

# Company Core

## Core Customer: (Who is our primary customer and how do we delight them?)

Our core customer is the online investor. We delight them by providing trusted access to high quality global real estate investment opportunities that give them confidence and increase their net worth.

## Core Purpose: (Why, in the largest sense, is what we do important?)

Ultimately, what makes our work important is that we help the 99% invest like the top 1% and create more financial freedom in their lives.

## Core Values: (How do we all behave?)

Trust

Transparency

Alignment

## Core Vision: (What is our big audacious goal?)

Solve the wealth gap and empower at least a billion people by putting the power of SMART Investing in everyone's pocket.

## Core Activities: (What is our core business now?)

Our core business is fintech focusing on global real estate investing.

## Non-Core Activities: (What is NOT our core business? What will we not get into, or stop doing?)

Our core business is NOT a broker/agent or our own property development. We partner with providers, not try and do the developments or investments ourselves.

## Key Question: (What is the key question that if answered, will allow us to transform our entire industry?)

The key question we're most passionate about answering is, "How can we make global real estate investing as simple as swiping a finger with as little as \$1?"

## Brand Promise: (What must our customers always experience in their relationship with us and that acts as a catalytic mechanism?)

Trust, transparency and alignment - we always give the same terms to our smallest investor as we do to our largest.

## Brand Tag Line: (Describe what we do in 3 seconds or less.)

Creating Global Wealth.