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BCI Pitch Deck

Jewel Joy Homes



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PROBLEM

How might Jewel Joy Homes provide a decentralised real-time platform for resale property buyers and sellers to undertake genuine transactions that are cost-effective and afford them privacy, ease of use and are speedily processed?

Genuine

Fraud by bogus sellers or fake listings to hype up property price

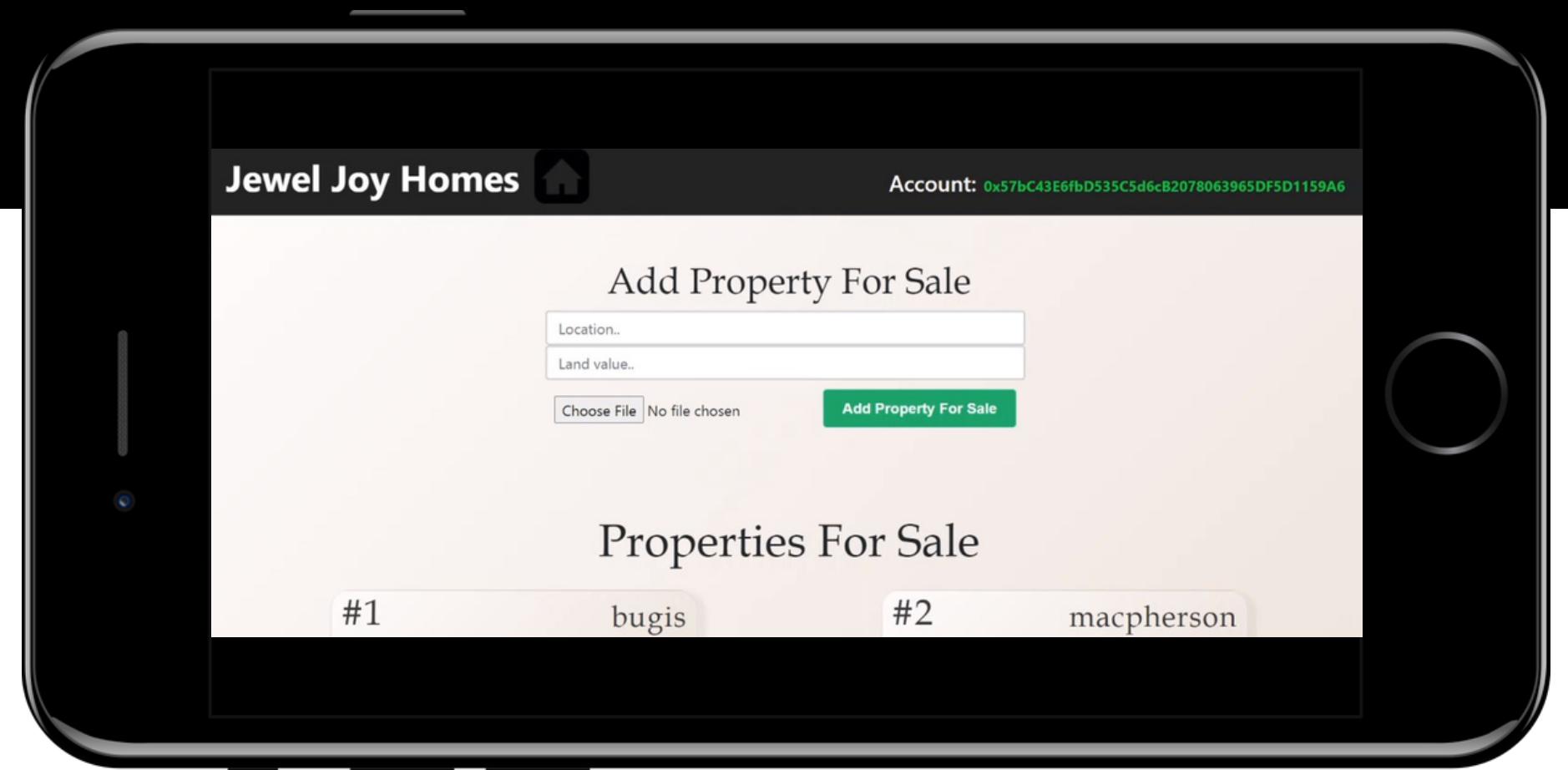
Payment Verification

Slow verification of deposit payment

Privacy

Property owner privacy once sale goes through - not all listings are taken down

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Jewel Joy Homes

Blockchain-powered real estate platform revolutionising the way people search, list, buy and sell properties in Singapore

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Verified listings

Sellers will have to register to list and will be verified as property owners by the platform

Quick Verified payment processing

Buyers will have Option to Purchase (OTP) to their address upon ETH deposit transfer

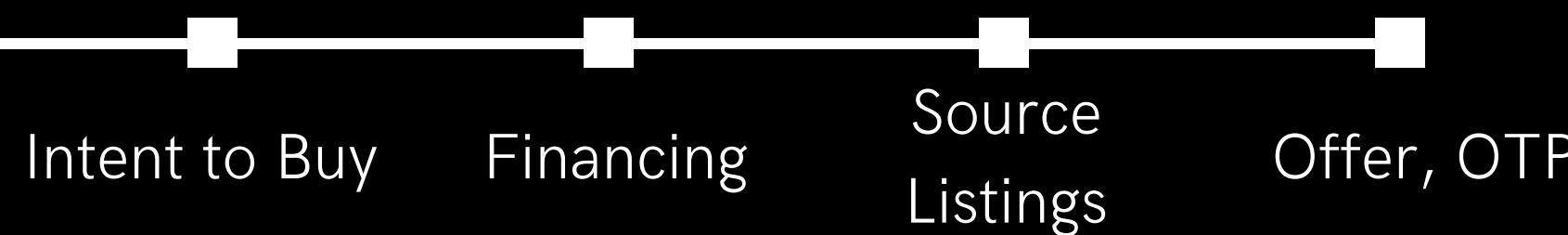
NFT minting

Issue NFT as (OTP proof) to property buyer

THE
UTOPIA

Minimum Viable Product Functions

STREAMLINING RESALE



Typical Process

Currently real estate agents handle and coordinate end-to-end transaction, charging 2% commission of the selling price



Jewel Joy Process

Upon ETH transfer, buyer receives OTP electronically





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TARGET MARKET

Resale buyers/sellers

DIY mindset, Online Shopper

Millenials

Tech-savvy, Efficient, Crypto-enthusiasts

\$51 Billion

Total Available Market (TAM) - Residential

\$32 Billion

Serviceable Available Market (SAM) - Resale Market

\$16 Million

Serviceable Obtainable Market (SOM) - 10% Market Share,
0.5% commission

Size the Market

The Singapore Real Estate Scene

Indirect Competitors



Direct Competitors

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Jewel Joy Approach

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MEMBERSHIP REGISTRATION

Javascript

Name, Password, Email - SQLite3 database

Name	Password	Email	Actions
Aegon	Targaryen	aegontargaryen@ironthrone.com	Select Delete
calvin	yew	YEW_FOOK_KEEN01.PT@ICHAT.SP.EDU.SG	Select Delete
catherine	2345	cat2002@yahoo.com	Select Delete
manee	manee12	manee2002@yahoo.com	Select Delete

Name: ken
Password: 1234
Email: ken@gmail.com
Add Clear

LOGIN PAGE

GraphQL querying SQLite3 database

Recursive if incorrect name & password provided

Login Form For Jewel Joy Homes

Username
Password
Submit

DECENTRALISED APPLICATION

Solidity and IPFS (back-end)

React.js (front-end)

Jewel Joy Homes 

Account: 0x57bC43E6fbD535C5d6cB2078063965DF5D1159A6

Add Property For Sale

Location..
Land value..
Choose File No file chosen Add Property For Sale

Properties For Sale

#1 bugis #2 macpherson

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Revenue Model

Cost-Benefit Analysis

Revenue Streams	
Registration Fee (MVP)	\$400k
Site Commission 0.5% (3% market share)	\$4.8m
Advertisements	\$10k
Partner Registration Fee	\$5k
Cross-Selling Products	\$50k
Alternative Use Cases	

Costs	
Customer Acquisition (Marketing)	\$100k
Small Office (Operations)	\$100k
Development	\$300k
Payroll	\$250k

Profit \$4.52m

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Ken

CTO

Manee

Operations

Calvin

Product Development

The Team

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Future Roadmap

MINIMUM VIABLE PRODUCT

Q1 2021

PRE-SEED FUNDING, MOBILE APP

Q2 2021

CRITICAL MASS ACCUMULATION

Q3 2021

IDEAL FUNCTION ROLLOUT

Q1 2022



THANK YOU

Any questions?