



IDEAFEX

Marketplace for Tokenized Real-World Goods & Assets

version 4
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Who?

- Tom booked a hotel in January for summer vacation with his family, but he has to cancel his trip at the last moment.
- Lana's handmade furnitures are very popular. She wants to scale up but is strapped for funds.
- Joan has built a canning factory for her family's farm, but the production lines lay unused half of the year.
- Ed wants to invest in some income-generating assets, but no obvious option seems available.

CONSUMERS

BUSINESSES

INVESTORS

Why?

- Goods & assets locked in rigid roles.
- Financing divided from operations.



**INEFFICIENT
INVESTMENT &
CONSUMPTION**



**RIGID
BUSINESS
MODELS**

How?

GOODS: PRODUCT FUTURES

- In a marketplace, interfaced with blockchain
- For agility in business models
- & efficient investment and consumption options

ASSETS: FIXED ASSETS

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AUCTION

- Auction method optimizes price discovery.
- Simple buy & sell functions make consumption + investment flexible.

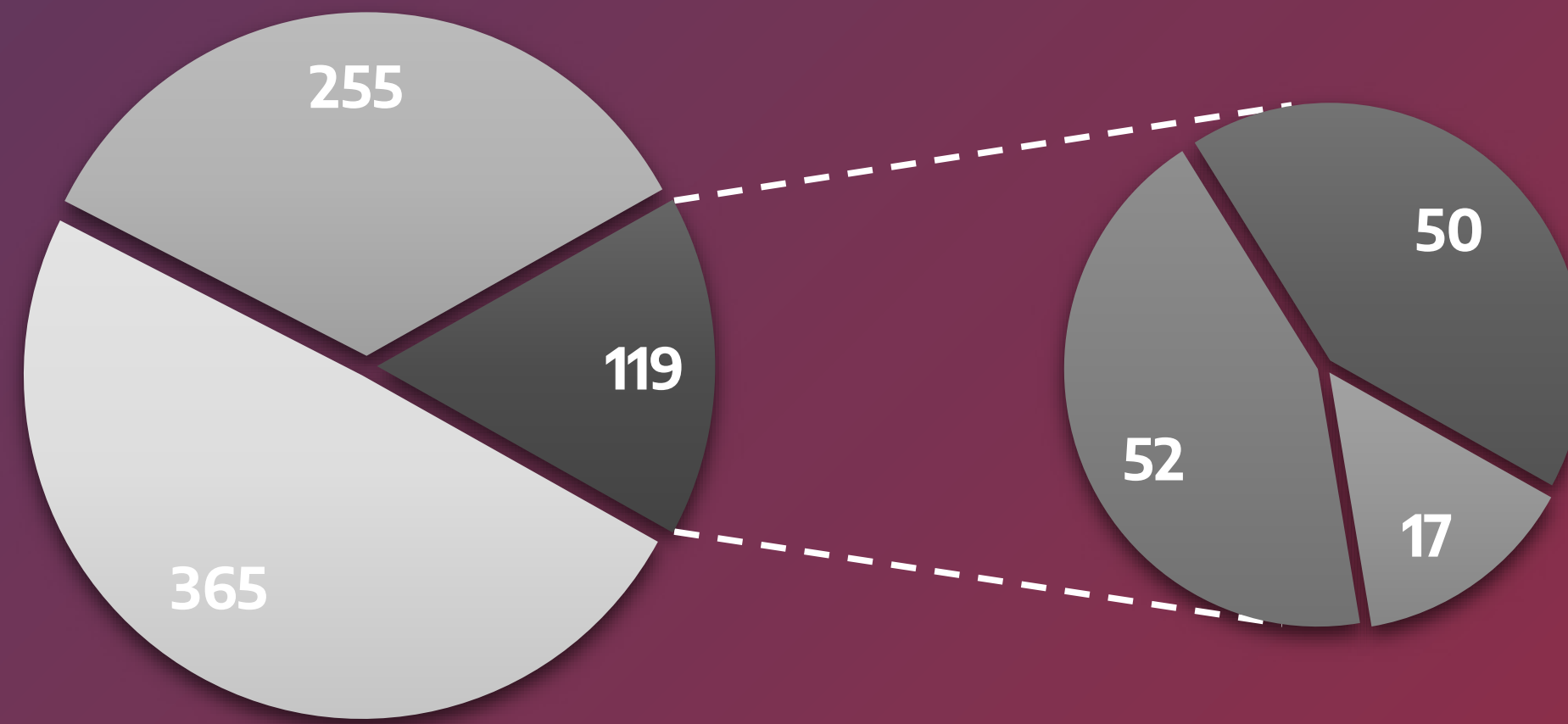
EXCHANGE

And?

**GOODS:
\$365 BN**

**SERVICES:
\$255 BN**

**ASSETS:
\$119 BN**



- Goods (retail + supply chain)
- Services
- Real Estate
- Infrastructure
- Business Assets

unit: Billion USD

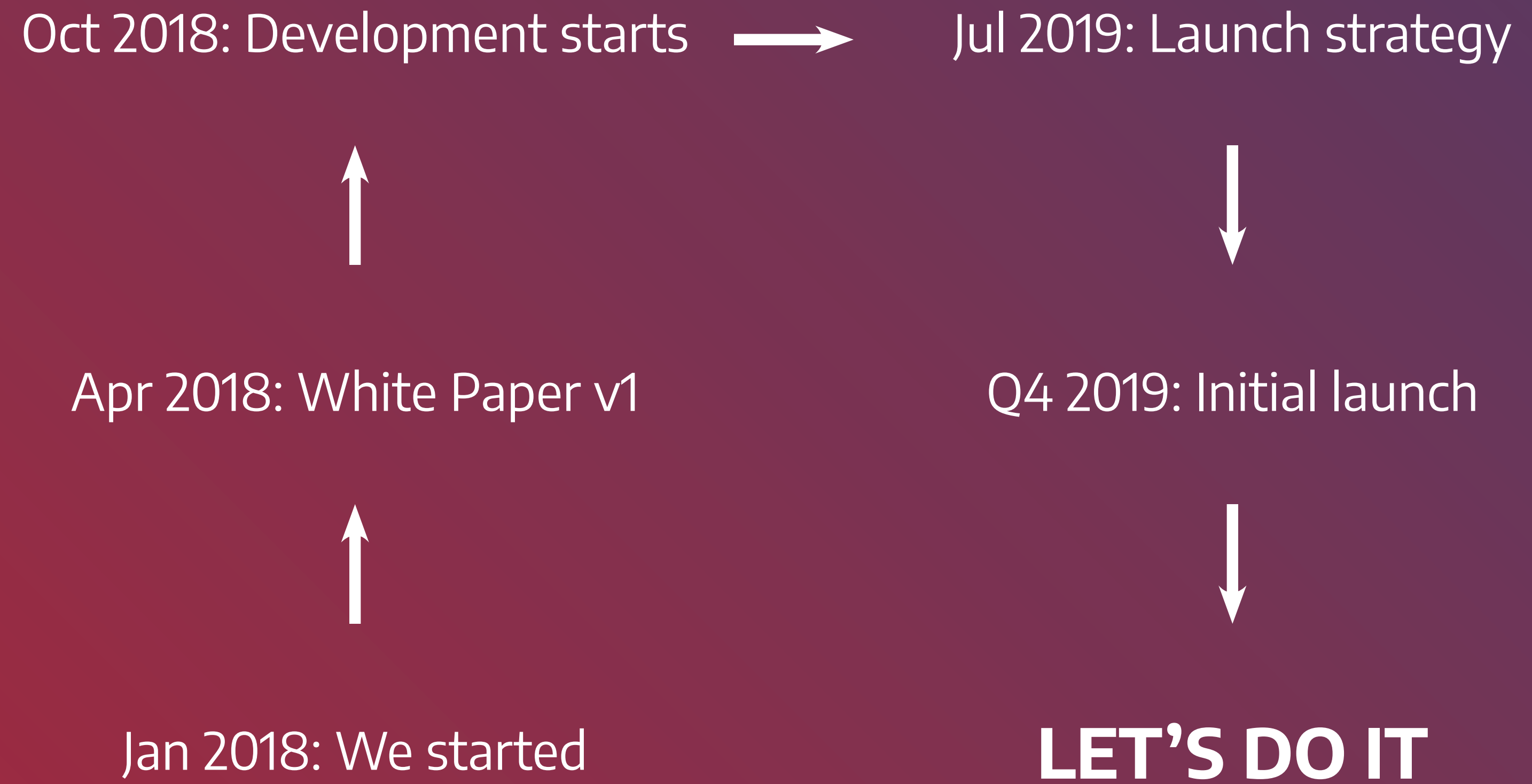
* our estimates for 2030

Where?

AGILE**ROBUST****NAVIGABLE**

- More agile than e-commerce (retail), venture capital, and crowdfunding for business model innovations
- More robust than pure “crypto assets”
- e-Commerce-level navigability for goods & assets currently locked in their rigid roles

So?



Act!

Now!

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