

OPENBRIX



WHAT IS OPENBRIX™

OpenBrix is the first decentralised (horizontal) and distributed digital property portal in Europe, Middle East, Africa (EMEA) and Asia, that will be fully open and inclusive to everyone.

OpenBrix™ is a decentralised network that connects all key players in the property letting and sales market on a single network.

By creating a decentralised network there is no single owner who controls the money, data or rules of the network. Everything is community run and done for the benefit of the community. It is true democratisation of the property rental and sales market.

THE PROBLEM

Across the world, there is a monopoly / duopoly of Property Portals such as Rightmove, Zoopla (UK), Idealista / Fotocasa (Spain) and Immobilienscout24.de / Immowelt.de (Germany) etc.

This monopoly / duopoly has meant that these companies now control between 90 – 99% of the interaction between the end Customers and Property Owner / Property Managers.

This unique connection to 99% of customer interactions means that these Property Portals have great amount of power in the network, and can leverage this power against the other groups in the network by:

- ❖ Controlling the data flow between the Customer and Property Portal, therefore controlling key information that other parts of the network would need.
- ❖ Controlling all policies and permission of their part of the network.
- ❖ Charging high fees for access to their part of the network.
- ❖ Minimal or no interaction with Property Owners / Property Managers.
- ❖ Generate huge return for their shareholders with minimal overheads.

\$100 BN

Net worth of the global property portal market

\$1000 A MONTH

Average membership fee

\$3 BN

Net worth of EU property portal market

16%

Average year on year annual rise in fees

OPENBRIX



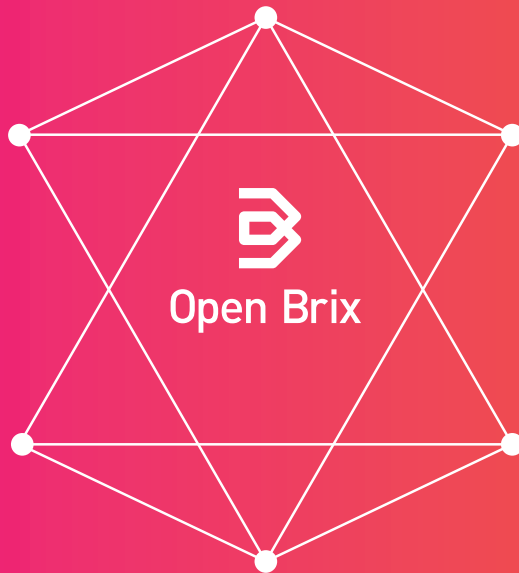
Online Property Managers
& Estate Agents (Group B)



Landlord & Homeowners
(Group A)



Landlord & Homeowners
(Group A)



Customers (Group D)



Customers (Group D)



Traditional Property Managers
& Estate Agents (Group B)

THE SOLUTION

To truly disrupt the market and the power centralised portals have, we need to decentralise the property portal market. We need to turn the vertical property portal on its side, we need to make it horizontal.

We need to create a network where all members on the network are free to communicate and transact in an easy simple and frictionless environment, without the control of a central intermediary.

Why Blockchain?

All members of the network are part of the OpenBrix community, so everyone has:

- Full access to all the information of all the parties in the network, through a distributed ledger.
- Control of the policies, data & financial resources on the network.

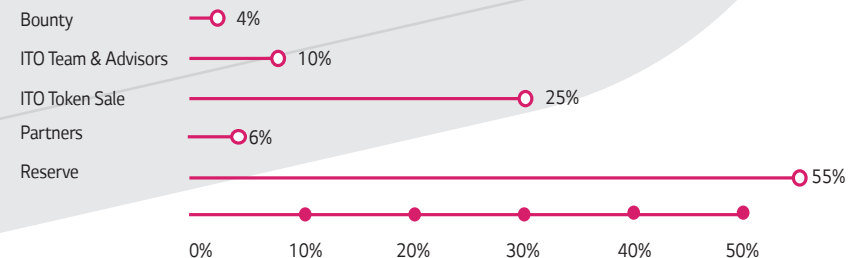
Blockchain technology is the only way to truly deliver this open and secure network for you.

Blockchain can deliver the dream of disintermediation.

Tokenomics

Total Supply: 500 million BRIX
Total ICO supply: 125 million BRIX
Token Value: 1 ETH = 1000 BRIX / 1 BRIX = 0.001 ETH

START: Jul 2018 **END:** Dec 2018



OPENBRIX

THE TEAM

Trust us?

Independent Governance Team

- ⇒ Rt Hon MP Grants Shapps
Member of Her Majesties Privy Council.
Longest serving Housing Minister.

- ⇒ Martin Donoghue
One of UKs most respected technology lawyers.

Build it?

Tech Experts

- ⇒ Shahad Choudhury, CEO
Entrepreneur who has built many PropTech & Tech Start-ups.
Expert on UK Parliamentary Blockchain Committee.
Ad Hoc Advisor Global AI Governance Task Force.

- ⇒ Adi Ben Ari, Chief Technical Strategist
Chief Technical Strategist & Co founder of OpenBrix.
CEO of Applied Blockchain.
Built many similar DApp systems and networks.

- ⇒ Tracey Follows, Chief Innovation Officer
Strategic foresight and futures professional.
Named Woman to Watch (Europe), by Ad Age in 2017,
an honour given to innovators and creative thinkers.
Named '101 Female Founders in Tech', by Business Cloud.

- ⇒ Dr Sadek Ferdous, Chief Technical Officer
PhD Blockchain (Imperial College).
First Technology Fellow at the UK Cabinet Office
to put "evidence chain of custody" on a blockchain.

- ⇒ David Marcos, Director of Cyber Security
PhD Cyber Security (Universidad de Leon).
VP Spanish Chamber of Commerce Japan.
Successful entrepreneur and academic, co-founder of
mAbxience biotec.

Commercialise it?

Globally respected commercial team

- ⇒ Tom Fox, Chief Commercial Advisor

One of the world's best and most renowned brand builders.

Gatorade, PepsiCo, NBA, Chief Commercial Advisor for Arsenal FC, President of Silicon Valley's Football Team – San Jose Earthquakes.

- ⇒ John Reilly, Chief Strategic Advisor

Managing Director of Shoreditch Partnership, a company that takes start-up from seed funding to multimillion pound acquisitions.

- ⇒ Cecilia Paolino-Uboldi

Chief Revenue Officer.

Global strategist with 17 years' experience building scalable and sustainable revenue models .
Defining and delivering sales and marketing initiatives, strategic partnerships and global alliances.

- ⇒ James Gaubert, Director of Marketing

CEO of Snug Digital, UKs leading Digital Agency.

Provided marketing and digital services to top class clients such as: Superdry, Jeep, Porsche and many more.

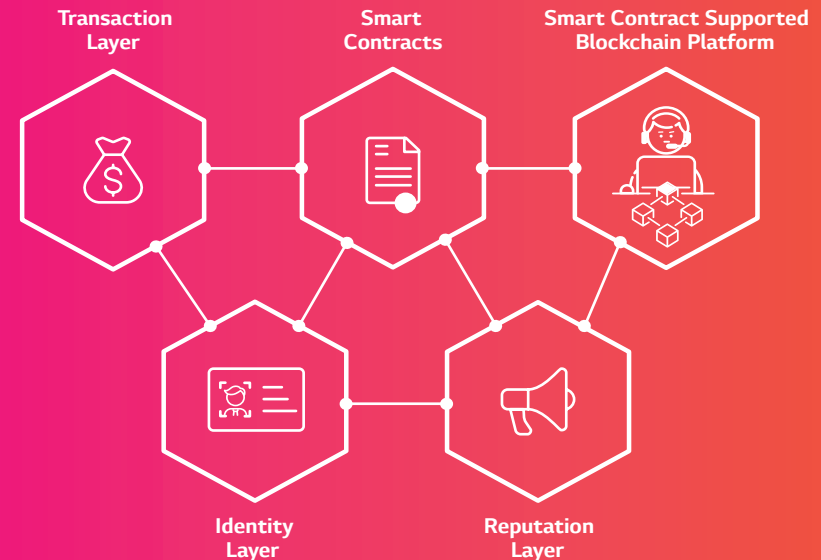
- ⇒ Phil Millo

CEO of Magpar Asset Management.

First Investor of OpenBrix.

World renowned expert in the creation of crypto-based financial products.

OpenBrix Platform



OPENBRIX

HOW WILL OPENBRIX WORK

OpenBrix includes 3 key layers.

- ⇒ **Transaction layer** - Flow of transactions, utilising OpenBrix tokens, between different actors.
- ⇒ **Identity Layer** - Physical identities will be anchored with a corresponding virtual pseudonymous identity.
- ⇒ **Reputation Layer** - Responsible for assigning an unbiased reputation score for each actor. The reputation score will be calculated based on the interactions of the corresponding actor within the OpenBrix platform.

OpenBrix includes 3 key components.

- ⇒ **HTML5 Web platform and iOS/Android mobile App**
A cross-platform end-user application, allowing easy booking of hotels and private properties.
- ⇒ **Centralized Backend**
OpenBrix backend, keeping records of all listing information and providing insights and analytics for optimization.
Easy to use content management system, so property owners can add/manage their property listings on the blockchain.
- ⇒ **Decentralized Backend**
Property listings on the Ethereum blockchain, containing secured, trust less rules for payment and commitment, allowing all traditional models like non-refundable, refundable, deposit guarantees etc. Adding new ones like incentives in BRIX tokens for users to leave ratings and reviews.

