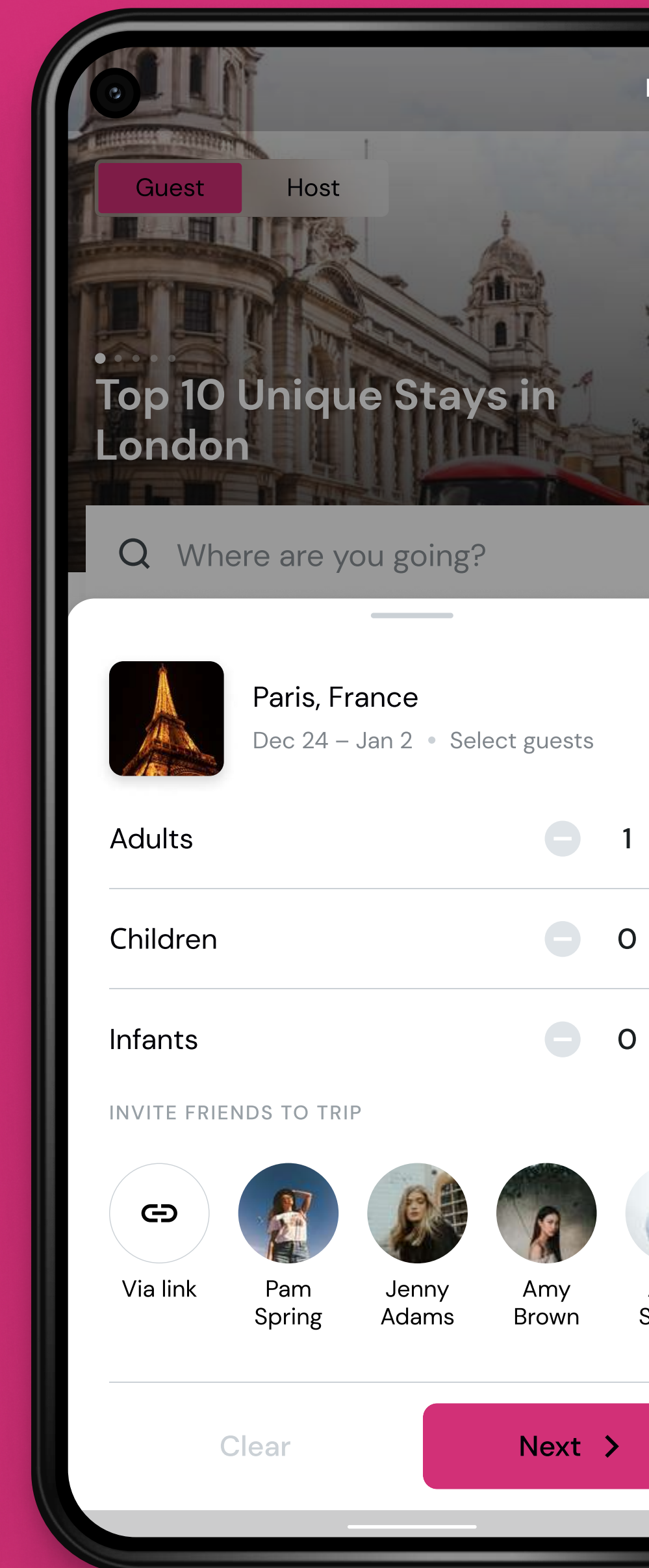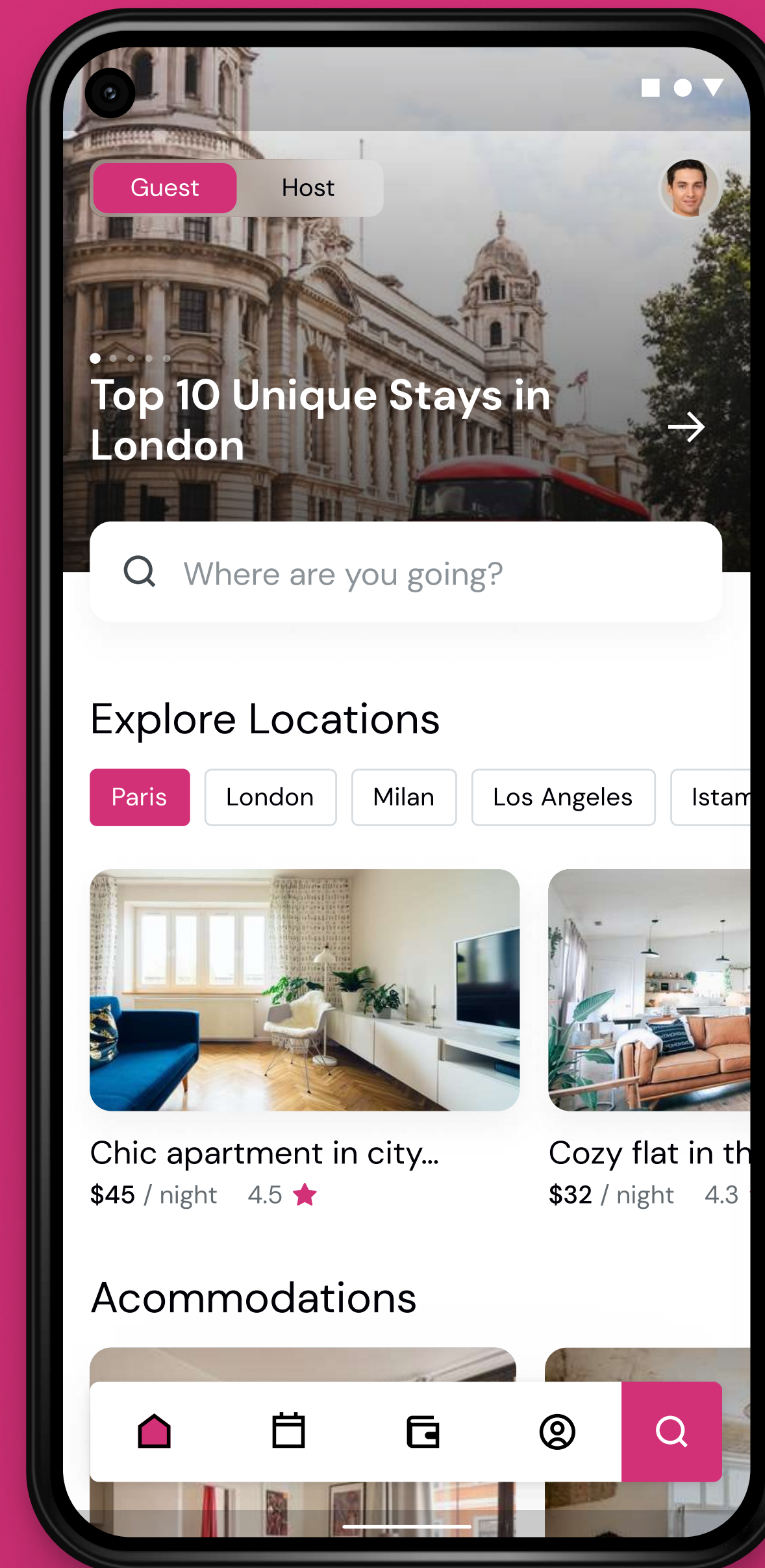PolkaTrail

PolkaTrail

PolkaTrail is an innovative platform that interconnects physical spaces and virtual world through blockchain technology. From space sharing to NFT mining, PolkaTrail is the first ever platform to engage crypto-enthusiasts and retail users.
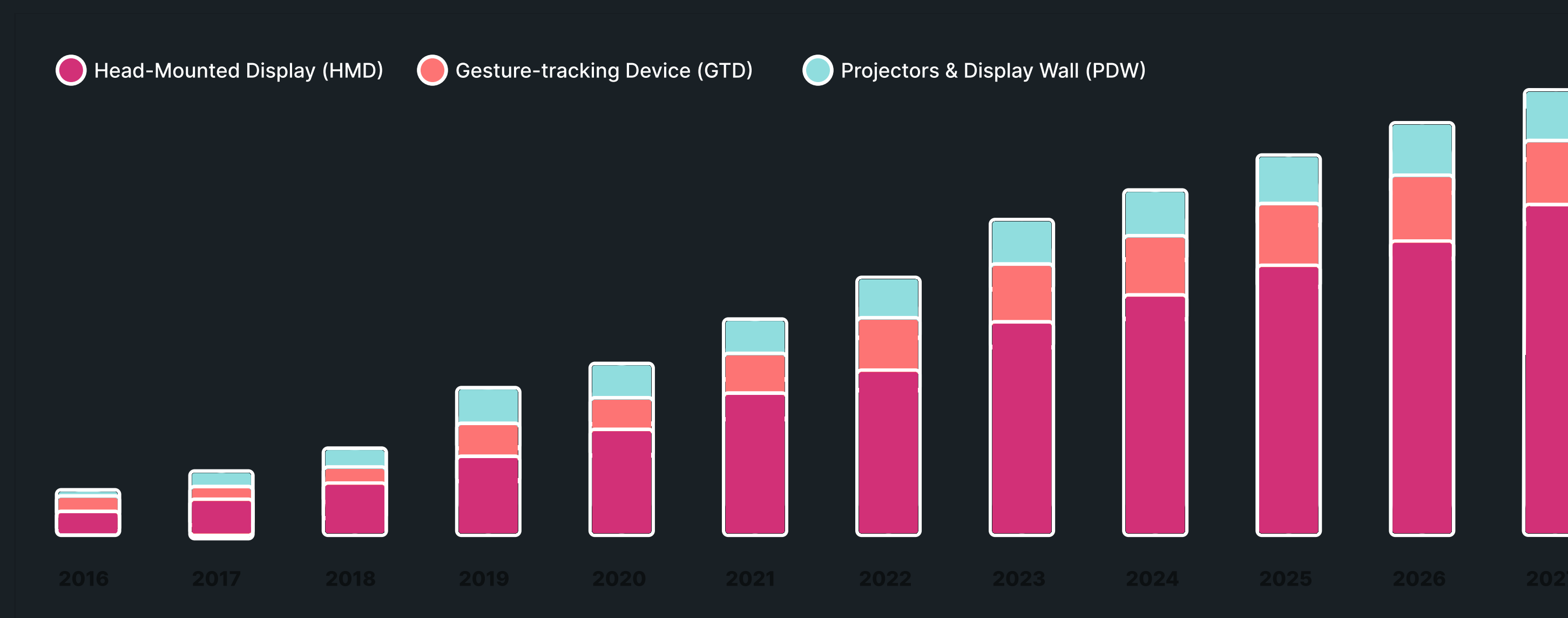
Business Model

PolkaTrail intends to provide a transaction fee-free space sharing application. Therefore, our business model is to take transaction fees from the NFT marketplace and advertising fees.

20% Advertisements

10% NFT Marketplace

Market Analysis

The global virtual reality market size was valued at USD 10.32 billion in 2019 and is expected to grow at a compound annual growth rate (CAGR) of 21.6% from 2020 to 2027.


● Head-Mounted Display (HMD)　　● Gesture-tracking Device (GTD)　　● Projectors & Display Wall (PDW)

2016　2017　2018　2019　2020　2021　2022　2023　2024　2025　2026　2027

The worldwide market size of the hotel sector versus the market size of the short-term rental sector in 2018 was US$587bn against US$101bn respectively.
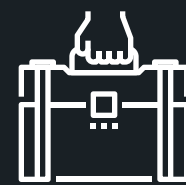
Problems

High Commission

The current home sharing industry has a high commission fee that is either paid by the seller or the consumer because of the monopolistic market dominance of major platforms.
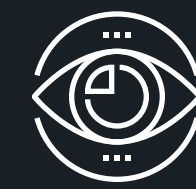
No Transparency

There is a lack of transparency within transactions. Often unreasonable, hidden costs are added as surcharge towards the customers.

Business, Not An Ecosystem

Even for semi-decentralized platforms allowing for individual participants, the revenue model is lopsided to allow for the platform provider to solely profit in millions.

High Entry Barrier For Renters

Initial cost for potential renters are extremely high for those especially without owned property.
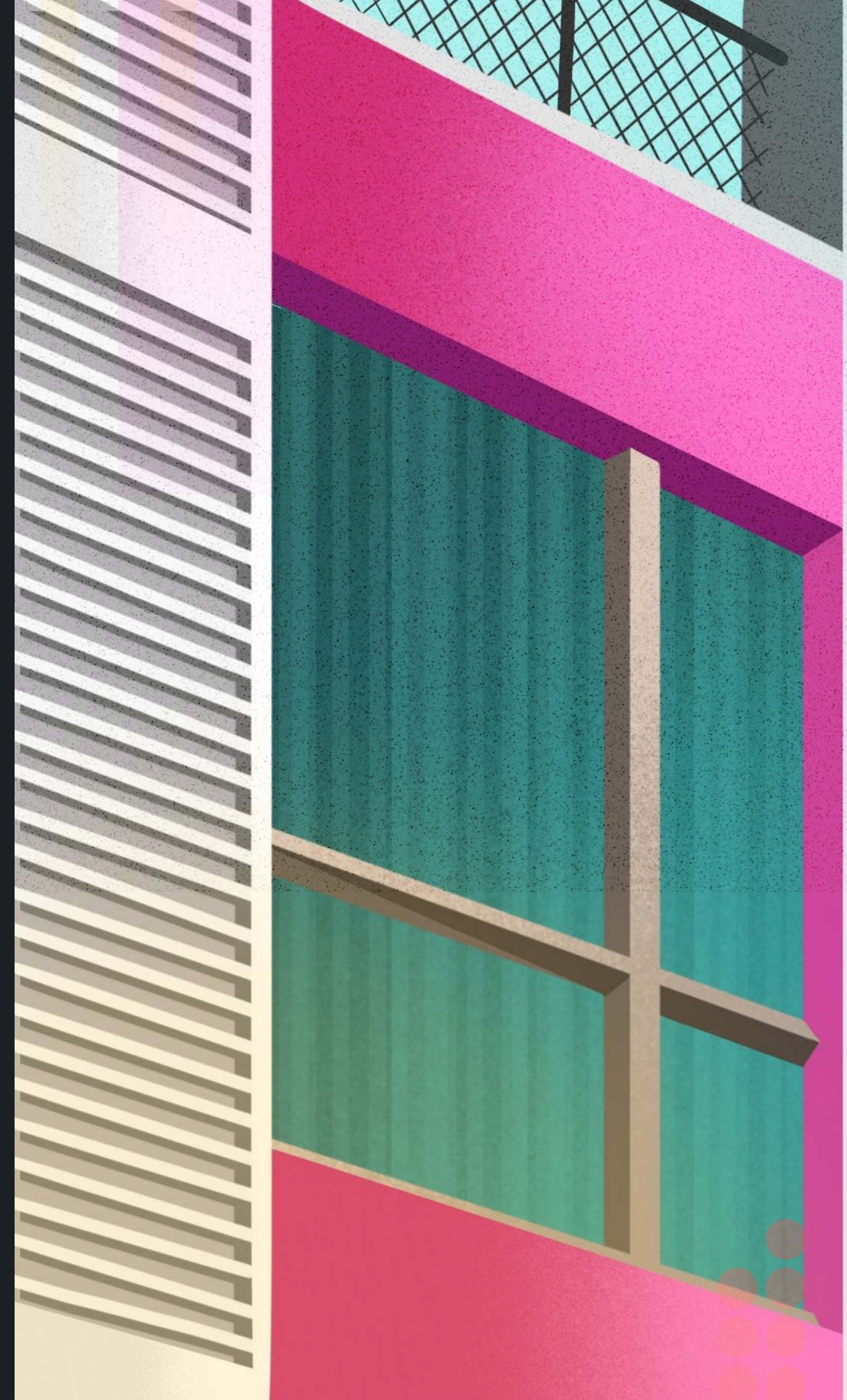
Solutions

Decentralized Ecosystem

PolkaTrail removes commission fee to the platform by providing a decentralized ecosystem and application. This resolves the issue of high commissions.

DAO-Centric

PolkaTrail is a community-driven platform. POLKATRAILS holders can participate to vote on proposals to improve the PolkaTrails platform.
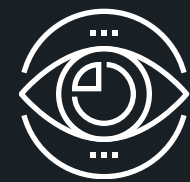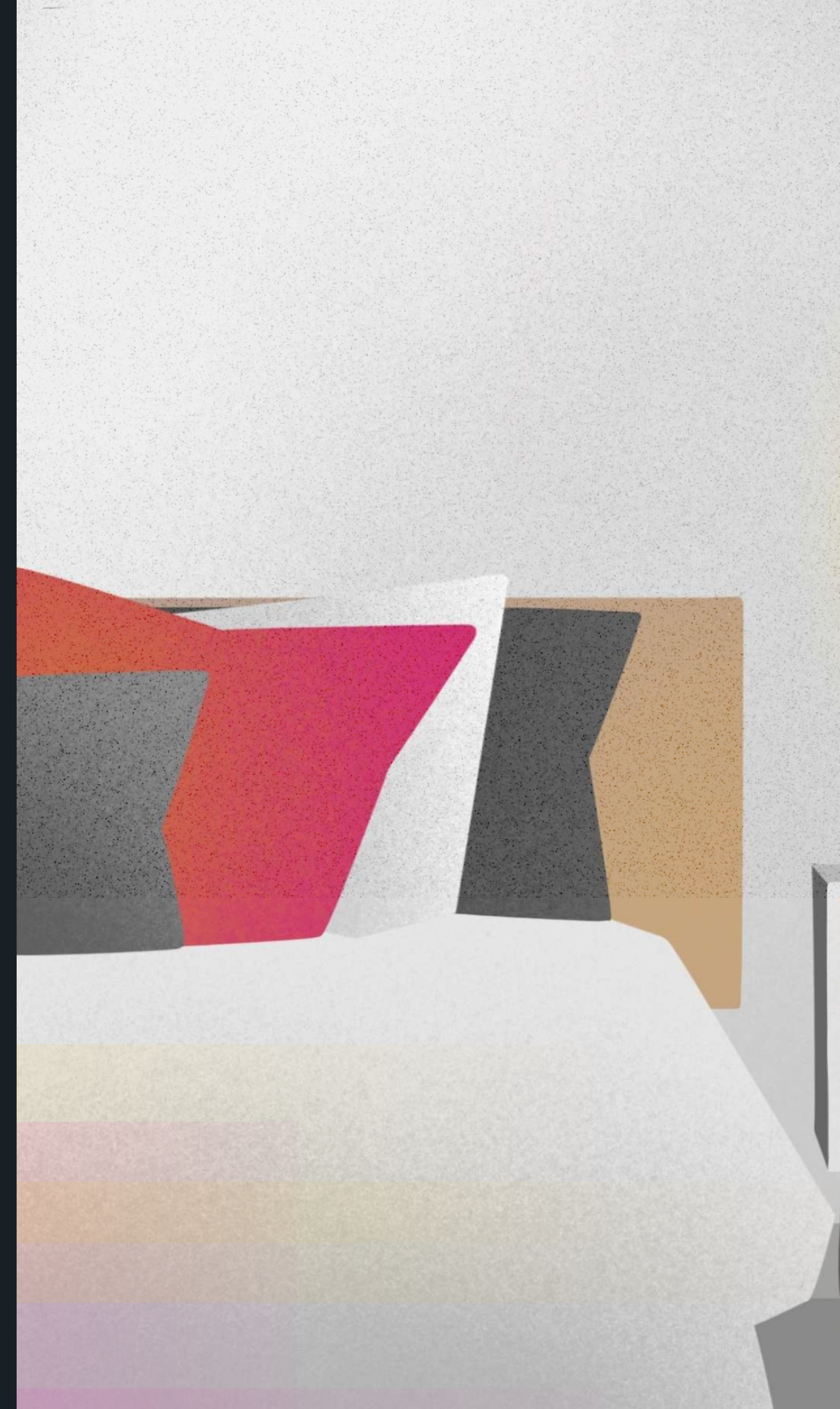
Solutions

Fractionalized Real Estate Ownership

Users could participate in fractionalized real estate ownership to decrease entry barriers of starting rental business of properties.

Complete **Transparency**

By implementing blockchain technlogy, all transactions on the platform are completely transparent.

PolkaTrail Technology

PolkaTrail resolves the issues in the market through blockchain implementation. Blockchain technology allows for transparency, decentralization, and removal of central authority. Using blockchain technology, PolkaTrails allows for fractionalized real estate investment, transparent billing and interconnection of virtual and physical spaces.

Polkadot is an open-source blockchain platform with developer-friendly features such as fork-free upgrades, interchain connectivity, and Polkadot compatibility. PolkaTrail is developing on Polkadot to utilize one of the fastest growing public blockchain platforms.

NFT Mining

In the initial phase of the NFT marketplace, there will be metropolitan-themed NFT cards available for mining that POLKATRAILS holders can collect. Later, PolkaTrail will allow for property owners to one-click issue NFTs based on property details.

Acquire POLKATRAIL → Stake PolkaTrail → Mine City Points

VIRTUAL POLKATRAIL WORLD

Issue NFT cards	Purchase Virtual Items	Advertise on Virtual World	Trade NFTs

PolkaTrail

INTERCONNECTING PHYSICAL & VIRTUAL WORLD

PHYSICAL POLKATRAIL WORLD

Host Properties	Rent Properties	Fractionalized Investment	P2P Loans

Tokenomics

Total Supply	1,000,000
Initial mCap	$238,800

Sale	32%
Team	18%
Marketing	13%
Ecosystem	12%
Reserves	10%
Liquidity Pool Reward	7%
DEX TGE	5%
Advisors	3%

Funds Allocation

5% Legal

10% Marketing Rental Owners

10% Marketing for Travellers

25% NFT Production

10% Partnerships with Loan Platforms

40% Development
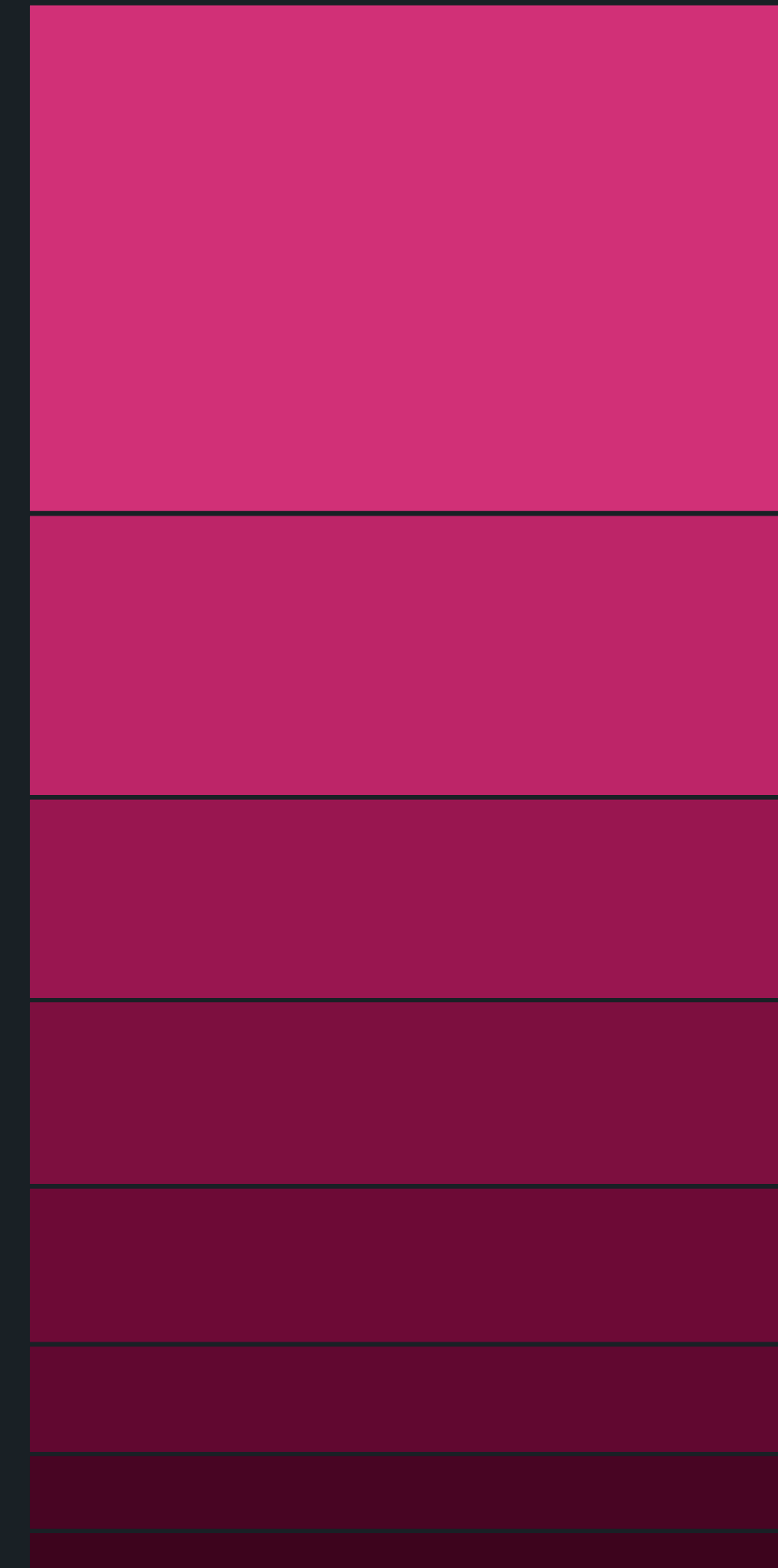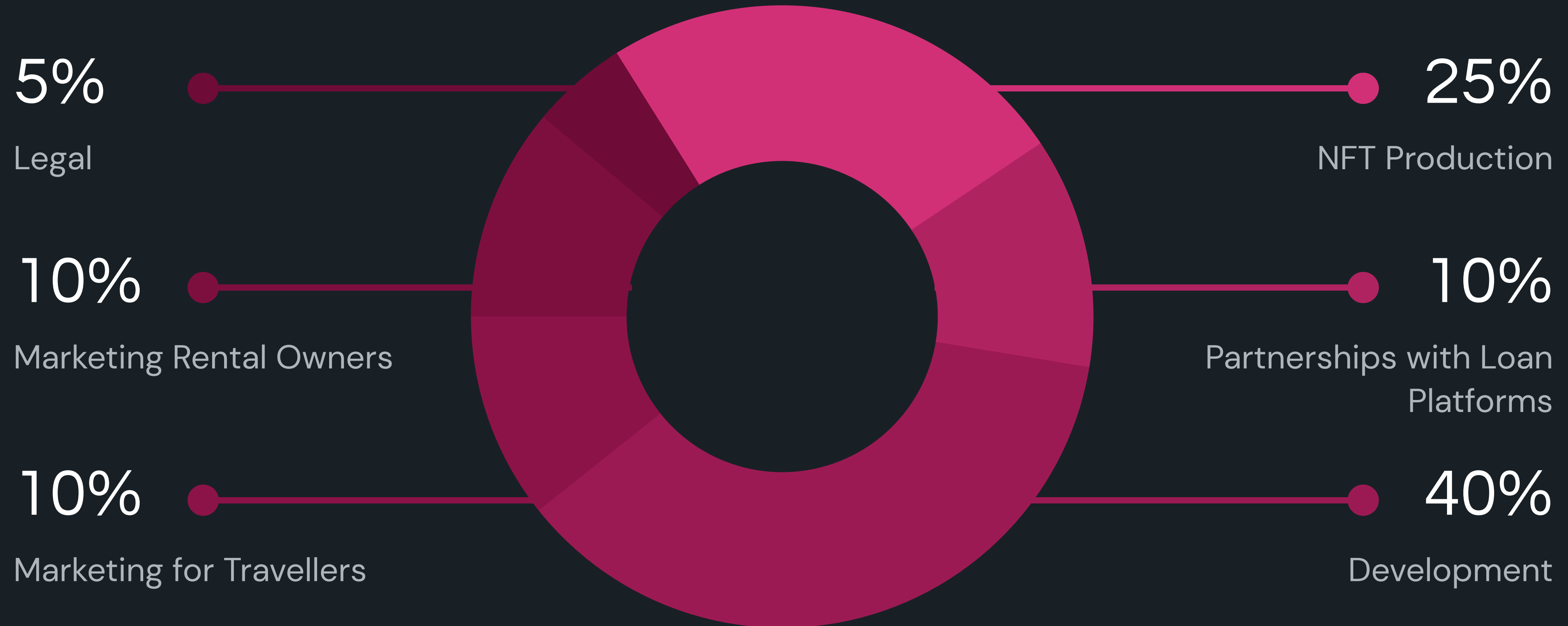
Roadmap

May 2020
Market Research & Blockchain Research

September 2020
Application UI/UX Design

Q1~Q2
Presale & Exchange Listing

Q3
Application Beta Release

Q4 2021
Governance Implementation

Q1 2022
Fractionalized Real Estate Investment

PolkaTrail Team

Soowhan Doh

Former gaming company CEO, Soowhan is a seasoned entrepreneur with over 20+ years experience in gaming and application development. Doh is set to build PolkaTrails as the next pioneering blockchain platform bridging physical and virtual reality.

Andrei Dan Stangaciu

Full stack developer, Andrei is an experienced developer leading developments for dapps, blockchain, and cryptocurrencies. Andrei also has an extensive experience with NFT programming.

Jaehyoung Lee

Graduate of Yonsei University, Jaehyoung has a n extensive experience with the law. With his understanding of regulations and law, he is helping PolkaTrail to provide compliant services globally.

PolkaTrail Team
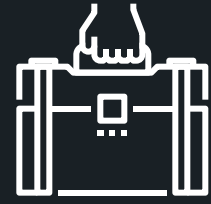
Sunghoon Heo

Graduate of Sungkyunkwan University, Heo is a practicing lawyer. With a professional expertise in real estate law, Heo is in charge of ensuring PolkaTrail provides a compliant service for the users.

Hyoung soo Kim

For twenty years, Kim has been an entrepreneur in the real estate development business. In 2003, he managed the development for major apartment complex serving over 1,200 households.

Thank You!

Please note that this document does not solicit for investment or purchase of securities. The document is to be used only the sole purpose of personal reference.