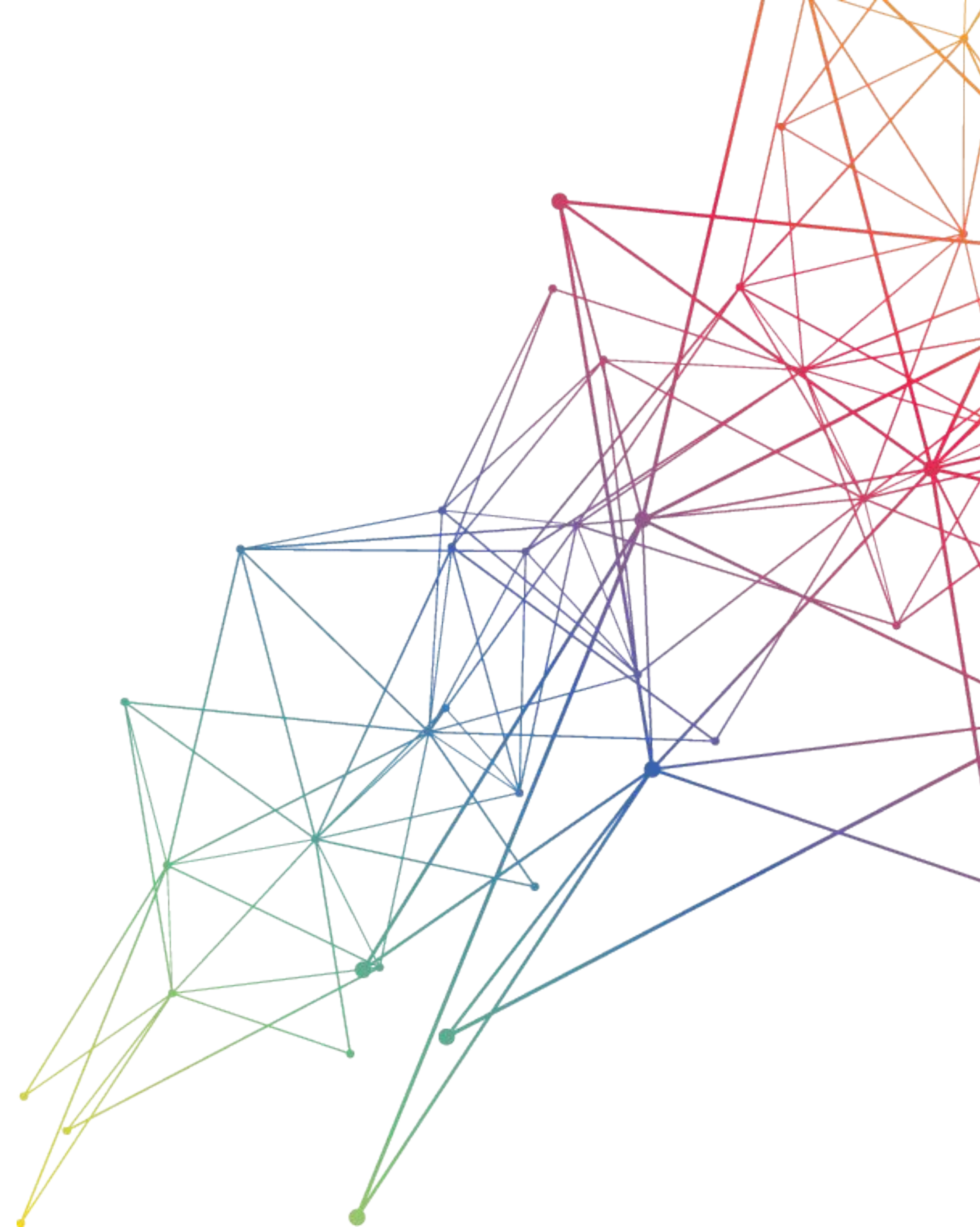




NEW ERA FOR RENTING



# Problem

---



Trust



Expensive



Trust & Executive

# Solution

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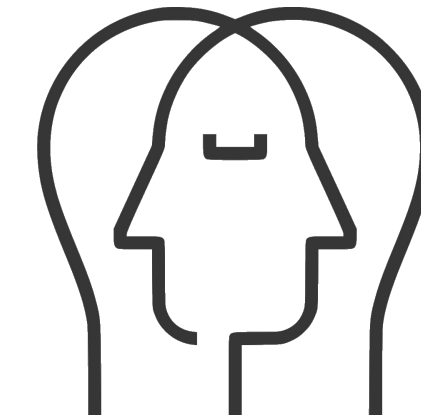
Efficient



Convenient

# Business Model

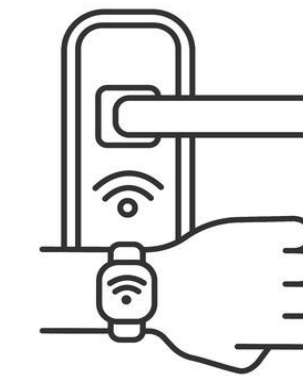
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C2C



Reduce cost by 10-15%



Smart System

# TRADITIONAL RENTING PROCESS

## Find a Rental Property

## Submit a Application

## Sign a Lease



Internet (Zillow, Trulia, others)

Request Tour  
Broker Fee  
Submit Documents

Pay Deposits  
Sign Lease



Hire an Agent  
Post Themselves

Broker Fee  
Give Away Property Access

Confirm Payment  
Sign Lease



List Property  
Exposure for More Potential Tenants

Background Check  
Accommodating Tour  
Send Lease

Hand Over Keys  
Deliver Signed Lease

# MARKET ANALYSIS



## Apartment Rental in the US Industry

2019 Revenue - \$176.8B

2019-24 Annual Growth - (0.5)%

2019 Profit - \$55.7B

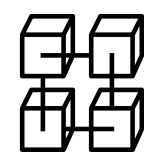


## Online Apartment Rental Services Industry

2019 Revenue - \$446.2M

2019-24 Annual Growth - 10.7%

2019 Profit - \$50.0M



## Blockchain

\$512M - 2017 VC Investment in Blockchain

\$176B - 2025 Business Value added by Blockchain

\$3.1T - 2030 Business Value Added by Blockchain



# INNOVATIVE WAY

## Find a Rental Property

## Smart Contracts

## Autonomous



**\* Internet (Hestya)**

**Submit Documents  
Sign Smart Contract  
Monetary Security**

**Payments  
Transparency**



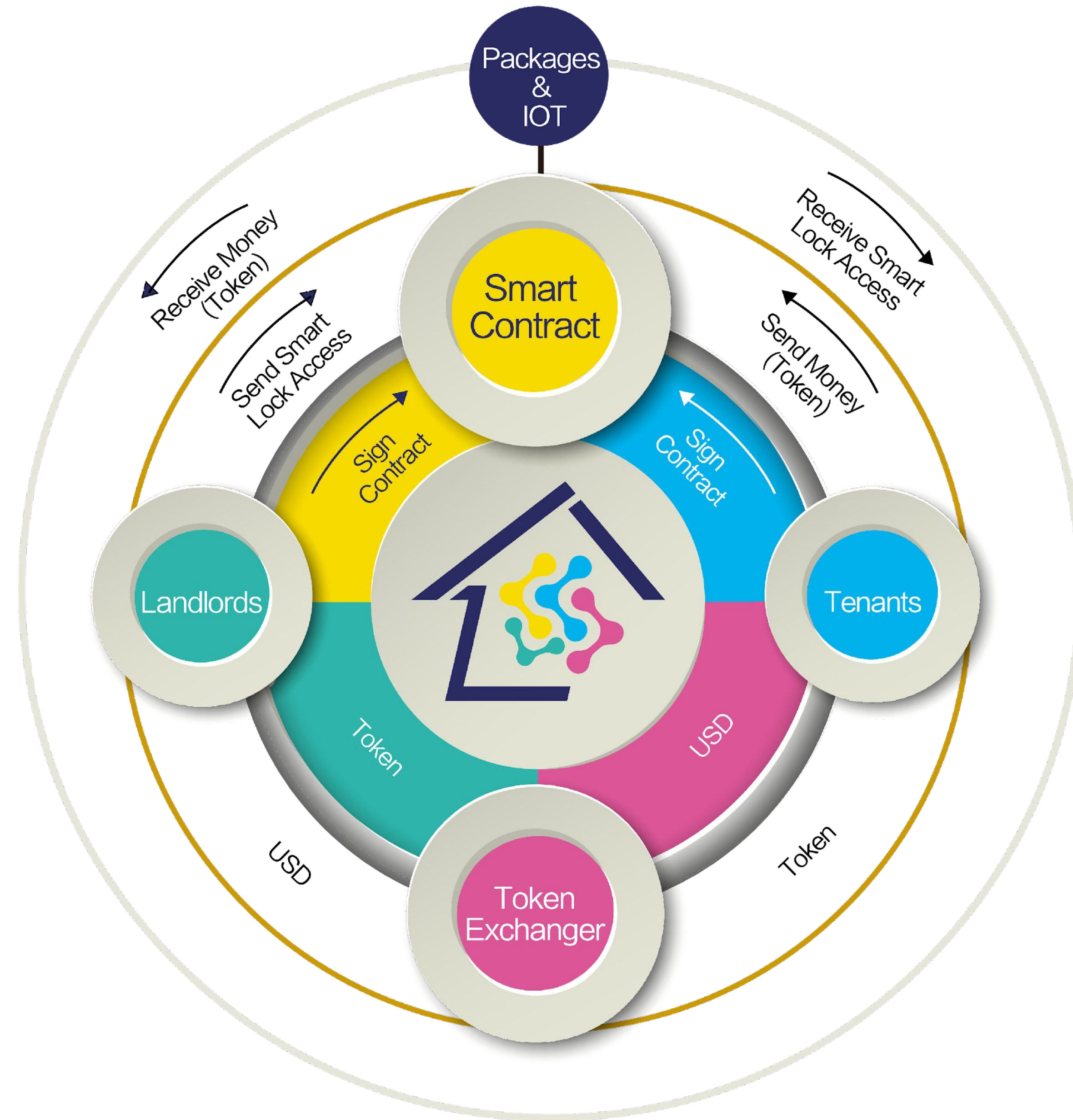
**List Property  
Submit Property**

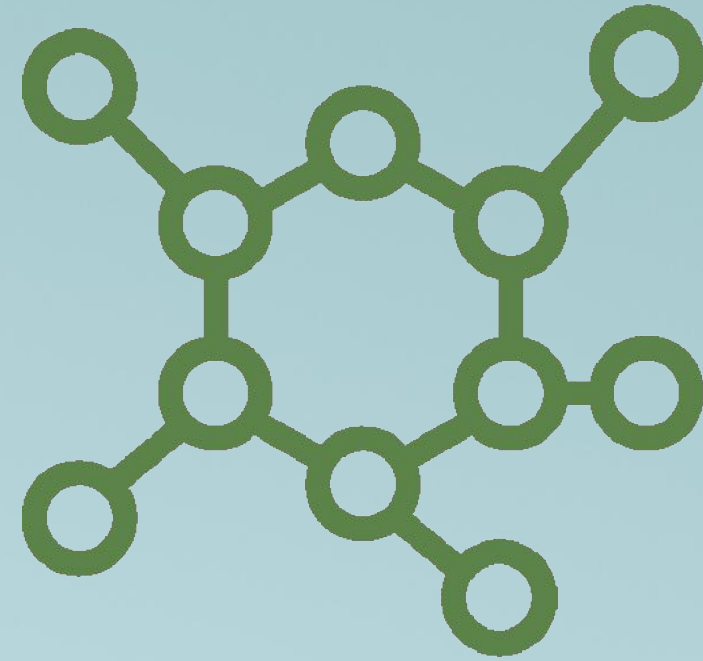
**Background Check  
Accept/Reject Tenant  
Generate + Sign Smart Contract**

**Payment Records/Agreement  
Property Security + Insurance  
Smart Locks**

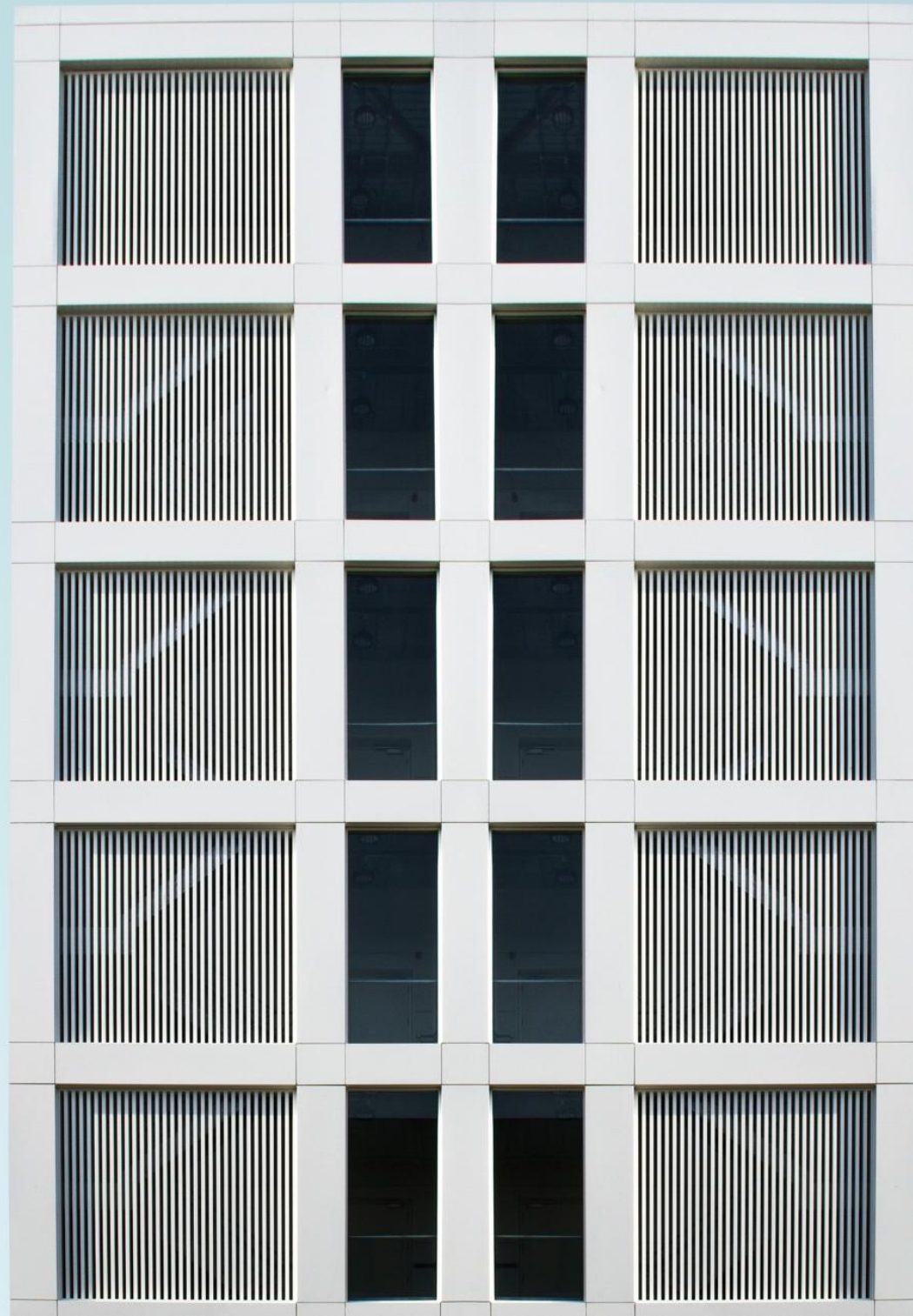


# Transection Diagram





**BLOCKCHAIN  
TECHNOLOGY**



# **KEY ACTIVITIES**

**Identity  
Verification**

**Insurance/Risk  
Reduction**

**Smart  
Documents**

**Smart  
Locks**

# COMPETITI ON





Secure



Convenient



Smart  
system

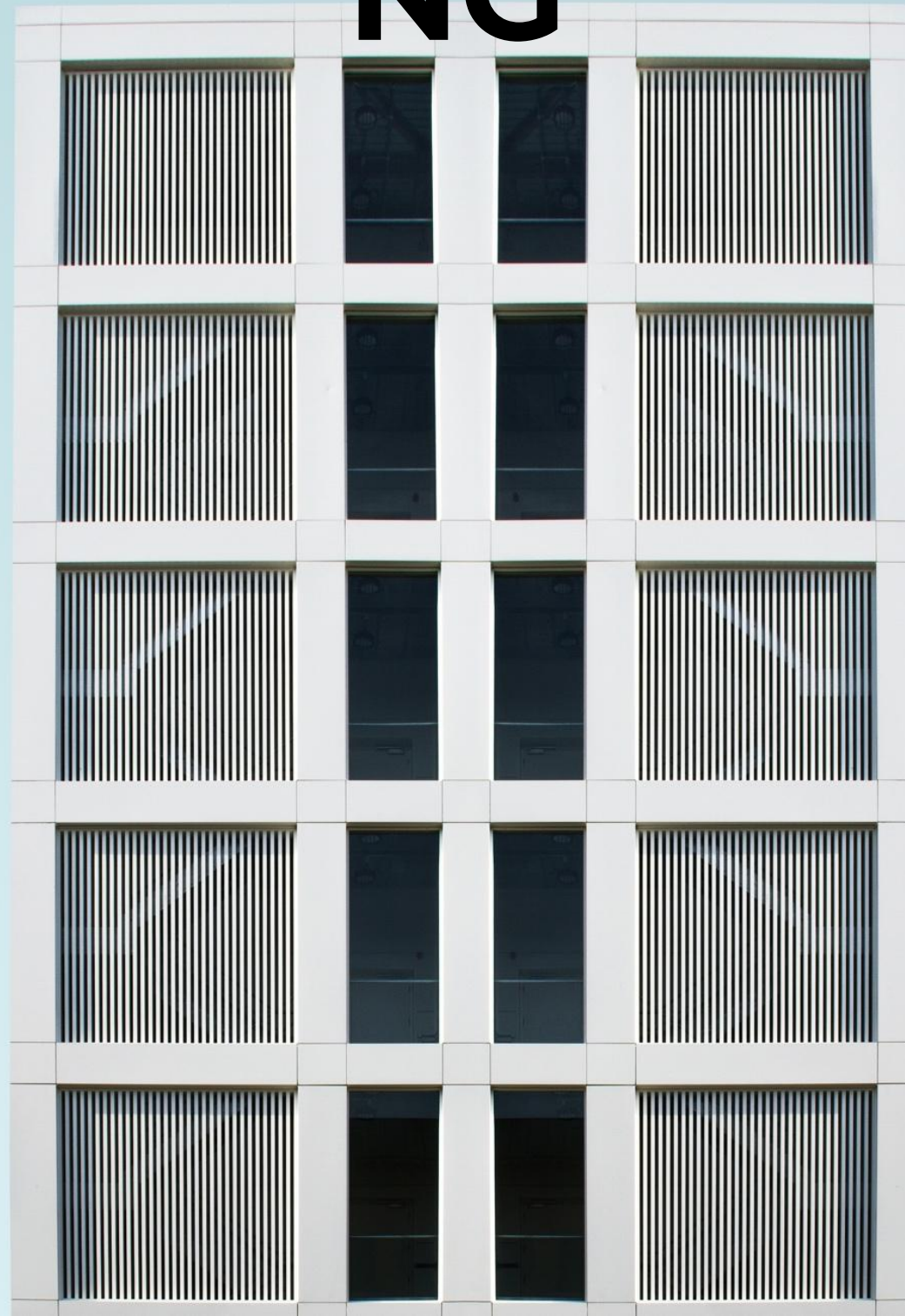
- ▣ 95% Reduction in Errors
- ▣ 40% Increase in Efficiency
- ▣ 25% Improvement in in customer experience
- ▣ 75% reduction in capital consumption

**COMPETITIVE  
ADVANTAGES**

# ONLINE

- Customer-generated Content
  - Forums
    - Reddit, Quora, CoinDesk...
  - Real Estate Blogger
    - How to Blogs
- Digital Marketing
  - Search Engine Optimization
  - Social Media Marketing
  - Influencer Marketing

## MARKETING



# OFFLINE

- Affiliation & Partnership
  - Universities & Corporations
  - Property Management Firms
  - Community Involvement
  - Real Estate Investment Trusts (REITs)

**ESSEX**  
PROPERTY TRUST, INC.

 **EQUITY**  
TRUST COMPANY<sup>SM</sup>



**Avalon**  
COMMUNITIES, INC.

# FINANCIA

~~LS~~

Cost Reduction Cap:

**24%**

Cost Reduction of Customers: **15**

**- 19%**

Our Revenues Margin: **5**

**- 9%**



# TEAM MEMBERS

HULT-BMIB5-TEAM40



**EGOR VOLOGDIN**



**YUGMA PATEL**



**SHAWN MA**



**XIAODI WU**