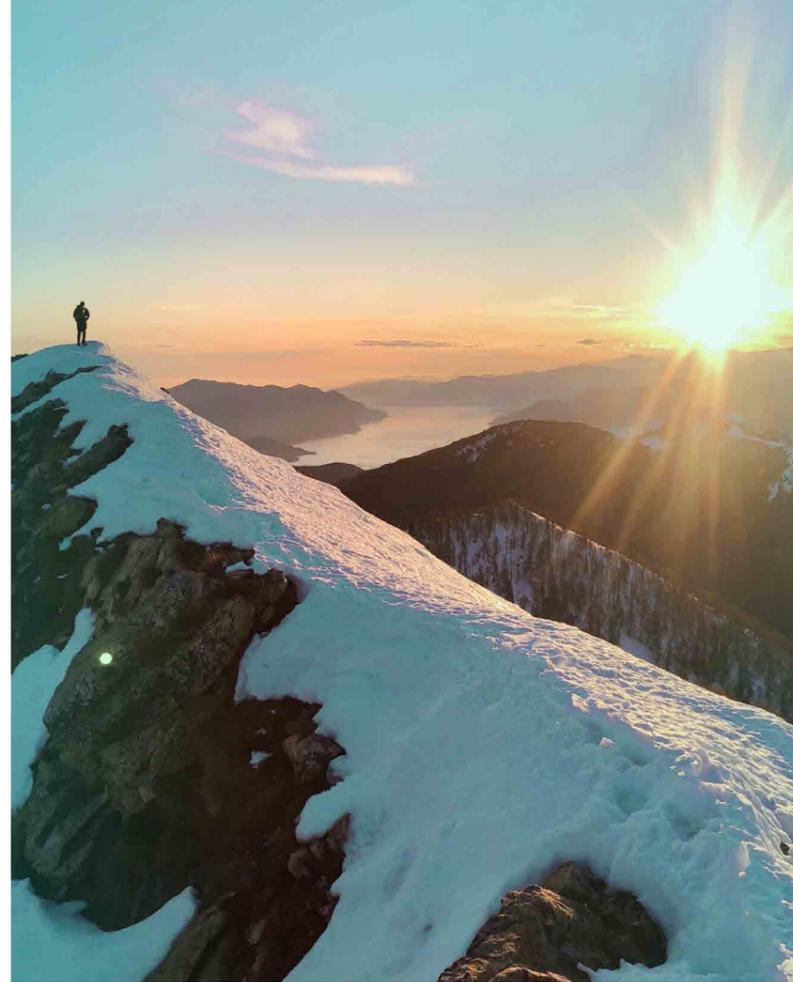


EXECUTIVE SUMMARY

WANDWALL is targeting status-conscious, pragmatic clients who want to stay up to date on all the latest digital innovations that have the potential to improve their lives.

The opportunity, solution, timeline and costs will be provided in this report.



OPPORTUNITY

Across all industries the influence of digital solutions has been significantly increasing in recent years. However, apart from minor implementations, the digital transformation of the real estate industry has yet to come. In Germany alone, the real estate industry made up for over 25% of all companies and 10% of all employees in 2020, contributing around 619 billion Euros (20%) to the German gross domestic product (ZIA). Meanwhile, with over 1.5 million apartments missing in the 77 biggest cities alone, the demand for affordable housing is permanently increasing. Digital innovations will play a vital role in transforming real estate into a more sufficient industry (Kluge & Leiter, June 15, 2021). In 2025, 23.2 million Germans will use smart home products (Statista, June, 2021).

In fact, digital transformation is slowly starting, with first isolated solutions for applications and smart home devices. What is still missing are integrations of various functions into one product identical to other fields, for example in form of the smartphone. Today, the standard smartphone is equipped with a technology that costed far beyond 1 million Euro in 1980 and has since developed into a consumer good affordable to the mass market.

WANDWALL will be the first market participant combining all needed hardware and software components with the purpose of offering the first fully digitized building module and the technology can in principle be used in any existing building, as long as internet access is available. Thus, the company can be accredited a pioneering role in its industry whilst embracing itself in the leading market position. The main focus of WANDWALL is in three major arenas: Residential Real Estate Sector, Hospitality Industry, and Commercial Real estate Sector.

SOLUTION

In the absence of a fully digital module in the real estate market, WANDWALL aims to revolutionise people's living experience in a unique way. It pursues the vision of using artificial intelligence (AI), blockchain technology and digital solutions to create an individual and comfortable living space that becomes an experience and adapts to the needs of each individual.

The first step of WANDWALL journey will be the creation of the digital module which will be incorporated into the wall and will connect all the rooms in your apartment. Next step will deal with the implementation of AI operating system with strong artificial intelligence-based applications in order to enhance user experience based upon their behavior. The AI operating system will be built using inductive reasoning, deep learning, neural networks, pattern recognition, prediction, and other AI capabilities. Implementation of AI will make the product usage smooth by having digital assistants, translation services, voice recognition, user interaction, profile management, security scanning, and user reporting. Besides, we will integrate machine learning and natural language processing to achieve a realistic interaction based on the user's preferences. Moreover, by using blockchain technology within WANDWALL, secure database for the users' privacy and data protection will be guaranteed.

It is indeed of high significance to clarify that licensing services as well as corresponding software elements and the innovative blockchain applications are part of WANDWALL's core business focus on the long-term basis, as these types of operational activities will represent over 60% of the annual revenues intended to be achieved by end 2025.

PRICING AND COSTS

The determination of development costs can be challenging at certain stages when it involves the use of modern technologies. However, WANDWALL strives to provide a product at minimum costs to the end customer while still providing high-quality. In fact, businesses that use SaaS goods and related services do not have to worry about the hardware, security, or maintenance of these applications. Those costs are born by providers rather than clients, making SaaS significantly more convenient than conventional software. Nonetheless, Blockchain technology changes the nature of this equation. It dramatically reduces the costs of transactions and information flows.

It is also clear that an innovation of that size requires extensive intellectual and financial resources, so the first product will enter the market at a premium price, making it affordable only to industrial market participants and wealthy individuals. Moreover, there is no product currently available satisfying our expectation of being capable to lead digital transformation in its entirety, which is why a start-up company in the stage of WANDWALL cannot offer its first product to individual buyers or other market participants.

Furthermore, the exclusivity of the product suggests that the product is not defined by price but by its unique character and thus, it does not envisage low pricing competition. Innovation and uniqueness are among the biggest triggers of value added in a product. Therefore, the exclusive WANDWALL module will be highly priced at an initial stage since the product offers a much higher degree of customization and unique usefulness to the customer.