# Table of Contents

- Executive summary ................................................................................................................................. 3
- Market Opportunity ................................................................................................................................ 5
- Introducing iRent ..................................................................................................................................... 6
  - How is iRent different? ........................................................................................................................ 7
  - Why Blockchain ................................................................................................................................... 8
- Blockchain ........................................................................................................................................... 8
- Tokens ................................................................................................................................................. 8
- Smart contracts ................................................................................................................................... 9
- BSC Blockchain .................................................................................................................................... 9
- Mission and Vision ................................................................................................................................. 10
  - Mission .............................................................................................................................................. 10
  - Vision ............................................................................................................................................... 10
- iRent Token ............................................................................................................................................ 10
  - Token functionality ............................................................................................................................ 10
  - Role .................................................................................................................................................... 10
  - Purpose ............................................................................................................................................ 10
  - Blockchain innovation features ......................................................................................................... 11
- Services .............................................................................................................................................. 11
- Smart Contracts attributes ................................................................................................................ 11
- Participants ........................................................................................................................................ 11
- iRent Products and Services .................................................................................................................. 13
  - How and by whom will the IRE Smart Contract be created? ............................................................ 14
- Token Adoption and Growth strategy ................................................................................................... 15
  - Inbound Marketing strategy .............................................................................................................. 15
  - Scaling our rental audience on iRent ................................................................................................ 16
- Booking on iRent ................................................................................................................................... 17
- iRent Programs ................................................................................................................................... 18
  - 100% Buyback program ..................................................................................................................... 18
  - iRent Reward Program ..................................................................................................................... 18
  - Attracting traffic and growing the community .................................................................................. 20
  - Renting and sharing your experience .............................................................................................. 21
- Platform Research and Development Program .................................................................................... 21
- Employee program ................................................................................................................................ 22
- Remedying Market Problems .............................................................................................................. 23
  - Existing Problems in the Market ....................................................................................................... 23
Executive summary

More than 10 billion properties are rented every year around the world. The real estate industry is worth $9.6 trillion, with further growth predicted\(^1\). In Europe 90% of the rental estate ads are posted as individual or business on all major rental platforms. Only a few of them have made available to customers an online booking platform for long term rentals. Through these services, the platforms charge transaction and rental administration fees up to 30% of the value of the first month and security deposit. Trying to compete with these corporate giants would be a lost cause.

The intelligent way is to play another game entirely. Based on these very simple observations, we identified an enormous opportunity for a Crypto business to take this battle on, so we created iRent.

iRent will be a decentralized rental platform where people can rent their long terms accommodations and earn tokens in the process. All rentals made on the iRent platform will create a smart contract on the BSC platform (Binance Smart Contract\(^2\)), when the Landlord list the ad on the iRent platform. This contract will represent its full value (monthly value x number of leased months) and will be able to be financed by investors. These funds will be directed to the accommodation provider once the Tenant moved in. By paying the monthly rent, the Tenant returns the investment directly to the Investor.

There will be 3 category of users with each one having a different set of permissions:
- Tenants,
- Landlords,
- Investors.

The creation of iRent Token is what allows us to bring this project from a concept to a platform that will be able to disrupt the current market leaders. Our initial target market stretches across two huge industries: the real estate industry, valued at $9.6 trillion\(^3\), and the crypto industry valued at $2 trillion\(^4\).

Our goal is to create this bridge between the classic rental method and the Blockchain system so that any reservation made on our platform to be created in the form of a smart contract on Binance Smart Chain with an expiration date, a real value and the possibility to be purchased by investors in the form of an investment for a fixed period (6 or 12 months) with an interest rate of up to 10%.

By creating this, we won’t just offering the possibility to the landlord/agencies to receive in advance the total value of money for the entire rented period, but also will help them to rise

\(^1\) Real Estate Market Size 2019: https://www.msci.com/documents/10199/035f2439-e28e-09c8-2a78-4c096e92e622

\(^2\) Binance Smart Contract = https://academy.binance.com/en/articles/what-are-smart-contracts

\(^3\) Real Estate Market Size 2020: https://www.msci.com/documents/1296102/19878845/MSCI_Real_Estate_Market_Size_2020.pdf/06a13e2c-0230-f253-26fa-3318cecb1c59

\(^4\) Crypto market: https://www.reuters.com/article/us-crypto-currency-marketcap-idUSKBN2BS1I7
and use the entire amount of money at once instead of waiting to collect them monthly. Once the smart contract is created and listed any investor can buy it at the listed price. Each smart contract will be linked to an active real estate long term contract.

**Example:**

E.G. Rent = € 800 /month  Contract length = 12 months  IRE Smart Contract value = € 9 600

IRE Smart Contract value = € 9 600
10% revenue = € 960
Total = € 10 560
Monthly repayment = € 880

*The value of money will be paid back in iRent tokens (IRE).*

*The investor get the investment back divided in the contract length (6 or 12 month).*

*The investment guarantee will be guaranteed by the rental contract itself.*

*Thus, the tenant, by paying the monthly rent, will return the money to the investor.*

iRent’s business model will be split into two different revenue streams:
- competitive commission model for every reservation made on the iRent platform;
- trading platform for smart contracts issued by the real rental contracts signed on the platform.

Our mission is to enable more people to rent their properties in a safe environment.

*Join us in that journey!*
Market Opportunity

Unfair Advantages: How Real Estate Became a Billionaire Factory

Real estate, according to recently published data it’s been the best performing investment in modern history. And with a set of unfair advantages that are completely unheard of with other investments, it’s no surprise why. But those barriers have come crashing down and now it’s possible to build REAL wealth through real estate at a fraction of what it used to cost, meaning the unfair advantages are now available to individuals and corporations.

As seen in recent months through the explosion of DeFi[^5], NFT[^6] and privacy protocols, consumers are pivoting en-mass from fully centralized platforms to decentralized ones which have the power to solve many traditional problems existing in the markets and offer value through their explosive potential for swift growth on a global scale.

The current heavily centralized nature of the proptech industry makes it perfectly suited for blockchain-modernizing ventures and this is where iRent seeks to take a centre disruptive stage.

With the help of Blockchain technology, iRent want to add another value for the smart contract.

In simple terms, a smart contract works as a deterministic program. It executes a particular task when and if certain conditions are met. As such, a smart contract system often follows “if... then...” statements. But despite the popular terminology, smart contracts are not legal contracts, nor smart. They are just a piece of code running on a distributed system. We want to link these two contracts (Smart Contact and the long term rental contract) into one and offer it a real value that can be used in the form of a real estate investment.

Nick Szabo[^7] discussed the potential use of smart contracts in various fields that involve contractual agreements - such as credit systems, payment processing, and content rights management but no one have done nothing till now.

Advantages and use cases

- As programmable code, smart contracts are highly customizable and can be designed in many different ways, offering many kinds of services and solutions.
- As decentralized and self-executing programs, smart contracts may provide increased transparency and reduced operational costs.
- Smart contracts are particularly useful in situations that involve the transfer or exchange of funds between two or more parties.

In other words, smart contracts can be designed for a wide variety of use cases such tokenized assets.

[^7]: The Potential of Crypto and Smart Contracts: [https://www.youtube.com/watch?v=ZE2HxTmxfrI](https://www.youtube.com/watch?v=ZE2HxTmxfrI)
Introducing iRent

iRent will represent the future of rentals and will pave the way for other innovations. iRent interest is to create and develop a community where all participants receive benefits: Security, Trust, Stability and Profit.

iRent will act as a real estate agency by brokering the lease between the tenant and the landlord by offering a rental platform using its own Token.

By combining these two elements iRent will create IRE Smart Contract similar as a crypto loans mechanism that will allow users to benefit as lender (investor) or borrower (accommodation provider). iRent will be the first company that will add value to a long term rental contract by transforming it in a tokenized assets.

As a decentralised ecosystem and sharing-economy, iRent will operate in the highly energetic mid-to-long-term rentals sector valued at close to $3.2 trillion and is set to position itself as a first-mover among the next-generation Proptech ventures that are sure to follow in its footsteps into this expanding global market.

We are able to compete as we follow a different business model then any traditional business. Because of this, with our Reward program, we not only drive adoption of the platform by incentivizing users to bring others on board, but also we drive traffic by rewarding investors who trade on our platform.

All the accommodation listings published on iRent platform will be transformed in IRE Smart Contracts. This smart contracts will have an expiry date, a real value and can be purchased by an investor.

This way the Accommodation provider will be able to get the payment in advance for the entire reservation instead of waiting to collect it every month.

With this strategy, Investors earn up to 10% profit for each investment, tenants are able to rent their accommodation by paying only 1 month upfront and Accommodation provider is able to get the entire value upfront instead of waiting month to collect it.

The ultimate goal behind this program is to drive traffic to iRent’s site and stimulate the adoption of our platform and unique service since the early beginning.

By launching iRent we will start winning market share of the $9,6 Trillion industry. At the same time, the current market cap of all cryptocurrencies is around $2 trillion. Our initial target market stretches across both of these industries.

One of iRent’s unique advantages is its appeal to both the growing, high-value user base of early adopters and cryptocurrency enthusiasts, and to the "less-informed" countless millions worldwide looking to shift their rental transactions from fiat to crypto, but don’t know where and how to start. iRent will serve as an easy on boarding gateway for simplifying this process for all.
How is iRent different?

The number one mistake other IEO’s are making is that they don’t have a working growth model in place. They try to compete against big players that have much more marketing resources at their disposal. Their constant struggle to attract traffic to their sites prevents them from ever taking business from competitors. Due to the lack of an adoption strategy, we can see in hard evidence that post IEO, their traffic plummets and demand decreases, resulting in a sell-off of their token.

Apart from the services it will offer, iRent will differ from other competitors only by its performance in ensuring a secure rental platform, being protected from fraudulent advertisements.

Millions of dollars are lost each year through various methods and fraudulent rental ads, the most affected being students. According to a recent estimate by the European Council, students spend more than $210 billion a year on rent.

- The Annual Fraud Indicator report shows that the loss due to private rental property fraud in the U.K alone was a staggering £918 million.
- Scamwatch reported an increase of 56% in rental scam cases, with many related to the COVID-19.
- The most common are fraudulent deposit schemes - that occur when tenants pay an upfront deposit to rent a property which doesn’t exist in reality or that has already been rented out to multiple victims in parallel. Victims lose the deposit often sent from abroad and discover they are not able to enter the property only upon arrival.
- International students constitute the majority of fraud victims.

Our growth model takes into account the different actors in the iRent platform:

<table>
<thead>
<tr>
<th><strong>Users:</strong></th>
<th>People that use the iRent platform.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Guest users:</strong></td>
<td>Users who don't have an iRent account.</td>
</tr>
<tr>
<td><strong>Registered users:</strong></td>
<td>Have an iRent account.</td>
</tr>
<tr>
<td><strong>Tenants:</strong></td>
<td>Users that rent accommodation.</td>
</tr>
<tr>
<td><strong>Landlords/Accommodation provider:</strong></td>
<td>Users that post their properties on iRent platform.</td>
</tr>
<tr>
<td><strong>Investors:</strong></td>
<td>Users that invest in smart contracts.</td>
</tr>
<tr>
<td><strong>iRent community:</strong></td>
<td>All token holders.</td>
</tr>
</tbody>
</table>

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iRent will be built with a focus on growth where everyone benefits:

- **Tenants** earn tokens when booking and reviewing their experience;
- **Investors** will get up to 10% revenue of each investment in any smart contract, *each contract is backed-up by the Real Rental agreement*;
- **Influencers** earn tokens for sharing the rental content on their social media accounts and leveraging their audience to bring new active users into iRent;
- **Landlords/Accommodation providers** benefit from a low commission structure, solving their biggest challenge and increasing their revenue by getting paid in advance the total value of the rental contract, instead of waiting to collect them monthly;
- **iRent** community benefit from the increase of traffic and adoption of the site as the value of the iRent token increases;
- **iRent** community benefit from the opening of new jobs.

**Why Blockchain**

Blockchain based crypto-economic systems allow the removal of intermediaries from the business processes. The data that underlies those processes, be it asset management or identity and reputation systems, is decentralised and persistent. In that case, no party can act dishonestly by controlling the data, and that no single party has to maintain the data, because it is maintained on a public network.

This enables the creation of self-sustainable and autonomous digital economies. This last point is the fundamental requirement for the growth and adoption strategy of **iRent**, and as such, the reason why we create our token on the Ethereum Blockchain.

**Blockchain**

Blockchain data is always complete, accurate, trustworthy and widely available because as a transaction is processed all computers on the blockchain operate an algorithm to reach consensus regarding the validity of the transaction. Once consensus is reached the transaction cannot be altered by any single party and the outcome of the transaction can then be publicly viewed by all. Blockchains are decentralized, meaning there is no single point of failure which adds to the resiliency of the network, making it harder to attack. By reducing the reliance on centralised record-keeping entities, the technology has the potential to lower costs and improve the efficiency of business processes.

**Tokens**

Crypto-tokens can be regarded as data entries that are persistent and auditable. The token behaviour is programmable, and as such can mimic and act as different kinds of value transfer instruments and assets. Tokens can represent access to services or information and power reward systems. The value proposition of tokens is not limited to traditional financial instruments. Most importantly, regardless of their particular functionality, tokens align incentives amongst network participants.
Smart contracts

A smart contract is cryptographically verifiable code that executes instructions over cryptographically verifiable data (i.e. token balances). The main feature of such code - integrity - is enabled by blockchains. While smart contracts might sound new, the concept is rooted in basic contract law. Usually, the judicial system adjudicates contractual disputes and enforces terms, but it is also common to have another arbitration method, especially for international transactions. Smart contracts are self-executing contracts in which the terms of agreement are directly written into lines of code. As it is in code rather than on a piece of paper, there is no third party required to execute the contract! This means there is no central authority to trust or rely on.

While crypto tokens remove intermediaries from payment processing, smart contracts remove intermediaries from business processes and agreements.

BSC Blockchain

**iRent** will be a rental platform using the Binance blockchain. **Binance Smart Chain** is a next generation blockchain that utilizes blockchain technology and digital identity to digitize assets, to automate the management of digital assets using smart contracts, and to realize a “smart economy” with a distributed network.

This incorporates verifiable records, which confirms that a transaction has followed the correct procedures. Our users will have confidence that payments will be made instantly while recording the terms of the deal over the Blockchain.

Some of the benefits of **Binance Smart Chain** include:

- A rich and growing digital asset ecosystem powered by Binance DEX, the leading decentralized exchange;
- Cheap transaction fees that reach as low as 1 cent;
- High performance with a network capable of producing a block every 3 seconds;
- Cross-chain DeFi mechanisms that increase DeFi interoperability;
- A supportive Binance ecosystem that funds and bootstraps many DeFi projects;
- A growing ecosystem of millions of users across binance.com and Binance DEX;
- A network of major crypto projects already collaborating with BSC.

Because of the use of Blockchain technology we are able to not only have a safer and secure way of operating, it also enables a revolutionary business model that would otherwise not be possible and allow us to disrupt the status quo.
Mission and Vision

Mission

Our mission is to enable more people to experience the world, creating a self-sustainable and autonomous digital economy.

Vision

We envision a world where the use of the iRent token will enable people to help each other make better decisions and have amazing experiences.

iRent Token

Token functionality

iRent token disrupts the traditional booking marketplaces by creating a tenant economy where the tenants and accommodation providers become uniquely aligned to serve one another.

Role

iRent tokens are the engine of the platform as they unlock utility on the website. The utility of iRent has a wide range of services, including booking, advertising, and purchasing of IRE Smart Contract.

Purpose

Tokens will set us up for success by driving the growth of our platform. They play a crucial role in allowing us to reward our community for:

- Creating quality content that attracts new users;
- Booking and IRE Smart Contracts investments.

On the other hand, they represent the gateway for accommodation providers to activate premium services when they want to increase the booking rate of a certain listed accommodation, when they list the property on the platform or when the smart contract created from his booking will be financed by an investor. Will also serve as method of payment for tenants.
Blockchain innovation features

- Immutable Block Data
- Decentralized File Storage
- Crypto community pool mechanism
- NFT
- Community Governance
- Encryption and Data Replication
- Deposit staking
- Dispute Arbitration

Services

- Property Listing
- Highlighting features
- Automated deposit release
- Automate utilities disbursement
- Accessing screening protocol
- Title deed verification
- Posting promotional ad
- Employing 3rd party and partners services
- Entering Agreements and executing Smart Contracts

Smart Contracts attributes

- Funds management
- Trustless multi-party agreements
- Autonomous environment

The focus of the functionalities will revolve 3 main smart contracts to convert into only one: Deposit, Agreement and Investment, covering hundreds of different scenarios. The complexity of these three smart contracts tackle the common pain points as described in the previous section, mainly: threat of fraud, transactions, and real estate investments.

Participants

- Tenants/Landlords
- Related Institutions (University programs, relocation companies)
- Contributors
- DApps developers
- Geo-localized 3rd party services
- Partnered sharing-economies
Digital in 2020: the essential headline numbers

Digital’s role in our lives has reached new heights, with more people spending more time doing more things online than ever before:

- The number of people around the world using the internet has grown to 4.54 billion, an increase of 7 percent (298 million new users) compared to January 2019.
- Worldwide, there are 3.80 billion social media users in January 2020, with this number increasing by more than 9 percent (321 million new users) since this time last year.
- Globally, more than 5.19 billion people now use mobile phones, with user numbers up by 124 million (2.4 percent) over the past year.

# iRent Products and Services

iRent will make available on the platform a variety of products and services. These can be grouped into 3 general categories:

1. **Tenant content**
2. **Accommodation provider/Landlord**
3. **Investors (IRE Smart Contract)**

**Tenant content** - This will give content creators the ability to earn iRent tokens when they create and share quality tenant content such as videos, images, blogs, and accommodation reviews in our platform. The token will have a monthly reward pool that will provide a percentage of tokens to content creators that add value to the platform. By doing this, the token economy incentivizes them to create content that will attract visitors to the website. More visitors will result in greater adoption of the platform and token. And in turn, greater adoption will increase the worth of the token, increasing the incentive to produce more content, and as such, driving further adoption.

**Accommodation providers** - iRent not only gives accommodation providers the ability to directly offer their space to guests and get paid full value of the rental contract, but also stimulates bookings and reviews by rewarding with tokens tenants who completed their stay. This creates the most cost efficient way of competing for the tenant, which results in the best possible foundation for the cheapest price.

**Investors** - This will give investors the ability to invest in Binance Smart Contract related products and services on iRent’s website. As the traffic on the website increases, we can provide better deals for our community.

iRent will earn a commission on each IRE Smart Contract financed by investors. Each IRE Smart Contract will be linked to the classic rental contract which will represent the guarantee and recovery of the investment. In this situation, the investor has the guarantee that the investment is guaranteed and covered. It also drives the value of the token as 100% of the profit will be used to buyback tokens.

**IRE Smart Contract** - The advantage that the link between the traditional renting model and what the blockchain system offers, is the possibility to create and develop a new product service beneficial to all members. This product will take the form of a IRE Smart Contract:

- Each contract will have a start and an end period;
- Will offer up to 10% Revenue to investor;
- Monthly re-payments;
- Possibility to invest in multiple smart contracts;
- 100% Safe Backup for the smart contracts investments;
- The accommodation provider will be able to get the total value of the rental agreement at the time the tenants move in.
How and by whom will the IRE Smart Contract be created?

The IRE Smart Contract will be created by the Landlord when the ad is listed on the iRent platform. Once created this IRE Smart Contract will be available to investors on the Binance platform and iRent (investments area) and can be purchased.

Because the contract will not have all the active parts ready (no tenant yet) the investor will need to have the amount of money (in the Metamask wallet, Trust Wallet, etc.) which can be withdrawn and used in the contract as soon as the tenant completes the reservation request, pays the first month of rent and moves into the property.

At the time of moving in the property, the tenant will have to confirm the beginning of the contract, then the value of the contract (investor money) will be transferred to the Landlord wallet address in IRE token after 24 hours excluding the 15% IRE commission. 10% will represent the investor revenue and 5% represent the iRent managing commission.

iRent anticipates making more features available over time. iRent will start to build and release the platform after the token sale. Features may be limited based on the type of jurisdiction.
Token Adoption and Growth strategy

**iRent** will implement an Inbound Marketing strategy to drive growth and Partnership with biggest classifieds website ads by promoting all the properties listed on our platform to millions of customers.

Inbound marketing is focused on attracting customers through relevant and helpful content and adding value at every stage in your customer’s buying journey. With inbound marketing, potential customers find you through channels like blogs, search engines, social media and promoters.

Partnership will be done with all important classifieds websites of every country we will offer our services. All the tenants comes through this channels are verified by the initial classified platform itself. This will give assurance that all tenants are checked and verified before they initiate the booking on our platform. All the target companies we are looking for partnership are offering the same service, audience to millions of customers and verified tenants.

The power of the strategy has been proven by the necessity of a safe rental environment. Every year, millions of tenants become victims in scam rentals. The adoption of **iRent token** will help us to create a safe environment where people can rent accommodation at no risk losing their money and also a safe community where landlords can rent out their accommodations trough **iRent portal**.

Inbound Marketing strategy

Inbound marketing starts with content that is made to help your target audience by answering questions that they may have. Our content creation model is our unique way to differentiate ourselves from our competitors as we will create a community of content creators that will create quality content to drive traffic to the site. In order to get found by the right people who are actually interested in going to rent, we, and foremost the **iRent community** will create educational content that speaks to them and answers all their tenants, landlords and investors related questions.

Our target audience begins their renting process online, usually by searching to find something they have questions about. So, we will ensure by creating an optimized **iRent content** that we will show up when and where they search.

In addition to this, we also incentivize users to share quality content with their personal network on all social media by rewarding them for growing the **iRent community**. By doing this, we are increasing our reach and adoption of the platform.

Once we have attracted website visitors, the next step is to convert those visitors into registered users. We do this by stimulating registration in two ways: through our marketing expertise, and through our community, who is attributed to every user that they bring on board, and rewarded.
When a person becomes a registered user, they have the ability to book an accommodation through the platform, leave a review of their experience, and most importantly get rewarded for it.

Each user that we have will be nurtured according to their interests. That means, we will provide them with content and offers that will directly correspond with what they’re interested in. We will communicate with dynamic messaging to stay relevant. And this will grow our user base and increase levels of engagement with the platform.

The value of a cryptocurrency is dependent on supply and demand. Our growth model drives demand of the token by valuable user generated content, attracting relevant visitors, and resulting in adoption of the services on the iRent platform. As demand for the token goes up, so will the value of the token. When the value of the token goes up, so will the value of the reward for the content creators. This will motivate content creators to create more amazing content that will attract more visitors.

More visitors will lead to more bookings, and create more demand. Increase in demand drives up the price of iRent tokens.

Scaling our rental audience on iRent

The majority of IEO’s post launch have one fundamental problem: they have no audience outside the IEO nor a realistic growth plan in place and hence no adoption of their token. This usually results in a mass sell-off of their token and investors losing their money. During 2017, the crypto market was so good that this didn’t matter as tokens were worth more due to the hype. Shortly after, it became painfully visible that those projects may had good ideas but had no plan to execute on driving adoption of the project.

At iRent we do it the other way around, we first focus on growing a huge community by adding value for people coming to the iRent website, and consequently adoption of the Token increases and IRE Smart Contract investments.

iRent will take the best practices of this feature and incentivize content creation by rewarding both quality content and lead generation on a monthly basis for 20 years. We love and stimulate all creation of quality accommodation content from audio, pictures, blogs, and video, to complete tenant guides. Our goal here is to help people have better experiences, a safe environment and grow an audience at the same time.

Content that generates the most amount of visits will naturally be attributed to many more new users than content that only has a few visits. The best content will therefore provide money to the content creator for 20 years.
Booking on iRent

**Tokens** - Buying iRent tokens unlocks full functionality of our booking marketplace. Tokens can be used as currency to book accommodation, invest in a IRE Smart Contract and other related products. The use of iRent tokens however will be a requirement at the time of booking.

Traditional payment methods (e.g. credit cards, PayPal, banks) will not be supported as an option for booking process.

Accommodation providers and investors will receive regular iRent token payments as default, but will have the option to withdraw it from the iRent platform and sell it on any Crypto exchange that trades iRent tokens.

**Coin Price** - Through the way iRent’s model is set up, we will naturally offer the best possible services available.

No one can predict what real estate industry will do, after all it is an open market that also works with supply and demand next to contractual agreements. That been said, with our model we place ourselves in a strong position.

**Interface** - iRent’s website will provide an easy-to-use interface that will allow Accommodation provider to add and edit their listings in a quick and easy way. Also, it will ensure users get a seamless experience when searching for and renting an accommodation. Initially, we will provide the following booking options:

<table>
<thead>
<tr>
<th>Instant booking</th>
<th>Tenants book and pay online in one transaction in iRent (IRE) tokens. Accommodation provider will get paid 24 hours after tenant move in the accommodation.</th>
</tr>
</thead>
<tbody>
<tr>
<td>IRE Smart Contract</td>
<td>For the first time in the modern history and with the help of Blockchain technology we will be able to generate and create a IRE Smart Contract based on the long term rental contract. This contract can be financed by any investor not just by the Banks, by purchasing the smart contract once it’s listed. The beneficiary of this contract will be the Accommodation provider. The repayment of the investment to the investor is guaranteed by the tenant at the time of paying the monthly rent.</td>
</tr>
<tr>
<td>Non-refundable</td>
<td>In case of cancellation, modifications, or no-shows, 25% of the total price of the reservation will be charged. If any cancellation or modification fees apply, accommodation providers will pay commission on the amount paid by the tenant.</td>
</tr>
<tr>
<td>Investor’s revenue</td>
<td>For each IRE Smart Contract purchased, the investor earns 10%. The total reimbursement will be paid back monthly in equal instalments for the entire duration of the contract.</td>
</tr>
<tr>
<td>Free Cancellation</td>
<td>In case of free cancellation no fees apply and accommodation providers don’t pay any commission.</td>
</tr>
</tbody>
</table>
At a later stage, we will expand these options to ensure that we provide the best experience possible for tenants, the accommodation providers and investors.

**Additional revenue streams on iRent** - After having grown our community of users and accommodation providers massively, we envision a future where we go many steps further to provide the community with more services and increase our footprint.

Future products and features available in the **iRent platform** can be found below:
- Our own solution for small and medium sized business real estate
- Offering local experiences
- Offering greater visibility for all ads posted on our platform by creating partnerships with various classifieds platforms
- Offering job opportunities
- Offering monthly contests and prizes
- Guide and information regarding investments in smart contracts

This list is subject to change and we will be reaching out to our community first to understand their needs and priorities. It is likely that some of these business lines will start off as simple affiliate partnerships at first, and if successful be incorporated on our platform.

This will further stabilize and secure growth of the **iRent tokens**. The growth potential is, as displayed, enormous and we will select what to focus on depending on the positive impact of the **iRent currency** and growth of our ecosystem.

**iRent Programs**

At the moment of going live with the **iRent platform**, all programs will be activated. Programs are possible and secured by our smart contract on the **Binance Smart Chain Blockchain**. They are made to grow the value of the **iRent token** and scale our services for the future. All programs are fixed amounts of tokens that will vest and take effect on a monthly basis for 20 years.

**100% Buyback program**

Of all current and future earning models, a **Buyback** program of 100% of net revenue will be dedicated to consistently stimulate the **iRent economy for 20 years**. Through this program tokens will be burned, decreasing the total circulating supply and by doing that increasing the scarcity, resulting in more value of the token.

Through our **Reward**, **Employee**, and **Platform Development** programs a monthly inflation will take place. However, our forecast is that the **Buyback** program will easily outgrow the monthly inflation thanks to our completely diversified revenue streams. These will range from affiliate partnerships, bookings and smart contracts. Therefore, the **Buyback** program will make the total circulating supply deflate rather than inflate. We will run this program until **90%** of all **iRent tokens** are taken out of circulation.
The existence of the **Buyback** program in the **iRent Ecosystem** is an indisputable advantage of our project, as it allows us to provide a stable demand for tokens in the market, giving early token holders a better perspective on growth and return on investment. Due to Buyback, our token will become extremely convenient for long term holding as our revenue will grow overtime.

**iRent Reward Program**

The **iRent Reward Program** has been developed as an essential part of the business model to incentivize growing the community, and also to increase the frequency of bookings. This empathetic approach has 3 main goals in mind:

1. Providing a passive income to people that create and share rental content;
2. Delivering value to people who are interested in renting;
3. Being the driving force for adoption and naturally increasing demand for the **iRent token**.

The **iRent platform** will have a 20 year long monthly vesting schedule of its tokens to reward **content creators, influencers, and travellers**.

What sets us apart is that the program is developed to be rewarding at an ongoing basis. Content creators that start contributing towards the community will receive monthly ongoing rewards. The better the quality and impact, the greater the monthly reward. In this way, they are able to build up a passive income that will create value long term.

**iRent** reserves the right to revisit the **Reward Program** at any time to make improvements, however the amount of tokens that will be awarded towards the community cannot be changed and are guaranteed as it is defined in the smart contract.

![After IEO Chart](chart.png)

- 25% Reward program
- 20% Platform cost & development Program
- 15% Employee program
- 40% Open market (end of IEO)
Attracting traffic and growing the community

At iRent we reward content creators, influencers, and tenants for attracting traffic to the site and for helping grow the iRent community.

We do this in several ways:

- **Content Creation** - Rewarding quality tenant content creation that attracts traffic to the site:
  
  a. Every piece of content will be pre-approved to ensure good quality and avoid duplication as well as inappropriate content.
  
  b. Once approved, we will reward the content creator according to the following formula:

\[
\text{(Pieces of content on month X) / (Total pieces of content on month X)} = \% \text{ of token reward pool for month X)
\]

E.g. Community member Peter creates 10 pieces of content on month X regarding different cities and all get approved for publication on iRent. If there are a total of 100 pieces of content created in month X, he will receive 10% of that months’ reward pool.

- **New Users** - Our users will be attributed to every NEW user that they bring on board, and rewarded every month this user is active in the future:
  
  a. **We track number of new users** attributed per person by checking on a monthly basis referral links or last piece of content seen by the user before registration.

  b. **We review registered active users** (who booked or published content on the website) on a monthly basis, and reward people according to the following formula:

\[
\text{(Active attributed users on month X) / (Total active users on month X)} = \% \text{ of token reward pool for month X)
\]

E.g. If there are 100 total active users in month X, and community member Travis is attributed to 5 of those 100 users, Travis will receive 5% of the total reward pool for that month X.
Renting and sharing your experience

iRent also rewards tenants for sharing their experience with an accommodation provider that was booked through the iRent platform.

We do this in the following way:

- **Booking and Reviewing** - Our community will be rewarded after they booked through the iRent platform AND completed their stay. Also after they write a review of their experience with the accommodation provider booked:
  
  a. **We will reward tenants** once their stays completed, with 1% of token reward pool for month X.

It is important to note that the monthly reward pool for **Content Creation, New Users, Booking and Reviewing** are all different and completely independent of one another.

Platform Research and Development Program

iRent will continue to develop its state of the art technology in the coming 20 years through a research and development program that will fuel innovation on a monthly basis.

The quest of improving our services for the iRent community is so important to us that we decided to dedicate a specific program for it.

Through this program, we are able to seek and afford crucial people and partnerships that will help us build and take iRent to the next level.

We will proactively seek feedback from the iRent community to understand their needs and priorities before we set our development agenda. At iRent we prioritise this feedback as the highest directive.

At the same time, our community will have knowledge and skills that can benefit the growth of the iRent platform. This program will enable us to trade value to acquire their time. Community members who go above and beyond to help us will be rewarded with iRent tokens.

Contrary to other projects, that often run out of funds fast requiring them to do more fundraising or stop innovating all together, our research and development program is guaranteed to run for 20 years as it is defined in the IRE Smart Contract.
Employee program

We are dedicated to building an inclusive culture where employees can do their best work.

Feedback, research, and our own employees show that the number one way to do that is by being flexible.

We’re scaling a company where people can build their work around their life, not the other way around. Flexibility and autonomy means they’re in the driver’s seat to create a schedule that works for them, their passions, and the people they love.

We will do partnerships, create different programs and services that will help us build and take iRent to the next level.

In most IEO’s there is a large sum of tokens being allocated to the team that usually vests within 1 year post IEO. This puts huge negative pressure on the token value as those projects try to cash in and sell off the token.

At iRent, we take the stability and value of our token more seriously.

Therefore, our approach is vastly different. Our employee program secures rewarding employees through a fixed monthly vesting scheme for 20 years. This model not only secures long term commitment from the team, but also provides superior buying conditions for current and future holders of the iRent Token.
Remedying Market Problems

Existing Problems in the Market

Laying-off

- Centralised platforms incur high service fees, as in the case of Airbnb which charges up to 17.2% from tenants and landlords per booking.
- Brokers in major cities charge a very high commission, for example in London an average of £404 is charged to tenants and 15% for landlords.
- When it comes to international transaction fees - currency conversion fees and financial institution fees add up to ~7% when transferring between countries and currencies.

Deposit Withholding

- At the end of the rental period, tenants might encounter a situation that their deposit is withheld and not paid back or only partially returned to them - often for unjustified reasons.

Data Ownership

- In numerous cases, centralized platforms holding personal data have shown their tendency to manipulate, track, trade, sell and generally misuse their members private data.
- They’ve also shown their susceptibility to 3rd party hackings and the subsequent theft of their members private data.
- A 2019 report by the ID Theft Resource Centre indicate that 1.48 billion records were exposed in previous years, with each record including private details in full, including Social Security Number, driver’s license number, a medical record, a financial record, or credit and debit information.\(^{11}\)

Fraudulent ads

- The Annual Fraud Indicator report shows that the loss due to private rental property fraud in the U.K alone was a staggering £918 million\(^ {12}\).

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Solutions & Remedies

iRent will utilize the synergy between its team’s extensive knowhow in the field and the experience of its technological arm to successfully develop a state of the art next-generation platform capable of remedying these problems and rewarding users through 4 main vertices:

- Building a **decentralized economy** free of costly and redundant intermediaries, inflated service fees and commissions, for the global mid-to-long-term private housing sector, which will serve as an on boarding gateway and hub for rental transactions in crypto;
- Fusing **tamper proof** records with trust less smart contracts to neutralize risk of fraud, widespread scam, theft and privacy manipulation;
- Setting a crypto **investment mechanism** with the help of **IRE Smart Contract** that will allow users to benefit as lender or borrower upon need;
- Offering a host of rewards to IRE token holders, **incentivising** the ecosystem's growth.

iRent will support cryptocurrency for making payment, and once the platform reaches a sustainable economy state it will cement its vision and help promote the increasing use of immutable records and cryptocurrency transactions - **whether as contractual collateral or as an ongoing financial activity**.

The added value of employing blockchain technology methodologies will also allow **iRent** to pave the way for streamlining “**outdated**” industry procedures on a mass scale, including:

- Conducting and concluding multi sign agreements across regions;
- Autonomous management of deposits releases and disbursement of utilities payments;
- Open source for related dapps add-ons by participators and localized NFT auctions by cities.
iRent Business Model

iRent is classified as an Online Real Estate Agency and operates through distinct business models:

1. **Commission**,  
2. **Advertising**,  
3. **Affiliate marketing**,  
4. **IRE Smart Contract**.

100% of the revenue streams will be used to **Buyback** tokens from the market, then this tokens will be burned on a monthly basis, decreasing the total circulating supply which will drive up the value of the iRent token. Our Buyback program is further explained on page 37 of the whitepaper.

1. **Commission (Agency)** - iRent will offer accommodation providers a competitive commission fee on every booking made on plus the iRent platform. The way we achieve this is by making the commission lower than what any other estate agencies is currently charging. Through this model, we solve the biggest industry problem of accommodation providers.

2. **Advertising - iRent** will drive traffic and platform adoption using inbound marketing principles that are utilized in the real estate industry. Over time, this traffic will be monetized leveraging the advertising business model. Depending on the accommodation providers needs, they will be able to set up performance based marketing ads with a specific outcome. We apply two different strategies:
   a. **Performance-based ads**: Premium listing, relevant, and personalized call-to-action ads to increase visibility where Accommodation providers can promote their available accommodations.
   b. **Personalized advertising**: By leveraging advanced marketing technology, communication to tenants can be highly personalized to not only their demographic profile, but also to their engagement with the platform. For example, if a tenants looks for accommodation in London, we would send him/her an email with general info and accommodation ideas in London. The accommodation provider will be charged through a **CPA** (Cost per action) model when a tenants completes the booking and the **IRE Smart Contract** is filled by the Investor.

3. **Affiliate marketing**: For auxiliary services and products an affiliate business model will be deployed.

4. **IRE Smart Contract**: A smart contract is a piece of computer software that is designed as an automated self-enforcing contract, which means it triggers certain action after predetermined conditions are met. Smart contracts can be used, for instance, as digital agreements that intermediate the exchange of cryptocurrencies (or any other digital asset) between two parties. In our situation, this digital agreements will represent the long term rental contract and will have a fixed value.
This allows tenants to better evaluate rental options and reduce risk of making suboptimal booking decisions or getting scammed by fraudulent adverts.

Once the terms of the agreement have been set, the smart contract verifies their fulfilment (if there is an investor) and the assets are distributed in accordance.

Value proposition to tenants

**Awarded tokens when booking:** Every tenant that books their accommodation through iRent and completes their stay will receive an amount of iRent tokens as a reward. These iRent tokens can either be spent on new bookings on the iRent platform or be cashed out as currency.

**Rewards without restrictions:** Classic Reward programs function independently from each other, making it very difficult for users to get value from it. Users not only have stringent restrictions but also, the majority of the programs have expiration dates for points earned, leading to frustrated users. iRent instead, will provide a new kind of rental reward program that allows points to be redeemable at the holder’s discretion whether that means cashing out, booking accommodation, or holding the tokens for the expected value increase.

**Awarded tokens when reviewing:** Every tenant that leaves a review will receive an even larger amount of iRent tokens in return. This further incentivizes the traveller to book through iRent whilst increasing engagement with the platform. At the same time, it helps new iRent users make better booking decisions and stimulates them to book as well. A virtuous cycle is created.

**Verified accommodation reviews:** Our system ensures accommodation reviews can only be placed from tenants who have actually booked through iRent and have already completed their booking.

**Popular purchasing outlet for crypto owners:** A common problem for the crypto community is that it is difficult to spend cryptocurrencies for usable products and services. iRent allows users to spend their cryptocurrency directly - without using FIAT currencies.

Value proposition to accommodation providers

**Lower commission fees:** In conventional estate agencies commissions run between 10%-30% of the total booking value. At iRent, there will be 0% commission charged on the transaction between tenant and accommodation provider at the time of booking, making us the most competitive cost effective Real Estate agency.

Accommodation provider will be charged only a commission up to 15% at the time of receiving full payment according to the IRE Smart Contract.

**Currency flexibility without value variance risk:** iRent allows accommodation providers to offer accommodation in iRent tokens. All the provided earnings will be paid out on iRent token (IRE).
Circumvent rate parity: While some accommodation providers are contractually forced to use equal rates across channels (if they wish to be listed on long term rentals), our reward program is effectively utilized as a pricing discount for the end client. This means that the user been fits from our awarded token without affecting accommodation provider’s margins.

Innovation: Every accommodation provider that uses iRent will be one of the early adopters of crypto currency usage, therefore attracting an even bigger audience that other providers. Also will offer the possibility to get the long term rental contract in front of investors in the form of a IRE Smart Contract.

Value proposition to content creators and influencers

Monetization opportunity: Content creators such as bloggers are constantly looking to monetize their content on various online channels. On iRent, they will be rewarded when they create rental content that attracts traffic to the site, and also for every new active user that they bring onboard.

Growing the community: Influencers will be rewarded for sharing the travel content on their social media accounts and leveraging their audience to bring new active users into iRent.

Branding: Websites or even governments and municipalities can build out their brand through iRent.

Value proposition to affiliates and investors

New business: A number of auxiliary services will be provided on the iRent platform such as insurance, IRE Smart Contract, etc.

Due to our growth strategy, iRent will acquire large amounts of traffic of which a portion will be converted to new business for our affiliates.

Distribution channels

There are three types of channels of distribution: Sales, Ads and Content/Other channels.

• Sales channels include:
  • The iRent website
  • The iRent app

• Ad channels:
  • Search engines: Google, Bing
  • Social media ads: Facebook, Instagram, LinkedIn, etc.
  • Classifieds ad websites

• Content/Other channels:
  • Marketing automation/Email marketing
- Partnership with biggest player in rental classifieds field to promote all the ads listed on iRent platform (ex: Zoopla, Funda, Immowelt, etc.)
- Social media content: Explain our product further and interact with the iRent community

Channel Manager Partnerships

**Offering accommodation** - In iRent's plan to purchase inventory and promote the ads available on the platform, iRent will enter into promotional partnerships with world leaders in ads. Because our plan is to make our services available in more than one country, iRent will partner with global leaders in ad promotion.

**Partnerships with large ad sites:** In order to attract as many customers as possible, strategic partnerships with top companies such as:
- Zoopla = for England we will promote the ads through the Zoopla platform;
- Funda = for the Netherlands we will promote the ads through the Funda platform;
- Immowelt = for Germany we will promote the ads through the Immowelt platform.
- And other platforms in different countries.

This partnerships would be the key to success in expanding and adopting iRent tokens and services.

**Zoopla** has over 200 000 rental adds listed and more then 10 000 active estate agencies with over 12 million visits per month. They are providing verified tenants for all properties rented on their platform\(^\text{13}\).

**Funda** is now one of the largest websites in the Netherlands where an average of 5 million people come together every month\(^\text{14}\).

**Immowelt** is an online real estate portal with up to 4.2 million monthly visitors\(^\text{15}\). The portal allows users to find out quickly whether there are vacant property in the area available for rent.

**Strategy**

By connecting to these channel managers we will also have access to all verified tenants as well we will have the possibility to purchase their inventory with all the accommodation providers’ details. From this strategy, iRent will be adding inventory to its platform by running a campaign, where tenants will have a large selection of incredible places to stay worldwide.

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\(^{13}\) Zoopla: [https://www.zoopla.co.uk/](https://www.zoopla.co.uk/)

\(^{14}\) Funda: [https://www.funda.nl/en/](https://www.funda.nl/en/)

\(^{15}\) Immowelt: [https://www.immowelt.de/](https://www.immowelt.de/)
Competitor Analysis

While the competitive landscape of the online accommodation booking industry appears to OTA\textsuperscript{16} and be very crowded with many different players, the actual composition is simpler in nature. There are few other groups of competitors that are acting as traditional estate agency by doing long terms rentals but none of them are offering our main service we are looking to develop -> IRE Smart Contract.

Real estate investing is a great way to make money regardless of the economic and financial situation. And the Coronavirus pandemic proved that. For instance, even when a large drop in home sales happened at the beginning of the pandemic it quickly recovered in spring, and moving toward summer it already reached the pre-pandemic levels.

However, with the rise of the short term rental industry, investors have faced a major dilemma: should they go for traditional rental properties or Airbnb rentals?

While investing in vacation rentals sounds like an attractive opportunity sweeping US markets, investing in long term rental properties comes with many important benefits. Here are the most significant ones.

To end-consumers it seems there are dozens of online outlets to book accommodations, but in reality all are facades for these two groups: AirBNB\textsuperscript{17}, HousingAnywhere\textsuperscript{18}. This structure allows for a number of main issues in the marketplace:

- **Enabling rate parity**: Accommodation providers are forced to provide consistent rates across all channels. In this manner, the OTA’s maintain a stronghold on pricing and margins and disables accommodation providers of being able to offer discounts.

- **Dominating search traffic**: Both groups dominate roughly 90\% of all accommodation related traffic, meaning it becomes increasingly difficult and costly to attract potential tenants by one’s own online marketing activities. This increases further dependency on the OTA’s.

- **High commissions**: This dependency is then further exploited by the OTA’s. Because the OTA’s acquire nearly all accommodation and travel related traffic online, they are in a position to charge accommodation providers commission fees of between 10-30\%. In a brutally competitive accommodation industry, these commissions significantly eat into already slim profit margins.

- **Brand Hijacking**: Another effect of dominating the online space is that the accommodation providers lose their branding to those aggregate accommodation providers.

- **Lack of Loyalty**: Because end consumers deal with aggregate sites, accommodation providers don’t have the opportunity to build a relationship with the end client. Creating loyalty and repeat business is of vital importance within the accommodation industry.

\textsuperscript{16} OTA = Online Travel Agency
\textsuperscript{17} Airbnb: \url{https://www.airbnb.com/}
\textsuperscript{18} HousingAnywhere: \url{https://housinganywhere.com/}
**iRent** has a crypto based business model, this enables us to offer accommodation providers with lower commission rates than other agencies and also the creation of **IRE Smart Contract** on the blockchain available for investor to invest in them.

**iRent** has an industry unique strategy that will create a reward based content platform that will drive traffic to its booking site. It has demonstrated a proof of concept of such a traffic acquisition strategy by creating a reward based content platform for Landlords and Tenants that grew to millions sessions of monthly traffic within an 18 month time-span. **iRent** will develop a similar content reward platform with the intention to not only drive traffic to the website, but stimulate adoption of the platform by rewarding users with **iRent tokens** and by attracting investors for **IRE Smart Contract**.

**iRent** changes the traffic acquisition game here, because it doesn’t compete with the heavy PPC and affiliate-based traffic acquisition strategy of the ORA’s, but rather leverages the tenants content community to earn income while generating traffic to its platform.
iRent’s strategic positioning versus other Crypto-based disruptors

There are a few crypto based disruptors that have developed their own tokens and platforms to decentralize and try to disrupt the traditional estate agencies.

All of these players have one major flaw: none of these platforms have a working traffic acquisition strategy that will create the necessary incentive to attract accommodation providers and tenants at scale.

One of the more promising applications for blockchain in the real estate industry is the tokenizing of physical real estate assets. So much of a real estate transaction is bound up in outdated paper processes. Processes like loan approval, title, and escrow all require a massive amount of paperwork, and frequently experience redundancies that could be resolved with more secure identity and financial documents. That’s why blockchain could have such a major impact on the real estate industry. By creating trust less systems that verify all parties' identities, ownership rights, and available funds, these lengthy processes could happen over the course of a single day.

The title process works to a degree, but it’s generally opaque, and a lot of information about a property can be lost to time. Since blockchain’s distributed ledger technology is immutable and lasts as long as the network is running, key data about a property can be recorded and made available to all future tenants and investors. Whether it be a transparent rental history or a detailed record of all maintenance and repairs, blockchain could help make real estate investing more fair for all parties involved.

One of the reasons real estate processes take so long as they involve massive amounts of capital, and there is immense fear surrounding the possibility of fraud and default. The good news is, blockchain is well-suited to prevent fraud and other forms of faulty payments.

**iRent** will leveraging blockchain to streamline payments, improve the security of real estate transactions, and prove that parties have the funds needed to transact in both rental and investment purchase scenarios.

Blockchain shows a great deal of promise in this arena for the real estate industry because it can decentralize platforms to create more egalitarian markets.

By using blockchain we will facilitate lower cost peer-to-peer rental markets and we will reduce barriers to crowdfunding for new long term rentals agreement.

**iRent** plans to streamline the entire long-term rental process using blockchain and smart contract technology; **iRent plan to eliminate the need for a middleman, making it possible for tenants and landlords to complete all rental tasks in one place.**
iRent System Architecture

iRent uses a 3 layer architecture for the best user experience:

1. In the front-end layer, the user can use their own browser to access the HTML5 based website of iRent.
2. In the back-end layer, all user generated content, property information, pictures and videos will be stored. In addition access and communication will be controlled by API’s. Our back-end will be connected with a Content Delivery Network (CDN) to assure that all content is loading fast on the HTML5 frontend applications.
3. In the Binance Smart Chain layer rewards, settlement information and booking records are securely executed and distributed to the users. In addition it supports the exchange of iRent tokens to FIAT on connected exchanges to make settlements to the accommodation owners.

iRent uses a combination of bespoke and off-the-shelf development solutions. For each requirement we determine if the best solution is already created or needs to be build. All functionality has to pass our user experience, security, quality and value standards. We believe developing is a continuous iterative process of delivering new and/or improved functionality.

Therefore we will go live on 2021 - Q4 with a predefined Minimum Viable Product (MVP) based on a MoSCoW (Must-have, Should-have, Could-have, Won’t-have this time) prioritization.

This way we keep improving and delivering new functionality to the users.

iRent will use the best IT Partners money can buy. With the support from Aetsoft who will develop and integrate the platform in the Blockchain technology, we will be able to create the best accommodation website in the shortest amount of time.

iRent uses the Agile Project Management approach for developing iRent. Our development process contains the following steps:

1. Requirements and design in user stories
2. Planning using MVP and MoSCoW
3. Develop and test functionality
4. Potentially release of functionality
5. Track and monitor to improve functionality

In order to support this process we recognize the following roles:

- Project Manager
- Business/IT Analyst
- Solution Architect
- Developer
- UX designer
- QA tester
Roadmap

2021 - Q2
- iRent concept is born (completed)
- new company is created IRENGROUP SRL (completed)
- Whitepaper release (completed)
- Planning using MVP and MoSCoW (in progress)
- GDPR compliance (in progress)

2021 - Q3
- ICO Pre-sale (700.000 IRE tokens = 0.126%)
- Develop and test functionality
- Potentially release of functionality
- Track and monitor to improve functionality
- Alpha platform designed and tested around user experience and accessibility
- Launch IRE token on Binance
- Seed investors
- Private sale (4.874%)
- Listing on Coingecko and Coinmarketcap

2021 - Q4
- IEO complete (35%)
- Listing on Additional Exchanges (CEX/DEX)
- Obtain all legal authorizations (for IRENGROUP SRL)
- Release iRent platform
- Confirming new accommodation partnerships
- Strategic partnership with different classified websites for marketing
- Starting IRE Smart Contracts and seed Investors

2022 - Q1
- Release iRent mobile app for iOS
- Release iRent mobile app for Android
- Initial Launch in Selected Cities (Europe)
- Implementation affiliate partners
- NFT implementation

2022 - Q2
- Release adding experience bookings on the platform
- Initial Launch in Selected Cities (North and South America/Asia)
- Extended Partnerships (Local/Regional)
- Expansion to Additional Territories (Worldwide)
- Applying for ISO27000 certification
iRent Token Sale

iRent is an ambitious project aiming to revolutionize the world of rentals with a robust growth and adoption strategy.

iRent is conducting a token sale to allow people to become part of the iRent ecosystem.

All token buyers will receive BSC exchangeable iRent tokens on the Binance network. The iRent token is a core component of the iRent ecosystem and is designed to facilitate a wide variety of operations that make the token an integral part of the ecosystem and the driver for its economy. It is fractionally divisible, transferable and fungible.

Token balances and transfers will be tracked by iRent. To mitigate risk from unforeseen circumstances such as large token theft, contract compromise, or a disrupting change in the Binance protocol. In the event of a BSC fork, the iRent team will timely announce which branch it will support. We want to emphasize that this would only happen in very extreme and unlikely circumstances yet it is good to understand our position on this topic.
Token Allocation

<table>
<thead>
<tr>
<th>Description</th>
<th>IRE Token</th>
<th>Percent</th>
<th>Value [$]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Max Supply (after 20 years)</td>
<td>555555555</td>
<td>100.00%</td>
<td>$ 275,676,944.23</td>
</tr>
<tr>
<td>Pre-sale</td>
<td>700000</td>
<td>0.126%</td>
<td>$ 280,000.00</td>
</tr>
<tr>
<td>Private sale</td>
<td>270777777</td>
<td>4.874%</td>
<td>$ 11,508,055.23</td>
</tr>
<tr>
<td>Main IEO sale</td>
<td>194444444</td>
<td>35.000%</td>
<td>$ 97,222,222.50</td>
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<tr>
<td>Reward program</td>
<td>138888888</td>
<td>25.000%</td>
<td>$ 69,444,444.00</td>
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<td>Platform cost &amp; development Program</td>
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<td>20.000%</td>
<td>$ 55,555,555.50</td>
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<td>Employee program</td>
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<td>15.000%</td>
<td>$ 41,666,666.00</td>
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<tr>
<td>Open market (end of IEO)</td>
<td>222222222</td>
<td>40.000%</td>
<td>$ 109,010,277.73</td>
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<td>Fixed monthly inflation for 20 years</td>
<td>138888888</td>
<td>0.250%</td>
<td>$ 694,444.00</td>
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<td>Soft Cap (Pre-sale + Private sale)</td>
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<td>0.500%</td>
<td>$ 11,788,055.23</td>
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<td>Hard Cap (Soft Cap + Main IEO sale)</td>
<td>222222222</td>
<td>40.000%</td>
<td>$ 109,010,277.73</td>
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</table>

All programs have a 20 year long monthly vesting scheme. All program start at launch of the MVP.

Bonus Structure

<table>
<thead>
<tr>
<th>Sale</th>
<th>Bonus</th>
<th>Price [$/IRE]</th>
<th>Value [$]</th>
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<tbody>
<tr>
<td>Pre-sale</td>
<td>20%</td>
<td>$ 0.40</td>
<td>$ 280,000.00</td>
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<tr>
<td>Private sale</td>
<td>15%</td>
<td>$ 0.425</td>
<td>$ 11,508,055.23</td>
</tr>
<tr>
<td>Main IEO sale</td>
<td>0%</td>
<td>$ 0.50</td>
<td>$ 97,222,222.50</td>
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</tbody>
</table>
Token Distribution

<table>
<thead>
<tr>
<th>Total Token Distribution at end of IEO</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Market</td>
<td>40%</td>
</tr>
<tr>
<td>Employee Program</td>
<td>15%</td>
</tr>
<tr>
<td>Reward Program</td>
<td>25%</td>
</tr>
<tr>
<td>Platform Research &amp; Development Program</td>
<td>20%</td>
</tr>
</tbody>
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<thead>
<tr>
<th>Total Token Distribution after 20 years</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Market</td>
<td>100%</td>
</tr>
<tr>
<td>Employee Program</td>
<td>0%</td>
</tr>
<tr>
<td>Reward Program</td>
<td>0%</td>
</tr>
<tr>
<td>Platform Research &amp; Development Program</td>
<td>0%</td>
</tr>
</tbody>
</table>

Token Burn

*iRent* will burn all unsold tokens post the Token Sale in a publicly verifiable way. This will immediately reduce the total *iRent tokens* supply and make it more attractive for buyers considering all the other ways listed here for *iRent token* demand. It is however our expectation based on our market research and social reach, that we will reach hard cap and have too much demand which is positive for the token price post IEO.
Aetsoft offer custom blockchain and automation solution development for enterprises.

Aetsoft accelerates business productivity, improves data security, and reduces dependence on third parties with blockchain and business automation solutions.