

A modern architectural rendering of a residential complex in Bali. The image shows a courtyard with several minimalist, white, rectangular units. Each unit has large glass windows and doors, and some have unit numbers like U2.13, U2.16, U2.14, and U2.11. The courtyard is landscaped with palm trees, other tropical plants, and modern outdoor furniture like lounge chairs and planters. The sky is blue with some clouds. The overall aesthetic is clean, modern, and tropical.

UNIT SPACE CITY

HI-TECH HOME IN BALI
AT AN APARTMENT PRICE -
FROM \$112,000

UNIT SPACE INVESTORS

Experienced investors

Looking for opportunities Bali

Investors with no prior prop invest experience

Deciding on investment strategy

Second home/ permanent residence seekers

Looking to start a new chapter

You?

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WHO INVESTS IN UNIT SPACE CITY

1. Experienced investors

Looking for opportunities Bali

Profile

27-55

Single or with a partner.

They seek options to diversify existing portfolio and get rental income from real estate investment in Bali.

Might be more conservative, depending on success of the previous investments.

Coming from various backgrounds: Europe, Asia, US, Canada, post-Soviet countries.

Purchase decisions can be made independently or in collaboration with a partner or financial consultant.

They value: quality, reliability, early bird prices.

Interests

Investment, real estate, financial independence, travel, comfortable living, cryptocurrency, self development, entrepreneurship, sports, travel, quality rest.

Why invest

Have a certain experience in investment and understand the principles of the real estate market. Looking for capital growth opportunities. They recognize attractiveness of the real estate market in Bali and see it as an opportunity for portfolio diversification.

When invest

After thoroughly comparing the projects, their pros and cons and financial models. When they see potential for property price appreciation, land price growth and new area development affecting rental pricing.

How invest

Utilise real estate agencies, investment consultants, online real estate platforms to find suitable options.

What matters

Best price, growth potential, market stability, quality of development, financial stability of the project, location and infrastructure, developer reputation, installments plan.

Risk level

Medium

WHO INVESTS IN UNIT SPACE CITY

Experienced investors

Looking for opportunities Bali

Objections

- **No previous development experience**
- **In the middle of nowhere / What if Nuanu won't be completed**
- **I'm not sure how financially stable is the project**
- Won't be completed on time/ First project was completed with a delay
- Won't be completed at all
- Won't have sufficient demand to provide expected income

How we work with objections

No previous experience

- Show and tell about Unit Space Village that is completed.
- Team has got more than 10 years of experience in development, architecture, design and project management. There are no subcontractors, and it's a full cycle inhouse development with control over each stage.

In the middle of nowhere / What if Nuanu won't be completed

- Open Google maps and show Nuanu on the map with all the photos of the already opened locations (works best!). Keep focus on what's already open and mention what else is scheduled for completion in 2024-2025.
- Specify that Nuanu is already a self-sufficient area even though only 30% has been completed so far. E.g. Luna (opened this March) already attracts tourists and expects that were previously coming to Potato Head and Finns Club (premium & high quality service beach clubs).
- Then show how well positioned it is: close to Canggu and in a 40 mins ride to Ubud.

I'm not sure how financially stable is the project

- Specify that there are already completed projects and that the units of the first two projects have been gone (sold) within 5-6 months.
- Mention that major investor of the second project is Sergey Solonin, the visionary and the owner of Nuanu.

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How we work with objections

Won't be completed on time/ First project was completed with a delay

- Mention that there are penalties in the contract for each day of delay.
- With the first one the team set an ambitious goal to complete the project with 21 units within 6 months. Have you seen any projects in Bali completed in such a time? I haven't. So it was completed in a year. Well, a good learning, that the team has taken into consideration while planning their 2nd and the 3rd projects.

Won't be completed at all

- Mention that there is a clause in the contract that specifies that in case the major company goes bankrupt or is merged, the construction company will still have obligations to complete the project.

Won't have sufficient demand to provide expected income

- The financial model is realistic, and incorporates all of the costs that the investor will bear. The team does not want to overpromise. The data for the financial model comes from two sources:
 1. Management company with 15+ years of experience and data
 2. Unit's own proptech analytical service Ula.zone that collects open source data from booking platforms on occupancy, daily rates, dynamics and specific criteria that makes the property more attractive.

WHO INVESTS IN UNIT SPACE CITY

2. Investors with no prior property invest experience

Still deciding on investment strategy

Profile

22-45

Single or with a partner.

Active, generally young and ambitious people on their investment journey. They want to build their financial future today. They seek unique and new opportunities to generate income. More risk-averse.

Coming from various backgrounds: Europe, Asia, US, Canada, post-Soviet countries.

Purchase decisions can be made independently or in collaboration with a partner or financial consultant.

They value: uniqueness, tech advancements, being the first, recognition.

Interests

Financial independence, investments, travel, education, entertainment, new technologies, crypto, personal growth, new experiences.

Why invest

Potential investment opportunity. Seek information and analyze various investment options. Consider real estate as an option for generating income from rental or resell. Might have heard about Bali with its tourism potential, stable growth of the real estate market and rapid area development.

When invest

When they see a chance to invest in promising innovative solutions and take advantage of expected increase in its value.
When they have compared the options.
When they can relate to product's /project's values.

How invest

Opinion leaders and friends that can trust, investment and financial advisors, online real estate agencies and other investors.

What matters

Best offer & price, growth potential, unique projects' characteristics that will affect the ROI, location prospects, developer reputation, values, flexibility in payment ways & terms, available add-ons.

Risk level

Medium - High

WHO INVESTS IN UNIT SPACE CITY

Investors with no prior property invest experience

Still deciding on investment strategy

Objections

- **There is nothing special about Nuanu**
- **In the middle of nowhere / What if Nuanu won't be completed**
- **I'm not sure how financially stable is the project**
- There are other interesting projects in the area
- Won't be completed on time/ First project was completed with a delay
- Installment plan doesn't work for me

How we work with objections

There is nothing special about Nuanu

- Nuanu is already a cultural center of the island, with events that you won't want to miss.
- Nuanu offers infrastructure that is unique for Bali - gallery, creative and events areas, planetarium, retreat center, recreation and SPA center, etc.
- What's important is what Nuanu won't have: traffic, noise, lack of green and walking areas, mess and dirt.

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- I'm not sure how financially stable is the project
- **There are other interesting projects in the area / What's unique about Unit Space**
- **Won't be completed on time/ First project was completed with a delay**
- **Installment plan doesn't work for me**
- **I am not sure how much time and when I will stay in the property**

How we work with objections

There are other interesting projects in the area/ Don't understand what's unique about Unit Space

- Unit Space utilises the most advanced technologies in development to ensure the best price on the market as well as minimise the impact on the nature.
- Unit Space offers the strong investor community (over 75 investors already with similar values)
- Show Unit Space Village videos and photos to emphasize how well thought is the interior and design.

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Installment plan doesn't work for me

- Unit Space offers different payment options - from crypto to bank transfer and cash.
- There is a flexibility in installments plan - after the down payment you can choose to pay monthly / quarterly in equal amounts or every six months (18 months to complete to pay the full amount).
- You can also choose to receive the income from rental in crypto.

I am not sure how much time and when I will stay in the property

- No worries, you will not be limited in terms of how long you can stay, this is for you to decide. Asll you will need to do is let the management company know about your expected arrival dates. The estimated monthly cost during their stay 2 4-5 mln indo rupiah.

WHO INVESTS IN UNIT SPACE CITY

3. Second home/permanent residence seekers

Looking to start a new chapter

Profile

30-60

Most are married or have a regular partner. Might have teenagers or grownup kids.

They seek an ideal place to leave half a year (second home) or move to permanently. Usually, have already been in Bali.

Coming from various backgrounds: Europe, Asia, US, Canada, post-Soviet countries.

The decision to purchase is usually made jointly, requiring the approval of spouses or partners.

They value: privacy, proximity to nature, infrastructure.

Interests

Financial seability and independence, investments, cultural and social life, travel, nature, gardening, barbecues, active and outdoor recreation (sports, walking, cycling), relaxing with family and friends, quality rest.

Why invest

Attracted by the beauty of Bali, the level of comfort and choice it provides for the price you have to pay. Looking to leave close to nature though with good conditions for cultural and social life, development, rest and relaxation.

When invest

When tired of social-economic conditions of their locale.

When they find ideal location to get away from the hustle and bustle of the city.

When they feel they have found the option with the best value for the price.

When they are satisfied with the aspects that will directly impact the quality of their living.

How invest

Real estate agencies, online real estate platforms.

What matters

Value for the price, quality of construction, financial stability of the project, location and infrastructure, previous cases, installments plan.

Risk level

Medium

WHO INVESTS IN UNIT SPACE CITY

Second home/permanent residence seekers

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Objections

- **In the middle of nowhere / What if Nuanu won't be completed**
- **I'm not sure how financially stable is the project**
- **Not the most advanced area in terms of the infrastructure / How about facilities for kids**
- Won't be completed on time/ First project was completed with a delay
- Won't be completed at all
- Installment plan doesn't work for me
- I am not sure how much time I will stay
- It's not ocean front
- The biggest medical centers in Bali are far

How we work with objections

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Not the most advanced area in terms of the infrastructure / How about facilities for kids

- There are 3 complexes next to each other with everything you might need for living or work: 25m pool, restaurant, co-working space, cafe, yoga and free weight facilities, library, kids playroom, event hall, cinema, streaming room.
- The complexes are just 3 min bike or car ride to Nuanu with the mix of urban-like and resort-like infrastructure, that you won't have anywhere on the island. It also includes grownup kids infrastructure like international school, college, art village, music studio and events area.

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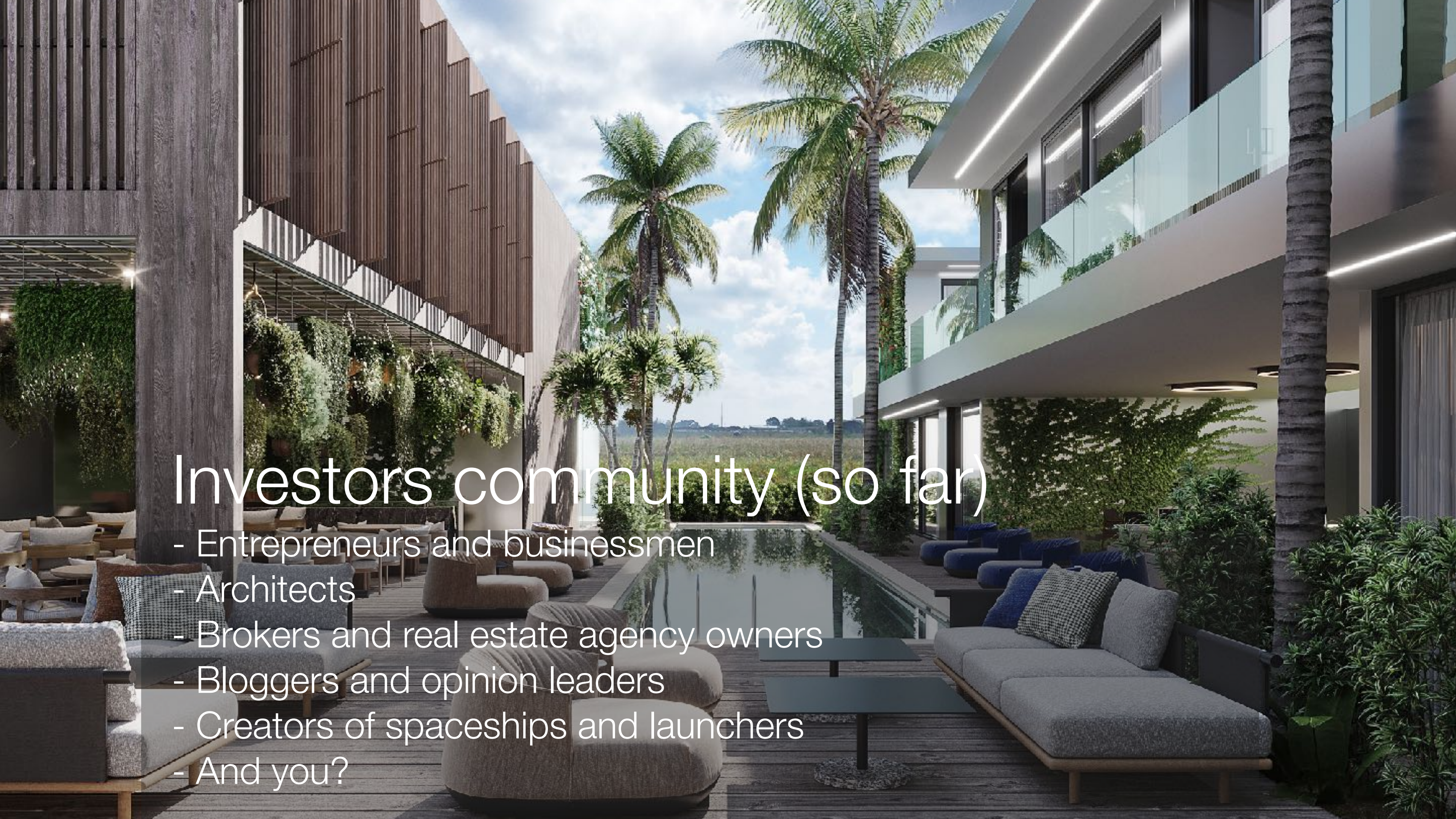
How we work with objections

It's not ocean front

- That is true. It's 3 mins by bike to one of the most beautiful beaches on the island - black sand beach (4-5km) loved by photographers and view hunters.
- You won't be able to swim in the ocean like almost everywhere in Bali, but can enjoy the views, take a stroll and surf there.

The biggest medical centers in Bali are far away (in Kuta or Sanur)

- The advantage of the location that you don't have to choose - it's the same distance to either Kuta or Sanur.
- Also there are smaller medical centers in 15 min distance.



Investors community (so far)

- Entrepreneurs and businessmen
- Architects
- Brokers and real estate agency owners
- Bloggers and opinion leaders
- Creators of spaceships and launchers
- And you?

A photograph of a modern building with a facade of vertical metal slats. Palm trees are visible in the foreground and background. A semi-transparent grey box is overlaid in the center, containing the text 'UNIT SPACE'.

UNIT SPACE

CREATING A BETTER PLACE THROUGH SPACE