



**SMARTBLOCKS**

# Unlocking the Future of Tokenized Real Estate Assets

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THE COINBASE OF REAL ESTATE

# General Disclaimer

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The projections shown are intended for illustrative purposes only to facilitate the analysis and are not guaranteed by the sponsors. Any person, entity, or organization must first be qualified by the company and read all of the offering documents before investing. An offer to invest cannot be made by the presentation alone, but must be accompanied by the offering memorandum.

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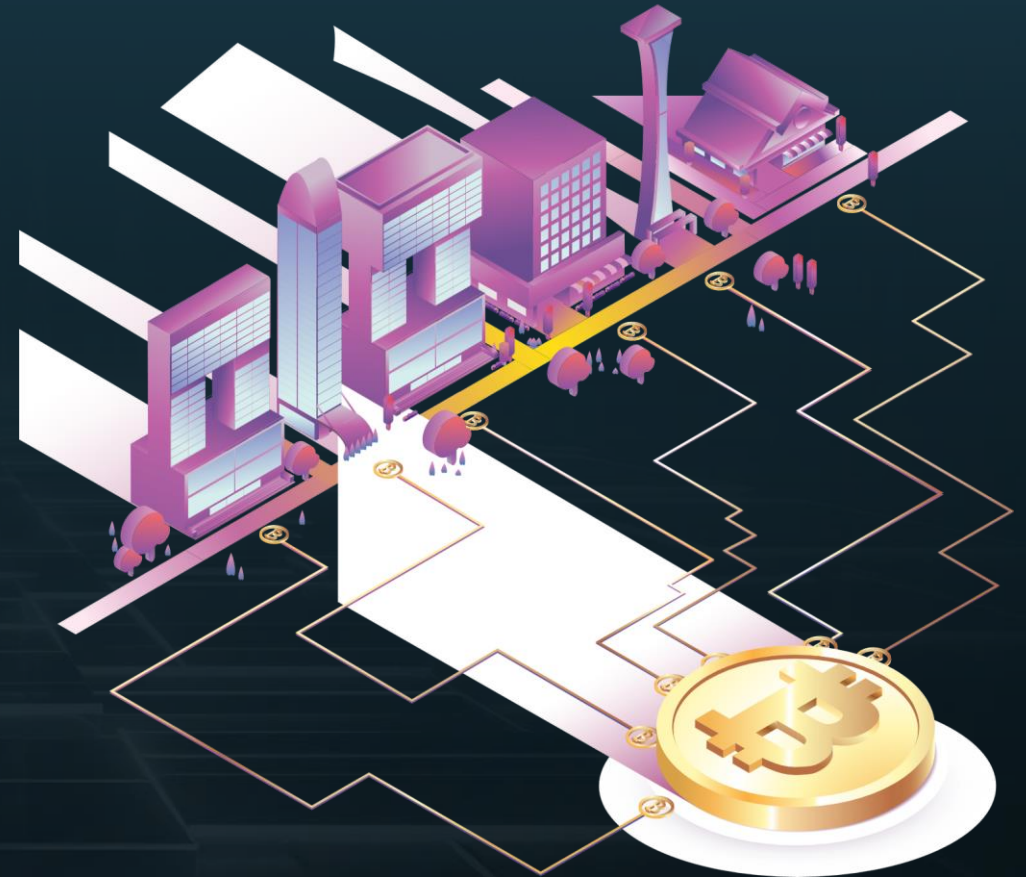
# What is Smartblocks?

## The Coinbase of Real Estate

- ✓ Traditional real estate investment is often cumbersome, illiquid, and requires significant capital.
- ✓ Our platform uses tokenization technology to break down high-value properties into smaller, tradable units, or 'shares.'
- ✓ These shares are converted to tokens that can be easily bought, sold, and traded on our exchange, just like stocks.

What's in it for you?

- **Access to a rapidly growing market of Tokenized assets**
- **Lower operational costs**
- **Higher liquidity**



# Mission

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To democratize real estate investment, making it accessible to everyone, everywhere.





# Vision

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To revolutionize the real estate market by creating a seamless, transparent, and accessible platform that democratizes investment opportunities, enabling anyone, anywhere, to participate in and benefit from the world's premier real estate markets.



# Three Main Problems

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## **Complexity and Costs of Transactions**

Inefficient capital raising for projects like Real Estate + cost of purchasing and selling very high



## **Accessibility and Inclusivity**

Limited access to high-quality Real Estate and Equity investments for global investors



## **Liquidity Constraints**

No secondary market to trade Real Estate and Equity investments



# Solution

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**Democratize global access to Real Estate** to investment opportunities from around the world



**Creating a Secondary market for Real Estate liquidity** by issuing “tokens” backed by an asset with a global investor pool



**Streamlined for managing real estate shares** of new or existing projects to save 80% of investor management costs + costs of purchasing and Selling



**Enabling AI to manage due diligence and investment decisions** for a new class of investors around the world





# How Big is the Market Opportunity?



The global real estate market is worth **\$280 trillion** (Real Estate, Equity and Debt)



Expected growth rate **23.2% CAGR** and will reach **\$8.3 Billion in tokenization size by 2028<sup>1</sup>**



Market trends **favor tokenization** (increased regulatory clarity, institutional adoption, etc.)



<sup>1</sup> <https://www.thebusinessresearchcompany.com/report/tokenization-global-market-report#>

# Our Customers



## Real Estate Owners/Developers

Real estate owners aim to **unlock liquidity** and expand to a **global investment** reach by tokenizing their properties.

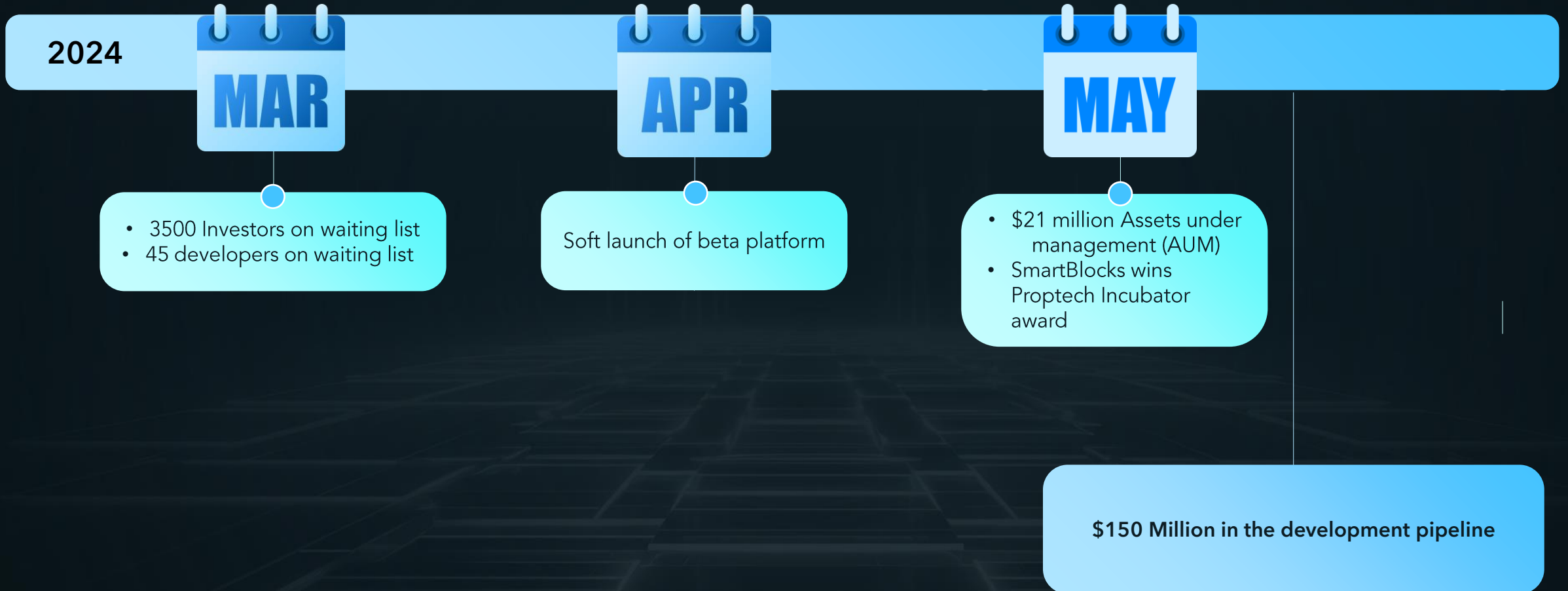


## Real Estate Investors

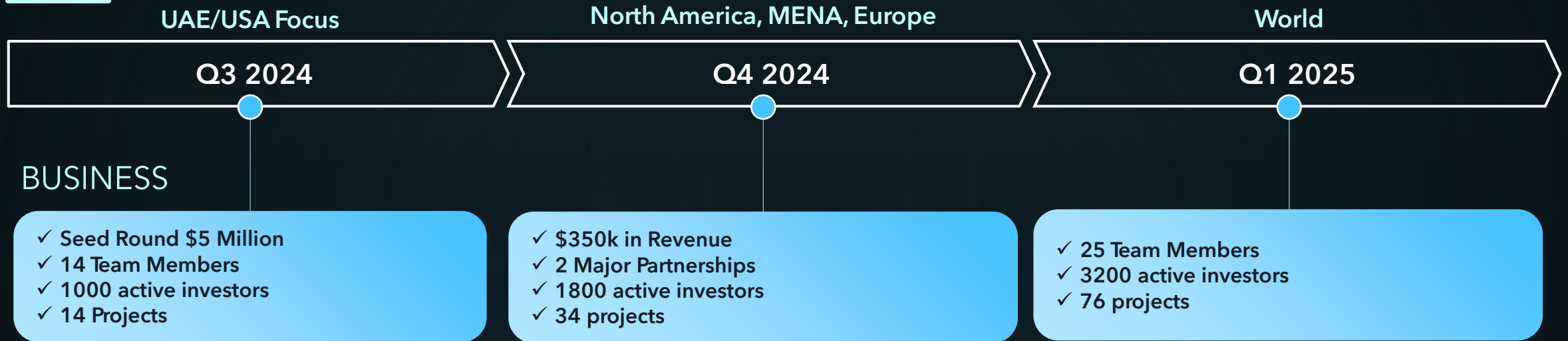
Real estate investors seek **instant liquidity** and **financially accessible** opportunities in the tokenized real estate market.



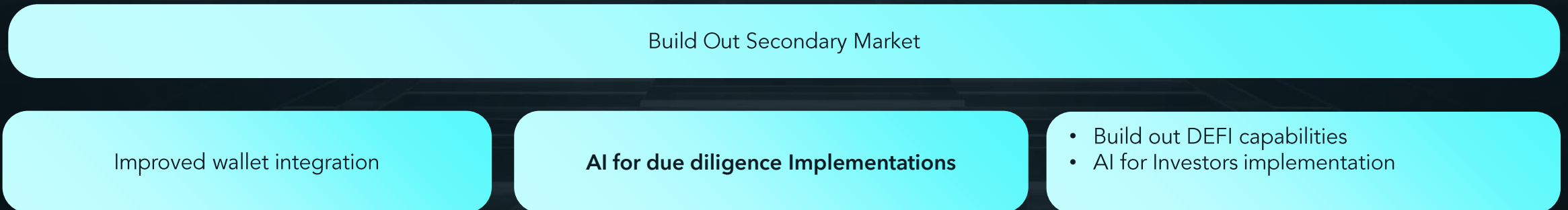
# Recent Achievements



# Road Map

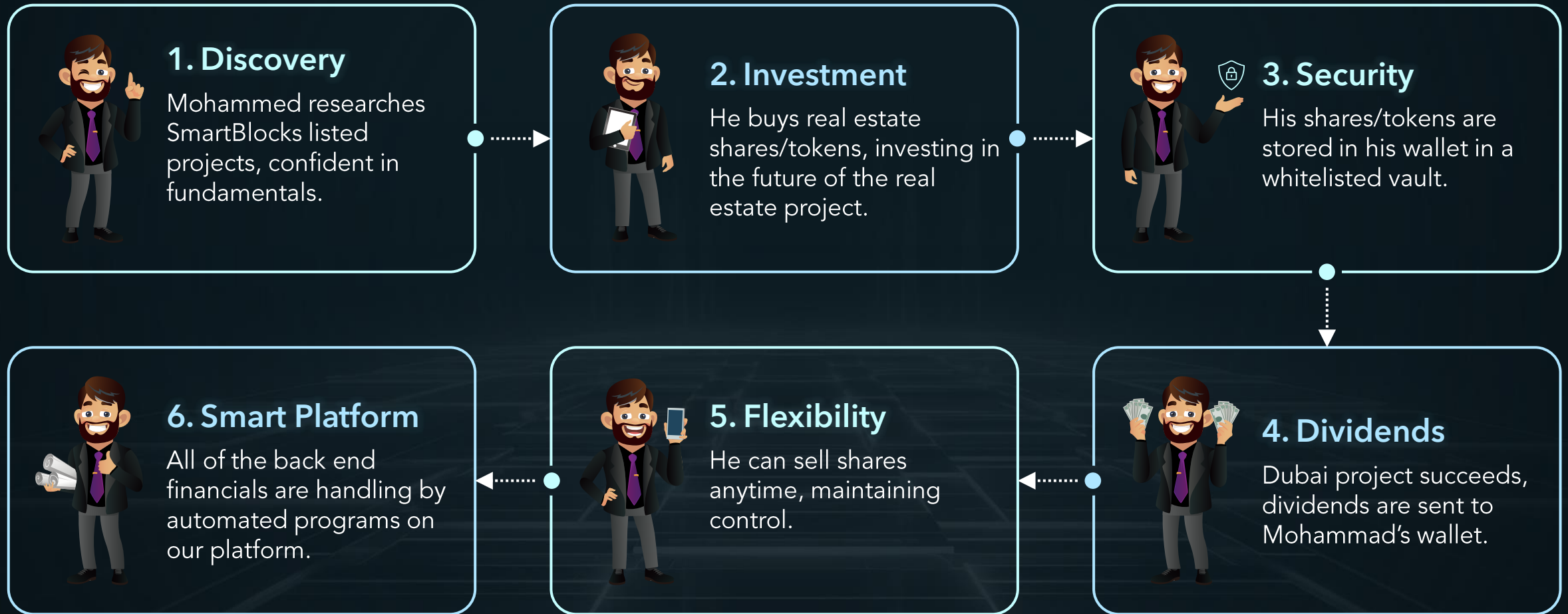


## PRODUCT





# How it Works





# Unique Selling Points

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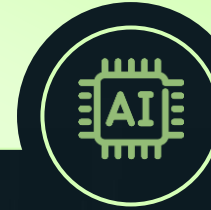
## Innovative Ecosystem

Our comprehensive ecosystem supports **property tokenization, trading, and management**, offering a one-stop solution for real estate investment.



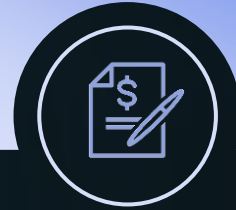
## Blockchain Technology

We leverage **blockchain to ensure secure, transparent, and efficient secondary market transactions**, setting us apart from traditional & fractional real estate platforms.



## Artificial Intelligence

Our AI-driven tools enhance **property due diligence** and investment decision-making, providing investors with deep insights and **predictive analytics for wealth building**.



## DeFi Borrowing and Lending

We integrate decentralized finance to allow users to **borrow and lend property tokens**, enhancing liquidity and providing additional investment opportunities.



# Transaction Terms

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## SAFE NOTE

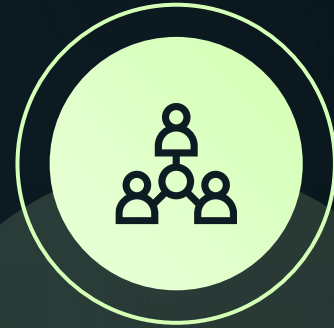
\$3.5M Raise

SEED ROUND



\$525,000  
committed to  
date

Closing round in  
Oct 2024

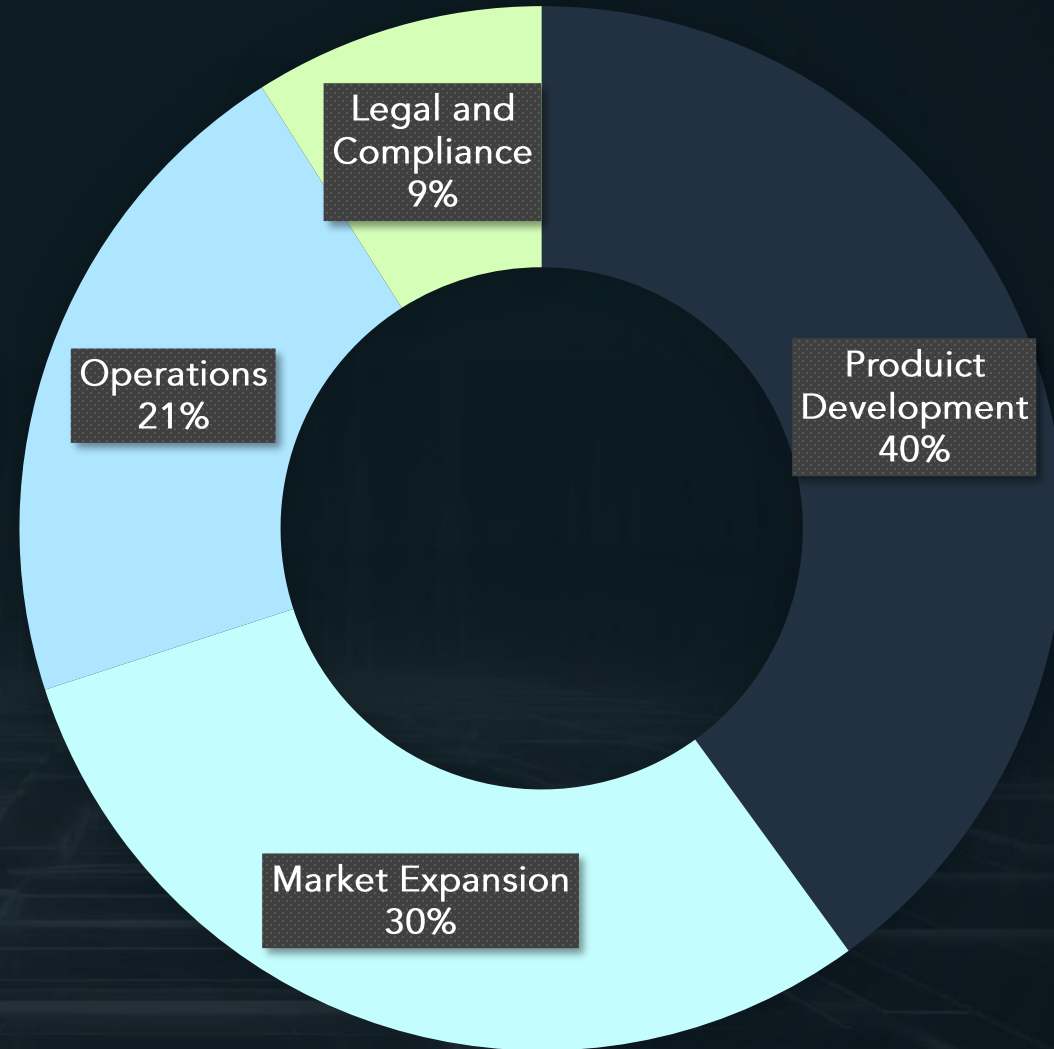


Investment in  
Equity/  
Convertible Note



# Investment Allocation

Raising \$5M  
Seed Round

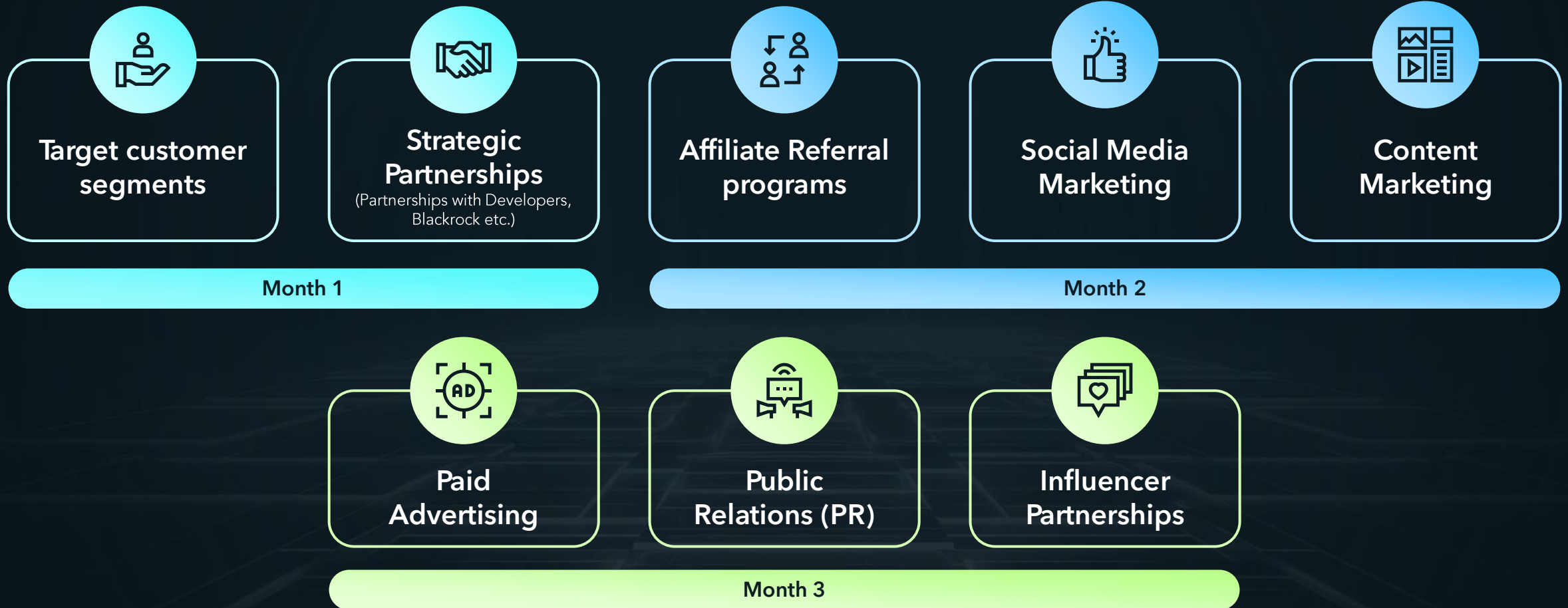


# Competitor Comparison

Feature/Benefit	SmartBlocks	Redswan	Arrived	Smartcrowd	Stake
Fractionalization	✓	✓	✓	✓	✓
SaaS Platform	✓	✓	✓	✓	✓
Sell Shares on Secondary Markets/ DEFI Borrowing & Lending	✓	✗	✗	✗	✗
AI Investing and Due Diligence	✓	✗	✗	✗	✗
Primary Industry focus	All Real Estate (CRE & Residential)	Commercial Real Estate	Residential US Real Estate	Residential Real Estate	Residential Real Estate
Geography Focus	Global	Global	USA	UAE	UAE



# Go-To Marketing Strategy





# How We Make Money



**Platform fees**  
(e.g., listing fees,  
commission on  
funds raised,  
subscription fees for  
premium features)



**Lending and  
borrowing** of asset  
backed tokens  
(phase 2)



**Secondary  
market** for Traded  
shares (potential  
revenue source)



**Services revenue**  
(e.g. Marketing  
and awareness,  
fundraising help)



# Financial Projections

Year	Year 1*	Year 2	Year 3
Revenue	\$908,383	\$9,455,766	\$45,583,009
Cost of Goods Sold (COGS)	\$22,338	\$418,239	\$1,664,334
Gross Profit	\$886,045	\$8,977,738	\$43,918,675
Operating Expenses			
• R&D (Engineering)	\$244,417	\$2,104,176	\$3,224,123
• Sales & Marketing	\$885,333	\$5,067,886	\$20,516,333
• General & Administrative (G&A)	\$476,865	\$626,720	\$697,420
• Product Development	\$83,376**	\$760,737	\$1,137,200
• Total Operating Expenses	\$1,712,329	\$8,997,738	\$25,575,076
• Operating Income (Loss)	(\$803,946)	\$896,266	\$18,343,599



\* After \$5m Raise

\*\*Product platform Phase 1 fully developed already, will focus on Sales and Marketing for Year 1

# How Growth is Achieved

## ✓ Expanding Sales

- **New Sales Team:** We're hiring a robust sales team with a strong background in integrations and extensive connections.
- **Key Partnerships:** Smartblocks is now fully prepared to integrate with over 150 real estate and tier 1 financial firm partners, enhancing our platform's reach and functionality.

## ✓ Innovative Financial Solutions

- **DeFi Borrowing and Lending:** We integrate decentralized finance to allow users to borrow and lend property tokens, providing innovative financial solutions and enhancing liquidity.
- **Secondary Market Trading:** Our patented automated market maker facilitates seamless trading in the secondary market, ensuring liquidity and price stability.
- **Advanced Payment Methods:** We are expanding our payment methods to include open banking, credit cards, cryptocurrency and traditional funding such as SWIFT/USD, enhancing transaction efficiency and accessibility.

## ✓ Developer and Owner-Focused Features

- **Tokenization Wizard:** Create a step-by-step tokenization wizard that guides property owners and developers through the entire process, from property listing to token issuance.
- **Portfolio Management:** Provide advanced tools for developers and property owners to manage their tokenized properties, track performance, and communicate with investors.
- **Analytics Dashboard:** Offer comprehensive analytics and reporting tools to help developers and property owners make data-driven decisions and optimize their asset management strategies.





# Team

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**Mark Fidelman, CO-FOUNDER & CEO**

Led Tetraguard.io, world's first decentralized ETF to market; was CMO of Wax.io, NFTs back by assets did a \$78 million ICO. Thought Leader in the Tokenization Space, Real Estate Broker in USA.



**Ghassan Farajallah CO-FOUNDER & MENA CHIEF OPERATION OFFICER (COO)**

Entrepreneur and Technology Enthusiast, A public speaker hosted a number of events, Adore future Hypes with the strategic tactical thinking process and execution by Trends and opportunities realization. Real Estate Expert and Tokenization Specialist.



**Jenna Dobkin, MARKETING DIRECTOR**

More than 30 years of experience in strategic communications with recent experience marketing Wax.io and Tetraguard.io



**Sid Belzberg, CTO**

Developed patented technology for the financial markets and led a successful joint venture with the Chicago Board of Options Exchange (CBOE), bringing to market the first CBOE Hybrid Trading system. Mr. Belzberg created the first electronic tradable ETF (TIPS on the TSX). Today, over ten trillion dollars in assets under management are invested globally in ETFs.



**Jas Dhillon, CHIEF PRODUCT OFFICER**

Product Creator of Axon and Evidence.com (a billion dollar company now). Founder of Zerodegrees.com sold to Barry Diller's IAC



**Mena Botros, ADVISOR**

DoubleMorgan Summits, also PwC Middle East



**Jim Pakulis, ADVISOR**

Jim has over three decades of experience working with public and private entrepreneurial companies in a variety of emerging sectors. Over the past decade as CEO and/or President he has successfully shepherded four private companies into the public arena.



**David Robinson, VP OF BUSINESS DEVELOPMENT**

DAAT Labs, Wave Digital Assets, Gate.io crypto exchange



**Courtney Costello, VP OF DEVELOPER ACQUISITION**

Works at Oppenheim Group from "Selling Sunset", 10 years experience in Real Estate Sector. Author of the popular Selling Dubai Newsletter.



**Tyler Moynihan, VP OF STRATEGIC PARTNERSHIPS**

Former Executive of Zillow.com, was responsible for strategic partnerships, negotiation, partner selection, and relationship management across Zillow Group's various business lines and brands.



# Advisors

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**John Hrzic**

With nearly two decades in growth marketing, digital strategy, and blockchain tech, John is a principal partner and advisor at SmartBlocks— a forerunner in AI and tokenization that empowers investors and real estate owners to harness the potential of Web3 States Space Force



**Guy Barretta**

CEO of Barretta Consulting, Guy brings over 25 years of invaluable experience in the small business and real estate industries. Encompassing roles as an Agent, Regional Vice President, Strategy Director, Chief Operating Officer and Consultant.



**Daniel Round**

Daniel has successfully founded multiple companies that specialized in Blockchain Technologies as well as Product Development. He was on a Project Management team that aided in the creation of the United States Space Force



**Alexandra Menke**

Alexandra helped Google increase its Cloud revenue by 440% to \$27bn while serving as the Global Head of Sales Strategy and Head of Sales Finance across 3 continents (US, EMEA, LATAM, Asia).



**Hyonwoo Shin**

Managing Director at a private credit firm that provides flexible and customized financing solutions to middle-market companies across high growth industries.



**Drew Noecker**

Drew is Director of Clann Equity, with a diverse experience in large commercial real estate projects and finance.



**Justin Fien**

Specializing in leveraging the future value of companies and creating win-win scenarios for investors and business owners alike, through our international network of decision-makers in business, government and institutions.





# Schedule a Meeting/Call

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Contact Information

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[www.smartblocks.xyz](http://www.smartblocks.xyz)

