

# Building a Marketplace

## Why Wealth Migrate is well positioned

Building a Market place requires both the demand and the supply side of the market and it is vital that this is understood. Wealth Migrate have looked at this in great detail and have used the following strategy to grow the platform to over Fifteen Thousand Members to date. The WealthE Coin is going to be a turbo charger in this process.

## Our Investor Strategy (Demand)

Wealth Migrate has a simple model which involves 3 steps for investors to trust and invest with us:

1. **Education** – through the **Wealth University** we provide the most advanced **global real estate training system** with an individual focus for beginners, intermediate, advanced and highly sophisticated investors.
  - a. It is based on Dr Dolf de Roos, a world-renowned authority on international real estate, who has authored 15 books, many New York times best sellers like Real Estate Riches, training courses and software. He has partnered with the likes of Donald Trump, Tony Robbins, Robert Kiyosaki, is a Professor of Real Estate at the University of North Texas and one of only two Real Estate professionals whose training is endorsed by the NAR (National Association of Realtors) in the USA.
  - b. It is integrated with Scott Picken's book, Property Going Global, which is international recognized as the authority on international real estate investment, with a scientific and simple method to invest in international real estate.
  - c. Later in this document you can see the entire product and offering range, one we will always be evolving, but most importantly, there has been a substantial shift in thinking from the 20<sup>th</sup> century to the 21<sup>st</sup> century, one of '**learning while doing.**'
2. **Trust** - In the 20th century people were trained and had to do everything on their own. This meant that most didn't implement what they learnt, didn't get the results and remained part of the 99% who won't be able to retire at the age of 65.
  - a. In fact the statistics are horrific with less than 4% every implementing what they learnt in a book or course.
  - b. Up until now, this is not even taking into account 83.1% of the world's population which doesn't even have access to this information, knowledge and training.

- c. Therefore we have evolved our model into the 21st mentality of learning through doing. We will provide all the education through the actual real estate deals we are doing and so investors will have the opportunity to learn, see all our research and our systems in action (**GIDDS™**), partner and most importantly invest.
- d. Those who are part of our **Wealth Inner Circle** will have direct access to everything we do. The fastest way to success and knowledge is to model what is already working.
- e. To continue to build trust we also have our **Real Wealth Currency™**, which will allow investors to use our own 'play play' currency to invest in projects and see the returns they would have made if they had invested with their actual money.
- f. Everything is designed to build trust.

**3. Invest** - Once the **trust** is built, we will provide complete **transparency** to help the investors make the right decisions. With our training they will be able to make educated and informed decisions to help them decide what is best for their future. At all times the **interests are aligned**.

- a. Our **WealthE Platform™** will provide a fully integrated platform where all our GIDDS™ systems are built into the platform to not only help investors make the right investments decisions for them, but also to manage all their investments through the platform long term. This will ensure we have an ongoing relationship with the investors.
- b. Investors will have complete transparency on any of the partners and their digital track record to date. Our **WealthE Reputation Management System™** will ensure that all partners are accountable for their communication, accuracy of reporting, accuracy of forecasting returns, actual returns paid, etc. This is just the same as Uber, Ebay, Alibaba, Amazon or AirBnB.
- c. With time, we plan to build out a **Portfolio Analysis and Wealth Builder System™** which will further enhance investors chances of creating global wealth through real estate.
- d. Imagine, as an investor, being able to chose when you want to retire, implementing your unique investment characteristics and then whenever you look at opportunities the system, based on the GIDDS™ system and the statistical research, will tell you the probability of each investment decision from enhancing or detracting from your retirement goal. This could be based on the asset, asset class, country, currency, etc.
- e. Imagine being able to literally slide investments from one country to another, with your finger, on your phone or tablet.
- f. You don't need to imagine anymore, we are going to create this unique user experience.

The roll-out strategy to go into many markets quickly is based on 3 strategies we have already used successfully:

- **Digital Marketing**
  - a. Using the tried and tested methods of test, measure, predict and scale we have taken advantage of emerging markets where there is not as much demand, thus cheaper CAC.
  - b. We already have members from 100 countries and investors from 40 countries on the platform.
- **Channel Partners**
  - a. We have a very sophisticated channel partner system and have relationships with hundreds of companies around the world who love the transparency of what we do, the systems behind the platform and the fact that their clients remain their clients for life.
  - b. We really believe that the **WealthE Coin™** is going to have a big catalytic impact in this area to continue to create network effects.
- **Marketplace Roll-out**
  - a. Having run international business for more than 15 years we have extensive experience in setting up and starting in-country teams. We aim to launch at least 4 countries this year, between 6 to 8 next year and then finally get it to into a blueprint where it is 3 to 5 per quarter. (We are going to follow a very similar strategy to Facebook with its roll-out)
  - b. We also have a unique skill of understanding the demand of the emerging markets and also how to source quality supply in the first world countries. (Currently have over \$3b in pipeline)

In every country it starts with the investors, as this is where you truly understand the country and their needs, laws, customs, etc. Also, with time, you will start to understand the country, the markets, asset classes and also start to meet the best real estate partners in that country. Therefore, after you have setup the investors you can move onto the next evolution, which is building relationships with real estate partners.

# Our Real Estate Partner Strategy (Supply side)

Again we have a 3-step process in each country:

## 1. Level One (Wealth Protection)

- a. This is where we are actively involved with the partner on the ground. We invest our own money, do extensive due diligence and actively manage the deal.
- b. We have an Asset Manager per country and they work with the local partners to not only find the deals, but do the due diligence, buy the property and manage the asset long term.
- c. Stage One deals will always be available in key markets and with time will be made available first to our Wealth Inner Circle.

## 2. Level Two (Partner Approval)

- a. This is where we have built up a solid working relationship with a local partner on the ground. We do our due diligence on the partner, but not on their projects.
- b. Once they are accredited they are free to publish their own projects on the platforms.
- c. Again the local Wealth Migrate Asset Managers will be actively involved in engaging with these local partners.

## 3. Level Three (Open Marketplace)

- a. With our GIDDS™ system, our unique algorithms and artificial intelligence emulating our own experience in doing due diligence in each country and sector, the third stage is where different partners will be able to go through a rigorous online due diligence process to qualify themselves and their projects which will then be made available to investors.
  - i. In level three we will have 3 levels of due diligence which the real estate partner will be able to pay for, to provide a level of comfort to investors as to the accuracy of the information. Basically we will monetise the supply side as well.
  - ii. Finally after roughly 5 years, there will be significant '**social proofing**' of both investors and real estate partners, which will provide far greater accuracy and safety for both investors and partners.

The combination of the three stages provides a revenue model which is balanced between current and long term growth.

Here is the process graphically.



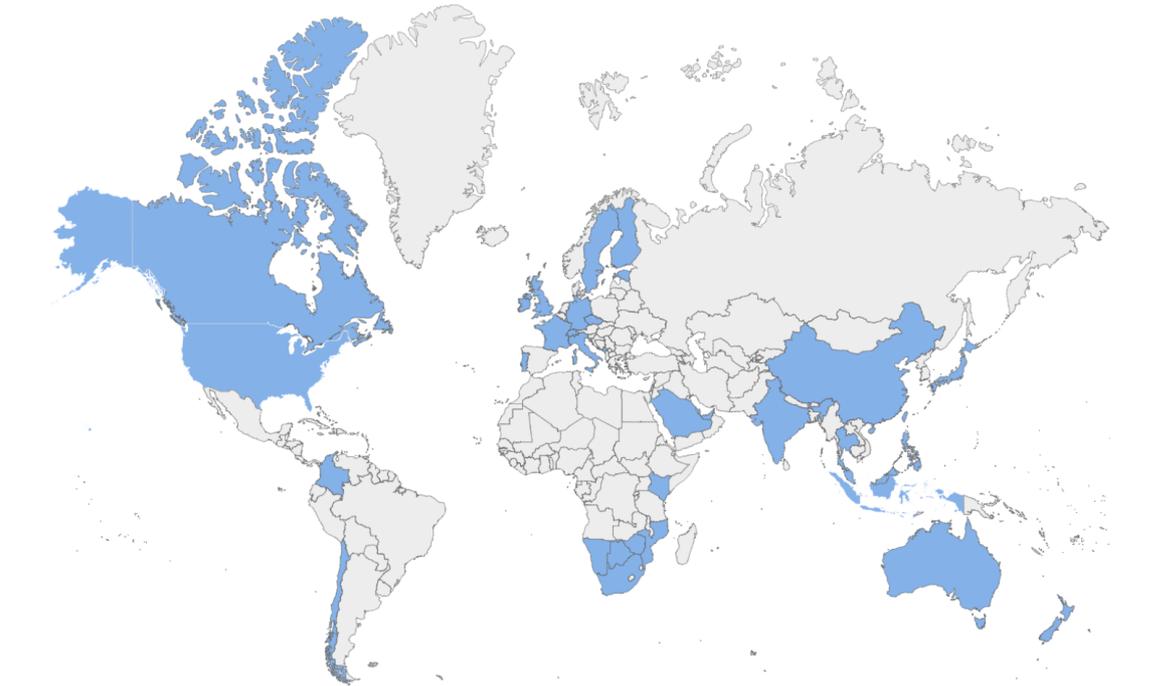
This is the progress so far per country

| Country             | Investors  | Stage 1 | Stage 2 | Stage 3 |
|---------------------|------------|---------|---------|---------|
| <b>USA</b>          | Yes        | Yes     | Yes     |         |
| <b>South Africa</b> | Yes        | Yes     | Yes     |         |
| <b>Australia</b>    | Yes        | Yes     | Yes     |         |
| <b>UK</b>           | Yes        | Yes     | Yes     |         |
| <b>Singapore</b>    | Yes        |         |         |         |
| <b>Hong Kong</b>    | Yes        |         |         |         |
| <b>China</b>        | Yes        |         |         |         |
| <b>Malaysia</b>     | Yes        |         |         |         |
| <b>UAE</b>          | Launched   |         |         |         |
| <b>India</b>        | Setting up |         |         |         |
| <b>Indonesia</b>    | Setting up |         |         |         |
| <b>Brazil</b>       |            |         |         |         |
| <b>Taiwan</b>       |            |         |         |         |

Real Estate projects on the Wealth Migrate platform have received funding from investors from the following regions as of January 2018:

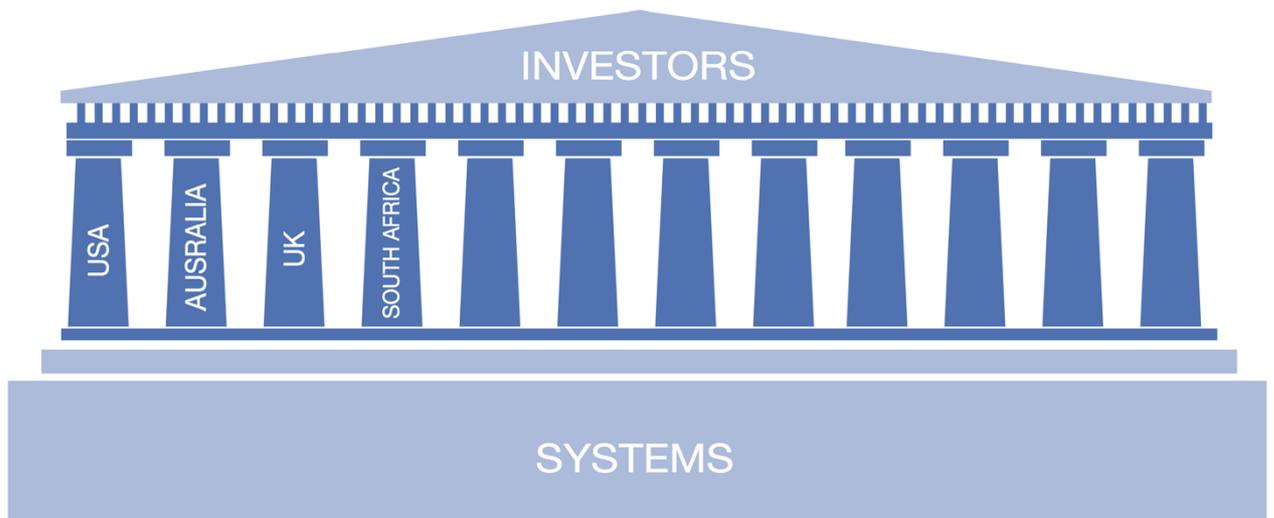
|                |             |            |              |              |                          |
|----------------|-------------|------------|--------------|--------------|--------------------------|
| Australia      | France      | Japan      | Netherlands  | Sweden       | South Africa             |
| Botswana       | Germany     | Kenya      | New Zealand  | Netherlands  | Sweden                   |
| Canada         | Guernsey    | Malaysia   | Philippines  | New Zealand  | Switzerland              |
| Chile          | Hong Kong   | Maldives   | Portugal     | Philippines  | Taiwan                   |
| China          | India       | Malta      | Qatar        | Portugal     | Thailand                 |
| Colombia       | Indonesia   | Mauritius  | Saudi Arabia | Qatar        | United Arab Emirates     |
| Czech Republic | Ireland     | Montenegro | Seychelles   | Saudi Arabia | United Kingdom           |
| Estonia        | Isle of Man | Mozambique | Singapore    | Seychelles   | United States of America |
| Finland        | Italy       | Namibia    | South Africa | Singapore    | Zimbabwe                 |

Here are the countries on a map of the world!



In simple terms:

*Your Trusted Global Real Estate Marketplace is a modern day Parthenon.*



Everything is built on the systems. Then the verticals are the core countries where we have qualified relationships with partners on the ground and extensive experience in those markets. With time further verticals will be created as we understand those markets and find the right partners. Examples might be Germany, Brazil, etc. Finally the investors can come from anywhere, but the focus is on the specific key markets as discussed above.