

# DaDepo Ltd.

## White Paper

### 1. Introduction

- **DaDepo Ltd.** is a pioneering assets depository platform that facilitates the listing and trading of civil law contracts, including claims, debts, and various financial instruments. The platform is designed to bridge the gap in the current financial ecosystem by offering a comprehensive solution for registering and securitizing mortgage assets (the equity in a property gained from a mortgage can be considered an asset) that have historically been excluded from traditional depositories.

### 2. Problem Statement

- The traditional depositories focus mainly on securities, leaving out a vast majority of assets such as non-performing loans (NPLs), debts, and financial contracts. These assets are often non-tradable, which limits their market potential. Additionally, the absence of a reliable bank-depository-exchange linkage for mortgage assets prevents exchanges from reaching their full client base potential.

### 3. Solution

- **DaDepo** aims to revolutionize the trading of non-securitized assets by providing a platform for:
  - Listing and registering financial contracts, including NPLs and debts.
  - Facilitating trades of mortgage assets.
  - Enabling banks, stock exchanges, and economic agents to act as account managers for various financial instruments.
- The platform offers a secure and compliant infrastructure for asset securitization, enhancing liquidity in these asset classes.

### 4. Business Model

- **Revenue Streams:**
  - **Service Fees:** Listing, information, contract, and statement fees for registering assets on the platform.
  - **Transaction Fees:** A percentage-based fee on the total transaction amount for trades conducted on the platform.
- **Cost Structure:** DaDepo's expenses primarily include IT infrastructure, legal services, customer support, and operational management.

### 5. Key Features

- **Wide Range of Asset Classes:** Supports claims, debts, financial contracts, and mortgage assets.

- **Depository Integration:** Uses new technologies and integration solutions to automate asset securitization and trading.
- **Comprehensive Compliance:** Adheres to Anti-Money Laundering (AML) and Know Your Customer (KYC) requirements, ensuring compliance with regulatory frameworks.

## 6. Regulatory Framework

- DaDepo operates in a highly regulated environment and is committed to compliance with local, national, and international financial regulations. The platform aligns with the guidelines of regulatory authorities such as the European Securities and Markets Authority (ESMA) and the Financial Conduct Authority (FCA). DaDepo applies for an operating license in the countries where it operates.

## 7. Market Opportunity

- With the increasing demand for securitizing non-traditional assets, DaDepo is well-positioned to become a leading platform in the sector. The platform offers a solution for the growing market of mortgage and non-performing assets that currently lack liquidity and trading options in traditional financial markets.

## 8. Financial Overview

- The development of the DaDepo system is managed by **Noblesse Commerciale OÜ**, with an estimated cost of **€2.8 million** in the first half of the year. The company seeks an additional investment of **€4.8 million** to support market entry, legal compliance, and operational setup.

## 9. Team

- The project is led by industry experts:
  - **Tõnis Hilep**, an experienced entrepreneur with a background in finance.
  - **Sven Orro**, with expertise in asset management and software development.
  - **Percival Software Ltd.** is the core technology partner, providing the necessary coding and systems for depository management.

## 10. Roadmap

- **Phase 1:** Platform development, system testing, and securing regulatory permits.
- **Phase 2:** Market launch, client acquisition, and expanding the platform to support new asset types.
- **Phase 3:** Continuous product enhancement and exploring cross-border trading solutions for mortgage assets.

## 11. Conclusion

- DaDepo offers a unique and innovative solution to the current limitations in the financial ecosystem, providing a platform for the registration, listing, and trading of non-traditional

assets. The company is poised to become a key player in the emerging market for mortgage assets, offering significant opportunities for growth and investment.

## 1. Introduction

In the rapidly developing economy, the global financial landscape is experiencing significant changes, driven by the rise of new asset classes and technological innovations. **DaDepo Ltd.** aims to meet the growing demand for a modern depository platform that can register, list, and facilitate the trading of a wide range of non-traditional financial instruments. These instruments include **civil law contracts, claims, debts, and mortgage assets** such as **Non-Performing Loans (NPLs)** and **mortgages**.

DaDepo's platform addresses a key gap in the financial system: the absence of infrastructure to manage and trade non-securitized assets. While traditional depositories focus mainly on securities like stocks and bonds, DaDepo offers a solution specifically designed to handle non-standard assets that are currently underserved by existing financial institutions. By creating a dedicated depository, DaDepo enables businesses, financial institutions, and investors to unlock the potential of these assets, bringing liquidity, transparency, and efficiency to previously illiquid markets.

DaDepo is positioned as a groundbreaking service that integrates the functionality of a **depository** and **trading platform**, providing seamless connections between banks, exchanges, and account managers. The platform leverages advanced technologies to automate transactions and ensure the secure management of financial assets. This innovation aligns with the company's goal of becoming a key player in the expanding asset ecosystem, providing essential infrastructure for the trading of assets that have historically been difficult to monetize.

## 2. Problem Statement

The current global financial system faces significant limitations when it comes to the trading and management of many types of assets, particularly those outside the realm of traditional securities like stocks and bonds. Despite the rise of mortgage assets and new financial instruments, most traditional depositories and financial institutions are not equipped to handle this growing sector. This creates major barriers to liquidity, accessibility, and efficient trading for non-securitized assets, such as claims, debts, mortgages, and various financial contracts.

### Key Problems Identified:

#### 1. Limited Scope of Traditional Depositories:

- Traditional depositories focus predominantly on **securities** (e.g., stocks, bonds), leaving out a vast array of other financial instruments. This narrow focus excludes

significant portions of the market, particularly mortgage assets and non-securitized financial contracts.

- Assets such as **debts, claims, and financial contracts** do not have a proper infrastructure for registration and trading, making them illiquid and difficult to manage.

## 2. Non-Tradable mortgage assets:

- The Covered Bond Directive (EU) and mortgage assets will create new opportunities for financial markets. However, due to the lack of suitable infrastructure, many mortgage assets are **non-tradable** on traditional platforms.
- This lack of integration with existing financial systems prevents mortgage assets from realizing their full potential in terms of liquidity, accessibility, and market reach.

## 3. Absence of Bank-Depository-Exchange Linkage for mortgage assets:

- Unlike traditional securities, mortgage assets and financial contracts are not seamlessly connected across **banks, depositories, and exchanges**. This fragmentation makes it difficult for financial institutions and exchanges to trade, settle, and manage mortgage assets.
- The absence of a reliable infrastructure for **cross-platform trading** limits the market's ability to serve a broader range of clients, particularly in non-traditional asset classes.

## 4. Securitization Challenges:

- Assets such as NPLs, debts, and claims often lack the ability to be **securitized**, which means they cannot easily be converted into tradable financial instruments. This results in these assets remaining **illiquid**, preventing financial institutions from unlocking the capital tied to them.
- The absence of an efficient process for securitizing these assets limits their appeal to investors and reduces the potential for portfolio diversification in financial markets.

## 5. High Costs and Inefficiency in Managing Non-Traditional Assets:

- Managing and trading non-securitized financial contracts or claims through traditional methods is costly and inefficient, involving numerous intermediaries, manual processes, and regulatory hurdles.
- These inefficiencies result in **higher transaction costs** and reduced profitability for companies and financial institutions, making the trading of non-traditional assets unattractive.

### 3. Solution

The **DaDepo** project offers an innovative solution to the growing challenges in the global financial ecosystem by creating a depository specifically designed for a wide range of non-traditional assets. Unlike traditional depositories that focus on securities, DaDepo enables the listing, registration, and trading of civil law contracts, including claims, debts, and financial instruments such as Non-Performing Loans (NPLs) and mortgage assets.

#### Key Aspects of the Solution:

##### 1. Broader Asset Class Inclusion:

- Traditional depositories are limited in their scope, primarily focusing on securities like stocks and bonds. However, DaDepo aims to address a much broader spectrum of assets, such as **debts, claims, and NPLs**, which are often non-tradable in conventional systems.
- This platform enables various financial entities, such as **banks, stock exchanges, and businesses**, to list and trade these non-securitized assets, providing a much-needed marketplace for assets that previously lacked liquidity.

##### 2. Mortgage Registration and Trading Support:

- DaDepo supports the registration and trading of **mortgage assets**, leveraging depository technologies. This allows for automated processes, enhanced security, and transparency in asset transactions.
- By using Prcival Software solutions, DaDepo automates complex financial transactions and settlements, making the trading of financial instruments more efficient and less prone to error or fraud.

##### 3. Depository and Exchange Functionality:

- The platform acts as both a **depository and trading platform**, providing a comprehensive infrastructure that links banks, depositories, and exchanges. This linkage ensures that the registration and trading processes are streamlined for all users, from account managers to institutional traders.
- This dual functionality allows **direct trading** of registered assets, improving liquidity and accessibility for financial markets and creating a one-stop solution for managing mortgage and non-traditional assets.

##### 4. Asset Securitization and Risk Mitigation:

- DaDepo offers the ability to **securitize assets** like claims and debts, enabling financial institutions to convert these into tradeable securities. **This process helps companies and banks unlock capital tied up in these assets, turning illiquid positions into tradable, liquid financial instruments.**
- The platform provides robust security measures, ensuring that all listed assets adhere

to high standards of transparency and compliance, which mitigates risks associated with trading non-traditional assets.

#### 5. Cost-Efficient and Scalable Solution:

- DaDepo provides a cost-effective alternative to traditional depositories by utilizing **advanced IT infrastructure** and automation. This reduces the overhead costs associated with managing large-scale asset registrations and trades.
- As the platform grows, it can scale efficiently to accommodate increasing volumes of trades and asset types without significant cost increases, making it attractive to a wide range of financial participants.

#### 6. Compliance and Regulatory Framework:

- DaDepo is designed to comply with global financial regulations, including **Anti-Money Laundering (AML)** and **Know Your Customer (KYC)** protocols, ensuring that it meets the legal standards required for trading non-traditional assets. This enhances trust and credibility in the platform for institutional investors and regulatory bodies.
- The platform aligns with directives from **European Securities and Markets Authority (ESMA)** and similar regulatory bodies to ensure it operates within the appropriate legal frameworks, providing security and stability for users.
- DaDepo applies for an operating license in the countries where it operates.

## 4. Business Model

The **DaDepo** business model is centered around providing a depository platform for non-traditional financial assets, such as claims, debts, Non-Performing Loans (NPLs), and mortgage assets. The platform generates revenue through a combination of **service fees**, **transaction fees**, and other ancillary charges associated with listing, managing, and trading these assets. DaDepo aims to create a cost-efficient, scalable solution for clients ranging from financial institutions to individual investors, all while ensuring compliance with regulatory standards.

### Key Revenue Streams:

#### 1. Service Fees:

- **Listing Fees:** Charged to entities that register and list financial contracts, claims, or mortgage assets on the platform. This fee covers the administrative and technical processes involved in adding assets to the depository.
- **Information Fees:** For providing detailed asset information, reports, and other relevant data to clients and investors. This ensures transparency and access to essential data for informed decision-making.
- **Contract and Statement Fees:** Entities that wish to formalize contracts or request

statements about listed assets will incur these fees. The platform simplifies contract management, making these services highly valuable to users.

## 2. Transaction Fees:

- DaDepo collects a **percentage-based fee** on every transaction that occurs on the platform. This applies to asset sales, purchases, and trades. As more assets become listed and traded, this will become a significant and recurring revenue stream.

## 3. Additional Revenue Channels:

- **Consultation Services:** DaDepo may provide specialized advisory and consulting services to help clients navigate regulatory requirements, especially in handling non-traditional assets.
- **Custom Solutions:** For clients with specific needs, such as integration with their internal systems or unique trading requirements, DaDepo offers custom solutions that generate additional revenue.

## Cost Structure:

- **Technology and IT Infrastructure:** The primary costs for DaDepo stem from maintaining and upgrading its **infrastructure**, which includes security, server capacity, and platform development. These costs ensure the platform remains efficient, secure, and scalable.
- **Legal and Compliance Costs:** Given the complex regulatory environment surrounding mortgage assets and non-traditional financial contracts, DaDepo allocates significant resources to **legal compliance** (e.g., AML/KYC procedures) to operate within the laws of various jurisdictions.
- **Customer Support and Operations:** Ongoing costs for **customer service**, technical support, and account management ensure that clients have a seamless experience using the platform.

## Scalability and Profitability:

- **Scalable Platform:** The technology behind DaDepo is designed to handle increasing volumes of assets and transactions without proportional increases in cost. This scalability allows the platform to grow its user base and asset listings while keeping operational costs relatively low.
- **Monopoly Framework:** DaDepo aims to establish a unique market position by being the primary platform for non-securitized assets. This monopoly-like advantage will allow it to dominate a largely untapped market and drive profitability through high transaction volumes and low incremental costs.
- **Cross-Border Opportunities:** DaDepo's platform is not restricted to a single market, making it well-suited for international clients looking to trade or manage cross-border assets.

## 5. Key Features

The **DaDepo** platform offers a comprehensive set of features specifically designed to facilitate the registration, management, and trading of non-traditional financial assets, such as claims, debts, Non-Performing Loans (NPLs), and mortgage assets. These key features enable a wide range of financial institutions, investors, and businesses to efficiently handle assets that have traditionally been difficult to manage in conventional financial systems.

### 1. Broad Asset Class Coverage

- **Non-Traditional Assets:** Unlike traditional depositories that focus on securities such as stocks and bonds, DaDepo specializes in registering and trading **non-traditional assets** like **claims, debts, NPLs, and financial contracts**. This opens up new opportunities for businesses and investors to monetize assets that are typically illiquid.
- **Mortgage Support:** The platform supports the registration and trading of **mortgage assets**, making it one of the few depositories designed to manage country register-based financial instruments.

### 2. Depository and Trading Functionality

- **One-Stop Platform:** DaDepo combines the functionalities of a **depository and trading platform**, offering users a seamless experience where they can register, store, and trade assets all in one place. This eliminates the need to move assets across multiple platforms and reduces transaction friction.
- **Instant Trading:** Once assets are registered, they become immediately tradable, providing liquidity to assets that were previously difficult to sell or manage.

### 3. Advanced Security Measures

- **Depository Technology:** DaDepo leverages **depository code** to ensure the security and immutability of asset records. Every transaction is recorded, ensuring transparency and protecting against unauthorized modifications.
- **Regulatory Compliance:** DaDepo follows strict **AML (Anti-Money Laundering)** and **KYC (Know Your Customer)** protocols, ensuring that all transactions are compliant with local and international financial regulations. This gives users confidence in the platform's legitimacy and security.

### 4. Customizable Solutions

- **Tailored Services for Institutions:** DaDepo offers customizable services for **banks, stock exchanges**, and other institutional clients who need specialized asset management solutions. These services can include integrating DaDepo's platform with a client's internal systems or developing custom workflows to meet specific regulatory or operational needs.
- **Consultation and Advisory:** The platform provides advisory services to help clients navigate the complex regulatory landscape for non-traditional assets. DaDepo assists with compliance and the legal aspects of registering and trading unique assets.



## 5. Cost Efficiency and Scalability

- **Low Transaction Costs:** Through the use of advanced technology, DaDepo ensures that its transaction costs remain low, making it an attractive option for institutions and investors looking to manage non-traditional assets cost-effectively.
- **Scalable Infrastructure:** The platform's IT architecture is designed to handle increasing volumes of asset listings and trades without significant cost increases, allowing for smooth scaling as more users and assets join the platform.

## 6. Cross-Border Functionality

- **International Asset Management:** DaDepo is designed to facilitate **cross-border trading**, allowing businesses and investors to manage and trade assets across different countries and regulatory environments. This is especially valuable for institutions with a global presence that require a depository capable of handling international transactions.

## 6. Regulatory Framework

The **DaDepo** platform operates in a highly regulated environment, ensuring that all activities comply with local, national, and international financial regulations. Given the nature of the assets being registered and traded—such as claims, debts, Non-Performing Loans (NPLs), and mortgage assets—DaDepo adheres to strict rules and protocols to maintain transparency, security, and trust in its operations.

To ensure regulatory compliance, DaDepo works closely with financial authorities and follows key financial standards, including **Anti-Money Laundering (AML)**, **Know Your Customer (KYC)**, and various securities and mortgage asset regulations. This ensures that all transactions on the platform are legally sound and meet the highest standards of integrity.

### 1. Licensing and Operational Permits

- **Financial Licenses:** DaDepo ensures it obtains all necessary licenses to operate as a depository for non-traditional financial assets. Depending on the jurisdiction, these may include licenses for mortgage asset trading, financial contracts, and asset securitization.
- **Depository and Custody Services:** DaDepo complies with legal requirements to act as a licensed depository, providing secure custody of registered assets and adhering to the rules governing the safekeeping of financial instruments.

### 2. Anti-Money Laundering (AML) and Know Your Customer (KYC)

- **AML Compliance:** DaDepo strictly follows **Anti-Money Laundering (AML)** regulations to prevent illegal activities, such as money laundering and the financing of terrorism. Every transaction is screened to ensure it adheres to these standards, safeguarding the platform from being used for illicit purposes.

- **KYC Protocols:** All users on the platform are subject to **Know Your Customer (KYC)** verification, which ensures that the identities of clients and investors are verified before they can engage in transactions. This process involves collecting and verifying personal and business information, preventing fraudulent activities and ensuring accountability.

### 3. Securities and Financial Regulations

- **Compliance with Securities Laws:** For financial instruments such as claims, debts, and securitized assets, DaDepo complies with the relevant securities laws in its operating jurisdictions. This includes regulations set by financial authorities like the **European Securities and Markets Authority (ESMA)** and the **Financial Conduct Authority (FCA)**.

### 4. International Regulatory Compliance

- **Cross-Border Transactions:** Given that DaDepo facilitates the registration and trading of assets across different jurisdictions, it is crucial that the platform complies with international regulations. This includes the legal frameworks set by the **European Union**, as well as national laws in countries where DaDepo operates. The platform is structured to meet both regional and global standards, ensuring seamless cross-border asset management.
- **Global Standards Alignment:** In addition to EU-specific regulations, DaDepo aligns with international financial regulatory bodies, such as the **Financial Action Task Force (FATF)**, to ensure its operations meet global standards for transparency and anti-corruption.

### 5. Data Security and Privacy Compliance

- **GDPR Compliance:** As a platform handling sensitive financial and personal data, DaDepo complies with the **General Data Protection Regulation (GDPR)**, ensuring that the personal data of European users is protected. All data is processed and stored according to GDPR standards, with safeguards in place to prevent unauthorized access.
- **Cybersecurity Measures:** DaDepo employs advanced cybersecurity protocols to protect against data breaches and cyberattacks. This includes encryption of sensitive data and secure storage of mortgage assets, ensuring that both user information and assets are kept safe.

### 6. Legal Framework for Non-Traditional Assets

- **Regulation of Non-Securitized Assets:** Given that DaDepo supports the registration and trading of non-traditional assets such as claims and NPLs, the platform ensures compliance with relevant national and international laws governing these asset classes. This includes understanding the legal requirements for registering, trading, and settling such assets.
- **Securitization Laws:** For assets that are securitized and traded, DaDepo adheres to the legal frameworks governing the securitization process, ensuring that these assets can be converted into tradeable securities that comply with financial regulations.

## 7. Market Opportunity

The **DaDepo** platform is poised to tap into a vast and largely untapped segment of the financial market: the trading and securitization of non-traditional financial assets such as claims, debts, Non-Performing Loans (NPLs), and mortgage assets. With the increasing demand for flexible and efficient asset management solutions in both traditional and new finance, DaDepo is uniquely positioned to provide an infrastructure that addresses the growing need for liquidity, transparency, and security in managing these assets.

### 1. Expanding Market for Non-Traditional Assets

- **Rising Demand for Non-Securitized Asset Trading:** Financial institutions, businesses, and investors are increasingly looking for ways to **monetize non-securitized assets** like claims and debts. These assets are often illiquid, and there is a lack of marketplaces that can support their trading. DaDepo solves this issue by offering a platform specifically designed for such assets, unlocking their value and providing **liquidity** where there previously was none.
- **Non-Performing Loans (NPLs):** In Europe, particularly in post-crisis economies, the volume of **Non-Performing Loans (NPLs)** is substantial. As banks and financial institutions seek ways to manage or offload these assets, DaDepo offers an ideal solution to list, trade, and securitize NPLs, turning these underperforming assets into liquid investments.

### 2. Cross-Border and Global Opportunities

- **Global Demand for Cross-Border Asset Management:** Financial markets are becoming increasingly globalized, with companies and investors seeking ways to manage assets across borders. However, navigating the legal and regulatory landscape in multiple jurisdictions can be challenging. DaDepo is designed to facilitate **cross-border asset management**, enabling businesses and financial institutions to register and trade assets internationally in a compliant and transparent manner.
- **Untapped Markets:** Many regions, particularly in Eastern Europe, the Baltics, and parts of Asia, present untapped potential for the trading of non-securitized assets and financial instruments. These areas have growing demand for platforms like DaDepo that can bring **liquidity** and **accessibility** to markets that have traditionally lacked infrastructure for asset trading.

### 3. Increased Regulatory and Compliance Requirements

- **Regulatory Pressure on Traditional Financial Institutions:** As financial regulations become more stringent, banks and other institutions are under increasing pressure to offload or securitize non-performing and illiquid assets. DaDepo provides a **regulatory-compliant** solution for listing and managing these assets, aligning with **AML** and **KYC** protocols, and

ensuring compliance with global financial regulations.

- **Emerging Legal Frameworks for mortgage assets:** Governments and regulatory bodies are developing new legal frameworks for **mortgage assets** and **depository** technologies. As these frameworks evolve, platforms like DaDepo that are compliant with **GDPR**, **AML**, and **KYC** standards will be better positioned to capture market share and provide reliable solutions for managing non-traditional assets.

#### 4. First-Mover Advantage and Competitive Edge

- **Lack of Competition:** DaDepo is entering a market segment with **little to no direct competition**. Traditional depositories focus on securities such as stocks and bonds, leaving non-traditional assets like claims, debts, and NPLs underserved. By offering a comprehensive platform for these assets, DaDepo holds a **first-mover advantage** in becoming the go-to marketplace for non-traditional and new financial assets.
- **Scalability:** The scalable infrastructure of DaDepo positions it to quickly grow as more assets and users join the platform. As the demand for mortgage asset trading and non-securitized financial instruments continues to increase, DaDepo is uniquely equipped to scale its operations and capture a growing share of this expanding market.

## 8. Financial Overview

The **DaDepo** project requires substantial investment to develop its platform, establish operations, and effectively enter the market. This financial overview outlines the development costs, funding requirements, and projected financial growth associated with bringing the DaDepo platform to full operational capacity.

### 1. Development and Initial Costs

- **Development Undertaken by Noblesse Commerciale OÜ:** The creation of the DaDepo system is being carried out by **Noblesse Commerciale OÜ**, with initial development costs currently funded by the owners' other companies. This internal funding has allowed DaDepo to progress significantly in platform development without immediate external investment.
- **Technology Partnership with Percival Software Ltd.:** Essential depository codes, namely **Depend** and **Hubble**, have been supplied by **Percival Software Ltd.** This collaboration leverages proven technology for depository management, reducing development time and ensuring reliability.
- **Projected Initial Costs:** For the **first half of the year**, projected costs are approximately **€2.8 million**. These expenses cover:
  - **Platform Development:** Customization and enhancement of the depository software to meet DaDepo's specific requirements for handling non-traditional assets.

- **Legal and Compliance:** Securing necessary licenses, ensuring regulatory compliance across multiple jurisdictions, and establishing robust AML/KYC protocols.
- **Operational Setup:** Establishing the organizational structure, hiring key personnel, and setting up offices and operational processes.

## 2. Funding Requirements

- **Investment Sought:** DaDepo is seeking an investment of **€4.8 million** to support its activities in the second half of the year, which include:
  - **Establishing the Organization:** Formalizing the company's structure, expanding the team, and setting up operational frameworks.
  - **Regulatory Approvals:** Submitting applications for operational permits and licenses required to function legally in target markets.
  - **Market Entry Preparation:** Initiating marketing campaigns, client acquisition strategies, and building partnerships with financial institutions and exchanges.
- **Allocation of Funds:**
  - **Technology Development:** Continued investment in platform enhancements, security features, and integration capabilities.
  - **Compliance and Legal Services:** Ongoing legal support to navigate the regulatory landscape and ensure adherence to financial laws.
  - **Marketing and Business Development:** Funding for promotional activities, branding, and outreach to attract users and partners.
  - **Operational Expenses:** Covering salaries, administrative costs, customer support infrastructure, and other operational needs during the startup phase.

## 3. Revenue Projections

- **Primary Revenue Streams:**
  - **Service Fees:** Generated from listing fees, information fees, contract fees, and statement fees associated with asset registration and management.
  - **Transaction Fees:** Collected as a percentage of each transaction amount processed on the platform.
- **Growth Potential:**
  - **Scalability:** The platform's scalable design allows for increased transaction volume without proportional increases in operating costs.
  - **Market Penetration:** By addressing a niche market with little competition, DaDepo expects rapid user base growth and asset listings.
- **Projected Break-Even Point:** With anticipated growth in asset listings and trading volume, DaDepo projects reaching a break-even point within **2 to 3 years** of operation.

## 4. Cost Structure

- **Operational Costs:**
  - **IT Infrastructure:** Ongoing maintenance and upgrades to ensure platform reliability, security, and performance.
  - **Legal and Compliance:** Continuous monitoring and adherence to regulatory changes, AML/KYC procedures, and international financial laws.
  - **Customer Support and Personnel:** Salaries for staff, customer service teams, and operational management.
- **Startup Phase Expenses:**
  - **Extended Management:** Additional management resources required during the initial setup and market entry phases.
  - **Marketing Efforts:** Intensive marketing and promotional activities to build brand awareness and attract early adopters.
  - **Market Entry Activities:** Costs associated with launching the platform in new markets, including localization and regional compliance.

## 5. Financial Sustainability and Profitability

- **Low Incremental Costs:** Due to the platform's design, additional transactions and asset listings incur minimal incremental costs, enhancing profitability as volume increases.
- **Monopoly Framework Advantage:** Operating in a niche market with limited competition, DaDepo anticipates capturing significant market share, leading to robust revenue growth.
- **Long-Term Financial Goals:**
  - **Expansion:** Reinvesting profits to expand services, enter new markets, and support additional asset classes.
  - **Investor Returns:** Providing attractive returns on investment through sustained profitability and market leadership.
  - **50% market share globally.**

## 9. Team

The success of **DaDepo Ltd.** is driven by a team of experienced professionals with a proven track record in finance, law, and technology. Their combined expertise ensures that DaDepo can navigate the complex financial and regulatory landscape while delivering innovative solutions for managing and trading non-traditional financial assets. Each team member brings specialized knowledge crucial to the development, operation, and growth of the platform.

### 1. Tõnis Hilep – CEO and Founder

- **Background:** Tõnis Hilep has an extensive career in the financial and legal sectors, with over 20 years of experience in trading on major stock exchanges like **NYSE** and **Nasdaq**.

His career includes founding and managing companies involved in car leasing, loans, real estate, and crowdfunding. His educational background in law, including doctoral studies at **Tallinn University Law School**, underpins his deep understanding of regulatory frameworks, particularly in **contract law** and **comparative law**.

- **Key Contributions:**
  - Founder of **Clementer OÜ** and **Fresh Finance OÜ**, where he led operations and managed complex financial transactions.
  - CEO with experience in developing financial platforms, overseeing business architecture, and securing key financial licenses.
  - Expertise in leading platforms and ensuring compliance with financial regulations such as **AML** and **KYC**.
- **Role at DaDepo:** As the CEO of DaDepo, Tõnis oversees the company's strategy, regulatory compliance, and business development. His knowledge in managing financial products and his experience in launching and operating businesses provide DaDepo with a solid leadership foundation.

## 2. Sven Orro – Chief Technology Officer (CTO)

- **Background:** Sven Orro brings a wealth of experience in developing technology solutions for the financial sector. His expertise includes building scalable IT systems and integrating innovative technologies like **depository code** and message layer to enhance the functionality and security of platforms.
- **Key Contributions:**
  - Leading the development of IT infrastructure for DaDepo, ensuring that the platform remains secure, efficient, and compliant with industry standards.
  - Overseeing the integration of **register and trading** solutions, which form the backbone of DaDepo's asset trading and settlement processes.
- **Role at DaDepo:** As CTO, Sven is responsible for managing all technical aspects of the platform, including cybersecurity, depository implementation, and ensuring the scalability of the platform as user demand grows.

## 3. Percival Software Ltd. – Core Development Partner

- **Background:** **Percival Software Ltd.** is a well-established technology partner, specializing in the development of depository and trading platforms. With extensive experience in providing secure, scalable, and customizable software solutions for financial institutions, Percival Software plays a key role in the development of DaDepo's infrastructure.
- **Key Contributions:**
  - Development of the **Depend** and **Hubble** systems, which form the technological foundation of DaDepo's depository functions.
  - Providing ongoing support for the platform's growth, ensuring that it meets the evolving needs of financial markets.
- **Role at DaDepo:** As the core development partner, Percival Software is instrumental in

building and maintaining the platform's technical architecture, ensuring it operates efficiently and securely.

#### 4. Legal and Compliance Advisory Team

- **Background:** DaDepo's legal team consists of experts with deep knowledge of financial regulations, including **AML (Anti-Money Laundering)** and **KYC (Know Your Customer)** requirements, as well as compliance with securities and mortgage asset laws.
- **Key Contributions:**
  - Ensuring that DaDepo's operations are fully compliant with local, national, and international regulations.
  - Advising on regulatory frameworks related to **mortgage assets**, **NPLs**, and non-traditional financial instruments.
- **Role at DaDepo:** The legal team ensures that all aspects of the platform's operation align with regulatory standards, minimizing risk and enhancing trust with clients and investors.

## 10. Roadmap

The **DaDepo** roadmap outlines the strategic milestones and timelines for the development, launch, and expansion of the mortgage assets depository platform. This structured plan provides a clear pathway for the company to achieve its objectives and ensure that all necessary components are in place for successful operations. The roadmap is divided into three key phases: **Development**, **Market Launch**, and **Growth and Expansion**.

### 1. Development Phase (Year 1)

- **Q1: Conceptualization and Planning**
  - Finalize the business model and operational strategy, including defining the types of assets to be registered and traded on the platform.
  - Secure partnerships with technology providers, legal advisors, and regulatory consultants to guide the development of the platform.
- **Q2: Technology Development**
  - Initiate the development of the DaDepo platform's infrastructure, focusing on core functionalities such as asset registration, transaction processing, and smart contract integration.
  - Conduct rigorous testing to ensure the platform is secure, scalable, and user-friendly.
- **Q3: Regulatory Compliance**
  - Apply for necessary licenses and operational permits to operate as a depository for non-traditional financial assets.
  - Implement **AML** and **KYC** protocols to ensure compliance with financial regulations.



- **Q4: Beta Launch**

- Conduct a beta launch of the platform with select partners and clients to gather feedback, identify potential issues, and refine the user experience.
- Prepare marketing strategies and outreach efforts to attract users for the official launch.

## 2. Market Launch Phase (Year 2)

- **Q1: Official Launch**

- Officially launch the DaDepo platform to the public, allowing users to register and trade various non-traditional assets, including claims, debts, and mortgage assets.
- Execute initial marketing campaigns to raise awareness and attract users to the platform.

- **Q2: User Acquisition and Onboarding**

- Focus on onboarding users, including financial institutions, businesses, and individual investors, to build a diverse client base.
- Provide training and support to ensure users understand how to navigate the platform and utilize its features effectively.

- **Q3: Expansion of Asset Classes**

- Expand the range of asset classes available on the platform based on user demand and market trends.
- Introduce additional features and services, such as advanced reporting tools and analytics, to enhance the user experience.

- **Q4: Performance Review and Optimization**

- Conduct a thorough review of the platform's performance, user engagement, and feedback from initial users.
- Optimize the platform based on insights gathered, making necessary adjustments to improve functionality and user satisfaction.

## 3. Growth and Expansion Phase (Years 3-5)

- **Year 3: Market Penetration and Partnership Development**

- Strengthen marketing efforts to penetrate deeper into existing markets and expand into new geographical regions, focusing on underserved markets.
- Develop strategic partnerships with banks, stock exchanges, and financial institutions to enhance the platform's offerings and attract more users.

- **Year 4: Scalability and Technology Enhancements**

- Continue enhancing the platform's technology, incorporating user feedback and industry advancements, such as AI and machine learning, to improve asset

- management and trading efficiency.
- Scale the infrastructure to support an increasing number of users and higher transaction volumes without compromising performance.
- **Year 5: Potential IPO and Long-Term Sustainability**
  - Evaluate the feasibility of an initial public offering (IPO) based on the platform's growth, market conditions, and financial performance.
  - Focus on ensuring long-term sustainability by diversifying revenue streams, improving profitability, and maintaining compliance with evolving regulatory standards.

## Conclusion

The **DaDepo** project represents a transformative solution to the challenges faced by the current financial ecosystem, particularly in the management and trading of non-traditional financial assets. By creating a dedicated platform for registering, listing, and facilitating transactions involving claims, debts, Non-Performing Loans (NPLs), and mortgage assets, DaDepo is well-positioned to fill a significant gap in the market.

## Key Takeaways:

1. **Market Need:** The financial landscape is evolving, with increasing demand for innovative solutions to manage a broader range of assets. Traditional depositories have largely overlooked non-securitized and mortgage assets, leaving a substantial opportunity for a platform that can provide the necessary infrastructure for these financial instruments.
2. **Depository Technology:** By leveraging depository code **technology** DaDepo enhances transaction security, transparency, and efficiency. This technological backbone not only sets DaDepo apart from traditional financial institutions but also aligns with modern expectations for asset management.
3. **Regulatory Compliance:** DaDepo is committed to adhering to stringent regulatory standards, including **Anti-Money Laundering (AML)** and **Know Your Customer (KYC)** protocols. This commitment not only ensures legal compliance but also builds trust among users and investors, critical for establishing a credible financial platform.
4. **Strategic Growth Plan:** The outlined roadmap for DaDepo emphasizes strategic planning through phased development, market launch, and growth expansion. This structured approach enables the platform to effectively manage resources, minimize risks, and optimize user experiences as it scales.
5. **Investment Opportunity:** As DaDepo seeks to raise capital to support its operations and growth, the project presents a compelling investment opportunity. The potential for high

returns exists as DaDepo aims to capture a significant share of the growing market for non-traditional financial assets.

## **Final Thoughts:**

In conclusion, DaDepo is not just a depository; it is a pioneering platform designed to revolutionize the way non-traditional and mortgage assets are managed and traded. With a strong leadership team, a clear understanding of market dynamics, and a commitment to technological innovation and regulatory compliance, DaDepo is well-equipped to navigate the complexities of the evolving financial landscape.

As the demand for liquidity and efficient asset management solutions continues to grow, DaDepo stands at the forefront of this transformation, poised to unlock the potential of previously illiquid assets and provide significant value to its users and stakeholders. The journey ahead promises exciting opportunities, and with the right support and resources, DaDepo aims to become a leader in the mortgage asset and non-traditional asset market.

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