SOTT

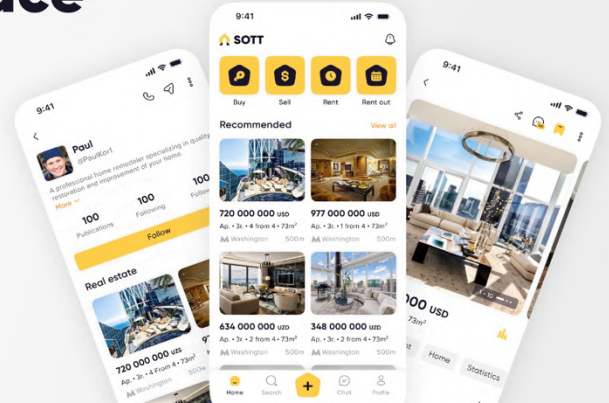## Crypto Real Estate marketplace

SOTT app is the **right choice**
for a comfortable life

Crypto real estate marketplace and services

White paper

Abstract

Our project "SOTT" is a real estate marketplace and a platform for specialized professional services, designed to revolutionize the sector of buying, selling, and renting residential and commercial properties through cryptocurrency.

The platform aims to integrate not only the entire real estate industry but also related sectors such as banking, insurance, investment firms, tourism, and others.

We observe that the market is gradually globalizing; however, there are still numerous barriers: high overhead costs associated with the purchase and rental of real estate and related services, as well as high entry barriers for investments in residential and commercial properties. We believe our product will help make the world more global and eliminate many of these constraints.

For the launch of our MVP and to refine our business model, we have chosen the rapidly developing market of Uzbekistan, a country with a population of 37.5 million. After proving our business model there, we plan to expand to markets in the Middle East, East Asia, and South America.

Note: *Sott is a work in progress. Active research is underway, and new versions of this paper will appear at* https://sott.pro/ *For comments and suggestions, contact us at e-mail: support@sott.pro*

You can also download the first version of our mobile app in the AppStore and Google play.

1. Introduction

The international real estate market is a complex system where users face numerous challenges when buying, selling, or renting properties:

- Lack of guarantees for fair transactions in rentals, property sales, and service provision;

- Due to the absence of IT tools for property search, unscrupulous agents and brokers can significantly inflate property prices;

- High transaction costs because of bank transfers and payment systems;

- Complexities in processing property documents and verifying their authenticity;

- The quality of the property might not match what is promised by the seller or agent.

The cost of losses can amount to hundreds of thousands of US dollars, several months of time, and an enormous amount of effort.

Selecting professionals for construction and renovation of properties turns into a grueling quest that can last for months, with the potential for mistakes at every step. It's especially challenging to find suitable people in an unfamiliar country.

We observe a general trend where an increasing number of countries are recognizing cryptocurrency as an official means of payment, forming national reserves in cryptocurrency assets, and establishing legal and judicial mechanisms to ensure transactions can be made using cryptocurrency. Technically, all the necessary technologies exist, which we intend to apply in our project to create a unified field (a blockchain-based repository) for real estate transactions using cryptocurrency.

Our international service aims to simplify real estate search, and with smart contracts, blockchain technology, and cryptocurrency, protects real estate transactions.

Additionally, in the subsequent phases of service development, we plan to introduce fractional investment tools for commercial real estate properties. *In Chapter 4, we outline a detailed roadmap for the service's development.*

1.1. THE PURPOSE OF THE PROJECT

Launch a marketplace for the sale, purchase, and rental of real estate using crypto assets, AI, and smart contracts to address key issues in the real estate market, aiming for significant profit generation for businesses and crypto token investors.

Advantages of the Platform:

- **Guarantee of Fair Transactions via Smart Contracts:** The platform uses smart contracts to automate and enforce transaction conditions (rental, sale, service provision), ensuring transaction security and transparency while minimizing fraud risk.
- **Reduction of Transaction Costs:** Utilizing crypto assets for payments bypasses high banking transfer fees and payment system charges, thereby reducing transaction costs for users.
- **Simplified Search and Verification of Properties:** The platform offers integrated IT tools for property searching, reducing the likelihood of manipulation by unscrupulous agents and brokers, ensuring properties are priced at fair market value.
- **Ease and Reliability in Document Processing:** By employing blockchain, the platform simplifies the registration and verification of property documents, making them accessible and verifiable.
- **Quality and Compliance of Properties:** The platform implements standards for property inspection and description, ensuring that the properties match their advertised features in quality and specification.
- **Real Estate Services and Investment Marketplace:** Beyond buying and selling, the platform provides access to property management services, renovation, leasing, and investment opportunities, offering a comprehensive solution for all aspects of the real estate market.

These advantages make the platform appealing to both individuals and investors looking for secure and efficient operations in the real estate market.

1.2. PROBLEMS AND SOLUTIONS

Table with a Description of Problems and Solutions for Each User Segment of the Marketplace:

PROBLEM	DESCRIPTION	SOLUTION
Common problems for each of the user segments listed below		
Transaction Costs	- high fees from banks and payment systems; - payment processing systems like Visa and MasterCard are not available in all countries;	Cryptocurrency Payments
Refund of Funds for Deposit, Prepayment, Reservation, Purchase, Deal Cancellation	- there's no legal/judicial option to reclaim paid funds with verbal agreements; - it's difficult to get a refund even with a written contract if it's drafted in favor of the seller/landlord; - landlords can refuse to return a deposit to tenants under various pretexts and tricks.	Smart Contracts, Secure Transactions on Blockchain.
Lack of Transparency in the Transaction Chain	- intermediaries can set fees on transactions for sales or services up to 30%	Marketplace and User Identification through KYC Procedures
Limited Access to Information	On emerging markets, there is a lack of automated tools providing up-to-date and comprehensive information about real estate properties, sellers, and service providers.	Integration with state databases, creation of an own database through the marketplace
Speed and Reliability of Transactions	A significant amount of time is spent on paperwork, visiting banks, notaries, and others when closing deals.	Automation of real estate buying/selling business processes. Integration with banks and other organizations involved in the transaction process.
1. Real Estate Purchase		
Property Search	Specialized platforms for selecting commercial and residential properties are absent in many markets, there's limited information, searches take a long time, and communication with owners or agents is complex. It involves significant time and effort.	Create a specialized platform with verified agents, brokers, and developers.

Overpriced Properties	The lack of a unified real estate database creates opportunities for speculation. A real-life case - a developer sells an apartment at an 8% higher price than what their client, who bought the apartment during the construction phase and then decided to sell, paid.	
Fraud	Scenarios: - a scammer tricks people into paying for property selection services. - receiving a deposit under false or fake guarantee documents.	
No Ability to Verify Property Document Authenticity	There is no open electronic platform that allows for the verification of property owners and related documents.	
Liquidity	Some real estate properties might not be liquid	An analysis module warns buyers about potential risks.
Litigation	Buyers might face unexpected problems, such as legal actions from previous owners or tenants, due to incomplete information about the property's history.	
Deception, Deficiencies, Property Not Matching Advertised Specifications	Promises from sellers or agents might not align with the actual condition of the property (e.g., hidden defects, incorrect square footage).	The smart contract includes conditions where the transfer of funds only occurs after verifying that the property matches the advertised specifications, using specialized platforms and engaging appraisers to obtain external information.
No Tool for Safe Investment in Foreign Real Estate	There are no platforms that allow for fractional investment or describe transparent conditions for investors while ensuring secure transactions.	
Lack of Reliable Tools for Payment with Crypto Assets	Although the technology for exchanging crypto assets has been developed, it has not yet been implemented across various services.	

Debts on Real Estate Properties	Properties can have significant debts related to taxes and utility payments.	
Mortgage	In some countries, the mortgage process takes a lot of time.	Integration with banks, automation of mortgage issuance
2. Rental Property		
Quality of the Property	The property does not meet the advertised specifications and promotional photos. Disappointment.	
Return of Deposit and Prepayment	There is no legal way to get a refund for a property booking prepayment. Landlords can refuse to return the deposit to tenants under various pretexts.	Smart contract, transaction guarantee by the platform.
Fraud	The same property might be rented out to multiple tenants.	Module for automatic verification of the property through government databases and open sources.
No Ability to Make Prepayments for Hotel Bookings and Other Services	International payment systems like Visa and MasterCard do not operate in all countries.	Payment Module.
3. Hiring Specialists (Designers, Builders, Material Suppliers, etc.)		
Finding a Qualified Contractor	There is no centralized service for selecting contractors: designers, architects, builders, electricians, plumbers, tilers, plasterers, movers, and many more.	A platform with listings and profiles featuring media content of service providers, modeled after the feed in "Instagram and TikTok".
Guarantee of Refund to the Employer and the Contractor	Verbal and written agreements cannot guarantee a refund.	"Fair Deal" - a smart contract ensures fair conditions for all parties involved.
Low Qualification	The service provider might not meet the claimed qualifications.	Rating, reviews, verification of the contractor through various databases.
4. Real Estate Investment		
Search - Selection of Suitable Property, Market Opacity	There's a lack of specialized platforms for selecting commercial and residential properties on the	The ability to automatically select the required property

	market, with limited information, long search times, and complex communication with owners or agents. It involves significant time and effort.	from those available on the market at a fair price.
Fractional Ownership for Risk Reduction	Lack of tools.	
Difficulties in Selling a Property	The property was bought at an inflated price with hidden drawbacks.	The AI module and property valuation model automatically analyze the property, highlight characteristics, rank them in order of importance, assign priorities, rate the property, and provide an analytical conclusion.
Fraud	Fake investment funds, fly-by-night platforms, scammers	Blockchain guarantee and smart contract ensuring safe transactions and transparency of conditions

1.3. BUSINESS PROCESS "ONE STOP SHOP"

Business processes have been developed with the "One Stop Shop – buy or rent" approach in mind, allowing marketplace users to obtain all necessary goods and services with just a few clicks in one place.

Note: Business processes are described in a simplified manner for ease of comprehension and understanding of the essence.

1.3.1.   BUSINESS PROCESSES OF BUYING/RENTING REAL ESTATE

a. Find a suitable real estate object;
b. The system automatically checks the documents for the real estate object and the identities of sellers/buyers using KYC procedures.
The system is integrated with various databases and automatically verifies the authenticity of documents, the reliability of the seller/buyer, and generates a risk assessment for the transaction;
c. Conclude a safe deal through smart contracts;
d. Make a prepayment with a token (*if, as a buyer, we are not satisfied with the object's characteristics or misinformation has occurred from the seller/landlord, thanks to the smart contract, we can cancel the deal and return the tokens with just a few clicks*);
e. Enjoy the acquisition. The deal is complete.

1.3.2. THE BUSINESS PROCESS OF HIRING A CONTRACTOR TO PROVIDE SERVICES

a. Post an advertisement or select a supplier from the registry;
b. The system automatically checks the reliability of the supplier and displays their rating;
c. Conclude a safe deal using a smart contract (mutual guarantee for both the buyer and the supplier);
d. The buyer makes a prepayment with a token;
e. The provider renders the service;
f. Service acceptance;
g. Transaction completed.

1.3.3. THE BUSINESS PROCESS OF OBTAINING A MORTGAGE LOAN FROM THE BANK AND REQUESTING INSTALLMENTS FROM THE DEVELOPER WHEN BUYING REAL ESTATE

a. Find a suitable real estate object;
b. The system automatically verifies the documents for the real estate object and the identities of sellers/buyers using KYC procedures.
The system is integrated with various databases and automatically checks the authenticity of documents, the reliability of the seller/buyer, and generates a transaction risk assessment;
   c. Option 1 – From the platform, we send an application to the bank for a mortgage loan. The system is integrated with banking services, and the application is transmitted automatically, reviewed by the bank, and a decision is made;
   d. Option 2 – From the platform, we send an application to the developer to get installment payment terms for purchasing the property. The service provides the developer with a specialized interface;
e. Conclude a safe deal through a smart contract;
f. Make a prepayment using a token or fiat currency, with the marketplace receiving a commission for organizing the transaction;
g. Enjoy the acquisition. The deal is complete.

1.3.4. THE BUSINESS PROCESS OF COLLECTIVE INVESTMENT IN COMMERCIAL REAL ESTATE FROM A MANAGEMENT COMPANY

a. The management company selects a real estate object for purchase and investment;
b. The AI module analyzes the real estate for risk and safety and provides results to the investor;
c. The marketplace generates a three-party smart contract for the property, specifying the obligations of each party (management company, marketplace, investor) and declares the annual yield percentage;
d. The user can purchase a share in the property using the smart contract and cryptocurrency; Note: For risk reduction, the investment share is limited to 1,000 USDT.

e. The management company and the financial module of the marketplace monthly calculate the yield for property share ownership.

2. The main functions of the marketplace

Below is a concise video overview of the ecosystem's functionality and the status of feature readiness.
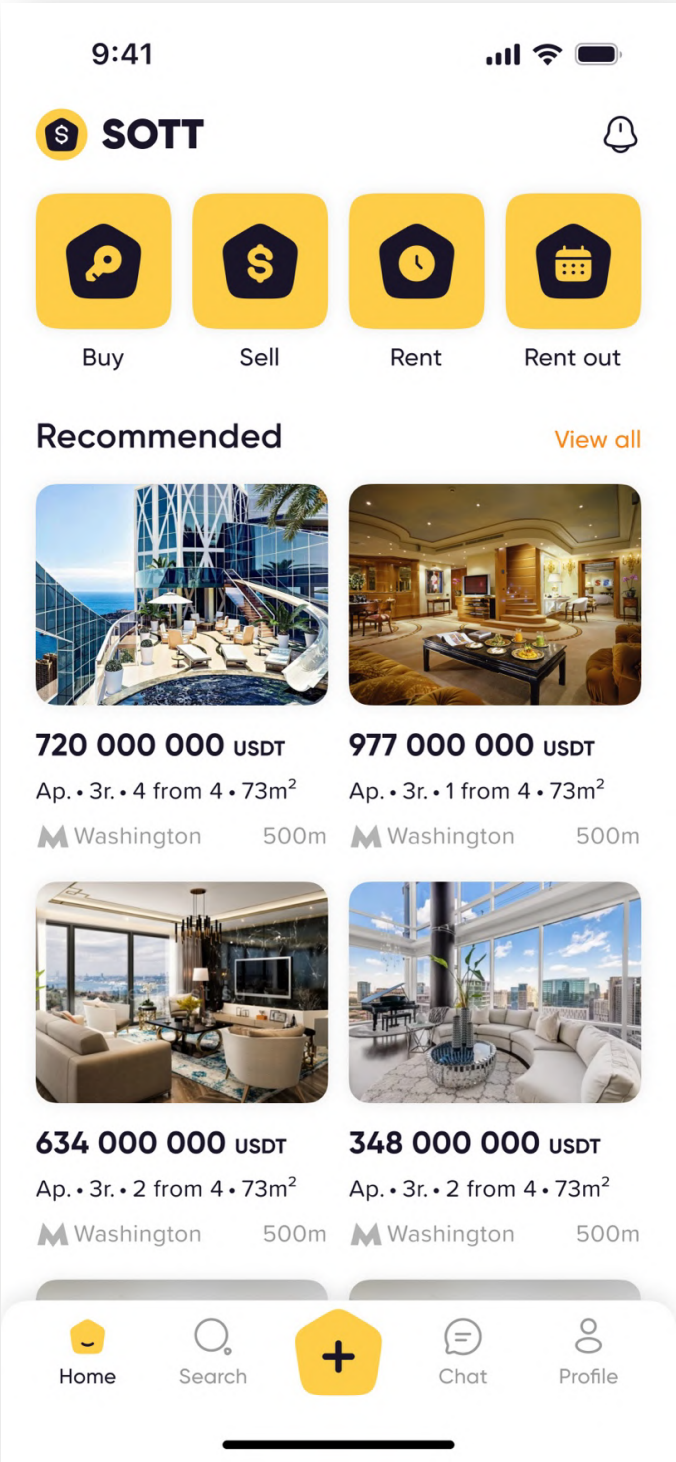
FUNCTION NAME	STATUS
User registration in the mobile app via OTP (one-time password via SMS)	DONE
User authentication in the mobile app	DONE
Publishing different types of real estate listings: - Purchase - Sale - Rent	DONE
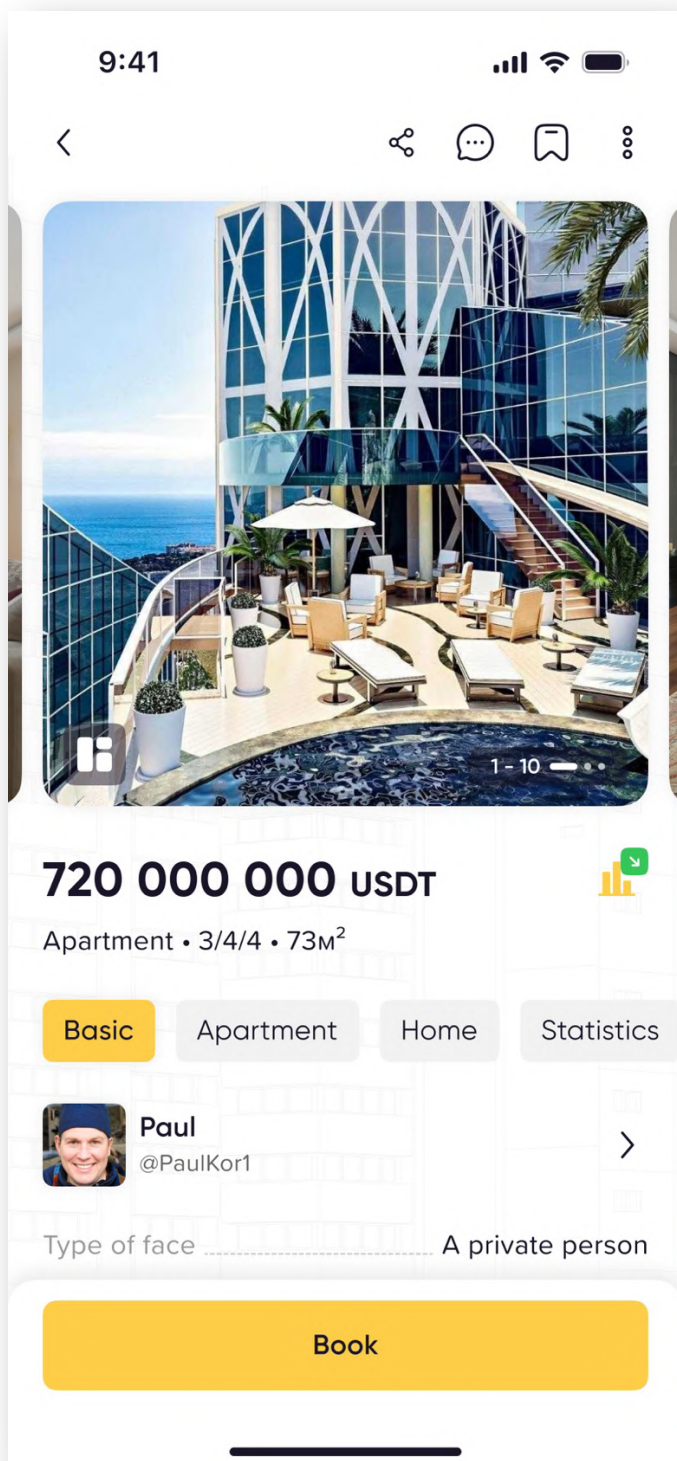
Listing page   DONE
- Photos
- Share listing
- Add to favorites
- Message the user
- Price change functionality
- Contact with user

Implementation of mapping service
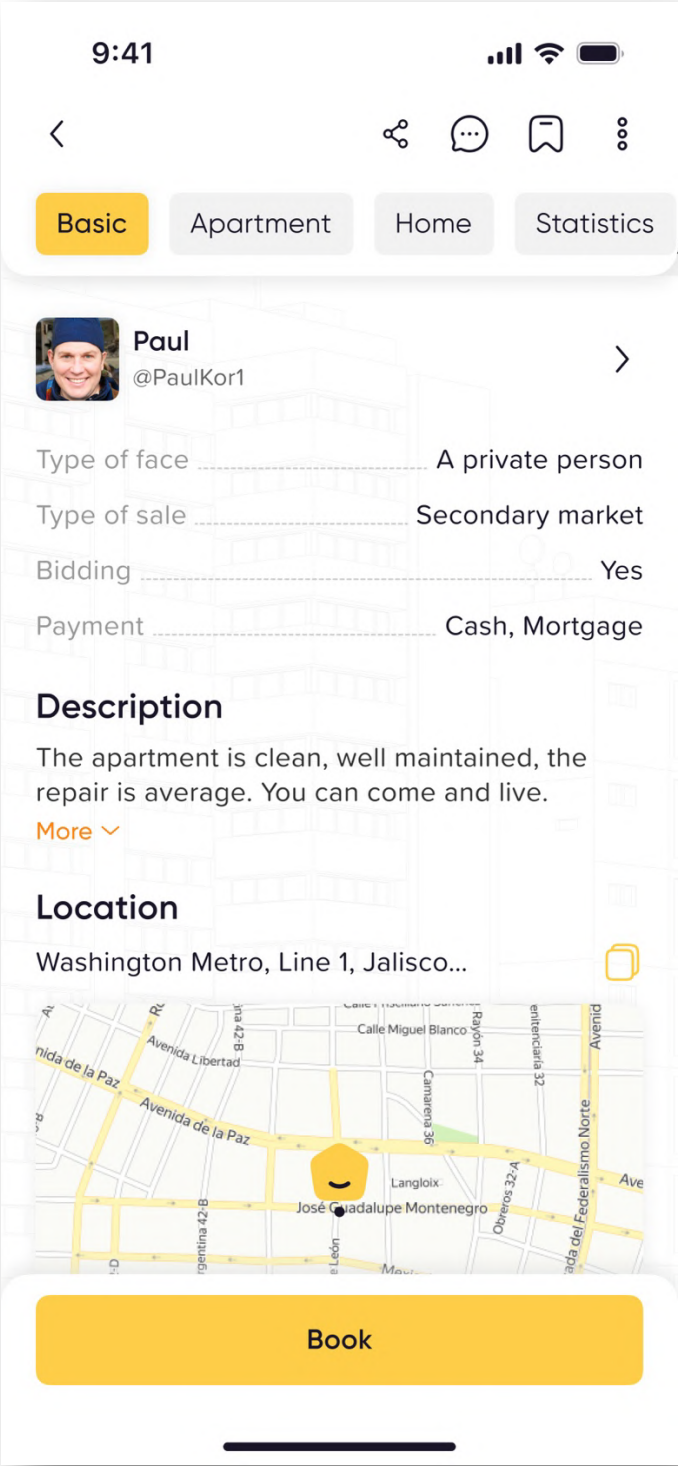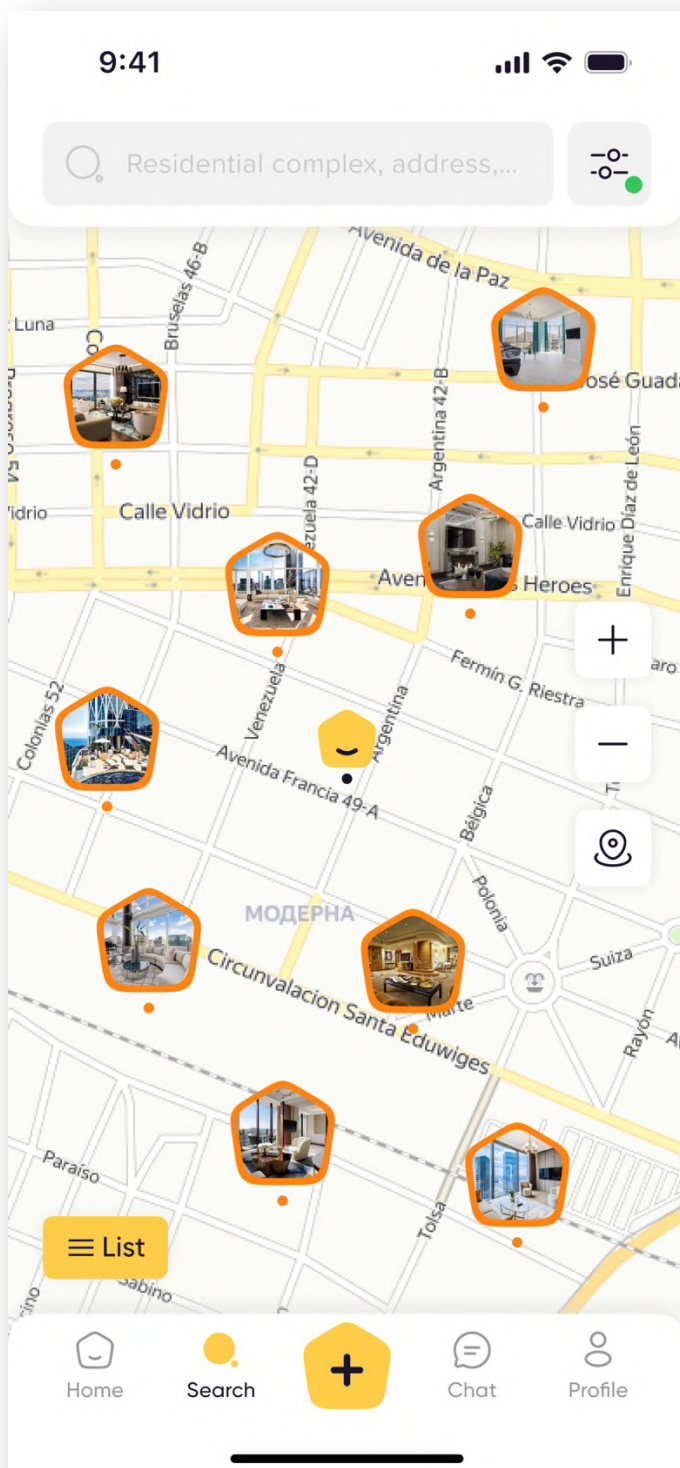
Search by various parameters, filters, sorting, geolocation.   `DONE`

Integrations
- Mapping service
- SMS gateway
- Telegram bot
- Website
- Service Desk subsystem   `DONE`

Payments

Scheduled

9:41

< Payment

| SOTT/USDT | $100,200.32 |
| Sott | 100 Sott |

| ETH/USDT | $4,145.61 |
| Etherium | 100 Etherium |

| BTC/USDT | $54,382.64 |
| Bitcoin | 100 Bitcoin |

| TETHER/USDT | $207.3 |
| Tether | 100 Tether |

| SOL/USDT | $227.93 |
| Solana | 100 Solana |

| XRP/USDT | $1.0358 |
| Ripple | 100 Ripple |

Pay
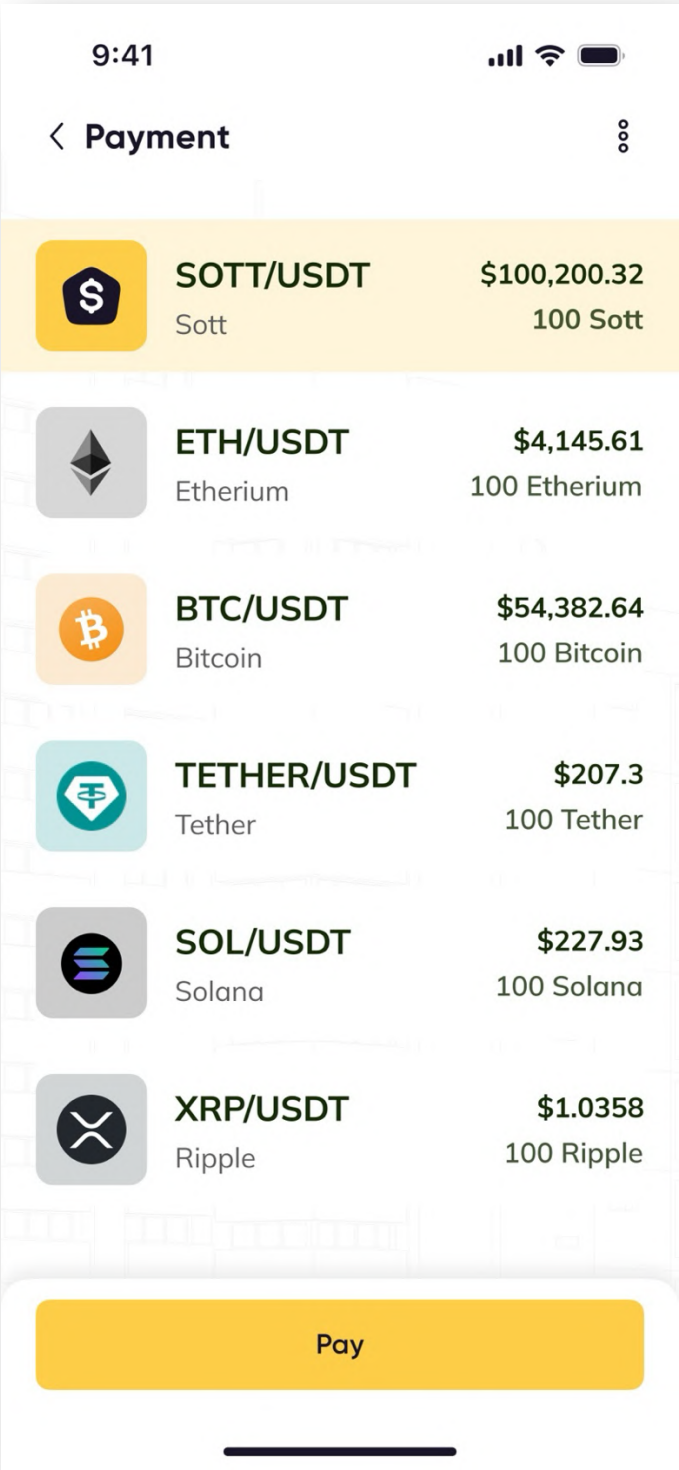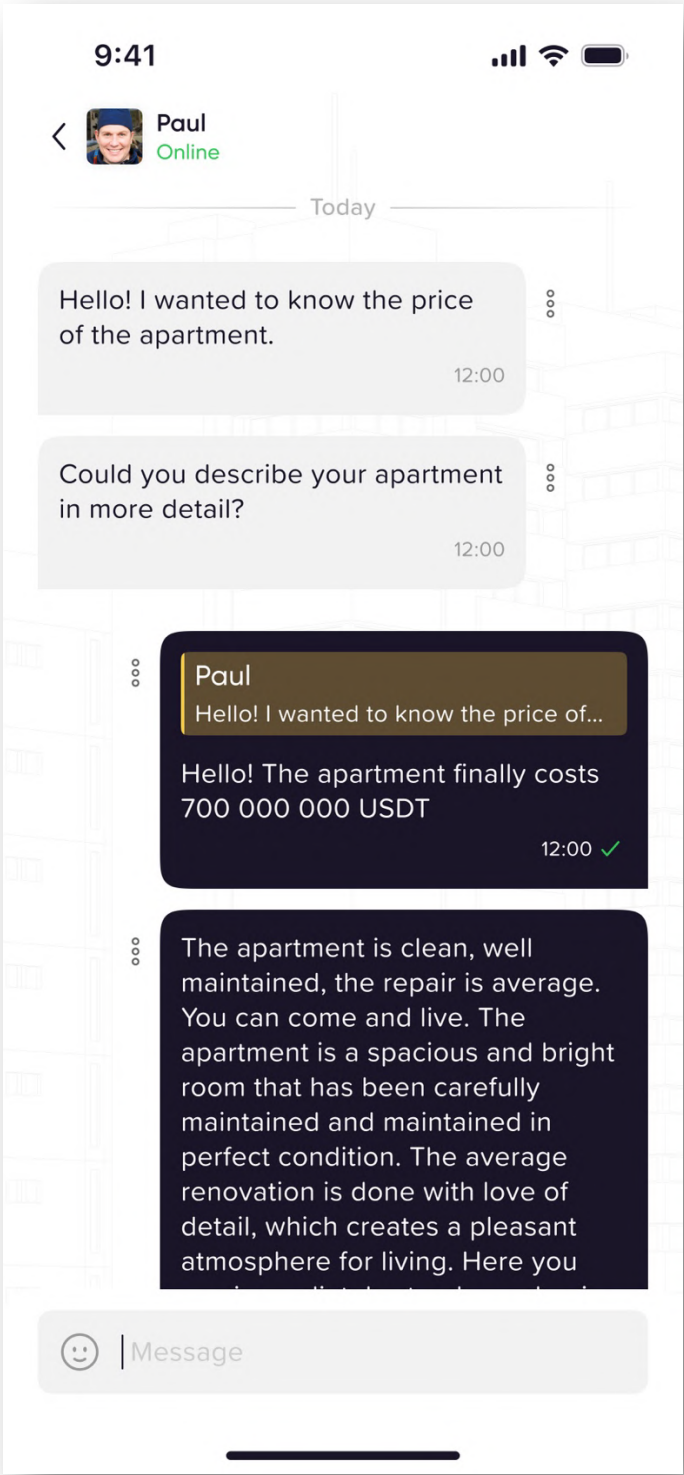
	Chat	DONE
	User profile and settings	DONE
	User's publication statistics	DONE

	Subscribe to a user to follow new listings	DONE
	Like button	DONE

	Subscribe to a user to follow new listings	DONE
	Like button	DONE

FUNCTION NAME	STATUS

Web interface administration of all functions of the marketplace
    • technical administration of the platform
    • site user management
    • setting the content of the ad parameters
    • notifications, mailing lists
    • news
    • security/administration of access rights
    • logging of user actions
    • automation of the business process of ad moderation
    • statistics
    • reports
    • view ad details
	DONE

Customizable reference books
    • type of real estate residential, commercial
    • characteristics of the property
    • type of user and profile
    • other
	DONE

FUNCTION NAME	STATUS
Service Desk (in-house development) – a subsystem for receiving and processing user inquiries (handling questions, complaints, and suggestions).	DONE

2.1. ELEMENTARY COMPONENTS

*The "SOTT" ecosystem is built on a microservices architecture and developed from scratch by our team. It consists of the following components, technologies, and uses programming languages:

- Database: PostgreSQL v16;
- Media Server;
- Backend (core system): Python
- API (Application Programming Interface): FastAPI;
- Frontend (service administration panel): Vue.js v3;
- Mobile application for App Store and Google Play platforms developed on the "Flutter" platform;
- Website: Vue.js, Nuxt;
- Protocol for secure data transmission: HTTPS;
- Notification sending service: RabbitMQ, Firebase Cloud Messaging for Android or Apple Push Notification service (APNs) for iOS;
- SMS service (a local SMS gateway will be used for each region);
- Mapping service: SDK by Yandex Map;
- In-app messaging chat: WebSockets;
- Telegram bot: python-telegram-bot;
- Software suite deployed on virtual servers of the cloud provider "digitalocean.com";
- Libraries for working with cryptocurrencies: web3.js for Ethereum
- Blockchain API for blockchain interaction: Infura for Ethereum;
- Cryptographic libraries for direct work with cryptocurrencies in Dart;
- Source code stored in the repositories of "GitLab" (main architecture) and "GitHub" (cryptocurrency smart contract);

Note: The selection of third-party services (SMS gateway, mapping service) was made individually based on the local specifics of the "Central Asia" market, where the MVP (Minimum Viable Product) of the project was launched.

2.2. THE SCHEME OF THE SOFTWARE ARCHITECTURE

Here is a simplified diagram of the service architecture 1.0.0. (the architecture is in the process of modernization and may already be outdated by the time this document is read)
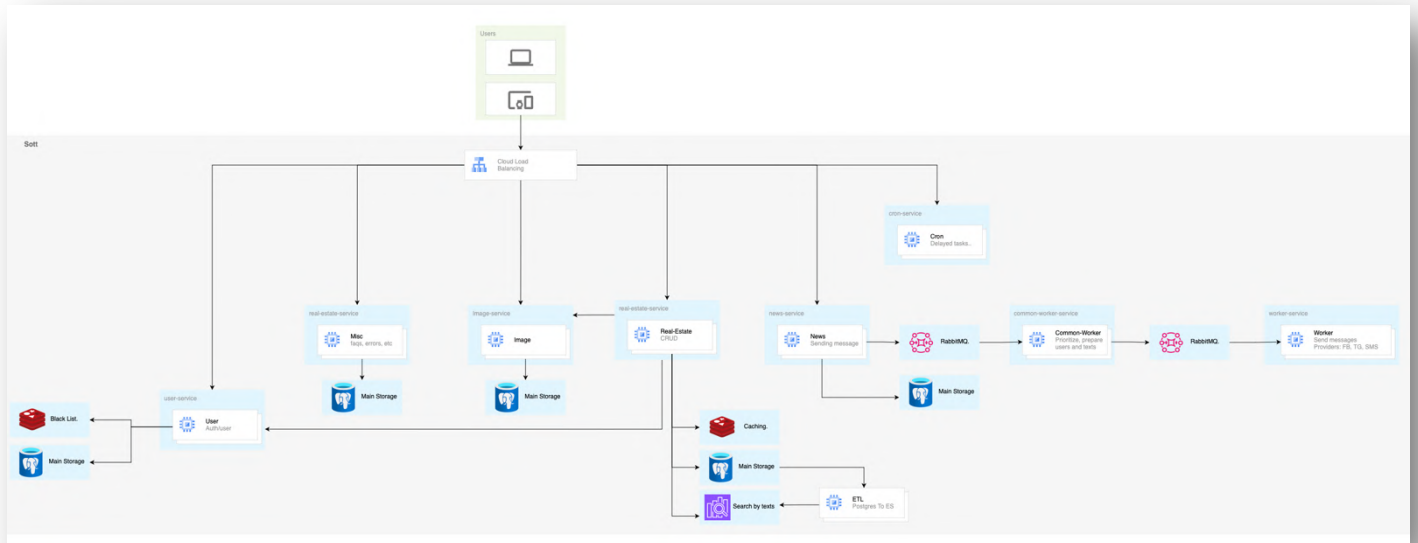
2.3. SECURITY

Architectural Decisions

- Microservices Architecture: Breaking down the application into independent services to enhance flexibility and scalability.
- API Gateway: Utilization of an API Gateway for traffic management, request routing, and ensuring API security.

Authentication and Authorization

- Multi-Factor Authentication (MFA): Mandatory use of MFA for all users, especially administrators.
- Role-Based Access: Application of the principle of least privilege, where users have access only to the resources necessary for performing their tasks.

Data Protection

- Encryption: Use of data encryption protocols when at rest (e.g., AES-256) and in transit (TLS 1.3).
- Hashing and Salting: For password protection in the database.

Mobile Applications

- Mobile Application Security: Implementation of device-side data encryption as well as the use of secure authentication methods (e.g., OAuth).
- Updates and Patches: Regular updates of applications to address vulnerabilities and enhance security.

Classic Solutions for Marketplace and Mobile Applications

- SSL/TLS for All Transactions: Ensuring security during data transmission, especially for payment operations.
- Data Verification and Validation: Mechanisms to prevent the input of malicious code or data (SQL Injection, XSS).
- Regular Security Audits and Penetration Tests: To identify vulnerabilities.

Information Security Policy

- A specific information security policy has been developed for the team.
- Regular audits of business processes and staff training.
- An incident response plan has been formulated.

Token – the security of the token is guaranteed by the smart contract and its conditions.

3. The economics of the platform

3.1. TOKENOMICS

3.1.1. ABOUT SOTT TOKEN

- **Network:** Ethereum (ensures compatibility with most exchanges and wallets), ERC-20
- **Total supply:** 1,000,000,000 SOTT
    - **Initial liquidity:** 70% (700,000,000 SOTT);
    - **Marketing and Sale fund:** 15% (150,000,000 SOTT);
    - **Ecosystem fund:** 10% (100,000,000 SOTT);
    - **Team fund:** 5% (50,000,000 SOTT) with vesting for one year.

3.1.2. TOKEN UTILITY:

SOTT Token – used on the marketplace as the primary means of payment for:

- Rental of real estate properties, including prepayments for bookings and subsequent service payments;
- Services for processing property documents;
- Electronic service for checking real estate properties and their owners;
- Deposits/down payments for purchasing real estate;
- Payment for other real estate services (services like: design, construction, electricians, plumbers, painters, etc.);
- The marketplace's internal "Safe Transaction" service where the token is mandatorily used as the primary form of payment between transaction parties;
- Buying contextual advertising on the marketplace;
- Services of a real estate agent or broker;
- Purchasing paid listings;
- Discounts and bonuses: SOTT holders can receive discounts on fees and when renting properties;
- Investments in real estate properties;
- Paid subscription for a premium user profile on the marketplace;
- Rewards for staking tokens.

3.1.3. TOKEN BURNING MECHANISM AND INFLATION:

Note: User tokens are inviolable and cannot be burned. Only the owners of the platform can burn their earned tokens.

- Token Burning: A portion of the tokens earned by the marketplace will be burned, reducing the total supply of the SOTT token, which could potentially increase its value.
- Tokens from the reserve fund can be burned during inflationary processes, but no more than 50%.
- Tokens from the "User Rewards Fund" can be burned to increase the token's value, but no more than 50%.

3.1.4. ECONOMIC STABILIZATION:

- Reserve Fund - a portion of the reserve tokens can be used to stabilize the price of SOTT through market buy/sell operations.
- Loyalty Programs - to prevent the rapid exchange of SOTT for other cryptocurrencies, loyalty programs will be offered for holding tokens.
- Flexible adjustment of staking reward amounts, but no more than 20% per annum;
- Transparent voting mechanism for token holders regarding token burning in response to inflationary processes;
- Transparent communication with the community and regular updates on project implementation and development plans.

3.1.5. SECURITY AND AUDIT:

- All contracts related to ART will undergo regular security audits by independent auditing firms;
- The token contract code will be open for community review.

3.1.6. DISTRIBUTION AND VESTING:

- Vesting for the team and advisors ensures long-term commitment to the project's development;
- Token distribution through ICO will be regulated to prevent a sharp market dump.

3.1.7. TRANSACTION FEES

The commission is fixed in the smart contract and amounts to:

- The buying fee is 5% of the transaction;
- The selling fee is 5% of the transaction;
- Transfers from wallet to wallet 0% (Transfers are free of charge).

4. Roadmap

Below are the main milestones of the project roadmap.

The roadmap has flexibility and will adapt to changing market conditions. The main goal is the growth of the business and the value of the token.

NAME OF THE PHASE AND YEAR	DESCRIPTION

2022 – IDEA
 	
Back in 2022, we came up with the idea to create a platform
	• Development of the concept and vision of the project
	• R&D
	   o Market research
	   o Defining unique selling propositions
	• UX/UI development
	• Development of a marketing strategy

2023 - THE HYPOTHESIS WAS CONFIRMED We conducted a market survey and tested the validity of the hypothesis	• Creating a project plan • Cost estimates • Creation of the authorized fund (financing - own funds) • Registration of a legal entity • Development of technical specifications • Forming a development team

2024 - DEVELOPMENT
 	
We assembled a development team and started creating the product
	• Description of business processes
	• Architecture planning
	• The beginning of MVP development
	   o Web Site
	   o Mobile App IOS, Android
	• Publishing a mobile application on App Store, Google Play
	• The tested alpha version of the marketplace

DEC.2024 - JAN.2025 LAUNCHING THE SOTT TOKEN We saw an amazing business opportunity in the cryptocurrency market and decided to launch our token. We expect that the cryptotoxin on our platform will attract new users and help bring our platform to the global market	• Preparation of marketing materials • Token Trading/Listing • Token Holders Growth • The beginning of the creation of a community
2025 - MARKETING AND ANGAGEMENT	• Building up the customer base • Launching payments via cryptocurrency

The stage of active marketing promotion of our platform and the creation of partnerships with big businesses (developers, banks, etc.)	- New beta version of the App witn new functionality - Working with partners – government agencies, banks, developers and real estate agencies - Search for investors from among large companies - New markets expansion - The beginning of the development of mortgage loans together with the bank - Launch of fiat currency payments - The introduction of artificial intelligence to check sellers and real estate - Whitepaper 2
2026 – FINANCIAL SERVICES Implementation of revolutionary financial services on the platform	- Launching a new major version - Development and launch of an investment platform - New markets expansion - Building up the customer base - Launching paid services on the platform - Launch of an installment plan program in collaboration with developers - Launch of mortgage lending services in partnership with a bank - Formation of a team specializing in entering new markets, economists, expansion of the development team - Search for investors from among large companies - Whitepaper 3
2027 - NEW OPPORTUNITIES, BUSINESS DIVERSIFICATION Tremendous business growth and expansion	- Creating your own investment crypto fund for the purchase of commercial real estate - Issuing loans for real estate secured by a car or other valuable property - New markets expansion - Launching a premium profile - Whitepaper 4
2028 - MARKETS EXPANSION We continue to capture new markets	4 billion - the mobile application is used in the markets - Asia (3,1 billion) - The Middle East (430 mln) - Central Asia (81 mln people) - Eastern Europe (66 mln) - Whitepaper 5
2029 - GLOBAL DOMINANCE	- South America (452 mln) - Bangladesh (114 mln) - Asia (3,1 billion) - The Middle East (430 mln)

We expect that in 2029 our services will be used by several billion users

- Central Asia (81 mln people)
- Eastern Europe (66 mln)

SOTT Roadmap

Achievements begin with every step forward

2022   2023   **2024**   2025   2026

2023

THE HYPOTHESIS WAS CONFIRMED

- Creating a project plan
- Cost estimates
- Creation of the authorized fund (financing - own funds)
- Registration of a legal entity
- Development of technical specifications
- Forming a development team

2024

THE HYPOTHESIS WAS CONFIRMED

- Description of business processes
- Architecture planning
- The beginning of MVP development
  - Web Site
  - Mobile App IOS, Android
- Publishing a mobile application on App Store, Google Play
- The tested alpha version of the marketplace

- **Preparation of marketing materials**
- **Token Trading/Listing**
- **Token Holders Growth**
- **The beginning of the creation of a community**

2025

MARKETING AND ANGAGEMENT

- Building up the customer base
- Launching payments via cryptocurrency
- New beta version of the App witn new functionality
- Working with partners - government agencies, banks, developers and real estate agencies
- Search for investors from among large companies
- New markets expansion
- The beginning of the development of mortgage loans together with the bank
- Launch of fiat currency payments
- The introduction of artificial intelligence to check sellers and real estate
- Whitepaper 2

5. Team members

The founder of the project has 15 years of IT experience, including 8 years as the owner of an IT company that was created from scratch.

The company is a developer of corporate software. Over the years, we have successfully implemented projects in the following industries: finance, fintech, insurance, mechanical engineering, manufacturing, government agencies, real estate developers.

The company provides IT services

- Business consulting
- Software development for the b2b segment
- Development of mobile applications for the b2c segment
- The company's products in the b2b segment are used by hundreds of thousands of users

The SOTT project team was formed from the best employees of the company and was transferred to a separate legal entity.

6. Market analysis and marketing strategy

In order to launch the explosive growth of users on the platform in 2025-2026, we want to launch joint programs with:

- banks
- builders of residential and commercial real estate
- real estate agencies and agents.

Joint programs

- **Banks** - launch the issuance of mortgage loans for real estate for retail and corporate clients.
- **Real estate builders** - launch joint advertising and provision of installments for the purchase of real estate through the platform.
- **Real Estate Agencies and Agents** - Attract major real estate agencies to list as many properties as possible on the platform, which should draw in a vast number of new users. Motivate them with sales commissions and provide a new marketing tool for promoting their company, as well as a new sales channel.
- **Landlords** - through collaboration with local and foreign real estate agencies, attract users to the platform who want to rent real estate.
- **State travel agencies** - should enter into partnership agreements with them so that they, through foreign embassies, advertise a platform on which citizens of foreign countries can safely and simply rent real estate.
- The strategy will also use the methods and tools of modern **digital marketing**.
- **Loyalty program** - a special loyalty program will be developed for platform users and token holders, which will give many benefits to everyone.

The complex of marketing activities should lead to an explosive growth of users of the platform.

The market entry strategy consists of a clear plan and is divided into several phases. In the public document, we cite only a few of them.

A) The MVP phase is to work out the main business processes in a suitable market, to form an initial customer base. Immediately after the completion of the first phase, entry into the UAE market and others will follow.

B) After entering the UAE market, the phase of active attraction of venture investments and the growth of the project in the international market will begin.

Note: *In public documents, we do not disclose the details of the marketing strategy as it is a trade secret of the company. Our main task is to build a reliable, secure platform and increase the income of token holders.*

7. State Laws, Regulation, and Compliance

Unfortunately, not all countries around the world are currently actively supportive of cryptocurrencies, which on one hand acts as a limiting factor, but on the other hand, it presents vast opportunities for our platform as we begin to operate in a "blue ocean" market, meaning the market is wide open.

Globally, there is a growing trend where many states are recognizing cryptocurrencies at the legislative level as an official means of payment – this fact opens up enormous opportunities for our platform.

We have conducted initial market research across various regions and have identified a list of promising countries whose markets we plan to capture.

Glossary of terms

ABBREVIATION	DESCRIPTION
App	The platform's mobile application is available on the Apple App Store and Google Play market
Marketplace/Platform	A platform for the purchase, sale, rental of residential and commercial real estate and specialized professional services. Mutual settlements on the platform are carried out through its own SOTT token and cryptocurrency.
RE	Real estate
BP	Business process
SD/Service Desk	Software that automates business processes for receiving and processing requests from users (technical support).
SOTT/Sott token	Platform token and name of platform
MFA	Multi-factor authentication
OTP	One Time Password