

PROJECT SUMMARY

Information that can be used within the content of the bounty campaign.

1	<p>Talk about the size, importance and success of the real estate market</p>	<p>Key idea: The world's best investment is the world's oldest investment. Rental market has future and it needs future technology.</p>	<p>Key fact: The global value of real estate amounted to 2.7 times the world's GDP in 2015. Residential property accounted for 75% and the remaining 25% is commercial real estate.</p>
2	<p>Bring attention to the real estate rental market problem</p>	<p>Key idea: With the rise of sharing economy, favorable factors for traveling and the increasing flow of human resources across borders, the number of rental transactions is growing rapidly. The more people rent, the more they have arguments and disputes about safety deposits every year.</p>	<p>Key fact: 50% of all rental safety deposits globally are subject to disputes that destroy value for everyone—both lessors and their lessees. 6,000,000,000 EUR are lost annually due to disputes in UK alone.</p>
3	<p>Draw attention to this projects distinctiveness over others</p>	<p>Key idea: RxEAL is a real-life solution. Real estate is the realest money-maker of all time.</p>	<p>Key fact: “The first decentralized space company”, “disruptive social networking platform”, “a new crowd-sourcing democracy platform”? There are a lot of imaginary, hypothetical projects. RxEAL does not fall in this category.</p>
4	<p>Talk about the simplicity and the innovation of the system</p>	<p>Key idea: It is smart, secure and independent.</p>	<p>Key fact: Within the RxEAL platform users are able to generate smart contracts based on terms both parties have agreed on. The contract will ensure that deposit amount would be stored securely on Ethereum blockchain throughout the course of the agreement. RxEAL will provide a decentralized and independent arbitrage conducted by qualified members who earn RxEAL tokens for resolving the dispute.</p>
5	<p>Bring attention to the RxEAL mission statement of the CEO.</p>	<p>“Our mission is to have a world where no security deposit is disputed, making more value for shareholders of lessors and the benefit of lessees. All done in a secure, simple and accessible way using blockchain technologies. “ – Dmitry Orlov, CEO of RxEAL.</p>	
6	<p>Important details!</p>	<p>Token pre-sale start date: December 4, 2017 (12 PM UTC) Token pre-sale end date: December 31, 2017 (12 PM UTC) Pre-sale bonus: 100% Token sale start date: January 31, 2018 Token sale end date: March 2, 2018 Token name: RxEAL Token ticker: RXL Token standard: ERC20 Token decimals: 18 Token supply: 96000000 Token sale price: 1ETH = 400 RXL tokens Token hard cap in ETH: 113927*</p>	
!	<p>Bounty Guidelines: Channel Specific Requirements</p>	<p>Twitter: 1. Mandatory use of one of these hashtags: #rxreal #rxl #timetogetreal #gainfromtomorrow 2. Have to follow RxEAL on FB and Twitter</p>	<p>Facebook: 1. Mandatory use of one of these hashtags: #rxreal #rxl #timetogetreal #gainfromtomorrow 2. Have to follow RxEAL on FB and Twitter</p>

*To be adjusted based on pre-sale results