
Tokenization of Pioneer Point



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Executive Summary

Pioneer Point is a real estate located in East London. It consists of two residential towers with more than 200 apartments. Real estate has consistently shown to be one of the best performing asset types throughout history. Investing in Real Estate, the world's largest asset class with a total estimated value of over \$228 trillion, has numerous advantages over stocks, bonds, and mutual funds. Typical features of real estate and real estate-based financial instruments include dependable cash flow and the capacity to generate passive income.

Pioneer Point is positioned to bring real estate transactions and deals into the digital age, resulting in major improvements in transaction efficiency, cost, transparency, security, and liquidity. The organization is utilizing blockchain technology to reduce the most inefficient aspects of real estate capital raising, management, and investment. This is done by tokenizing Pioneer Point as a Security Token residing on Ethereum Blockchain as a EIP20 standard token.

The token can be identified as "PTC" which is valued at £200.00 per token. The tokens will be issued in five phases by issuing 20% of the total volume in each phase. The value of the token is backed by the asset itself and by investing in it, the investors will get exclusive benefits such as dividends and voting rights which are automated by smart contracts.

This document presents a detailed prospectus for the tokenization of Pioneer Point. The Ethereum address for the holder account is given below:

Wallet Address: 0x7B53010D92793953D16B46d34BA03bA2F91A68af

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Overview

Tokenization of an assets refers to the process of issuance of a Token on a blockchain which represents a real trade. Security tokens are changing the way people think about assets and investments. For both token issuers and investors, tokenizing assets and putting them on the blockchain opens up a world of possibilities. Because any real asset can supposedly be "placed on the blockchain," the possibilities of asset tokenization is theoretically limitless. This document has the business model and the Plans for "PPC" token.

Introduction to Pioneer Point

Pioneer Point is located in the East side of London, United Kingdom. It has two buildings called Pioneer Point North and Pioneer Point South as shown in Figure 1. Pioneer Point North is 105 meters tall and it has 33 floors whereas Pioneer Point South is 82 meters tall and it has 25 floors.

The towers are so much more than just an apartment building; they feature a dedicated concierge service that is available 24 hours a day, 7 days a week to assist with requests and quickly eliminate day-to-day worries. The two buildings have multiple restaurants, public gyms and more than 200 state of the art residential apartments with a stunning view of the London City. Furthermore, Pioneer Point houses Private Cinema, Kid Zones, Gaming and Work Hubs.

The construction for these buildings was started in 2008 and was completed in 2011. Both of the buildings are valued at a price of **£100.00M**. Pioneer Point is known as one of the tallest pair of buildings in East London where one can find every luxury amenity. All necessities are available at a walk of a few minutes.



Figure 1 Pioneer Point London, United Kingdom

Benefits of Tokenizing Pioneer Point

A new economy with tokens provides a far more efficient and fairer world in the financial industry as it reduces the hurdles in the process of creating, buying and selling securities. Some benefits of tokenizing Pioneer Point are listed below:

Increased Liquidity

The cost of trading real estate asset is high (both direct and indirect). Secondly, the transactions tend to be slower. With the help of tokenizing an illiquid asset, they can be traded on a secondary market which provides access to a wide band of investors. This in turn helps in increasing the liquidity of the underlying asset. By tokenizing Pioneer Point, investors and sellers will have more freedom as they will capture more value from the underlying asset.

Fractionalization

Blockchains have a global nature and tokenizing an asset on such a blockchain increases the possibility of fractionalizing a real-world asset. It makes it possible to buy and sell fractions of ownership which increases the liquidity. It would make it possible for investors to own even 1/20th part of an apartment in Pioneer Point. This will provide investors with unprecedented access to investments in Pioneer Point.

Efficiency and Reduction in Transaction costs

With the help of smart contracts, most parts of the exchange process are automated which exponentially reduces the administrative issues related with buying and selling. In contrast to typical stock transactions, an investor's ownership information is stored in a physical document and provided as a certificate. Unlike traditional sources of financing, a STO does not always involve the use of a financial middleman and can instead be constructed as a pure peer-to-peer trading. Less number of intermediaries not only improves the efficiency of the transaction but it also decreases the transaction costs for investments in Pioneer Point.

Increased transparency

A blockchain has an unchangeable nature which prevents the data from being tampered and provides a more efficient way to track and verify data. This provides an excellent structure for transparently documenting the ownership rights of Pioneer Point as a Security Token. This will also increase the transparency related to the value of the asset as all of the transactions and information will be securely available on the blockchain for everyone to see. A distributed ledger with immutable records will enable investors to make better investment decisions and track their investments more conveniently.

Furthermore, STOs provide investors with comprehensive, transparent information on the issuer, including total transparency into the number of tokens provided, promised, or otherwise discredited.

Shorter Lock-up Period and Data Security

Lock-up periods are common in illiquid and big investments, restricting investor's ability to sell the asset. This creates a significant opportunity when it comes to investing in real estate assets. Tokenization of Pioneer Point will boost market liquidity, giving investors more options when it comes to their investments.

Furthermore, because the asset ownership details are maintained on the blockchain, the investor's public-private key pair creates a digital signature on the blockchain, which distinguishes his blockchain identity from his real identity. As a result, while transactions are visible on the distributed ledger, an unauthorized party cannot track them back to the investor. This is a significant step forward in terms of data security.

Tokenomics - Economics of the token

Rights of ownership are digitally uploaded on the blockchain with the help of smart contracts and the value of the token is backed by the asset i.e., by the value of Pioneer Point. The total volume of the token is capped in order to make sure that its value does not deflate away in the future due to excess supply. The token will increase in value if the supply is limited. If there was no supply cap, the token would inflate every year and its value will erode with time so the token is capped at a certain amount to make sure there are no emissions and no inflation.

Description of STO

Table 1 shows the structure of the Security Token Offering. The token is named as "Pioneer Point Coin (PPC)" which is a ERC20 standard token residing on the Ethereum blockchain. The total volume of the token is capped at **0.5M**. This is not going to be altered in the future. Just a 1/5th portion of the tokens will be released into circulation in the first phase, with the remaining tokens being subject to Future Sales when the Platform has garnered widespread popularity, at a price decided by the closing price attained during the phase five of the initial sale of Token.

Metric	Description
Type	Security Token Offering
Coin Type	Security Token
Blockchain	Ethereum
Standard	ERC20
Token Name	Pioneer Point Coin
Tracker	PPT
Decimals	8
Price Per Token	1 PPC = £200.00
Token Supply	500,000
Minimum Investment	£10,000
Market Value of asset	£100.00M

Table 1 Description of Security Token Offering

Token Sale Breakdown

As shown in table 2, the total supply of the token will be issued in five phases with decreasing discount in each phase. Each phase will have a limited capacity and a pre-determined token price. Once tokens are exhausted in a certain phase, the sale will move onto the next phase. Through this methodology, early bird investors will be able to buy the token at a cheaper price as compared to those investors who buy the tokens later. Furthermore, an investor who purchased in the previous phase will be allowed to buy more tokens in the next phase.

Stage	Discount	Token Price	Token Supply
Phase 1	25%	£150.00	100,000
Phase 2	20%	£160.00	100,000
Phase 3	15%	£170.00	100,000
Phase 4	10%	£180.00	100,000
Phase 5	0%	£200.00	100,000
Total Token Supply			5,000,000

Table 2 Token Sale Breakdown

Moreover, after the STO, investors can also earn rewards by staking their coins. Staking Rewards will be paid to participants at a rate of at least 10.80 percent per year for a period of 7 years (or until all staking supply is consumed) as long as they put their tokens into a lock. For a month after they've been locked, tokens can't be withdrawn for

usage or sold. Payments will be made on a simple rate basis once every 10 days (or as indicated for each of the Staking campaigns). The Staking Reserve, which has been set up for this purpose, will be used to make all payments. Tokens received as rewards in the User Wallet will not be locked and can be used to pay fees, sell, or transfer them.

The total lifetime supply of the issued tokens is around **£100M**. By owning the tokens, investors will get voting rights to the real estate in question along with profits distributed as dividends.

Primary Distribution

Allocation of Tokens

The distribution of Pioneer Point's token is broken down in Figure 2. The total volume of tokens is 5M. 14% of the token are allocated for the Development Team behind this project. For the Founders of Pioneer Point Tokenization Project, 13% of the total tokens are allocated whole development team will have 11% allocation. Advisors have 10% while 26% of the token are reserved for Staking Reserve which will be used to accommodate staking rewards to the investors. The remaining 40% of the tokens are available for the potential investors to buy.

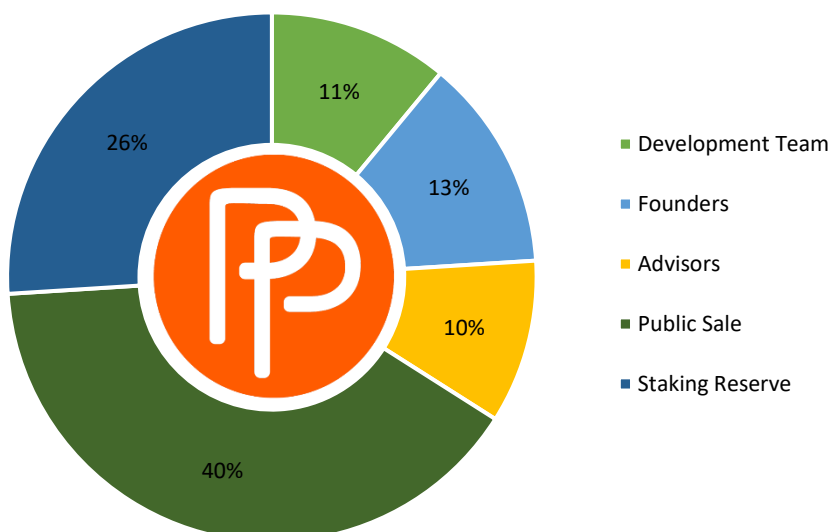


Figure 2 Primary Distribution of STO

Vesting Period

The vesting period for the allocations is different for every group. The vesting period for token allocated to advisors and public sale is **6 months** whereas the vesting period for tokens allocated to Founders and development team is **4 years**. This means that after the initial security token offering, the Founders and Developers cannot sell their tokens as their tokens will be locked up for a specific period of time called vesting period. Each phase of the initial coin offering will have its own vesting period and it will start from the time of token distribution. For example, if an investor buys tokens in Phase III of the ICO, his tokens will be locked up for the next 6-months from the date of token acquisition. This is a part of the project's anti dump policy which prevents the price from crashing as soon as it is listed on an exchange. This also protects the investors from large fluctuations in the price. The vesting period for the team attracts investors with a long-term perspective which is very healthy to keep the project afloat in the start.

Post token Management

With the help of smart contract, Pioneer Point will automatically provide dividends and voting rights to its token holders. The dividends will be paid quarterly. Appreciation in the market value gained due to inflation or development will also increase the value of the tokens. The holders of the Pioneer Point Coin (PPC) will get Profit Share, equity and voting rights. The investors will also get exclusive access to Pioneer Point Gyms, restaurant and Cinema.

Dividends

90% of the total income earned by Pioneer Point through rents and amenities will be evenly distributed among the investors in the form of dividends through smart contracts. The dividends will be in the form quarterly payments in Ether towards the investor's address. This process will be automated by the smart contracts. The remaining 10% will be assigned to a central reserve to either support liquidity or burn tokens to permanently reduce the supply. This process will continue until the team is able to purchase **£15.00M** (15%) at market rates and burn them reducing the total lifetime supply to **£85.00M**.

Apart from staking rewards and dividends, investors will also get an exclusive discount pass to Pioneer Point NFT collection in the future.

Secondary trading

One year after the initial Security Token Offering has completed, the token will be listed on a few decentralized crypto exchanges including UniSwap (UNI). UniSwap is an Ethereum-based decentralised liquidity protocol that lets you list any ERC20 coin. Exchanges facilitate the transfer of ownership of such tokens to and from any location on the planet. It is possible to list and sell any token. This is where the marketing and community management comes in. To allocate funds for this purpose, tokens from the Reserved allocation will be used. There will be an effort made to get it certified and listed on all major centralized exchanges throughout the world as well, including those that cater specifically to UK. Initially, the Platform intends to operate in UK.

After the lock-up period, the tokens will be tradeable on secondary markets 24/7 which will provide Early Liquidity to the investors. The lockup periods for founders and developers will be critical at that time in order to make sure that the token does not crash as soon as listed on an exchange.