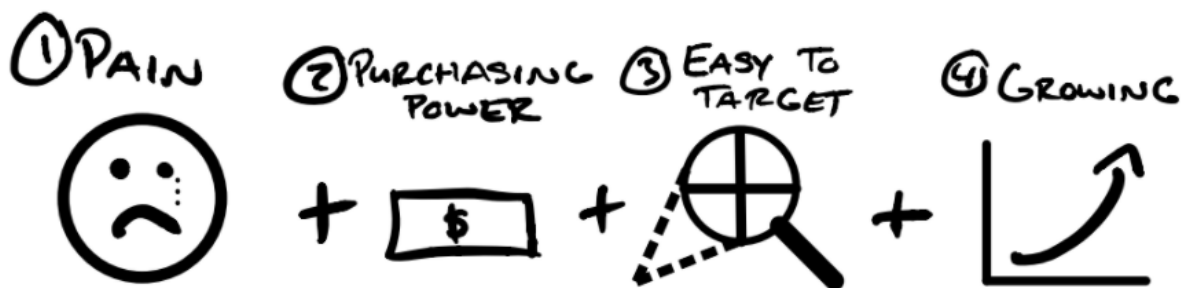
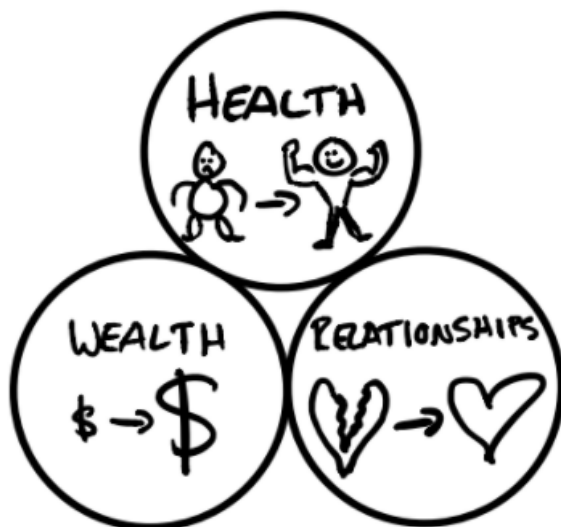


Picking The Right Market/Niche



I. **Pick the right market:** Real estate tokenization in Peru to projects between \$5-\$10M

- ☒ In Pain
- ☒ Purchasing Power
- ☒ Easy to Target
- ☒ Growing



II. **Pick a Niche:** Tokenization - Real estate - Peru - a specific type of real estate

- ☐ Niche Down 3-4 Levels
- ☐ Health → Weight Loss → Weight Loss for Women who just had kids → Following Keto
- ☒ Wealth → Real Estate → Flipping → Without having to see a property all using DMs
- ☐ Relationships → Dating → Over 60 → Without awkward first dates