



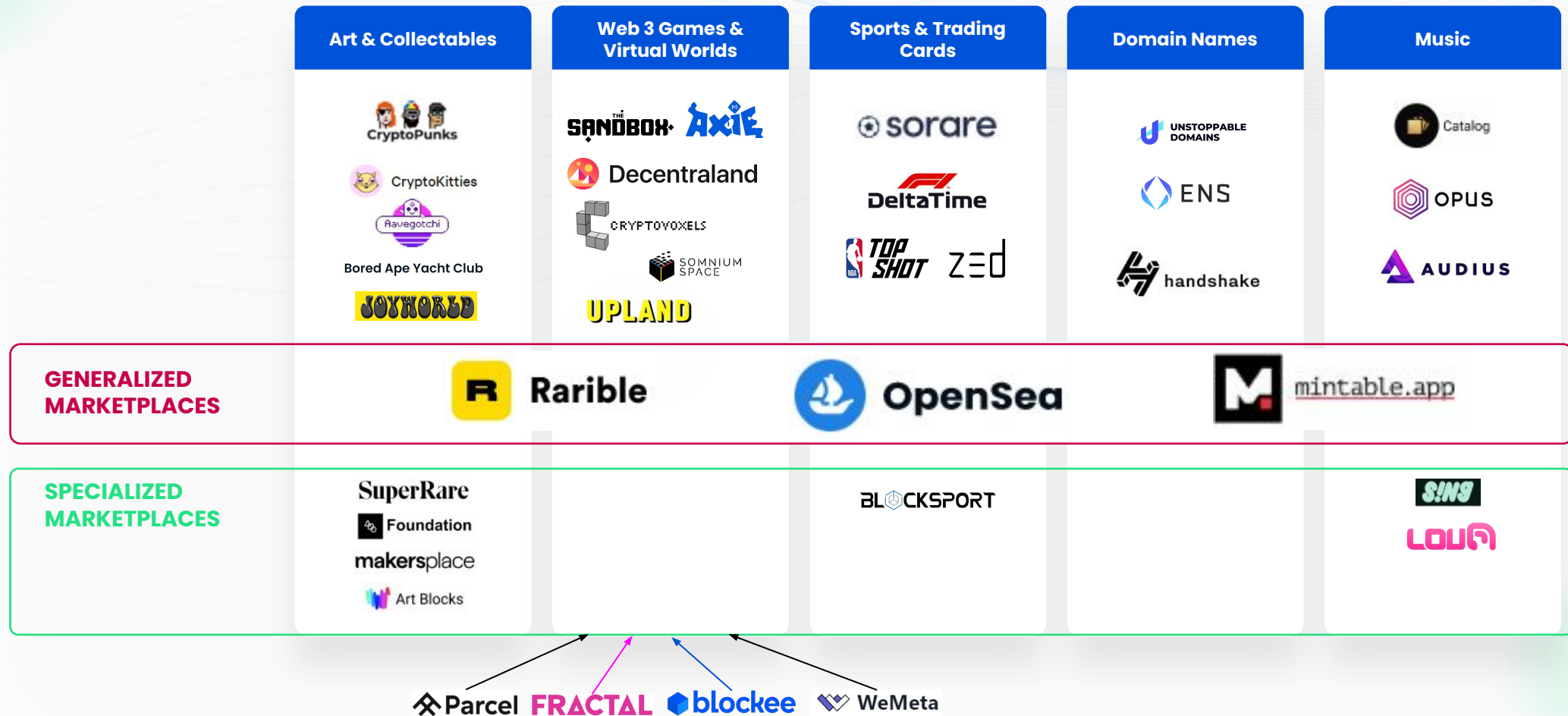
FIRST VERTICALIZED NFT MARKETPLACE FOR **REAL ESTATE** IN THE **METaverse**

www.blockee.co



NFT MARKETPLACE ECOSYSTEM

NFT ASSET CLASSES



METaverse OVERVIEW

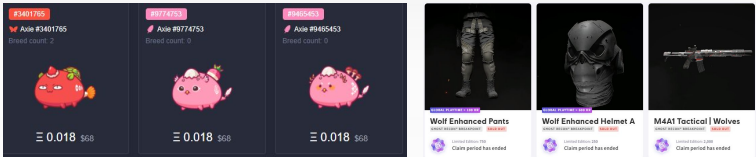
WEB 3 GAMES



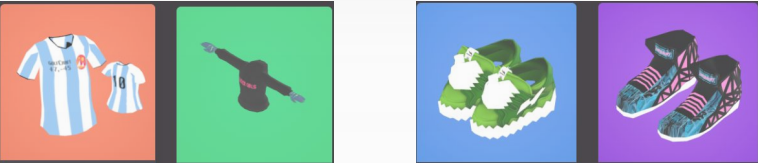
VIRTUAL WORLDS



GAME ITEMS



WEARABLES



VIRTUAL REAL ESTATE





THE PROBLEM

Horizontal NFT marketplaces sell **everything**, but focus on **nothing**



FOR USERS

- **Discovery is difficult** since UX/UI of generalized marketplaces is not optimized for virtual real estate (filters, sort, map search)
- **Hard to analyze** since no tools common on traditional real estate platforms are available in the virtual real estate space

FOR HORIZONTAL MARKETPLACES

- **Difficult to target** a specific user base with marketing campaigns designed for the virtual real estate
- **Hard to scale and dominate** without clear specialization

HOW WAS THIS PROBLEM SOLVED IN TRADITIONAL REAL ESTATE?



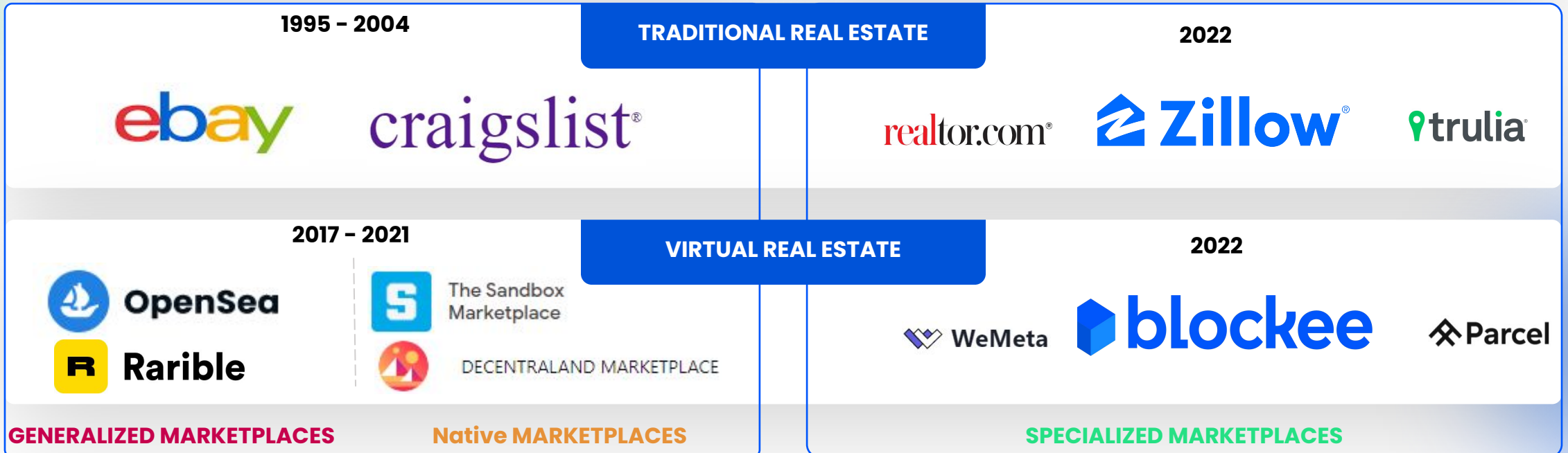
PROBLEM

- No specialization in real estate
- No clearly defined market segment
- Difficulty to dominate a market segment



SOLUTION

- Specialization in real estate only
- Clearly defined market segment
- Ability to dominate the market segment



THE SOLUTION

Vertical peer-to-peer NFT marketplace
for virtual real estate in the metaverse

01

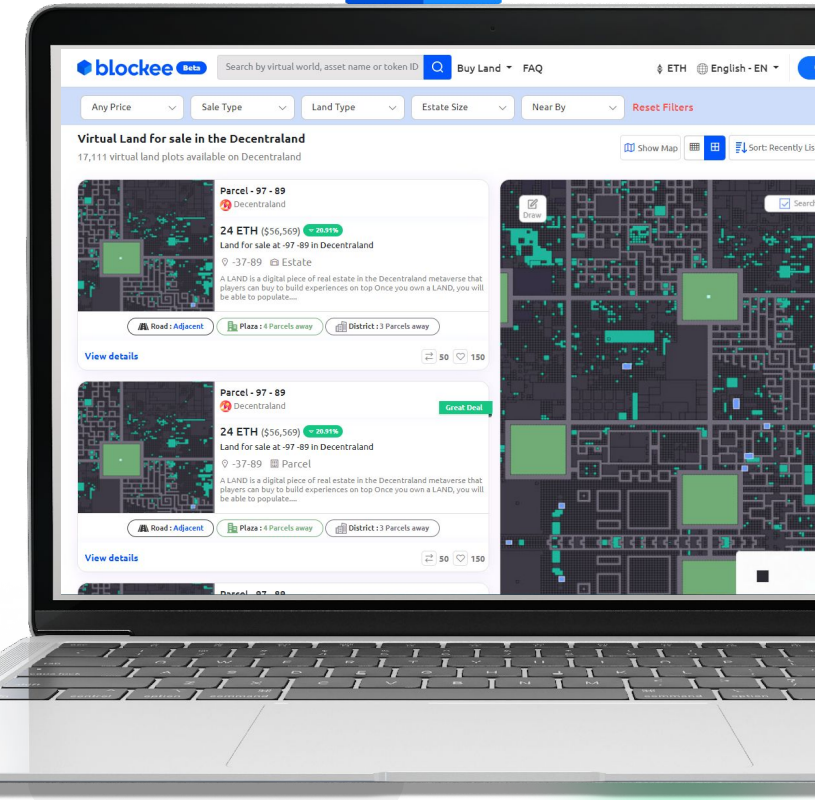
Aggregates virtual land from all major virtual worlds and web3 games

02

Provides features and tools that allow users to make informed buying decisions

03

Chance to become the go-to platform for virtual land in the metaverse



WHAT IS BLOCKEE'S OPPORTUNITY?

01

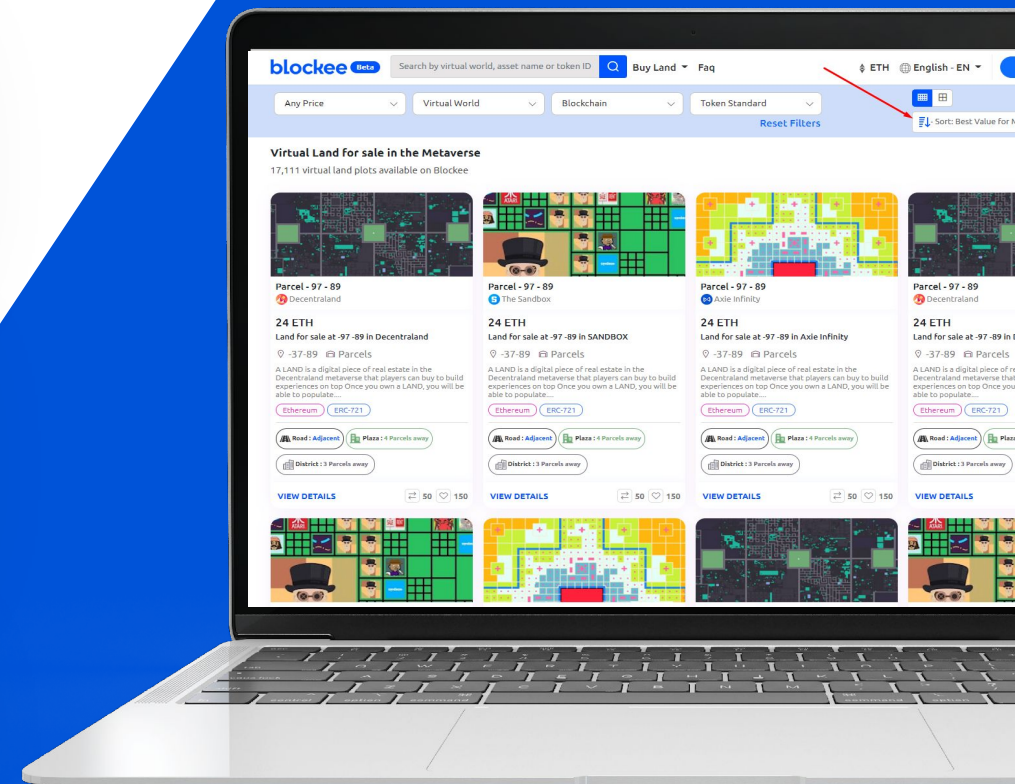
User interface that is similar to traditional real estate portals, which reduces the entry barrier for new users without experience in the crypto space

02

Proprietary Automated Valuation Model (AVM) allows users to identify the best priced virtual real estate from all major virtual worlds and games

03

Early entry into the new product category of marketplaces for virtual NFT real estate, which allows Blockee to grab a greater market share



Why Blockee and not the other early adopters?



- Pre-Seed Funding from DBV
- Work in progress on Beta version
- Release of MVP in Q2/22



- Built by the start-up studio of DBV, who did also build one of Thailand's leading **PropTech platforms**, FazWaz



- Scaled from 0 to **3M USD** in revenue within 3 years
- **1M+** visitors per month
- Available in 28 countries and in 12 languages



- 1M USD Seed Funding - Aug 21
- Work in progress on Beta version

Framework



Sfermion



- 1.1M USD Seed Funding - Nov 21
- Work in progress on Beta version



#HASHED



TRIBE CAPITAL

WHO IS BEHIND BLOCKEE?

Blockee is part of **Digital Broker Ventures**, the same venture builder that did build the **leading real estate marketplace** in Thailand → FazWaz.com



Proptech



News & Media



Insurance



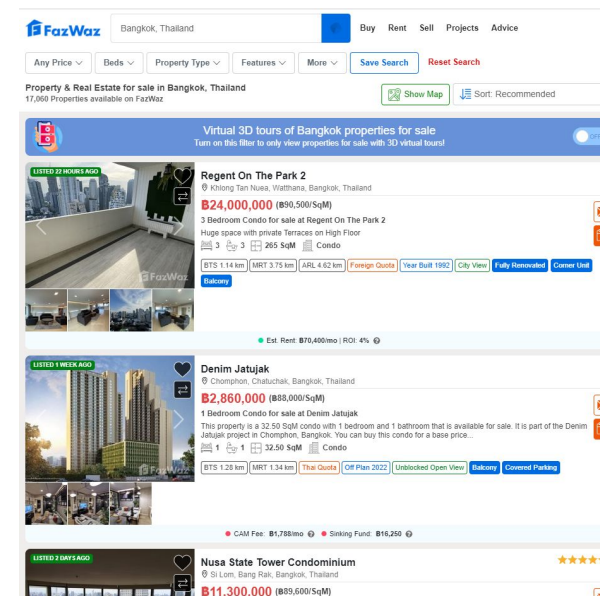
Healthtech



Home Care



Yacht Charter



THE TEAM

FOUNDER



Eugen Pauls
Blockee, CEO

Previous experience in various fields

Venture Builder - Responsible for product development, execution of growth/monetization strategies, and traffic/lead generation of multiple startups at the Digital Broker Ventures

PropTech - Head of Product of the FazWaz real estate marketplace responsible for the implementation of new PropTech features

SEO Expert - Implemented the SEO strategies for traffic/lead generation for products like FazWaz.com & MyMediTravel.com

ADVISOR



Michael Kenner
Digital Broker Ventures, CEO

Operates:

DBVentures.io

Venture Building Across Southeast Asia

Co-Founded:

FazWaz.com & TheThaiger.com

Ex:

Credit Suisse & Barclays Capital



Yoss Khureakaew
Full-Stack Developer



Kittipan Sukhantharot
Full-Stack Developer

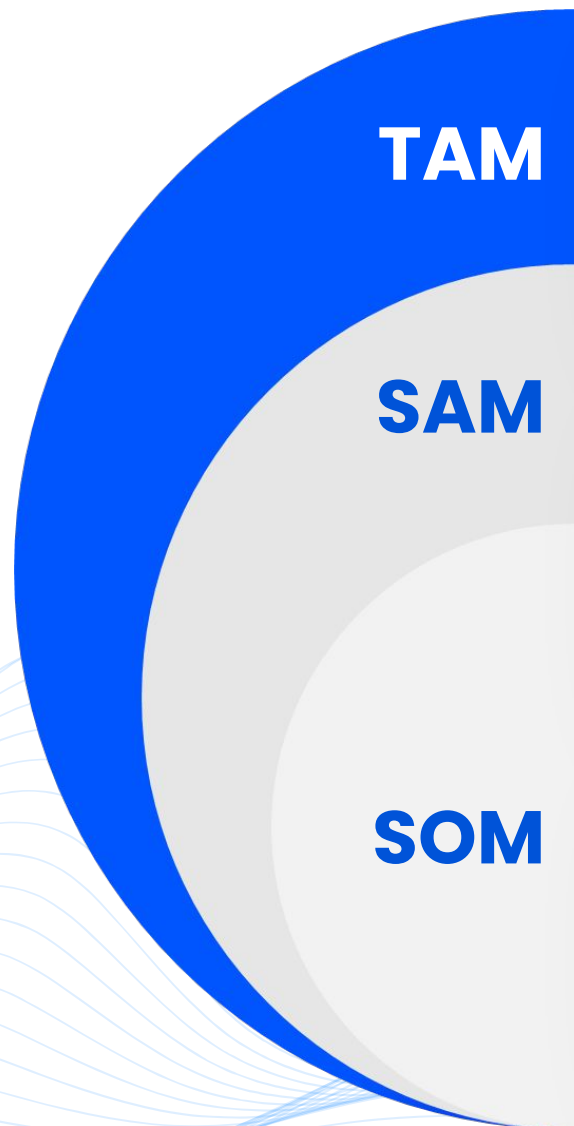


Naveen Kumar
Front-End Developer



Michael Casale
AVM/Data Scientist &
Machine Learning Developer

HOW BIG IS THE MARKET?



Total volume of NFT trading
(all asset classes) in Dec 2021* (+36,274% from Dec 2020**)

- Daily 82 million USD
- Monthly 2.5 billion USD
- Yearly 29.5 billion USD

Trading volume of the top 4 virtual worlds*** (Decentraland, The Sandbox, CryptoVoxels, Somnium Space)

- Daily 15 million USD
- Monthly 453 million USD
- Yearly 5.44 billion USD

Blockee volume of top 4 virtual
worlds (**0.25%**)

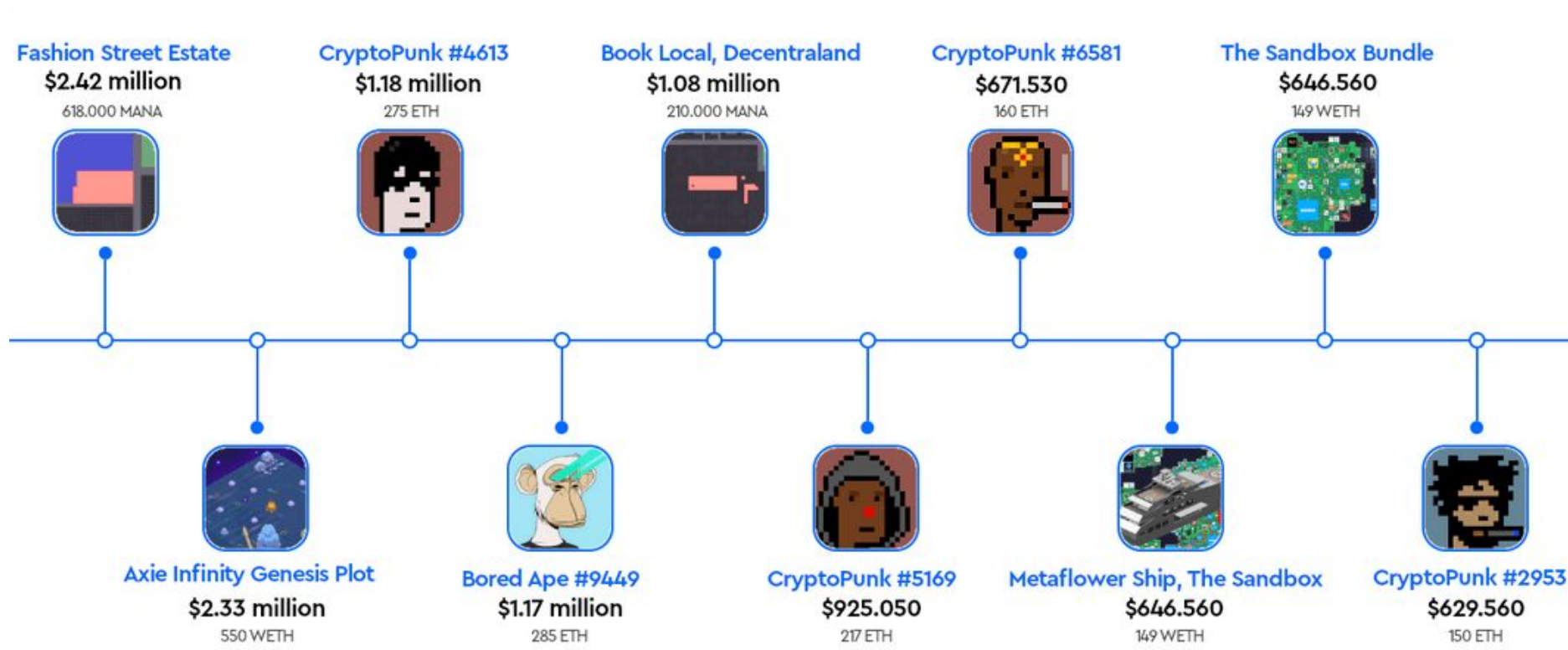
- Daily 38K USD
- Monthly 1.1 million USD
- Yearly 13.6 million USD

**Revenue
From 2.5%**

- Daily 945 USD
- Monthly 28K USD
- Yearly 340K USD

TOP 10 NFT SALES

November 22 – 28, 2021



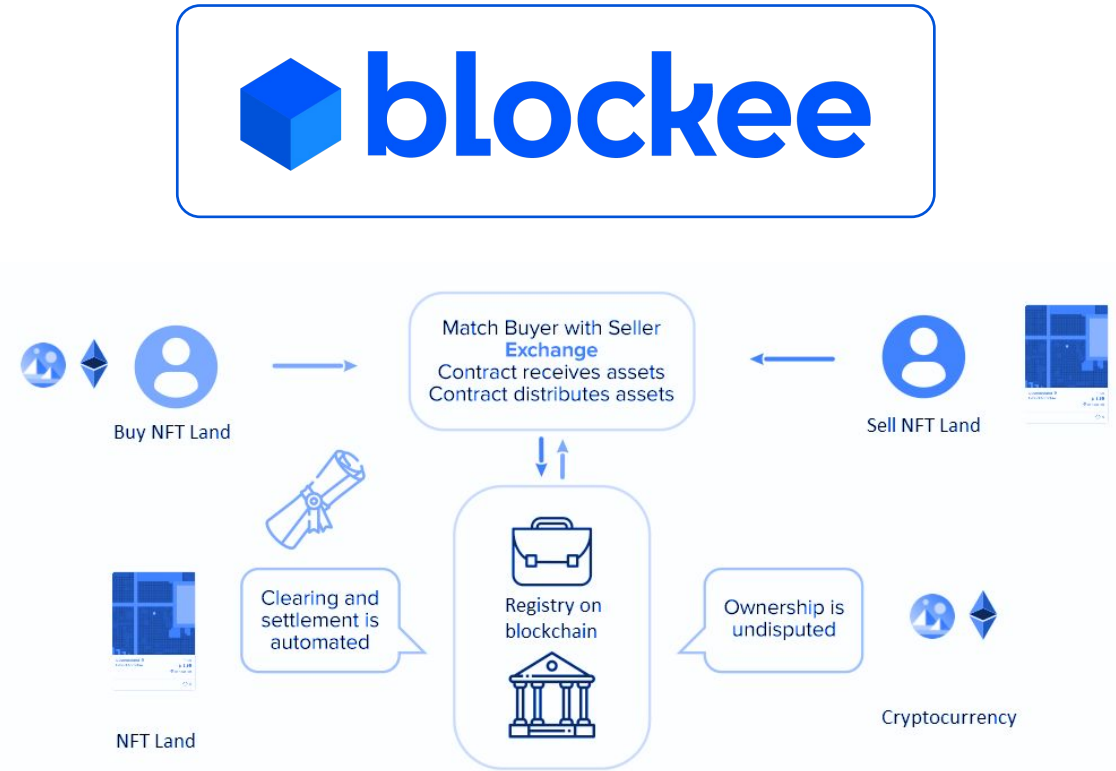
REVENUE MODEL

The **business model** of Blockee is **clear** :
it takes **2.5% fee** whenever a **digital asset** is
successfully sold via the platform

2.5%

Sales
Commission

Secured on Smart Contract



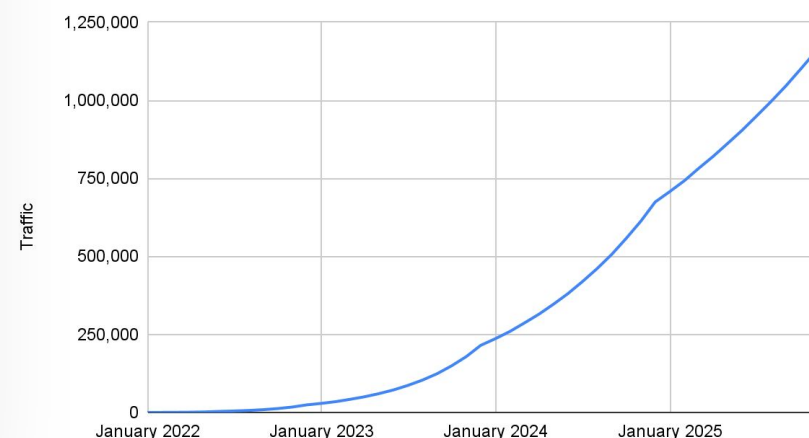
REVENUE FORECAST

Exponential growth based on primary revenue model

Assumptions

- Average Transaction Volume in USD \$10,839
- Sales Commission 2.5%
- Avg Revenue per Transaction \$271
- Max. Traffic to Transaction Conversion 0.5%

Website Traffic (Users) per Month



	2022	2023	2024	2025
Total Revenue USD	\$97,000	\$1,550,000	\$6,846,000	\$15,267,000
NET Profit	-\$103,000	\$1,160,000	\$6,303,000	\$12,577,000
Gross merchandise value	\$3,880,000	\$62,000,000	\$273,840,000	\$610,680,000
Transactions	358	5,722	25,267	56,342
Website Traffic (Users)	80,000	1,140,000	5,050,000	11,270,000
Total Opex	\$200,000	\$390,000	\$543,000	\$690,000
Salaries	\$150,000	\$285,000	\$390,000	\$440,000
Marketing	\$40,000	\$80,000	\$120,000	\$200,000
Operational	\$10,000	\$25,000	\$33,000	\$50,000

ROADMAP

- **Finalize the frontend design** of the marketplace
- **Fetch listings data** from the targeted top 4 virtual worlds*
- **Wallet integrations** with MetaMask, WalletConnect, and Coinbase Wallet
- **Implementation of smart contracts** for peer-to-peer transactions on Ethereum
- **Release of the Beta version** of the marketplace

• **Release of the Automated Valuation Model (AVM)** with price predictions for NFT land for:

Somnium Space ◀ CryptoVoxels ◀ The Sandbox ◀ Decentraland ◀

• **Add more virtual worlds & games** with land to the marketplace (based on highest trading volumes) – Ongoing process

• **Implement 3D views** of the actual land parcels directly from the marketplace

- **Marketing campaign on social media** announcing the launch
- **PPC (Pay Per Click) campaigns on Google** for relevant keywords
- **Launch of the marketplace** for the targeted top 4 virtual worlds ◀
- Implement a referral program with a **1% referral fee** to the referrer
- **Niche influencer referral marketing on social media** using the referral program
- **Start the development work** on the Blockee app

THE **ASK** \$300,000

We are looking for 300K USD in seed funding to finish the development of our product, launch the marketplace, and to reach 100 transactions (28K USD revenue) per month

Instrument:

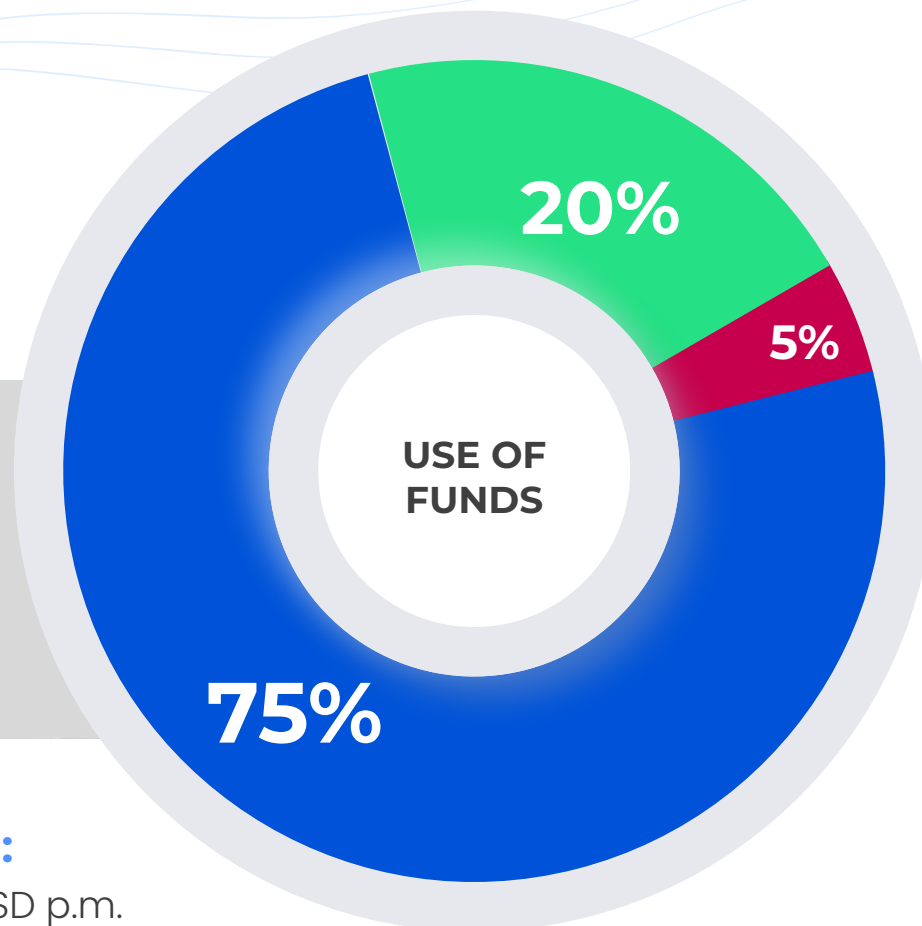
SAFE Note

Runway:

18 months

Burn:

16K USD p.m.



Marketing

20% → \$60K

Start marketing campaigns for the launch of the MVP

- YouTube
- FB & IG
- PPC on Google
- Social Media Influencers

Legal & Operational Cost

5% → \$15K

- Company registration in Singapore
- Server hosting
- Developer tools

Product Development

75% → \$225K

- Launch the beta version in Q1 / 22
- Launch the MVP in Q2 / 22
- Implement the Automated Valuation Model (AVM) in Q3 / 22



MAKING AN IMPACT IN THE METAVERSE



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