



**BRIKN**

WHITEPAPER 2022

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The crucial role of BRIKN is to provide a DAO platform for individuals to benefit from an ever-increasing property portfolio, which may or may not provide better liquidity than owning an actual property portfolio.

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## 1. ABOUT US

Brik by Brik was established to take advantage of the ever-growing property sector and to become a top national multi-sector property developer, with its main focus on BMV property packaged deals that deliver high income-driven rental yields. With its headquarters in London, we work with multiple property sources in the United Kingdom who regularly update us and offer above-average yielding property investments packaged and ready to be purchased.

BRIKN is the distribution token of Brik by Brik which allows owners who stake their tokens to receive rewards from the entire property ecosystem. With many years in the property sector, we aim to deliver properties of exceptional quality to a high valued property portfolio. At Brik by Brik and BRIKN, we forge strong and long-lasting relationships with our partners from property sourcers, retailers, and investment houses to agents and planners, architects and solicitors to financial advisors.

Working closely with our valued partners, BRIKN always aims to deliver high-quality development and investment projects in the residential and commercial property sectors across various regions in the UK and eventually around the world. This includes both private and public sector customers, which diversifies risk for our investors and Token holders.

### Our Sectors

**Residential**

**Mixed use**

**Buy to Let(BTL)**

**Buy Refurbish Remortgage (BRR)**

**Buy To sell**

**Student Lets**

**HMO**

**Housing Associations and Registered providers**

**Air BNB**

**Rent to Rent (R2R)**

**Lease Options (LO)**

**Commercial to residential**

**Land (obtain planning and sell)**

**New Builds**

## 2. INTRODUCTION TO BRIK BY BRIK

Brik by Brik is focused mainly on the residential properties that are packaged and ready to go, some are already tenanted and others will need to be refurbished or developed further to provide additional capital appreciation in the house price once complete. Brik by Brik also looks at commercial property investment options and land opportunities where planning is needed. Once planning is obtained, the land will be flipped straight away to be recognized and a well-regarded name developer or alternatively will develop the property or properties via our specialized newbuild home builders. Brik by Brik would also consider already packaged land deals with planning ready to build. With property locations, we look for maximum yields and returns from professional, quality-driven deals.

In the residential sector, Brik by Brik has a particular focus on opportunities in the Private Rental Sector, Private housing, HMO, Housing associations, and Local council & governmental bodies. The business has investment criteria including a target return for each project of a minimum 10% against which each opportunity is assessed when determining which ones to pursue and invest resources in. We have a seasoned team of in-house professionals works closely with external deal package property consultants and local agents to deliver quality developments in line with detailed and comprehensively prepared project appraisals. The goal is to reach a property portfolio of more than £50m in the next 5 years which will be done from a variety of property investment.



*Welcome to the next generation of property investment powered through the blockchain.*

“Many investors out there want to have a flourishing property portfolio but don’t know the best way to build one. We now give people the chance to own fractional amounts on our whole property portfolio as well as contribute to our property ecosystem.”

“With our buy renovate and remortgage strategy, we can leverage our property positions to deliver higher profit in monthly returns every single year.”



**Mark Goodman**

Founder and Head of UK operations

### 3. ECOSYSTEM OF BRIKN

Brik by Brik is a UK property developer and management company that builds revenue-producing business assets in real estate. BRIKN is a fundraising arm and DAO (Decentralized Autonomous Organization) platform that shares rewards from the rent and sales within the portfolio. To join a DAO, users must first purchase our token and then join the DAO by staking those tokens in the BRIKN Vault. Users who own this asset can vote on proposals and modifications in proportion to the amount they own. Those who own both the BRIKN token and the BRIKN NFTs will have the opportunity to operate the organisation beyond the management team. The team will give the ecosystem members a chance to vote on different aspects of the company's plans and business proposals, what property to buy or to sell, renovate and remortgage or to leave it how it is. This will allow those who invest to become part of the ecosystem, helping to decide the direction of the organization and, more importantly, having more control over their investment.

#### 3.1. Investors and our real estate business

Real estate investing has long been regarded as one of the most popular methods for achieving financial independence around the world. Crypto real estate investments may soon become increasingly more accessible to the public, due to blockchain technology. Imagine being able to own a fraction of multiple income-producing properties for just \$500.

The practice of tokenizing real-world properties and offering them to investors as fractional property-backed crypto assets are known as crypto real estate investing. To put it another way, a real estate property is purchased with fiat money through the sale of a token and the investment received; these tokens represent a percentage of the property portfolio. Our tokens are linked to the actual property through the use of smart contracts that execute rent payments and distributed to investors of the token automatically via the BRIKN Vault staking platform.

Buying and storing the BRIKN token in your cryptocurrency wallet is all it takes to invest in real estate via the blockchain

#### 3.2. How do investors make money investing in BRIKN?

We expect that the token will appreciate over time, and we anticipate that this will occur as more assets are purchased and the GDV of the property portfolio grows. The portfolio will be divided into 75% rental and 25% purchasing and flipping. Land acquisition and new build construction will come over the coming years from the ecosystem drawdown within the tokenomics.

BRIKN token holders will receive 60% of the rental income in USDT which will be distributed according to the amount of token holders who have decided to stake their holdings. The monthly USDT amount will be the same per token. The remaining 40% from the rental income will be reinvested in the company which helps to buy other properties and the day to day running of the business.

Token holders will also benefit from the 25% of the portfolio that comes from sales within the portfolio and buying to flip. Half of the proceeds will be distributed among token holders with the other 50% going back into the firm for more purchases. This means as time goes on the portfolio is constantly growing along with the monthly rewards.

With BTL, HMO, BRR, we aim for a yield of at least 10% in the first year of trading and 20%+ after. We propose to remortgage some of the portfolios with a 75% LTV (Loan to Value) which enable us to leverage the portfolio to permit for the purchase of new properties, this can be done after 6 months of purchasing the property.

This implies that as the portfolio expands, the token holder's rewards for staking grow as well. All funds go into a separate holding account, where they are transformed into USDT and distributed among token holders every month.



### 3.3. Our Sectors

#### Buy to Rent

Buy to rent means to buy a property and then to rent this property out and receive regular income. The minimum yield we look at is 10%, we will also plan a BRR (Buy Refurbish Remortgage) Model.

This is when you buy a property for cash typically below market value and in need of renovation, renovations are carried out to the property which will increase the price before renting it out and after 6 months you are able to Remortgage the property at a 75% LTV (Loan to Value)

This then allows us to purchase another property for pretty much exactly the same amount we put in, effectively building the value of the portfolio and increasing the overall yield without the need for further investment.

#### Buy and Flip

While some investors prefer to buy and hold properties and use them as rental properties for generating income over time, benefitting from the growth of ever-increasing property prices, others decide to flip properties for a quick profit. Flipping is the term used for selling a property soon after purchasing.

Typically, we would look for a below market value property from a distressed seller, auction house or probate; we may also look for a run-down property to which value can be added: the addition of a loft conversion, a garage conversion or side extension can all increase the value of a property. Once the property is purchased, the renovation work is carried out by us and, on completion, it is put on the market for sale. As with all our strategies, we will only purchase properties that are in high-demand areas; with buy-and-flip models, we look for around 20%+ profit as a guideline.

#### Example B2R

House price £50,000

Refurb £10,000

Total Money in £60,000

GDV £70,000

Rent £500-550

Yield 10%

EXAMPLE BRR

Remortgage 75% £52,500

Mortgage 3% £131.21 pcm

Rent £500-£550

Income PA £7,574.52

Net Yield 11.43%

Cash to buy next property £52,500

#### HMO

HMO is the abbreviation for House in Multiple Occupancy, and it is a property which is let to 3 or more unrelated people from separate households who share the bathroom and/or kitchen facilities. Also known as a house share or a multi-let, each bedroom is let on an individual basis to tenants which can equate to a substantially higher income than renting a single house to one family.

Some HMO's have bedrooms with an en-suite which means that the tenants will only share the kitchen facilities.

#### Types of tenants

- Full-time students for higher education,
- Refugees escaping domestic violence,
- Professional Workers, pilots, doctors and nurses
- Local area bar, kitchen staff or factory workers
- Or asylum seekers.

Such a House in Multiple Occupations can be wholly or partially funded by the National Asylum Support Scheme the same can be said for Local Authorities. For our HMO we will only take on professional tenants or local staff.

Many landlords find HMO rental property as a more efficient way to run a rental portfolio. It is considered an attractive rental investment because of the potential higher rental yield given by the tenants for smaller tailor-made residential spaces like a student area with extendable spaces. The tenants find it potentially attractive due to the lower rent is given for a house at the desired location.

#### Example

Purchase Price £150,000

Stamp Duty £7,500

Refurb £20,000

6 rooms x £500pcm £3,000

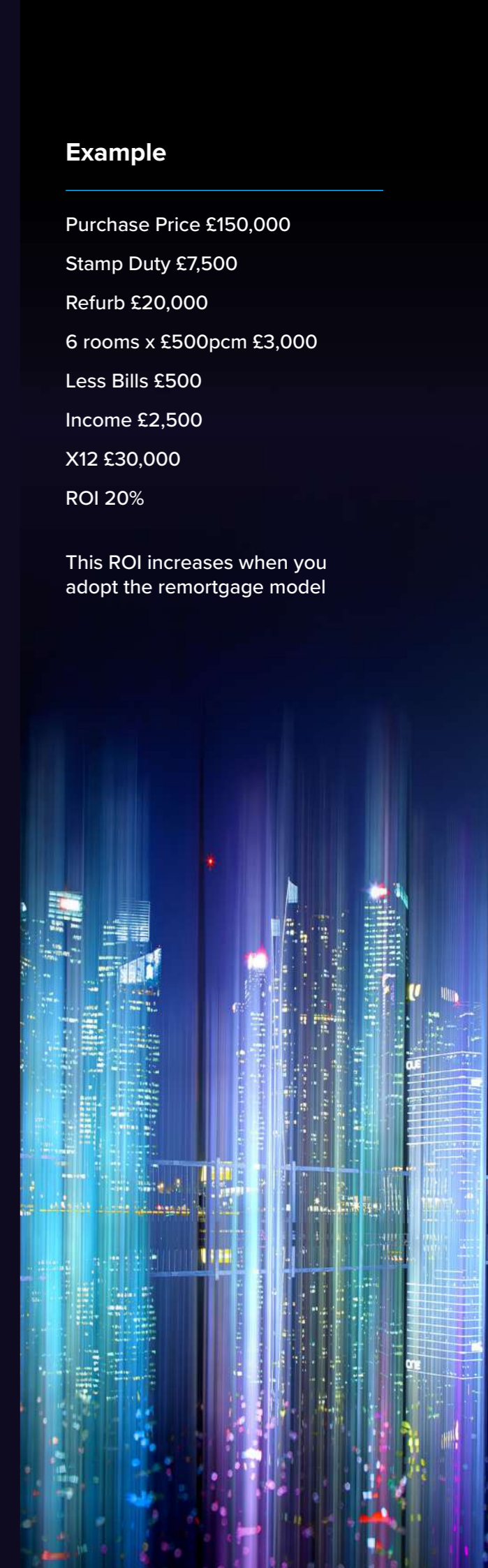
Less Bills £500

Income £2,500

X12 £30,000

ROI 20%

This ROI increases when you adopt the remortgage model



## Local Authorities

The government, local councils, and housing associations are under enormous pressure to provide more affordable homes for families. It is estimated that there is a shortage of over 1 million homes in the UK today.

The government, local councils, and housing associations are under enormous pressure to provide more affordable homes for families. It is estimated that there is a shortage of over 1 million homes in the UK today. A recent report by ITV, revealing the appalling state of some of the homes, and the horrific living conditions that some people are subject to, has forced these councils and the housing associations to rightly take action now.

In the 2020 March budget, the government announced £12.2bn for the next 5-year affordable homes Program (AHP), which is set to run from 2021-2026. There was a further £1bn of support for renters by increasing the level of housing benefits so that the local housing allowance will cover at least 30% of market rents in the UK. Also to help reduce this shortfall, a new government-backed scheme was introduced.

Local councils, housing associations, and charities are now looking to acquire blocks of properties, houses, and apartments, in many areas across the UK on 25 to 30-year, full repair and insure lease agreements from major private landlords. This allows the councils and housing associations to increase their housing stock while not having to invest huge amounts of cash upfront helping them to stretch and do more with their limited budgets.

This provides a huge opportunity for investors to benefit from a heavily funded, government-backed, profitable and, as yet, under-saturated sector, with the additional benefit of aiding social housing expansion and helping low-income families.

Although yields are slightly lower local authorities typically sign leases for 5 years as a minimum and take care of any maintenance or void periods

## Rent to Rent

Rent to rent is exactly how it sounds: you rent a landlord's property and re-rent it at a higher price. Typically, this works for HMOs or serviced accommodation.

The serviced accommodation sector has grown considerably over recent years and has been outpacing hotel room investment. As a property strategy, serviced accommodation can earn a far higher rental income than properties that are let on a longer basis. If the accommodation is in a prime location, the risk of void periods will be mitigated.

The longer you have a serviced accommodation, the more profit you can make as you will have a database of previous customers to market to who can then book direct. Also, over time, you will build relationships with contractors and businesses, enabling you to more easily generate lucrative bookings such as corporate let bookings. These bookings will also be direct bookings, meaning you avoid paying the fees typically required by outfits such as Airbnb, Booking.com, VRBO, etc.

The following is an example of the revenue per month from just one of our management teams serviced properties managed in Brighton.

If we were to purchase the property instead for £400,000. There would be no rent therefore annual profit could potentially be £38910 which would mean a rental yield per year of 9.73%. Below you will see the ROI on the Rent-to-Rent model

Initial Investment:  
3 Months Rent - £1,700 x 3 = £5,100

Deposit: £2000

Furniture: £6000

Miscellaneous: £2000

Total Initial Investment: £15,100

1st Year Profit: £13,710 ROI 91.79%

2nd Year Profit: £19,710 ROI 222.32%

3rd Year profit: £19,710 ROI 352.85%

## Example

January - £3150

February - £3143

March - £4008

April - £5677

May - £4338

June - £5167

July - £6138

August - £7,911

September - £5,927

October - £4,190

November - £3,488

December - £3,863

**Total: £57,000**

£165 Average Nightly Rate

### Breakdown

Revenue £57,000

Rent: £19,200 (£1600 a month)

Cleaning & Laundry: £11,400

Furniture £6000

Council Tax: £2,400

Pricing Software: £660

Other Software: £570

Keynest: £260

Electric/Water/Wifi: £1,800

Miscellaneous: £1,000

Total Annual Expenditure: £37,290

## Lease Options

A Lease Option is a creative financing arrangement that involves both a Lease Agreement and an Option to Purchase, executed between a tenant and landlord (the two agreements can be combined into one document or kept separate).

The Lease Agreement gives the tenant the right to lease the property for a designated period of time. The Option to Purchase gives the tenant the right, but not the obligation, to purchase the property at a specific price at or prior to the end of the rental period.

Typically, these types of deals work for distressed sellers people who are facing repossession and in debt or individuals in a probate or divorce situation, it also highly effective for people wanting to relocate and in negative equity. With a lease option we would agree a price for the property to pay in 3-5 years and pay any debt along with a rental price above their mortgage cost, effectively helping them to solve their problem and give them an income. We would then refurbish this property typically for a HMO business model.

## Land and Development

Land development would involve one of two models one model would be to find suitable land for development, either multiple houses or a block of flats. We would also look at purchasing land from an end of terrace house to build a single dwelling if this matched the models returns. Once land has been identified from our inhouse team of specialists or one of the many property sourcers we work with and an offer excepted we would look to obtain planning on the land. Once obtained we would look to resell the preposed development to an established and reputable developer. You can also use a purchase option by agreeing a price for the land and offering the owner a fee while planning goes through, once planning has been obtained you could purchase the property minus the fee already paid, both options are a quick and hassle free to make a good return.

Mode 2 is the same process as model 1 except rather than selling the development on, we would use our inhouse team of expert contractors to develop and construct the build ultimately achieving a much higher return.

### Example

Debt £20,000

Refurb £10,000

6x £500pcm £3,000

-Rent £1000

-Bills £500

Profit £1,500 PCM

X12 £18,000

£18,000 - £30,000 (cash in) = 60% ROI  
(return on investment)

## Commercial to Residential

The term “commercial to residential” refers to a commercial property that is repurposed into a residential home. This could be office space or retail property that is developed into residential flats. Commercial to residential conversion is becoming an increasingly popular investment strategy that can yield attractive returns.

Commercial to residential projects are typically large projects that require a higher level of investment capital but yield a high percentage return.

The following commercial properties can be converted into a residential home (called a C3 “dwelling house” in legislation):

- Any building in Class E, such as retail shops, restaurants, fitness centres, nurseries and offices.
- Agricultural buildings
- Amusement centres
- Betting offices
- Casinos
- Takeaway shops
- Launderettes
- Payday loan shops
- Pubs

Some of these projects will need to undergo prior approval before building commences.





## Property Management

We have an in-house team that will manage all our properties as well as other landlords. Vetting possible tenants, dealing with any maintenance or repairs, property checks, check-ins and check-outs are just some of the tasks our management will undertake.

A unique aspect to our management business is the majority of our property management team are actually landlords themselves, allowing us to ensure the best possible management and finding the best tenants. Between them, they fully understand the complexities of letting agents' legislation and property management.

As well as letting our own properties we are also highly experienced in all aspects of property maintenance and refurbishment, providing our investors and landlords with the complete property management service.

- ✓ **Annual Check-up** – we will visit your property midway through the tenancy to assess the condition of the property.
- ✓ **Single point of contact** – our property manager has been with us for 10 years, is a landlord himself and will develop an intimate knowledge of your property.
- ✓ **Call-out repairs service** – we will deal with maintenance requests from tenants 24/7 365 days a year. We have many years of maintenance experience.
- ✓ **Maintenance and Refurbishments** – as well as reactive repairs, we also experienced in decorating, kitchens, bathrooms and full refurbishments (including lofts and extensions).
- ✓ **Safety Certificates** – we arrange these important checks on your behalf, including the annual Gas Safety check and the Electrical Inspection, every 5 years.
- ✓ **Expert Advice** – we are very experienced, being landlords ourselves and therefore highly qualified to advise you on all aspects of your property.

Here is an example of the possible revenue from managing some of our own properties or managing other landlord's properties in an HMO scenario.

### Example

20 properties = 100 rooms  
 100 rooms at £500pm = £50,000 pm  
 X15% management fee = £7,500  
 Yearly revenue = £90,000pa

If these rooms were managed for another landlord a £400 set up fee would be added on giving an additional £40,000

Total revenue £130,000 pa

8 landlords all with 5 houses each and 5 bedrooms with the above calculations would net the business £260,000 every year.



## 4. ETHICAL HOUSE BUILDING

The UK must reach net-zero carbon goals by 2050, therefore it is very important that new homes achieve greater carbon neutrality. The UK government has announced a Future Homes Standard which is taking effect in England from 2025. This will be a key part of the construction industries framework going forward. The target is to reduce carbon emissions by minimum of 75% when comparing with existing levels. The Future Homes Standard will update Part L of the Building Regulations for new homes in England.

Our mission for our new builds is to create affordable homes that are warm, comfortable, and keep your energy bills down. To achieve this, we use an efficient construction process that ensures high build quality and maximum thermal efficiency – saving on both energy and bills.

Central to our build process is EcoWall370 – a closed cell timber frame system filled with earth-wool recycled insulation. EcoWall370 panels are built from sustainably sourced Scandinavian timber, which has a low impact on the environment. As the superstructure of the homes is manufactured in the UK and then shipped to site the houses can be built much more quickly, and with significantly less waste, than with conventional materials.

As well as reducing the cost and environmental impact of the build, the EcoWall370 system offers outstanding thermal insulation and draft proofing. Current building regulations, for example, stipulate that walls of new builds should have a U value (insulation rating) of below 0.3. A typical EcoWall370 installation delivers a U-value of just 0.1 w/m<sup>2</sup>k, and Y Values as low as 0.02w/m<sup>2</sup>k, far surpassing current Part L requirements for conservation of fuel and power.

### 4.1. A Complete Renewable Energy System

We plan to make sure all our new build homes are fitted with photovoltaic (PV) solar panels that generate free electricity from sunlight, and an efficient domestic battery that stores that energy until it is required.

**Solar panels:** The black, in-roof mounted solar PV modules are unobtrusive yet ultra-efficient. The 6.6KW system is designed to cover the average electricity demand of a domestic residence (based on Ofgem Class 1 Medium electricity load).

**Battery storage:** The ultra-compact, high-capacity battery stores solar and low-cost off-peak electricity for use at peak times, reducing electricity costs and reducing the load on the grid.

We also plan for our homes to be equipped with a 7KW system for charging your electric vehicles (EVs), with the ability to upgrade to a fast-charging 22KW system if desired.



## 5. MARKET OVERVIEW

### UK property market in 2022

UK house prices have continued to rise strongly throughout this year, increasing by 5.6% in the first six months and driven by elevated levels of demand. It's expected that by the end of the year, the UK will see prices rise by a total of 9.0%.

Savills believe that while transactions and thus [price growth will continue into 2022](#), it'll be tempered by the exceptional growth we've seen this year – especially if interest rates start to rise sooner than expected.

This will lead to a 'soft landing' rather than a dramatic price correction over a short period of time.

It's expected that during 2022, the Midlands and the North of England will show the strongest price growth, mainly driven by their greater capacity for growth.

### UK rental market in 2022

With news breaking in 2021 that renting was officially cheaper than buying in terms of monthly payments, the rental market has continued to grow from strength to strength.

JLL expect that [rental prices will grow by 9.5% by 2025](#), as the UK market continues to grow alongside increased demand.

This is following on from exceptional price rises in a number of UK regions, particularly the [East Midlands](#), which saw 8% over the last year – the leading growth in the country.

With the UK economy faring better than expected in terms of unemployment and GDP growth, the UK property market forecast suggests that this rental growth is sustainable going forward.

### UK supply & demand

Demand from buyers for UK property continues to rise while supply has hit an all-time low.

Sales agreed year-on-year has risen by over 30% across the UK, while exchanges have also increased by 55% – a clear signpost of how quickly demand is outstripping supply.

According to TwentyCi, estate agent listings have decreased by 50% to normal levels, while 530 UK districts have housing stock levels below two month targets.

In terms of tenant demand, [48% of the Derby market is under-35](#), highlighting the potential for investment returns from a young professional market that is increasingly likely to rent.

### UK economic performance in 2022

According to the British Chambers of Commerce, UK GDP growth has been so strong over Q2/Q3 of 2021 that the UK economy is expected to return to pre-pandemic levels by Q1 2022.

This will be followed up by 5.1% growth over the remainder of the year, mainly driven by consumer spending and the release of pent-up demand.

Business investment is also forecast to rebound in 2022, supported by the boost immediately following the re-opening of the economy. BCC have warned that this boost could slow in 2023 if corporation tax increases.

Finally, BCC have warned that recovery will likely be 'uneven'. Sectors most hit by the pandemic – catering and hospitality for example – will only return to pre-pandemic levels in Q2 2023. In contrast, manufacturing as a sector is expected to return to pre-pandemic levels by the end of 2021.

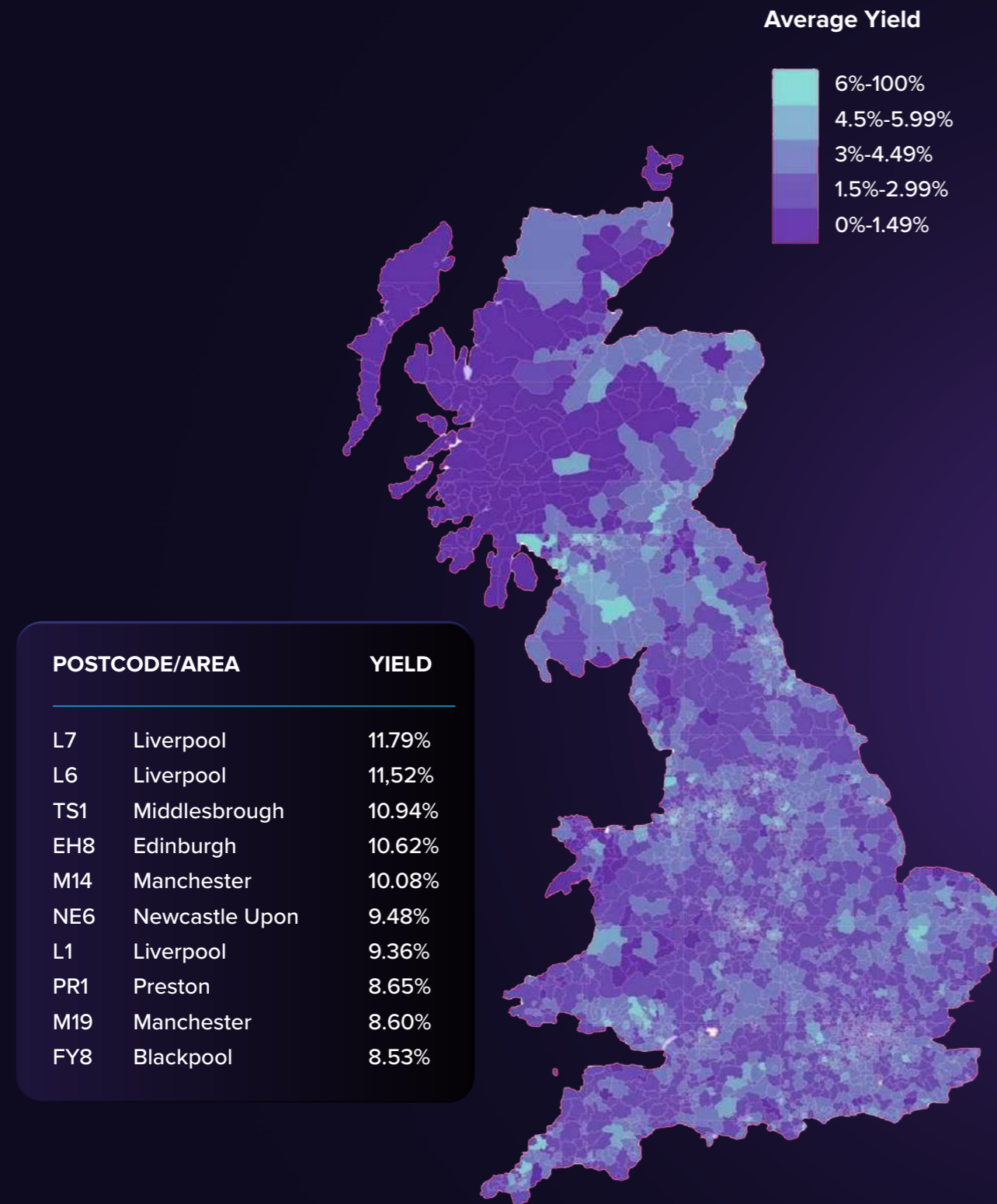
### Strong regional performance

Savills predictions suggest that the North West and the Midlands will be the leading regions for growth in England over the next four years – seeing 28% and 24% price increases respectively.

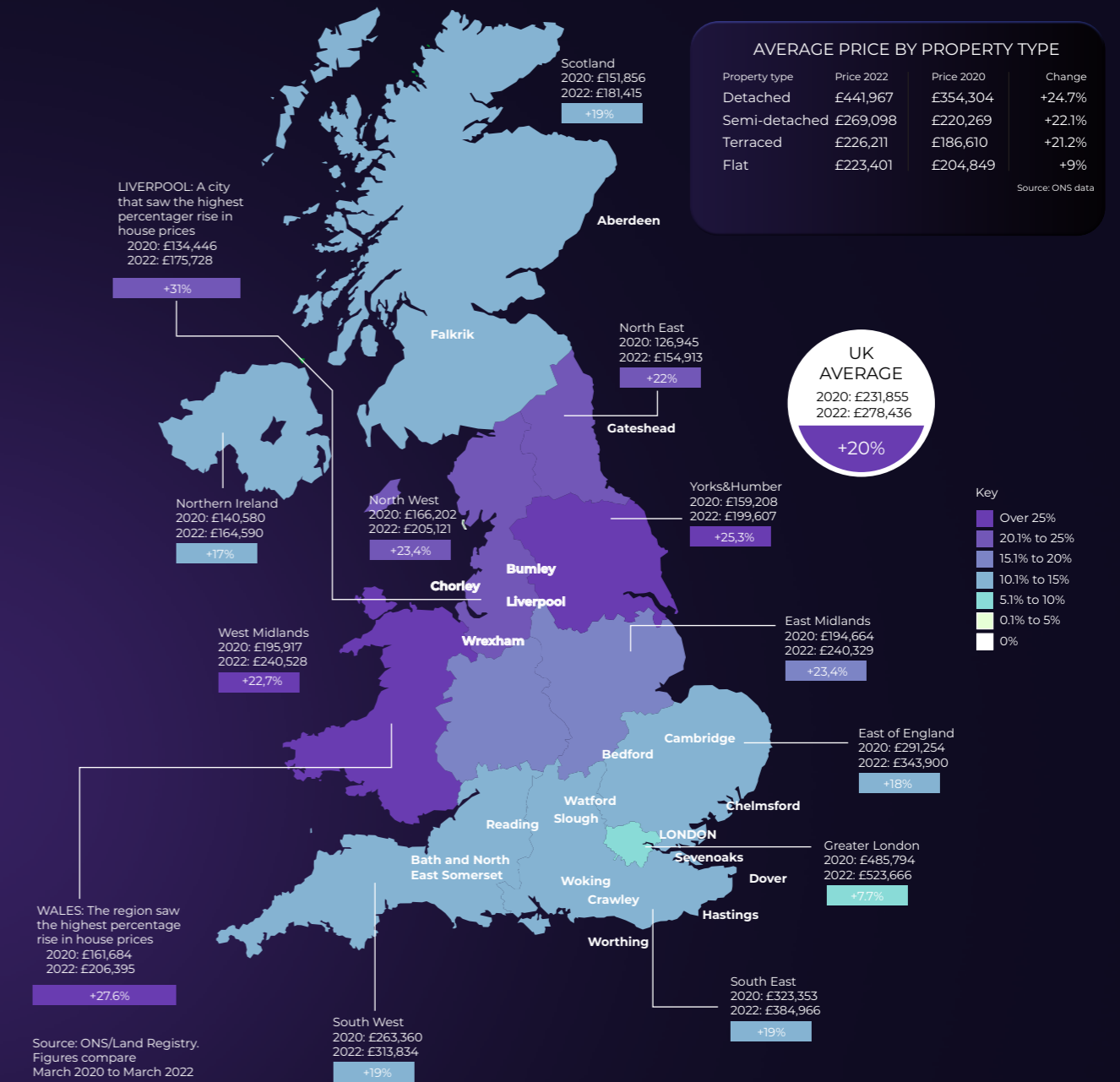
In 2022 specifically, Savills have forecast growth of 4.5 and 4% in both of these regions, largely driven by the potential ceiling for growth and standard of amenities being created within key cities.

Going forward, growth in the UK – particularly in regional cores – will be dictated by interest rates. While rates are expected to increase in the years to come, the consensus is that there's enough demand in the market to sustain the current levels of activity.

# Great Britain's buy-to-let hotspots



# How house prices have shot up where you live



## TOP TEN BIGGEST RISES

Town	Region	% change 2020 to 2022
1 Liverpool	North West	31%
2 Dover	South East	30%
3 Bumley	North West	28%
4 Hastings	South East	27%
5 Worthing	South East	26%
6 Chorley	North West	26%
7 Falkirk	Scotland	26%
8 Bedford	East of England	26%
9 Bath and North East Somerset	South West	25%
10 Wrexham	Wales	25%

## WORST 10 PERFORMERS

Town	Region	% change 2020 to 2022
A Aberdeen City	Scotland	1%
B Slough	South East	4%
C Reading	South East	8%
D Cambridge	East of England	9%
E Watford	East of England	10%
F Chelmsford	East of England	11%
G Woking	South East	11%
H Sevenoaks	South East	11%
I Gateshead	North East	12%
J Crawley	South East	12%

## 5.1. Our Locations

We have in house property experts and deal makers who have been trained by some of the best property trainers in the UK to scour the market to find both off market and on market deals but we also use a team of property sourcers to help find us some of the best deals in the UK and invest anywhere in the country if the yield and profits make sense, below are a few of the towns we look at.

### London

Voted “best city in the world” in the 2019 TripAdvisor Traveler’s choice Awards, London’s existing history, creative energy, and cultural vibrancy can be felt in every aspect of life in the UK (capital). This also makes it an exciting prospect for investors.

The city itself needs little introduction. London is a global economic powerhouse and is regarded as one of the most desirable cities to live in and work in. It is no wonder that investment property in London is some of the most sought-after globally.

Over 8.9 million people need London homes from working professionals to students and retirees to refugees. Creative energy and international connections attract residents and visitors in their swathes, making it a desirable location for buyers, renters, and serviced accommodation.

### Liverpool

Voted the third “Best City in the World” in the 2019 TripAdvisor Traveler’s Choice Awards, Liverpool is one of the most popular property investment locations in the UK. With opportunities across a range of property investments including student property, hotel property, and social housing.

Liverpool is a dynamic city full of rich culture and history that can be enjoyed by its residents and tourists from all over the world.

Liverpool is currently one of the exciting places for property investors in the UK, it presents a unique opportunity to capitalize on outstanding property value growth and rents. This is due to huge outside investment, resulting in unprecedented fiscal and employment growth within the city. Economic drivers, such as Liverpool retaining its UNESCO World Heritage status, have resulted in an incredible amount of investment levels.

Looking at data from property giant Zoopla, price increase growth over the year to February 2022 was significantly higher in Liverpool than in any of the other major UK cities they track. While the average UK house price rose by 8.1%, data shows Liverpool achieved 10.3%.

Meanwhile, the UK Government’s Land Registry data shows an even higher year-on-year rise of 11% for properties in Liverpool. As it stands Liverpool is outperforming the UK average on all property types. If we look closer at the data, terraces have increased by 10%, flats by 11%, semis by 12%, and detached homes by a huge 14%. Liverpool is truly presenting a unique opportunity for UK property investors as house prices VS growth are hugely attractive.

Liverpool is truly presenting a unique opportunity for UK property investors as house prices VS growth are hugely attractive.



## Manchester

The metropolitan city of Manchester is one of the most vibrant and creative in the UK. With a thriving student population and a strong job market encouraging young professionals to relocate to this Northern powerhouse, it comes as no surprise that Manchester is a desirable location for property investors.

Manchester property investment has never been so lucrative. Its 2.5 million population is a key reason so many companies have invested in relocating to the city. With 70 of the FTSE 100 now having headquarters in Manchester, it attracts some of the biggest companies in the world. It is also popular with ambitious startups, tech companies, and investors, more so than London. This is because it is so much cheaper than London, meaning more investors are looking at Manchester for better opportunities.

According to JLL UK city Centre Forecast 2020, we can expect to see Manchester property investments gain both the highest sales price growth and rental price growth over the next five years. This is notably higher than the UK average.

## Brighton

Although it's often thought of as a town, Brighton received city status in 2001 – alongside the neighboring town of Hove – meaning it is officially the City of Brighton and Hove. Something that has helped elevate its status as a property investment destination. The current population is around 287,200. It's expected to grow to around 304,300 by 2026.

Brighton is, of course, well known as a seaside resort. That means it has a huge tourist and visitor trade, which supports the demand for accommodation: Brighton is a top ten tourist destination with around 490,000 visits a year.

Brighton has been identified as one of the top UK cities for business, with an economy worth £7 billion. Amongst other things Brighton has a big financial services sector – American Express is the largest private employer in the city. There's also a large creative and media and growing tech industry. Brighton has more tech startups than anywhere in Britain and is sometimes called Silicon Beach.

Brighton is also a large student center. The University of Brighton has around 21,000 students and three campuses in Brighton plus one in Eastbourne. The University of Sussex has around 20,000 students. Brighton is known as a tricky place for students to find accommodation though, so there's good scope for student landlords. Currently, the average 1-bedroom apartment is just over £900 per calendar month in Brighton & Hove.

The average property let in Brighton & Hove is just over £1200 per calendar month.

Current tenancies last on average around 18 months + meaning that property should be a long-term investment. We aim for both long-term high-quality tenancies and short lets for additional growth. In Brighton, rental prices climb an above average 11.5% a year!

by focusing on rent-to-rent opportunities for short-term stays and workers in Brighton we can increase these yields 10-fold.

## Leeds

Leeds is considered one of the best places to invest in buy-to-let residential property throughout the UK, it has shown some of the strongest growth seen in the UK property market over the last 12 months. With sky-high rental yields and considerable capital growth, West Yorkshire city is becoming a very popular choice for buy-to-let landlords from across the UK.

With Leeds crowned the best city to live and work in the North of England in 2021, while also named the best city for parks and playgrounds in 2020, Leeds has to be one of the standout UK cities when considering buy to let. Rated as one of the hottest sales markets in the UK by Zoopla, the Leeds property market is estimated to be worth a staggering £60 billion and is generating some of the best returns possible over the last 12 months.

A huge appeal behind buy-to-let investment in Leeds is the massive house price growth due in the upcoming years. It is widely predicted that the Yorkshire and the Humber region is set to see house prices soar by 18.8% by 2026 – this is the joint-highest predicted growth rate in the UK alongside the North West.

Due to such affordable property prices, Leeds rental returns in the city are also excellent. Those who find a buy-to-let property in Leeds will benefit from average gross rental yields of 8.97% and above, according to the latest Zoopla rental price data from December 2021.

A report from Zoopla in June 2021 found that Yorkshire had the most significant growth of rental demand in the UK, recording a 3% rise.

This has had a huge impact on rental prices in the region, with the HomeLet rental index recording a whopping 7.7% rise in Leeds rental prices over the last 12 months – for comparison that is higher than the South East, South West, and East Midlands.

These figures are unsurprising when you consider the rising population of the Leeds region. It currently stands around 520k in 2021. A report by the Centre for Cities found that the population in Leeds has grown at seven times the rate of London in recent decades, with a huge increase of 151%.

## 6. WHY PROPERTY SOURCERS?

We source most opportunities ourselves through the various relationships we already have with agents, auction houses, accountants and solicitors for quick cash purchases of properties being sold due to divorce, probate, repossessions, and distressed sales. However, we also work with a variety of property sourcers to receive some of the best investment opportunities up and down the country outside of our chosen locations or “Goldmines”.

These deals are hands-off; the negotiations are already completed and the properties are ready to purchase. The savings are bigger as most are BMV properties, and there is a significant time-saving advantage as the sourcers come to us with properties.

### 6.1. Example packaged deals

#### 1. Tenanted Property

HIGH RETURNS UP TO 20.91% - PRICES FROM JUST 60,000 GBP - 17 MINUTES TO CARDIFF

##### Cardiff

High yields up to 9%  
Prices from just £60,000  
Fully tenanted  
Returns up to 20.91%  
0.4 miles from Llanharan train station  
A 17-minute train journey to Cardiff city center  
3 miles to a local shopping center  
10-minute drive to Pencoed Technology Park  
£60,000



CONVERTED TOWNHOUSE APARTMENTS FROM JUST £65,000 - ROI UP TO 25.66%

##### Sunderland

Central location in Sunderland  
Stunning townhouse conversion  
Only 12 apartments are available  
Complete with furniture pack and white goods  
10% on exchange  
ROI up to 25.44%  
Yields up to 9.14%  
£65,000



TENANTED APARTMENTS | FROM JUST £46,000 | GROSS YIELDS UP TO 10.85%

##### Stockton-on-tees

Stamp Duty fully paid  
1 and 2-bedroom apartments  
Prices from just £46,000  
Most units are already tenanted  
Fully furnished  
Yields up to 10.85%  
Recently refurbished  
Area of high tenant demand  
Close to Stockton Town Centre and Middlesbrough City Centre  
Huge ongoing nearby investment  
£46,000



#### 2. Property deal

##### West Auckland

Modern 2-bed Apartment for a low cash price of just £39,950  
Modern Apartment in a highly sought-after rental location  
Secure entry phone system  
Rental yield 11.3% per annum  
Great location with secure entrance and parking  
Working Tenant in place paying £375 per month (potential to achieve up to £400 per month)  
Managing agent in place  
Ideal hands-off investment  
No Stamp Duty!

##### Auckland

Works required circa £2,500  
A managing agent can be recommended  
No Stamp Duty  
Discounted Price: £ 35,500  
Location: Bishop Auckland  
Incentive: circa 20% discount  
Market Value: £48,000  
Property Type: Terraced House  
Rental income: £395 per month  
Rental yield: 12.5%

## 7. BUSINESS MODEL



### Due Diligence

Every project potential is subjected to a thorough diligence process to assess its viability. This will entail a thorough examination of comparable market sales prices, the location of the land or property, precise financial models, and costings and finally project the profit.



### Purchase

We will buy the property after a thorough examination of the project's financials, and it will become a part of the company's assets.



### Development

The property or land site will then be developed, refurbished, or planning consent will be sought. Professional advisors and /or contractors will then be appointed.



### Marketing, letting the sale

Local agents will be engaged to begin selling the properties to potential buyers/renters although most of which we do in house with our property management team.



### Redemption

Token holders will be eligible to stake their tokens on our platform, allowing them to get a proportionate share of the rental yields from the property in both rental income and sale profits.

## 7.1. Traditional investment versus the blockchain alternative

Traditional real estate investment entails a significant financial and legal barrier to entry. A prospective investor will almost always need a mortgage to buy a rental property, cutting into the property profits. Additionally, we need to add on the headaches of managing tenants, maintaining the property, paying taxes, and assuring legal compliance. Investing in a Blockchain alternative like BRIKN solves this problem as your investment is completely hands free and provides a passive income from a professional and experienced team.

## 7.2. Fractional models: REITs and Tokenization

To address the problem of real estate inaccessibility, fractional real estate investment structures such as REITs were developed. Investors can purchase shares in real estate companies that own, operate, or lease income-generating real estate through REITs. Dividends are paid out as a result of the income, giving investors a consistent source of cash flow.

Tokenization is the blockchain's version of REITs and it has several benefits including,

✓  
The possibility to put your money into a particular property/properties rather than a fund

✓  
Governing and voting on the property

✓  
Dividends are paid out more frequently

✓  
There are lower management fees and overhead costs

✓  
The minimum investment is reduced.

## 8. WHY WOULD PEOPLE WANT TO TOKENIZE REAL ESTATE ASSETS?

Real estate is one of the most far-reaching bound sectors, and the concept of tokenization of real estate assets along with blockchain is taking it to a new level. Potential investors are flocking to blockchain-based tokenization because it allows them to run a more efficient business with higher liquidity, globalization, and a variety of other benefits.

Tokenization of real estate assets is the conversion of real property's worth into digital tokens that can be sold to investors to raise funds. To put it another way, tokenizing assets involves dividing them into shares or tokens that represent specific underlying assets or shares of multiple underlying assets.

Tokenizing real estate assets allows a group of investors or individuals to pool their resources and buy property in a decentralized manner. Decentralization of real estate assets allows for a tremendous level of transparency.

All payments to token holders and community members are recorded on a decentralized distributed ledger that cannot be modified or controlled. Tokenization allows for a trust-free system between investors who are often strangers.

## 9. HOW IS BRIKN REVOLUTIONIZING THE REAL ESTATE MARKET?

DAO and DeFi (Decentralized Finance) are being introduced to the traditional real estate sector by BRIKN. BRIKN & Brik by Brik can create solutions that are not currently available on the market utilizing cryptocurrency. Our benefits that revolutionize the real estate market are as follows;



### Real estate market transparency

Increased transparency allows for our investors to see exactly what we are buying, what the yield is being achieved, this combined with our DAO governance model means the tokenholders are able to vote and share their opinion on the project and the properties we buy, sell and rent out given the investor greater control than a traditional REIT.



### Low barrier of entry

A low entry barrier means a low cost to enter the investment, you can be involved with multiple properties and benefit from the monthly rental yields with a very low investment level compared to if you bought a property yourself.



### Passive income

Earnings from a rental property, limited partnership, or other business in which a person is not actively participating are referred to as passive income. By purchasing the token this grants the owner to income every month without having to be involved with the day to day running of the business giving the investor more freedom to enjoy life.







## Cash flow liquidity

Cash flow is a measure of liquidity. When a company has positive cash flow, its liquid assets are increasing. Profit is left after the total expenses of the organization are subtracted from total revenue. Profit is the ultimate performance metric. An organization can turn a profit but still have a negative cash flow. By obtaining some of the revenue into the company this gives us greater liquidity for future purchases.



## Diversified investment

Diversified portfolios are made up of many types of assets that produce higher long-term average returns while lowering the risk associated with any single holding or investment. BY investing in a multitude of property investment opportunities this gives us a multitude of income and growth form various property sectors. Real estate and infrastructure are also appealing investments, particularly during bear markets for risk-averse investors.



## Value proportion

The BRIKN token and ecosystem allow us to provide a unique experience where investors can be more liquid, attain higher returns, and have a fractional ownership from multiple property income as well as profits made from the company by managing the properties we own. Concurrently, investors receive the benefits of holding a soon-to-be income-producing token in one of the first real estates companies built on blockchain.

# 10. DECENTRALIZED AUTONOMOUS ORGANIZATION-DAO

An Organization without centralized authority is known as a Decentralized Autonomous Organisation (DAO). Decisions are made bottom-up by a community centred around a certain set of regulations that are implemented on a blockchain.

DAOs are internet-based businesses that are cooperatively owned and run by their users. They have internal treasuries that are only open to members with consent. As a company we would make suggestions on new purchases and business related matters where the group votes on these suggestions and ultimately makes the decisions.

## 10.1. How does a DAO work?

A DAO is one in which decisions are made collectively by its members. There are several methods to take part in a DAO most frequently through holding a token.

Smart contracts are simply blocks of code that automatically run whenever a certain set of conditions are met. Nowadays, smart contracts are used on many different blockchains, but Ethereum was the first to do so.

The guidelines of DAO are set forth in these smart contracts. Those who have a stake in a DAO are subsequently given voting rights and have the opportunity to decide on existing governance proposals or make new ones which could have an impact on how the organization runs.

DAO is fully transparent and autonomous. Since they are constructed using open-source blockchains, anyone may access their source code. Anyone may audit their built-in treasuries because the blockchains track of every transaction involving money.

## 11. NFT AND DAO GOVERNANCE

Non-fungible tokens (NFTs) and Decentralised autonomous organizations (DAOs) are about to revolutionize the commercial sector.

Based on the DAO's structure, everyone is just a member of the organization with voting power based on tokens purchased.

The smart contract programmed into NFTs and DAOs is where the true power lies. A business may cut out a lot of red tape and additional work with a execution of the smart contract. It is based on a set of triggers and actions. In other words, if this trigger occurs, this action will occur. Smart contracts can help small businesses as well as giant organizations.

BRIKN will save time and money by avoiding middlemen, red tape, escrow fees, and agents. As soon as funds come in for the property, the funds are transferred directly to the platform and divided between stakers in the vault, eliminating the need for them to wait for someone to review and authorize an invoice or for banks to execute their fees.

One of the most appealing aspects of the link between an NFT and a DAO is that one can assist in the development of the other. A smart contract can be used to build both NFTs and DAOs, and they can also be used to build them together. You can use the smart contract if your NFT helps fund your DAO by coding it to send a percentage of the proceeds to the DAO every time the NFTs are sold.

We plan to release an exclusive round of NFTs (Non Fungable Tokens) for each property or development we purchase, by owning this NFT it will grant you Governance over that particular property. With one vote per minimum investment this will allow our Ecosystem members to help make the important decisions and give the token holders a real place in the project and its success by voting on proposals and modifications to the property.

### 11.1. GOLDMINE NFTs

There are exclusive NFTs that we call the Goldmine NFTs. A "goldmine area" is an area of importance and wealth where property investors invest. For investment in the seed sale and the private sale of a minimum of \$1000, investors will be airdropped an exclusive Goldmine NFT.

This Goldmine NFT will not only grant you additional rewards from the management fees we make but will also grant you governance over the whole portfolio, meaning you will have voting rights across every property we have and the important decisions we make on new purchases. Furthermore, you will be involved in the direction the business takes in the future. Suggestions will be made by the board of directors and decided by our DAO ecosystem members.

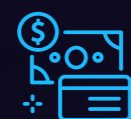
## 12. BRIKN TOKEN OVERVIEW

The BRIKN token is the Asset token of the Brik by Brik which can be purchased via the BRIKN platform. The BRIKN token can be staked for rewards in the BRIKN token staking vault and provides access to the rewards from the entire property ecosystem from Brik by Brik. The BRIKN token is a platform utility and does not represent the value or ownership of any real estate assets.

Holding the token does not constitute an investment in any assets, and the token's price is not affected by real estate in any way. The BRIKN token staking feature allows users to stake BRIKN tokens to earn rewards from the property ecosystem in USDT. The feature will be available through the platform and the vaults section of the Brik by Brik app where users can view information such as current APR.



Token Staking



Payment



Governance



NFT

**Note:** BRIKN tokens are not in any way to be constructed as an asset token or linked in any way to asset tokenization arrangements, nor does ownership of BRIKN tokens automatically provide holders access to asset token sales. The token is a strict utility token that allows holders to access features on the platform and is in no way linked to asset token arrangements, asset tokens, or tokenized estate. For the avoidance of doubt, the products and services of the platform that tokens can access and avail themselves to products and services not linked or associated in any way with the process of asset tokenization or tokenized asset DeFi, etc as described in this whitepaper token sale distributions.

### 12.1. The BRIKN vault

The BRIKN vault is a unique part of the BRIKN ecosystem, which allows holders of the BRIKN token to stake in the vault for any period of time. 60% of all the revenue from the property portfolio will be split evenly between the tokens that are staked in the vault. These rewards are paid out monthly in USDT and done via a smart contract within the BRIKN vaults platform.

You will also be able to stake your BRIKN NFTs in the vault, this will boost your monthly rewards as 50% of the management fees are distributed to NFT stakers. By staking your NFT it will also grant you governance and voting rights over the project

#### STAKE \$10,000

Portfolio	Per Month	PA% (Price)
\$5m	\$50	6% (\$600)
\$10m	\$100	12% (\$1200)
\$50m	\$500	60% (\$6000)

**\*Please note** these are guidelines based on the portfolio value and only a 10% yield the returns are not fixed or guaranteed and will be based on both sales and rental yields of the portfolio.



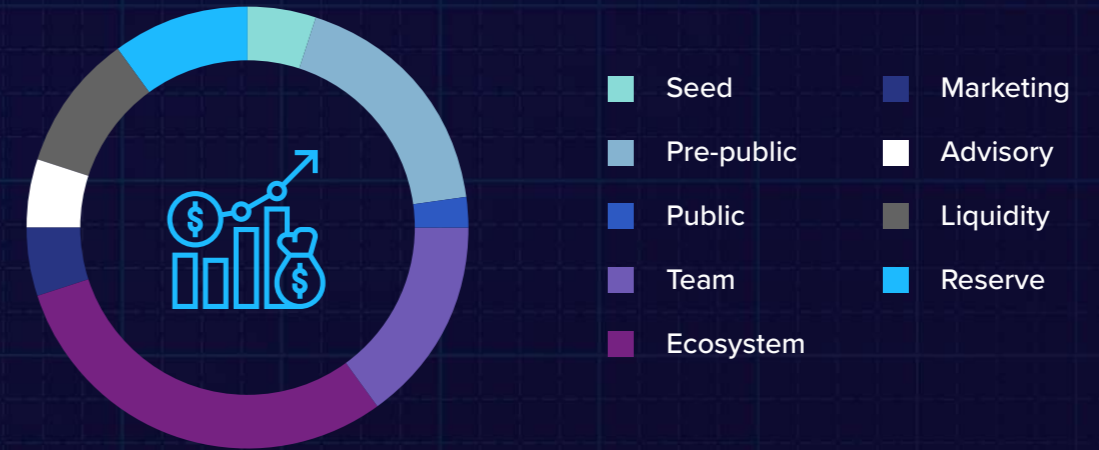
## 12.2. Tokenomics

Token Network	Polygon
Token Name	BRIKN
Token Ticker	BRIKN
Fully diluted market cap	\$48,000,000
Circulating supply	12,000,000
Total Supply	600 Million
Price variable	\$0.080
Mintable	No
Burnable	Yes

## 12.3. Token Distribution

Towards	Percentage	Vesting	Lock	Total
Seed	5.00%	24	3	27
Pre-Public (combined)	18.00%	24	1	25
Public	2.00%	6	0	6
Team	15.00%	36	12	48
Ecosystem	30.00%	36	6	42
Marketing	5.00%	24	0	24
Advisory	5.00%	24	4	28
Liquidity	10.00%	36	0	36
Reserve	10.00%	36	6	42

## 12.4. Vesting plan



## 12.5. How do we intend to use the funds?

Fund management and allocation

- 65% Rent opportunities
- 25% Buy to flip
- 10% rent to rent

Development opportunities will come from the ecosystem drawn down annually



## 13. OUR TEAM



**Mark Goodman**

Founder and Head of UK operations

Mark has been a leading figure in North West new-build housing construction and residential renovation for over 20 years. He has built his reputation on quality and delivery, but also for his consistent high standards of work, leading to successful projects and strong relationships with industry-leading developers including Taylor Wimpey, Kier, Barratt's, Redrow, Bellway, Charles Church, and Keepmoat.

Mark is a highly respected leader, leading teams of over 100 multi-site construction workers spanning across the North West. He has built up a strong skilled labour network, with a reputation for continuous workflow and trust, earned from years of successful working relationships. Mark not only has a strong track record of residential renovations, but he has also completed complex new-build projects and holds key relationships with some of the industry's biggest developers. Mark has built up a portfolio of around £500m of property development, due in large part to his consistent high-quality standards, record of delivery and dedication to on-time completion. Fully SSSTS and STS qualified, Mark also holds advanced health qualifications. Based in Liverpool, Mark is strategically placed for all aspects of our business model, having the local knowledge and relationships with construction workers and material suppliers.



**Tom Parsons**

Head of DAO

Tom is an Expert blockchain business consultant and founder of Blocksultancy. Discovering blockchain technology back in 2015 Thomas delved deeper into the business use cases and investment models that surround the technology. Coming from a project management background, Thomas started working in Crypto projects, assisting with community development, marketing, and fundraising. These years he has built up an extensive network consisting of industry professionals across multiple sectors.

Starting up Blocksultancy in 2021, a blockchain business consultancy, utilising this network across 10+ projects. Adding over 50k members to communities and raising millions of dollars for projects at pre-ICO phase.



**Dav Sehra**  
Chief Financial officer

Davinder started his professional career at Mansell Construction PLC in 2001. There, he qualified under the graduate scheme as a quantity surveyor. Within this time, he worked on myriad projects covering all aspects of construction, including social housing, heritage, luxury fit-out and commercial properties, working for clients such as Deutsche Bank as well as for multi-family offices, real estate funds and the UK Government.

In 2006, armed with a strong foundation in construction procurement, management and financial execution, Davinder pivoted to private equity and fund management, working in partnership with venture capital, private equity and institutional firms, creating and structuring secured asset-backed investment vehicles.

Within this period, Davinder worked very closely with the governments of the Caribbean with a focus on boosting the Caribbean economy. In 2016, with a wealth of financial and political contacts in key financial hubs such as Hong Kong, Switzerland, and New York, Davinder co-founded a property development company where he served as chief investment officer. He raised £50m of private capital, grew the company within two years to an asset value of £268m, played a pivotal role in the day-to-day operations of the company and found innovative and dynamic ways to fund projects.

In 2020, Davinder took a strategic position in blockchain/AI technology by becoming both a shareholder and chief financial officer of Monogram Technologies, with a focus on intellectual property creation, monetizing the commodity sector on the blockchain and creating paradigm-shifting technologies.

Davinder’s primary focus is on investing in “essential industries” – industries that offer a high degree of stability to investors by virtue of being more resilient in economic downturns.



**Madalin Dumitru**  
Cybersecurity advisor

Madalin Dumitru is the founder and CEO of Cyber Smart Defence and has over 20 years of experience in cybersecurity. Cyber Smart Defence was founded to respond to the growing threats in cybersecurity. Over the years, Madalin and his elite team of ethical hackers have formed a specialized team and work with some of the biggest companies in Europe. Madalin also helped the Stefanini Group create a global cybersecurity tower capable of delivering cybersecurity services to every continent on the globe.

Madalin is adept at building long-term customer relationships and forging strategic partnerships with multinational companies. He is involved in ongoing research and development into cybersecurity, always considering cybersecurity market versatility and the importance of staying relevant in the fight against cyber-criminals who continue to find creative ways to hack organizations.

He is a respected and in-demand commentator on cybersecurity issues and has been interviewed by a number of commercial broadcast television and media networks, including NBC, Fox, ABC News, Reuters, Aljazeera, and USA Today.



**Jay Maree**  
Lead Developer and Advisor

Jay is the CTO of Decubate. He has 5 years of experience in the blockchain industry as a solution architect, product manager, tech lead, security engineer and advisor.

Adapt at sharing an entrepreneurial and cultural vision that leverages digital potential whilst bridging traditional industries with evolving digital economies.

A visionary advocate of digital change with demonstrable wins in developing commercially credible solutions that consistently achieve business growth and a ROI.



**Elliot Hagemeijer**  
Ecosystem Advisor

Elliot is the Founder and CEO of Decubate. He has several years of experience in the blockchain industry as a listing manager, tokenomics advisor, product manager, and seed investor. He has established a global network of strategic partners such as exchanges, launchpads, venture capital, market makers, and KOLs.

Elliot has a background in user experience design and product management. He firmly believes in the tokenization of all assets. Decubate was founded to accelerate the adoption of digital assets by making web3 accessible for project owners without the need for coding knowledge. Decubate will provide its seamless integration and technologies to Brikn.



**David Gutierrez**  
Build and Renovations Director

David has been the successful director of Amic builders for 18 years and currently sits on the London board of the Federation of master builders. He has a eye for design and quality and has created some beautiful projects.

David thrives on creating wow factors from his homes, he's project management is a key part of he's success and he's services because he's meticulous nature.

He regularly gives talks for both The Federation of Master Builders and Grand designs at the excel in London alongside home building and Renovation shows. David also gives up his time to conduct talks at colleges helping to pass he's knowledge on to the next generation.



**Harry Edmonds**  
Sales & Lettings Manager

Harry has a keen eye for quality and a professional manner which has helped him to grow not only his client base but also company profits allowing him to climb the ladder of success and is now the manager the Martin & Co Chelsea branch, Here He gets to work with clients every day and help them towards finding their perfect home or even find someone for their home. "For a people person like myself I can't think of anything better."

Currently Harry is managing the sales and rentals of properties ranging from studio apartments up to multi-million-pound houses in and around South West London. "Watching someone's face light up when they find that 'just right' apartment or house is priceless, it's so rewarding when you help someone find their next home."

In 2012 Harry won the Surrey golf open before turning pro at just 18 years of age, Harry knows what it takes to deliver at a high level.



**Luke Harvey**  
Chief Marketing Officer

Luke has a real flare for technology and problem solving. Since co-founding a successful digital marketing company alongside Samuel, Luke has helped integrate various software and marketing strategies to help ensure his clients ad campaigns are continuously growing and getting to where they need to be! Luke is also a property enthusiast having first started his property portfolio at the age of 22. After teaming up with a property investor with portfolio value of £20m, Luke's current portfolio consists of serviced accommodations and buy to let's as well as various property management deals.

Luke is a very motivated and organised individual with a keen eye for attention to detail.



**Samuel Warrington**  
Serviced Accommodation Manager

Samuel has a successful digital marketing business with a wide-array of established clients across different sectors including property, e-commerce and the health sector. Samuels vast digital marketing experience has aided him in rapidly building a thriving serviced accommodation business in the Brighton area. Samuel's main area of skills are serviced accommodation, marketing and sales.

Samuel is a great relationship builder and a go-getter so we are delighted to have him as part of the team.



**Tom Buswell**  
Head of Design

Tom is an experienced designer with an eclectic background spanning web design, marketing, animation and art direction. He has led numerous campaigns with BMW, MINI, Rolls-Royce and News UK (The Times and The Sun) and is now a valuable member of our team.

In this role, Tom is responsible for the creative output across all channels. Working closely with the marketing team, he creates a wealth of media to engage and inform BRIKN's rapidly growing client base.



**Hemilly Rodrigues**  
Business Development

Hemilly is an articulate and business minded individual and over the last 12 months has become a top influencer on linkedin. She has a passion and love for everything web3 and holds regular AMAs and interviews on her socials for up and coming Metaverse projects. She's Been in the crypto market for the past 4 years and in that time has built up a fantastic network due to her work ethics. Her goal is to continue working to bring value and knowledge into the crypto space.



**Kate Grimshaw**  
Head of Property Management

With over a decade of experience in property services Kate has expert knowledge of management contracts, legals, client and property sourcing. With a in depth knowledge of the UK property market Kate has strong analysis and reporting skills with a proven track record of developing successful connections and networks that result in quick efficient exchanges. Strong attention to detail with a known creative approach to problem solving, Kate has high ethical standards and is truly respected in the Property Management industry.



**Cordelia Morgan Cooper**  
HR & Recruitment

Cordelia has over a decade of international HR and Recruitment experience and has been celebrated as one of Malta's most influential women and has been fortunate enough to feature on panel discussions at Sigma World Gaming summit, and CasinoBeats International Gaming convention, on crypto, decentralisation and its impact on HR, recruitment and the workforce in general.

Cordelia has developed a passion for driving happiness and wellbeing in the workplace and has a proven track record of success. She is a highly respected HR professional focused on providing strategic support to gaming and crypto companies going through periods of exponential growth and the challenges they face in attracting, but also retaining great people, whilst overseeing the whole employee lifecycle and end to end HR process.





# 14. ROAD MAP

## 2021

- Concept of BRIKN Ecosystem created Q2
- Concept of Brik By Brik

- Commenced structuring business model of BRIKN Q3

- Management Team put together Q4

## 2022

- Launch strategy planning Q1
- Tokenomics planning
- Website build commenced
- Recruited social media marketing experts to help establish a strong online community.

- Brik by Brik incorporate Q2
- Whitepaper content creation
- Website content planned
- Pre-registration page live
- Strategic partnerships formed

- Website finalised and launched Q3
- Whitepaper finalized and launched
- Refinements made to all communication materials
- Final checks to website infrastructure
- Start first PR marketing
- Finalizing ICO platform to go live
- Social media channels launched
- Start to grow the BRIKN community
- Proposed BRIKN private sale launch date
- Community incentives go live
- Promotional 3D HD video live
- Launched on ICO listing platforms
- Release your tube video review and founder interviews
- Implement package deals and rental property strategy
- PR strategy continues
- Start building community airdrops and competitions
- Implement influencer strategy

## 2022 Continued

- The First 3-5 properties purchased Q4
- The First 3-5 properties rented
- The First 3 rent agreements put in place
- Become a member of property ombudsmen
- Start pre-sale and open seed sale
- PR strategy continues
- More youtube reviews released
- Begin staking and DAO platform development

## 2023

- Began building the NFT project minting platform Q1
- Discussed potential listings with exchanges and launchpads
- Purchase additional properties for rent
- Start public sale or PAD sale
- Implement buy 2 flip model
- Purchase first properties to renovate and Flip
- Purchase additional rental properties
- Apply for the British property federation and the national association of property buyers
- Release staking platform
- Complete 2 audits
- Release contract on main net

- Structure the NFT marketing plan Q2
- List on exchanges
- Continue PR and marketing
- Continue to add serviced accommodation model
- Implement a marketing plan for building the community

- Re-mortgage half of the first rentals purchased Q3
- Purchase additional properties
- Release NFTs and DAO

- First, draw down from the ecosystem Q4
- Start to implement a development strategy
- Purchase land to obtain planning for multiple units and build or sell to a recognized developer
- Purchase additional rental and buy to flip.

## 15. WHO WE WORK WITH



Building you a property portfolio Brik by Brik.

