**Approach Thought**

* Enable customers to buy real estate with crypto and NFTs via SC Asset.
* Use representatives for virtual visits.

**Key Finding**

* Use crypto and NFTs for quick, reliable transactions.
* Display buildings in listings with MR Metaverse.
* Have community-based activities with community coins.

**Value Proposition**

Product/Service: Metaverse and Blockchain transactions.

Gain Creator: Create Metaverse for home viewing for a whole view of the interior.

Pain Reliever: Fast, reliable purchasing with Blockchain and Smart Contracts.

Gains: Convenient trading, visit houses via MR Metaverse.

Pains: Real estate purchases are complicated and time-consuming.

Customer Job: Exchange money to cryptocurrency for website trading.

**Design & Programming**

* Map for community selection, designed as blocks.
* More filters
* Visit houses with realistic avatars via Metaverse.
* Buy/sell homes/items in projects with cryptocurrency.

**Proposed timeline**

* Apr - Dec (2023): Build systems for upcoming changes.
* Jan - Dec (2024): Gather customer feedback for the next phase.
* Jan - Dec (2025): Modify functions based on feedback and continue receiving it.

**Marketing Strategy**

* Relationship management: Share housing facts, provide precise info via videos.
* Advertising: Promote listings on social media, host events with influencers.
* Customer engagement: Offer MR virtual tours, track growth with email marketing.

**Budget requirement**

* MR pricing: Development, hardware/software, testing/deployment, content creation costs.
* Token pricing: Development, Blockchain/Smart Contract platform, security costs.

**Go-To-Market**

* Target markets: Homebuyers, sellers, investors, managers.
* Market penetration strategy: Evaluate competition, plan marketing, set pricing/distribution.
* Channels/partners: Tech/real estate influencers, social media, investment groups.
* Launch team: Form team from each marketing section, develop/execute.