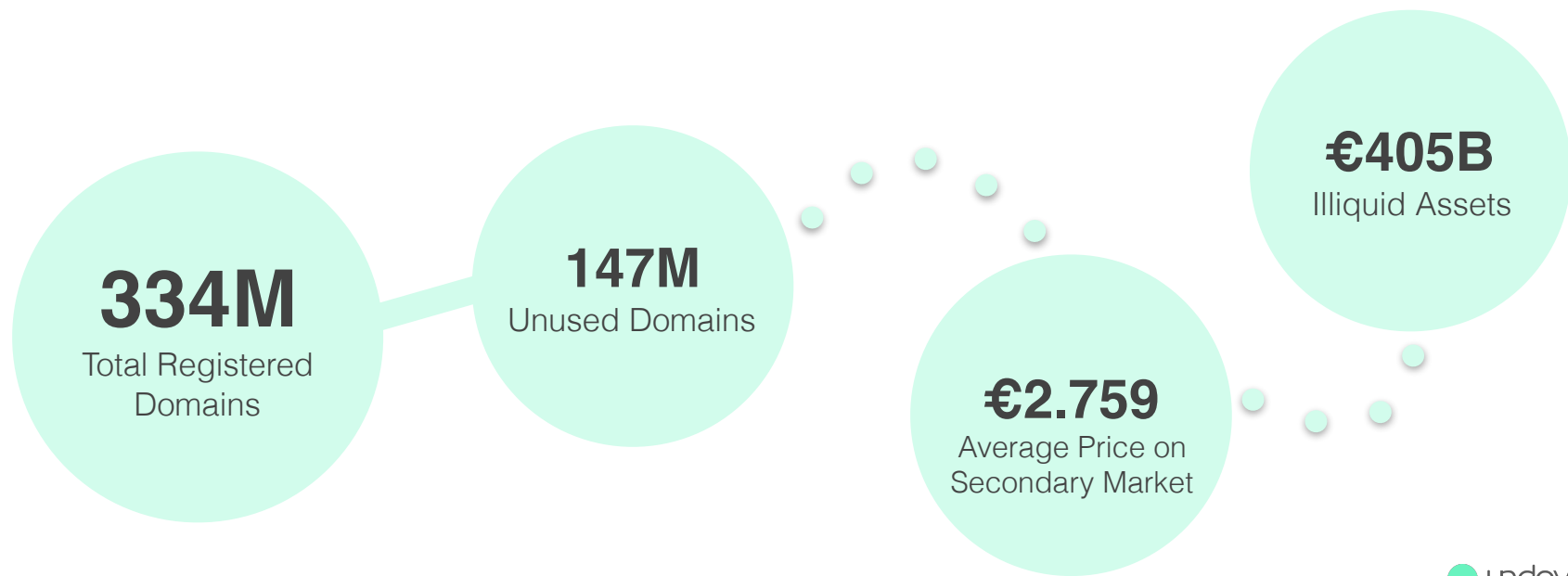


Undeveloped: *Accessible & liquid domain market*

The domain industry has become outdated, inefficient and is ruled by a handful of companies

This makes the industry ripe for disruption, just like the taxi industry before getting disrupted by Uber, the industry has stopped innovating and has no challengers.



Meanwhile, a growing number of businesses & startups are in the market for usable brands

A solid brand increases the chance of success. Good brands are either *taken* or *in use*. Usable and available domains are ***hard to find, too expensive and unreachable***.

The demand for usable brands keeps increasing while the market isn't getting mobilized more efficiently to cater this increase in demand. Old processes, structures and business models still rule one of the first internet industries.

Learnings from other high-tech industries...

Most critical parts of the SME infrastructure have been developed for increased efficiency

Deploying servers is cheap, on-demand and instant. Billing, support and payrolling has become SaaS. Hailing a cab on is done in seconds on your phone.

Why is finding, getting and using the right brand still a time consuming, expensive, frustrating, and a painful process?

We're building the future infrastructure for brands

Undeveloped is creating the foundation *that's going to make change of control & ownership of digital brands easier, safer and instant*. By harnessing blockchain, we're *automating all processes* required to provide trust-less domain escrow.

Furthermore, due to escrow automation, we are finally introducing new models like *renting a domain, fractional domain ownership & a domain exchange* in a scalable and frictionless way.