PROPXCHAIN

Executive Summary

PropXChain is a blockchain-based property transaction system designed to transform the UK housing market by reducing transaction times from 12-16 weeks to 3-4 weeks while cutting costs by approximately 48%. Starting with new build properties in North Wales, PropXChain creates a secure, transparent ecosystem where property information is verified and stored on the blockchain, transaction steps are automated through smart contracts, and all stakeholders gain real-time visibility through an intuitive dashboard.

The Problem

The UK property transaction process is plagued by inefficiencies:

- **Time**: 12-16 weeks average transaction time from offer to completion
- **Cost**: £3,825 average direct transaction costs (excluding stamp duty and agent fees)
- **Uncertainty**: 25-30% fall-through rate causing wasted expenses and opportunities
- **Frustration**: Opaque process with limited visibility across multiple stakeholders

The Solution

PropXChain addresses these inefficiencies through four key innovations:

1. **Front-loaded due diligence** with comprehensive seller information packs created before marketing
2. **Blockchain verification** ensuring secure, tamper-proof property information
3. **Smart contract automation** advancing transactions when conditions are met
4. **Dual-sided dashboard** providing full transaction visibility to all stakeholders

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 annually, with an average value of £350,000. North Wales provides an ideal starting point with approximately 5,000 new build completions annually across several active developers.

Business Model

PropXChain will generate revenue through multiple channels:

- **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

Go-to-Market Strategy

PropXChain will employ a B2B approach focusing initially on property developers:

1. Secure one forward-thinking developer in North Wales as an initial partner
2. Create compelling metrics from the initial implementation
3. Target additional developers in Wales and Northwest England
4. Expand to major national developers
5. Develop partnerships with legal firms and estate agents for wider distribution

Competitive Advantage

PropXChain's competitive advantages include:

1. **Process Innovation**: Focus on process efficiency rather than property tokenization
2. **Developer-First Approach**: Strategic focus on controlled new build environment
3. **Integration Strategy**: Works within existing systems rather than replacing them
4. **Legal Framework Compatibility**: Designed to operate within current regulations
5. **Comprehensive Solution**: Addresses the entire transaction process rather than single aspects

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 is projected at approximately 18 months with 8 developer partnerships and 600 completed transactions.

Investment Opportunity

PropXChain seeks an investment of £500,000 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

Team

The founding team combines expertise in property development, blockchain technology, legal frameworks, and business development. The company will operate with a remote-first approach to attract top technical talent while maintaining a headquarters in North Wales.

Exit Strategy

Potential exit strategies include:

1. Strategic acquisition by a property technology company, legal technology provider, or major property developer
2. Growth funding for international expansion
3. Management buyout once stable profitability is achieved

PropXChain represents a transformative opportunity in a traditional market ripe for innovation, with potential to generate £2.67 million in revenue by year three while significantly improving the property transaction experience for all stakeholders.