

Investment Targeting Strategy for the Piskadera Project

1. Leverage Tourism Growth and Market Opportunities

- Data Insights: Curacao's visitor arrivals are increasing, with stayover tourists showing a 15% growth. Highlight the island's appeal to North American, European, and South American markets.
- Target Audience: Focus on high-net-worth individuals, real estate investors, and blockchain-savvy investors.
- Promotion Strategy: Use virtual tours and interactive maps to showcase properties, emphasizing their appeal as both luxurious homes and lucrative investments.

2. Present Financial Projections and Incentives

- ROI & Revenue: Emphasize projected annual ROI of 12-15% through rentals and property appreciation.
- Pre-sale Incentives: Offer discounts (e.g., 5% for early buyers) and tokenized fractional ownership to make investments more accessible.
- Diversified Revenue Streams: Include sales of luxury apartments, hospitality income, marina fees, and eco-friendly features.

3. Utilize Blockchain for Transparency and Accessibility

- Technology Integration: Implement blockchain for property tokenization and smart contracts to enhance transparency and reduce transactional friction.
- Investor Confidence: Promote blockchain as a means to secure and simplify property transactions, appealing to tech-forward investors.

4. Market Sustainability and Cultural Integration

- Eco-Friendly Practices: Highlight solar energy, rainwater harvesting, and LEED certification as

part of the project's sustainability efforts.

- Community Benefits: Showcase partnerships with local artisans, job creation, and cultural hubs to foster goodwill and attract socially conscious investors.

5. Enhance Investor Engagement

- Interactive Platforms: Use the project website to provide immersive 3D tours, downloadable financial insights, and ROI calculators.

- Stakeholder Presentations: Conduct dynamic meetings with live demonstrations and open forums to keep investors informed and involved.

- Promotional Campaigns: Develop high-quality brochures, videos, and social media content targeting key regions.

6. Capitalize on Curacao's Appeal

- Highlight Unique Selling Points: Promote the blend of Dutch-Caribbean architecture, a 1000-meter beach, and luxury amenities.

- Attract Tourism and Residence: Position the development as a dual-purpose destination for both tourists and residents.

This multifaceted approach not only attracts direct investments but also establishes the Piskadera Project as a premier destination for both residents and global visitors.