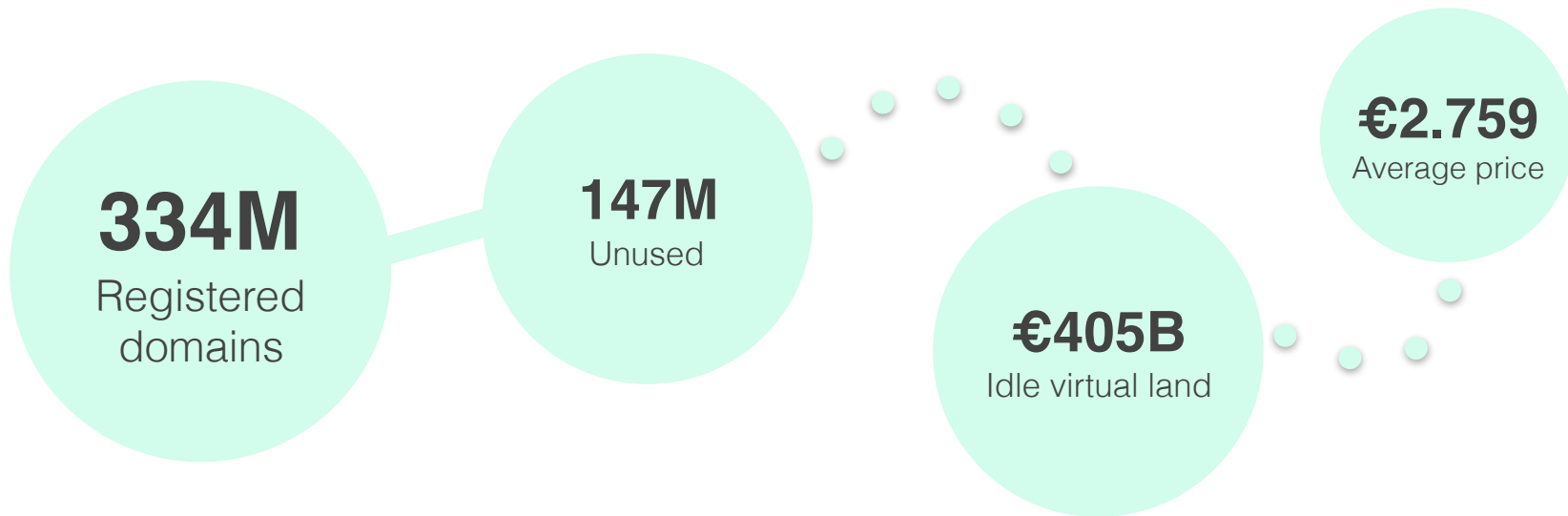undeveloped

Introducing the missing link. *Primary* & *Secondary* domain market **powered by blockchain**.

The market is outdated & inefficient

The absence of universal access to all registered but unused domains has left idle and unused domains scattered all over the internet, hidden from end-users.

334M
Registered domains

147M
Unused

€405B
Idle virtual land

€2.759
Average price

Meanwhile, all companies need a great identity

A solid identity increases the chance of success. Good brands are either *taken* or *in use*. Usable domains are *short in supply*, *hard to find* and *too expensive*.

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Every part of the startup infrastructure is becoming instantly deployable

Deploying servers is cheap and instant. Billing, support and payrolling is SaaS. <u>How about your brand?</u> Introducing **BaaS** (*Brand as a Service*).

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Branding will become infrastructure too

Imagine your company could get a complete brand for a <u>fixed monthly fee</u> that is instantly deployable. Hassle free, risk free and flexible. No middle man required. All processes and legal work <u>automated by smart contracts</u>.

Get started with one of these premium brands from just $199 a month.

TRIP.TO ✈

gift.store

TIQET.COM

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*Making quality brands **accessible** again*

As a company you can't create a brand and get the right domain with it afterwards. Today, the domain owner actually *owns the brand*.

Undeveloped makes all usable domains, from whatever source, available from a *single one-stop shop*.

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Timing: why now?

An *extremely outdated market* full of *legacy stakeholders* and *outdated business models* & structures *rule the landscape*. The absence of a full-service vendor has created an inefficient, ready to be disrupted market.

By *adopting blockchain* at *Undeveloped* we can effectively *remove all inefficiencies* in the market while introducing long-awaited innovations.

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A strong foundation is already set

Undeveloped's state of the art domain marketplace is growing fast. The next step is to digitize trust processes like escrow, integrate a registrar back-end, grow our distribution back-end & network while making the entire infrastructure including the Web coin ready to scale across other platforms.

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