Capital Raising on the Global Crypto Market through Tokenization

Tokenization opens up innovative capital-raising opportunities for companies. Ownership or participation rights in companies, real estate, or industrial assets are digitally represented as tokens on a blockchain (crypto assets). This technology overcomes the weaknesses of traditional financing methods and offers three decisive advantages:

1.   Efficient Capital Raising

Tokenized assets enable more efficient capital raising. Blockchain technology allows tokens to be divided into fractions, enabling even small investors with limited funds to participate. Unlike traditional financial products, this process involves no high administrative or trading costs and no intermediaries like banks or custodians. Smart contracts automate processes such as issuance, distribution, and redemption—accelerating workflows and reducing costs.

2.   Global Trading Flexibility

Tokenized assets are easily tradable, either on crypto exchanges or peer-to-peer. Unlike traditional offerings often limited to local markets, tokenized assets can be offered and traded worldwide with no additional effort. This opens access to a global investor base, unrestricted by geographic or regulatory boundaries.

3.   Innovative Financial Structures

Flexible token designs make it possible to digitally replicate traditional financial instruments like shares, bonds, mezzanine capital, or fund shares—and enhance them through mechanisms like game-theoretic incentives, tiered returns, or community participation models. These approaches make investments more attractive and diverse for investors and are especially relevant for DeFi and crypto markets.

Our Offer: Successful Tokenization with BlockEstate

BlockEstate supports you through every phase of your project—from strategic planning to token issuance and eventual exit. We offer a comprehensive service portfolio to ensure that your tokenization is efficient, legally compliant, and successful. We also offer a partially success-based compensation model that aligns with your project outcomes, encouraging a trustworthy and collaborative partnership.

1.   Financing and Regulatory Structuring

We advise you on the optimal structuring of your financing and assist with drafting all necessary issuance documents and complying with legal requirements—creating ideal conditions for successful and legally secure tokenization.

2.   Technical Infrastructure

BlockEstate provides a secure and scalable technical solution based on a specialized issuance platform (DApp). The platform integrates customized smart contracts to securely and transparently manage token creation, distribution, and payouts. Automation of key processes allows seamless integration with wallets and platforms, with flexible scalability and global reach to ensure smooth participation by worldwide investors.

3.   Sales & Placement Strategy

We develop and implement a customized sales concept to position your tokens in crypto markets. Our strategy includes:

- **Pre-launch (Private Placement):** Support in reaching out to strategic investors like family offices and VCs. Includes presentation materials and negotiation assistance.

- **Direct Token Sales:** Guidance for self-placement, plus targeted advertising and PR campaigns for maximum reach and trust.

- **Initial Exchange Offering (IEO):** Preparation for centralized exchange listing, including platform selection.

- **Initial DEX Offering (IDO):** Placement on decentralized exchanges with focus on community engagement via Discord, Telegram, and social media.

Our sales strategy includes campaigns on crypto platforms, listings on launchpads and exchanges, PR via outlets like CoinTelegraph or CoinDesk, and community management on relevant channels.

Tokenization for Your Financing

BlockEstate offers flexible tokenization-based financing solutions tailored to your target audience and expected return profile. Two models are available:

1.   Single-Token Model: Simple Structure

Capital is raised through a single token representing both asset participation and future profit claims. Suitable for assets with a clear value at issuance (e.g. real estate or company shares). Targeted at institutional investors and long-term crypto holders (HODLers).

2.   The TwinX Ecosystem: Independent Trading of Asset and Profit Rights
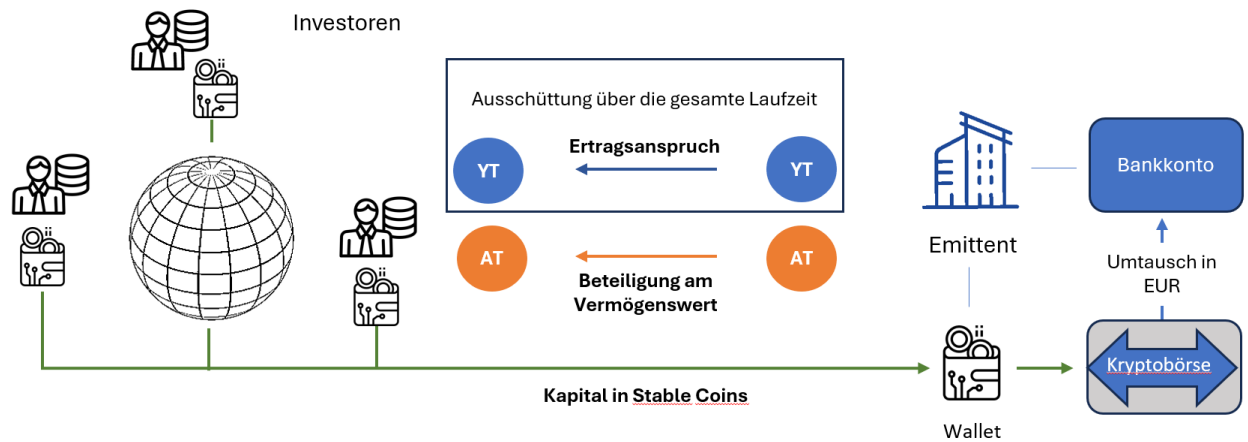
The TwinX model is ideal for projects where the underlying asset does not yet exist at issuance and must be created using the raised capital. By separating asset participation (Asset Token, AT) and profit rights (Yield Token, YT), TwinX enables maximum flexibility and new trading strategies—appealing to a broader investor base, including:

- Traders focused on short-term gains

- DeFi investors combining multiple yield strategies
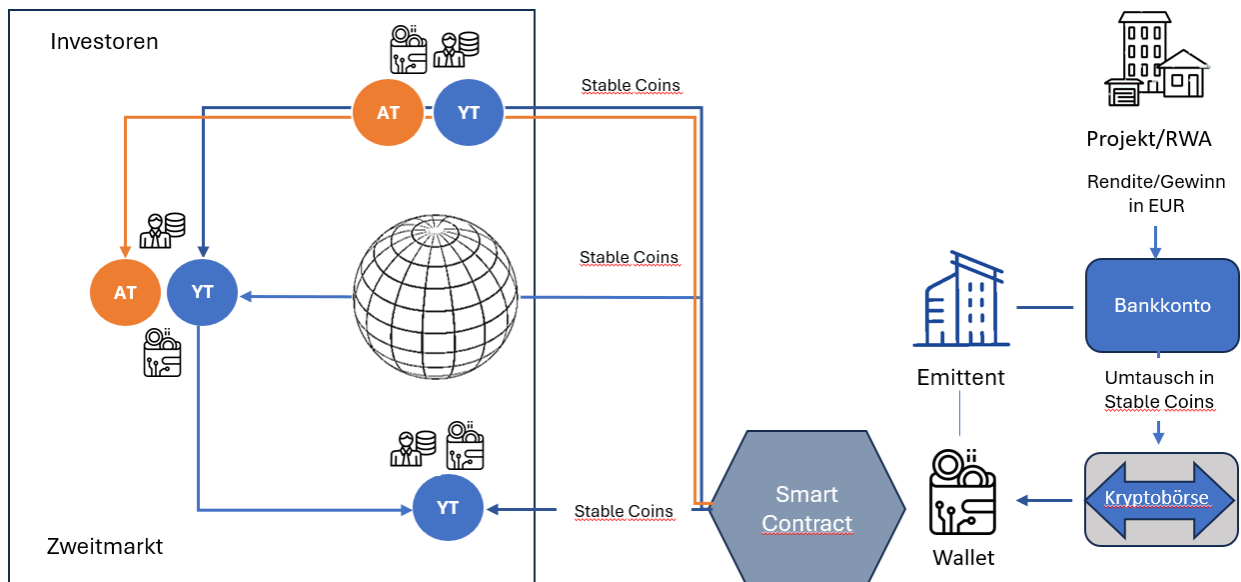
- Emotion-driven "DeGens"

Traditional investors and HODLers also benefit: If held long-term, the TwinX system mimics the single-token model. With TwinX, every investor group can be targeted with tailored advantages.

- **Asset Tokens (AT):** Represent participation in the asset and entitlement to future YT (e.g. 10% AT = 10% YT rights).

- **Yield Tokens (YT):** Represent the share of profits linked to the held AT. YT are continuously generated and distributed to AT holders. At each payout, the percentage of held YT defines the share of the profit. Total YT supply is fixed per project and adjusted to its time horizon.

Issuance

Distributions

Game-Theoretical Implications

The TwinX model enables a dynamic environment where investors choose between long (AT) and short (YT) positions:

- Long-term investors hold AT to benefit from asset appreciation and ongoing YT generation.

- Short-term investors sell YT to gain liquidity or respond to market volatility.

Both strategies can be combined: sell AT for capital while still receiving income from held YT. This flexibility allows pursuing long-term and short-term goals in parallel.

Additionally, continuous YT generation introduces a game-theoretical aspect: Investors may sell early for high prices or hold for more future income—leading to constant tension between short-term selling and long-term holding, amplifying supply-demand dynamics.

Applications and Strategic Use Cases

The TwinX model supports flexible strategies across project types, combining long-term value with short-term liquidity needs.

Projects with Ongoing Revenue and Final Sale

Ideal for real estate developments, rental projects, or startups with clear exit plans. AT holders benefit from both ongoing income and final sale proceeds. Investors can:

- Sell YT during the project for liquidity

- Sell AT early for capital while retaining YT for future earnings

Capital-Intensive Projects with Long Timelines

For infrastructure, production plants, or energy projects with high initial investments and delayed profits, TwinX allows:

- Trading YT during development

- Selling YT for early liquidity while holding AT for value appreciation

- Selling AT to free capital while keeping YT for income

This structure is ideal where both long-term funding and short-term flexibility are important.

Contakt

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