

# PROPXCHAIN

## Revolutionizing UK Property Transactions Through Blockchain

### Investor Pitch Deck | 2025

#### 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

#### 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

#### The Impact

PropXChain delivers measurable improvements:

	Conventional	PropXChain	Improvement
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%

# 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

## 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

## 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

**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 team and operations: £180,000
- Contingency: £50,000

**Use of Funds:**

- Technology development: 36%
- IP protection: 8%

- Marketing & business development: 10%
  - Team & operations: 36%
  - Contingency: 10%
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## Investor Returns

### Exit Strategies:

- Strategic acquisition by proptech or legal tech company
- Acquisition by major property developer
- Growth funding for international expansion

### Projected Returns (Year 5):

Exit Scenario	Valuation	Seed Investor Return	ROI
Conservative	£15M	£1,050,000	3x
Base Case	£25M	£1,750,000	5x
Optimistic	£48M	£3,360,000	9.6x

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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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## Why PropXChain 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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## Investment Ask

### Seeking £350,000 for 7% equity

- Initial valuation: £5M
- Break-even timeline: 18 months
- Expected first exit opportunity: 5 years
- Target valuation at exit: £25M+

### Contact:

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