REVOLUTIONIZING THE WAY PEOPLE TRADE REAL ESTATE AROUND THE WORLD

INTRO

Buying and selling a home is practically the largest financial transaction one goes through in a lifetime and one of the most emotionally difficult decisions.



OUR VISION

Transform the procedure of buying and selling real estate into an efficient and pleasurable process, empowering both buyers and sellers to make the most optimal real estate decision.





Today, when you want to buy or sell a home you will face the following obstacles:



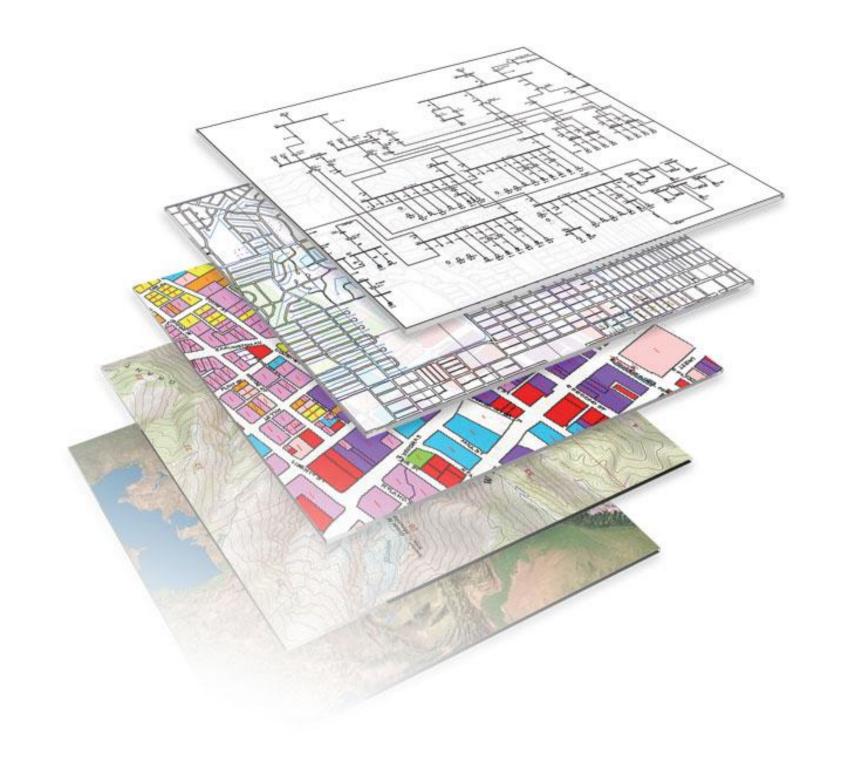
Poor User Experience



Today, when you want to buy or sell a home you will face the following obstacles:



Poor User Experience





Today, when you want to buy or sell a home you will face the following obstacles:

Lack of Transparency & Trust

Poor User Experience

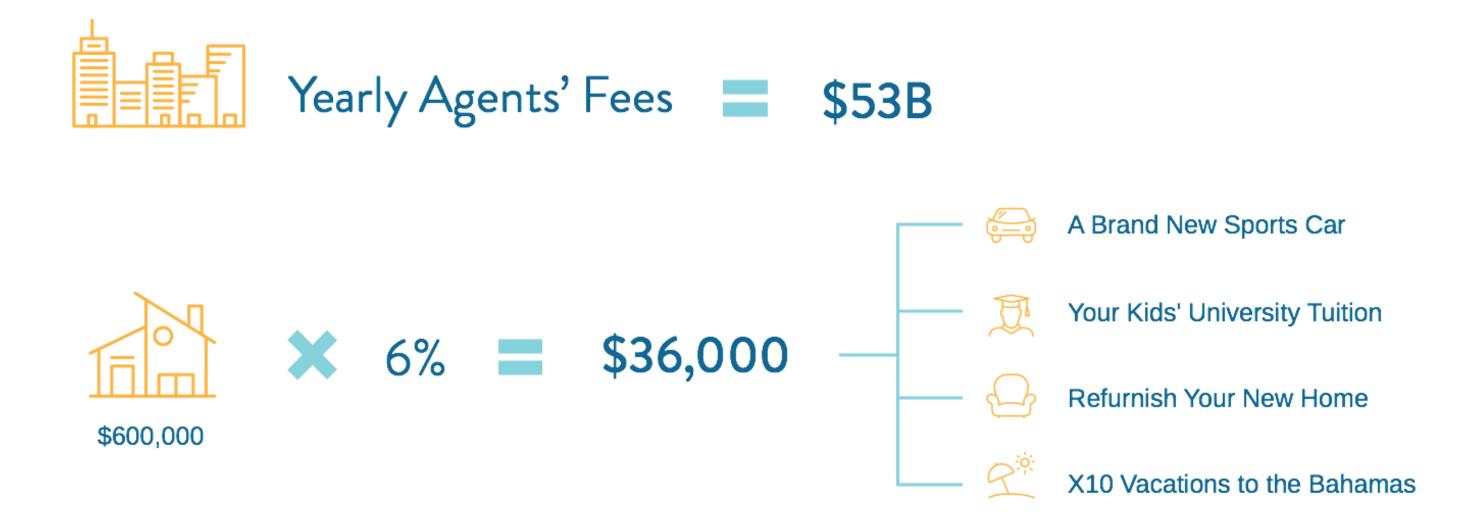


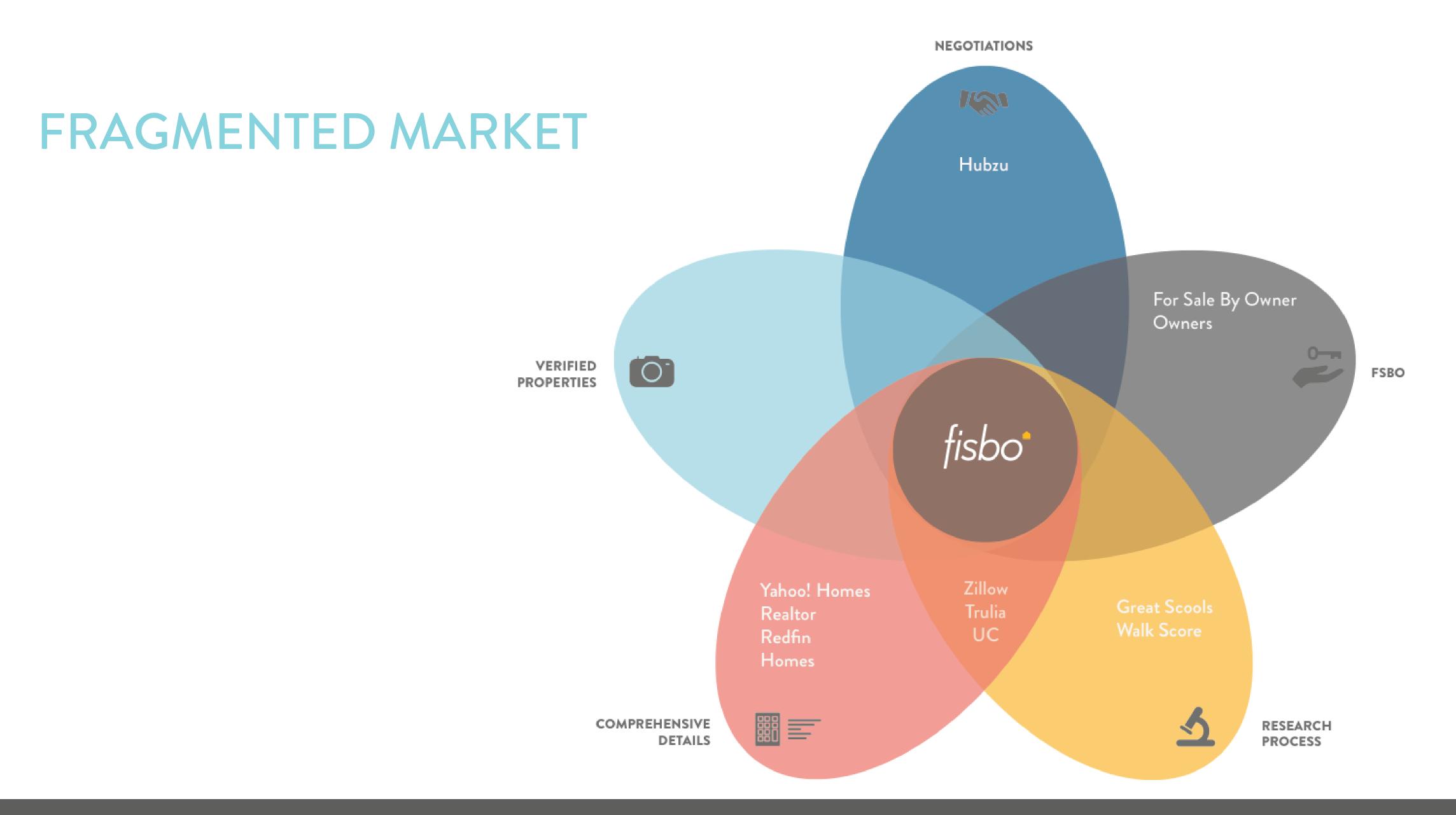


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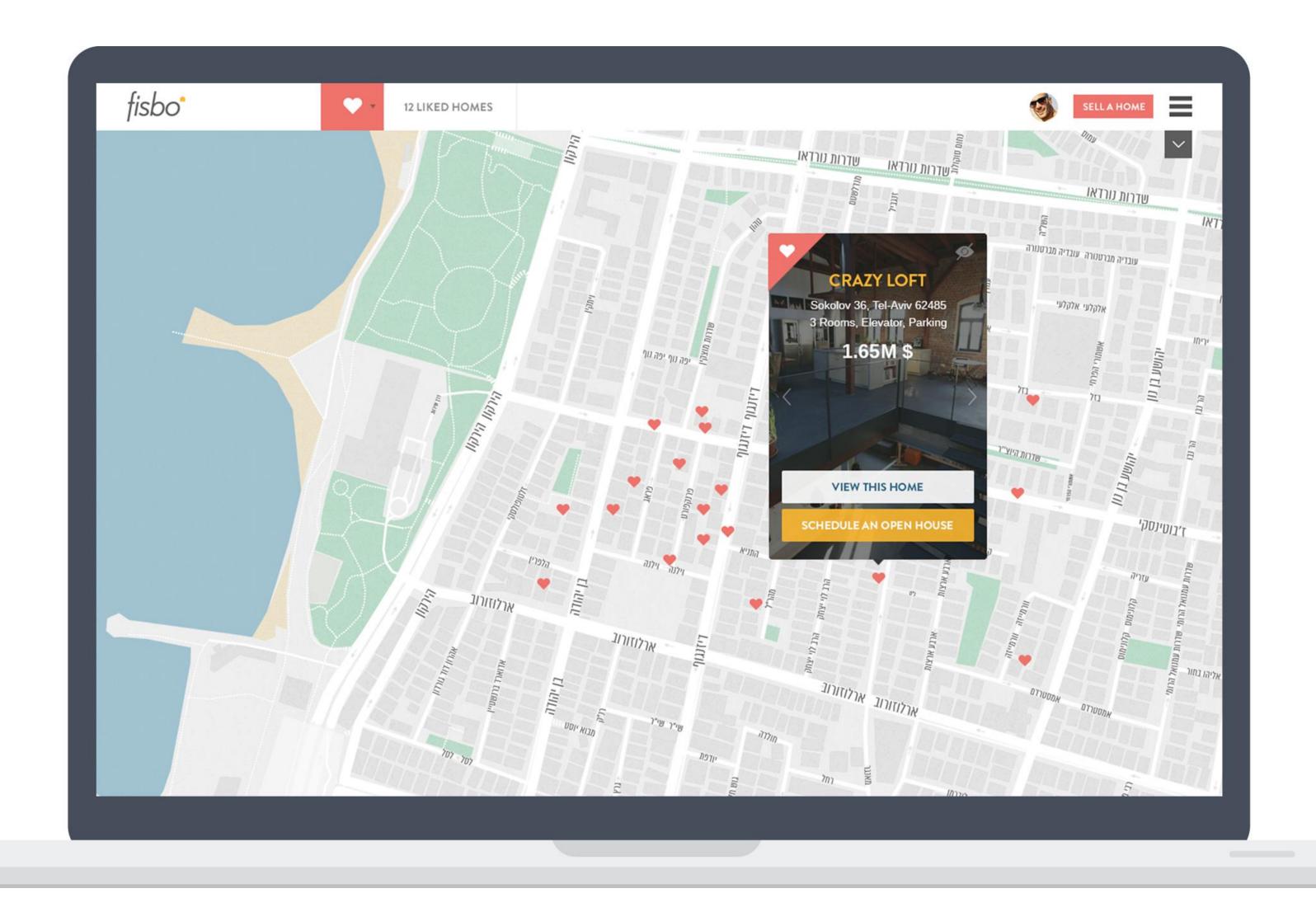
THE fisho WAY

fisbo is the first free A to Z peer-to-peer trading platform of verified real estate properties. The platform provides a simple and enjoyable way to find and buy a home you love by guiding the buyer step by step on the path towards a new home.

fisbo smartly aggregates all real estate related data and provides a tailor-made process for each user. As a purely FSBO (For Sale By Owner) platform, where all listings are by home owners, any diversion and fees by third parties are eliminated.

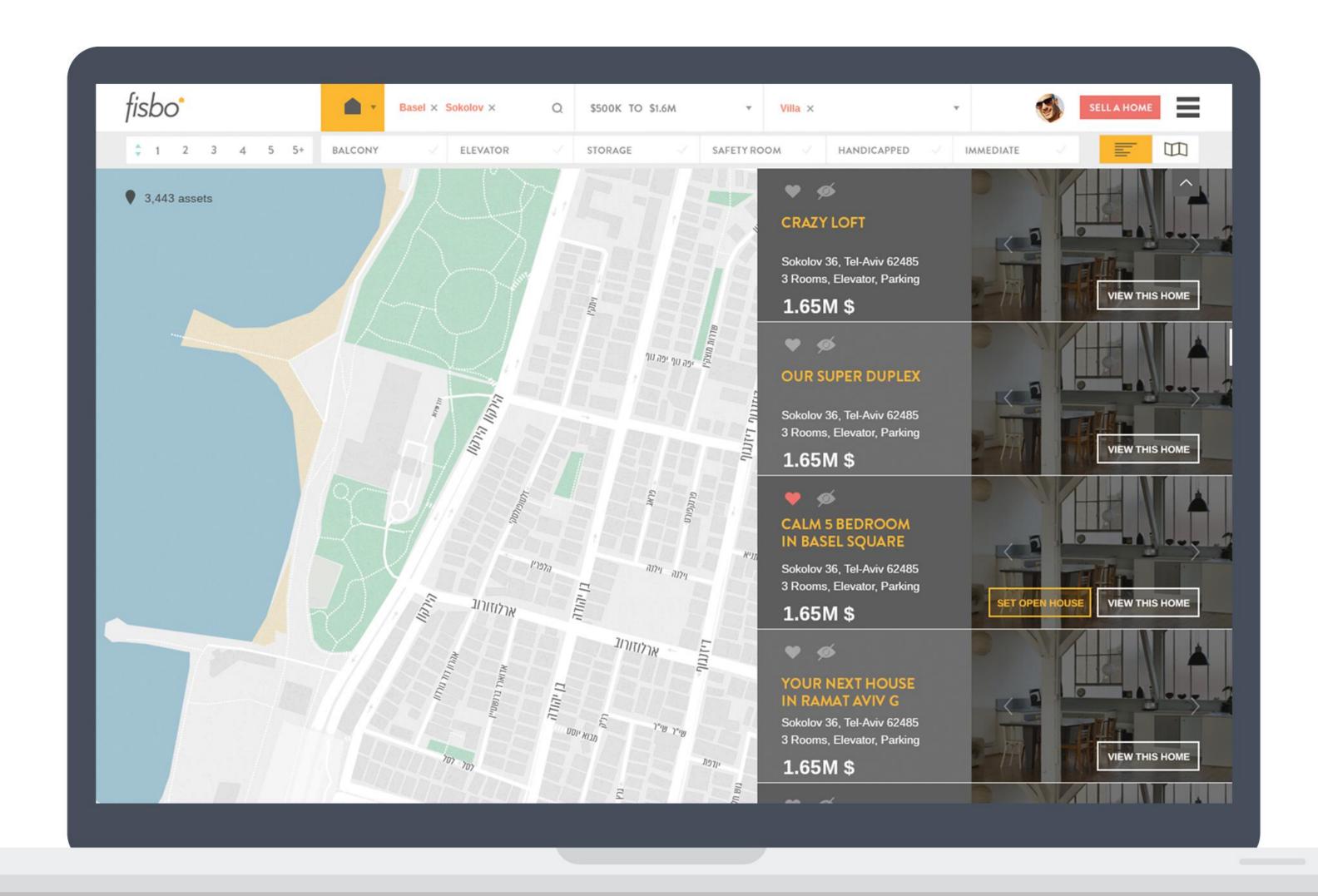


THE fisbo WAY



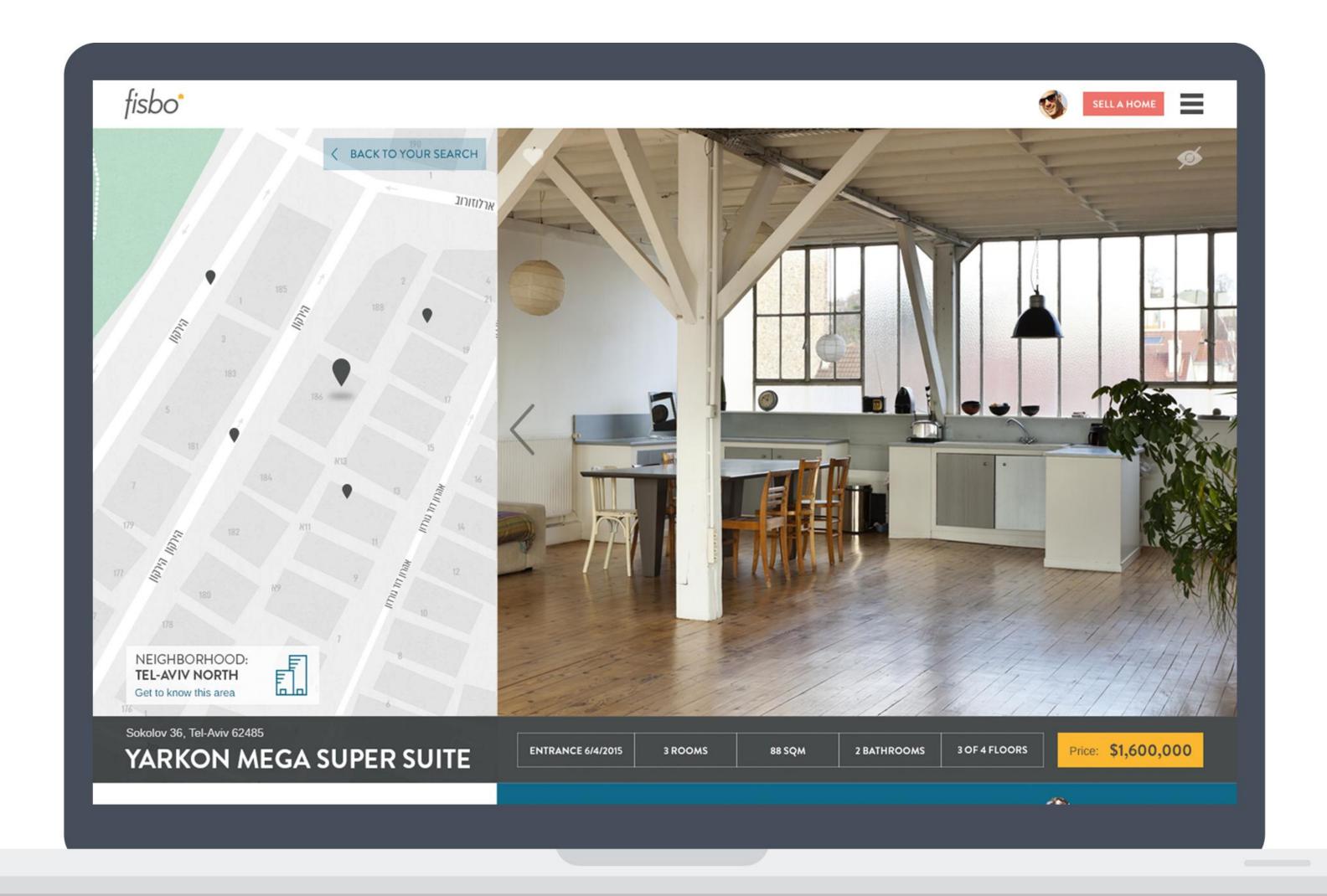


THE fisbo WAY





THE fisbo WAY





REVENUE MODELS:



DEVELOPERS' ACCOUNT

New Home Constructions



BIDDING SYSTEM

Negotiation and Closing

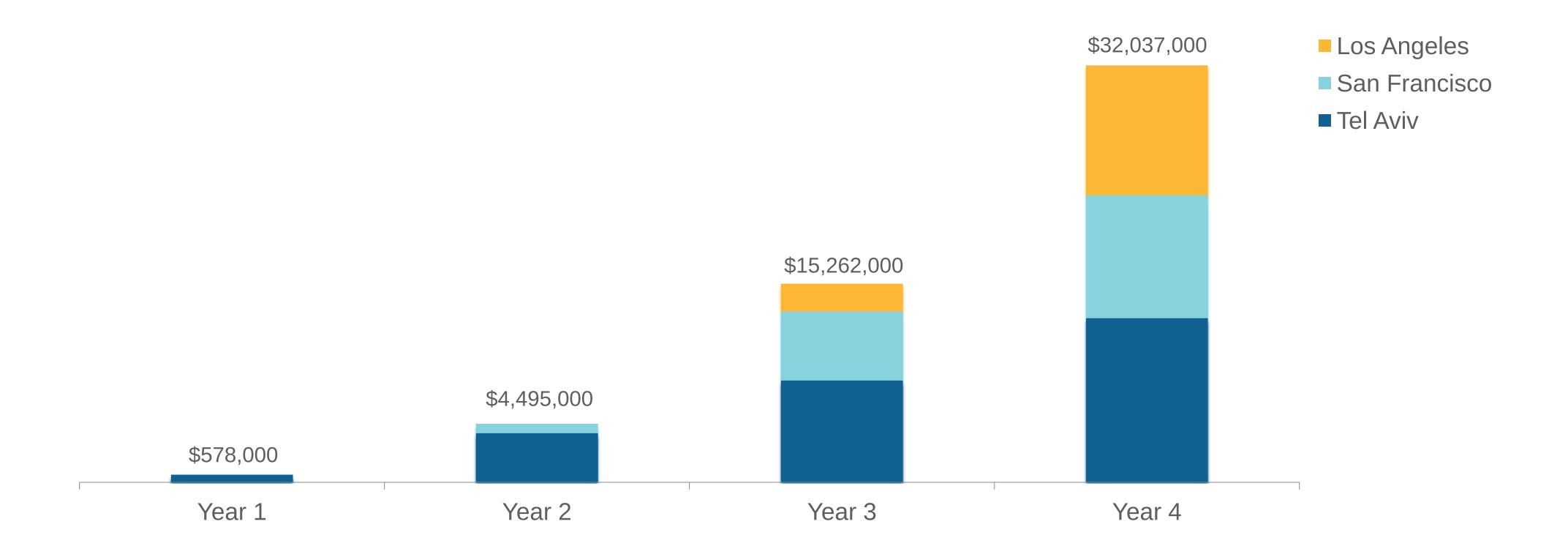


MARKET ANALYSIS

Trends and Forecasts

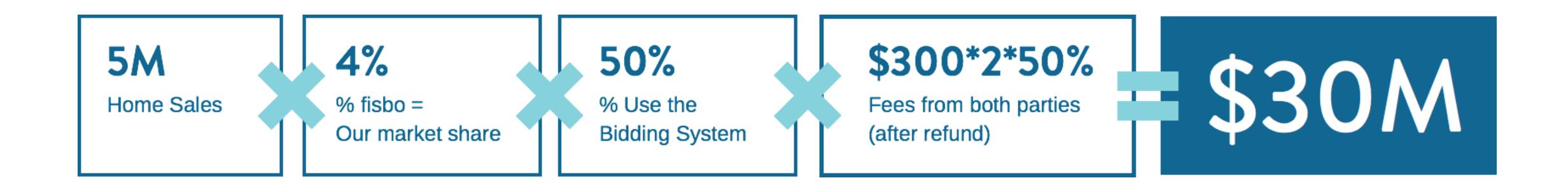


FORECASTED REVENUES:



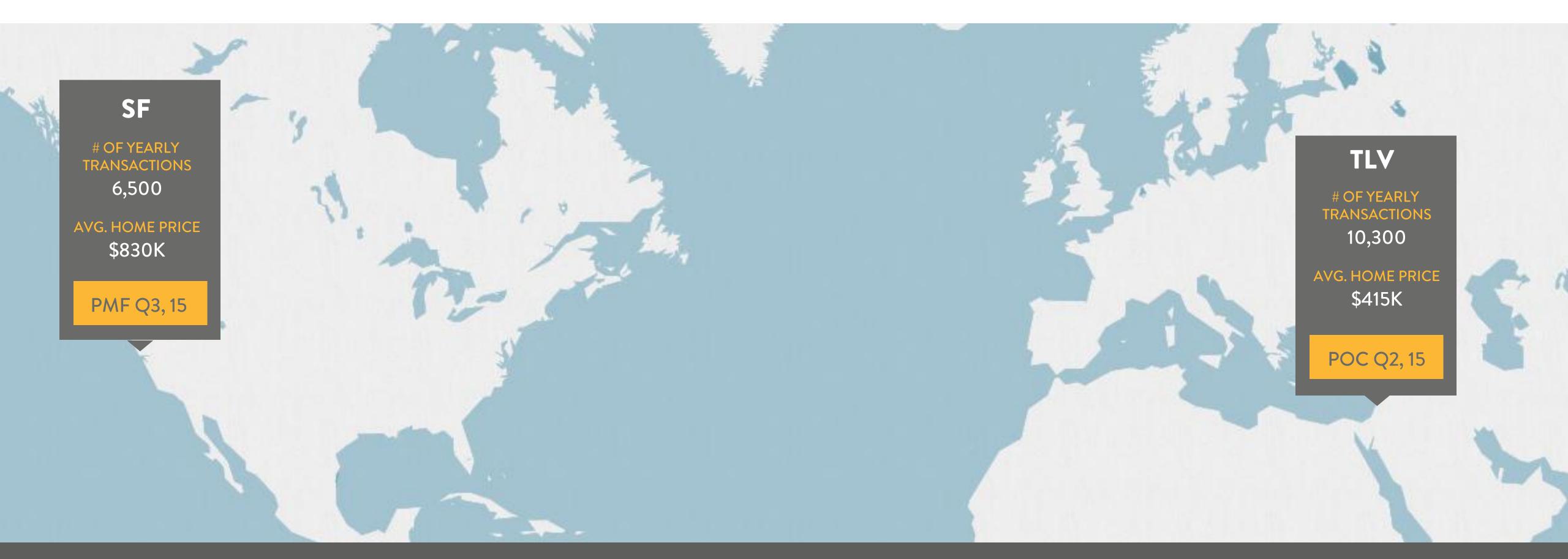


REVENUES FROM THE BIDDING SYSTEM:





CITIES EXPANSION STRATEGY:





THE FOUNDERS



ADV. GUY AELION Founder & COO

RINAT SHERZER
Founder & CMO

YARIV KATZ Founder & CTO EYAL ZURR
Founder & CEO



ROAD MAP

Pre Seed Round

Q1-Q3 2014

- Forming the Team
- Envisioning and **Defining the Product**
- Conducting In-Depth Research

Q4 2014

- Conducting Global **Market Analysis**
- Forming the **Business Plan**
- Data Integration
- Positioning and Branding
- UI/UX Design
- Product Development

Seed Round

Alpha

Private Beta

Public Beta

Public Launch

New City + Scaling

Q1

2015

- Product Development
- QA Testing

UI/UX Design

- Building Interior **Mapping Operations**
- Next Market Research

Q2 2015

- Reaching Properties' **Critical Mass**
- Enhancing the **Product**
- Preparing for Large-Scale Use

Q3 2015

- Opening Verification Center
- Conversion Optimization
- Launching V2.0
- Establishing the fisbo Community
- Preparation for the New City

Q4

2015

- Burst Campaign
- PR and Social Blast
- Substantial Unique **Content Creation**
- Product Market Fit for the New City

Round A

Q1-Q2 2016

- 3D Property Shoot
- Second Burst Campaign
- Open Revenue Stream
- New City Penetration



BUDGET BREAKDOWN

Looking for an Investment of: \$650K

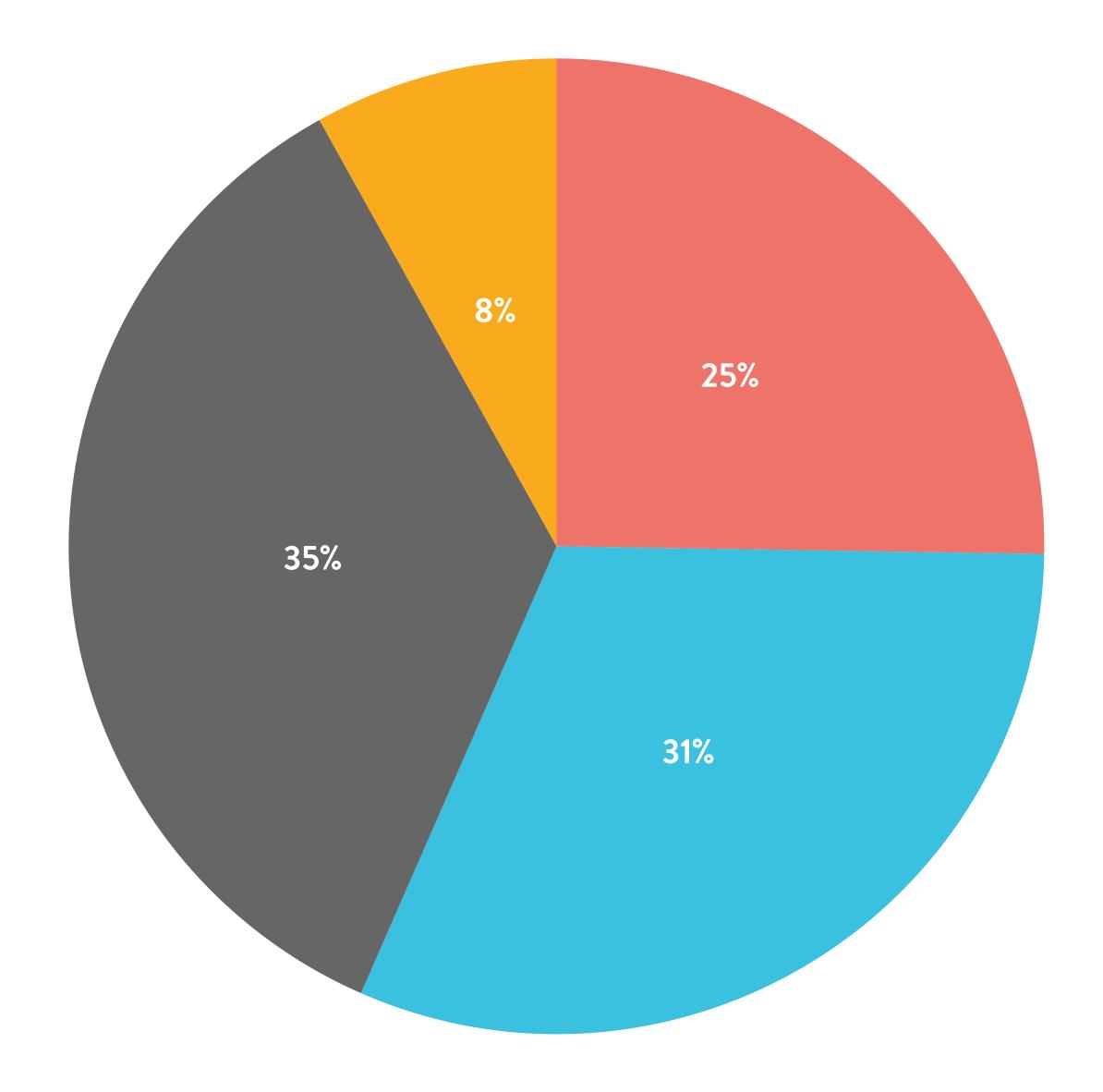
Timing Target of Investment: March 2015

Operations

Marketing

Development

New Market





OWNIT.

