Investment Opportunity for Sophisticated Investors. Tax Effective.

A Transformative Property Data Technology Company

Business Overview

Driven by the demand for greater efficiencies and enhanced user experiences within the real estate and property development sectors, new technologies are reimagining every aspect of the way in which real estate is planned, financed, developed, and utilised.

Our business was established in 2014 to fill a gap in urban planning and property analytics, and has evolved over time to now focus primarily on a branch of machine learning; predictive analytics that will automate and augment white collar processes in the areas of property and urban planning. Significant time and costs have been invested to date in order to evolve the product offerings to what they are today.

Our Solutions

The company now offers a world class innovation with a huge global market for its products and services, leveraging Artificial Intelligence (AI) and sophisticated proprietary algorithms to provide:

1) automated property valuation reports;
2) automated property development feasibility reports and on-line platforms; and
3) city planning and development scenario models

These solutions not only are more accurate and reliable than competitors – they are also available at a fraction of the cost and time normally required to produce such information. To develop these state of the art systems our company has been working closely with State and Local Governments, infrastructure and utility companies, as well as the property and banking sectors.

The Offer

The business is seeking to raise $1.6 million via issuance of ordinary equity at a pre-money valuation of $12.9 million (circa 11% shareholding). Minimum investment of $5,000. Raised funds will be used to commence and accelerate the commercialisation of its property data technology solutions across Australia, with the aim of achieving significant market traction in key cities including Adelaide, Sydney and Melbourne. Attractive tax benefits may be available for investors who qualify under the ESIC tax relief provision.

Investment Highlights

- Highly disruptive business model, providing to the marketplace advanced property data analytical tools that leverage state of the art artificial intelligence and machine learning capabilities.
- The first and only technology solution available in the marketplace to provide *automated* property development feasibility reports, driven by sophisticated algorithms and large sets

of data to provide accurate and meaningful results - 4 years ahead of nearest competition.

- The only participant in the marketplace applying Big Data and AI technologies to drive its highly automated property valuation models.
- The proprietary algorithms, data layers, and AI technology also means our tools have significant application for the purposes of city planning, scenario modelling, and government policy decision making.
- Backed by a highly experienced team with significant influence and capabilities within the urban planning, technology, and property development fields.
- Highly scalable business model, with scope to extend services to all major Australian cities, as well as other key western countries including the USA, Europe, and parts of Asia.
- Targeting the fast growing estimated $3b per annum global marketplace for property data services.
- Diverse and lucrative customer demographic including real estate agents, property developers, homeowners, banks, financial service providers, investors, asset managers, government, and policy makers. Already significant positive feedback and interest received from a range of identified customers.
- Attractive revenue model driven primarily through software as a service (SAAS), and supported with additional consulting, advertising, and research income streams.
- Highly flexible and rapid product and service development based on the Agile Business model adopted by the Silicon Valley tech sector for hyper growth
- Distribution model allows rapid deployment across the industries it is targeting.
- Anticipated to be cashflow positive within 12 months
- Has already successfully received a research and development tax incentive from the Government, and is currently applying for an additional Accelerating Commercialisation Government grant - demonstrating its commercial credibility.
- Aiming for a significant shareholder liquidity event within 2-5 years.
- Attractive tax benefits may be available for investors who qualify under the ESIC tax relief provisions prescribed by the ATO.

Tax Effective

Sophisticated Investors can invest up to $1 million in a qualifying Early Stage Innovation Company (ESIC) and qualify for the following benefits;

1. A tax offset equal to 20% of their investment in an ESIC up to a maximum tax offset of $200k; and

2. So long as the shares are held for 12 months or more, any capital gain arising up to the 10th anniversary shall be exempt from tax.

Investors will need to determine whether the ESIC tax benefits are applicable to their personal circumstances. More information can be found on the ATO website at www.ato.gov.au.

Next Steps

If you would like to become a shareholder and join us in a very exciting journey, please contact the sender of this document for more information.