



THALER. ONE - 由实体房地  
产提供担保的区块链平台令  
牌



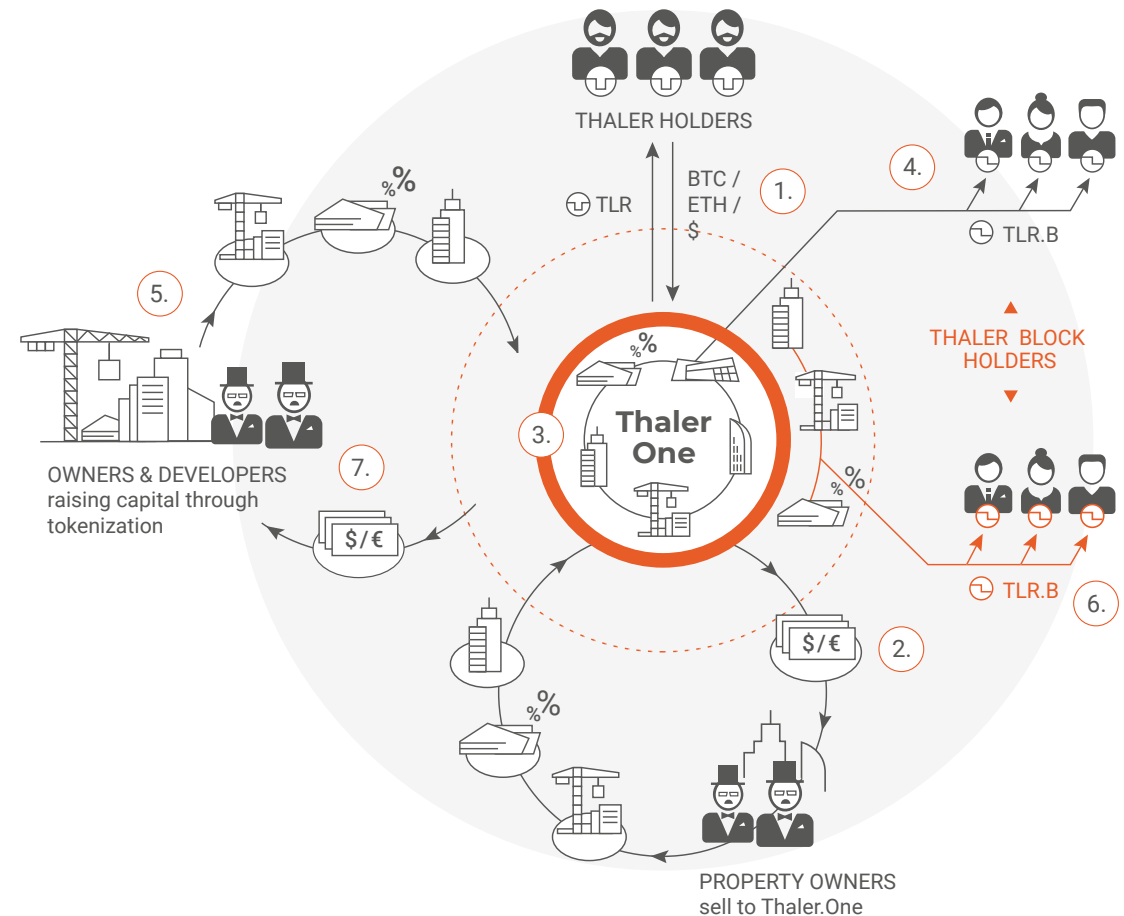






# Thaler.One Platform in action

1. Investors participate in the tokensale's and receive Thaler tokens
2. Thaler.One uses tokensale's proceeds to purchase real estate assets
3. Real estate assets in the Thaler.One earn income
4. Some assets are resold with profit through tokenization to investors, holders of Thaler.Block tokens
5. Real estate owners who want to sell or raise capital contribute their assets to the Thaler.One
6. Thaler.One tokenizes them and resells to investors in exchange for Thaler.Block tokens
7. After Thaler.Block tokens are sold, real estate owners receive funds for their assets



## Sources of revenue for Thaler token holders

- > Current returns from real estate: rental income, interest on loans and profits from sale
- > Profits from re-selling real estate assets individually in the form of Thaler.Block tokens
- > Commissions for tokenization of assets charged to third-parties who want to buy/sell/raise capital through the platform



威尔  
安德里奇

*Co-founder, CEO*

Professional Investment Banker, worked at Morgan Stanley, LCF Rothschild, Astor Capital in London, New York and San Francisco

MBA UC Berkeley  
CFA

Day-to-day operation, fund raising and strategy



斯坦  
朱可夫

*Head of Real Estate*

Seasoned Real Estate Professional through Cushman Wakefield, EY, AFI, OPIN

York University,  
MBA Laurier School of Business & Economics

Real estate acquisition and management



安东  
赞内斯

*Marketing Advisor*

Knowledgeable IT Marketing executive. Participated in Tokenbox, OpenLongivity, IconicMobile, Nekupon, Psychofriend, Confeta, Mermaid.

MSU, Philosophy & Political Science

Marketing in crypto community



Igor  
Levshin

*CTO*

Qualified IT Professional. Worked at leading investment and real estate development companies including Alfa Group and AFI. Advisor to many start-ups in IT security

Bauman Technical University and HSE

Blockchain platform architecture and development

*Thaler.One was founded by real estate and finance professionals with significant experience in real estate, excellent reputation. Each member of the team possesses from 10 to 25 years in their field and the team's total amount of raised capital exceeds US\$10 billion.*

# Comparables



Real estate crowdfunding platforms gaining popularity and have shown a sharp increase in funds raised over the past couple of years



[www.realtyshares.com](http://www.realtyshares.com)

- > Established in 2013
- > US\$700 mln invested in > 1 000 projects. Distributed US\$130 mln in dividends
- > 120 000 registered users
- > Over US\$1 bn total value of financed assets



[www.realtymogul.com](http://www.realtymogul.com)

- > Established in 2012
- > US\$320 mln invested in c.400 projects up to date. Distributed US\$70 mln in dividends
- > 150 000 registered users
- > Over US\$1 bn total value of financed assets

CADRE

[www.realtyshares.com](http://www.realtyshares.com)

- > Established n 2014
- > Over US\$350 mln in raised capital
- > Over US\$1 bn under management
- > Among investors – Goldman Sachs, Andreessen Horowitz, Jack Ma, Ford Foundation

## Pros

- > Professionally managed by teams with expertise in real estate
- > Act within U.S. legislation, full legal transparency
- > Opportunity to select individual assets and strategies
- > Low entry-ticket starting from US\$5 000

## Cons

- > Invest in the U.S. and available to U.S. residents only
- > Lack liquidity (investor needs to wait until the end of the project)
- > Limited size of investment and limited diversification
- > High fees charged to investors and companies looking for capital



20+ REAL ESTATE RELATED PROJECTS IN BLOCKCHAIN WERE PRIMARILY UNSUCCESSFUL

- > Lack of real estate experience as evidenced by lack of well-defined investment strategies
- > Do not disclose legal set-up, likely raising funds not in compliance with laws in any jurisdiction
- > Concentrate on IT solutions digging deep into technical details often ignoring the idea's economic rationale
- > Charge high up-front fees, which go back to founders (e.g. 20-30% of tokens allocated to team; 20-100% of collected funds are 'project' related expenses)
- > Nevertheless, gained attention and managed to raise c. US\$50 mln (combined) of which US\$30 mln went into the largest 3 projects



THALER.ONE OFFERS THE BEST OF BOTH WORLDS COMBINING TRADITIONAL CROWDFUNDING WITH BLOCKCHAIN

- > Clear investment focus and transparent legal structure
- > Professional team and alliances with the industry's majors
- > The bulk of funds raised are directed to buy assets, thus creating tokens backed by tangible real estate
- > No geographic boundaries and no limits to invest
- > Lowest possible fees with help of blockchain due to shortening the line of middlemen
- > Opportunity to offer investment products in countries, where foreign investment is limited, namely China