



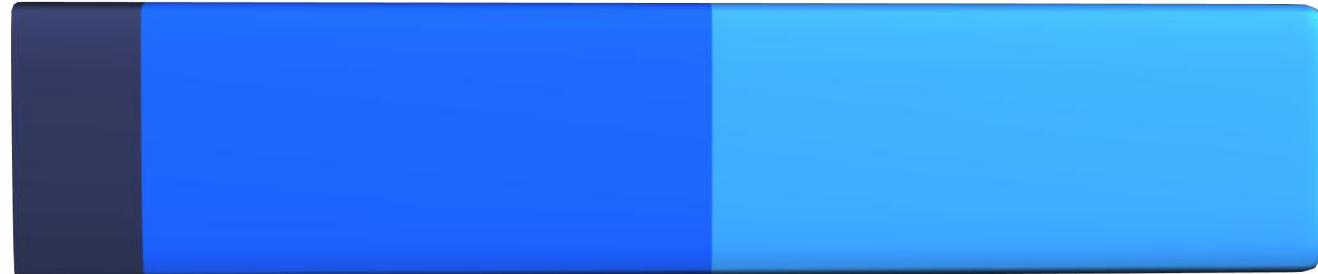
WHITEPAPER



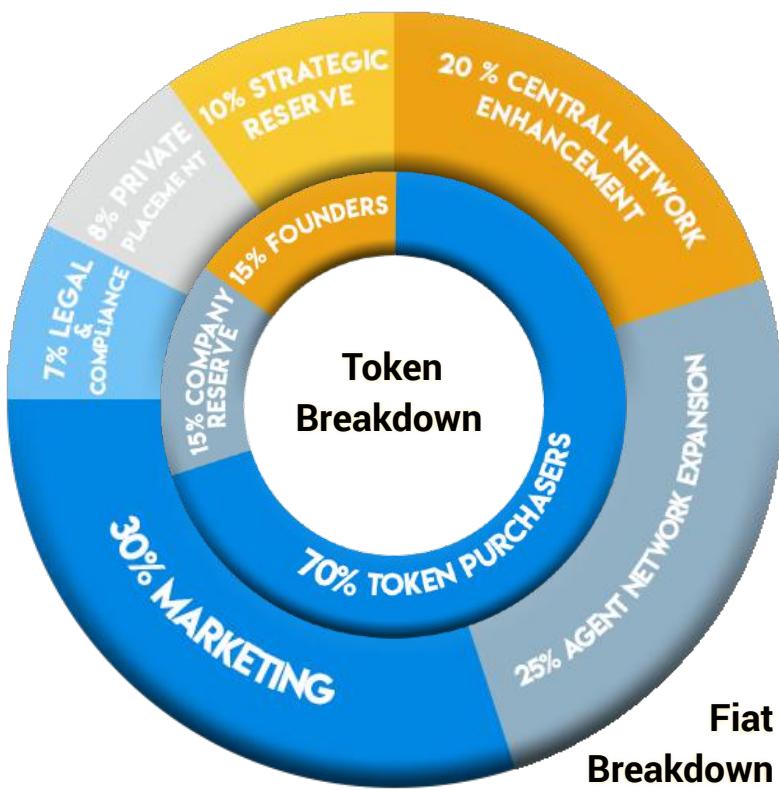
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“6% of your house does not belong to you, but rather to your future real estate agent. U.S. property owners hold \$15 Trillion in private property and stand to lose \$900 Billion to future commissions. Through blockchain technology, the real estate industry can be decentralized and streamlined. Deedcoin returns up to \$750 Billion to homeowners by tokenizing real estate commission and connecting customers and agents directly.”





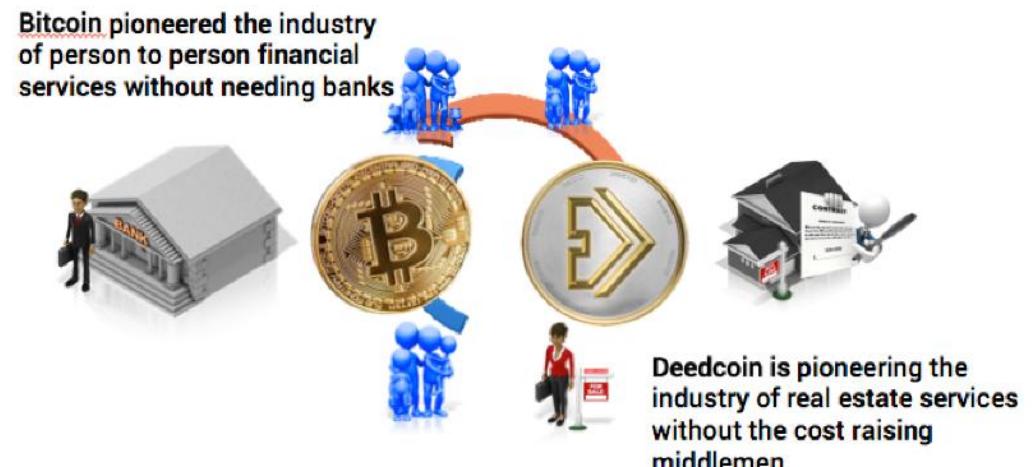
- GOAL 1: Soft Cap (\$10 Million)
- GOAL 2: Optimal Immediate Network Expansion/Enhancement (\$45 Million)
- GOAL 3: Optimal Marketing Reserve (\$50 Million)



"The problem of predatory real estate commission is not exclusive to the United States. Globally, there is over \$200 trillion in privately held real estate. Deedcoin harnesses blockchain to remove the centralized bureaucratic authorities that raises costs for homeowners and agents. Deedcoin displaces the monolithic middlemen and restores control and equity to the homeowner. The network and infrastructure are already usable with partnered brokerages in 140 cities across all 50 States. Deedcoin agents and a revolutionary platform are standing by to help homeowners. Only 50 Deedcoin is needed to retain 5% more of the equity in a property upon sale, while still enabling owners to access full service agents for a mere 1% commission."



Deedcoin is simple. Instead of hiring an agent randomly, customers can simply choose their local agent and set the rate as low as 1% with Deedcoin. Because real estate runs on percentages, so does Deedcoin. In fact, every 10 Deedcoin = 1% of a property price. To set the commission of a full service local licensed agent from 6% to 1%, it only requires 50 Deedcoin to eliminate the 5%. That is 5% more of your equity kept in your home upon sale. The Deedcoin network decentralizes control of the real estate industry by allowing customers and agents to connect directly at customer chosen rates. Because Deedcoin operates over the real estate infrastructure, homes are still listed on regular MLS platforms and Deedcoin discounts (or buyer rebates) reflect on real world HUD forms at property closings. Deedcoin operates in a network model and has already built the user platform with active brokers in all 50 states and over 140 cities. Deedcoin has found a way to operate a next generation full service real estate network at a baseline 1% by solving the customer acquisition problem for agents. The free market sets the price of each commission point through Deedcoin.



DEEDCOIN reduces commission from 6% to 1% with better licensed local and online service than exists today
Each 10 DEEDCOIN = 1% of any properties price

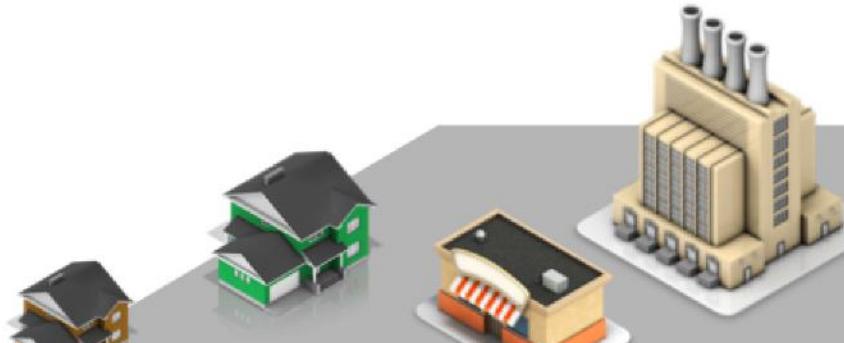


Deedcoin for Everyone

Deedcoin is a better option for everyone involved in a real estate transaction. We recommend all purchasers to remember to help their friends and family. Should a Deedcoin holder hear that someone in their everyday life is buying, or selling a property, tell them about Deedcoin. If you have Deedcoin, you are free to transfer them to a new member to help them save money, or earn a rebate for their property transaction.acquisition problem for agents. The free market sets the price of each commission point through Deedcoin. By building the network first, Deedcoin is a USABLE token and is the first token to apply to the real estate industry as a whole by reshaping the agency system.

	STANDARD	DEEDCOIN
Local and State Licensed Agents	✓	✓
Local Real Estate Brokers	✓	✓
Sellers Home Listed on MLS	✓	✓
Buyers Choose ANY Home	✓	✓
Mandatory Agent Review/Rating System	✗	✓
Uniform Agent Quality Control	✗	✓
Mandatory Transaction Assistant	✗	✓
Number of Parties Working For you	1 AGENT	3 AGENT, TRANSACTION ASSISTANT, DEEDOINCENTRAL
Sellers Cash Commission Cost	6% OF PROPERTY PRICE	1% OF PROPERTY PRICE
Agent Cash Commission Maximum	NO MAX	1% OF PROPERTY PRICE
Buyer Maximum Cashback Rate	0% OF PROPERTY PRICE	2% OF PROPERTY PRICE

Here's what it saves against the current market when used...



PROPERTY PRICE:	\$200,000	\$500,000	\$1 Million	\$3 Million
Normal 6% \$\$ Commission	\$12,000	\$30,000	\$60,000	\$180,000
Deedcoin 1% \$\$ Commission	\$2,000	\$5,000	\$10,000	\$30,000
50 Deedcoin Saves	\$10,000	\$25,000	\$50,000	\$150,000
Each 10 Deedcoin Saves	\$2,000	\$5,000	\$10,000	\$50,000
Each 1 Deedcoin Saves	\$200	\$500	\$1,000	\$5,000

Each DEED cost \$1.50 at launch



Deedcoin (<https://deedcoinlaunch.com>) brings blockchain to the real estate sector with a platform beneficial to everyone. Deedcoin decentralizes control to reduce costs and bring a true free market to the real estate industry, in the same way Bitcoin changed banking forever. By bringing agents and customers into a new direct economy, Deedcoin streamlines real estate to benefit customers, agents, and the future of the \$700B global real estate industry.

Deedcoin's patent pending (App. No. 62/552,038) platform is already live at DeedcoinHQ.com and provides a simple way to replace how customers find their next real estate agent. Instead of choosing a random agent charging 6% commission, customers input their property information in our platform, and link up with their local Deedcoin agent to pay a 1% commission. Deedcoin customers use DEED to decide the commission before linking with the Deedcoin agent. Deedcoin integrates fully with the existing real estate infrastructure. All discounts are reflected on the standard HUD forms during a property closing while still utilizing the standard MLS options. Customers have access to a groundbreaking technology dashboard allowing 24/7 access to an agent, or licensed transaction assistant. Deedcoin's DEED tokens will access our broker partner network that is already available in over 140 cities, representing all 50 States. We streamline real estate to run on 1%, allowing future commissions to be set by the free market based on the price of DEED.

DEED adjust commissions at a ratio of 10 DEED being equal to 1% in commission. Simply think of Deedcoin in multiple of tens. Each 10 DEED are used for 1% of a property's total cost, regardless of the property's price, because DEED functions as a percentage. Deedcoin removes the centralized control of the real estate industry from large powers such as the National Association of Realtors (NAR) and mega-brokerages, along with their antiquated 6% commissions. Initially sold at \$1.50 per Deedcoin at the ICO (Initial Coin Offering), a holder saves \$225 in commission per token on the AVERAGE U.S. home (\$225,000) and \$1,000 per token on a million dollar property. In addition to using Deedcoin directly, it can be purchased, or transferred like Bitcoin.

Deed coin's initial launch will include the U.S. International expansion of the broker network will occur in the near future due to high commissions being charged worldwide. The funding behind Deedcoin is designed to enhance the platform, market the solution to new adopters, and add more blockchain solutions in the real estate space (both in the U.S.A. and internationally).

Deedcoin has initially released a simple ERC20 token, but does not plan to stay on the ERC20 protocol long term. Deedcoin moves an industry customer base to blockchain resulting in cost reduction and efficiency while creating a platform to direct other solutions in the space. The first iteration of Deedcoin is based on the same economic principles as Bitcoin. Bitcoin in code is very simple, as it transfers. However, the capabilities of Bitcoin are so much more. Storing wealth personally and being able to transfer value without bank fees and control built the very foundation of Blockchain. Deedcoin allows this solution of decentralizing the economic control of a major industry by utilizing the same method. By taking commissions out of fiat, and into token, the free market can now set the price of commissions for every homeowner. Like banks and Bitcoin, the centralized powers can only control fiat currency. They have no power over blockchain economics. Blockchain economics cannot be controlled absolutely by governments and lobbyists. Deedcoin bypasses centralized control in real estate through decentralizing the commission. The institutions driving up commissions lose the central position. This is the first problem to solve but blockchain empowers many more solutions in the industry.



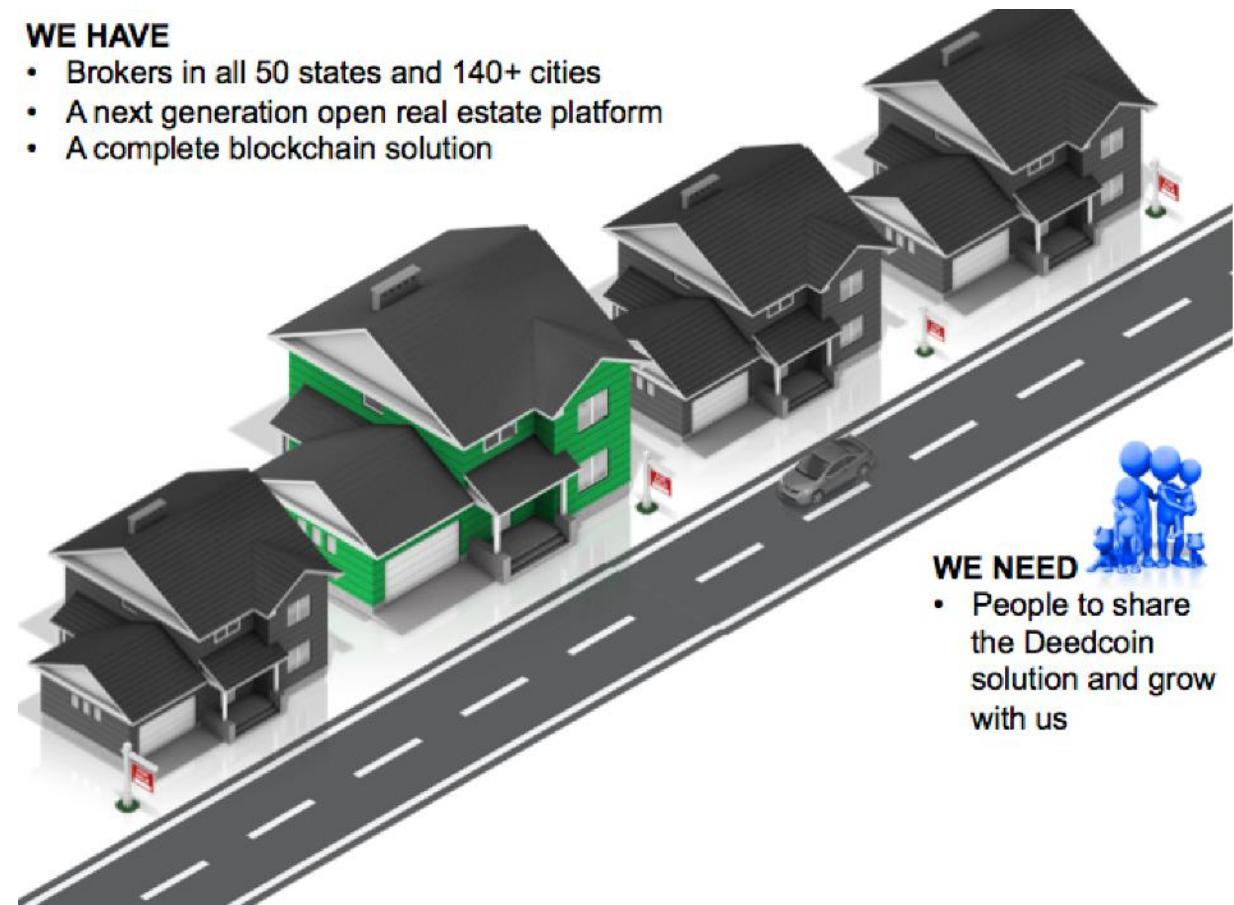
To simplify the Deedcoin system, a user needs to understand that market commissions typically paid to an agent are redirected back to them. Deedcoin can capture existing commissions and eliminates potential future commissions. Residential and commercial real estate transactions totaled 7 million in the U.S. last year. Deedcoin has chosen to launch up to 70 Million tokens to assure new users always have tokens to purchase. Should Deedcoin complete a full sale of all tokens, the 70 Million tokens, divided by 50 tokens per transaction circulates enough Deedcoin to support 1.4 million transactions occurring in the network. Deedcoin retains agents, so Deedcoin sits for periods of time while transactions close in the real world.

Deedcoin is a usable token with 50 Deedcoin saving 5% of a home's price in commissions. Based on the average home price of \$225,000, Deedcoin can save the user \$11,250 with 50 Deedcoin used in total covering both the seller and buyer side of a transaction. This \$11,250 saved means each one of the 50 Deedcoin provides \$225 savings to the average consumer. The launch point price of \$1.50 was chosen for three reasons.

1. Deedcoin wants to launch the ideal token quantity to assure that the market has available Deedcoin for the U.S. home transaction volume potential (1.4 million transactions per quarter).
2. Deedcoin does not want to hold more funds than it can use. The funding cap of the token launch event takes Deedcoin to the ideal launch level for network, local office, and marketing budgets.
3. The \$1.50 launch price per Deedcoin was decided by dividing the ideal token volume (70 million) for the industry use and the ideal funding level (\$105 million for an ideal expansion of the Deedcoin network. Deedcoin's system allows commission rates past 1% to be set by the free market.

WE HAVE

- Brokers in all 50 states and 140+ cities
- A next generation open real estate platform
- A complete blockchain solution



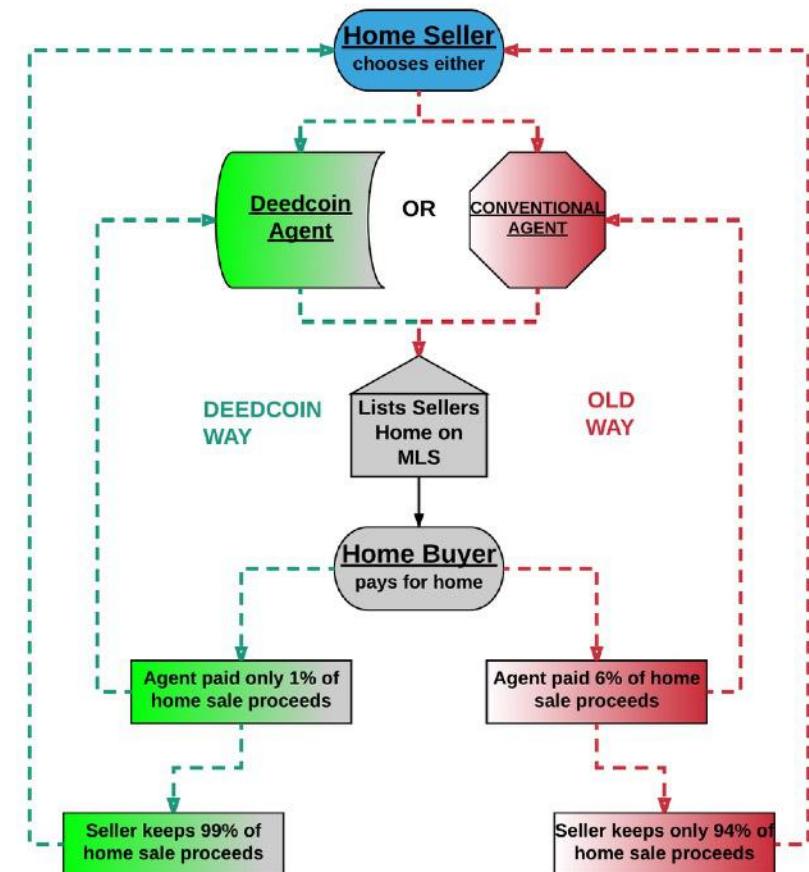
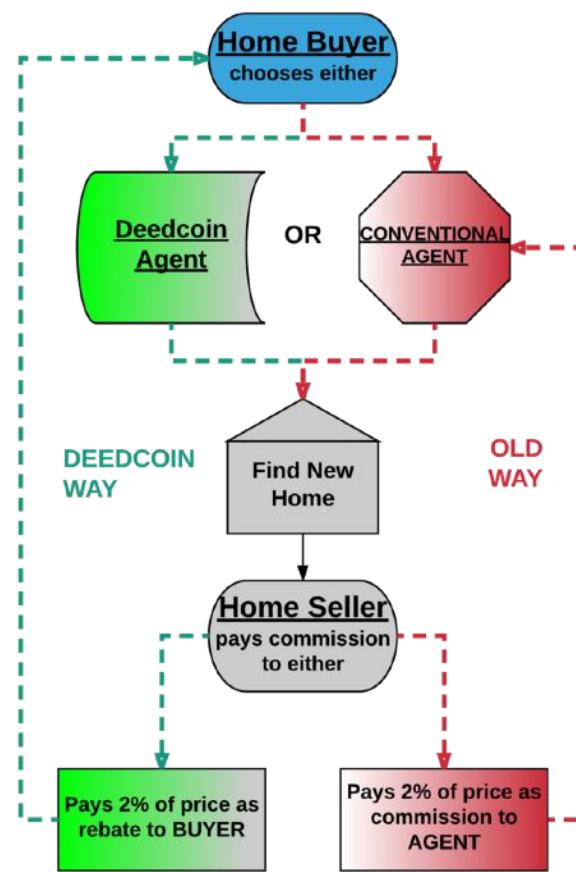
WE NEED

- People to share the Deedcoin solution and grow with us



PROPERTY SELLERS- The Deedcoin Network runs on 1% commission instead of the current 6%. With this new model, property sellers can now keep 99% of the funds from the sale of a home instead of 94%. This network will provide a lower cost option, saving tens of thousands while providing the same local support as the current market. Deedcoin agents will provide a matching level of service as compared to standard agents. They hold the same license and will only be allowed to participate in the network if they are experienced and effective. Deedcoin network support will oversee their performance.

PROPERTY BUYERS- Deedcoin network creates an opportunity for buyers to receive rebates at closing when buying any property listed by the seller with a conventional agent. Sellers that do not use Deedcoin yet are paying their agents high commissions. With Deedcoin, a property buyer can convert these commissions into closing cost rebates while saving the buyer up to 2% of the price of the property. Each Deedcoin equals 0.1% of commission so only 20 Deedcoins would be required to get the maximum rebate on an average home listing.

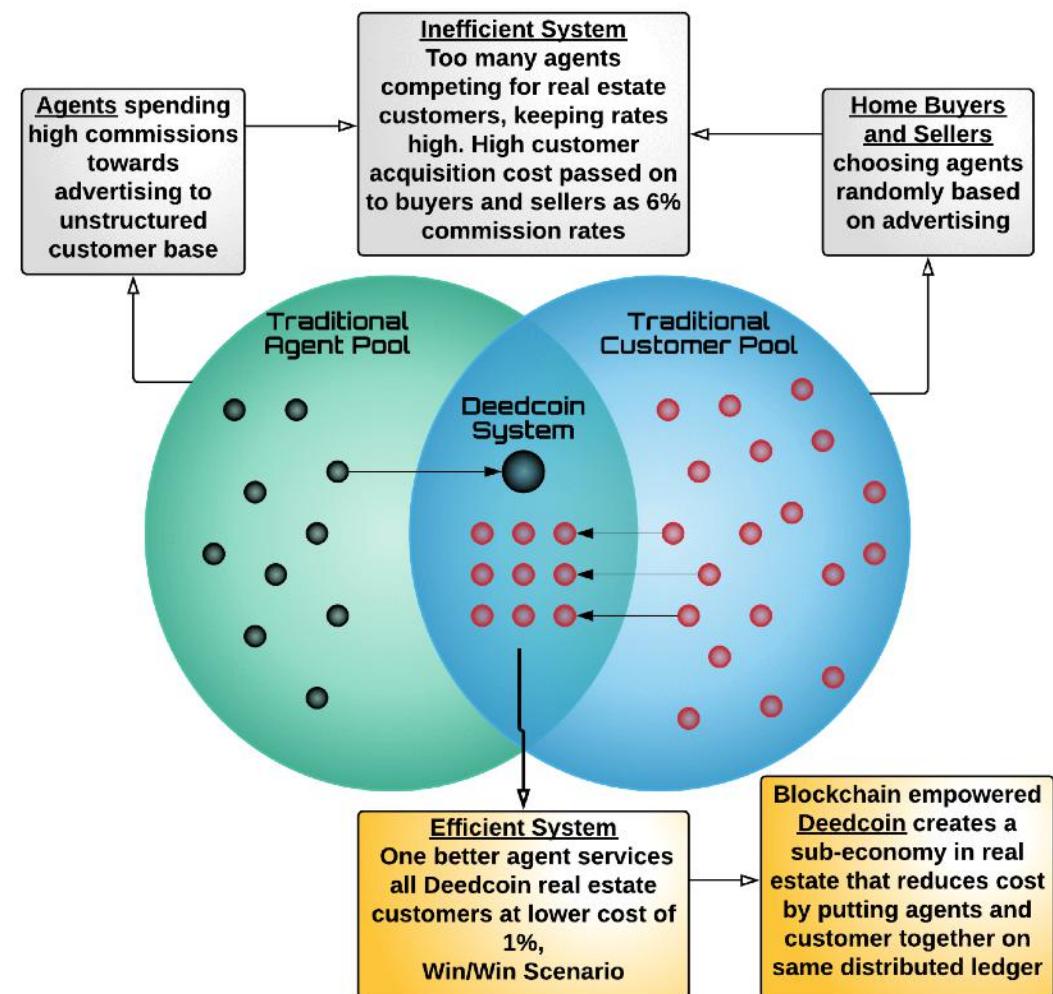




"Innovation is the cure for the current condition of the real estate industry. If the current condition was healthy then innovation would not exist. The condition of real estate transacting is flawed and the Deedcoin system solves problems for all parties."

SOLVING A PROBLEM- Most people don't remember the name of the real estate agent that sold their last house. The sentiment of "why did I just pay that person \$18,000?" is common. To understand the problem you have to understand why it happens. Licensed Agents work for Brokers who employ them to list your property. Along comes another agent who brings a buyer and this agent works for a different broker that needs to be paid. Your 6% commission is split between four people. All of these agents pay fees to a lobbying organization named the NAR (National Association of Realtors) that spends these fees fighting the government on any change that would upset the high commission rates in the U.S. market. As Brokers have to bring in more business and agents, they must rent more office space to increase their market presence. These brokers all compete against other local brokers by buying billboard space, print ads, internet presence, and sales leads. The whole system is over-competitive, inefficient, and wastes money. This ineffective cost model keeps market commissions high as these brokers all have to spend so much money to get just a small share of a large customer pool. The current system is tantamount to a government that hires too many employees, then raises taxes to keep up with the payroll costs. The perpetual cycle continues as the government continues to hire more people and raise taxes again.

THE SOLUTION- Home transactions are complicated. Legislation changes by state and missteps in relation to laws can lead to lawsuits. Even things as simple as forgetting a lead paint disclosure form can lead to litigation. Real Estate is a licensed profession that helps make home transactions safe and smooth. That being said, the model still must change. To create this change, the consumer base needs to have the ability to participate in the market decisions of real estate. Deedcoin builds a new option, bringing real estate sales into the hands of the people in a decentralized free market system.





"Deedcoin is the blockchain enabled token for consumers to cover the costs of real estate agents in future real estate purchases and sales. Deedcoin is Patent Pending with Application Number 62/552,038. By using Deedcoin to pay real estate agents, the consumer can participate in the revolution of the real estate industry that will provide fully licensed real estate services at a lower cost and higher level of service. Redeeming Deedcoin for service is easy. Users will login to deedcoinhq.com, fill out a quick transaction form, and be put in touch with their LOCAL agent that is a partner in the Deedcoin Network."

HOMEOWNER BENEFITS- This network will provide a lower cost option, saving tens of thousands while providing the same local support as the current market. Deedcoin agents will provide a matching level of service as compared to standard agents. They hold the same license and will only be allowed to participate in the network if they are experienced and effective. Deedcoin network support will oversee their

CLOUD TRANSACTION SUPPORT- Deedcoin customers never have to wait for information on their processing transaction. Available 24 hours a day and seven days a week, the Deedcoin network has Transaction Coordinators standing by to help assist users. Buyers and sellers can have questions answered, upload and download sale documents, schedule appointments, and even sign contracts in real time on the Deedcoin online dashboard. This not only assists the customers, but also streamlines the process for agents, helping them maintain and manage their work flow, as their customer volume increases.

AGENT BENEFITS- Agents have a hard time in the regular market. They wander around neighborhoods knocking on doors and cold calling to get clients. They have few, if any deals while struggling for every customer lead. This is why they have to charge so much per customer. Deedcoin connects agents and customers through the network, allowing them to stop spending marketing dollars and days walking in the sun. With Deedcoin, their time is spent actually helping customers through real estate transactions. All progressive thinking agents will see the wisdom in this new business model. Deedcoin keeps broker costs down so they can still continue to operate their existing businesses while handling the additional Deedcoin transactions. The culmination is that Deedcoin provides the marketing, transaction support, and customers. Brokers and Agents still work on discounted commissions so there is no additional overhead eating up revenues due to the \$0 acquisition cost for Deedcoin customers. This allows dollars to be spent on marketing, regional expansion, and systems that improve the Deedcoin Network.

"Deedcoin Network is the next generation of real estate agency. Partnered with Brokers in all operating areas, it will act within the governance and guidelines of local real estate licensing organizations. The Deedcoin Network of agents and brokers will provide premium real estate services such as buying and selling of property. Operating with a streamlined system, Deedcoin Network can reach more areas at a higher level of service than standard real estate brokerages with their high customer acquisition costs."



In the current market conditions over saturation of real estate brokerages has caused a market of low transactions per door and increased predatory marketing costs to convert more customers.

(Numbers based on listing commissions nationally)

6.3 million homes sold yearly \div

86,000 real estate brokerages =

73 homes sold per year per broker @

(3% commission - 1% marketing costs) =

73 homes sold @ 2% =

146 Property Commission Units (PCU) at 100% labor.

This is incredibly low considering the overhead of running a real estate office. Each office only receiving a mathematical average of 73 transactions at 2% causes a struggle to stay in business. The market model currently has favored centralization of "mega brokerages" that create national franchises that charge franchise fees and advertise nationally. This large scale business model causes a few large chains to be able to advertise and retain customers at 6%.

In regards to labor costs, operating a deal at a 2% commission typically does not include a transaction coordinator (a second person to handle day-to-day progress of a deal). This leaves 100% of the labor cost on the agent. The 2% at 100% of the labor costs is the same dollars per hour as 1% at 50% labor. Deedcoin includes these transaction coordinators via cloud access for free on each customer transaction, helping both agents and consumers.

Lets look at the Deedcoin model. Deedcoin partners with regionally independent brokerages creating decentralization of real estate providers. This model is the equivalent of regional service providers all operating under the same universal protocol, like local cell phone carriers using the same frequencies. Deedcoin customers come with no acquisition costs or franchise fees in addition to decreased labor costs with the transaction coordinators. Independent brokerages can continue their current business while adding Deedcoin customers. This provides additional revenue to the office and agents while helping the local customer base.

Running the same metrics on the Deedcoin system provides an ADDITIONAL:

6.3 million homes sold yearly \div

Estimated 450 brokers =

13,700 deals per broker@ 100% market penetration SO

137 deals per door PER 1% market penetration=

137 homes sold @ 1% commission =

137 Property Commission Unit (PCU)

146 PCU from regular broker business @ 100% labor +

137 PCU from Deedcoin @ 50% labor PER 1% market penetration =

283 PCU total at 1% market penetration for joining Deedcoin

As the average house costs \$225,000, each PCU is worth \$2,250:

Without Deedcoin: 146 PCU x \$2,250 = \$328,500 Revenue

Joining Deedcoin: 283 PCU x \$2,250 = \$636,750 Revenue

Because the 137 PCU applies per each 1% of market penetration, the revenue can be extrapolated as more customers use Deedcoin:

Deedcoin @ 1% Penetration: \$636,750 Revenue Per Broker

Deedcoin @ 5% Penetration: \$3,183,750 Revenue Per Broker

Deedcoin @ 10% Penetration: \$6,367,500 Revenue Per Broker

Deedcoin @ 20% Penetration: \$12,735,000 Revenue Per Broker

These revenues are produced at lower labor costs, grow as the Deedcoin solution is adopted, and are free to join.

Initially, Deedcoin brokers will most often be on ONE side of the deal and will charge 4% instead of 6% while giving away the 3% to a regular market buyers agent. As Deedcoin grows, the brokerages in network don't charge extra when the buyer is also supplied by Deedcoin. Deedcoin requires Brokers not to "double dip" on commissions when the network brings both sides of the deal to the brokerage. Because of geographically protections, Sellers and Buyers in the same area will go through the same brokerage. The likeliness of this occurring is directly based on market penetration. At the point in time that we penetrate 5% of a market, this has a 1 in 20 chance of occurring, When this occurs the revenue is already at over \$3 Million for the broker. When this becomes a 1 in 5 chance, the revenue is already over \$12 Million. Because of the decreased labor costs and increased customer readiness when starting a transaction, Deedcoin streamlines the ability to handle transactions without labor hours or wasted time.



AML/KYC- Deedcoin has purchased an AML and KYC Api subscription from namescan.io (Member Check) and has elected a premium package to run the most thorough database available to prevent purchases of Deedcoin to unauthorized people. These integrations will be in all Deedcoin Sales Portals. The company contact information and a sample result are below. Additionally, all required documentation will be received from accredited investors before sale of token.

SEC COMPLIANCE- The team behind Deedcoin believes that the advancement of the Blockchain product base benefits from regulation. This assures that the solutions offered to industries through Decentralized Ledger do protect consumers. Deedcoin retains the law firm of Thompson Bukher LLP on Broad St, New York, NY, to ensure that Deedcoin Inc. complies with the current regulations. DEED is currently usable on deedcoinhq.com and the online map shows all 50 states with active Deedcoin partnered agents ready to help Deedcoin holders. We integrate with member check to bring AML and KYC into the launch platforms.

Deedcoin is launching 70 Million tokens in two varieties, the DEED token and the Deedcoin SAFT (symbol DDS). Together the two token types will account for an eventual 70 Million (plus bonuses) of DEED token (Deedcoin) which, with bonuses, accounts for 70 percent of all Deedcoin in existence. The remaining 30% is held half by founders (15%) and half in company reserve (15%).

The DEED token is the regular Deedcoin that is fully usable on the Deedcoin Network when sold. This token is limited to no more than 1500 DEED per U.S. purchaser. DEED tokens are designed to be used. By setting a limit to the amount purchased for use we can avoid speculative investment in our utility-designed DEED token. In limiting the amount of DEED per person we also help widen the customer base and, therefore, the use of the Deedcoin Network.

Deedcoin has chosen to issue non-usable tokens to mark these purchases of SAFT to make the issuance of future DEED simple with a smart contract. DDS tokens are hard coded non-transferable and will be burned after replacement with DEED. Deedcoin has chosen to issue the SAFT token to purchasers who wish to purchase more than 1,500 DEED tokens (\$2,250) as a security, issuable only to accredited investors pursuant to Rule 506(c) of Regulation D. These SAFT tokens will convert to Deedcoin when the network is more robust before the end of 2018. Any Deedcoin SAFT sales will cause an equal amount of DEED to be held in reserve for the future replacement.

HOWEY ANALYSIS- Deedcoin token is a utility based token, however to comply with the possible future regulatory landscape in the U.S., we have chosen to go above and beyond in compliance. Our sales portals offer all appropriate documentation, know your customer and anti money laundering API's built in, and limit requirements for token purchases. Deedcoin has commissioned a HOWEY Analysis from our attorneys at Thompson Bukher LLP, which supports our token as utility based. That said, we have still chosen to set limits to the token purchase quantity and comply with the SAFT model for purchases beyond those limits. As SAFT are Reg D exemption securities, accredited investors must provide documentation for purchase of Deedcoin SAFT. On the following page are important sections of our HOWEY analysis for public review:

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HOWEY MEMORANDUM EXCERPT- "This memorandum addresses whether or not Deedcoin would be considered "securities" under Section 2(a)(1) of the Securities Act of 1933 (the "Securities Act") or Section 3(a)(10) of the Securities Exchange Act of 1934 (the "Exchange Act"). The broad definition provided in Section 2(a)(1) of the Securities Act defines a security as "any note, stock, treasury stock, security future, security-based swap, bond, debenture, evidence of indebtedness, certificate of interest or participation in any profit-sharing agreement, investment contract, or, in general, any interest or instrument commonly known as a 'security', or any certificate of interest or participation in, temporary or interim certificate for, receipt for, guarantee of, or warrant or right to subscribe to or purchase, any of the foregoing." Based on the above definition, our analysis of relevant case law, and our reading of the White Paper, we have determined that Deedcoin are highly unlikely to meet the legal definition of "security" and that neither the Presale nor subsequent secondary trading of Deedcoin would fall within the purview of federal securities laws.

We do not believe that the purchase of Deedcoin could constitute an investment due to the design and marketing of Deedcoin and the Platform. Specifically, the Alpha Formula, described in great detail in the White Paper, serves as an effective barrier to potential "investors" who may have otherwise purchased Deedcoin with the sole intention of reselling the tokens for profit. By actively tracking the average market price of Deedcoin and adjusting redemption ratio accordingly, the Alpha Formula renders Deedcoin's market price a meaningless metric for would-be investors. By controlling the redemption ratio on a per-user basis, the Alpha Formula ensures that users will only ever purchase as many Deedcoin as they require to achieve maximum commission reduction and, consequently, that they will always spend the same amount of money on their Deedcoin purchase, whether the current market price is \$10.00 or \$1,000.00. Accordingly, the true value of Deedcoin is determined not by their market price but by their redemption ratio.

Expectations (of profit) are determined by examining an issuer's representations to potential purchasers. Under Howey, "an investment contract ... means a contract, transaction or scheme whereby a person invests his money ... and is led to expect profits ..." Howey, 328 U.S. at 298-299 (emphasis added). Nothing about the Platform's stated purpose or intended use creates the impression in the purchaser's mind that DC ownership could be "employed to secure income or profit." The stated aims of the Platform are (1) to save Buyers and Sellers money on real estate transactions facilitated within the Platform and (2) to save Brokers money on overhead costs typically associated with running a real-estate practice. The sole stated purpose of the DC is "for use in future real estate transactions," wherein Holders may realize the benefit of DC ownership by accessing Partnered Network Brokers who charge reduced commission. The White Paper plainly indicates that Deedcoin are designed to be a cost-saving tool rather than a profit-seeking tool.

Based on the analysis provided above, we conclude that the rights granted by Deedcoin are highly unlikely to constitute an investment interest because they are not sold or purchased with an expectation of or mechanism for realizing profit. Accordingly, Deedcoin more closely resemble a simple contract, such as a ticket purchase, rather than an investment or security. We recommend that any purchase of Deedcoin, in excess of 1,500 units, be limited to accredited investors. To be clear, such limitation will not allow the Company to utilize the registration exceptions promulgated under Regulation D Rule 506(b) (in light of the fact that we continue to take the position that Deedcoin are not a security and, therefore, do not require such exception), nevertheless, such limitation would ensure that Deedcoin are only purchased in bulk by parties who are sufficiently sophisticated to understand the risks of doing so should they choose to pursue an investment strategy with the Deedcoin in contravention of the Company's stated utility goals for the tokens."

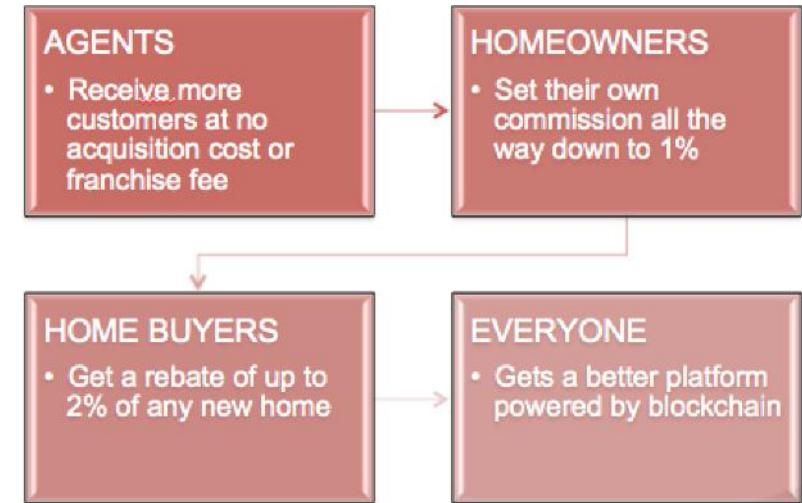
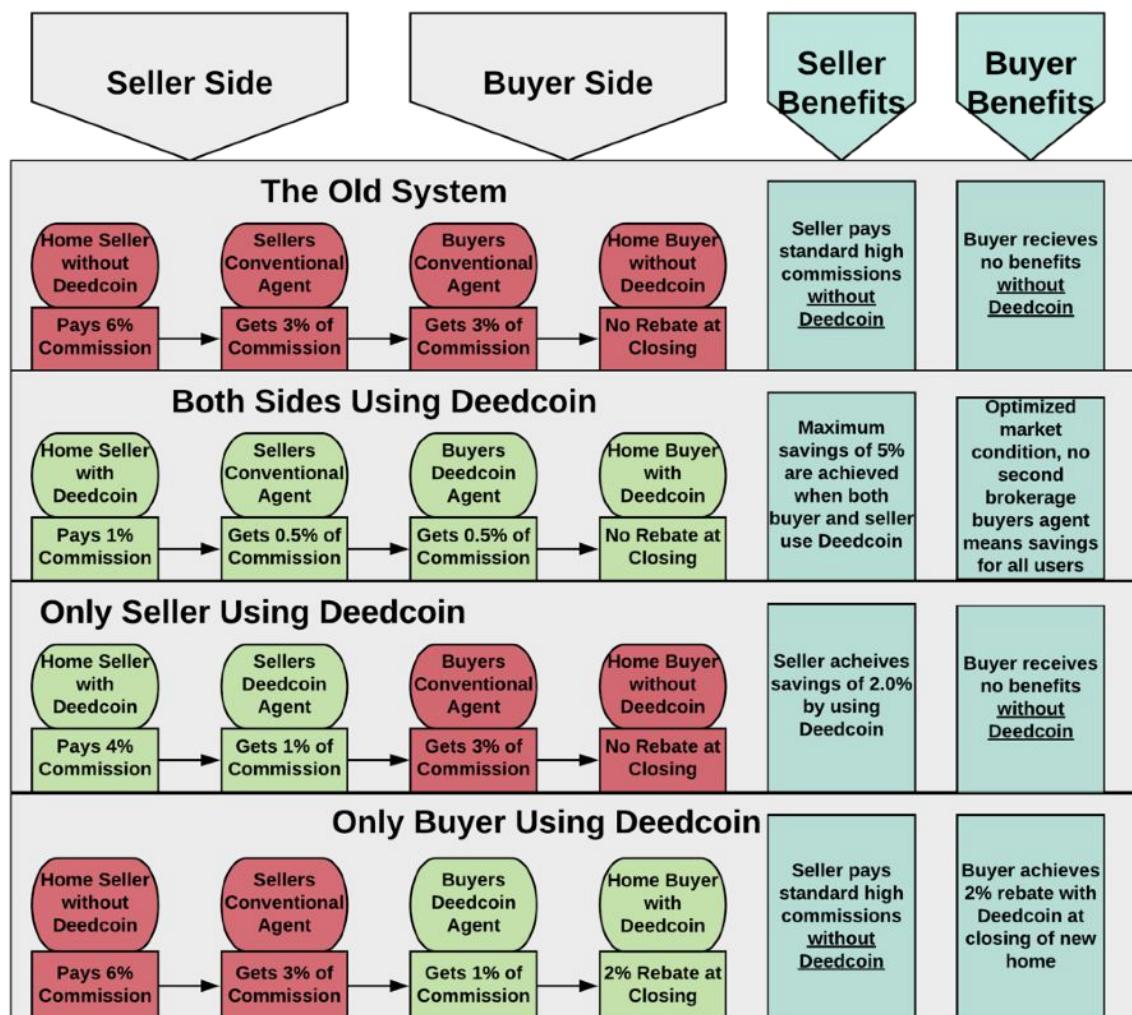


PURCHASER ASSURANCES- Deedcoin will work to provide the safest token launch possible with purchaser protections summarized in the table below.

Protection Category		Details of Deedcoin protections
SEC Compliance	YES	Deedcoin tokens are backed by a HOWEY analysis sold under a usable limit of 1500 tokens per purchaser. These tokens will be usable throughout the U.S. before sold. Deedcoin has chosen to issue the SAFT token to purchasers who wish to purchase more than 1,500 DEED tokens (\$2,250) as a security, issuable only to accredited investors pursuant to Rule 506(c) of Regulation D.
Token Escrow	YES	All contributions after the private/presale are held in escrow to be released on an as-needed basis matching the Deedcoin roadmap. Funds will be moved to cold storage with physical key access at a secure banking location with keys held by two licensed staff members.
State Licensed and Background checked staff	YES	Many of Deedcoins core team and staff hold Real Estate licenses and have been subject to state background checks prior to licensure. Our licenses are designed to ensure we always protect the public and represent the best interests of our customers.
Legal Team	YES	Deedcoin has retained a law firm, Thompson Bukher LLP of NY, to remain compliant with current regulation.
Patent Pending System	YES	Deedcoin is currently patent pending and copyright protected.
KYC and AML Compliance built into portal	YES	Deedcoin will retain necessary information to remain compliant as token holders redeem token for real estate services.
Usability Token	YES	Deedcoin is fully usable on the Deedcoin network and does not pay dividends or provide voting rights. The Deedcoin token is usable without the final UI in most US States. The SAFT variety converts later to DEED



USER INTERACTIONS- Maximum savings are realized when the market transitions fully to Deedcoin. If both the buyer and seller use Deedcoin, the commission can be reduced to 1%. Deedcoin users can also interact with any seller or buyer without Deedcoin and realize substantial savings. The flowchart below indicates the possibilities based on Deedcoin users being on both, one, or neither side of the transaction.



USING DEEDCOIN- Deedcoin simply replaces the process of finding an agent, with everything else working the same until closing on a home. Deedcoin holders begin transactions through Deedcoin's website. Any user can set up a quick login with email and password to create an ERC20 address on the central database. Users can use the online calculator to simply figure the Deedcoin quantity they will need before setting up a login. Once logged in, a user can enter an upcoming transaction by entering their zip code and property value. Users then simply transfer the required (automatically calculated) Deedcoin to the network wallet which holds the Deedcoin on the network. DeedcoinHQ will then connect the user and their local Deedcoin agent. Platform held Deedcoin will only transfer to the agent after a closing of a sale or purchase of a property, otherwise they will be returned to the user.



SECTION DISCLAIMER

THE MARKET METRICS SECTION IS NOT AN INDICATION OF FUTURE PRICE IN ANY WAY. DEEDCOIN STREAMLINES THE REAL ESTATE INDUSTRY COSTS TO 1% AND LETS THE FREE MARKET DECIDE THE RATE FOR REAL ESTATE COMMISSIONS ON TOP OF THAT THROUGH DEEDCOIN'S FREE MARKET PRICE. BECAUSE DEEDCOIN IS USED TO SAVE MONEY ON REAL ESTATE TRANSACTIONS WE MUST SHOW THE MECHANISM IN PLACE TO KEEP DEEDCOIN COST EFFECTIVE TO NEW ADOPTERS ON LOW PRICE POINT PROPERTIES. DEEDCOIN ALPHA FORMULA DOES THIS AUTOMATICALLY AND BECAUSE DEEDCOIN BELIEVES IN FULL DISCLOSURE, WE MUST SHOW WHY AND HOW DEEDCOIN ALPHA EXISTS. SHOULD THE MARKET PRICE RISE, WE MUST PROTECT USABILITY, BUT ARE IN NO WAY INDICATING IT WILL REACH THESE THEORETICAL PRICE POINTS.

MARKET

QUANTITY REQUIRED- Deedcoin will keep 1% of the home's value as commission instead of the standard 6% that agents receive today.

The Deedcoin calculation required to get to the 1% discount is easy. A user simply takes the average market commission rate, whether it be 6%, 5%, or 4% and subtracts 1% from it, because the Deedcoin network runs on 1%. Then the user multiplies this result by 10, because 10 Deedcoin eliminate each 1%. For example:

- John is in a 5% commission market selling a \$200,000 home
- Subtracting 1% from the 5%, leaves 4% remaining
- Multiply 4% by 10 which equals 40 Deedcoin,
- Because each 10 Deedcoin reduce 1%
- This converts the percentage to Deedcoin
- So John needs 40 Deedcoin to save \$8,000 (4% of \$200,000)

The process is equally efficient for buyers. Buyers don't typically receive any credit when they buy a home as sellers pay the whole commission. Using Deedcoin, buyers can now get a rebate at the closing table from sellers that pay high commissions outside the Deedcoin Network. Deedcoin runs on 1%, so a Deedcoin property buyer can get a credit for any commission above this 1% at the standard rate of one Deedcoin per 0.1% commission. For example:

- Susan is buying a \$300,000 house that has a 3% buyers agent commission
- Subtracting 1% from the 3%, equals 2%
- Because Deedcoin will run on this 1%
- Multiply the 2% by 10 Deedcoin, which equals 20 Deedcoin
- This converts the percentage to Deedcoin
- Susan needs 20 Deedcoin to get a credit of \$6,000 (2% of \$300,000)

The amount of Deedcoin required for these same credits will potentially decrease based on the Deedcoin required formula. This formula makes each Deedcoin provide higher savings as users will be able to achieve the same savings with less Deedcoin.

Fortunately for users, math is not required. Deedcoin will always have a calculator on the website to show you how many Deedcoin you need based on the zip code and property price. All formulas are open source and included later in the white

DEEDCOIN ALPHA- Deedcoin is simplified to help all users. We have a calculator to always figure out the Deedcoin required, however we want our users to understand how that calculator works. As the current market total commission reduces, less Deedcoin are required to eliminate the remaining commission. Remember, Deedcoin runs on the last 1%.

Deedcoin Alpha activates should the price of an exchange Deedcoin "price out" a lower property cost customer. In short, the Deedcoin Alpha formula finds the property price point at which Deedcoin savings are most effective. Then, at any point under that property price, it automatically prorates the Deedcoin required. Less Deedcoin are required to achieve the same savings. This makes each Deedcoin more effective to achieve full savings to a property owner using the Deedcoin when buying, or selling.

Deedcoin must keep the network accessible for new Deedcoin adopters. To assure new users can adopt Deedcoin, the formula keeps it viable to purchase on an exchange for use in a Deedcoin network transaction through proration. The Deedcoin model will provide savings over the conventional real estate model, regardless of the price new users pay on exchange, based on the proration in the Deedcoin Alpha formula.

$$Dr = \left(\frac{Pp}{Ar * 100} \right) \left(\frac{Cpin}{Dp} \right)$$

Dr =	Deedcoin Required for Full Discount
Pp =	Subject Property Price
Ar =	Alpha Ratio (set to 2)
Cpin =	Commission Points Saved in Network
Dp=	Deedcoin Market Price Averaged Over 3 Months

This will be calculated automatically for users on Deedcoin's website. Users simply enter the property price and zip code and the Deedcoin required will be outputted based on this formula. This output is compared to the regular Deedcoin required. The lower of the two results is requested from the user.



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DEED TOKEN SAVINGS IN A 6% MARKET- In 2016, the total commission paid to real estate agents nationwide equaled \$3.4 billion. Deedcoin can save 83% of real estate commissions by lowering it from 6% to 1% with both sides using Deedcoin. As a result, Deedcoin has the potential to realize savings of \$2.8 billion per year (of the \$3.4 Billion) in the industry. In the US market, approximately 7 million property transactions happen per year including both residential and commercial property. We need to apply these numbers to the Deedcoin system to estimate savings utilized per Deedcoin across the market including commercial transactions.

\$225,000 average home price *

5% commission saved =

\$11,250 commission saved on average transaction \div

50 Deedcoin used per transaction =

\$225 average commission savings per Deedcoin

In the above formula we have calculated the average commission on EACH property, meaning that we have eliminated the variable of market penetration. This average is based on the existing market for U.S. real estate. By calculating the average savings per coin based on the average commission paid, we find that Deedcoin saves a market average of \$225 per token. However, Deedcoin is not done providing usability. Deedcoin's Alpha system activates to preserve token usability for all sizes of transactions. Deedcoin's formula is built in tiers that reduce the total Deedcoin requirement as the market penetration advances. This allows the savings value of each Deedcoin to rise beyond this initial average value. Deedcoin is a usable token on the Deedcoin network and makes no claims that the value of a Deedcoin will increase. However, as we do not control the value of Deedcoin on exchanges, we have integrated a contingency formula that will retain usability for each Deedcoin to make it's savings cost effective for all consumer levels.

DEED TOKEN SAVINGS IN A 3% MARKET- Deedcoin savings are scalable. We will run the calculation above again, but adjust the Deedcoin requirement based on the table above. Deedcoin Alpha can reduce the commission to 3% as one example to help customers realize savings. Users now only need 20 Deedcoin to eliminate 2% of the commission.

DEED TOKEN SAVINGS IN A 3% MARKET- We will run the calculation above again, but adjust the Deedcoin requirement based on the table above. Deedcoin Alpha can reduce the commission to 3% as one example to help customers realize savings. Users now only need 20 Deedcoin to eliminate 2% of the commission.

\$225,000 average home price *

5% commission saved =

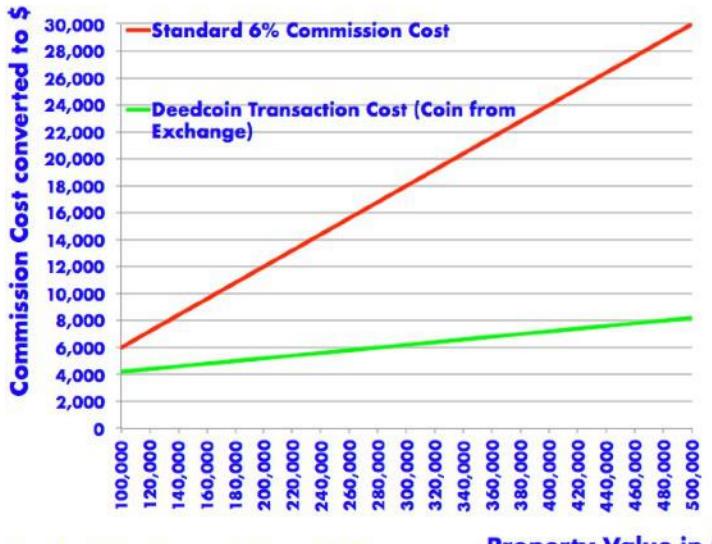
\$11,250 commission saved on average transaction \div

20 Deedcoin used per transaction =

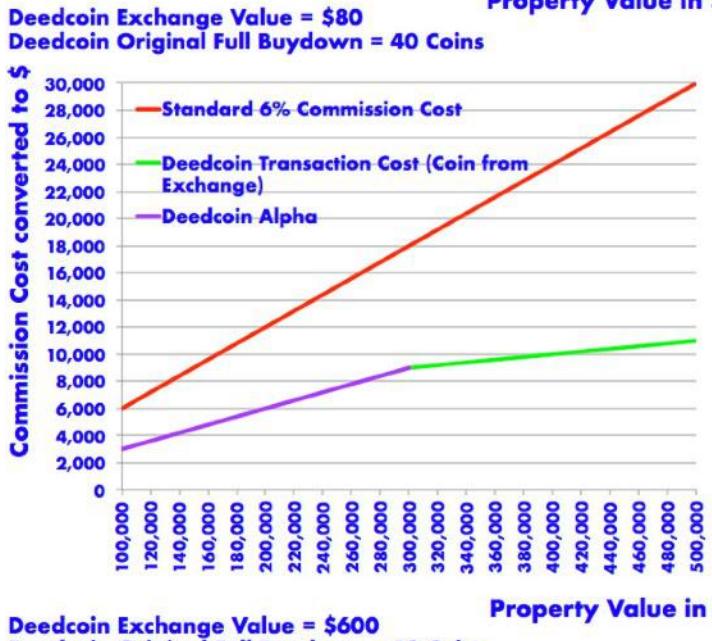
\$562 average commission savings per Deedcoin



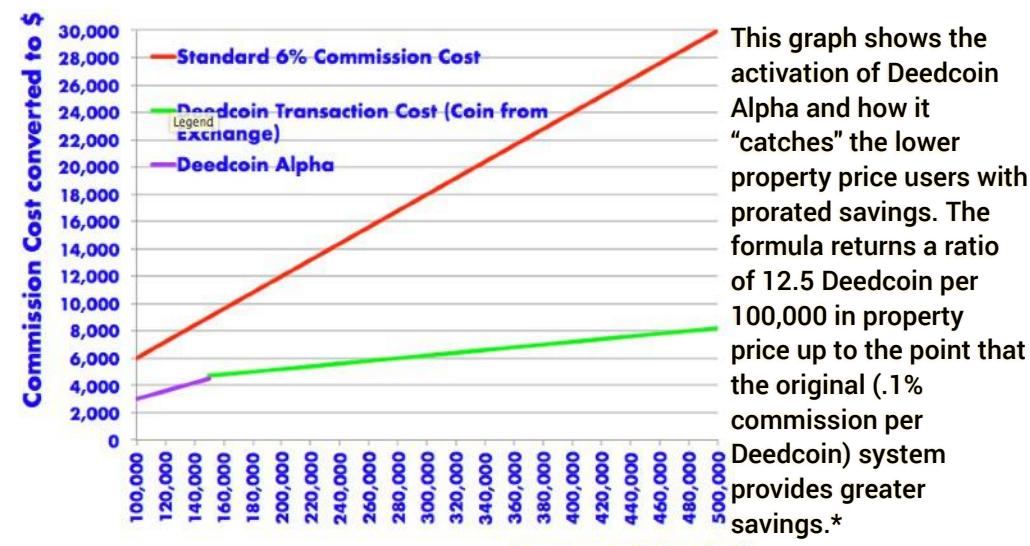
Usability Mechanics



This graph shows the comparison between commission cost with and without Deedcoin at various property prices. Deedcoin savings based on user buying token on exchange at a price of \$80* per coin.



In this Graph, Deedcoin Alpha has activated and "catches" the lower property price users with prorated savings. The formula returns a ratio of 3.3 Deedcoin per 100,000 of property price up to the point that the original (1/10 commission point per Deedcoin) system provides



This graph shows the activation of Deedcoin Alpha and how it "catches" the lower property price users with prorated savings. The formula returns a ratio of 12.5 Deedcoin per 100,000 in property price up to the point that the original (.1% commission per Deedcoin) system provides greater savings.*

Deedcoin makes no claims that the price of a Deedcoin WILL increase. However, because tokens can be listed on exchanges, the free market will set the price of those Deedcoin. Our goal at Deedcoin is to keep the services rendered for users that acquire those Deedcoin cost effective to use the Deedcoin Network. Deedcoin Alpha assures new users cannot be "priced out" and allows the Deedcoin Network to grow and continue to change the real estate industry.

***All Prices in this section are for comparative math analysis and in no way represent the future prices of Deedcoin. They instead serve to illustrate the possible contingencies supported by Deedcoin Alpha.**



Real Estate can be complicated and Deedcoin wants to educate future users on all aspects of our platform. This introduction will help readers gain an understanding of the concepts of Deedcoin:

Normally, to sell a house, the SELLER pays 6% as commission and this goes to two agents. The Seller's agent receives 3% and the additional 3% is paid to the buyer's agent.

When a SELLER uses Deedcoin, he uses a Deedcoin partnered agent, so he only has to pay his agent 1%.

SO...

If this seller accepts an offer from a buyer that is not using a Deedcoin agent, he must still pay that buyer's agent the normal 3%. This equals a total commission of 4% by using 20 Deedcoin (quantity explained below) which is a substantial savings.

OR...

If this seller accepts an offer from a buyer that is using a Deedcoin agent, the two Deedcoin agents share that 1%. in this scenario the seller has to pay the buyer's agent NOTHING. This makes a total of 1% commission from using 50 Deedcoin. Once enough people adopt Deedcoin, this becomes the standard for real estate transactions.

Normally, to buy a home, a BUYER has no commission to pay because the seller pays it all. The buyer's agent keeps 3% of this seller's paid commission.

When a BUYER uses Deedcoin, he uses a Deedcoin partnered agent that KEEPS no more than 1% of commission, so if there is more than a 1% commission available to the agent, the BUYER receives this excess commission as a rebate when they buy a home in states where rebates are allowed by law.

SO...

If this buyer purchases a home from a seller that is not using Deedcoin, the commission to the buyer's agent is normally 3%. The buyer can keep this excess 2% as a rebate by using 20 Deedcoin. This is a great tool against standard commission sellers but only works when someone pays typical high commissions without Deedcoin.

OR...

If this buyer purchases a home from a seller that uses Deedcoin, there is no excess commission to keep because the seller is not paying more than 1%. However, the seller is more likely to accept the Deedcoin buyer's offer because he does not have to pay a buyer's agent commission. He may be more willing to give this buyer a discount and this buyer needs to spend zero Deedcoin.

Deedcoin can be purchased at the token launch event, or afterwards on exchanges. To use Deedcoin, a home buyer or seller simply finds their local Deedcoin real estate agent by using deedcoinhq.com. On the website, users can provide some details about the home they want to buy, or sell and place some Deedcoin on the system. The website does not sell, or list homes, but links them with the local Deedcoin agents that will help them with ANY real estate transaction they wish. The Deedcoin placed on the system are used to buy discount points and afterwards any unused Deedcoin are returned to the customer.

Deedcoin are used towards savings as you complete your transaction. Ten Deedcoin are used for each 1% of commission that is saved, or rebated. No more than 50 Deedcoin are typically used to sell a home, or 20 to buy a home. For example, a seller that saves 2% would use 20 Deedcoin, or for 5% savings they would use 50. Likewise, a seller that receives a rebate for 2% would use 20 Deedcoin, or if there's no commission to be bought back, they would use zero Deedcoin.

Deedcoin provides savings by eliminating percentages, so owners save more per Deedcoin as the property value increases. On the average property value of \$225,000, each Deedcoin saves \$225. Additionally, a programmed formula automatically prorates the amount of Deedcoin needed to achieve full savings downwards. This contingency is implemented should the exchange price ever make Deedcoin cost prohibitive for new users with lower cost properties. as a result, Deedcoin is useable to purchase savings on real estate services in perpetuity and is already live at deedcoinhq.com.

With Deedcoin, home buyers can purchase ANY home and simply redirect the regular market commission to their pocket. Home sellers can hire agents to list their house on the MLS, run open houses, perform drone photography, provide lockboxes, and provide full service support for rates at 1% because Deedcoin is not a discount service. Rather, it is a discount ON services. Deedcoin agents are traditional real estate agents held to higher standards while charging a reduced rate. Instead of selecting a real estate agent from a standard online list, Deedcoin users choose their agents on Deedcoinhq.com and get the best agents for the best commission rates.

So why are agents working at 1% with Deedcoin customers instead of 3% for standard customers? Customer acquisition is very expensive in real estate. A 3% commission costs 1% in marketing to get the customer and another 1% in office overhead. With all of the expenses billed, real estate agencies are only keeping 1% as profit to the bottom line. Deedcoin is a simple solution for forward-thinking real estate agencies. By partnering with Deedcoin, agencies get more customers at a ZERO dollar acquisition cost and receive more volume while still keeping the same 1% profit per transaction. Deedcoin gives the entire 1% to partner agents in most markets and keeps the 1% in select markets with Deedcoin owned agencies to pay for network service overhead.



DEEDCOIN HQ- The key to running the new Deedcoin real estate system is the operation of Deedcoin Central. Removing the operational burden of running a real estate business, Deedcoin Central allows agents and brokers across the country to focus on the needs of Deedcoin customers and their transactions, rather than the "big picture" tasks.

EASY PLATFORM- The key to running the new Deedcoin real estate system is the operation of Deedcoin Central. Removing the operational burden of running a real estate business, Deedcoin Central allows agents and brokers across the country to focus on the needs of Deedcoin customers and their transactions, rather than the "big picture" tasks.

MARKETING EFFORTS- Saving costs on a per brokerage basis allows us to redirect funds to local and national campaigns. Gone will be the days of branded napkins, flyers, and pens and instead consumers will see modernized marketing through online and physical venues. Each brokerage rent payment can be redirected to a billboard or

NETWORK COST SAVINGS- The cost savings of Deedcoin comes in two parts. They have different intrinsic value to the two parties that benefit from it's use, the broker and the consumer. The cost savings to the consumer are well defined and outlined already in verse. The cost savings to the broker aren't as immediately visible. The typical operational costs for a small to medium-sized real estate brokerage range from \$12,000 to \$20,000 per month.

Additionally, the initial start up costs being five to six times that amount. These costs include office rent/mortgage, marketing (both digital and print media), utilities, payroll of non-licensed employees, branding materials, insurance, collateral, furnishings, and other miscellaneous expenses. With Deedcoin, a broker can secure an additional customer pool at zero customer acquisition cost to provide revenue on top of their existing business. The Deedcoin Central office handles all digital and televised marketing on a more effective national level, that no local broker could ever afford.

Deedcoin Central routes all the customers in the area to this local broker. The central office handles the coordination of all Deedcoin transactions so there is no need for an affiliated broker to have dedicated unlicensed staff like receptionists, or transaction coordinators. The affiliated brokers will have very limited expenses and their main priority will shift solely to effectively managing their Deedcoin agents. The cost of serving the Deedcoin user base is \$0. Deedcoin charges no franchise fees and simply adds the the brokerage bottom line with a customer base that is free of individual broker marketing expenses.



The screenshot shows the Deedcoin HQ Portal homepage. At the top, there's a header with the Deedcoin logo, contact information (+1 (321) 313 3900, info@deedcoinhq.com), and address (5545 North Wickham Rd, Melbourne, FL 32940). Below the header is a dark banner with a hand holding a key. The text "WELCOME TO DEEDCOIN HQ PORTAL" is displayed. At the bottom of the banner are three buttons: "WHAT IS DEEDCOIN?", "WHERE CAN I BUY DEEDCOIN?", and "I HAVE DEEDCOIN. LET'S BEGIN".

The screenshot shows the "SUBMIT YOUR TRANSACTION" page. It features a photo of four people standing together. To the right, there's a section titled "What is Deedcoin?" with a detailed explanation. Below this are two checkboxes: one about innovative technology and another about network efficiencies. At the bottom, there are two buttons: "SELLING A PROPERTY" and "BUYING A PROPERTY".

Users can easily connect with brokerages participating in Deedcoin and begin real estate transactions by several different methods. First, users can sign up with email and password, creating an account with an ERC20 escrow wallet attached by default.

Information required to begin a transaction is two-fold.

-If a user wants to sell their home, they will begin a "selling" transaction, which will require the following to be submitted: full name, address of property, phone number, estimated price of their home.

-If a user wants to buy a home, they will begin a "buying" transaction, which will require the following to be submitted: full name, budget, basic property parameters, phone number.

A "Deedcoin Required" calculator will appear on the front page of Deedcoin Central's login. The "Deedcoin Required" calculator will be used by both sellers and buyers. A seller may use the "Deedcoin Required" calculator to get an accurate Deedcoin requirement to calculate their commission cost before submitting a transaction request. Buyers must also use the "Deedcoin Required" calculator by inputting their criteria and matching their budget to their real estate needs and desires. The Deedcoin required will be mathematically calculated internally based on the formulas in the "Preserving Usability" section of this white paper by the Deedcoin Central system based on the user's budget, or home value amount.

After submitting their transaction request, the user will be prompted to send Deedcoin to their Deedcoin central escrow wallet. The Deedcoin required must be checked against the user's Deedcoin Central wallet and verified before transaction can be submitted and Deedcoin moved to escrow.

Users will then be connected to the assigned agent. The system will send emails to the user with their agent's contact information and to the agent with the users contact information. A transaction will be created in the central database and the user will be contacted within six business hours by their agent.

Users will be given the ability to search the Deedcoin Central database for registered brokerages nearest to them. The broker network map will give them a visual representation of where participating brokerages lay in relation to them. Users will be able to pick a participating brokerage from either the search results, or the map, and initiate a buying or selling transaction.

After signing up, users will find a message box on their landing page which they will be able to use to communicate with Deedcoin staff, ask questions, acquire assistance, have issues resolved, and even be connected with brokerages.

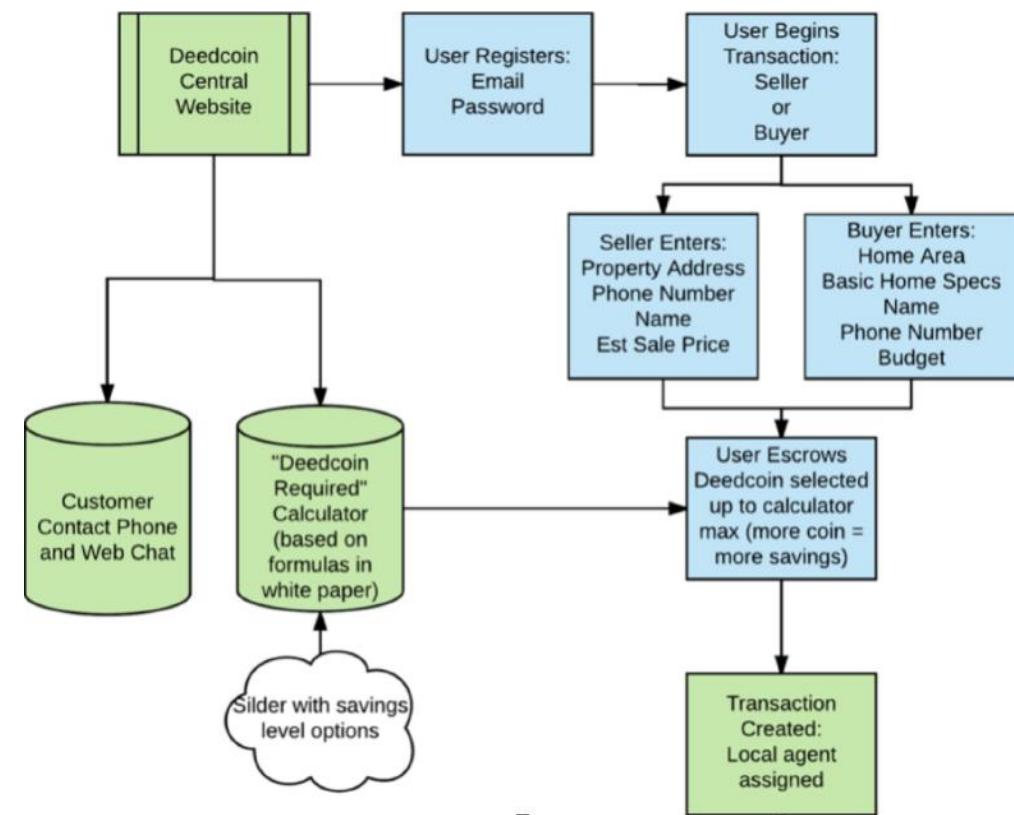


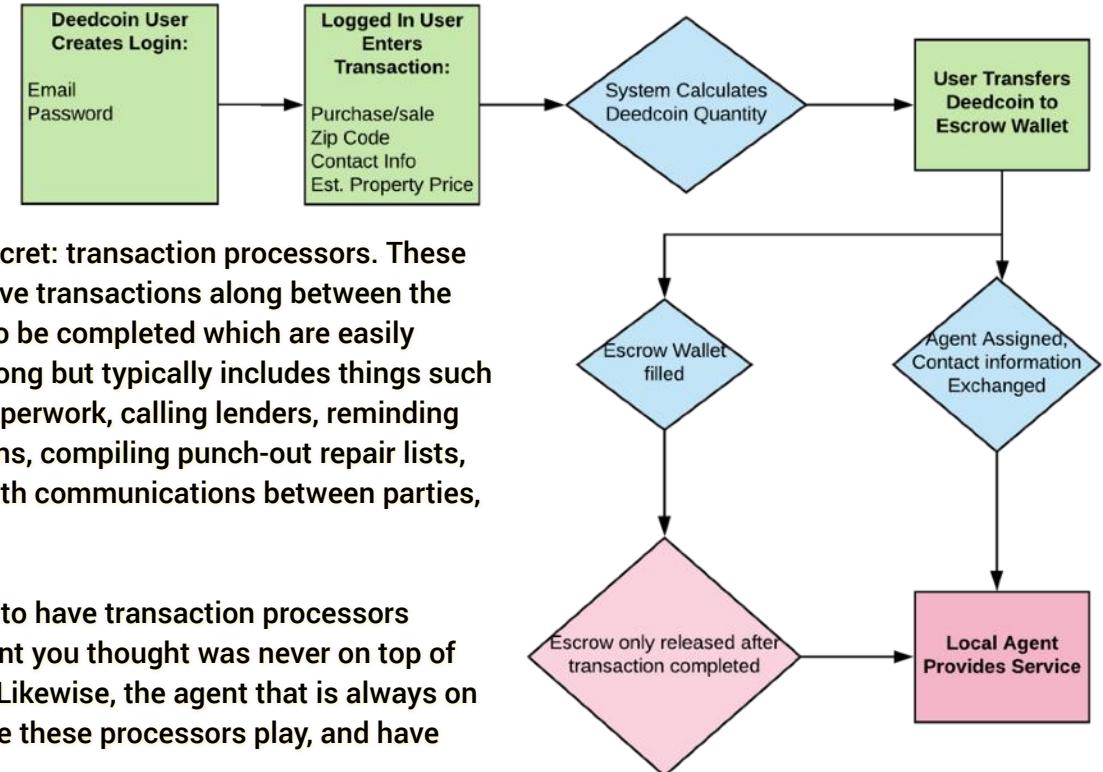
Deedcoin would like users to have access to the exact code on which the calculator that will determine the amount of Deedcoin required to use the Deedcoin Network in each transaction. This is listed on our Github.

The screenshot shows the Deedcoin website interface. At the top, there's a navigation bar with links: USE DEEDCOIN, DEEDCOIN AGENT MAP, WHAT IS DEEDCOIN, and MY PORTAL. Below the navigation is a search bar with the placeholder "Search Deedcoin". The main content area has a section titled "Transaction Information" with fields for TRANSACTION # (13), BUY OR SELL (Buy), TYPE OF PROPERTY (Residential), ZIP CODE OF PROPERTY (23456), BUDGET (\$1,232,220.00), and DE (DRAFT). Below this is a "DOCUMENTS AND NOTES PORTAL" section with buttons for UPLOAD DOCUMENT, POST QUESTION OR COMMENT, and DOCUMENT LIST. A message feed shows recent interactions:

- 12/26/2017, 7:11:25 PM Admin Charles: hjerhre
- 12/26/2017, 1:20:55 PM Admin Charles: hi this is admin!!!
- 12/26/2017, 10:29:10 AM Customer Jin: hey budds!!!
- 12/26/2017, 8:55:12 AM Admin Charles: hi...

At the bottom, there's a "Back to Dashboard" link.





TRANSACTION PROCESS- The best real estate agents have a secret: transaction processors. These processors are hired by the agent on a per deal basis to help move transactions along between the many parties of a deal. To close on a home, lists of tasks need to be completed which are easily forgotten without the aid of a transaction processor. The list is long but typically includes things such as: ordering surveys, ordering inspections, filling out ongoing paperwork, calling lenders, reminding clients of due dates, setting closing dates, ordering re-inspections, compiling punch-out repair lists, finding trust documents, updating transaction status, dealing with communications between parties, and many more tasks that change with each transaction.

To stay legally compliant in a real estate contract, it is essential to have transaction processors whose sole responsibility it is to deal with these things. The agent you thought was never on top of things did not have a transaction processor working with them. Likewise, the agent that is always on the ball is only that way because they understand the critical role these processors play, and have hired one.

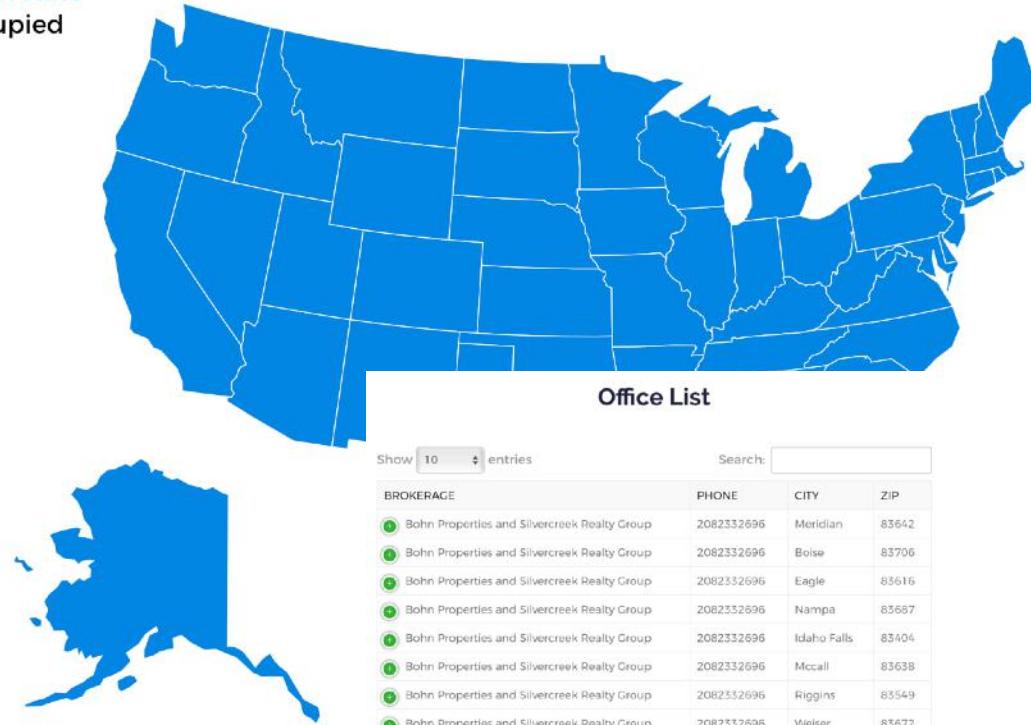
Deedcoin Central will provide required on-site transaction processors assigned to all contracts in the Deedcoin Network. This is at no extra cost to our agents or users and serves to make our people among the best in the business. By managing these processors from a central location, we can be

AGENT RATING SYSTEM- It is currently impossible to know how good an agent is at doing their job. There is no centralized review database, or rating system to let you know what kind of agent you are hiring. This makes choosing an agent very difficult, and causes customers to hire and fire a few agents before finding one that can meet their needs. By having our Deedcoin agents all in one network, we are able to not only find out how their customers rate them, but also see how well they are doing their jobs from the information relayed by their transaction processors. Deedcoin will ask users to rate their agents through the central database after transactions and also take input from customers directly through the transaction processor's contact with customers and agents. Deedcoin will improve, or replace subpar agents anywhere in the country through their partnered brokers and constantly revise our network staff to offer only the highest caliber of effective agents to our consumers.



MARKET LAUNCHES- The Deedcoin team has prioritized high volume markets to reach the maximum user base first, before selling DEED. Deedcoin has network agents in 140+ cities, with at least one in each of the 50 states. Deedcoin continuously enhances the network and is usable at deedcoinhq.com in all 50 states. The live network map can be found at deedcoinlaunch.com or deedcoinhq.com. International expansion is planned for 2018.

- Deedcoin state
- Not occupied





Although Deedcoin will not be charging fees to brokers in the network, the network will produce revenue in other streams to grow the Deedcoin system. Operational revenues for maintenance, marketing, and growth are derived from the following:

CORE MARKETS - Certain areas that Deedcoin Inc selects will be deemed "Core Markets." These areas will have a Deedcoin corporate real estate brokerage to cover the customer footprint, at the same rates as available anywhere in the network. These Core Markets will be selected based on the metrics of having an exceptional transaction volume, currently 6% commissions, and high average property price. By maintaining these markets and retaining the 1% commission, Deedcoin will be able to produce excess revenue to assist in sustaining the network brokers that do not pay fees. Deedcoin metrics indicate there will be between 12 and 15 counties that will be converted to Core Markets.

ADVERTISING - One word, simple. Deedcoin has no intentions to sell emails, data, or any annoying products through the platform. Sellers and buyers do have certain products they need, and Deedcoin plans to partner with service providers to show a choice of three options for each product type. Services such as mortgage providers, insurance carriers, home inspectors, and property warranties could be cleanly proposed to the customer, reducing the legwork of finding these options on the regular market. Deedcoin plans to negotiate into each advertising contract, that the provider will offer a discount to Deedcoin customers referred through the platform. This win/win approach will assure all elements of the Deedcoin platform



Deedcoin will launch as a token launch event, converting USD, Bitcoin, Litecoin, and Ether to its new ERC20 token, DEED. The token launch will price the Deedcoin at \$1.50 per DEED initially with bonus Deedcoin issued based on how early the user contributes. The cost per Deedcoin is calculated in USD and will be converted to the required Ether, Bitcoin, and Litecoin based on the average price for the contribution period. The DEED will be released in two phases, presale and full sale. DEED are issued immediately based on smart contract, but Deedcoin holds the right to delay issuance for up to 30 days should errors occur. DEED purchases are limited to 1500 DEED (\$2,250) for U.S. citizens and without limit to foreign purchasers.

The company will sell up to 70 million tokens as either Deedcoin and Deedcoin SAFT combined through two avenues, public sale and private sale. The company will conduct a public sale of tokens (the "Sale"). The Sale will include multiple phases announced at least seven days prior to each stage on Deedcoinlaunch.com. The first sale to begin publicly will be in the first quarter of 2018 (the "Launch Date") and end after the announced number of token have been sold, or a timer expires. All public sale phases will be announced at least seven days prior to the sale. These announcements will indicate the date of sale, the maximum time the phase can run, and the maximum number of tokens that can be sold in the phase. Phases will end when either the tokens sold in the phase, or the maximum time is reached as announced prior to the phase beginning. The final public sale phase will conclude on, or before 12/31/2018 (the "Sale End Date"). The Company will also conduct a private sale of Tokens (the "Private Sale") which will be ongoing beginning on 1/1/2018 (the "Private Sale") through one or multiple Deedcoin sales systems. All Private Sale avenues will conclude on or before 12/31/2018, or when 40 million of the 70 million Deedcoin have been sold through the Private Sale systems, whichever occurs first. Deedcoin, or Deedcoin SAFT will be provided to all purchasers depending on the qualifications and restrictions of the purchaser. Deedcoin has the right to move any of these sales phases forward, or back up to 30 days by posting notice on deedcoinlaunch.com at least seven days prior to the change of date but all sales will conclude by 12/31/2018. Bonus tokens are provided free of cost with purchased tokens and are not included in the above total quantities. Any SAFT token sold will be replaced by a future Deedcoin, plus additional bonus Deedcoin, from a reserve set aside for future delivery to replace the SAFT token.

Type	Number	Price per Deedcoin (converted to USD)	Bonus Deedcoin
DEED	1-10 Million	\$1.50	40% Quantity Bonus
DEED	10-20 Million	\$1.50	20% Quantity Bonus
DEED	20-30 Million	\$1.50	10% Quantity Bonus
DEED (private sale channels)	1-40 Million	\$1.50 to \$3.00	5% to 40% Quantity Bonus

-Deedcoin sales will occur in multiple phases.

-Each phase will have more token available than the last.

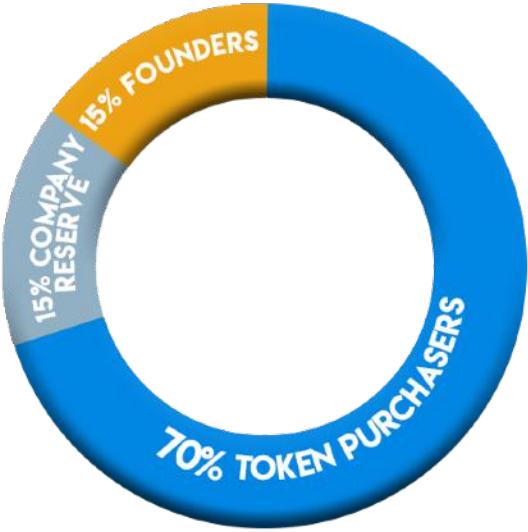
-All phases will be announced at least 7 days prior on deedcoinlaunch.com.

-All sales will end by the last day of 2018.

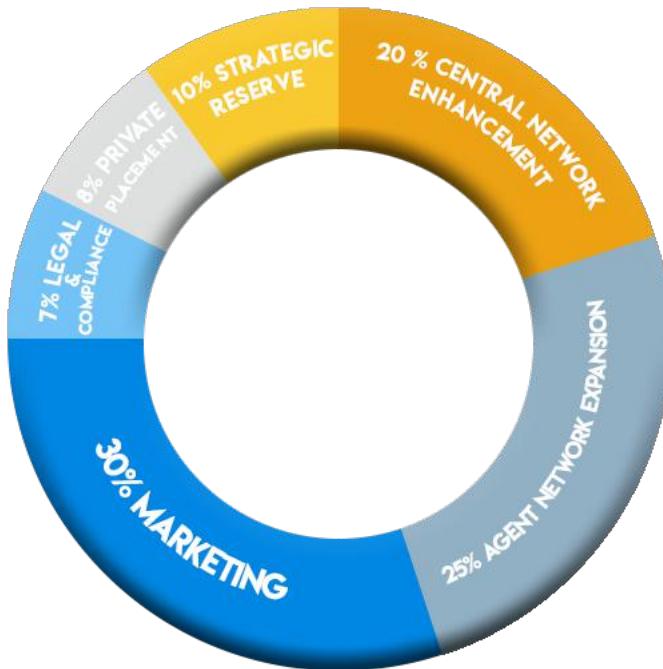
Deedcoin is the future of the real estate market. We estimate a six-month timeline from launch to bring Deedcoin from useable to a robust final version. During this time period, the Deedcoin SAFT will not be useable until converted to regular DEED. Deedcoin is not the token for those looking to quickly dump the token on an exchange as soon as they are received in a wallet. Deedcoin is for those who understand the long-term potential of the Deedcoin system to change the US real estate industry. The Deedcoin tokens are for use in those future real estate transactions.



The roadmap and sales information are also available at deedcoinlaunch.com



TOKEN DISTRIBUTION- Token issuance will follow the chart to the left with 70% going to token purchasers (plus bonus tokens) and the remaining 30% divided between founders and company reserve.



TOKEN FUNDING BREAKDOWN- Contributions of cryptocurrency during the token launch event will be used to help enhance the current Deedcoin Network. Deedcoin has set the budget cap according to our budget for marketing and network enhancement. As Deedcoin derives USD from the sale of contribution tokens, the proceeds shall be used by Deedcoin according to the chart on the left.

ROADMAP

June – August 2017

- Idea Creation
- Trademarks
- Patent Application
- Website Design

September – October 2017

- Token Prep
- Website Production
- Blockchain Development
- Whitepaper

November – January 2018

- Broker Onboarding
- Usable Network
- Audit
- Legal
- Testing
- Smart Contract Live

February – March 2018

- Presale Open
- Platform Enhancement
- Broker Footprint Expansion
- Ongoing Sales Phases Open

April 2018

- Establish Headquarters
- Hiring Tech Teams

May – June 2018

- Training of Transaction Coordinators
- Cloud-based Transaction Software Implementation

July 2018

- National Broker Cloud Training
- Final Testing of All New Systems

August 2018 - December 2018

- Enhanced Systems Network Completed
- All Token Sales Phases conclude

2019

- International Network Expansion to Five High Commission Countries

2020

- Launch of 3rd Generation Blockchain MLS



Deedcoin Generally speaking, blockchain and cryptocurrency are new industries and haven't created an established way to market their technology. (At least outside the blockchain space). Deedcoin, however, is not only a blockchain product, but a real estate service as well. This allows Deedcoin to have a greater amount of strategy and guidance to tap into in terms of marketing.

Deedcoin's marketing strategy targets three specific demographics, all of which would find great value from the service:

First-time homebuyers and sellers

Equity-established homeowners

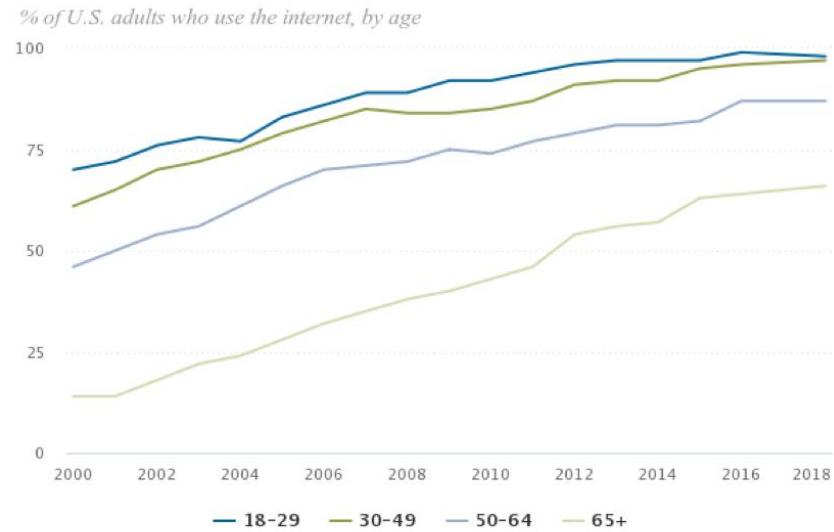
Real estate investors and commercial property owners

The concept of a savings model is already well known in marketing. A little company known as Wal-Mart comes to mind. A real estate service known as Redfin has already surged in growth due to it being marketed as a savings model, and is now worth several billion dollars. It is actually represented in less states than Deedcoin and doesn't provide the same amount of savings.

To reach first-time homebuyers and sellers, the demographics that fall into this category must be analyzed:

Age in 2015	First-Time Buyers	Repeat Buyers
18 - 24 years	8%	* (less than 1 percent)
25 - 34 years	58%	13%
35 - 44 years	19%	20%
45 - 54 years	8%	19%
55 - 64 years	5%	22%
65 - 74 years	2%	20%
75 years +	* (less than 1 percent)	6%
Median Age (years)	31 years	53 years

Using 2015 statistics from the National Association of REALTORS®, it can be derived that the majority of first-time homebuyers fall between the ages of 25 and 44. This is great news! Why? Well, the demographics of internet users look like this:



Source: Surveys conducted 2000–2018. Data for each year based on a pooled analysis of all surveys conducted during that year.

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The real estate business is very competitive which makes competing in this industry very costly. Sales and marketing has become an avenue where literally hundreds of millions of dollars are being spent by the large conglomerates chasing their piece of the real estate pie. Realogy Holdings Corporation, which includes Century 21, ERA and Coldwell Banker among its companies, spent \$241 million on marketing in 2016 according to their annual report. The Zillow Group, which includes Zillow, Redfin and Trulia disclosed it spent over 380 million on sales and marketing in 2016. These figures don't include all other expenses as Zillow reported its total costs and expenses over \$1 billion for 2016. Realogy works off much larger figures due to paying agent commissions, so the company had over \$5.4 billion in total costs and expenses in 2016. With U.S. property owners holding \$15 trillion in private property, there is no inexpensive way to approach decentralizing the industry. Attempting to compete simply on the marketing front is a substantial financial undertaking. This is where the strength of the unity within the Deedcoin broker network functions at a high level. The agents in the network don't have to pay Deedcoin for being connected to sellers and buyers that are holding Deedcoin. The agents in the Deedcoin Network are working on a 1% commission instead of the traditional 6%. The agents are benefitting from receiving zero cost acquisition clients. This allows homeowners to retain tens of thousands of dollars from the equity of their home. The buyers are receiving potential rebates that can account for thousands of dollars as well.



Most notably, the demographics that are buying and selling homes for the first time line up closely with those who use the internet. A natural conclusion would be that utilizing the internet to market to them would be a safe and highly effective route.

One of the more familiar avenues of advertising and promotion on the internet is social media. For example, Deedcoin can use a location-targeted advertising service charging \$10,000 per month, to target 80,000 (algorithmically potential) homebuyers in a single county, and direct them to a website. According to Wikipedia, there are 39 counties in the U.S with a population in excess of one million people. Targeting these counties first would require \$390,000 per month and totaling \$4,680,000 per year.

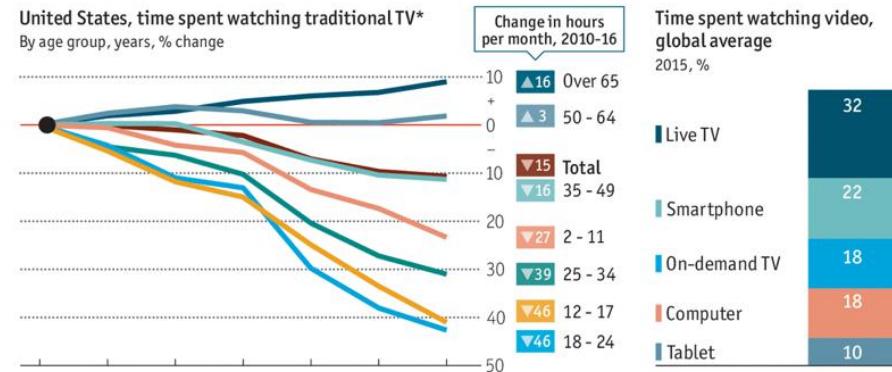
Billboard advertisement is another potential venue. The same demographics that falls into first-time home buying and selling also aligns closely with the majority of urban commuters. A billboard in an urbanized metropolis, which will continue to be targeted as highly populated, can charge rent to advertisers in the range of \$4000-\$20,000 per month, depending on traffic and visibility. Those figures total a range of \$48,000 to \$240,000 per year. Multiplied across 39 of the most populous counties, one billboard per county, per year would range from \$1,872,000 to \$9,360,000. Two billboards per county would range from \$3,744,000 to \$18,720,000 per year.

To reach equity-established homeowners, you must first determine their demographic ages. Identifying the term “equity-established” as those homeowners who now have “bought back” more than half of their home’s equity from their lenders. We can extrapolate since the average mortgage term in the United States is 30 years, these are homeowners who have owned their homes for at least 10 to 20 years. They are now in a position to buy or sell, whether or not their house is paid off completely.

The data being used to determine the average age of the first-time homebuyer is very similar to the age ranges from 10 to 20 years ago. So the average age of this second category is established by adding 15 years to the lower end of the range (24 + 15) and leaving the top of the range uncapped. This results in a category of homeowners over the age of 39, who have owned their home for at least a decade, as our equity-established homeowner target demographic.

While social media and billboards still a quite effective for the lower end of this demographic range, there still reigns a king when it comes to advertising to the higher end: Television. So how much does it cost to advertise to this demographic on television?

Look at it another way



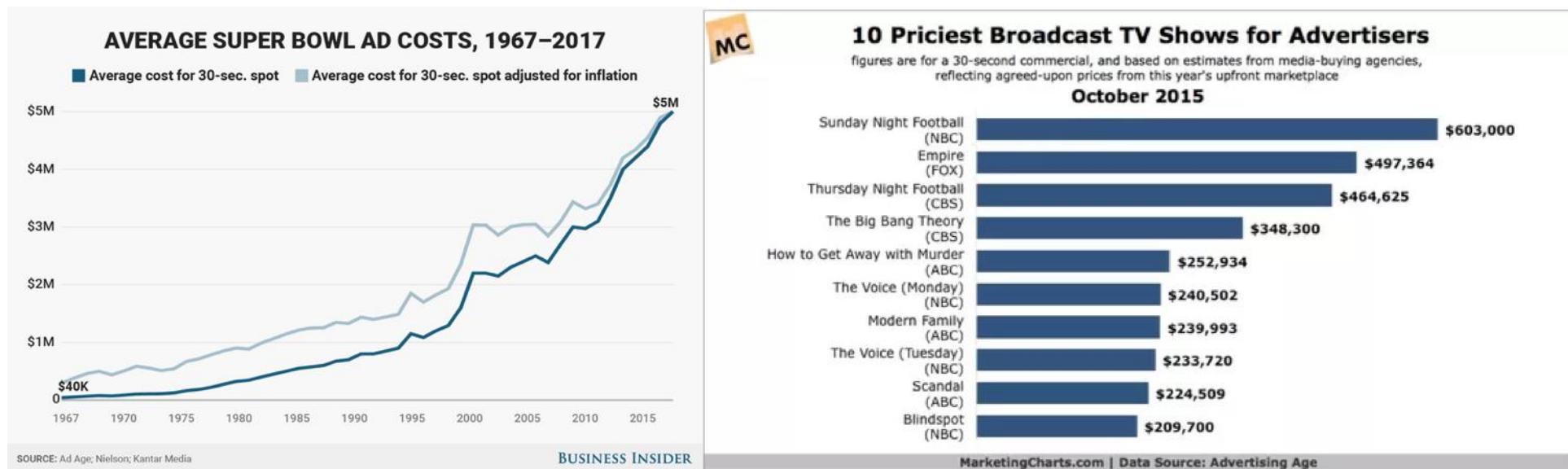
Sources: Nielsen; REDEF; MillwardBrown

*Cable and broadcast channels (including time-shifted)

Economist.com



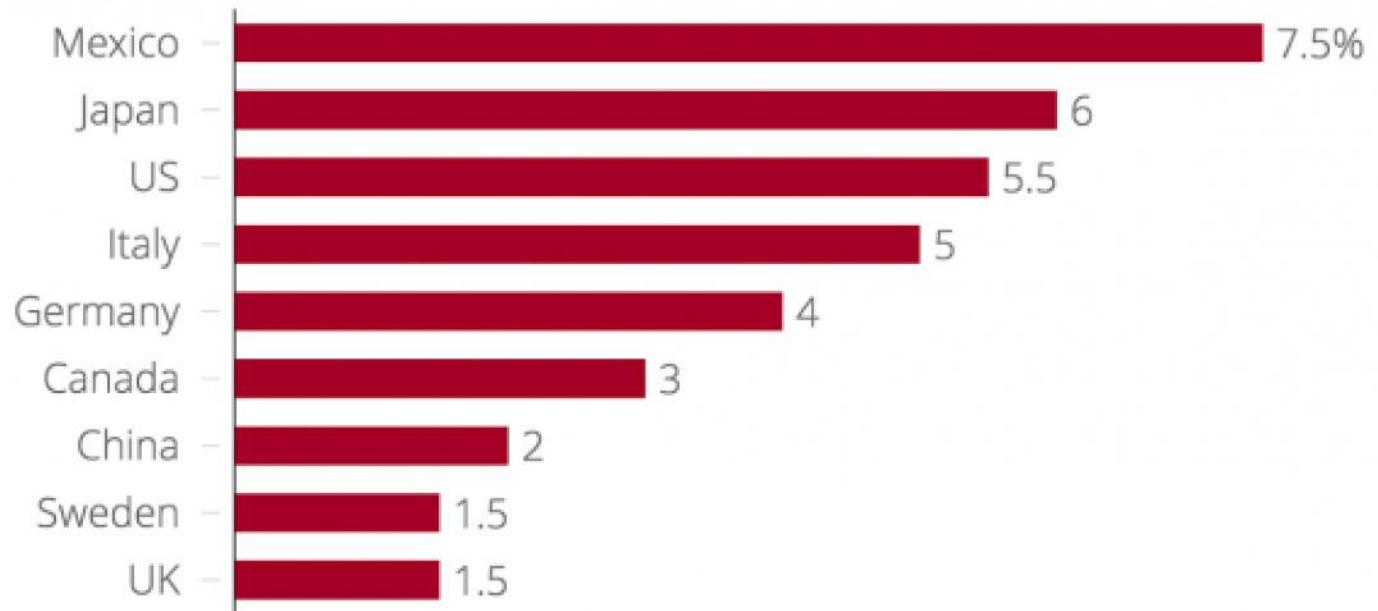
Primetime television advertising still increases in price over time. A 30-second advertisement on a primetime television show, using data from 2015, ranges roughly between \$200,000 to slightly above \$600,000. If Deedcoin were to advertise on Sunday Night Football, just once, every week for the entire season, that amounts to \$603,000 per week, for a 17-week span, or roughly \$10,251,000 per year. (Most likely higher in 2018, or 2019.) If Deedcoin were to advertise on The Big Bang Theory, just once, every week for the entire season, that amounts to \$348,300 per week. That is roughly \$7,662,600 for a 22-episode season. (Most likely higher in 2018 or 2019.) If Deedcoin were to advertise on ABC's Scandal, just once, every week for the entire season, that amounts to \$224,509 per week, or roughly \$2,469,599 during an 11-episode season.



If Deedcoin purchased a 30 second spot during the Super-bowl, which is undoubtedly the epitome of all television advertising, it would require more than \$5,000,000, not including any production costs. Our last target demographic does not necessarily have an age range, but we can safely assume their income is higher than the average homeowner. Real estate investors and commercial property owners seek to gain the most from Deedcoin, due to their closings often requiring the highest dollar volumes in commissions disbursed. Marketing to large portfolio customers can be done among the same routes as before, but can be directed towards specific channels used by commercial owners and property investors. LoopNet and CoStar are perhaps the most well-known avenues for this group of people, as well as specific podcasts and publications that cater to them.



Deedcoin recognizes that the problem it is trying to solve in the United States is also quite prevalent throughout the rest of the world. While it's true that it functions as a cryptocurrency, Deedcoin's true target audience is not just the blockchain industry, which includes relatively very few, but rather the real estate industry, which effects every single person in the world. To create a democratizing service that has the ability to uplift so many, and yet reserve it only for a particular few, is both philosophically and economically unethical. That is why it is imperative that Deedcoin generates the support it needs to truly reach international penetration. The reason Deedcoin works so well is not just because it is a decentralized ledger technology, but rather that the human infrastructure needed to adopt it is well-established and rapidly growing. No two real estate transactions are the same. That model can be followed when comparing them across international lines where they would most likely appear even more dissimilar. The United States has high real estate commissions, but there are a few other countries that have comparable commission costs. We expect a penetration budget of an average of \$10M per nation for the five nations following the U.S.





FREE AND OPEN ACCESS TO DATA- In the current system, all houses are listed for sale to potential buyers through MLS (Multiple Listing Services). Once data is entered in these systems, other services such as Zillow, post it through syndication software. These services are outdated, slow, error-prone, and expensive. From a business standpoint, the control of data is extremely profitable. The NAR in the U.S. has licensed the rights to these MLS systems exclusively to agents. To become a REALTOR®, a licensed person must pay dues to the NAR, state, and often county organizations. By making the MLS only accessible to NAR member agents (REALTOR®), the NAR has managed to discover a residual method to charge \$800 for the MLS by branding the fees as NAR membership dues. The heightened costs paid by each agent are then recouped from the customers by charging higher commissions. Without NAR controlled MLS systems, costs reduce. An open MLS system would also allow customers to access the houses for sale directly, receive all agent accessible information, and see historical data. All of this is accomplished by having a third generation MLS being open and free to the public. No longer would customers have to see the reduced and faulty information on a third party site such as Zillow, or Trulia. A new MLS can be fully maintained by agents paying lowered fees for each listing, instead of inflating industry costs.

Since this data is for sale to third party sites from the MLS systems, marketing companies have become very effective at monetizing the data sold. The agents input the data into MLS systems they later have to pay to access, however customers cannot access these systems. Customers have to find third party information on sites that syndicate the MLS data. Because the customers are on one platform and agents on another, the third party customer platform sells customers back to agents at high rates. With the challenge of customer acquisition as dominant as it is today, agents are forced to pay substantial sums to access these customers. Customer acquisition costs through online marketing can be between \$2,000 to \$4,000 per transaction that reaches the closing table. These costs transfer, of course, back to the customer paying high commissions through market economics.

Deedcoin will merge these platforms in a way that is not possible without both a real estate network and customer base on the same program. Deedcoin customers use Deedcoin to save money, meanwhile agents list homes for Deedcoin customers. As the market share of Deedcoin transactions increases in the marketplace, Deedcoin can transition more of these listings onto its new system. Without a customer base to look at an MLS syndicated site, and an agent base to input data, a new MLS could never launch against the current systems. Deedcoin is a network full of people on both sides of this new MLS, making it perfectly positioned to revolutionize the industry.

We have no plans to build a third generation blockchain although other groups already have. Deedcoin plans to evaluate the options that are most stable and can transfer the most data. Once the best option is determined, Deedcoin will upgrade the DEED ERC20 token by switching it to a new platform at a 1:1 ratio. This platform will support both the economic benefits of blockchain inherent in the initial DEED, and also launch to solve the data control issues in real estate.

By moving the data entered in regular MLS databases to a blockchain solution, a new MLS can store information absolutely. With the public being able to access and use a property information system, it is crucial that the benefits of blockchain are implemented.

Blockchain can store history forever in an unchangeable format. Property history would be accurate based on sales such as: price, date of sale, improvements made, zoning changes, ownership, and hidden damages to properties not known, because the property had already gone through a new listing. This solution would assure that customers looking to buy a property would get a full picture and not the limited view that listing sites would choose to show.



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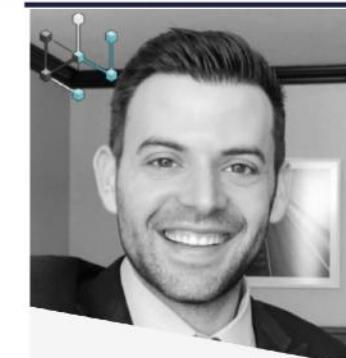
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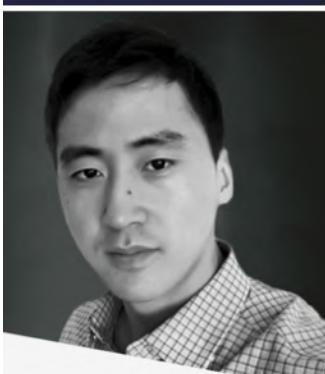
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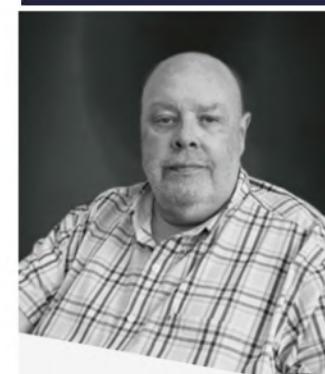
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