

# **Etherland Certificates**

the unique solution for real estate

#### **Alexis BRAND**

alexis@etherland.world

## **Our Mission**

Digitize property data to save the real-estate industry from **unrecognized storage problems** 



## **The Problem**



#### Improper storage

documents stored on obsolete solutions (paper, legacy servers, ...), too often in only one copy and always impossible to find



#### **Losses of documents**

improper storage equals waste of hours, sometimes days, and, in the worst cases, complete loss of documents



#### Loss of money & time

loss of documents means reissuance needs, which costs money and time, in substantial amounts when these are audits or technical documents





### The Solution

Decentralized, easy to use storage



#### **Intelligent platform**

Property data storage and management under your control



#### Immutable & encrypted

impossible to alter the original, full history and safety at all times



#### **Content-based addressing**

as long as you know what you're looking for, you will always find it



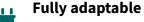
#### Time & cost efficient

no need to make new documents, no hours wasted looking for them, tremendous savings

### The Products

ProApp and Real-Estate File System

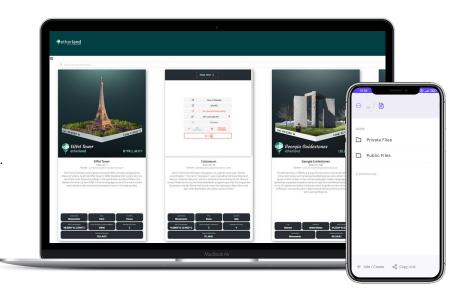




display your custom datasets, or add ours to your ERPs, BIMs, etc...

APFA\* Gateway

manage and monitor easily your DIDs and files' authorizations

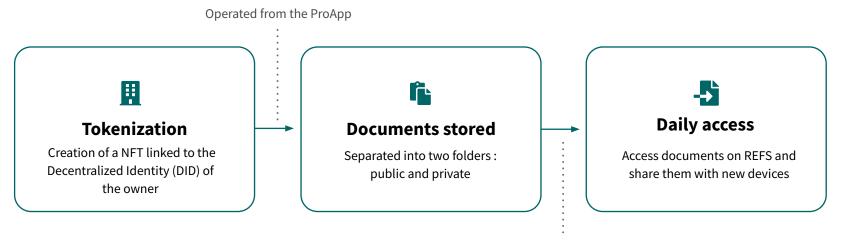


- Paily simplicity
  easy joining, file-sharing &
  password-less access
- Extended control

  manage file access easily, revoke
  file-sharing cascades in one click
  - Quantum-proof
    utmost security and privacy,
    everyday, and in the palm of
    your hand

### **The Products**

How it works



Give folder/file access rights to a REFS device outside of the ProApp

# **Why Now**

A head start in our market, an opportunity not to miss for investors

1

~

#### A growing market

Actual tokenized real-estates represent 0.00006% of the total market value; many experts predict total assimilation within 10 years 2



#### **Unique solution**

Novel solution leveraging new technologies to address previously unsolvable fundamental issues 3



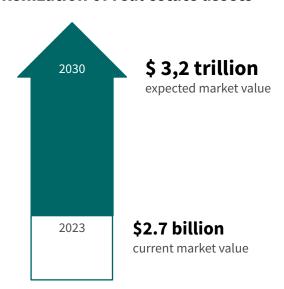
#### A segment to take

Opportunity to pioneer a sector with Etherland, no other company offers even a remotely similar solution

### The Market

The inception of an assured digitalization dynamic

#### **Tokenization of real estate assets**





#### \$16 Trillion

global value of tokenized illiquid assets by 2030

Source: World Economic Forum - Global Agenda Council, BCG Analysis, 2022



#### **Assets devaluation**

major auditing firms (Mazars, KPMG, etc.) will devalue real estate assets that are not aligned with digitalisation from 2024 onwards

Source: Insider ULI Product Council Attendance, 2023

Source: Boston Consulting Group, 2022; TokenInsight, 2023

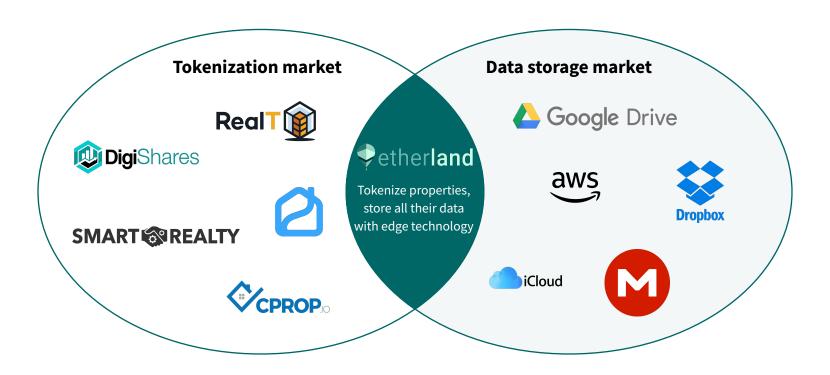
# Competition

Etherland's data storage system is specially designed for professionals, offering simplicity of use while guaranteeing security and ease of data exchange

	etherland	♣ Google	<b>S</b> Dropbox	iCloud
Decentralized	✓	Х	X	Х
Immutable	✓	Х	X	Х
Full History	✓	<b>✓</b>	Х	Х
Works on all devices	✓	<b>√</b>	<b>√</b>	Х
Security	Quantum-proof	Х	Ok	Ok
Daily Comfort	Excellent	Excellent	Good	Good

## Competition

Etherland is at the crossroads of two markets: tokenization and data storage.



## **Traction**

A good user base and a proven track record



19,500

community following



5,500

tokens holders across networks



\$330,000

past OpenSea revenues

## **Partnerships**

Multiple strategic partnerships for marketing, technological & business development























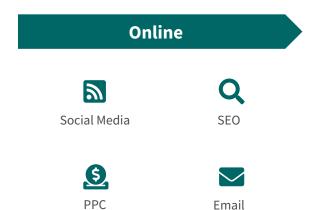
## **Business Model**

A tailor-made solution, fitting all budgets and requirements

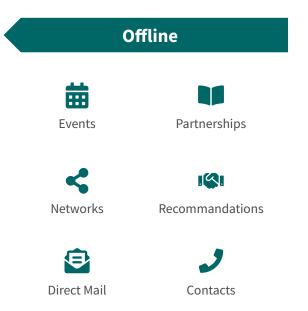


# **Customer Acquisition**

Defined, focused user acquisition strategy







### **Team**

A team of young, tech-savvy leaders with experienced advisors



**Alexis Brand** 

CEO

- Previously CTO at Fieldcoin and COO at Etherland
- Early Ethereum miner



**Killian Vouillon** 

COO

- Tinyz World & JADIS Founder
- Serial Entrepreneur



**Victor Malle** 

CPO

- Previously Production Manager and COO at Etherland
- Early Ethereum miner



Jay Ito

Lead Dev

- Senior Smart Contracts Engineer
- Senior Full Stack Developer

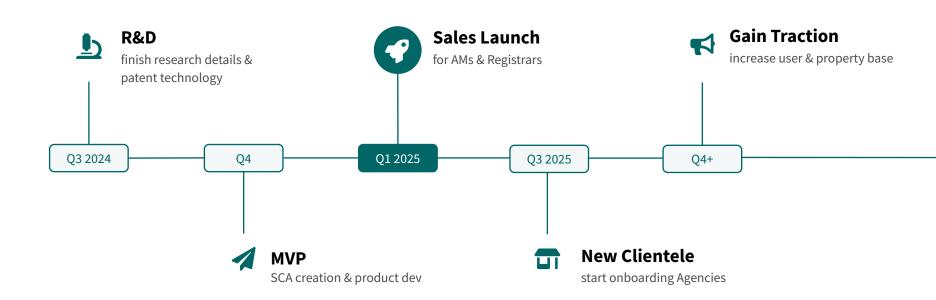






## **Milestones**

Where and when we are going





## **Etherland Certificates**

expand to Web 3.0 today





