

**ODINALA NETWORK**

# REVOLUTIONIZING EMERGING MARKETS WITH BLOCKCHAIN BASED SOLUTIONS

V1.2



**ODINALA**  
NETWORK

SEPTEMBER 30, 2020  
[WWW.ODINALA.IO](http://WWW.ODINALA.IO)

# ABSTRACT

Odinala aims to bridge the gap between emerging blockchain technology and the everyday investor. Bringing together DeFi and tokenized real estate assets we aim to develop an ecosystem with the two most disruptive technologies of 2020. Creating new opportunities for investments in the crypto space and less volatility by giving people access to fractional investing in real estate.

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# INTRODUCTION

Blockchain has changed the world, brought about disruption to financial services and subsequent widespread application across industries it is hard to find a segment that has not been influenced by the technology. Cryptocurrencies and DeFi have made a strong impact on trading, banking, remittances, and foreign exchange. DeFi has changed the game, challenging existing financial products, such as loans, borrowing, trading, and more.

Real estate hasn't escaped blockchain disruption either.

Previously, transacting high-value assets such as real estate exclusively through digital channels has never been the norm. Real estate transactions are often conducted offline involving face-to-face engagements with various entities. Blockchain, however, opened up ways to change this.

The introduction of smart contracts in blockchain platforms now allows assets like real estate to be tokenized and be traded like cryptocurrencies such as Bitcoin and Ether. Through our solutions to plan to make it easy and accessible for all to invest in using these disruptive emerging technologies.

## DECENTRALIZED FINANCE

The Decentralized Finance (DeFi) movement is forging a new industry, but that infrastructure is still being built. It has created the possibility of a global, open alternative to every financial service you use today – savings, loans, trading, insurance, and more – accessible to anyone in the world with a smartphone and internet connection. However today, DeFi is now expensive and incohesive with dozens of governance tokens, liquidity pools, and many projects without a real unique selling point. The failure of one project leads to the birth of several more copycat projects that tend to fail eventually. DeFi needs to be connected to a shared ecosystem, with real-world assets to mitigate the volatility in this market, but still giving users access to governance and ownership.



## REAL ESTATE

Real estate is the land and any permanent improvements attached to the land, whether buildings, homes, fences, bridges, water, or trees. Investing in real estate has always been one of the most secure long term financial security for investors. Owning a rental property can afford investors a sense of security because of the property's appreciation in value over time. This means that your property's value is most likely going to increase because land and buildings are appreciating assets.

## NON FUNGIBLE TOKENS (NFT)

NFTs or Non Fungible Token is a type of cryptocurrency that is backed by real world asset. This could be a real world asset such as bar of gold, a vintage wine, real estate or more of a digital asset. Examples of digital assets included, in game items, domain names and plots of land within a virtual world. Non Fungible Tokens are built using the Ethereum blockchain and other smart contract protocols. By utilising this technology NFTs are inherently protected from counterfeits, ownership disputes and false claims of scarcity. Making them superior in many ways to the underlying assets that they represent

# THE PROBLEM WITH ACQUIRING REAL ESTATE ASSETS

## Not Open To Everyone

Real estate has long been the investment choice of the rich. Very few assets manage to provide the same degree of passive income and capital appreciation. The problem is that the barrier of entering the real estate market has always been extremely high. These barriers could be citizenship, international bank accounts, credit score, financing, cash requirements, accreditation, and having accessibility to the right sponsors and fund managers. If you are planning to invest in another country, you will have to make at least one international trip and to visit the property. You will have to spend a lot of time and go through several middlemen to invest in the property of your choice.



## REGISTRATION PROCESS

The structural process of registering or acquiring assets such as property is a tedious one and becomes more convoluted when you are not physically present. Real estate agents, developers, and lawyers can relate to this challenge. The registration process can be frustrating. It can last as long as 6 months to 2 years and in the case of real estate with elongated procedures costing up to about 20.8% of the value of the property. More often than not, you may have to spend more than the cash budgeted for your application to move from one office to the next. This automatically disrupts business plans, and highly discourages investors.

## LACK OF LIQUIDITY

There are 256 trillion dollars of real-world assets and these assets are still represented by paper and are highly illiquid, as well as difficult to deliver. The division of such assets can be equally problematic, given the assertion of specific rights. Moreover, the legal processes for the transfer of property rights are complex, thus suggesting the involvement of trusted participants, raising costs for both the seller and the buyer, both in terms of money and time. Cryptocurrencies on the other hand are more liquid, they can be listed on a public exchange and sold quickly in open hours. The number of buyers for crypto is a lot more than for real estate. The liquidity of an asset is directly proportional to the supply of the buyers. Other problems with real estate buyers are:

- The barrier for entry is very high when it comes to real estate.
- They aren't looking to buy any property which is far away from where they live (except in the case of international real estate.)
- Real estate dealings have loads of third parties involved so the transactions are bogged down by fees and regulations.
- This discourages potential buyers.
- Even if you do find some buyers, you will be locked up in a lengthy transaction process and the chances of failing are quite high.

## PRICING COMMITMENTS

The structural process of registering for acquiring assets such as property in the third world is a tedious one and becomes more convoluted when you are not physically present. Real estate agents, developers, and lawyers can relate to this challenge. The registration process can be frustrating. It can last as long as 6 months to 2 years and in the case of real estate with elongated procedures costing up to about 20.8% of the value of the property. More often than not, you may have to spend more than the cash budgeted for your application to move from one office to the next. This automatically disrupts business plans, and highly discourages investors.

## **TRANSACTION SPEED**

As previously stated, real estate transactions can be extremely slow. According to Juwai Chinese Consumer International Travel Survey, 56% of Chinese investors spend over one year finding their ideal US investment property. In general, it can take you six months to find a property and another six months to fulfill all the formality needed to acquire it. Via the Blockchain, these times are reduced to minutes. Keeping all these factors in mind, you can see why the real estate industry is prime for disruption.

## **HOW BLOCKCHAIN TECHNOLOGY IS CHANGING THE REAL WORLD**

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As stated previously, cryptocurrencies have transformed the future of payments and remittances with distributed ledger technology. Initial coin offerings (ICOs) have challenged stock investing, startup loans, and venture capital. Even the food supply chain industry has been upended by blockchain. While tokenized real estate has been the slowest growing blockchain disruption, it is here to stay.

Now real-world assets can be converted into digital tokens stored on the blockchain. We believe that the process of tokenization of real-world assets is about to revolutionize how various businesses operate, improving the speed of transactions, ensuring transparency, accountability, and, above all, raising liquidity.



## Platforms and Marketplaces

Real estate technology has traditionally been primarily concerned with listings and with connecting buyers and sellers. However, blockchain introduces new ways to trade real estate and can enable trading platforms and online marketplaces to support real estate transactions more comprehensively. By tokenizing real property, assets can then be traded much like stocks on an exchange and transactions can be done online. Certain Platforms allows sellers to tokenize assets, essentially handling it like a stock sale, and liquidating that asset through a token sale using the platform. The collected tokens can be exchanged for fiat currency, with buyers owning a percentage stake of the property.

This is commonly referred to as fractional ownership via tokenization, one of the most interesting outcomes of tokenization of real estate is fractional ownership. This is especially intriguing when it comes to expensive assets like real-estate.



Instead of one person owning one property, it can be possible for multiple people to buy tokens of the property and co-own the building. To understand how this will work, let's take a hypothetical example. To invest in an average Malibu beach property costs more than \$6,000,000, which is out of the budget for most people. However, if the property is tokenized people may invest what they are comfortable with and jointly own the investment with other token holders and still realize the rate of return on the investment without having to fully fund the whole investment.

## **No Intermediaries**

Brokers, lawyers, and banks have long been part of the real estate ecosystem. However, blockchain may soon usher in a shift in their roles and participation in real estate transactions, according to a report by Deloitte. New platforms can eventually assume functions such as listings, payments, and legal documentation. Cutting out the intermediaries will result in buyers and sellers getting more out of their money as they save on commissions and fees charged by these intermediaries. This also makes the process much quicker as the back-and-forth between these middlemen gets cut. The security blockchain provides means that whether you reside in the country or not you can trust that your investment and your cash are securely locked on the chain.

## Liquidity

Real estate has long been considered an illiquid asset since it takes time for sales to conclude. This isn't the case with cryptocurrencies and tokens since they can, in theory, be readily traded for fiat currencies through exchanges. However, as tokens, real estate can be readily traded. A seller doesn't have to wait for a buyer who can afford the whole property to get some value out of their property. After in depth research into regulation regarding our marketplace we discovered the key requirement needed to legalize tokenized assets



## Decentralization

Blockchain commands trust and security as a decentralized technology. Information stored in the blockchain is accessible to all peers on the network, making data transparent and immutable. One only has to go back to the housing bubble crash in 2008 to see how greed and the lack of transparency in the part of institutions can have catastrophic consequences.

A decentralized exchange has trust built into the system. Since information can be verifiable to peers, buyers and sellers can have more confidence in conducting transactions. Fraud attempts would also be lessened. Smart contracts are increasingly becoming admissible records with Vermont and Arizona passing such legislation. As such, smart contracts would have more enforce-ability beyond the technology itself.



## Costs

The transparency associated with a decentralized network can also trim down costs associated with real estate transactions. Beyond the savings made by cutting out intermediaries' professional fees and commissions, there are other costs such as inspections costs, registration fees, loan fees, and taxes associated with real estate.

These costs even vary depending on the territory that has jurisdiction. Like intermediaries, these can be reduced or even eliminated from the equation as platforms automate these processes and make them part of the system.



Global real estate is worth hundreds of trillions of dollars but is dominated by the wealthy and large corporations. Through blockchain technology, more people may be able to access the market where transactions can be made more transparent, secure, and equitable. We strongly believe that real estate transactions will eventually become truly peer-to-peer activities with blockchain-powered platforms doing most of the work.

# ODINALA MARKETPLACE

The Evolution of Ownership is the new digital economy. Earn yield profits through frictionless investing in real world assets tokenized on the blockchain. Odinala investors around the world will be able to buy into the real estate market through fractional, tokenized ownership viewable on the blockchain.

Odinala Network is creating a system for tokenizing real property anywhere in the world, that allows a token holder to purchase and retain all legal rights and protections that are provided by traditional ownership of the real estate. During the project conceptualization, certain objectives were established for achieving the effective tokenization of real estate.

Odinala marketplace has to ensure that these five key characteristics are first defined:

- Enabling legally-recognized ownership of a discrete real property asset.
- An asset must be freely transferable to anyone without restriction, as any real estate property is, subject to applicable laws within property jurisdiction.
- Giving Odinala holders rights and access to all profits generated by the real property held by Odinala Ltd.
- Enabling all rights and activities associated with traditional ownership, for example, the right to access the property.
- Ensuring that our platform is easy and intuitive, making users seamlessly invest and track return on their assets.



## Earn passively by investing through our marketplace

To ensure profitability for the first phase of our marketplace, all listed properties will be rented properties. To prove the reality of tokenized real estate in its fullest, it is important to illustrate the full rights of Odinala Token owners. Rental payments from tenants on the property will be the most important method in which full rights over the property are shown. Profits from rental payments also make our marketplace offerings more enticing to investors to use our platform. The rent from tenants will be collected by the property management company we will establish.

The rent, net of operating costs including property management fees, insurance, and real estate taxes, is then exchanged for USDT stablecoins by the property management service and submitted to the Odinala rent contract associated with the property. The rent contract automatically dispenses the rent, pro-rata, to the Ethereum digital wallet. Upon receiving USDT in their Ethereum wallets, owners can exchange USDT for any other currency, including a fiat-backed stable coin that enables them to receive US Dollars to their bank accounts

## Legality regarding tokenizing asset on the platform

After in-depth research into regulation surrounding marketplaces such as ours, we discovered the key requirement needed to legally tokenize assets. Firstly we aim to establish Odinala Ltd as a limited liability company in either the United Kingdom or Switzerland. This will enable us to segregate membership interests, assets, and operations into independent suites, each of which is treated as a separate entity.

Odinala Ltd will then partner with property developers, contractors and realtors who, instead of going down the traditional route of selling or renting their property, would put said property on the Odinala Marketplace to allow said property to be sold via the blockchain. Ownership of any or all of the digital token units allocated to any property on the Odinala Marketplace gives individual ownership and certain governing rights over the property which has issued the digital tokens.

Each of the properties that will be put on the Odinala marketplace will have a 'sell bar' that indicates how many tokens are allocated to said property. Once the sell bar is full the property is officially sold, payment given to the property partner (developer or realtor) and fractional ownership shares confirmed with ODN members. These digital tokens will have a Unique Identification Number (UIN) that is found both in the metadata of the token and in the Certificate of Formation of Odinala Ltd.



Once the property is sold, it's recognized as a series LLC managed by Odinala Ltd and token holders essentially become property governors. The deed for the real property, that is, the legal document showing who owns the real property, will list the property token holders. The deed is filed in the country where the property is located and thus ownership of the property has been issued as a legal public record.

Finally, compliance will be ensured as well, since all investors to operations carried out via smart contracts will be connected to a digital identity that has passed the corresponding KYC and AML compliance checks, according to procedures arranged by Odinala Ltd.

## **ODINALA EXCHANGE FEATURES**

The vision for our Dex is to be a revolutionary decentralized exchange that compliments our marketplace and makes it easier for new investors to invest in our ecosystem. An investor can simply purchase ethereum on our dex and then utilize it in the marketplace for investments.



Our trading platform also aims to provide access to a range of cryptocurrencies and other blockchain assets to people through easy to use decentralized applications. We have formed a development team and are currently testing using the new avalanche consensus protocol.

Some of the main characteristics of our dex will be:

**High Speed Performance:**

Odinala exchange provides fast, reliable, and trusted services when it comes to processing requests. Odinala exchange processes thousands of transactions in a few minutes which gives it an edge over other exchanges

**High Trade Volume:**

Odinala exchange has a high trading volume compared to most decentralized exchanges.

**Trading Pairs:**

Odinala exchange will provide users with the most trusted coins and tokens in the cryptocurrency market.

**Staking:**

Rewards will be distributed for keeping a certain amount of tokens in the Odinala wallet. This reward is determined by the volume of stake, time of stake, etc. Staking ODN on the platform for a defined duration will grant users discounts on tokenized assets.

### **Defi Lending:**

The exchange of crypto loans takes place on the Odinala DEX between the lender and the borrower once both parties accept a specific interest rate on the loan.

Additionally, users who stake ODN tokens on the Odinala DEX will also enjoy 20% of all fees generated from the platform annually.

## **PROJECT SUMMARY**

Odinala Network has a unique business model, we utilize the blockchain technology in the real estate and financial services to take part in this new digital economy.

The Odinala marketplace makes real estate investing a reality for those unable to buy properties in their locality being made possible through blockchain. This platform is aimed at disrupting the real estate and transportation industry by digitizing real-world assets, lowering the barrier to entry, allowing small scale investors to profit from otherwise expensive assets.

Odinala DEX on the other hand allows investors to trade cryptocurrencies and access to other services such as lending/borrowing, staking, and peer-to-peer payments, Our native Odinala token will be used for governance, in-app subscriptions, trading fees, and discounts for tokenized asset investments.

# ODINALA TOKEN

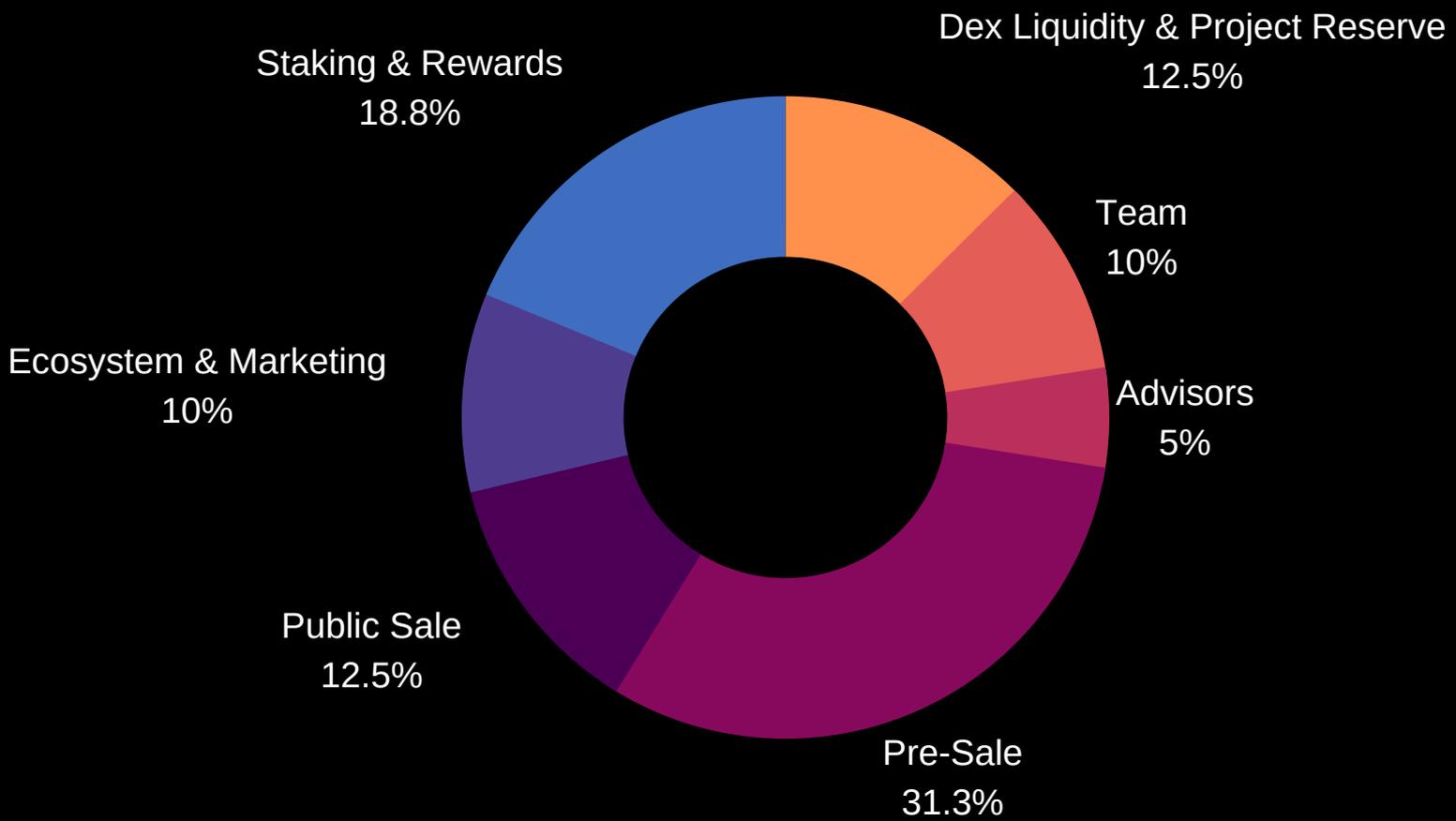
Our native token (ODN) will be a utility token for all Odinala platforms and can be used to gain access to our reduced fees when trading, while also unlocking many in-exchange features and other amazing benefits.

## Why hold our tokens

- Our token can be used to pay for fees on our decentralized exchange platform
- It will be used in the voting events and any modification related to the Odinala Ecosystem.
- An early adopter of our platform will enjoy a 5-15% discount from the investment made on the Odinala Marketplace (depending on the number of tokens staked by the user) 20% of all fees generated on both odinala DEX will be distributed to users who stake their tokens on the platform.
- All in-app subscription features can be purchased on our platforms using the native token.
- Exclusive access in Odinala airdrops, rewards, and community competitions.



# TOKEN ALLOCATION



# TOKEN PARAMETERS

TOKEN NAME

ODINALA TOKEN

TOKEN SYMBOL

ODN

EMISSION RATE

No new tokens will be created

MAXIMUM SUPPLY

8 MILLION

**Initial Circulating Supply:**

4,300,000



# TOKEN SALE

## Pre-sale 1

TOKEN  
EXCHANGE RATE

0.000247

NUMBER OF  
TOKENS FOR SALE

1,500,000

START DATE

28.09.2020

END DATE

02.10.2020

## Pre-sale 2

TOKEN  
EXCHANGE RATE

0.000270

NUMBER OF  
TOKENS FOR SALE

500,000

START DATE

04.10.2020

END DATE

11.10.2020

# TOKEN SALE

## Pre-sale 3

TOKEN  
EXCHANGE RATE

0.000294

NUMBER OF  
TOKENS FOR SALE

500,000

START DATE

12.10.2020

END DATE

18.10.2020

## Uniswap Listing

TOKEN  
EXCHANGE RATE

0.000341

We are raising a total of 645 ETH at a market cap of \$232,000 USD

# TOKEN DISTRIBUTION

## **Consensus Rewards – 1,500,000 ODN (18.75%):**

Allocated for Validators, Hodlers, and Staker's rewards on ODN blockchain. Locked until staking begins.

## **Liquidity and Reserve – 1,000,000 ODN (12.5%):**

Allocated for exchange needs, such as market-making deposits or Uniswap liquidity pools. Locked until the launch of DEX.

## **Marketing and Promotions – 800,000 ODN (10%):**

Unlocked, but the address is available for the public and any transfers from this wallet will be announced in advance. This will be used to promote ODN token and confirm the contract deals with current influencers on our pipeline.

## **Team – 800 000 ODN (10%):**

Locked until September 2021 after mainnet release and released annually after that.

## **Advisor – 400 000 ODN (5%):**

Locked until September 2021 after mainnet release and released annually after that.

**PRE-SALE 1 – (1,500,000 ODN (18.75%): 1 ETH = 4053 ODN**

**PRE-SALE 2 – (500,000 ODN (12.5%): 1 ETH = 3695 ODN**

**PRE-SALE 3 – (500,000 ODN (12.5%): 1 ETH = 3359 ODN**

**PUBLIC SALE: 1 ETH = 2925 ODN**

# MARKETING

Our marketing strategy will consist of Content Marketing, Paid Social Marketing, Incentivising virality, Partnerships, and more. The below is an overview of our marketing strategy:

## Content Digital Marketing

We will strategically release content across Twitter, Telegram, Instagram, and our bi-weekly medium blogs. This will consist of information on the exclusive competition, quizzes, infographics updating users on the status of our platforms. We have already hired a marketing specialist and are in the process of finalizing a full marketing campaign to begin in Q4.

Using our blogs and content we hope to continue building a place where potential investors can learn about the platform and join our community. We have also built partnerships with different telegram groups to help grow our community and promote the network.



## **Paid Social**

Paid marketing will also have a big role to play in our marketing plan, in particular Crypto influencers. We have researched with our team and created a list of key influencers and groups within the crypto space. Working to find out the optimal way to spend our ad budget, we began reaching out to influencers for partnership once our presale has been conducted. Our marketing representative reaches out to them weekly and we have a few popular influencers in our pipeline to be confirmed.

## **Incentivizing Virality**

An advantage our product has over many other platforms is that we plan to incorporate a referral program, which means people invite their friends to join the platform to earn rewards. Therefore we have an opportunity to encourage people to invite their friends which can help the viral nature of our products.

We will integrate social media into a platform that makes it easy for users to send a link to their friends via Facebook messenger or WhatsApp. Through our referral program, we will incentivize people to invite their friends to our platform thus reducing our Cost Per Acquisition (CPA).

## **Partnerships**

Odinala exchange will have already partnered with one engineering conglomerate and hopes to build further relationships with other blockchain companies to help promote its exchange globally. We are hoping to go public when we release information on our DEX.

## **Airdrop & Bounty Campaigns**

Airdrop and bounty campaigns have already begun during the first marketing phase of our token presale. We will continue to create initiatives to encourage community activity and grow our ecosystem.

## **Blockchain Events**

As a global exchange, Odinala aims to attend several blockchain summits next year, growing awareness of our project and solutions. These events will bring various crypto influencers together and thereby promoting our marketplace and exchange.

## **Listing on volume exchanges**

Odinala token will be listed on major top volume exchanges. Our token and exchange will be listed on coinmarketcap and coingecko, this is to enable our users to check on a regular our price on exchanges, trade our tokens and as well know our rank on coinmarketcap.

# ROADMAP

## Q2 2020

- Private fundraiser for the project launch
- Development team formation
- Targeted Market research
- Economic Regulation Analysis

## Q3 2020

- Website goes live
- Finalized whitepaper and launch
- Partnerships & Advisors formation
- ODN Token Sale
- Initial Exchange Listing

## Q4 2020

- Multiple exchange listings
- Github Code release
- Staking goes live
- Full Marketing Campaign
- End to End Testing & Launch of Odinala Marketplace
- Development of Odinala Mainnet

## Q1 2021

- Partner with financial institutions in target markets.
- Finalize Development of Odinala Mainnet
- User testing of Odinala Dex.

# CONCLUSION

Odinala intends to solve the many challenges faced by investors looking to own real estate and access digital financial services. We believe the introduction of everyday investors into the tokenization of the real estate through Odinala will push for the advancement of these emerging sectors.

We will ensure the process of investing in the Real Estate market will become effortless and quick. Our dex will complement this unique ecosystem allowing users to hold, stake, trade, and access lending solutions using cryptocurrencies.

As an Odinala Network investor, you will gain philanthropic satisfaction from being a part of a world-changing enterprise and also reap financial benefits along the way.



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