The business ecosystem is a set of proprietary services. The ecosystem is centered around the client's life.

Flat City - service of contactless, minute-by-minute rentals.
Hotel City - online hotel booking service.
Cleaning FCity - mobile app for cleaners, which allows you to get a job online and start cleaning objects in a convenient location.

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Problems of conventional rental housing, which Flat City will solve

PROBLEMS

Pains

- Ad calls
- Drive to the house
- Meeting with a realtor
- Rent by the day
- Huge housing prices and difficulties in selecting it
- Overpaying for unnecessary time due to set threshold of a day
- Accommodation is busy or booked
- No reviews

Solutions

✓ All properties online in the mobile app

✓ Possibility to rent a home in any nearby location

✓ Press a button on your smartphone to start renting

✓ Rent from one hour to unlimited period with rent by the minute or by the hour

✓ Ability to find accommodation at domestic prices

✓ Payment for actual time of stay

✓ Only available options on the city map

✓ Only real reviews from users who have visited the property

Flat City knows how to solve the problems of landlords

PROBLEMS

Paines

• Be in touch with your realtor and work on trust

• High total commission of intermediaries

• Need to promote your listings for a fee

• Impossibility to mark one's properties in a stream

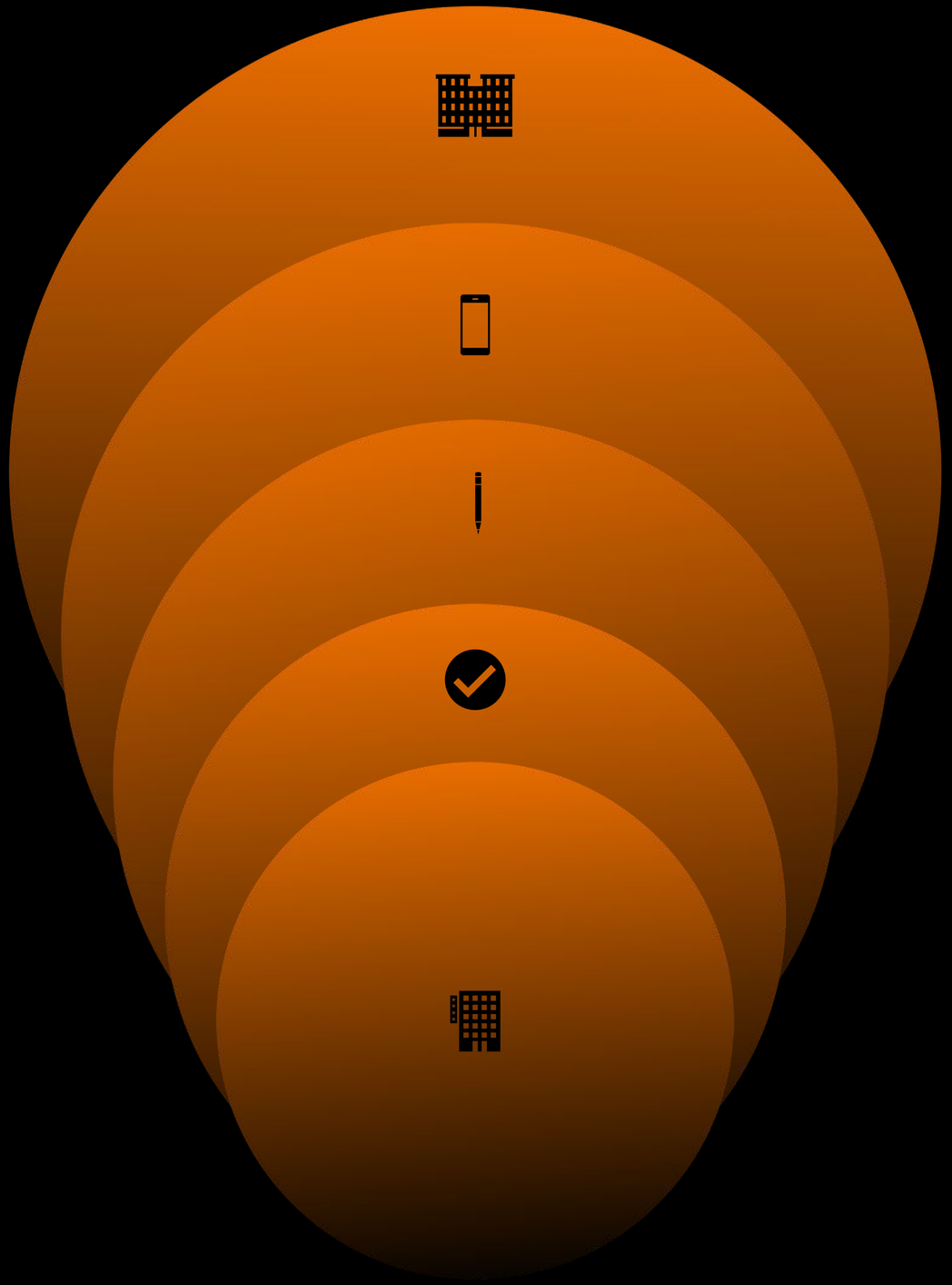
Flat City - a business driver for growth growth

- Increased consumer flow
- Reducing the fiscal burden
- Competition on equal footing with market sharks
- Natural generation of selling content
- Bonuses & Cashback
- Loyalty program
- Saving on intermediaries
- Free connection and payment upon the deal

Solutions

✓ Increased consumer flow
✓ Reducing the fiscal burden
✓Competition on equal footing with market sharks
✓ Natural generation of selling content
✓ Bonuses and cashback
✓ Ready loyalty program
✓ Saving on intermediaries
✓ Free connection and payment upon the deal
✓ Complete control through the app
✓ Ability to work without intermediaries and
✓ Guaranteed transaction closure thanks to
Flat City technology
✓ Opportunity to receive constant traffic flows
through a loyalty program
✓ All objects are equal for the user, the choice depends on his needs

ECOSYSTEM



Online hotel reservation service
Get to know the hotel before you book, thanks to video reviews from previous tenants

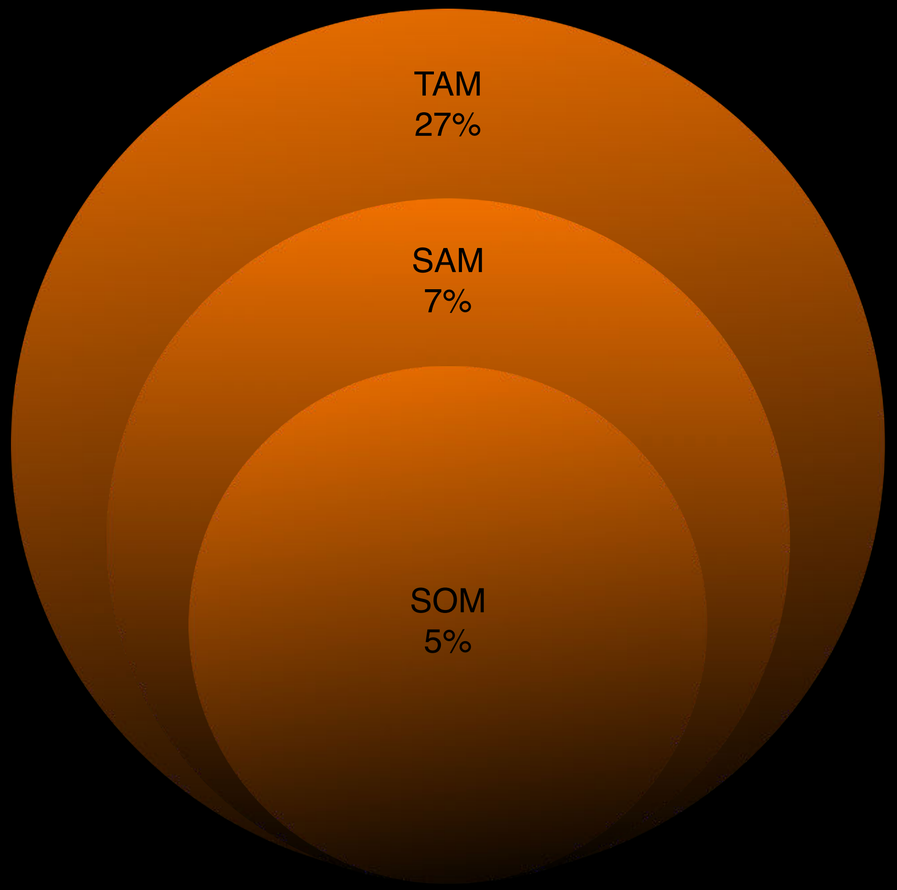
Contactless rentals
Forget the realtors and open the door with electronic lock

Reviews
Only users who have rented before will be able to leave reviews, and that way all reviews will be unbiased and transparent

Proprietary Cleaning FCity platform
We will launch a mobile app that allows you to be verified in minutes and start earning money by cleaning in any convenient area

Only vacant apartments
The app shows only vacant apartments for rent

MARKET

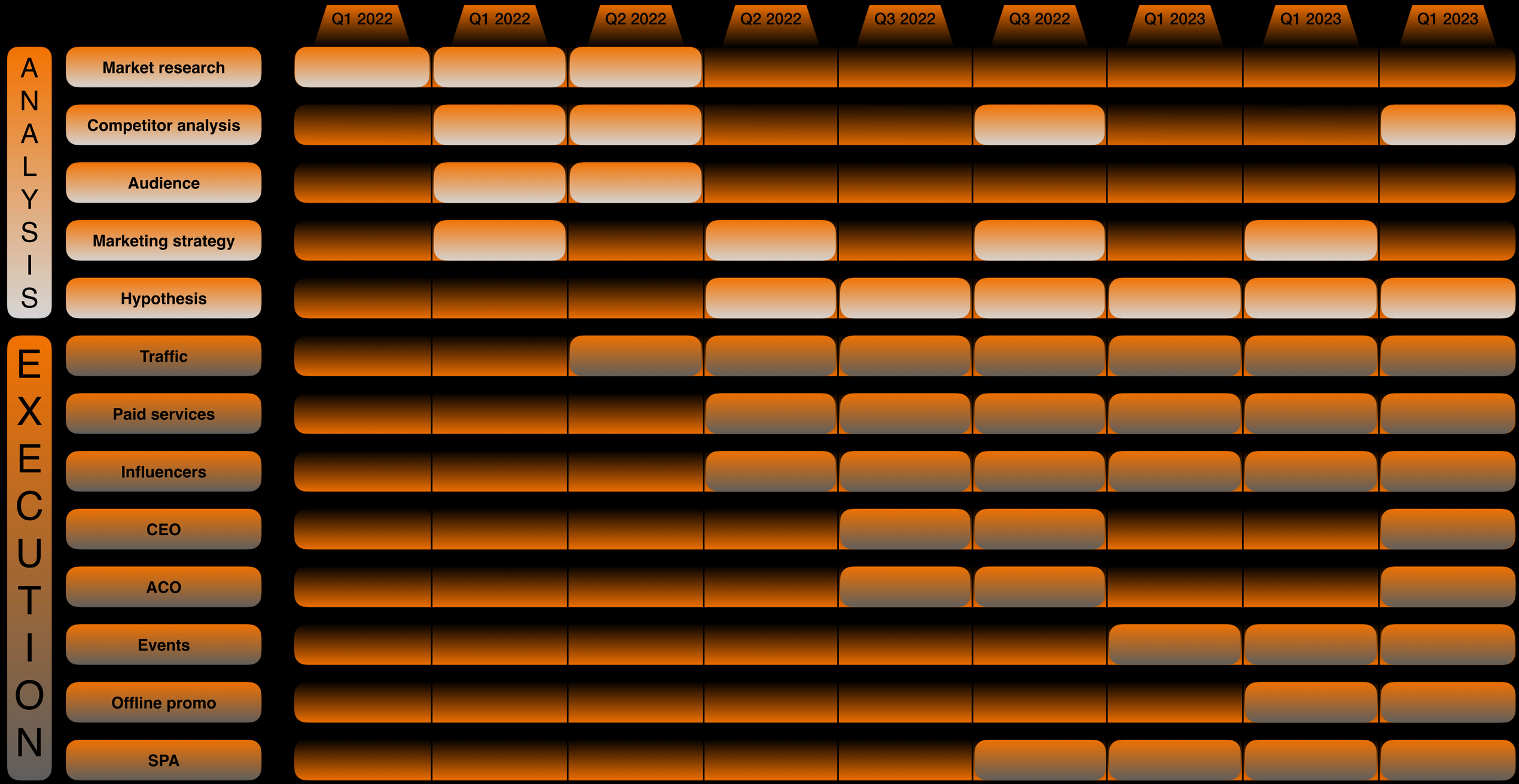


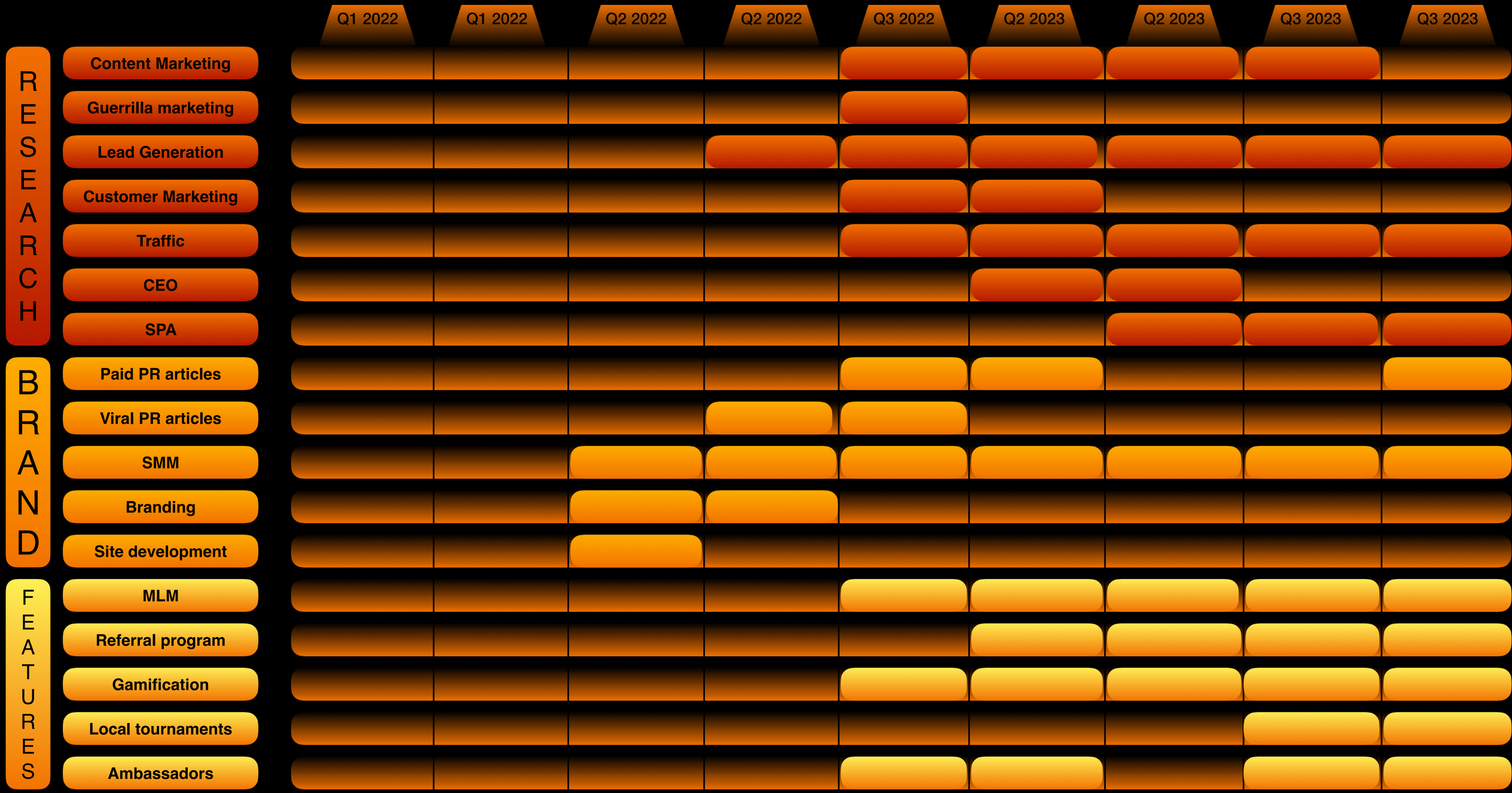
Russia & CIS

TAM: 27% of Russians do not have their own housing and rent an apartment or a room

SAM: 7% of Russians periodically rent housing for a day

SOM: 5% of renters from Russia will use our list of services


Q1 2022
Q1 2022
Q2 2022
Q2 2022
Q3 2022
Q3 2022
Q1 2023
Q1 2023
Q1 2023
ANALYSIS
Market research
Competitor analysis
Audience
Marketing strategy
Hypothesis
EXECUTION
Traffic
Paid services
Influencers
CEO
ACO
Events
Offline promo
SPA


Q1 2022
Q1 2022
Q2 2022
Q2 2022
Q3 2022
Q2 2023
Q2 2023
Q3 2023
Q3 2023
RESEARCH
Content Marketing
Guerrilla marketing
Lead Generation
Customer Marketing
Traffic
CEO
SPA
BRAND
Paid PR articles
Viral PR articles
SMM
Branding
Site development
FEATURES
MLM
Referral program
Gamification
Local tournaments
Ambassadors

We will add a recommendation service so that users can leave video feedback to the hotel. Tourist will see the real condition of the hotel and rooms

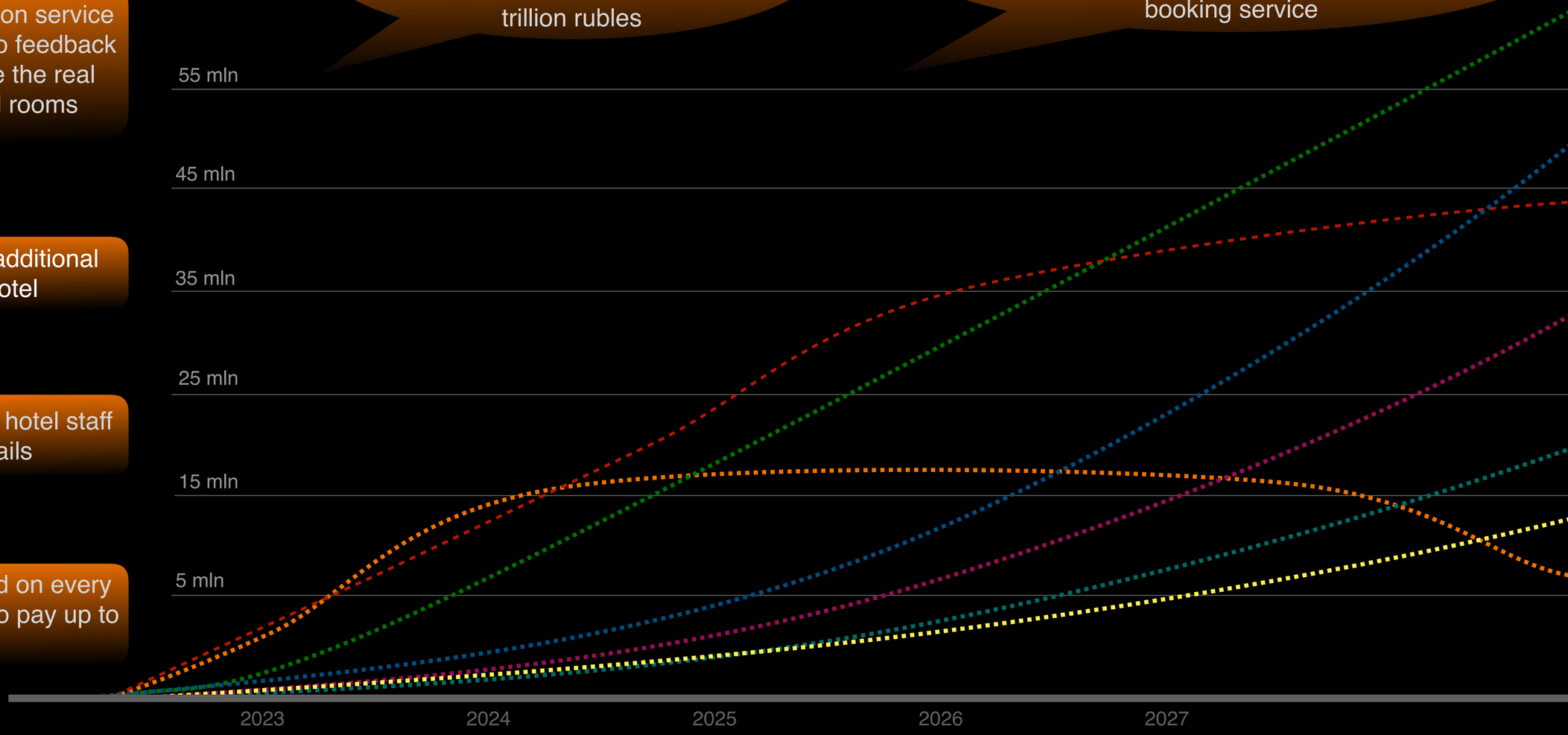
We will give the owner an additional field to describe his hotel

Blockchain will not allow the hotel staff to see bank card details

Cashback, which is refunded on every purchase. User will be able to pay up to 100% cashback

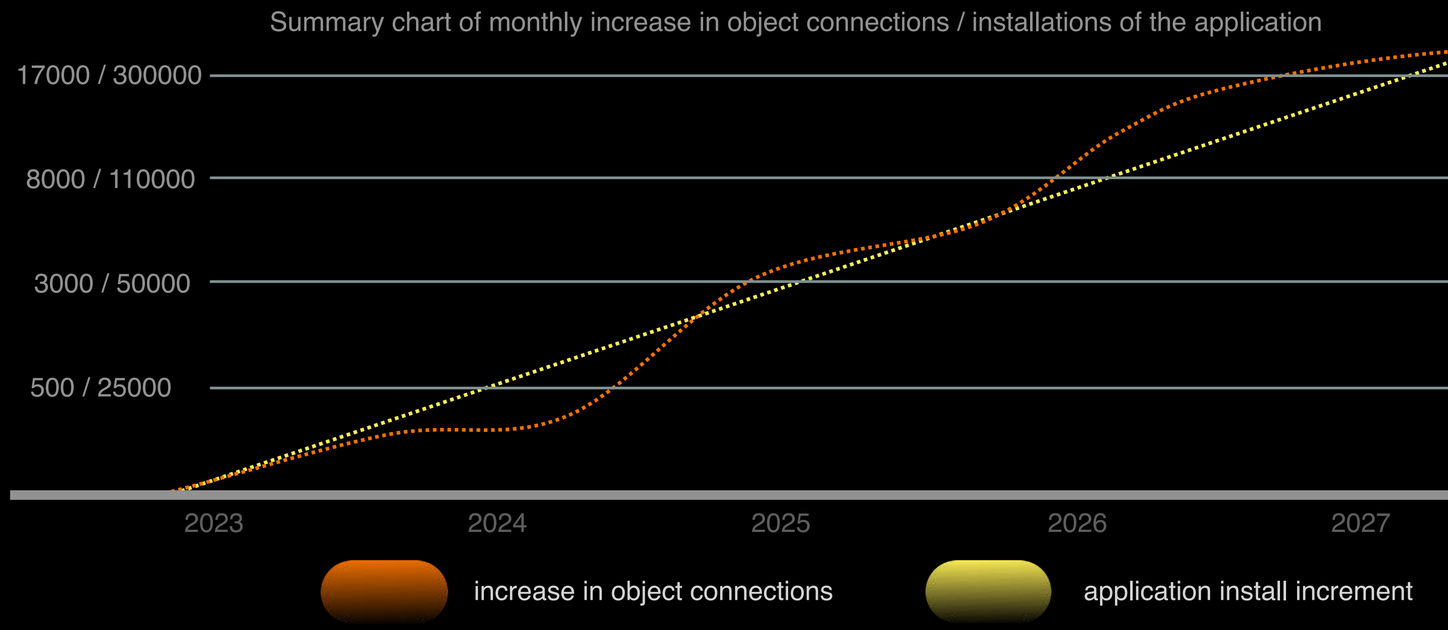
In 2021,
the Russian eTravel market has overcome the volume of online sales of travel services and exceeded 1.5 trillion rubles

2022 - time of opportunities! Foreign competitors have left the Russian market and we are ready to offer tourists an innovative online hotel booking service



Summary chart of the company's profitability for each business model depending on the stage of project implementation

Business ecosystem Flat City will provide users with a contactless mechanism for hotel rentals and will not forget the usual one. The company's technologies guarantee complete data security for all users of the online service.



2022 Q2

Preparing and conducting private sales for growth and development. Selection of HR-managers. Developing TOR for the team

2022 Q3

Demo version of mobile application for IOS and ANDROID. Mobile application testing

2022 Q2

Preparing and conducting a public sale to scale. Extension of the development team. Design development

2023 Q3

Launching an advertising campaign. Mass connection of hotels to Hotel City service

2023 Q3

Bounty 2%
Air drop 5%

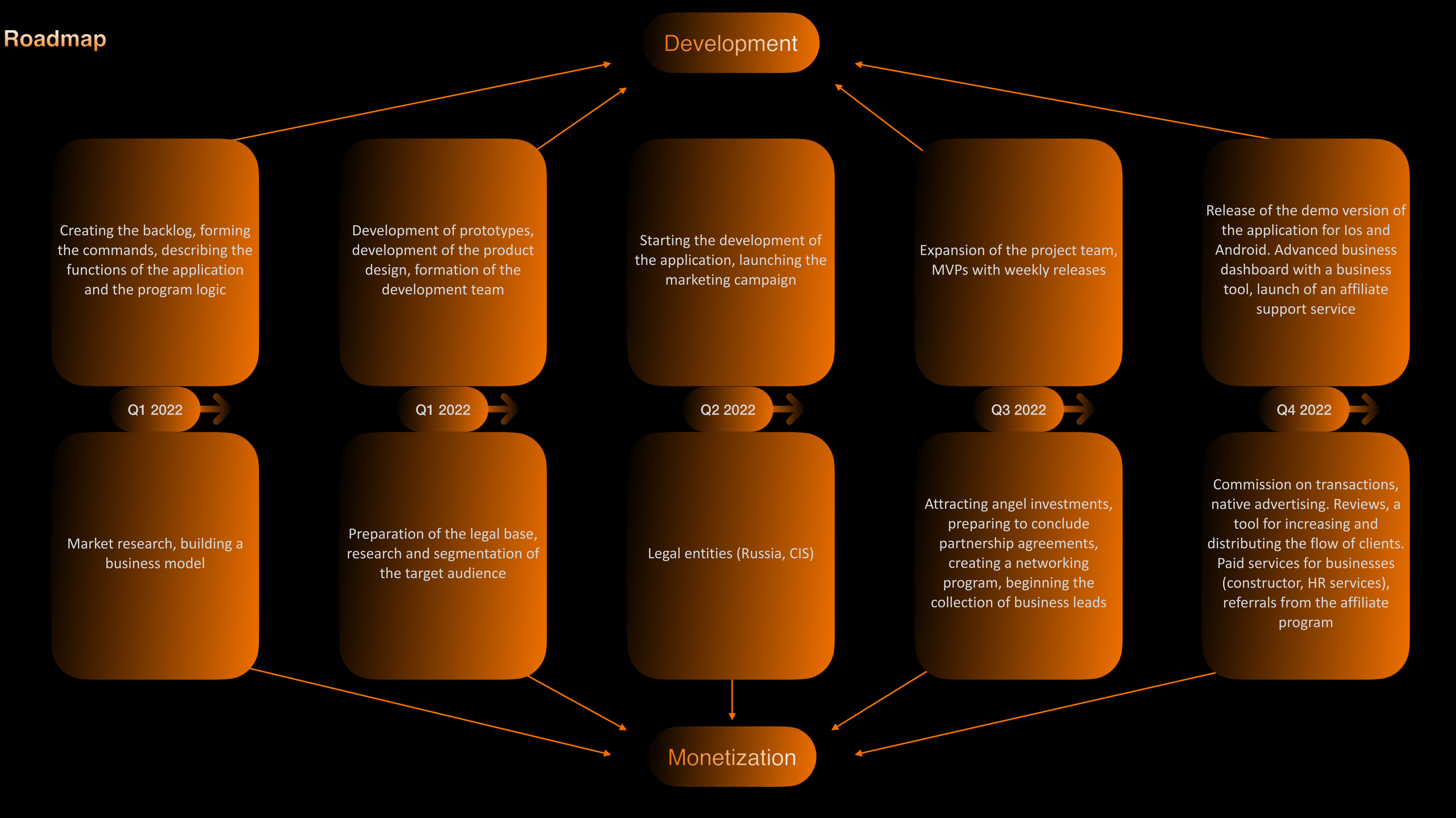
Listing on crypto-exchanges

2022 Q3

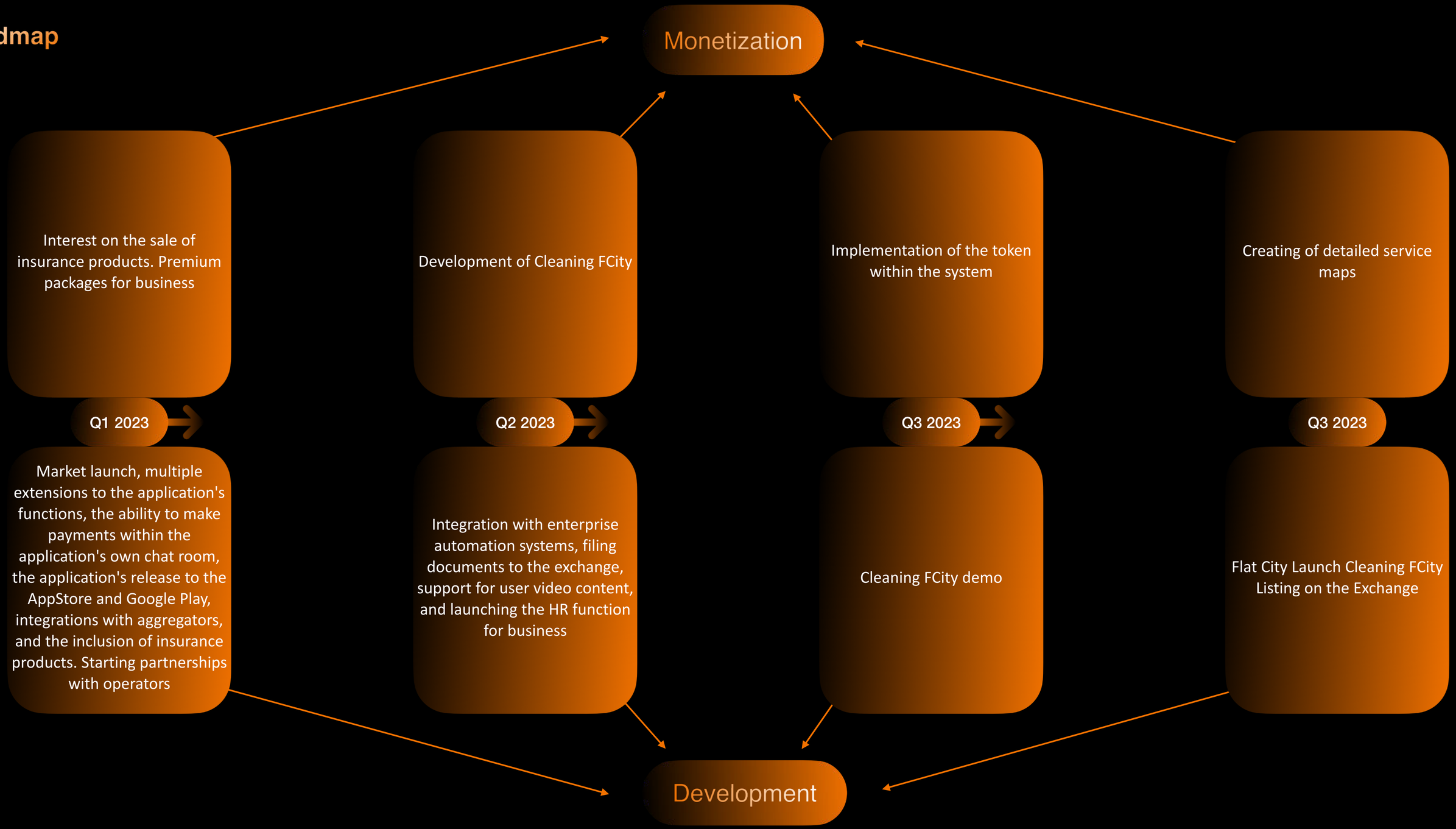
Release of mobile apps in the App Store and Play Market

Flat City will go beyond the usual, with the help of blockchain. Users will be able to make an objective choice of hotel thanks to video reviews. Each user who passes biometrics within the application will be able to leave video reviews and receive FCity tokens, which can then be used to pay up to 100% of the cost of the hotel and other services. For hoteliers we will add a field, through which landlords will be able to increase the sale of rooms, with information that only he knows and to support the text with video material. Through its technology and blockchain, Flat City will give serious competition to market sharks and by 2027 will become a leader in the Russian market, thanks to an entire ecosystem centered around one area of the user's life.

Roadmap

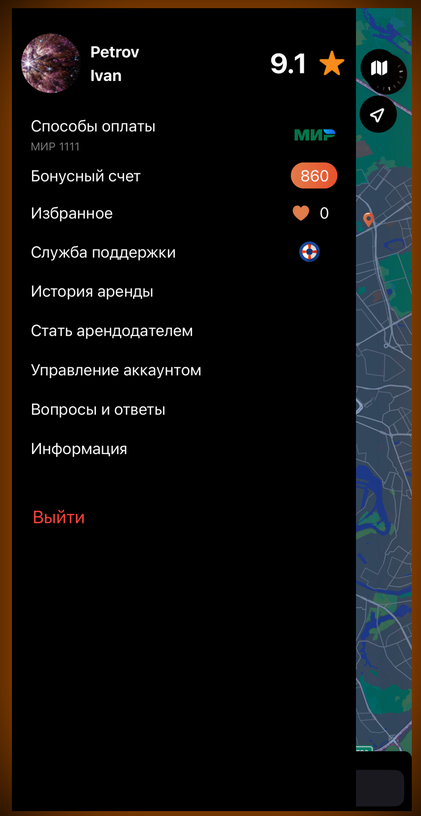

Development
Creating the backlog, forming the commands, describing the functions of the application and the program logic
Development of prototypes, development of the product design, formation of the development team
Starting the development of the application, launching the marketing campaign
Expansion of the project team, MVPs with weekly releases
Release of the demo version of the application for Ios and Android. Advanced business dashboard with a business tool, launch of an affiliate support service
Q1 2022
Q1 2022
Q2 2022
Q3 2022
Q4 2022
Market research, building a business model
Preparation of the legal base, research and segmentation of the target audience
Legal entities (Russia, CIS)
Attracting angel investments, preparing to conclude partnership agreements, creating a networking program, beginning the collection of business leads
Commission on transactions, native advertising. Reviews, a tool for increasing and distributing the flow of clients. Paid services for businesses (constructor, HR services), referrals from the affiliate program
Monetization

Roadmap

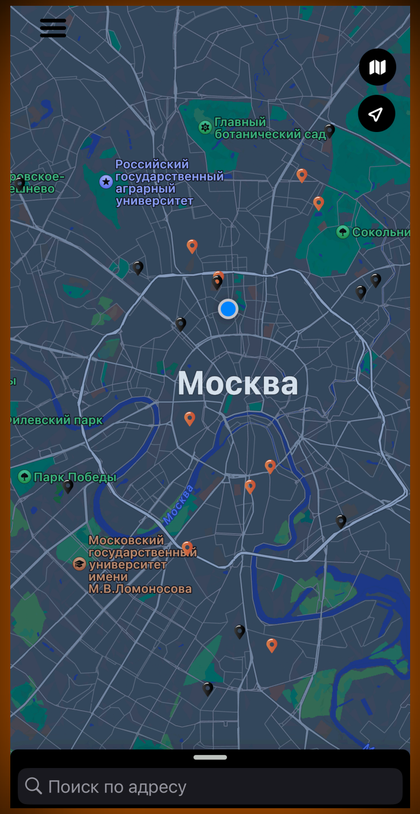

Monetization
Interest on the sale of insurance products. Premium packages for business
Development of Cleaning FCity
Implementation of the token within the system
Creating of detailed service maps
Q1 2023
Q2 2023
Q3 2023
Q3 2023
Market launch, multiple extensions to the application's functions, the ability to make payments within the application's own chat room, the application's release to the AppStore and Google Play, integrations with aggregators, and the inclusion of insurance products. Starting partnerships with operators
Integration with enterprise automation systems, filing documents to the exchange, support for user video content, and launching the HR function for business
Cleaning FCity demo
Flat City Launch Cleaning FCity Listing on the Exchange
Development

Review MVP

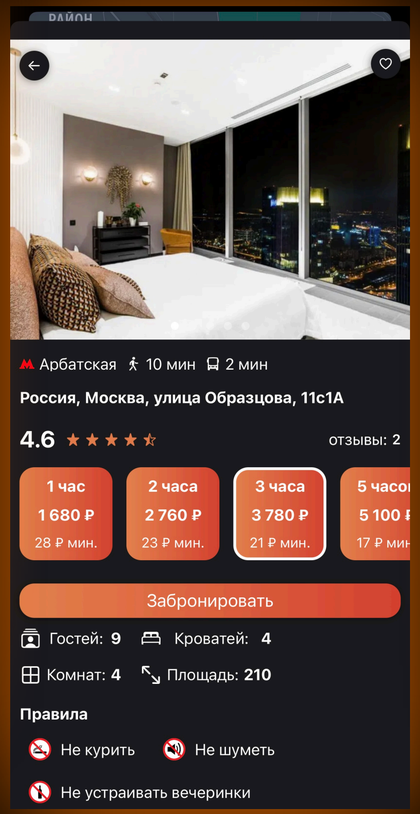
- Apartments anywhere in Russia and the CIS without intermediaries.
-Savings, the ability to rent without overpayment.



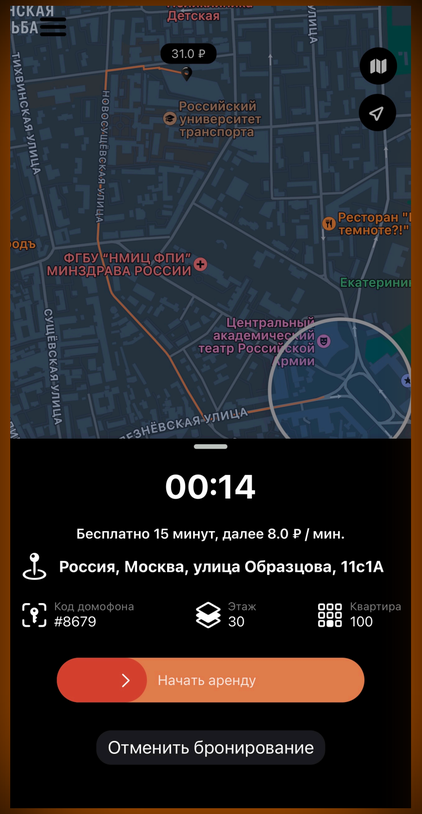
- Reliable information about your chosen property.
- Easy access to your local community.



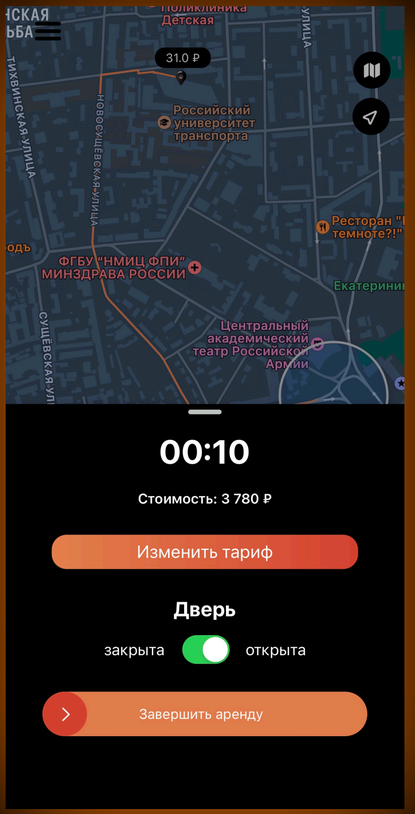
Free Booking Using geolocation and an algorithm calculates the time of your your way to the apartment and provides you with a free reservation



Instant verification of the user Upload your passport data and in a few minutes you can rent an apartment



Payment for services in the application Users can pay for rent in the app not only with the bank, but also with FCity token. Each account will have a crypto-purse tied to it for token payment



Marketing

	2023	2024	2025	2026	2027
Number of connected objects	2300	9 030	15 110	22 850	28 800
Number of users	25 710	52 900	111 810	268 420	503 220
Number of cleaners	550	1 340	1 950	3 680	5 210
Number of paying users	11 020	28 910	54 670	176 220	304 550
Number of specialists FCity	80	140	170	290	420
Number of FCity token payers	1 010	3 810	9 760	23 340	64 590

Finance

	2023	2024	2025	2026	2027
Paying users	$ 5 400 000	$ 34 626 000	$ 80 748 000	$ 150 195 000	$ 228 728 000
FCity Cleaning	$ 1 190	$ 2 700	$ 5 840	$ 12 670	$ 34 110
Depreciation and amortization costs and % payment	-$ 612 500	-$ 834 770	-$ 1 712 340	-$ 5 900 010	-$ 9 054 210
FCity Specialists	-$ 103 500	-$ 172 870	-$ 211 640	-$ 493 284	-$ 658 220
FCity Stability Fund	$ 1 100 000	$ 1 350 000	$ 1 600 000	$ 1 850 000	$ 2 100 000
Additional company products	$ 312 390	$ 562 750	$ 916 540	$ 2 148 480	14 013 570

Allocation of tokens

Private sale 0.013$
Public sale 0.048$

Projected demand and price for FCity token

The main purpose of FCity token in Flat City, Hotel City and Cleaning FCity is to pay for rental and cleaning services, retail and small-wholesale FCity output into fiat currencies through the service, pay transaction fees and pay the cost of resources consumed by services. Thus, the FCity token is necessary for the functioning of all components of the ecosystem that have a link to the exchange rate. Based on the projected number of network users and expected annual turnover (taking into account the growth rate), we can get a justified market value.

Issue - 900,000,000

Private sale - 90,000,000 (10%)
Team - 90,000,000 (10%)
Stability Fund - 522,000,000 (58%)
Bounty - 18,000,000 (2%)
Air drop - 45,000,000 (5%)
Public offering - 135,000,000 (15%)

Distribution

5% of tokens will be distributed among investors who entered the Private sale

Private sale

In the first round of private sale it is planned to offer 90,000,000 tokens or 10% of the issue at the minimum cost with a lock up period of up to 3 months.

Public Offering

The remaining 15% of the coins will be sold out among live members of the Flat City ecosystem through a sales and promotional campaign.

Bounty Program

Flat City is booking 18,000,000 FCity for a bounty program that includes rewards in tokens for:
- Subscriptions and reposts on social media;
- Writing reviews and posts about the project;
- Publication of materials in the media;
- MVP testing;
- Applied tasks (design, forum moderation, translation of texts into other languages, etc.).

Stability Fund

Stored in multi-currency reserves, can be used during market collapses, lack of external financing. Reserve fund supports sustainable development of the project.

When users buy tokens in the application, they are deducted from the stability fund. For example, buying tokens for $100 in the application means that tokens for $100 from the stability fund will be burned, thus the project will eliminate the oversupply on the market and keep the token stable

Allocation:

Token parameters for private sale

Type: native token; Standard: TRC-20; Ticker: FCity

Option 1: private sale token price: $0.013
Soft Cap: $1 170 000

Minimum participation: $100
Maximum purchase: $200.000
ICO buyers are banned from selling for 3 months

Option 2: public sale token price: $0.048
Hard Cap: $19 440 000

Minimum participation: $500
Maximum purchase: $400.000
There is no sales ban period for ICO buyers Purchase token only for BTC, ETH, XRP, USDT in personal account on the official website www.flatcity.site

Monetization

Flat City will earn agent commission on all services made through the app. Depending on the type of service, agent commission could be up to 38% of sales. Part of the commission will not be charged to the business to provide a commensurate discount to the client. Another portion of the commission will be cashback for the client, paid by the platform. Cashback has no payment limits and can be used immediately upon completion of purchases. Cashback is subject to withdrawal from the system in the form of a token. Purchases made with cashback (up to 100% cashback payment) are also rewarded with cashback. The rest of the commission will be the profit of the app. Monetization of Payable Integration Modules. To implement Flat City's innovative technology, a crypto-purse will be linked to the user's personal account to provide the application's functionality; a micro-module architecture is used. The standardization of the architecture of a single module is applied, which allows charging payment in FCity coins (the base coin of the Tron TRC20 network) for the use of the services embedded in the integration modules.

Budgetary provisions

The funding raised from those interested in the development of Flat City service will be used to develop the platform, the Flat City and Cleaning FCity applications to maintain their internal functionality. The MVP application on the basis of IOS is being developed, after that the release of the Android version is planned. Today, any project and product at the first stage of launch needs a strong marketing strategy to become recognizable in the market and attract potential users. The Flat City application is positioned as a global project. It is planned that marketing and promotion of Flat City product will be carried out in Russia and CIS countries.