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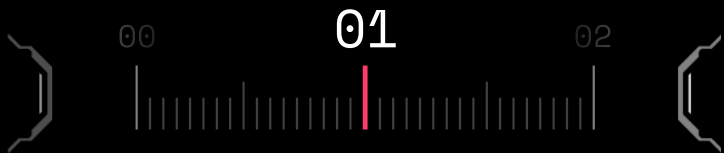
Priceless

The first AI-Driven, RWA-Tokenized marketplace for the \$16 trillion alternative investments industry.

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BACKED FROM LAUNCH BY A **\$33M** ASSET VAULT

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Executive Summary

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RWA-Tokenized Marketplace For \$16T Alternative Assets Industry:

Priceless introduces the first AI-driven, RWA-tokenized marketplace for the **\$16 trillion** alternative investments industry.

Fractionalized Assets:

The platform unlocks liquidity via fractional ownership of alternative investment assets, including luxury goods, high-end collectibles and tokenized private equity & hedge fund products,

AI Grading Technology:

Priceless' market-proven Robograding technology ensures consistent and accurate asset valuations, addressing the industry's lack of standardized pricing mechanisms.

\$33M Asset Vault:

Founder Dr. Rashed Al Farooq's **\$33M** inventory of luxury goods and collectibles provides immediate high-value assets for the platform, ensuring a strong launch and sustained growth opportunities.



The Problem

PRICELESS ADDRESSES 3 KEY PROBLEMS IN THE ALTERNATIVE INVESTMENTS INDUSTRY:



Liquidity Bottlenecks:

Alternative assets lack robust secondary markets, locking investors into positions for years and stifling capital flow.

Limited Market Access:

High minimum investment requirements restrict access to ultra-wealthy individuals, leaving vast pools of potential capital untapped.

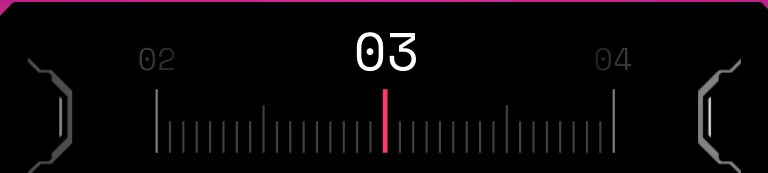
Valuation Challenges:

Illiquidity and infrequent transactions result in inconsistent and subjective asset valuations, increasing uncertainty and risk for investors.



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The Priceless Solution

PRICELESS SOLVES THE CHALLENGES OF ILLIQUIDITY, LIMITED MARKET ACCESS, AND A LACK OF STANDARDIZED VALUATIONS VIA 3 KEY TECHNICAL INNOVATIONS:

Tokenization & RWA Trading:

Priceless tokenizes alternative assets on the blockchain, solving liquidity issues by creating a decentralized marketplace for seamless and efficient trading

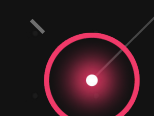
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Fractionalization:

By dividing high-value assets into smaller, affordable units, Priceless expands market access by and unlocks new pools of investment capital.

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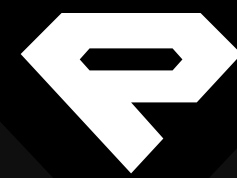


AI-Driven Grading:

Priceless' advanced, market-proven, Robograding AI technology generates objective valuation reports, solving the problem of inconsistent or subjective valuations.

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Market Size



\$16T Alternative Investments Market:

The alternative investments industry is currently worth **\$16 trillion**.



\$16T Alternative Investments Market:

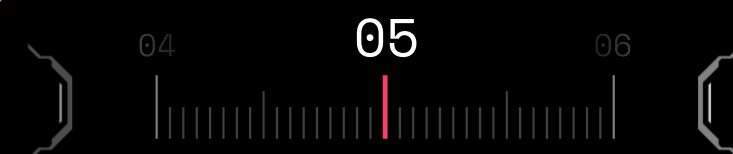
The alternative investments industry is currently worth **\$16 trillion**.



Multiple Trillion Dollar Opportunities:

The collectibles, luxury goods and private equity / hedge fund sub-markets that Priceless targets are each trillion dollar markets in their own right.

VISUAL RENDER
[150MG] CONCEPT ©





Key Target Markets

Tokenization & RWA Trading:

Priceless targets the \$1.7 trillion collectibles market, including high-value items like fine art, trading cards, and vintage watches.

Luxury Goods

The \$1.5 trillion luxury goods market, encompassing designer handbags, fine jewelry, and luxury watches, is another market that Priceless will disrupt with its decentralized, RWA-tokenization model.

Tokenized Private Equity & Hedge Funds

After proving out these use cases and establishing a userbase of high net-worth individuals, Priceless will expand into tokenized private equity and hedge funds, opening access to these lucrative but traditionally illiquid markets.



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Competitive Analysis

Competitor Category

EXAMPLES

PRICELESS DIFFERENTIATION

**Decentralized RWA-
Trading Markteplaces
/ Infrastructure**

Plume Network
Peaq
PinLink
Ondo
Mantra

None of these platforms are focused on the alternative investments market that Priceless targets

**Offchain Alternative
Investments
Platforms**

Opto Investments
Blackstone
iCapital
H.I.G Capital
Mercer

These platforms are all offchain solutions that fail to address the liquidity, market access & valuation challenges described above.



Meet The CEO

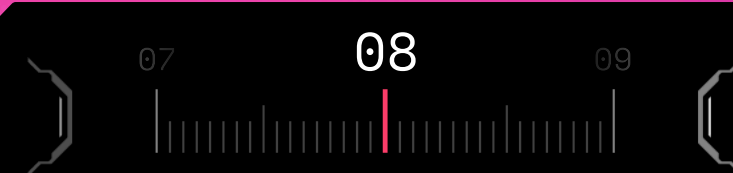
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PRICELESS IS LED BY CEO,
DR. RASHED AL FAROOQ.

Dr. Al Farooq holds the position of Group CEO for the largest pop culture group in the Middle East, which encompasses entities such as Pop Con Me, Alanza Events, and Speedy Comics Collectibles and Cafe. He played a significant role in the establishment of FC Bank in 2010.

Using the vast network he's established with key luxury goods brands and some of the world's largest collectors, Dr. Farooq will be able to provide a constant pipeline for new listings on the marketplace, allowing new assets and asset categories to be regularly added to the vault alongside organic growth from user-listed assets.





Advisors



SUPPLY CHAIN MANAGER,
TAQA GROUP,
SAEED AL FAHIM.

[LINKEDIN](#)

Saeed is Supply Chain manager at TAQA Group, a diversified utilities and energy group headquartered in Abu Dhabi. With extensive Procurement and Supply Chain experience, he is passionate about driving operational efficiency, cost reduction, and supplier innovation. His expertise lies in strategic sourcing, contract management, and the seamless integration of technology to optimize procurement processes.



HEAD OF CONTENT STRATEGY,
KHALEEJ TIMES,
ABDULLA ALRIYAMI.

[LINKEDIN](#)

Abdulla is Head of Content Strategy at Khaleej Times, UAE's No. 1 news website. He is a visionary and dynamic Founder and Executive Leader with the ability to establish resilient business models, promote eco-conscious solutions, and align operations with sustainable practices that drive long-term growth and market appeal.



Priceless' \$33m Asset Vault



Priceless will also have a robust inventory of assets to tokenize and sell straight from launch

With founder **Dr. Rashed Al Farooq** tokenizing his entire **\$33m** vault of luxury goods and collectibles on the platform. This will allow Priceless to launch as one of the highest-value RWA marketplaces of any sector straight from inception.

Leveraging **Dr. Al Farooq's** asset vault, Priceless will start with a focus on luxury goods and collectibles. This will establish the initial customer base of high net-worth individuals, laying the groundwork for being able to tokenize private equity and hedge fund products to sell to this customer base alongside the other key alternative investment categories.



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Technology Overview I:

Priceless Tokenization Engine (PTE)

PRICELESS TOKENIZATION ENGINE (PTE):
REPRESENTS ALTERNATIVE INVESTMENT ASSETS
AS RWA TOKENS THAT CAN BE TRADED ON THE
BLOCKCHAIN.

ERC1155 Standard:

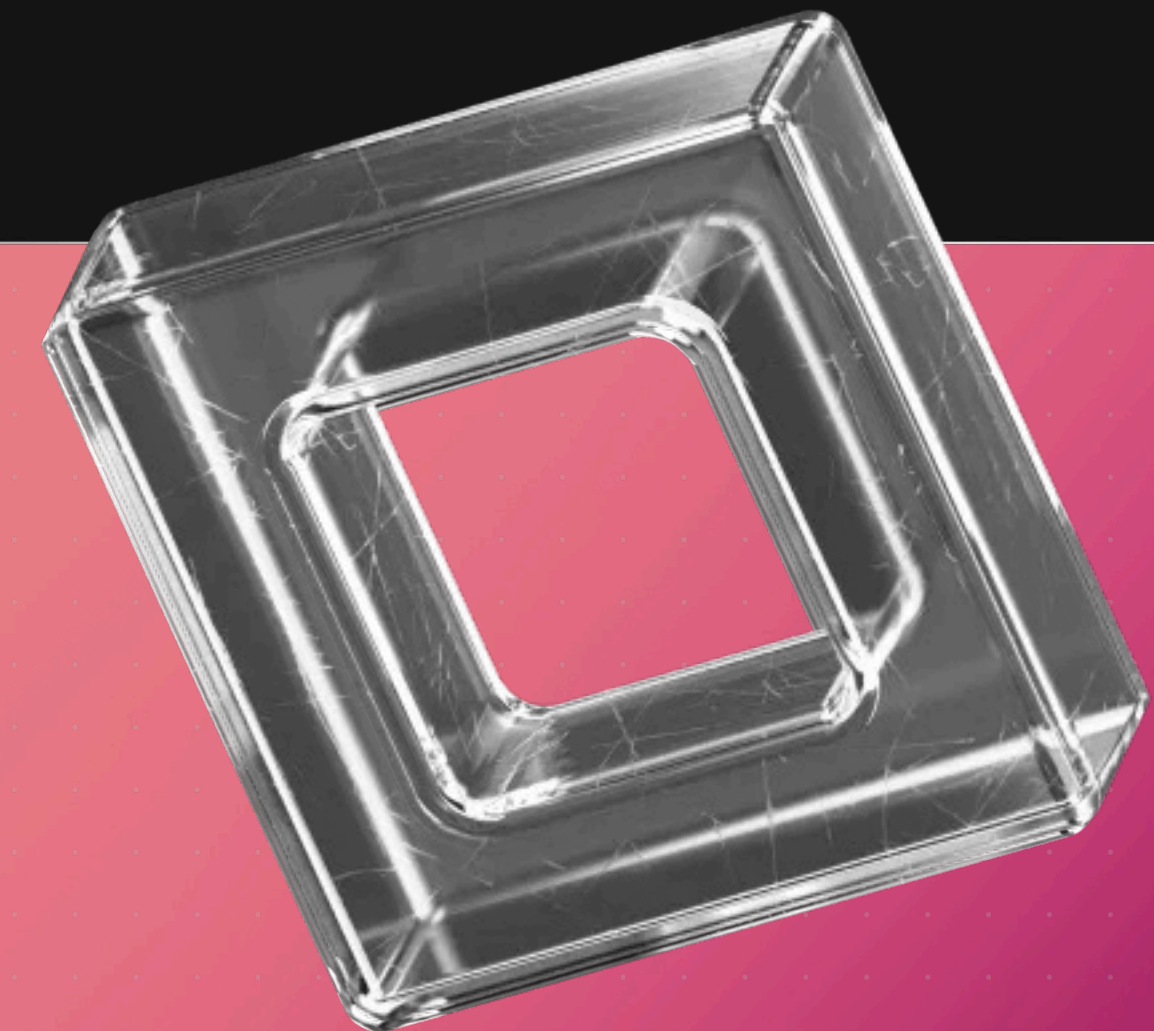
Priceless has chosen the **ERC1155** token,
which allows for a variety of options when
fractionalizing the assets, which can be
tailored to different asset classes.

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Example workflow:

Step 1:

A rare collectible watch worth
\$1 million is authenticated and
tokenized as an **ERC1155** token
Priceless.

Step 2:

The tokens are securely stored on
the blockchain and made available
for trading on the Priceless
marketplace.

Step 3:

Buyers can purchase tokens
directly from the asset owner or
from other investors trading in the
secondary market.



Technology Overview II:

Priceless Fractionalization Engine (PFE)

PRICELESS FRACTIONALIZATION ENGINE (PFE):
ONCE TOKENS HAVE BEEN TOKENIZED BY THE PTE
MODULE, THEY ARE THEN FRACTIONALIZED IN THE
PRICELESS FRACTIONALIZATION ENGINE (PFE).

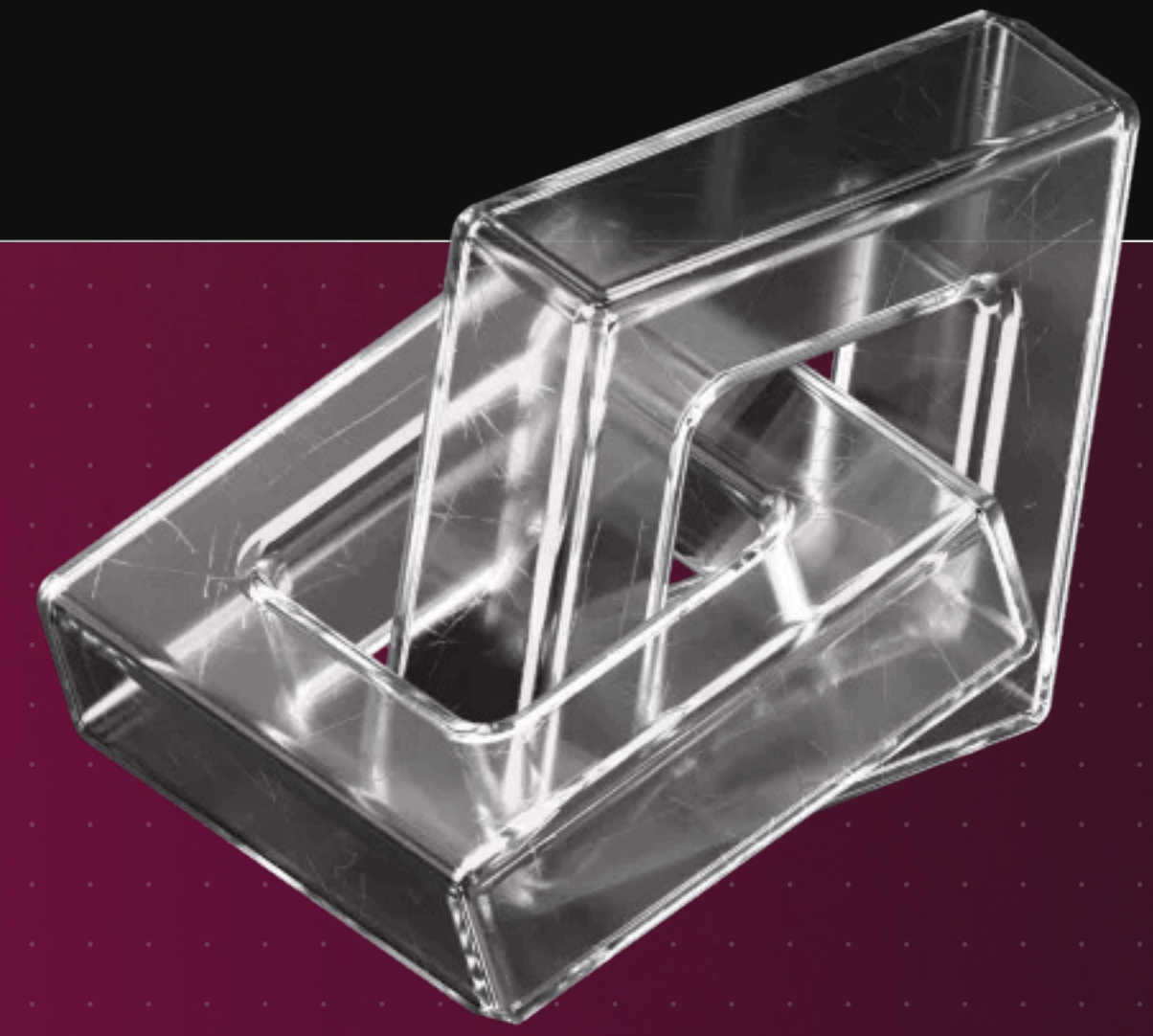
Fractional Ownership Model:

The PFE builds on tokenization by dividing high-value assets into smaller, more affordable units, with each fraction representing a proportional share of ownership.

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Example workflow:

Step 1:

A collectible art print valued at **\$250,000** is tokenized into **1,000 ERC1155** tokens, each representing **0.1%** ownership.

Step 2:

Investors can purchase as few as one token for **\$250**, enabling broader participation.

Step 3:

As the value of the artwork appreciates, investors can sell their tokens on the Priceless marketplace, making fractionalization both accessible and liquid.



Technology Overview III:

RWA Trading Marketplace

RWA TRADING MARKETPLACE: THE PRICELESS RWA-TRADING MARKETPLACE IS THE FRONT-END, DECENTRALIZED PLATFORM WHERE TOKENIZED ALTERNATIVE INVESTMENT ASSETS CAN BE BOUGHT, SOLD, OR EXCHANGED SEAMLESSLY.

Unlocking Liquidity:

By creating a liquid secondary market for traditionally illiquid assets, the marketplace allows investors to enter or exit positions with ease.

Example Workflow for RWA Trading Marketplace:

Step 1:

An investor owns **100 tokens** of a fractionalized designer handbag worth **\$100,000**.

Step 2:

The investor lists **50 tokens** for sale on the Priceless marketplace at **\$120 per token**, reflecting an increase in the handbag's value.

Step 3:

A buyer purchases the tokens directly through the platform using **\$PRICE** tokens.

Step 4:

The transaction is completed instantly, and ownership records are updated on the blockchain.





Technology Overview IV:

AI Grading Tech

AI-DRIVEN ROBOGRADING TECHNOLOGY: ROBOGRADE USES A LAB-GRADE LASER SYSTEM AND 4K CAMERA TO CAPTURE DATA ABOUT ASSETS. IT THEN RUNS AI MODELS TO ANNOTATE THE DATA, AND USES ALGORITHMS TO DERIVE A GRADING SCORE BASED ON THE ANNOTATIONS.

Standardized Valuations:

The grading score provides a standardized measure for helping arrive at valuations of assets. The AI models are updated constantly as the database grows.

Example Workflow for AI Grading:

Step 1:

A collectible trading card is submitted for tokenization on the Priceless platform.

Step 3:

AI models annotate the data and a grading score is derived algorithmically.

Step 4:

This valuation report is made available to all potential buyers, ensuring transparency and trust.

Step 2:

Robograding technology deploys lab-grade lasers and 4k camera to capture data about the asset.

Step 5:

AI models are fine-tuned as database grows.

Roadmap

PRICELESS WILL HAVE A MULTI-STAGE
PRODUCT ROLL-OUT AS FOLLOWS:

Stage 1 (Q1 2025):

Buying & Selling Of Assets Using \$PRICE Tokens

In the first stage, \$PRICE tokens will be integrated into the existing TCG Grader app as the exclusive payment option for purchasing assets. This will establish the initial customer base of high net-worth individuals before the blockchain-based and RWA-tokenized version of the Priceless app is launched.

Stage 2 (Q2 2025):

Launch Of RWA-Tokenized dApp

Once this initial customer-base has been established, Priceless will then launch the blockchain-based RWA-tokenized marketplace, which will allow users to buy fractional shares of assets and introduce deeper levels of decentralization. This will initially focus on collectibles and luxury goods.

Step 3 (Q3 2025):

Expansion Into New Verticals

Once the decentralized RWA-tokenization model has been proven out for the collectibles and luxury goods verticals, Priceless will expand to introduce its tokenized private equity and hedge fund products, capitalizing on its established user base of high net-worth individuals.

The \$PRICE Token

A Unified Currency For Decentralized Alternative Investments:

\$PRICE tokens are the fuel on which the Priceless platform runs, providing a unified currency for the tokenized, fractionalized and decentralized RWA-trading of alternative investment assets.

Powering RWA-Trading:

All payments for asset purchases on Priceless are taken in \$PRICE tokens, allowing for cross-border, global transactions that are private, secure and decentralized.

RWA-Tokenized Marketplace For \$16T Alternative Assets Industry:

USD-Pegged Pricing Mechanics:

Collectibles on the marketplace will have a price pegged to a USD value and buyers will pay the equivalent amount in \$PRICE tokens based on the market value of \$PRICE at time of purchase.

USDT > \$PRICE Zapper:

Collectibles on the marketplace will have a price pegged to a USD value and buyers will pay the equivalent amount in \$PRICE tokens based on the market value of \$PRICE at time of purchase.

Fiat On-Ramp:

The marketplace will have a fiat on-ramp that allows users to convert fiat to USDT that can then be directly zapped into \$PRICELESS for product purchases via the USDT > \$PRICE zapper.

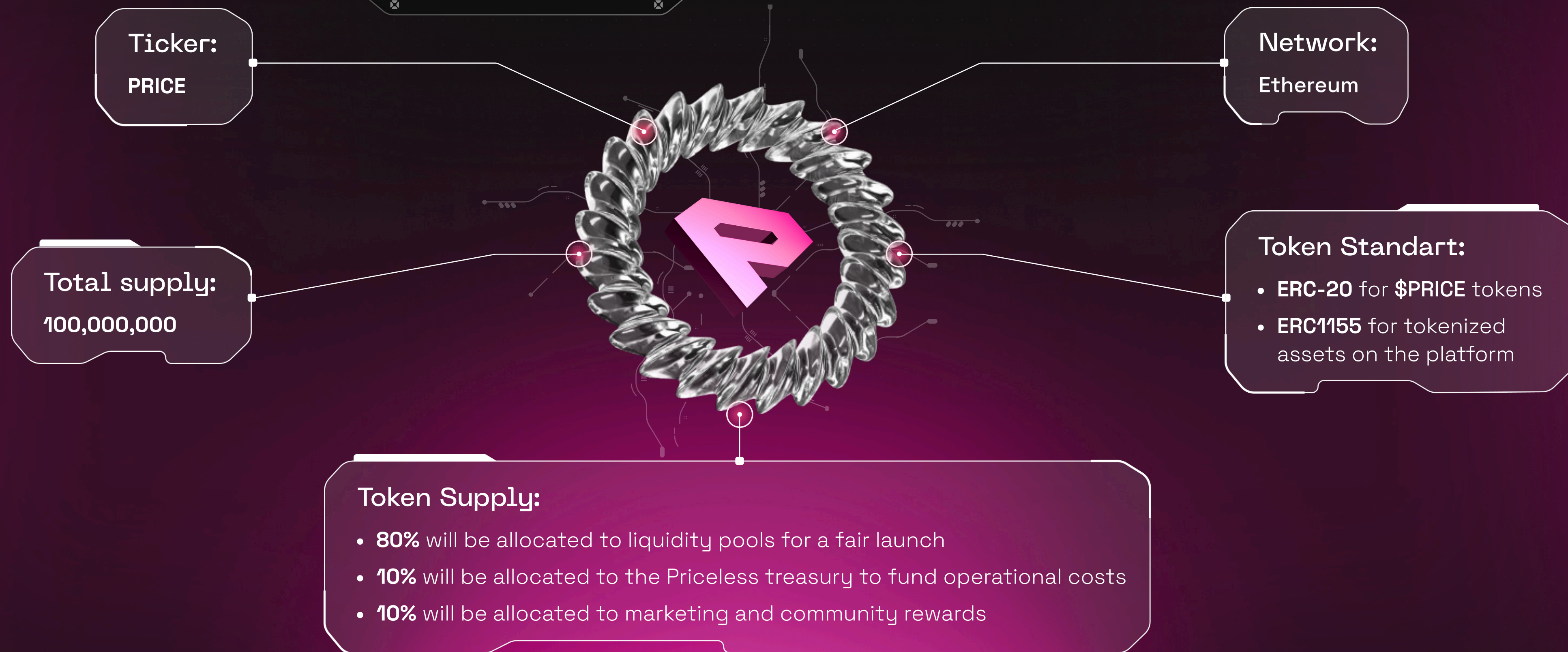


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Tokenomics





Revenue Model

Liquidity Bottlenecks:

Priceless operates a simple, scalable revenue model whereby a 10% fee is taken on all buys / sells within the Priceless RWA-trading marketplace.

Competitive Rates:

This undercuts commissions taken on most alternative investment asset classes whilst ensuring a robust revenue stream for the protocol.

Clear Upsell Opportunities:

Once the client-base of high net-worth individuals has been established through the luxury goods and collectibles products, Priceless will have an unrivalled customer base to pitch its tokenized private equity and hedge fund products to.



Key Links



WEBSITE

GITBOOK

TWITTER

SET R-RN FUN
SPC FUN

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GPR F-7



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