landscape

## PropXchain has distinct advantages over alternatives:

	PropXchain	Traditional Conveyancing	Online Conveyancers	Land Registry Digital Street
Transaction Time	3-4 weeks	12-16 weeks	8-12 weeks	N/A (registration only)
Process Automation	High	Low	Medium	Medium
Blockchain Verification	Yes	No	No	Partial
Developer Focus	Yes	No	No	No
Works in Current System	Yes	Yes	Yes	Requires system change

## Traction & Roadmap

### Current Status:

- Patent application filed
- Technical specifications completed
- Initial developer discussions underway
- Team formation in progress

### Implementation Roadmap:

Phase	Timeline	Key Milestones
Development Phase	Months 1-6	MVP, First developer partnership, Patent progression
Initial Implementation Phase	Months 7-12	First transactions, Metrics collection, System refinement
Growth Phase	Months 13-24	Regional expansion, 8-10 developer partnerships
Scale Phase	Months 25-36	National presence, 25 active developers

## 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

### Break-even at Month 18:

- 8 active developer partnerships

- 600 completed transactions
  - £600,000 in cumulative revenue
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## Team

### Leadership Team:

- **CEO/Founder:** Property market expertise, innovation vision, strategic leadership
- **CTO:** Blockchain development expertise, system architecture experience
- **Head of Operations:** Implementation methodology, process optimization
- **Legal and Compliance Lead:** Property law background, regulatory knowledge

### Advisory Board:

- Property development expert
  - Conveyancing and property law specialist
  - Blockchain technology innovator
  - SaaS business scaling advisor
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## Investment Opportunity

### Seeking £350,000 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)

### Use of Funds:

- Technical development: 51%
- Marketing & business development: 14%
- Legal & IP: 11%
- Operations & team: 24%

### Potential Exit Strategies:

- Strategic acquisition by proptech or legal tech company
  - Growth funding for international expansion
  - Management buyout once profitable
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# Why PropChain Will Succeed

1. **Solving Real Problems:** Addressing significant pain points in a large market
  2. **Strategic Focus:** New build focus provides controlled validation environment
  3. **Clear Value Proposition:** Quantifiable time and cost benefits
  4. **Intellectual Property:** Patent-pending technology creates barriers to entry
  5. **Experienced Team:** Combines property, legal, and technology expertise
  6. **Scalable Model:** B2B approach enables efficient growth and expansion
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## Risk Mitigation

### Key Risks and Mitigation Strategies:

- **Technical Challenges:** Phased implementation, expert blockchain partners
  - **Developer Adoption:** Strong ROI demonstrations, early adopter incentives
  - **Regulatory Concerns:** Operating within existing frameworks, Land Registry engagement
  - **Market Timing:** Focusing on new builds minimizes property market volatility impact
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## Thank You

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*Transform property transactions with PropXchain*

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