

OWN VACATION HOMES
STARTING AT \$100.
ANYWHERE.




ESTATEDAO

REVOLUTIONALIZING VACATION RENTALS
THROUGH BLOCKCHAIN

Introduction

Real Estate has been a preferred mode of wealth generation for individuals for a very long time. As millennials emerge as decision-makers and with the advent of technology aggregators in real estate, vacation rentals are rapidly gaining traction as the preferred choice for travelers, outpacing conventional hotels.

This shift has attracted an increasing number of retail and institutional investors who are now channeling their resources into acquiring second homes or vacation properties, capitalizing on the burgeoning opportunities in this sector. Nonetheless, there remains a substantial void in this market, primarily due to the inherent challenges associated with owning and managing vacation rental properties — such as their remote locations and the extensive bureaucratic hassles in these distant areas.

These investors are actively seeking solutions that offer transparency, streamline ownership procedures, and provide unrestricted access to global investment opportunities.

EstateDAO is the world's first vacation homes tokenization platform built on Internet Computer Blockchain, creating a solution which enables anybody to invest in vacation rentals starting at as low as USD 100. The vision is to enable everyone with the ability to buy their dream vacation home anywhere in the world.

EstateDAO provides access to all types of investors (individuals or institutional) to vacation real estate opportunities across the world and enable them to build a strong, revenue-generating portfolio of real estate investments. By breaking down the traditional barriers associated with investing in vacation rental properties, EstateDAO streamlines the industry and makes property ownership accessible to all through affordable fractional ownership.



**“I have this disease that
if I feel good somewhere,
I... Buy a House”**

- Christian Louboutin

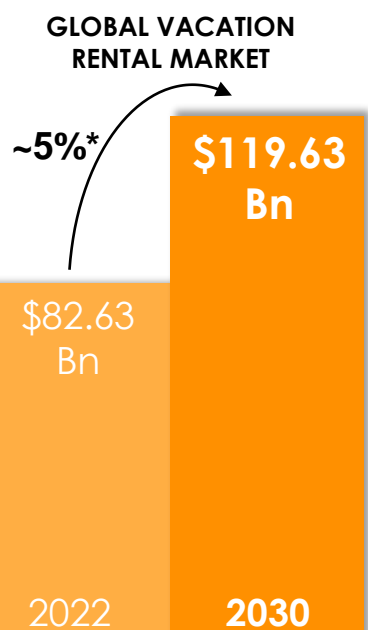
The Market

EstateDAO is targeting the vacation rental markets across the world, providing everyone with an easy access to lucrative investment opportunities.

Why Vacation Homes?

The global vacation rental market is a booming segment of the travel and tourism industry and offers a huge untapped opportunity. The growth in the market is fueled by various factors:

- 1. The increasing demand for comfort, privacy, and affordability among travelers.** This demand is also fueled by the emerging markets such as Asia Pacific and Latin America and niche segments such as luxury and eco-friendly vacation rentals.
- 2. The rising popularity of online platforms that facilitate booking and payment.** Travelers prefer to use online platforms to find and book vacation rentals. These platforms offer a wide range of properties, easy and secure transactions, user reviews and ratings, and personalized recommendations.
- 3. The rise of millennials as key decision makers.** The millennials are expected to be the largest end-user generation of vacation rentals, as they spend more on travel and seek more authentic and local experiences than other generations.
- 4. The emergence of new business models** such as subscription-based and fractional ownership vacation rentals. These models can offer more flexibility and convenience for travelers who want to access multiple properties or locations without having to own or rent them individually.



160%

Higher rent is received from vacation homes as compared to traditional homes

1 in 5

People will have stayed in vacation homes by 2025

64%

People prefer vacation homes over traditional stays (hotels, hostels, etc.)

*Indicates Y-o-Y CAGR

Vacation Home Market is Broken!

The existing vacation home market is fundamentally flawed, riddled with numerous shortcomings that, if rectified, hold the key to unlocking vast untapped potential. EstateDAO steps in to remedy these inefficiencies by acting as a bridge, forging powerful synergies between the vacation home sector and blockchain technology.

Vacation Homes are Expensive



One of the primary hurdles to enter the world of real estate investment is the substantial capital it demands. Real estate often necessitates a significant financial commitment that remains out of reach for many individuals.



By breaking down real estate assets into affordable fractions, EstateDAO opens opportunities for individuals from all walks of life to partake in the real estate market, while providing the chance to diversify investments across a global portfolio of properties.

Real Estate is an Illiquid Asset



Real estate, as an asset class, presents a notable challenge due to its inherent illiquidity. Once acquired, it demands considerable time, financial resources, and effort for property maintenance, selling, and transitioning to another investment.



EstateDAO tokenizes real estate assets into NFT's, offering users a seamless avenue for trading among themselves. This innovative system empowers investors with flexible entry and exit options to adapt to their evolving investment needs.

Real Estate Purchase is Cumbersome



Acquiring real estate is often marred by its inherent complexity. The myriad of legalities, intermediaries, transaction costs, and meticulous due diligence involved can transform the otherwise promising endeavor into an expensive and time-consuming ordeal.



EstateDAO digitizes the entire purchase process. This offers a structured and seamless solution through a single, user-friendly flow, eliminating unnecessary hassles and simplifying the real estate acquisition journey.

Real Estate is Inherently Localized



Many individuals find themselves investing in areas they are intimately acquainted with, lacking the means to conduct comprehensive research and navigate the nuances of regulations and markets, especially when considering international properties.



EstateDAO equips its users with the tools and information needed to make informed investment decisions, irrespective of geographical boundaries. Moreover, it streamlines the complexities of international transactions, alleviating the associated hassles.

Addressing Fraud and Scams in the Vacation Rental Market



The vacation home market unfortunately bears the burden of numerous fraudulent activities and scams, wherein unscrupulous individuals seek to exploit unsuspecting victims through various means, often leaving them without the promised property.



EstateDAO features properties that undergo rigorous expert vetting and are entrusted to us by reliable scouts. Our platform is fortified with multiple layers of security, designed to safeguard our users, providing them with peace of mind and assurance in their property transactions.

Vacation Rentals are not Reliable



Many of these rentals lack the essential elements of cleanliness and order, significantly impacting the overall travel experience for visitors. Moreover, the safety aspect of an unmanaged vacation rental remains a considerable concern for those contemplating their stay.



EstateDAO guarantee that all vacation homes listed on our platform are professionally managed, ensuring visitors enjoy the utmost in quality service. Additionally, through our Community play, EstateDAO fosters active participation from property token holders for the meticulous management of these properties.

Generating Returns on Vacation Rentals is Tough

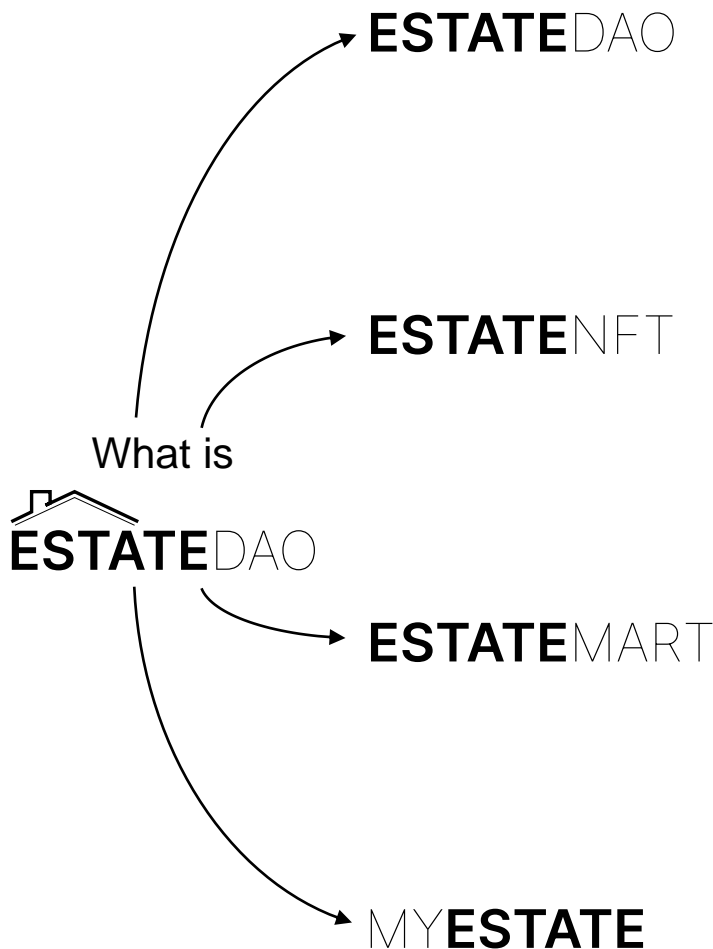


Generating returns on your vacation rental property demands a substantial investment of time, effort, and financial resources. This entails extensive marketing efforts, the provision of top-tier service, effective property management, and more, all while maintaining a considerable distance from the property itself.



EstateDAO connect our owners with reputable service providers who specialize in marketing and maintaining properties, making it easier for property owners to maximize their rental yields while ensuring top-notch service.

ESTATEDAO – The Platform



Protocol for Tokenizing Vacation Homes

The **EstateDAO Protocol** turns ownership of vacation homes, owned by SPVs, into EstateNFTs, giving partial ownership to those who invested in that property.

Tokenized Shares of Vacation Homes

EstateNFTs serve as representations of fractionalized ownership in vacation homes. These NFTs enable users to view their ownership rights, earn rewards, and expand their real estate portfolio.

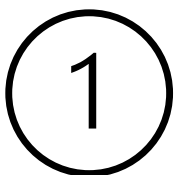
Marketplace to trade EstateNFTs

EstateMart empowers users to trade their NFTs for ESTATE tokens, simplifying the exchange of ownership rights and enhancing the liquidity of their real estate assets.

B&B platform for Vacation Home Booking

MyEstate grants timesharing privileges to EstateNFT holders, allowing them to book complimentary vacations using the NFTs they own for vacation homes listed on the platform.

EstateDAO is on a mission to revolutionize the vacation home market by breaking investments into fractions and decentralizing the entire journey from property discovery and ownership to seamless home trading and booking your next vacation. With EstateDAO, you can:



Buy.

Vacation Homes
Starting at \$100



Trade.

Ownership of Vacation
homes with EstateNFTs



Earn.

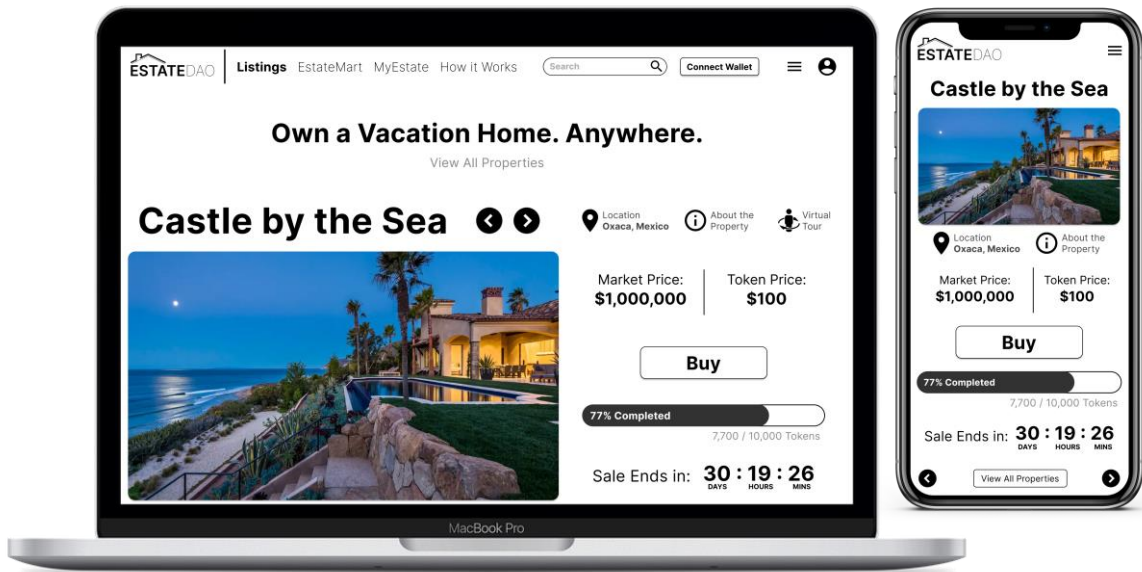
High Returns
and Rewards



Book.

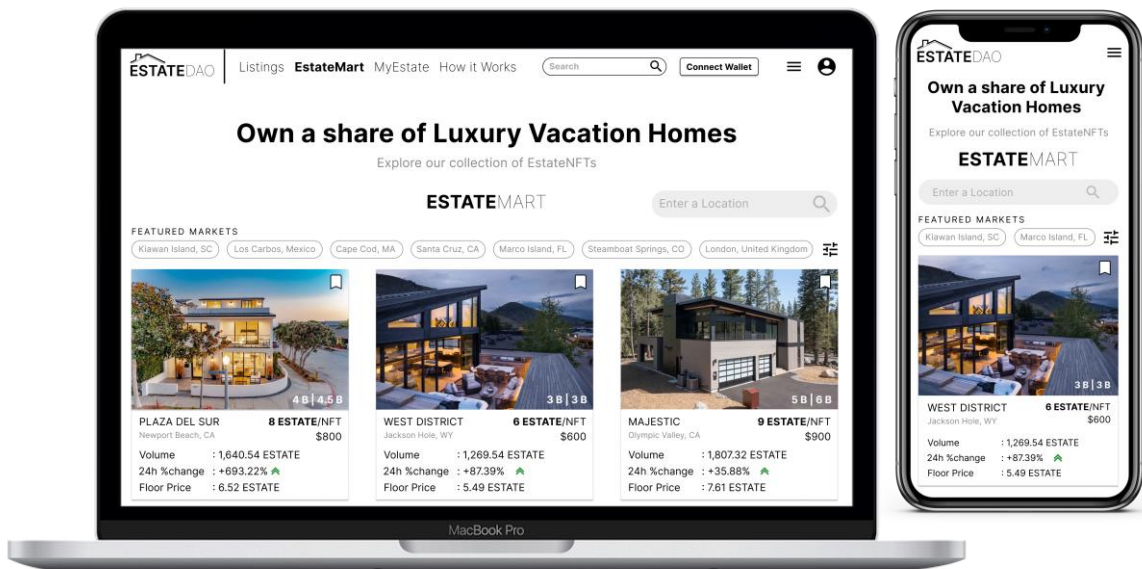
Free Stays using
EstateNFTs

Buy.



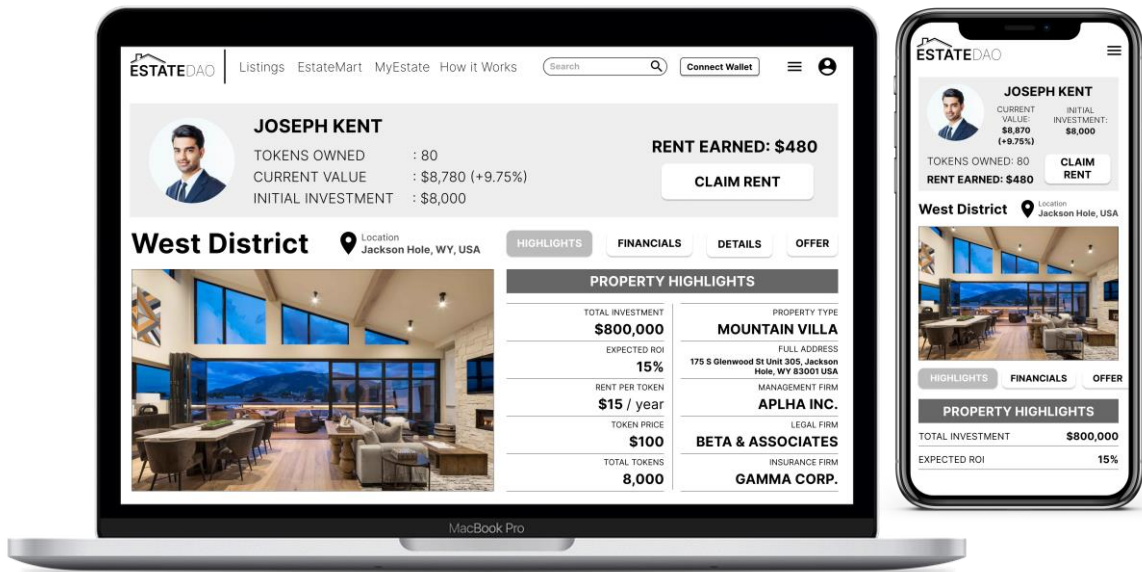
EstateDAO offers a practical way for individuals to obtain fractional ownership in their desired vacation homes across the globe, with entry points as low as \$100. Vacation properties are divided into units represented by NFTs (Non-Fungible Tokens). These tokens grant ownership in a Special Purpose Vehicle (SPV) specifically created to hold the real estate asset.

Trade.



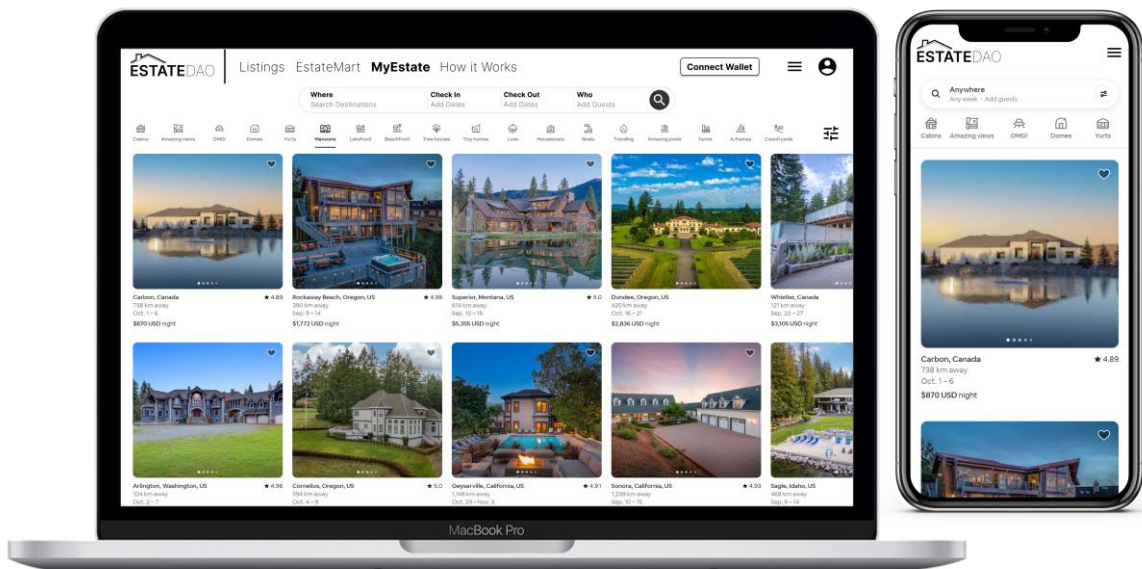
EstateMart allows owners to efficiently exchange their ownership of vacation homes using **EstateNFTs** at minimal transaction costs. Our marketplace enhances liquidity in a traditionally illiquid market, facilitating flexible entry and exit options to owners.

Earn.



EstateDAO empowers its users to generate rental income and capital appreciation through tokenized ownership of vacation homes via EstateNFTs. With all EstateDAO properties under expert management and dedicated rental services, NFT owners can maximize their rental yields and return on investment (ROI) to the fullest extent.

Book.



MyEstate offers its users the unique opportunity to reserve complimentary stays in meticulously curated vacation homes through the utilization of EstateNFTs. Owners of these NFTs are entitled to a portion of the time-sharing arrangement for the property.

ESTATEDAO enables you to get



Affordable Investments

Investments in Vacation Homes for as low as \$100



Timesharing Benefits

Access to EstateDAO properties with EstateNFTs



High Rental Yields

Assured double digit returns from ownership of EstateNFTs



Asset Backed NFTs

Low Volatility and Risk as EstateNFTs are backed by real assets



High Asset Liquidity

Flexible Entry and Exit Options with ability to trade EstateNFTs



Community Governance

Decentralized decision making for acquisition and maintenance



Global Accessibility

Invest across borders with 100% ownership rights of properties

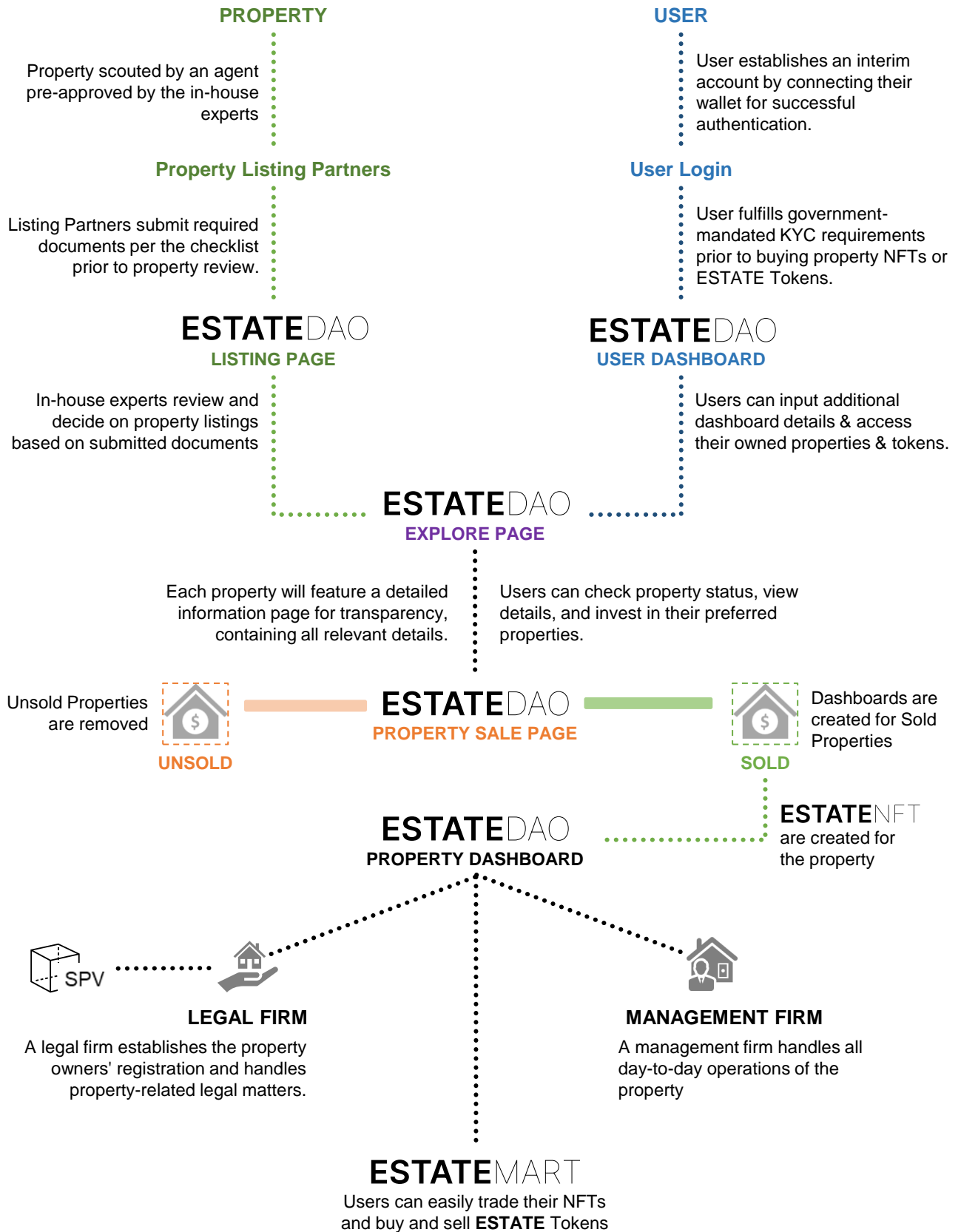


Stress-free Compliance

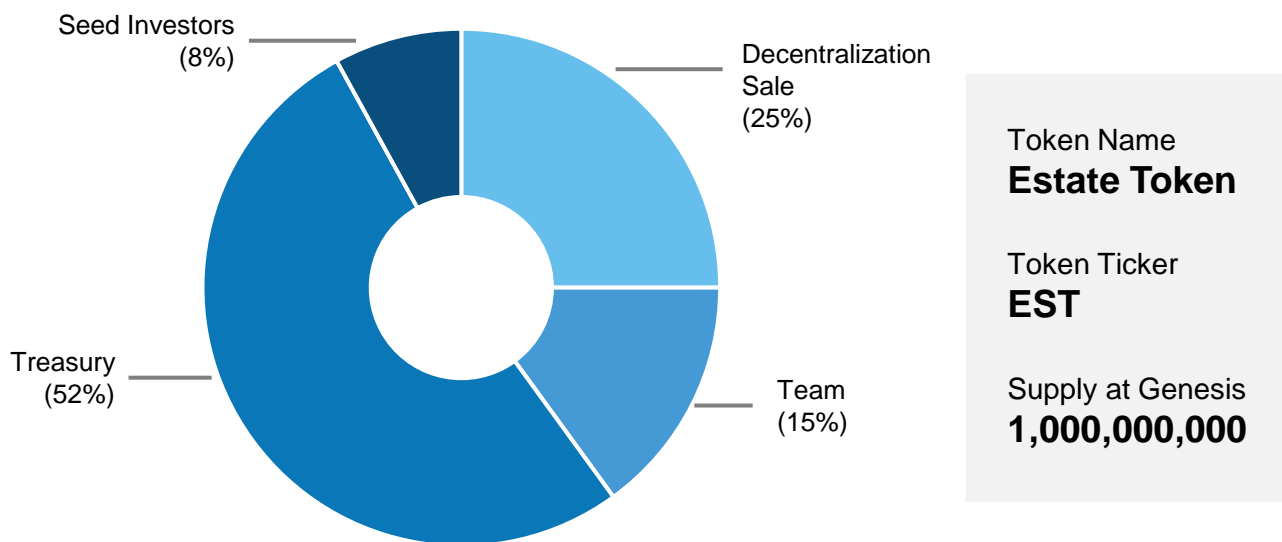
Hassle-free ownership of fractionalized vacation homes



Platform Architecture



Tokenomics and Initial Distribution



TOKEN DISTRIBUTION

Decentralization Sale (25%)

As a part of the decentralization sale, 25% of the total supply (250 million EST tokens) will be sold. The sale will be configured with a minimum limit of 100,000 ICP and a maximum limit of 500,000 ICP. The EST tokens will be divided into 5 neurons of equal value having 0, 6, 12, 18, and 24 months of dissolve delay.

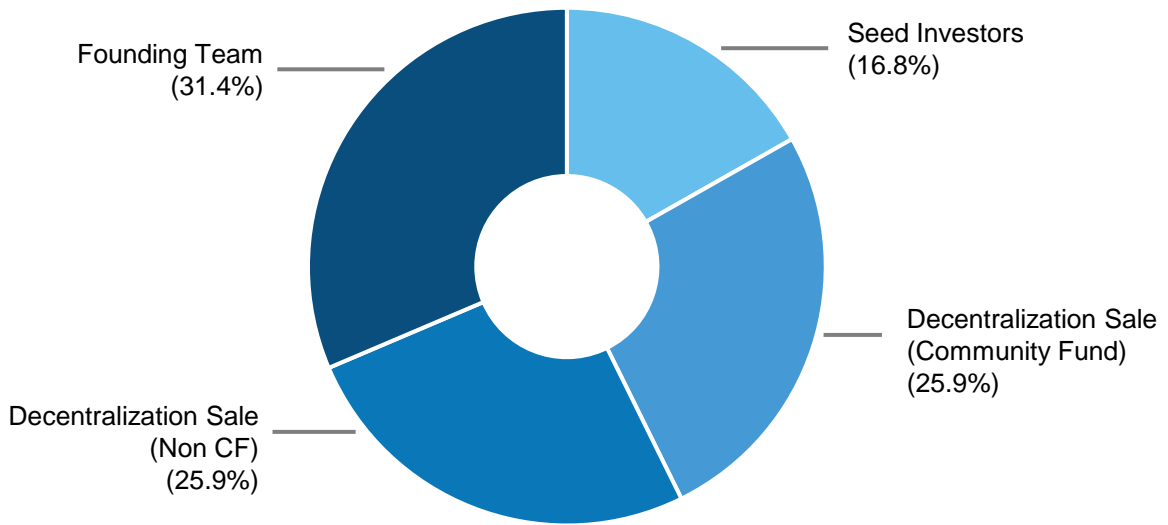
Seed Investors (8%)

Out of the total supply, 80 million EST tokens (8% of the total supply) has been earmarked for the early investors and supporters of the project since its inception. Each investor/advisor will receive tokens in the form of 4 equal value neurons having 3 months of dissolve delay. These neurons will be vested over a period of 24 months from the SNS sale in equal proportions every 6 months (i.e. 25% at the end of 6 months, another 25% at the end of 12 months and so on).

Team (15%)

The founding team of EstateDAO have been allocated 150 million EST tokens (15% of the total supply). These tokens would be allocated in the form of a basket of 8 equal value neurons. Each neuron will have a dissolve delay of 3 months. These neurons would be vested over a period of 48 months from the SNS Sale in equal proportions every 6 months. The founding team will not receive any tokens at then SNS Sale event, ensuring that the founders cannot rug-pull investors and provides an ongoing incentive to contribute to the success of EstateDAO.

As these neurons have a relatively short dissolve delay of 3 months, which cannot be increased, the voting power of the founders will gradually decrease, ensuring that governance is properly decentralized.



DISTRIBUTION OF VOTING POWER

Treasury (52%)

Post the decentralization sale, SNS would retain a treasury of 520 million EST tokens (52% of the total supply). Of this, 250 million EST tokens (25% of the supply) has been earmarked and will be allocated to the non-profit Foundation, which will be responsible for the development and management of the infrastructure of the EstateDAO platform. The Foundation will be established post the SNS sale of EST tokens.

20 million EST tokens (2% of the total supply) would be earmarked for airdrops to the users of the platform, incentivizing new and existing users on the platform and the users from other communities in the IC ecosystem. 100 million EST tokens (10% of the total supply) will also be earmarked to provide initial liquidity pools on several decentralized and centralized exchanges.

Tokenomics Model

You can view [the Tokenomics Model](#) we have used to model the various aspects of the EST Tokens.

SNS Decentralization Sale

The SNS will initially be configured with the following values:

Transaction fee in EST tokens that must be paid for ledger transfers	0.001
Number of EST tokens that a rejected proposal costs the proposer	100
Minimum number of EST tokens that can be staked in a neuron	5
Minimum neuron dissolve delay to vote (years)	0.25
Maximum neuron dissolve delay (years)	4
Maximum dissolve delay bonus	2
Maximum age for age bonus (years)	2
Maximum age bonus	1.25

SNS Decentralization Sale Configuration

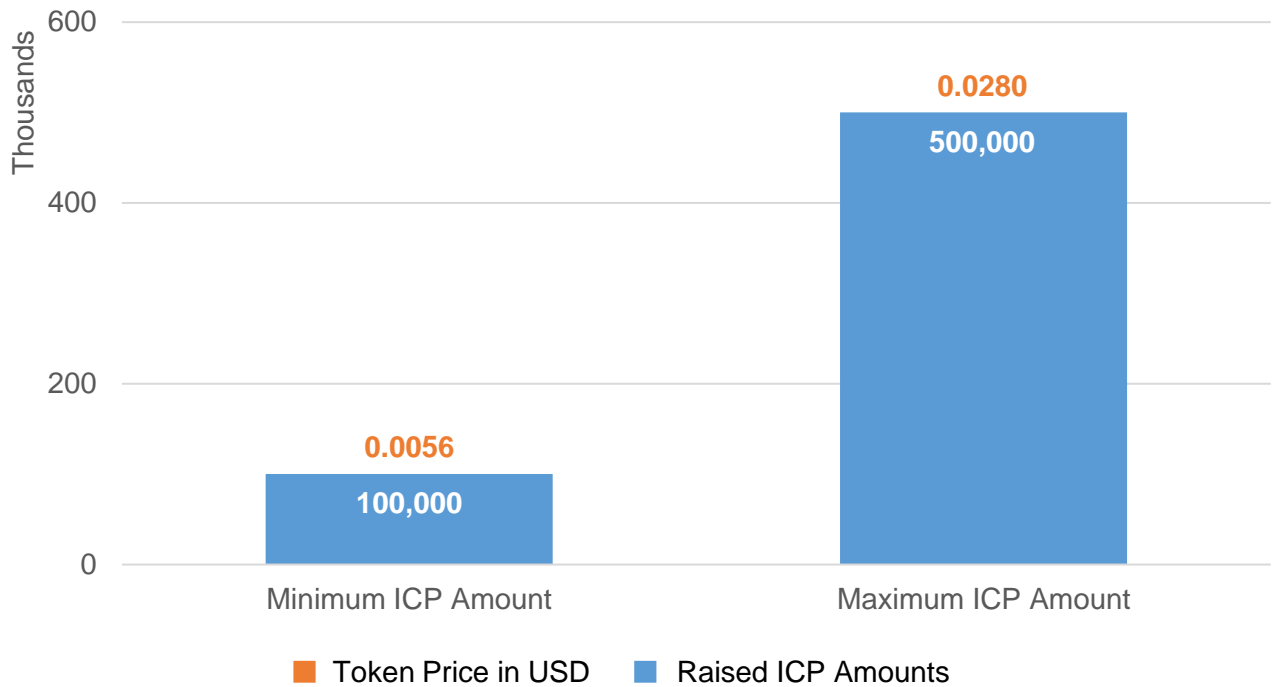
The decentralized sale will be configured with the values shown below:

The total number of EST tokens to be sold	250,000,000
The minimum ICP to be raised	100,000
The maximum ICP to be raised	500,000
The ICP to come from the Community Fund (capped at 10% of the Community Fund Maturity at the time of SNS Sale)	250,000
End date of sale (unless maximum ICP raised sooner)	10 Days from the Start of the Sale
Minimum number of sale participants	50
Minimum ICP per buyer	1
Maximum ICP per buyer	100,000

Valuation Range

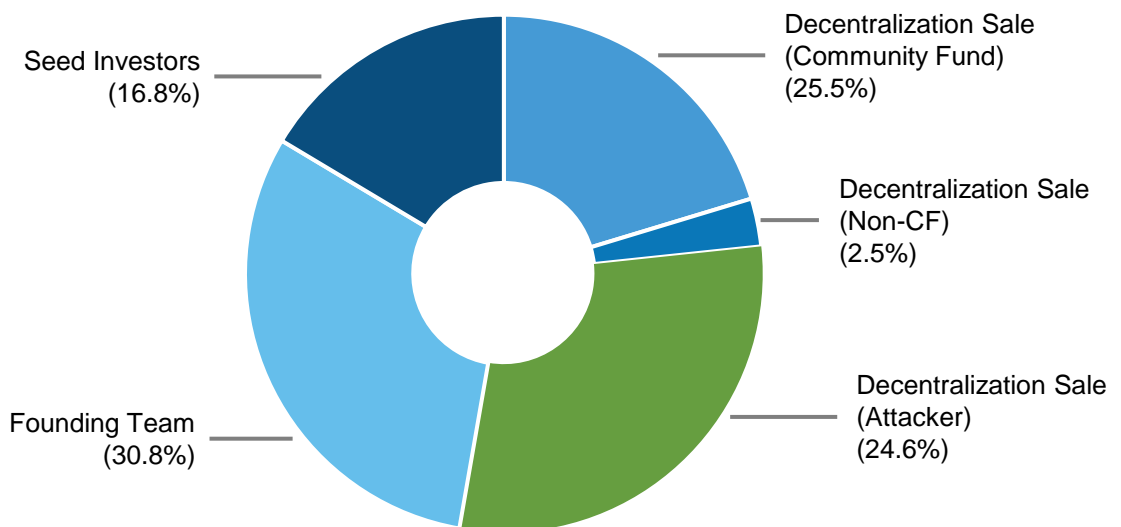
The reason to impose a maximum target is to give participants a minimum bound on the number of EST tokens they will receive for their ICP investment.

The lower bound of 100k ICP and the upper bound of 500k ICP for 25% of the tokens gives the EstateDAO an initial total valuation between 400k ICP and 2M ICP. 1 EST token would initially be worth between 0.0004 - 0.0020 ICP.



Mitigation Against 51% attack

The EstateDAO SNS treasury faces a theoretical risk of attack, wherein an adversary might buy a substantial share of EST tokens during the decentralization sale. By extending the dissolve delay of their neurons to a maximum of four years, they aim to secure over 50% of the SNS's voting power. The graph below represents the distribution of the voting power in a scenario whereby an attacker manages to buy 90% of the available tokens in the decentralization sale, clearly depicting that they would not be able to attain the necessary voting power to commandeer control of the DAO.



Team

EstateDAO is propelled by six full-time contributors, each deeply invested in steering the project toward its ambitious goals. Leading this dynamic team are three experienced professionals, whose diverse expertise and rich backgrounds converge to form a formidable leadership for the project.

George Bassadone



George, a seasoned entrepreneur, angel investor, and node provider, is a leading expert in Web 3, FinTech, Blockchain, and AI. He has invested in several projects building on the IC blockchain and is deeply entrenched in the ecosystem. He is the director of AADS and the Co-Founder of DYOR Exchange. He holds a BA in International Business and Finance from Pepperdine University in California, an Executive Finance degree from Columbia Business School, and an Executive MBA from Harvard Business School.

Tina Rohner, CFA

Tina has a 15-year career in finance, most of it in Asia. She started her career at Goldman Sachs where she worked for five years in Singapore and San Francisco. For the past 10 years, Tina has worked for the private sector department of the Asian Development Bank where she leads debt and equity transactions in the financial sector across various developing countries in Asia. She holds Master degrees from the Lee Kuan Yew School of Public Policy in Singapore and Sciences Po Paris.



Ayushi Awasthi

Ayushi has 6+ years of experience in Business transformation with big 4. She has headed engagements as a Project lead on more than 40+ financial, wealth and asset, risk management, insurance, and banking and capital markets engagements. She provides financial strategies to partners and principals of her firm to uplift the financial conditions of the projects during difficult and complex times. She is also an impact-driven financial service designer. Mainly focuses on innovation and optimizing customers.



