GRES PROTOCOL

Communication Positioning Charts

Version 2 — verified real-world examples

Seven quadrants to guide $GRES messaging

Target audience: GRES partners, investors and employees

How to use this document

Each chart positions GRES$ within a specific narrative axis relevant to the target audience: modern investor seeking lower risk. Charts 0-5 position GRES$ against alternatives; Chart 6 explains the capital-demand market we serve.

All examples are real and verifiable. For every chart you'll find:

- Why we built it — what the chart proves
- How to read it — axis logic, asset groups, and what their position means
- Conclusion — the takeaway, with one-line messaging hooks ready for X, LinkedIn, Telegram

Visual grammar across all charts:

- Coral bubbles = speculative, concentrated, or high-friction assets
- Amber bubbles = traditional or diversified vehicles
- Teal bubbles = institutional, stable, or low-risk assets
- Gold sphere = GRES$ — positioned in the strategically dominant quadrant of each chart

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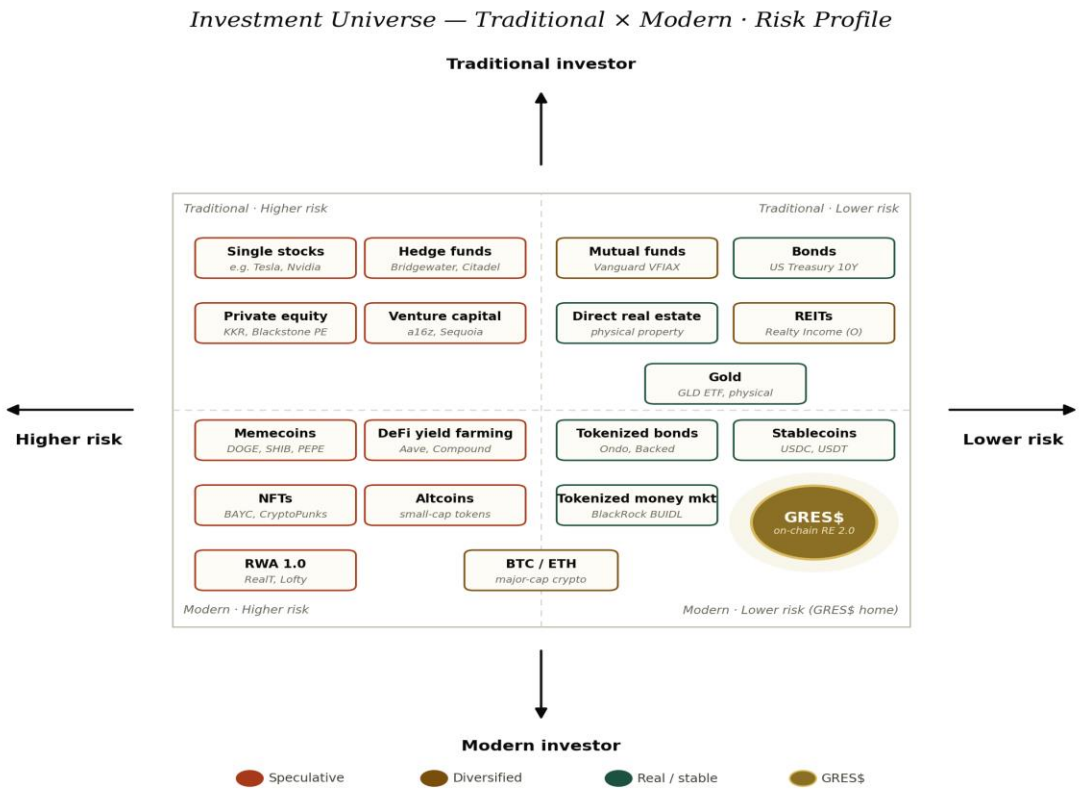
Important — GRES.ALPHA vs $GRES. These charts position GRES$ (asset-backed, NAV-pegged, KYC required, Phase 04 mainnet). GRES.ALPHA, the current utility token, is a separate instrument and is not represented here. Treating them as equivalent in communication is a common mistake — keep them distinct.

> *The point isn't that $GRES is always best — the point is that, for the modern lower-risk investor, GRES$ occupies a position no traditional asset class can occupy without trade-offs.*

Chart 0 — Traditional × Modern · Risk Profile

The master positioning map



Why this chart

This is the foundational chart from which the others derive. It places the entire investment universe across two clear cultural axes: how traditional or modern the investor's worldview is, and how much risk they accept. The target audience for $GRES sits in the bottom-right quadrant — the modern lower-risk investor — and Chart 0 shows exactly which assets currently occupy that space.

How to read it

Vertical axis: investor identity. Top means traditional (stocks, bonds, REITs, physical real estate). Bottom means modern (digital-native, crypto-friendly, on-chain comfortable). Horizontal axis: risk. Right means lower risk per dollar invested. Left means higher risk and higher variance.

- Top-left (traditional, high-risk) — single stocks (e.g. Tesla, Nvidia), hedge funds (Bridgewater, Citadel), private equity (KKR, Blackstone PE), venture capital (a16z, Sequoia). High variance, accredited-investor gating.

- Top-right (traditional, low-risk) — US Treasury 10Y bonds, Vanguard VFIAX mutual fund, Realty Income (NYSE: O) REIT, physical real estate, GLD ETF. The conservative establishment.
- Bottom-left (modern, high-risk) — memecoins (DOGE, SHIB, PEPE), DeFi yield farming (Aave, Compound), NFTs (BAYC, CryptoPunks), small-cap altcoins. Plus RWA 1.0 single-property tokens (RealT, Lofty) — modern packaging, concentrated risk.
- Middle-bottom — BTC and ETH. The maturing midpoint of modern investing.
- Bottom-right (modern, low-risk) — tokenized bonds (Ondo, Backed Finance), stablecoins (USDC, USDT), BlackRock's BUIDL tokenized money market fund, and GRES$ at the corner.

Conclusion

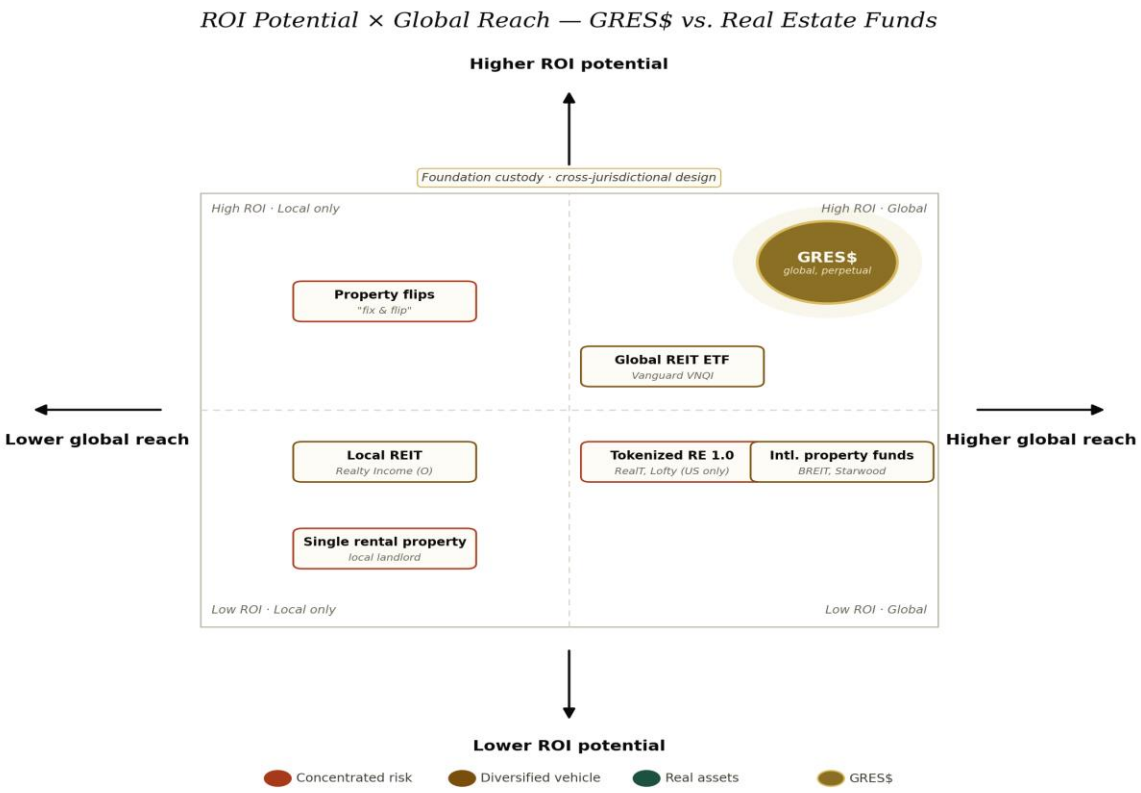
$GRES occupies a corner of the chart that is almost empty today. Tokenized bonds and stablecoins live in this quadrant but offer no real estate exposure. Real estate at the equivalent risk level only exists in the traditional quadrant, gated by accreditation and minimum tickets. $GRES is the missing piece.

Messaging hooks

> *Modern investing meets institutional real estate. GRES$ is the asset class that finally crossed over.*
>
> *Stablecoins gave digital investors a place to park value. Tokenized bonds gave them yield. $GRES gives them real estate — the same asset class that built generational wealth, finally on their terms.*

Chart 1 — ROI Potential × Global Reach

GRES$ vs. traditional real estate funds



Why this chart

Investors with existing real estate exposure (REITs, property funds, international ETFs) need to understand why $GRES is additive, not redundant. The two axes that matter for this audience are net return potential and geographic reach — the latter being what institutional money traditionally pays premium fees to access through global vehicles.

How to read it

Vertical axis: net return potential. Horizontal axis: global geographic reach.

- Single rental properties and local REITs (Realty Income (O) — 5.23% yield, 15,500 properties primarily in the US) sit lower-left. Predictable yield, but constrained to one or two markets.
- Property flips offer high return potential but zero geographic reach — concentrated to one property, one neighborhood.

- Vanguard VNQI (global REIT ETF) and BREIT (Blackstone Real Estate Income Trust, $54.9B NAV) move right, but the fee structures drag down net returns. BREIT charges up to 8.75% in sales fees on Class S and T shares.
- RWA 1.0 tokens (RealT, Lofty) reach digitally global investors but are concentrated in single US properties — the geographic reach is on the investor side, not the asset side.
- $GRES sits top-right by architecture: Swiss-style Foundation custody designed to hold properties across multiple jurisdictions, with return mechanisms based on appreciation/yield of the real asset (NAV) reflected on GRES$ value directly as the digital twin of the AUM.

Conclusion

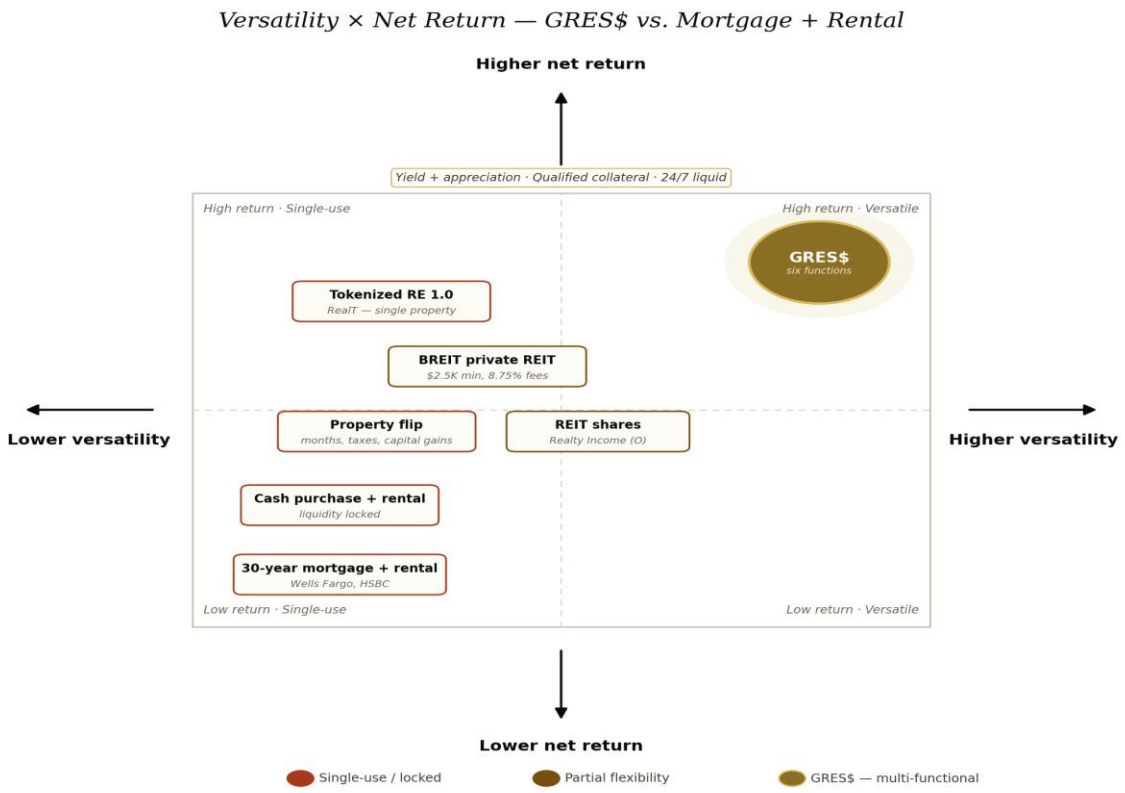
This chart speaks to the investor who already knows real estate as an asset class. The argument isn't that $GRES beats their existing portfolio — it occupies a corner none of the existing options reach simultaneously.

Messaging hooks

> *Realty Income gives you US retail real estate. BREIT gives you institutional fees. Vanguard VNQI gives you ETF tracking. GRES$ gives you global reach and return mechanics designed to compound — without the fee drag.*
>
> *Cross-border real estate diversification used to require seven figures and three jurisdictions of paperwork. We rebuilt the access layer.*

Chart 2 — Versatility × Net Return

GRES$ vs. mortgage + rental



Why this chart

Buying a financed apartment and renting it out is the global default for retail real estate exposure. It feels like a 'hard asset purchase' but is functionally a 20-30 year liability with capped yield, illiquid exit, and zero composability. This chart compares that path against GRES$ on two axes that retail investors rarely think about together: net return after all costs, and versatility (how many ways the same capital can work for you).

How to read it

Vertical axis: net return after interest, taxes, maintenance, vacancy. Horizontal axis: versatility of capital deployed.

- 30-year mortgage + rental (Wells Fargo, HSBC mortgage products) sits bottom-left. Interest payments consume most of the yield for the first 15-20 years. The capital has exactly one use: hold the property until sold.

- Cash purchase + rental improves return but locks 100% of liquidity into one address, one tenant relationship, one local market cycle.
- Property flips offer higher return at the cost of months of work, capital gains taxes, and concentrated execution risk.
- REIT shares (Realty Income — monthly dividends since 1994) sit at the middle: liquid daily, but yield is capped by management overhead. BREIT offers higher returns but with 8.75% Class S/T fees and $2,500 minimum (Class I requires $1M).
- RWA 1.0 tokens (RealT) offer better versatility than physical property but still represent a single property, so the capital still has one underlying use.
- $GRES sits top-right with six stacked functions: store of value, yield + appreciation, qualified collateral, global development access, transaction protocol, data platform. The same capital can play different roles simultaneously.

Conclusion

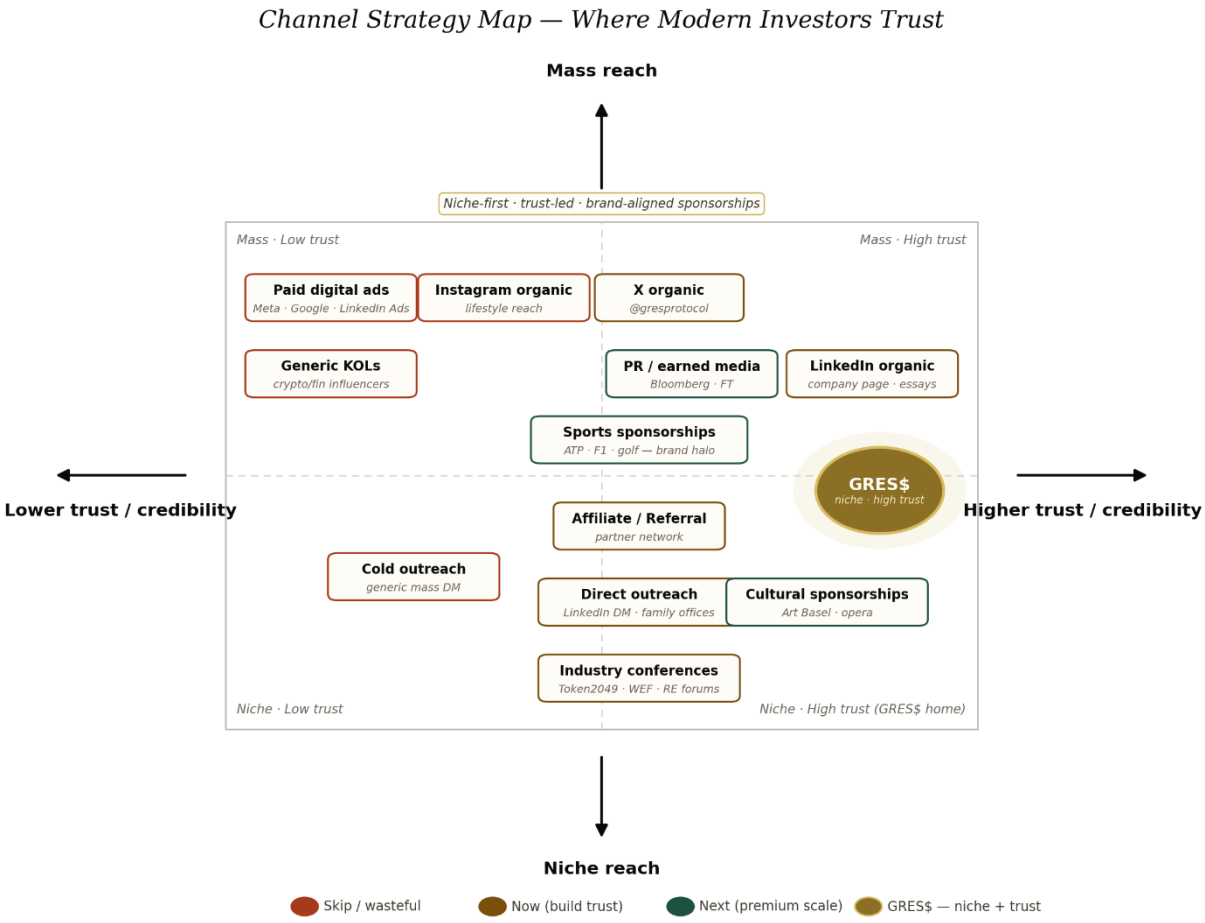
The implicit argument: the default 'buy a financed apartment and rent it' strategy is a single-output use of capital with the worst risk profile of any real estate exposure. GRES$ shows what the same capital looks like when re-architected.

Messaging hooks

> *Your apartment can be rented or sold. GRES$ can be held, yielded, used as collateral, traded, redeemed against NAV, or built upon by others. Same capital. Six functions.*
>
> *A 30-year mortgage is a 30-year liability with a real estate sticker on it. We designed the alternative.*

Chart 3 — Channel Strategy Map

Where the modern investor lives and trusts



Why this chart

This chart is internal strategy. It answers a different question than charts 0–2: not “what is GRES$ vs. other assets,” but “where do we actually find the modern investor, and where should we invest communication effort?” LinkedIn, X, and Instagram are all “social online” — same category. The real distinctions are between channel TYPES — social organic, paid digital, earned media, sponsorships, events, KOLs, direct outreach, affiliate — mapped against the two dimensions that decide allocation: reach and trust. $GRES is a niche-first, trust-led asset; the chart shows the channel mix that fits that posture.

How to read it

Vertical axis: reach. Top means mass-reach channels (broad audience, low targeting). Bottom means niche-reach channels (concentrated, high targeting). Horizontal axis: trust and credibility of the environment. Right means high-trust contexts where investors take signals seriously. Left means low-trust contexts where signals get treated as noise.

- Mass · Low trust (avoid): paid digital ads (Meta, Google, LinkedIn Ads), Instagram organic for lifestyle reach, generic crypto/fin KOLs. High volume, low conversion for our asset class — trust is the bottleneck, not awareness.
- Mass · High trust (premium scale, next phase): PR / earned media (Bloomberg, FT, sponsored finance podcasts), LinkedIn organic at scale (company page essays, thought leadership). Build credibility at scale — requires money for placements or time for organic compounding.
- Niche · High trust (CURRENT FOCUS): affiliate / referral programs (benefits on referred purchases), direct outreach (LinkedIn DM to qualified contacts, family-office introductions), industry conferences (Token2049, WEF, real estate forums), cultural sponsorships (Art Basel, opera, art fairs — HNW concentration). Where trust is highest and qualified capital is concentrated. The right place to start with $0 budget.
- Niche · Low trust (avoid): generic cold outreach, mass DM campaigns, Telegram/Discord spray. Burns reputation faster than it builds awareness.
- Sports sponsorships (ATP tennis, F1, golf): mass reach paired with premium brand association. Sponsorships of the same calibre as Rolex, Emirates, or Patek carry a credibility halo no paid digital channel can match. Reserved for the next phase — once AUM and brand thesis can absorb the ticket size.

Conclusion

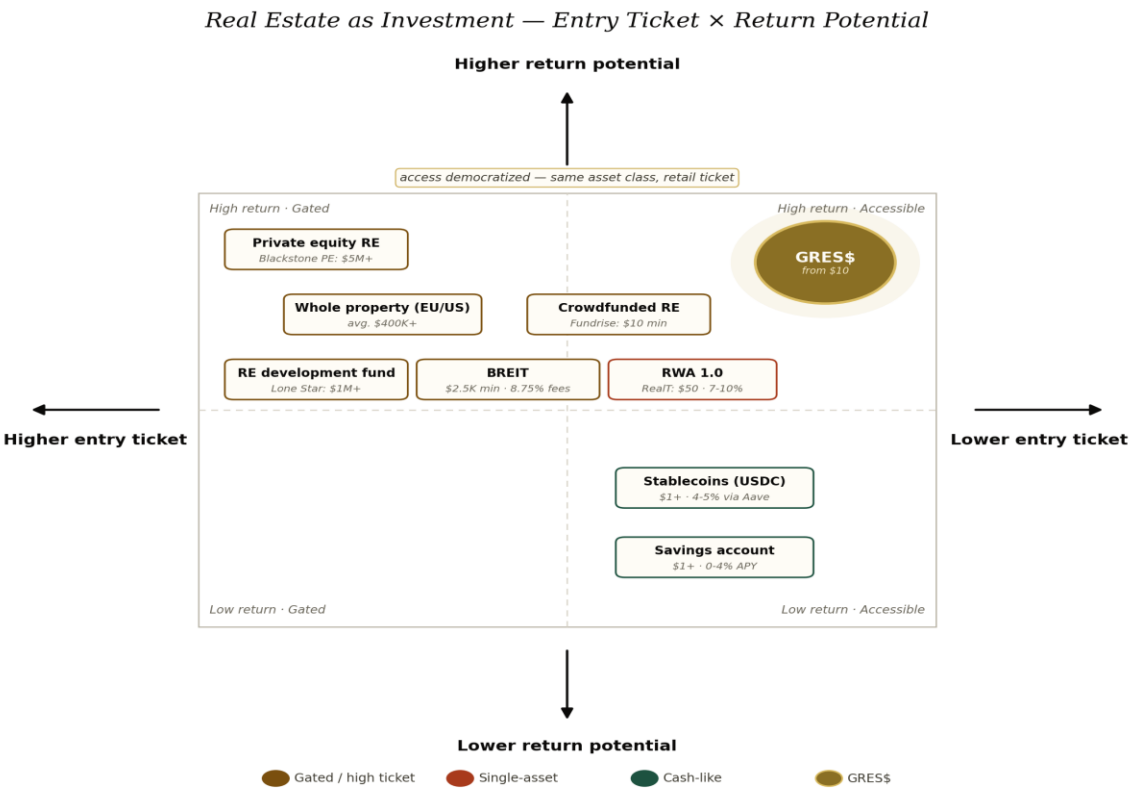
$GRES is a niche, high-trust asset — not a mass-market product. The strategic home is the right side of the chart, with current weight on the bottom-right: affiliate, direct outreach, industry conferences, cultural sponsorships. The top-right adds premium scale as AUM grows: PR / earned media, LinkedIn organic at scale, and sports sponsorships of the calibre that anchor luxury and finance brands. The left side — paid digital, generic KOLs, cold outreach — does not exist for GRES.

Messaging hooks

> *Modern investors live online — but they trust offline. The channels that convert for GRES aren't the loudest. They're the ones where reputation has already been deposited.*
>
> *We don't buy reach. We borrow trust. Affiliate, referral, direct relationships, premium events, earned press — every channel on our map is one where credibility precedes conversation.*

Chart 4 — Entry Ticket × Return Potential

Real estate as investment, across access points



Why this chart

Real estate has historically traded high return for high barriers. Blackstone PE requires $5M+ tickets. Whole property in prime EU or US markets averages $400K+ entry plus financing relationships. Even 'democratized' alternatives like REITs cap returns through overhead. GRES$ inverts this curve — same fundamental exposure to real estate, $10 entry.

How to read it

Vertical axis: return potential. Horizontal axis: accessibility. Right means lower entry ticket. Left means higher minimum capital.

- Top-left (high return + gated): Blackstone PE real estate ($5M+), whole property purchase ($400K+ for EU/US prime), Lone Star RE development funds ($1M+). Access requires capital, accreditation, and relationships.

- Mid-section: BREIT lowers the ticket to $2.5K but adds 8.75% Class S/T fees. Fundrise crowdfunded RE goes as low as $10 minimum but spreads returns thinly across diversified pools.
- Bottom-right (low ticket, low return): savings accounts (0-4% APY), USDC on Aave (4-5% APY) — accessible but no real estate exposure.
- Mid-right: RWA 1.0 tokens like RealT — $50 minimum, 7-10% yields — but each token represents one specific property, so single-asset concentration risk remains.
- $GRES sits top-right: institutional-grade real estate exposure starting at $10, with the Foundation custody architecture and NAV-pegged return mechanism of high-end vehicles. (Niche is not the same as gated. GRES$ is fully accessible — anyone, anywhere, from any ticket size — but the audience it serves is niche by mindset and conviction, not by net worth or geography.)

Conclusion

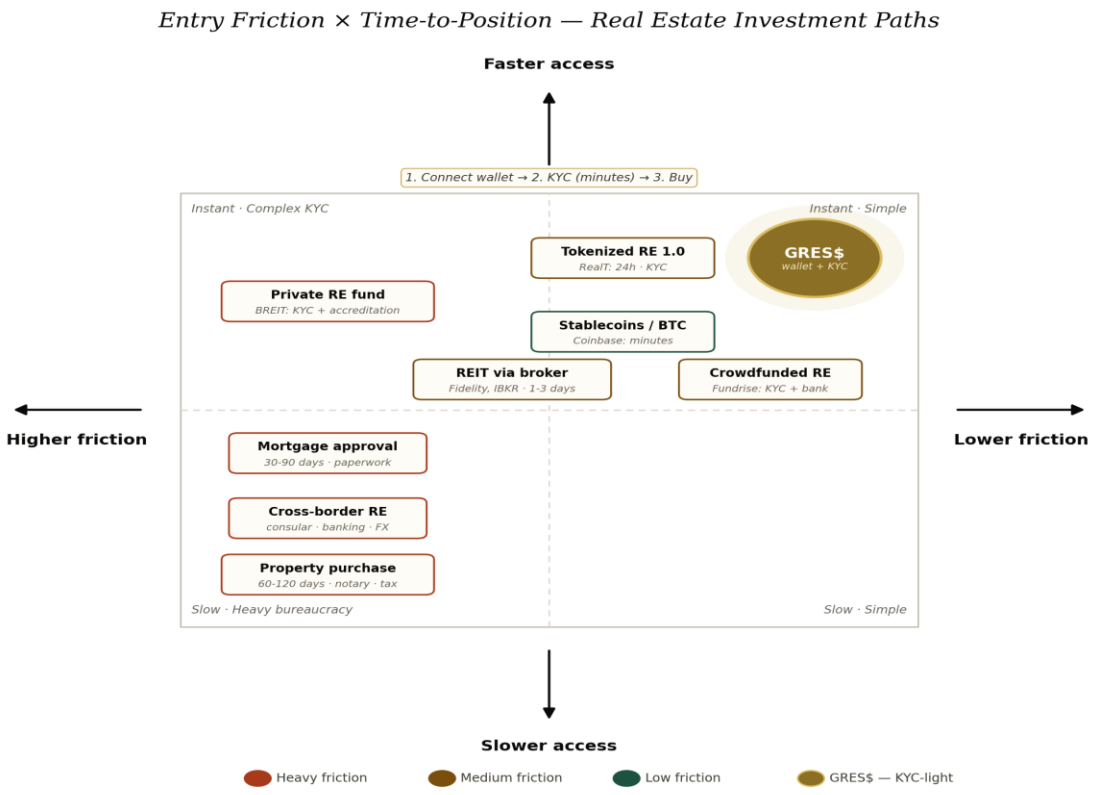
This chart is the equity story for the retail end of the modern investor. Same asset class as Blackstone PE — Swiss-style Foundation custody, NAV-pegged, perpetual structure — at the entry ticket of stablecoins.

Messaging hooks

> *Institutional real estate used to start at $1M. Blackstone PE starts at $5M. GRES$ starts at $10. Same asset class. Different access layer.*
>
> *If it's gated, it's old. If it's accessible but yields nothing, it's also old. We built the third option.*

Chart 5 — Entry Friction × Time-to-Position

Real estate investment paths compared



Why this chart

Friction kills capital flow. Investors who would otherwise allocate to real estate often don't — not because they lack capital or interest, but because every existing path takes months of paperwork, multiple intermediaries, and jurisdiction-specific knowledge. This chart positions GRES$ against every alternative on the friction axis, which is the second-order moat after ticket size.

How to read it

Vertical axis: time-to-position. Top means access in minutes. Bottom means access in months. Horizontal axis: friction. Right means fewer steps and fewer intermediaries.

- Bottom-left: traditional real estate access. Property purchase (60-120 days, notary, transfer tax, registry). Cross-border RE (consular requirements, FX banking, local jurisdiction). Mortgage approval (30-90 days, income verification, credit checks). Private RE fund subscriptions (BREIT requires KYC + accreditation + $70K minimum income).

- Mid: REIT via broker (Fidelity, Interactive Brokers — opening account 1-3 days, then trade instantly). Fundrise crowdfunded RE — KYC and bank link.
- Top-right: stablecoins/BTC via Coinbase — minutes from registration to position. RWA 1.0 tokens (RealT) — 24h onboarding with mandatory KYC.
- $GRES is also KYC-required (because $GRES is asset-backed and MiCA-aligned), but the onboarding stays in the minutes range: connect wallet, complete KYC, purchase. The 3-step flow is significantly faster than any traditional RE alternative while maintaining institutional compliance.

Note: GRES$ requires KYC because it's an asset-backed instrument structured under MiCA. This is a feature, not a bug — it's what makes the underlying assets eligible for institutional adoption and qualified collateral use. The friction is minimal compared to any traditional real estate path.

Conclusion

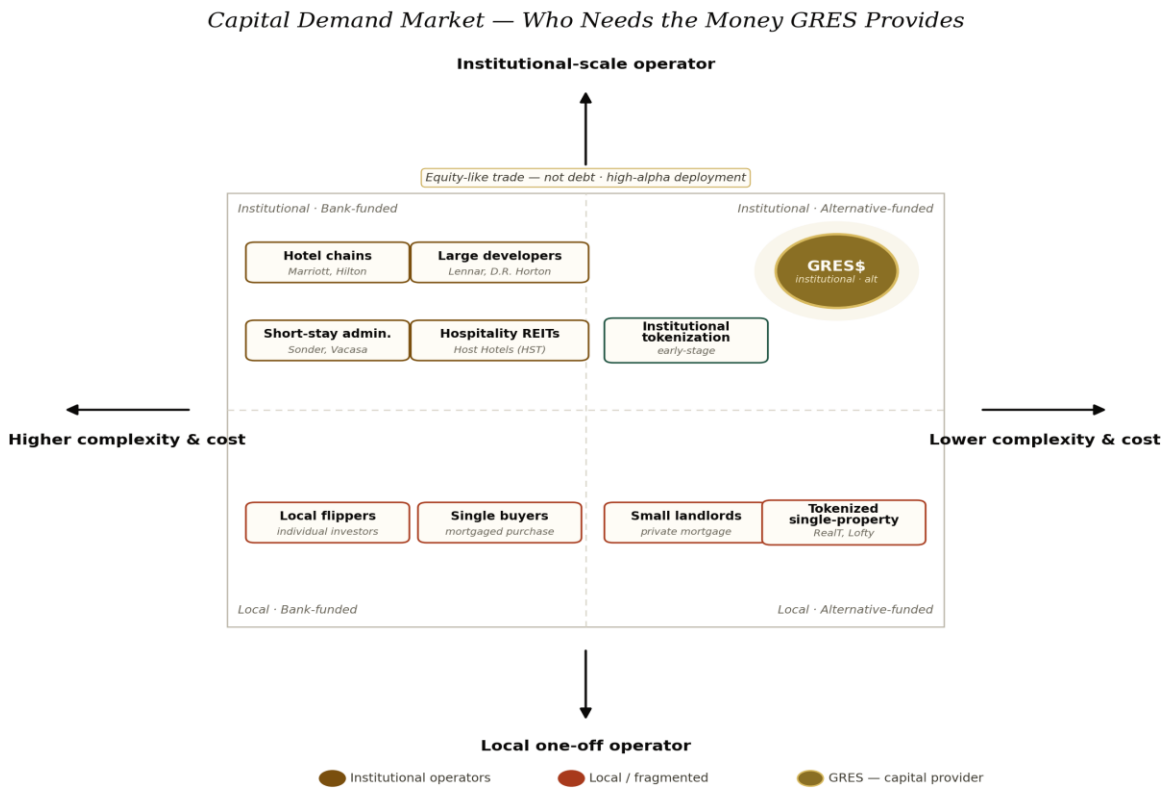
Friction is the unspoken reason most capable investors never touch real estate. GRES$ engineers the friction out of the path while keeping the regulatory substance intact.

Messaging hooks

> *Property purchase: 60-120 days. Mortgage approval: 90 days. BREIT subscription: accreditation required. $GRES: connect wallet, KYC in minutes, position acquired.*
>
> *Real estate finally moves at the speed of the markets, not the speed of notaries.*

Chart 6 — Capital Demand Market

Who needs the money GRES provides



Why this chart

This chart is the supply-side story — the other side of the protocol. While Charts 0-5 explain what $GRES offers to investors, Chart 6 explains who needs the capital GRES$ raises, and why our model is structurally superior to the bank-led status quo. This is the chart for advisor decks, institutional outreach, and roadmap conversations.

How to read it

Vertical axis: operator scale. Top means institutional-scale operators (hotel chains, large developers, hospitality administrators). Bottom means local one-off operators (house flippers, single property buyers, small landlords). Horizontal axis: complexity and cost of capital access. Right means simpler and cheaper. Left means more complex and more expensive.

- Top-left — the institutional default. Hotel chains (Marriott, Hilton, IHG), large developers (Lennar, D.R. Horton), short-stay administrators (Sonder, Vacasa), hospitality REITs (Host Hotels HST). These operators access capital through banks, institutional bonds,

syndicated loans, and family offices. The capital is expensive, slow, and tied to long covenants.

- Bottom-left — the local default. House flippers, single property buyers using mortgages, small landlords. Cheaper capital (consumer mortgages) but only available to the smallest operators.
- Bottom-right — RWA 1.0 tokenization (RealT, Lofty). Alternative capital for small-scale operators. Solves the access problem but doesn't scale.
- Top-right — $GRES. Alternative capital for institutional-scale operators. This is where the protocol creates new market. Hotel chains, developers, and short-stay administrators access capital from $GRES holders globally, without bank covenants, without complex syndication, and without traditional debt structure.

The structural difference

Traditional capital for institutional operators is debt. Banks lend money, charge interest, demand covenants, require collateral, and book the loan as a liability on the operator's balance sheet. GRES is structurally different: holders trade capital for tokenized exposure to high-alpha real estate assets. It's not debt — it's an equity-like trade for assets with appreciation potential. The operator gets liquidity. The holder gets exposure. Neither side is locked into the rigid covenants of bank financing.

Conclusion

GRES occupies a top-right corner that today is functionally empty. Institutional operators have only debt-based capital options. RWA 1.0 platforms can't scale to their size. GRES is the missing bridge: alternative capital at institutional scale, with simpler access and structurally aligned incentives.

Messaging hooks

> *Hotel chains, developers, and hospitality operators have one option for scale capital: banks. We built the second option.*
>
> *Debt makes the lender wealthy. Equity-like trades make both sides wealthy. GRES is structurally aligned with the operators it funds.*

Synthesis — how the seven charts work together

Each chart addresses a different audience or argument. Used together they form the complete narrative arc:

- Chart 0 (Traditional × Modern) — the master positioning map. Use it to anchor every other conversation.
- Chart 1 (ROI × Reach) — answers "why GRES$ instead of my existing real estate fund?"
- Chart 2 (Versatility × Return) — answers "why GRES$ instead of buying an apartment?"
- Chart 3 (Channel Strategy Map) — defines where we invest communication effort. Internal compass.
- Chart 4 (Ticket × Return) — answers "is this for me, or only for the wealthy?"
- Chart 5 (Friction × Time) — answers "how complicated is it to actually start?"
- Chart 6 (Capital Demand) — explains the market we serve to operators, advisors, and institutional partners.

Used in sequence — across LinkedIn posts, X threads, Telegram explanations, decks for advisors, institutional outreach — they walk a modern investor from skepticism through curiosity to participation. The same gold sphere appears in the dominant quadrant of every chart, reinforcing the core position without repeating the same words.