MOBILE PLATFORM and PROPERTY-COIN BLOCKCHAIN INVESTIGATION
digiUX and the professional team are proud to present

The Enterprise Development Property Fund Mobile Platform and Property Coin proposal

Alongside the creation of the Mobile Platform, the project will explore the potential of blockchain technology in relation to property. In the face of new innovations and digital advances, traditional boundaries are dissolving and disruptive technologies are redefining industries as we know them. Tomorrow’s leading companies are capitalizing on the widespread digital opportunities to operate with ever-increasing intelligence, and enhanced sustainable performance.

A series of exponential technological advances - blockchain, artificial intelligence, augmented and virtual reality, IOT (internet of things), robotics, cloud and quantum computing - individually and collectively, are creating the opportunity to reinvent and reimagine the way one does business in the property industry with the aim to create future growth and sustainability.

Within the context of South Africa, broader socio-economic responsibilities require that the Real Estate sector takes cognizance of these opportunities and innovations within the sphere of Development and Property Investment, with the aim to enable better ways of working and create new levels of growth and differentiation leading to new economic opportunities.

The growing impact and role of the property sector highlights the need for industry growth and digital transformation across social, environment and economic sectors. This gives rise to the necessity to place emphasis not just on technological innovation alone, but also fundamentally on entrepreneurship and promoting Sustainable Economic Development.
Professional Team
digiUX together with specialist consultants will provide advisory strategic direction in support of the design and implementation of the EDPF Mobile Platform and Property ICO. Of key importance will be the viability, growth and scalability of the project, the potential impact of blockchain development and how this technology can be best applied to all project specifics.

The team will comprise the following strategic partners, creative agencies, consulting firms and specialists who have been engaged and provided proposals. King James digital; Spike Blockchain Marketing Advisory & Growth Marketing and Translink Corporate Finance CT.

* King James Digital: A future-facing digital customer experience and creative agency. Part of the greater The King James Group – comprising of six specialist-discipline companies across advertising, design, digital and social media, public relations, activations and content creation and offices in both Johannesburg and Cape Town. Each individual company within the group strives to be the best in its discipline. When brought together on shared clients, the group leaps fearlessly across platforms, seeking out bold, compelling ideas that can be exploded into whichever mediums makes it most effective. As a leader in the South African market, King James Digital has standout work – even iconic – and vast experience specifically within financial (fintech) sector for brands such as, Santam and Sanlam.

* Spike Growth Marketing Agency: Spike is a growth-marketing agency driven to facilitate the widespread adoption of emerging technologies, most notably within the domains of Blockchain, Fintech and Prop tech startups. By constantly applying data-driven and agile workflows, Spike are able to swiftly implement growth strategies, focusing on quick wins in the short term, whilst upholding the outcome of long term growth and user adoption, depending on the nature of the project

* Translink Corporate Finance: Translink Corporate Finance is specialized in Mid-Market Corporate Finance advisory services with more than 600 experts in over 30 countries around the world. Translink is a fully-integrated global group. This is unique to the Mid-Market. Translink’s scale, reach and local knowledge is focused on supporting clients wherever they require. Translink We utilizes its collective intellectual capital and specialist sector experience to deliver the best end results for clients. Translink serve private and public companies, private equity firms and entrepreneurs in mergers and acquisitions, fundraisings and IPOs.
Digital Transformation
Reimagining Property

We believe that any project should embody true digital transformation where advisory, consulting and guidance are envisioned to promote and enable facilitation between the people, processes and technologies. Our consulting approach facilitates an informed decision-making process to enable clients to review their digital, technology, and management landscape and requirements.
The EDPF is an IMPACT Fund with a mission to empower entrepreneurs who wish to enter the property sector. Focused on improving the way professionals, developers and investors connect and engage to create sustainable business. The platform will leverage mobile and digital channels that embody a forward-thinking approach to embrace change and capitalise on technology innovation.

Through innovation, insight-rich strategy and data-led research and platform development, the team will support EDPF in realizing the shared vision for industry wide digital transformation. Of key importance is understanding the implication of technology trends driving change across industries, with specific focus on the best application in relation to property.
The vision is to bring EDPF’s entrepreneurial aims and the creation of a mobile app and web-based platform together to form an on-Demand digital ecosystem that connects graduates and investors in a way that is relevant, appropriate and with speed and scale. To this end, digiUX will provide strategic, advisory and consulting services to coordinate the team and assist EDPF in creating its mobile platform for property entrepreneurs.
EDPF VISION

Property Entrepreneurs

The vision is to create an on-demand mobile first platform that facilitates connections between EDPF entrepreneurs (developers), property professionals and investors. Specifically, the intention is to connect those looking to invest in property developments and businesses with entrepreneurs, industry professionals, SME’s and start-up’s offering aligned relevant solutions, opportunities or development projects.

Some of the core objectives of the EDPF platform could include: Empowering users [entrepreneurs] through the provision of a centralised digital platform, software tools and utilities offering streamlined operations, optimized communication; transformative education and knowledge sharing; increased productivity, business enhancement and futureproofing through fundraising ability.
EXPECTED OUTCOMES

Requirements

A key outcome is the creation of a Mobile Platform which facilitates immediate connection where property entrepreneurs, developers and businesses are able to crowd source investment - and entrepreneurs and small businesses are able to match their offerings to people looking for what they offer.

The aim is to enable entrepreneurs, start-ups and small property businesses to scale their business by raising investment for their own company through the mobile platform.
A key aspect of the mobile platform proposal will entail the investigation of its transactional capacity including investment and trading options. Initially leveraging crowdfunding models to raise funds for investment, the project will also explore the potential to create a new digital currency (PropertyCoin) for future trading, investments and transactions. The proposed PropertyCoin is intended to facilitate the value exchange, and transaction between users of the platform.
Phase 1: Discovery
Strategic Approach

The aim of Phase 1 Discovery is to create the strategic vision, model and high level business case.

As part of this process digiUX has engaged with EDPF to create a preliminary brief and assembled a team of experienced consultants and specialists to interrogate the proposal and provide detailed analyses and possible solutions.

During this phase digiUX and the team will support the decision-making process with the view of understanding the clients specific needs and requirements and issues that the various platform users and entities might or do face. Of key importance will be investigating options for the transactional capacity of the platform, understanding the legal, jurisdictional and exchange control implications including SARB/exchange control approval relating to transfer of intellectual property rights (if any).

For the ideation and conceptualization of the EDPF mobile platform and ICO Development, digiUX will provide strategic facilitation and coordinate the team who provide advisory and consulting services including digital strategy, branding and marketing, communication, user experience and engagement, social media, content, targeted messaging, data analytics, insight extraction, legal and financial advisory with business recommendations.
Phase One

Part of Phase One will entail investigation of an on-demand Mobile Platform intended to facilitate immediate connection enabling property entrepreneurs, developers and small businesses to raise funds by matching their offerings to investors looking for what they offer. Initially, transactions will make use of traditional currencies leveraging crowdfunding models with the view to begin exploration of the potential development of a digital currency. The development of a digital platform for property investments will investigate the potential of tokenizing property developments by issuing a fixed amount of unique Security Tokens (Property Coin) to enable anyone to invest in successful and promising construction projects (commercial and residential) as well as entrepreneurs (graduates) in early or start up phases.

PropertyCoin

Intended to facilitate the value exchange transaction between users of the platform.
An initial cost of R2m will allow EDPF to engage with the team for Phase 1.

digiUX have been engaged to provide strategic, advisory, coordination and facilitation services which will include:

**Enterprise UX Development**
Create and plan the project vision, business model and strategic framework

**Specialist Consultants**
Guide ideation of creative and technology components and overarching digital strategy

**Speed and Scale**
Manage holistic cost requirements and ensure timely delivery within budget
Contact

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