Blue Penny Investments aims to generate real value for our investors by creating synergy between onsite/offsite aspects of property development with our Property Development Protected Cell Fund, by ensuring the following:

* The purchase of land for development of environmental friendly Green projects and to ensure that the correct land and size for projects are acquired.
* The selection of the right contractors for all our projects through legal tenders, due diligence and by the approval of the Board.
* Professional property architectural designs in order to maximize its functionality for its users and have architectural appeal, so that we avoid any diminishing value associated with a poorly designed project.
* To maximize productivity through our professional management team and invest in the development of all of our employees.
* To ensure that there is a balance between risk and return through financial structuring and what lenders and our investors will allow.
* Intellectual property rights are used correctly to enhance value through designs and branding.
* To conduct investment analysis and due diligence on any investable projects proposed to us by property developers.