



VESKEY

PITCH DECK

EXCLUSIVE TO
REAL ESTATE PIONEERS

REACHING THE RIGHT PROPERTY IS HARDER THAN EVER

- Regulations
- Lack of AI-power
- Poor Mobile Experience
- Payment Systems Weakness



BUT A BETTER WAY EXISTS... WHAT MAKES US DIFFERENT?

Real Estate-Focused AI, Regulation-Ready, and Worldwide Web3-based Real Estate Marketplace



Regulation-Ready
Commission tokenization
adapts easily to any country's
laws—no security token issues.

**Worldwide Web3-based
Real Estate Marketplace**

Everyone can reach their dream home
with one click. Rent, Buy, Sell.

Real Estate Focused AI
Purpose-built AI specialized
only for real estate

MEET VESKEY

AI-POWERED REAL ESTATE SUPERAPP

YOUR PERSONALIZED AI ASSISTANT

SMARTER DECISIONS, FASTER RESULTS

Veskey's AI is your always-on real estate co-pilot, designed to simplify every step of the journey.

- **Personalized Recommendations:** Guides users with trends, data-driven recommendations and market intelligence.
- **Budget-Based Suggestions:** Recommends areas and listings that fit your budget.
- **Accurate Valuation Tools:** Instantly calculate fair pricing and ROI potential.
- **Matching Engine:** Connects users with agents who have the right properties.
- **Trending Insights for Agents:** Shows what buyers are searching for in real time.
- **Reminders & Notifications:** Stay updated on payments, listings, and deadlines.
- **Trending Insights for Agents:** Get instant answers and personalized advice 24/7.

Let Veskey AI guide you to the best decisions — with less effort and more confidence.



MEET VESKEY

AI-POWERED REAL ESTATE SUPERAPP

REAL ESTATE MARKETPLACE

THE GLOBAL HUB FOR PROPERTY TRANSACTIONS

Veskey is to real estate what Airbnb is to hospitality and Uber is to transportation. Our marketplace empowers anyone to list, buy, sell, or rent properties worldwide — without intermediaries or unnecessary friction.

- **Advanced Search & Filters:** Instantly find properties matching your criteria.
- **Verified Agents:** Only trusted, licensed professionals.
- **Live Listings:** Real-time availability and pricing.
- **Detailed Property Data:** High-quality images, descriptions, and neighborhood info.
- **Cross-Border Transactions :** Seamlessly transact across countries.

Whether you're a first-time buyer, an investor, or a professional agent, Veskey's marketplace is your gateway to the global real estate ecosystem.



MEET VESKEY

AI-POWERED REAL ESTATE SUPERAPP

PAYMENT MANAGEMENT SYSTEM

FLEXIBLE, TRANSPARENT PAYMENTS

Managing transactions doesn't have to be complex.

Veskey provides smart tools that make payments simple, secure, and adaptable.

- **Installment Tracking:** Monitor payment schedules, make payments and receive automatic reminders.
- **Rent Collection:** Centralized dashboard for recurring rental income.
- **Blockchain Integration:** Offer clients the freedom to pay with crypto or traditional methods.
- **Transparency:** Every payment is logged, verified, and accessible anytime.

From first deposit to final installment, Veskey makes real estate payments frictionless.



MEET VESKEY

AI-POWERED REAL ESTATE SUPERAPP

TEAM COMMISSION SHARING SYSTEM

FAIR REWARDS FOR EVERY CONTRIBUTION

Veskey standardizes how commissions are distributed — ensuring clarity and trust across your team.

- **Standardized Rules:** Commissions are split automatically based on a fair distribution model.
- **Full Transparency:** Every agent sees exactly what they've earned.
- **Adaptable Structure:** Supports agencies, brokers, and intermediaries of any size.
- **Motivation & Retention:** Reward top performers and build a stronger team.

With Veskey, everyone gets their fair share — no confusion, no disputes.



THE SEED

THE SOIL

THE GROW

THE HARVEST



is advanced search and AI tools for user acquisition.

is users signing up and joining the platform.

is users actively use the functions and contacting agents.

is real estate transactions closed from up to a 24-month period.

FARMERS LOVE HARVEST

HARVEST PLEASURES PEOPLE

- Analyze users based on location-based real estate data.
- Provide a simplified infrastructure tailored to users' needs.
- Track actions from transaction data, get paid based on additional service.



2024

2030

GLOBAL REAL ESTATE
MARKET SIZE
USD 7.38T



CYPRUS & MONTENEGRO
REAL EST. MARKET SIZE
USD 147.69B

REALISTIC INITIAL
TARGET MARKET
USD 14.7B

96.99%

746,3%

1181%





GLOBAL REAL ESTATE
MARKET SIZE
USD 14.54T



CYPRUS, MONTENEGRO
& UAE REAL EST.
MARKET SIZE
USD 1.25T

REALISTIC INITIAL
TARGET MARKET
USD 188.4B

WHO ELSE DID IT?

	PLATFORM	LAUNCH	PLATFORM CORE / SCOPE	USER BASE	MONTHLY TRAFFIC	AVG. COMPANIES	AVERAGE LISTINGS
MONTENEGRO	 NEXSTRA.ME	2009	Serbia / Local	Local middle-aged home seekers	1.4M	No Data	20K+
	 Properstar	2017	Switzerland / Global	Global investors & mobile professionals	900K	12	10K+
	Realitica	2006	Balkans / Local	Older local buyers + diaspora interest	330K	121	40K+
NORTH CYPRUS	 101evler	2012	Northern Cyprus / Local	Mass local buyers & renters	400K	117	20K+
	 HangiEv.com	2021	Northern Cyprus / Local	Gen Z & young adult buyers	58.6K	182	16K+
	KIBRISTAILAN	2006	Northern Cyprus / Local	Multi-category marketplace users	90K	No Data	2K+

WHY WE CAN DO IT BETTER?

AI IS THE NEW BLACK!

WHAT CAN YOUR PERSONALIZED AI ASSISTANT DO?

- Helps users through smart insights.
- Suggests areas by budget.
- Provides pricing tools for accurate valuation.
- Matches users and agents.
- Provides agents with insights on trendings.



DEVELOPED WITH THE KNOWLEDGE OF FOUNDERS



AYDINHAN MELET CEO

10+ years of experience in real estate. He worked at leading firms such as Realty World, Remax, Kik, and Coldwell Banker before founding ProjectTurkey. Investment, expanded into Cyprus, and co-founded WeSota — merging global real estate expertise with blockchain technology.



BEDİRHAN MELET COO

10+ years of experience in entrepreneurship. He founded Dante Advertising Agency, Dumner Food Chains, ProjectTurkey Investment and Meletto Company, which was involved in the development of seven projects.



POWERED BY RESPECTED PROFESSIONALS

ECEM SEVİLMİŞ PROJECT MANAGER



8+ years of experience in project management. Formerly a Creative Group Head managing major brands, now leads blockchain projects end-to-end — combining creative strategy with technical execution to build high-performance teams and innovative solutions.



6+ years of experience in marketing leadership. Leads marketing strategies by combining strategic insight with data-driven execution for top brands and technology-focused companies, delivering measurable results.



MUHAMMET BAYRAM MARKETING MANAGER



BURAK ÇETİN
MOBILE DEVELOPER



MEHMET AKKOÇAN
FRONTEND DEVELOPER



DİLAL ÇEYLAN
BACKEND DEVELOPER



DAĞHAN ÜLGÖR
HEAD OF BUSINESS DEVELOPMENT

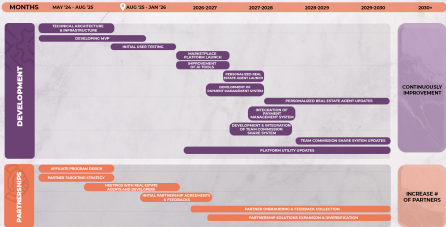
DEVELOPMENT DIVISION - 8

ART DIVISION - 3

AI DIVISION - 4

PR DIVISION - 3

JUST A FEW STEPS AWAY FROM REALIZING OUR VISION WHILE TURNING A PROFIT



JUST A FEW STEPS AWAY FROM REALIZING OUR VISION WHILE TURNING A PROFIT

MONTHS

MAY '24 - AUG '25

AUG '25 - JAN '26

2026-2027

2027-2028

2028-2029

2029-2030

2030+

EXPANSION

HOUSING

CPB&L

LM

TURKEY & MIDDLE EAST

ICC COUNTRIES

EUROPEAN COUNTRIES

NEW MARKET EXPLORATION AND EXPANSION RESEARCH

INCREASE #
OF LOCATIONS

MARKETING

MARKET & AUDIENCE RESEARCH

GO-TO-MARKET STRATEGY DESIGN

LOCAL COMMUNITY BUILDING

LOCAL MARKETING

YOUTUBE REAL ESTATE HUB

ROL MARKETING

COMMUNITY MARKETING

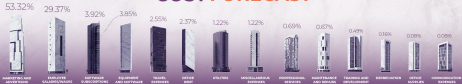
GOOGLE LMC & SOCIAL MEDIA ADVERTISING

MEDIA/PR OUTREACH MARKETING

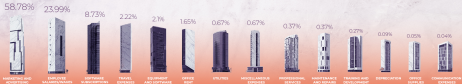
PARTICIPATION IN REAL ESTATE & BLOCKCHAIN SUMMITS

DIVERSIFY
MARKETING
STRATEGIES

COST FORECAST



Raising \$5M



Raising \$10M

POST-SEED TARGETS:

- ▲ Comprehensive marketing across Cyprus, Montenegro and Turkey
- ▲ AI-driven product development & feature expansion
- ▲ ~13 months runway

- BETA LAUNCH IN CYPRUS & MONTENEGRO
- REACH OVD 100,000 MONTHLY USED VISITS
- 20,000+ USER SIGNUPS WITH 10% CONVERSION RATE
- REACH ~200 REAL ESTATE OFFICES
- ~5000 LISTINGS HAVE BEEN PUBLISHED

PROFIT PROJECTION

FEATURED LISTINGS:
starting from \$12.5

NEW PROJECT
HIGHLIGHT:
\$1,000/month

AI SERVICES:
\$10/month

B2B SUBSCRIPTION
\$5/Listing

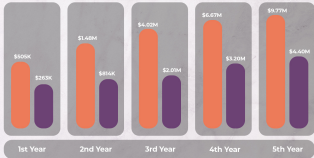
ON-SITE ADS:
\$7,000/month

COMMISSION FEE:
starting from 5%

FEATURED LISTINGS,
AI SERVICES,
SUBSCRIPTION FEE,
ON-SITE ADS

PAYMENT MANAGEMENT SYSTEM, TEAM
COMMISSION SHARING SYSTEM,
EXPANSION TO DUBAI, OPERATIONAL
MATURITY

NEW MARKETS, B2B GROWTH,
EVOLUTION OF THE AI MODULE



REVENUE

EBITDA

INVESTMENT OPPORTUNITY — \$5M

EXIT STRATEGY

- ACQUISITION BY INTERNATIONAL PROPTech OR REAL ESTATE GIANT (ZILLOW, COLDWELL BANKER, BAYUT).
- PURCHASE BY GLOBAL TECH PLATFORMS AIMING TO ENTER THE REAL ESTATE VERTICAL. (AIRBNB, BOOKING.COM)
- SALE OF HIGH-ROI REGIONAL OPERATIONS
- ICO TOKEN SALE: PARTIAL \$VESKEY TOKEN SALE (100 USDT MARKET CAP POTENTIAL)
- LICENSING AI COMMISSION TOKENIZATION TECH

EXPECTATION ROI: 6-10X IN 3-4 YEARS ●

150-200% ROI FROM CYPRUS & MONTENEGRO IN 2 YEARS ●

POST-TCF: 1000-1400% FROM \$VESKEY TOKEN GROWTH ●

ANNUAL REVENUE AT 3-4X INVESTMENT PRE-EXIT ●

ROI PROJECTION

INVESTMENT OPPORTUNITY — \$10M

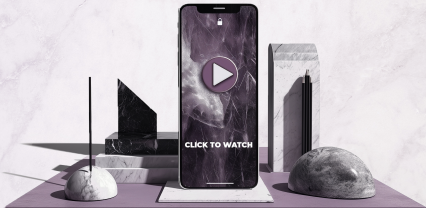
- GLOBAL SALE TO PROPTech LEADER (ZILLOW, COSTAR, RE/MAX) ●
- IPO OR SPAC LISTING (NASDAQ, LSE) ●
- MULTI-REGION OPERATION SALES (GCC, EU, ME, ASIA) ●
- SPIN-OFF AI & BLOCKCHAIN COMMISSION TECH ●
- STRATEGIC M&A WITH FINANCE/REAL ESTATE GIANTS ●

EXIT
STRATEGY

ROI
PROJECTION

- EXPECTATION ROI: 8-12X IN 4-6 YEARS
- 400-500% ROI FROM EU + GCC MARKETS IN 3 YEARS
- POST-TGE: +1300-1800% FROM SVESKEY TOKEN GROWTH
- POST-IPO VALUATION: 5-7X IN 4-6 YEARS

TIME TO EXPLORE THE APP!



SCENARIO 1: COST FORECAST DETAILS – RAISED \$5M

YEARS	2025	2026	2027	2028	2029	2030
EMPLOYEE SALARIES/WAGES	\$ 230,384,00	\$ 276,460,80	\$ 285,860,47	\$ 294,436,28	\$ 303,858,24	\$ 314,189,42
OFFICE RENT	\$ 18,000,00	\$ 19,800,00	\$ 23,760,00	\$ 24,567,84	\$ 25,403,15	\$ 26,266,85
UTILITIES	\$ 5,132,65	\$ 5,307,16	\$ 10,614,32	\$ 10,975,21	\$ 19,206,62	\$ 19,859,64
EQUIPMENT AND SOFTWARE	\$ 19,840,00	\$ 24,800,00	\$ 31,000,00	\$ 38,750,00	\$ 48,437,50	\$ 60,546,88
MARKETING AND ADVERTISING	\$ 192,000,00	\$ 480,000,00	\$ 576,000,00	\$ 595,584,00	\$ 615,833,96	\$ 636,772,21
PROFESSIONAL SERVICES	\$ 6,100,00	\$ 6,307,40	\$ 6,521,85	\$ 6,743,59	\$ 6,972,88	\$ 7,209,95
TRAVEL EXPENSES	\$ 22,679,20	\$ 23,450,30	\$ 24,247,61	\$ 24,247,61	\$ 24,247,61	\$ 26,805,91
TRAINING AND DEVELOPMENT	\$ 4,375,00	\$ 4,523,75	\$ 4,677,56	\$ 4,836,59	\$ 5,001,04	\$ 5,171,07
OFFICE SUPPLIES	\$ 741,00	\$ 766,19	\$ 792,24	\$ 819,18	\$ 847,03	\$ 875,83
COMMUNICATION EXPENSES	\$ 696,00	\$ 719,66	\$ 744,13	\$ 769,43	\$ 795,59	\$ 822,64
SOFTWARE SUBSCRIPTIONS	\$ 34,800,00	\$ 35,983,20	\$ 37,206,63	\$ 38,471,65	\$ 39,779,69	\$ 41,132,20
MAINTENANCE AND REPAIRS	\$ 5,975,00	\$ 6,178,15	\$ 6,388,21	\$ 6,605,41	\$ 6,829,99	\$ 7,062,21
DEPRECIATION	\$ 1,440,00	\$ 1,488,96	\$ 1,539,58	\$ 1,591,93	\$ 1,646,06	\$ 1,702,02
MISCELLANEOUS EXPENSES	\$ 10,850,00	\$ 11,218,90	\$ 11,600,34	\$ 11,994,75	\$ 12,402,58	\$ 12,824,26
TOTAL	\$ 553,012,86	\$ 897,004,48	\$ 1,020,952,95	\$ 1,061,217,91	\$ 1,112,938,69	\$ 1,161,241,11

SCENARIO 2: COST FORECAST DETAILS – RAISED \$10M

YEARS	2025	2026	2027	2028	2029	2030
EMPLOYEE SALARIES/WAGES	\$ 230,384,00	\$ 276,460,80	\$ 414,691,20	\$ 518,364,00	\$ 544,282,20	\$ 571,496,31
OFFICE RENT	\$ 18,000,00	\$ 19,800,00	\$ 29,700,00	\$ 30,709,80	\$ 38,387,25	\$ 39,692,42
UTILITIES	\$ 5,132,65	\$ 5,307,16	\$ 10,614,32	\$ 10,975,21	\$ 19,206,62	\$ 19,859,64
EQUIPMENT AND SOFTWARE	\$ 19,840,00	\$ 24,800,00	\$ 31,000,00	\$ 38,750,00	\$ 48,437,50	\$ 60,546,88
MARKETING AND ADVERTISING	\$ 192,000,00	\$ 960,000,00	\$ 1,200,000,00	\$ 1,260,000,00	\$ 1,302,840,00	\$ 1,347,136,56
PROFESSIONAL SERVICES	\$ 6,100,00	\$ 6,307,40	\$ 6,521,85	\$ 6,743,59	\$ 6,972,88	\$ 7,209,95
TRAVEL EXPENSES	\$ 22,679,20	\$ 34,018,81	\$ 40,822,57	\$ 44,904,82	\$ 46,431,59	\$ 48,010,26
TRAINING AND DEVELOPMENT	\$ 4,375,00	\$ 4,523,75	\$ 4,677,56	\$ 4,836,59	\$ 5,001,04	\$ 5,171,07
OFFICE SUPPLIES	\$ 741,00	\$ 766,19	\$ 792,24	\$ 819,18	\$ 847,03	\$ 875,83
COMMUNICATION EXPENSES	\$ 696,00	\$ 719,66	\$ 744,13	\$ 769,43	\$ 795,59	\$ 822,64
SOFTWARE SUBSCRIPTIONS	\$ 34,800,00	\$ 104,400,00	\$ 187,920,00	\$ 194,309,28	\$ 200,915,80	\$ 207,746,93
MAINTENANCE AND REPAIRS	\$ 5,975,00	\$ 6,178,15	\$ 6,388,21	\$ 6,605,41	\$ 6,829,99	\$ 7,062,21
DEPRECIATION	\$ 1,440,00	\$ 1,488,96	\$ 1,539,58	\$ 1,591,93	\$ 1,646,06	\$ 1,702,02
MISCELLANEOUS EXPENSES	\$ 10,850,00	\$ 11,218,90	\$ 11,600,34	\$ 11,994,75	\$ 12,402,58	\$ 12,824,26
TOTAL	\$ 553,012,86	\$ 1,455,989,79	\$ 1,947,012,01	\$ 2,131,374,01	\$ 2,234,996,12	\$ 2,330,157,00

SCENARIO 3: COST FORECAST DETAILS – RAISED \$1M (FOR 1 YEAR)

YEARS	JUN-DEC 2024	JAN-MAR 2025	APR-JUN 2025	JULY-SEP 2025	OCT-DEC 2025
EMPLOYEE SALARIES/WAGES	\$ 93,919,00	\$ 52,904,00	\$ 59,160,00	\$ 59,160,00	\$ 59,160,00
OFFICE RENT	\$ 8,400,00	\$ 4,500,00	\$ 4,500,00	\$ 4,500,00	\$ 4,500,00
UTILITIES	\$ 2,337,22	\$ 1,208,59	\$ 1,362,07	\$ 1,311,00	\$ 1,311,00
EQUIPMENT AND SOFTWARE	\$ 11,128,31	\$ 2,460,00	\$ 2,460,00	\$ 12,460,00	\$ 2,460,00
MARKETING AND ADVERTISING	\$ 590,00	-	\$ 21,800,00	\$ 36,900,00	\$ 133,300,00
PROFESSIONAL SERVICES	\$ 2,870,00	\$ 1,530,00	\$ 1,530,00	\$ 1,530,00	\$ 1,530,00
TRAVEL EXPENSES	\$ 2,760,64	\$ 1,047,20	\$ 9,852,00	\$ 10,730,00	\$ 1,050,00
TRAINING AND DEVELOPMENT	\$ 543,69	\$ 1,700,00	\$ 2,075,00	\$ 275,00	\$ 325,00
OFFICE SUPPLIES	\$ 448,00	\$ 175,00	\$ 189,00	\$ 182,00	\$ 195,00
COMMUNICATION EXPENSES	\$ 35,94	\$ 174,00	\$ 174,00	\$ 174,00	\$ 174,00
SOFTWARE SUBSCRIPTIONS	\$ 8,350,00	\$ 5,700,00	\$ 6,700,00	\$ 9,200,00	\$ 13,200,00
MAINTENANCE AND REPAIRS	\$ 545,00	\$ 125,00	\$ 150,00	\$ 400,00	\$ 530,00
DEPRECIATION	\$ 840,00	\$ 360,00	\$ 360,00	\$ 360,00	\$ 360,00
MISCELLANEOUS EXPENSES	\$ 2,100,00	\$ 2,450,00	\$ 2,600,00	\$ 2,800,00	\$ 3,000,00
TOTAL	\$ 134,867,79	\$74,333,79	\$112,852,07	\$139,982,00	\$225,845,00

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