
ONBOARDING EXPERIENCE AND ADOPTION OF TOKENIZED REAL ESTATE PLATFORMS

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ABSTRACT

Blockchain technology has changed the real estate industry by making it possible to split ownership of expensive properties into smaller parts, so more people can invest with less money. Even though this makes investing easier, more liquid, and more open, not many people are using these platforms, especially in developing countries. A big reason for this is how easy or hard it is for new investors to get started. This includes things like checking their identity (KYC), showing them how the platform works (Demo Sessions), and making sure the interface is simple to use. This study looks at how the starting experience affects whether people choose to use these new real estate platforms. RyzerX is the company being studied. The goal is to see how the onboarding process affects trust, confidence, and interest in using blockchain for real estate investments.

A qualitative research approach was used, involving semi-structured interviews, focus group discussions, and a case study. Data was collected from investors, fintech professionals, blockchain experts, and real estate advisors in different regions. Secondary data came from academic journals, industry reports, and other relevant sources. The results show that a simple KYC process, clear product demos, and easy-to-use dashboards really help build investor confidence and trust. Trust was the main factor linking how good the onboarding experience was to whether people wanted to use the platform. The study also found that complicated compliance rules, not enough education for investors, and confusing interfaces are big obstacles. Younger investors, especially Millennials and Gen Z, were more likely to try tokenized real estate platforms if the onboarding was simple, clear, and worked well on phones.

The study shows that making the onboarding process better is key to getting more investors involved and speeding up the use of tokenized real estate platforms. The suggestions can help

RyzerX and other fintech companies create onboarding experiences that are easier for users, build trust, and get more people to use these platforms.

KEYWORDS: Blockchain, Tokenized Real Estate, Onboarding Experience, Investor Trust, Adoption, Fractional Ownership, FinTech, RyzerX.

INTRODUCTION

This study looks at how the onboarding process affects investor trust and their willingness to use tokenized real estate platforms, especially RyzerX. As more people invest in real estate through blockchain and fractional ownership, it's important to understand what makes investors want to participate or hold back. The research looks at how things like KYC checks, guided tours of the platform, and how easy the dashboard is to use influence how confident and ready investors are to get involved.

The real estate industry has always needed a lot of money to get started, which makes it hard for regular people to own property. But now, with blockchain technology, there's a new way to invest called real estate tokenization. This lets people own a part of a big property through digital tokens. It makes buying and selling easier, more open, and more affordable, so investors can spread their money across different options with smaller amounts. The market for tokenized real estate is growing steadily because more people are using blockchain, rules are becoming more supportive, and more investors are looking for new ways to put their money to work. Younger investors, like Millennials and Gen Z, especially like platforms that are easy to use, clear, and don't require a lot of money to start.

RyzerX Capital is a real estate platform that uses blockchain technology. It was started in 2023 with the goal of making global real estate investments easier for more people. The company lets investors buy small parts of high-value properties through digital tokens, which makes it cheaper and simpler than traditional property buying. The platform gives safe, clear, and fast ways to invest by using blockchain along with easy-to-use online tools. RyzerX helps people sign up online, verify their identity digitally, track their investments, and make secure transactions. The company wants to build a reliable place where people can buy, sell, and manage real estate assets that are tokenized, while enjoying clear information, easy access to money, and following the rules.

RyzerX works in several countries, like India, the UAE, the UK, Thailand, and the Bahamas, and it wants to reach more places around the world. The company's goal is to help regular

people invest in real estate more easily, cheaply, and smoothly using blockchain tech and simple, user-friendly online tools.

Vision

To become the world's most trusted platform where anyone, anywhere, can invest in real estate as easily as investing in stocks.

Mission

To democratize access to global real-world assets by providing affordable, transparent, secure, and liquid investment opportunities through blockchain-based tokenization.

Core Services

- Tokenized real estate investments
- Fractional ownership of premium properties
- Digital investor onboarding and KYC
- Blockchain-secured investment transactions
- Smart investment dashboards
- Rental income distribution through tokenized assets

Most studies on blockchain and real estate tokenization focus on technology, rules, security, and investment opportunities. They mention the importance of trust but don't look much into how the sign-up process affects trust and use of these platforms. Things like identity checks, product guides, easy-to-use dashboards, and education for investors haven't been studied much, especially in places like India. This study looks at how a smooth sign-up process can help build trust and get more people to use tokenized real estate platforms, using RyzerX as an example.

The study was conducted with the following objectives:

1. To explore investor perceptions of onboarding processes, including KYC, guided demonstrations, and dashboards.
2. To understand how onboarding experiences influence investor trust and confidence in tokenized real estate platforms.
3. To identify the major barriers and drivers affecting the adoption of tokenized real estate platforms.

4. To recommend strategies for improving the onboarding experience and increasing investor adoption at RyzerX.

A qualitative case study was used to look at how investors are onboarded on the RyzerX platform. Data was collected through interviews and discussions with 53 people, including fintech professionals, blockchain experts, investment advisors, wealth managers, real estate consultants, and potential investors from countries like India, the UAE, Europe, the U.S., Latin America, Africa, and Southeast Asia. People were chosen based on their experience or knowledge in blockchain, fintech, or real estate investing. Additional information came from academic articles, industry reports, company documents, and other published materials about blockchain, fintech, and real estate tokenization. The data was analyzed using themes, content review, and cross-checking to find common patterns and make sure the results were accurate. The findings show that the onboarding process is very important for building trust with investors and getting them to use the platform. People said that simple KYC steps, easy-to-use demos, and clear dashboards made them more confident. A theme analysis found that "Onboarding," "Trust," and "Adoption" came up the most in what people said. Many also mentioned that complicated rules, hard-to-understand jargon, and not enough knowledge about the platform were big obstacles. Younger investors, like Millennials and Gen Z, were more likely to invest if the onboarding was simple, clear, and worked well on phones.

The study shows that getting investors onboard isn't just about paperwork, it's a key part of making tokenized real estate platforms successful. Instead of focusing only on blockchain tech and rules, this research points out that how users first interact with the platform matters a lot. Making KYC easier, offering helpful guides, and using clear dashboards can boost investor trust, which then makes them more likely to stick around. The results show that trust connects how good the onboarding is with whether people decide to invest. The study says companies like RyzerX should focus on making the process friendly, teaching investors how things work, using smart tools for verification, and building easy-to-use digital tools. This will help get more people involved and keep them confident in the long run.

CHAPTER 1: INTRODUCTION

1.1 Introduction

The real estate industry has traditionally been characterized by high capital requirements, lengthy transaction processes, and limited liquidity. These challenges have restricted access to real estate investments for many retail investors and have created barriers to efficient asset

management. The emergence of blockchain technology has introduced new opportunities to address these limitations by enabling secure, transparent, and decentralized methods of recording and transferring ownership of assets (Swan, 2015).

Real estate tokenization is an innovative application of blockchain technology that converts ownership rights in physical real estate into digital tokens. These tokens represent fractional ownership of properties, allowing investors to purchase smaller shares rather than acquiring entire assets. This approach improves accessibility, increases liquidity, and enables broader participation in real estate investment markets (Baum, 2021).

Despite the potential benefits of tokenized real estate, investor adoption remains relatively limited. Many potential investors are unfamiliar with blockchain technology, have concerns about digital security, or perceive onboarding procedures as complex. Research suggests that the initial onboarding experience significantly influences users' trust, satisfaction, and willingness to adopt digital financial platforms (Davis, 1989; Venkatesh et al., 2003).

RyzerX is a blockchain-enabled tokenized real estate platform that seeks to simplify property investment by offering secure and transparent digital investment opportunities. The platform combines blockchain technology with regulatory compliance and customer-centric services to provide investors with a modern alternative to traditional real estate investment. However, as with many emerging fintech platforms, ensuring a smooth onboarding experience remains essential for attracting and retaining investors.

This study therefore investigates the influence of the onboarding experience on the adoption of tokenized real estate platforms, with special reference to RyzerX. The research examines how simplified KYC procedures, guided product demonstrations, and user-friendly dashboards contribute to investor trust and influence the adoption of blockchain-based real estate investment platforms.

1.2 Industry profile

The real estate industry is one of the largest contributors to the global economy and has traditionally been characterized by high capital requirements, low liquidity, and lengthy transaction processes. The emergence of blockchain technology has introduced a new investment model known as real estate tokenization, which enables the conversion of ownership rights in physical properties into digital tokens. These tokens represent fractional ownership, allowing multiple investors to participate in high-value real estate assets with relatively small investments.

Tokenized real estate offers several advantages, including enhanced transparency, improved liquidity, reduced transaction costs, faster settlements, and secure ownership records through blockchain technology. The growing demand for alternative investments, combined with increasing digital adoption among Millennials and Generation Z, has accelerated interest in tokenized assets across global markets.

Despite its significant potential, the industry faces several challenges, including regulatory uncertainty, cybersecurity concerns, limited investor awareness, and complex onboarding procedures. As a result, creating a simple, secure, and user-friendly onboarding experience has become a key success factor for tokenized real estate platforms seeking to build investor trust and encourage wider adoption.

1.3 Company Profile – RyzerX Capital

RyzerX Capital is a blockchain-powered real estate tokenization platform founded in 2023 with the objective of democratizing access to premium real estate investments. The company enables investors to own fractional shares of high-value properties through blockchain-based digital tokens, making global real estate investment more affordable, transparent, and accessible.

The platform integrates blockchain technology with digital investment solutions to provide secure transactions, online investor onboarding, digital KYC verification, portfolio management dashboards, and real-time asset tracking. RyzerX aims to simplify the investment journey while ensuring regulatory compliance and operational transparency.

The company operates across multiple international markets, including India, the United Arab Emirates (UAE), the United Kingdom (UK), Thailand, and the Bahamas, with plans for further global expansion. Its target customers include retail investors, first-time real estate investors, fintech users, cryptocurrency enthusiasts, and individuals seeking diversified investment opportunities.

Vision

To become the world's most trusted platform where anyone, anywhere, can invest in real estate as easily as buying a stock.

RyzerX's vision is to transform the global real estate investment landscape by leveraging blockchain technology to make property investment more accessible, transparent, and inclusive. The company aims to democratize real estate ownership by enabling fractional investments through tokenization, allowing investors from different financial backgrounds to

participate in high-value real estate opportunities. This vision aligns with the broader objective of digital transformation in financial services, where blockchain technology enhances transparency, security, and efficiency in asset management (Swan, 2015).

Furthermore, RyzerX seeks to become a leading global platform for tokenized real estate by continuously adopting innovative technologies, promoting investor confidence, and delivering sustainable investment solutions. Through its commitment to technological excellence and regulatory compliance, the company aspires to create a trusted digital ecosystem that supports long-term wealth creation for investors.

Mission

To democratize access to global real-world assets by providing affordable, transparent, secure, and liquid investment opportunities through blockchain-based tokenization.

The mission of RyzerX is to simplify real estate investment by integrating blockchain technology with secure digital platforms that provide transparent, efficient, and accessible investment opportunities. The company strives to eliminate traditional barriers such as high capital requirements, lengthy transaction procedures, and geographical limitations by offering fractional ownership of real estate assets through blockchain-enabled tokenization (Baum, 2021).

RyzerX is committed to delivering a seamless customer experience by focusing on simplified investor onboarding, secure digital identity verification, transparent investment processes, and continuous investor education. Through innovation and customer-centric solutions, the company aims to build lasting relationships with investors while promoting financial inclusion and responsible investment practices.

Products and Services

- Tokenized real estate investments
- Fractional ownership of premium properties
- Digital KYC and investor onboarding
- Blockchain-secured transactions
- Smart investment dashboards
- Portfolio management and asset tracking
- Cross-border investment opportunities
- Rental income generation through tokenized assets

Competitive Advantages

- Low investment entry barriers through fractional ownership
- Blockchain-backed transparency and security
- Customer-centric onboarding experience
- Global property investment opportunities
- Real-time portfolio monitoring
- Social investing and co-investment communities

RyzerX Capital is committed to transforming the traditional real estate investment landscape by combining blockchain innovation with an investor-friendly digital experience, making property investment more inclusive, efficient, and accessible to a global audience.

1.3.3 Quality Policy

RyzerX is dedicated to maintaining the highest standards of quality, security, and transparency in its operations. The company's quality policy focuses on delivering reliable blockchain-based investment services that comply with applicable legal, financial, and technological standards.

To achieve this objective, RyzerX continuously enhances its digital infrastructure, strengthens cybersecurity measures, and adopts industry best practices in customer service and operational efficiency. The organization emphasizes continuous improvement through technological innovation, employee development, risk management, and customer feedback to ensure a secure and satisfactory investment experience.

The company also prioritizes regulatory compliance, ethical business practices, and data protection to maintain investor confidence and safeguard digital assets in accordance with globally accepted governance standards (OECD, 2021).

1.3.4 Core Values

The success of RyzerX is built upon a set of core values that guide its business operations and strategic decision-making.

Transparency: The company believes in maintaining openness throughout the investment process by providing investors with accurate information, clear communication, and blockchain-verified transaction records.

Innovation: RyzerX continuously adopts emerging technologies, including blockchain, artificial intelligence, and smart contracts, to improve investment accessibility and operational efficiency (World Economic Forum, 2023).

Integrity: Ethical conduct, honesty, and accountability form the foundation of all business activities. The company is committed to building long-term trust with investors and stakeholders.

Customer-Centricity: RyzerX prioritizes investor needs by designing intuitive digital platforms, simplifying onboarding procedures, and providing responsive customer support to enhance user satisfaction.

Security: Protecting investor data and digital assets is a key organizational priority. The company employs robust cybersecurity measures and blockchain technology to ensure secure and tamper-resistant transactions.

Collaboration: RyzerX encourages collaboration among technology experts, financial professionals, regulators, and investors to drive innovation and promote the responsible growth of tokenized real estate investments.

Sustainability: The organization is committed to creating long-term economic value by supporting sustainable investment practices, responsible governance, and inclusive financial opportunities.

1.4 Products & Services Profile Areas of Operations

1.4.1 Products and Services Profile

RyzerX Capital is a blockchain-based real estate tokenization platform that enables investors to participate in premium real estate investments through fractional ownership. The company combines blockchain technology with digital investment solutions to provide a secure, transparent, and user-friendly investment experience. Its key products and services include:

- **Tokenized Real Estate Investments:** Enables investors to purchase blockchain-based digital tokens representing fractional ownership in real estate assets.
- **Fractional Ownership:** Allows individuals to invest in premium properties with lower capital requirements, making real estate investment more accessible.
- **Digital Investor Onboarding:** Offers a streamlined onboarding process, including digital registration, Know Your Customer (KYC) verification, and account activation.
- **Blockchain-Secured Transactions:** Ensures secure, transparent, and tamper-proof investment transactions through blockchain technology.
- **Smart Investment Dashboard:** Provides investors with real-time access to portfolio performance, asset details, investment history, and returns.
- **Cross-Border Investment Opportunities:** Facilitates investment in international real estate markets through a digital platform.

- **Rental Income Distribution:** Enables investors to receive proportional rental income based on their fractional ownership.
- **Portfolio Management:** Allows investors to monitor, manage, and diversify their digital real estate investments.
- **Real-Time Asset Tracking:** Provides continuous updates on property performance and investment value.
- **Community and Co-Investing Features:** Encourages collaborative investing and investor engagement through digital communities.

1.4.2 Areas of Operation

RyzerX Capital has established its presence in multiple international markets and continues to expand its global footprint. The company operates in the following regions:

- **India** – Investor onboarding, fintech partnerships, and market development.
- **United Arab Emirates (UAE)** – Tokenized real estate investments and regulatory collaborations.
- **United Kingdom (UK)** – Global investor engagement and strategic partnerships.
- **Thailand** – Expansion of blockchain-based real estate investment opportunities.
- **Bahamas** – International asset tokenization and investment services.

RyzerX primarily serves retail investors, first-time real estate investors, Millennials, Generation Z investors, fintech users, cryptocurrency enthusiasts, and global investors seeking affordable and transparent access to premium real estate assets. Through its technology-driven platform, the company aims to simplify property investment while promoting financial inclusion and global investment accessibility.

1.5 Competitor's Information

The market for tokenized real estate is becoming increasingly competitive as blockchain technology gains acceptance in the investment sector.

RyzerX competes with both domestic and international companies that provide blockchain-based real estate investment platforms. While many competitors focus primarily on tokenizing real estate assets, RyzerX differentiates itself by emphasizing a customer-centric onboarding experience, AI-enabled investor support, transparent investment processes, and simplified digital Know Your Customer (KYC) verification. Research suggests that ease of use, perceived usefulness, and investor trust are among the most important determinants of technology adoption in digital investment platforms (Davis, 1989; Venkatesh et al., 2003).

International platforms such as RealT, Lofty AI, Brickken, and RedSwan CRE have introduced innovative approaches to fractional real estate investment through blockchain technology. These companies provide investors with opportunities to purchase digital ownership interests in real estate assets while benefiting from transparent transactions, smart contracts, and digital asset management. However, differences exist in their business models, supported blockchain networks, target markets, regulatory approaches, and investor services (Swan, 2015; Baum, 2021).

RyzerX aims to establish a competitive advantage by integrating blockchain technology with artificial intelligence to enhance investor onboarding, improve customer support, and strengthen investor confidence. The platform also focuses on education, regulatory compliance, and intuitive digital interfaces to encourage wider adoption of tokenized real estate investments.

The major competitors are discussed below.

Table 1: Competitor's Analysis.

Competitor	Overview	Strengths	Limitations
RealT	A U.S.-based platform offering fractional ownership of rental properties through blockchain tokens.	Established market presence, rental income distribution, strong investor community.	Limited property options outside the U.S. and complex regulatory requirements.
Lofty AI	AI-powered real estate investment platform that enables fractional ownership with low investment amounts.	AI-driven property analysis, daily rental income, user-friendly interface.	Primarily focused on the U.S. real estate market.
Tokeny Solutions	Provides tokenization infrastructure for financial institutions and asset owners.	Strong compliance framework and enterprise-grade tokenization solutions.	Focuses on technology infrastructure rather than direct retail investing.
STOBOX	A digital asset tokenization company providing Security Token Offering (STO) solutions for real-world assets.	Comprehensive tokenization and regulatory support.	More suitable for businesses than individual retail investors.
Zoniq	A blockchain platform offering tokenization solutions for real-world assets across various industries.	Institutional-grade infrastructure and regulatory compliance.	Limited direct interaction with retail investors.
Ondo	Blockchain-based	High liquidity, strong	Greater focus on

Finance	investment platform focusing on tokenized financial assets and decentralized finance (DeFi).	blockchain ecosystem, institutional partnerships.	financial assets than real estate investments.
Backed Finance	Offers tokenized financial products backed by real-world assets.	Transparent asset backing and regulated investment products.	Limited specialization in tokenized real estate.

1.5.1 RyzerX's Competitive Advantage

RyzerX differentiates itself by combining blockchain technology with a customer-centric investment experience. Its key competitive advantages include:

- Simplified and user-friendly investor onboarding process.
- Fractional ownership with low minimum investment requirements.
- Access to premium global real estate assets.
- Secure blockchain-backed transactions with transparent ownership records.
- Smart dashboards for portfolio monitoring and investment tracking.
- Social investing and co-investment community features.
- Cross-border investment opportunities through digital tokenization.
- Focus on improving investor trust through guided demos, intuitive interfaces, and simplified KYC procedures.

By prioritizing investor experience alongside blockchain innovation, RyzerX aims to establish itself as a trusted platform for tokenized real estate investments and differentiate itself from competitors that primarily focus on technology or institutional solutions.

Table 2: Competitive Comparison.

Parameter	RyzerX	Competitors
Blockchain Technology	✓	✓
Fractional Real Estate Investment	✓	✓
Digital KYC	✓	✓
AI-Based Investor Support	✓	Limited
User-Friendly Dashboard	✓	✓
Investor Education	Strong Focus	Moderate Focus
Personalized Onboarding	✓	Limited
Smart Contract Integration	✓	✓

1.6 SWOT Analysis

A SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis helps evaluate RyzerX's internal capabilities and external business environment. It identifies the factors that

influence the company's growth and competitiveness in the emerging tokenized real estate market.

Table 3: SWOT Analysis.

Strengths	Weaknesses
Blockchain-backed transparency and secure transactions.	Limited awareness of tokenized real estate among retail investors.
Fractional ownership enables affordable access to premium real estate.	Regulatory uncertainty across different countries.
User-friendly digital platform with simplified onboarding and KYC process.	Blockchain technology may appear complex to first-time investors.
Global investment opportunities through cross-border tokenization.	Being a relatively new company, RyzerX is still establishing brand recognition and investor trust.
Real-time portfolio tracking and smart investment dashboards.	Dependence on internet connectivity and digital infrastructure.
Opportunities	Threats
Growing adoption of blockchain technology and digital assets worldwide.	Increasing competition from established global tokenization platforms.
Rising interest in alternative investments among Millennials and Generation Z.	Changes in government regulations and compliance requirements.
Expansion into new international markets and real-world asset tokenization.	Cybersecurity threats, data breaches, and digital fraud risks.
Partnerships with fintech companies, financial institutions, and property developers.	Market volatility in both cryptocurrency and real estate sectors.
Integration of Artificial Intelligence (AI) for personalized onboarding and investment recommendations.	Low investor awareness and resistance to adopting new financial technologies.

The SWOT analysis indicates that RyzerX possesses significant strengths through its blockchain-based technology, fractional ownership model, and customer-centric onboarding process. These capabilities position the company well within the growing real estate tokenization industry. However, challenges such as limited investor awareness, regulatory uncertainty, and the company's relatively new market presence must be addressed. With increasing global acceptance of blockchain technology and alternative investments, RyzerX has considerable opportunities for expansion. At the same time, the company must proactively manage competitive pressures, regulatory changes, and cybersecurity risks to sustain long-term growth and investor confidence.

1.7 Future growth and Prospects

The future of the real estate tokenization industry is highly promising as blockchain technology continues to transform traditional investment models. Increasing investor interest

in digital assets, supportive regulatory developments, and advancements in financial technology are expected to accelerate the adoption of tokenized real estate platforms. As awareness of fractional ownership grows, more retail investors are likely to participate in global real estate investments through secure and transparent digital platforms.

RyzerX is well-positioned to capitalize on these emerging opportunities by expanding its services, strengthening investor trust, and enhancing its technology-driven platform. The company's focus on customer-centric onboarding, blockchain security, and global accessibility provides a strong foundation for sustainable growth in the evolving digital investment ecosystem.

Future Growth Prospects of RyzerX

- **Global Market Expansion:** Expand operations into emerging and developed markets such as Singapore, Europe, North America, and the Middle East to attract a broader investor base.
- **Enhanced Investor Onboarding:** Introduce AI-powered KYC verification, automated compliance checks, and personalized onboarding experiences to reduce friction and improve customer satisfaction.
- **Diversification of Tokenized Assets:** Expand beyond residential and commercial real estate by offering tokenized investments in infrastructure, hospitality, renewable energy, and other real-world assets.
- **Strategic Partnerships:** Collaborate with banks, fintech companies, payment gateways, blockchain service providers, and real estate developers to strengthen the platform's ecosystem and market reach.
- **Integration of Artificial Intelligence:** Utilize AI and data analytics to provide personalized investment recommendations, portfolio optimization, fraud detection, and predictive market insights.
- **Improved Investor Education:** Develop educational programs, webinars, interactive demonstrations, and knowledge resources to increase awareness and understanding of blockchain-based real estate investments.
- **Mobile-First Digital Experience:** Enhance mobile applications and digital interfaces to deliver a seamless investment experience for Millennials and Generation Z investors.
- **Regulatory Compliance and Security:** Continuously strengthen compliance with international regulations and implement advanced cybersecurity measures to protect investor data and maintain trust.

- **Community Building:** Foster investor engagement through social investing features, referral programs, co-investment communities, and transparent communication.

The future outlook for RyzerX is highly optimistic, driven by the rapid growth of blockchain technology and increasing demand for accessible investment opportunities. By focusing on innovation, regulatory compliance, investor education, and an exceptional onboarding experience, RyzerX has the potential to become a leading platform in the global tokenized real estate market. Its commitment to transparency, security, and customer-centric services will play a vital role in driving long-term growth, increasing investor confidence and supporting the widespread adoption of tokenized real estate investments.

1.8 Financial Statement

Since RyzerX is a privately held startup, its audited financial statements are not publicly available. Financial statements are important for evaluating a company's financial performance, profitability, liquidity and long-term sustainability. They typically include the Balance Sheet, Income Statement, Cash Flow Statement, and Statement of Changes in Equity. These reports help stakeholders assess the financial health and operational efficiency of an organization.

RyzerX Capital is a privately held blockchain-based real estate tokenization company. As the organization is in its growth stage, its detailed financial statements are confidential and are not available in the public domain. Therefore, audited financial data could not be included in this study.

However, based on the company's business model and operational activities, RyzerX continues to focus on expanding its platform, strengthening strategic partnerships, investing in technology development, enhancing customer onboarding, and increasing its global market presence. The company aims to achieve sustainable growth by leveraging blockchain technology, improving investor accessibility through fractional ownership, and maintaining regulatory compliance across its areas of operation.

Although detailed financial figures are unavailable, the company's emphasis on innovation, digital infrastructure, and customer-centric investment solutions indicates strong potential for future growth in the tokenized real estate industry.

CHAPTER 2. CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

1.1 Conceptual Framework

The conceptual framework of this study explains the relationship between the **investor onboarding experience** and the **adoption of tokenized real estate platforms**. It proposes that a well-designed onboarding process builds investor trust, which subsequently influences the intention to adopt and continue using blockchain-based real estate investment platforms such as RyzerX. Blockchain technology improves transparency, enhances transaction security, and reduces reliance on intermediaries in digital asset transactions (Swan, 2015; Saari et al., 2022).

The study identifies **onboarding experience** as the independent variable, comprising three key components: **Know Your Customer (KYC) verification, guided product demonstrations, and user-friendly investment dashboards**. These factors shape investors' first impressions of the platform and influence their level of confidence.

Investor trust acts as the mediating variable. A transparent, secure, and simple onboarding process reduces uncertainty, enhances credibility, and increases confidence in the platform. Higher levels of trust encourage investors to engage with blockchain-enabled real estate investments. Investor trust remains a critical determinant of technology adoption because users are more willing to engage with digital investment platforms that demonstrate transparency, security, and regulatory compliance (Gefen, 2003; Taherdoost, 2022).

The **dependent variable** is **adoption of tokenized real estate platforms**, which refers to the willingness of investors to register, invest, and continue using the platform. A positive onboarding experience and increased trust are expected to result in higher adoption intentions and long-term user engagement.

The framework is supported by the **Technology Acceptance Model (TAM)**, which explains that perceived ease of use and perceived usefulness influence technology adoption, and the **Trust Theory**, which emphasizes that trust is a critical determinant of user acceptance in digital financial services. Together, these theories explain how simplified onboarding enhances trust and ultimately drives investor adoption.



Fig 1: Conceptual Framework Diagram.

Supporting Theories

- **Technology Acceptance Model (TAM):** Explains how perceived ease of use and perceived usefulness influence technology adoption.
- **Trust Theory:** Explains that trust is a fundamental factor influencing investor confidence and adoption of blockchain-based financial platforms.

This conceptual framework demonstrates that a seamless onboarding experience strengthens investor trust, which in turn positively influences the adoption of tokenized real estate platforms such as RyzerX.

1.2 Theoretical background and Framework of the study

Theoretical Background

The adoption of tokenized real estate platforms is influenced by technological, behavioral, and trust-related factors. Since tokenized real estate is an emerging financial innovation that combines blockchain technology with real estate investments, investors' willingness to adopt such platforms depends not only on the technology itself but also on their overall user experience. This study is grounded in two well-established theories: the Technology Acceptance Model (TAM) and Trust Theory.

1. Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Fred D. Davis in 1989, explains how users accept and adopt new technologies. According to TAM, two primary factors determine technology adoption:

- **Perceived Usefulness (PU):** The degree to which an individual believes that using a technology will improve performance or provide benefits.
- **Perceived Ease of Use (PEOU):** The degree to which an individual believes that using a technology will be free from effort.

In the context of RyzerX, a simplified onboarding process, intuitive dashboards, and guided product demonstrations increase the platform's perceived ease of use. When investors find the platform simple and beneficial, they are more likely to adopt tokenized real estate investments.

2. Trust Theory

Trust Theory emphasizes that trust is one of the most important determinants of user behavior in digital financial services. Since blockchain technology and tokenized assets are relatively new to many investors, trust becomes essential in reducing uncertainty and perceived risk.

Investor trust is developed through factors such as:

- Secure and transparent transactions
- Efficient KYC verification
- Regulatory compliance
- Data privacy and cybersecurity
- Reliable customer support
- Transparent investment information

A well-designed onboarding process helps establish credibility and confidence, encouraging investors to adopt and continue using the platform.

2.2.1 Framework of the Study

The framework of this research explains how the onboarding experience influences the adoption of tokenized real estate platforms through the development of investor trust.

The independent variable is the Onboarding Experience, which includes:

- Simplified KYC verification
- Guided product demonstrations
- User-friendly dashboards

These onboarding elements directly influence the mediating variable, Investor Trust, by improving:

- Confidence
- Transparency

- Perceived security

Higher levels of investor trust subsequently affect the dependent variable, Adoption of Tokenized Real Estate Platforms, which is measured through:

- Investment intention
- Platform usage
- Continued adoption

The proposed framework suggests that a seamless onboarding experience enhances investor trust, which ultimately increases the adoption of blockchain-based real estate investment platforms such as RyzerX.

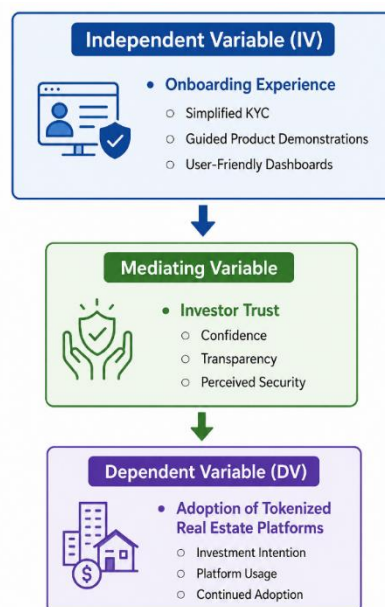


Fig 2: Proposed Framework.

This theoretical framework combines the Technology Acceptance Model (TAM) and Trust Theory to explain investor behavior in blockchain-enabled real estate investments. While TAM highlights the importance of perceived usefulness and ease of use in technology adoption, Trust Theory explains how investor confidence influences financial decision-making. Together, these theories provide a strong conceptual foundation for examining how RyzerX's onboarding experience affects investor trust and the adoption of tokenized real estate platforms.

1.3 Literature review with Research Gap

Literature Review

A literature review provides a comprehensive understanding of previous studies related to the research topic and identifies the gaps that require further investigation. This study reviews existing research on blockchain technology, tokenized real estate, investor trust, technology adoption, and onboarding experience to establish a theoretical foundation for the research.

Technology Acceptance Model (TAM)

Fred D. Davis (1989) introduced the **Technology Acceptance Model (TAM)** to explain how individuals adopt new technologies. According to the model, **Perceived Usefulness (PU)** and **Perceived Ease of Use (PEOU)** are the two major determinants of technology adoption. The study concluded that technologies perceived as useful and easy to use are more likely to be accepted by users.

RyzerX's simplified onboarding process, intuitive dashboards, and guided demonstrations improve ease of use and encourage investors to adopt tokenized real estate platforms.

Unified Theory of Acceptance and Use of Technology (UTAUT)

Viswanath Venkatesh et al. (2003) proposed the Unified Theory of Acceptance and Use of Technology (UTAUT), identifying performance expectancy, effort expectancy, social influence, and facilitating conditions as major factors influencing technology adoption.

The onboarding experience provided by RyzerX reduces the effort required to understand blockchain investments and positively influences investors' intention to adopt the platform.

Trust in E-Commerce

David Gefen (2003) emphasized that **trust** is one of the strongest determinants of online transaction acceptance. The research found that users are more willing to adopt digital services when they perceive the platform as secure, transparent, and reliable.

Investor trust developed through secure KYC verification, transparent investment processes, and blockchain security directly influences the adoption of tokenized real estate platforms.

Blockchain Technology in Real Estate

Research by Melanie Swan (2015) highlighted the potential of blockchain technology to transform industries by improving transparency, reducing transaction costs, enhancing security, and eliminating intermediaries. The study suggested that blockchain can significantly improve the efficiency of real estate transactions.

RyzerX leverages blockchain technology to provide secure, transparent, and efficient real estate investment opportunities through tokenization.

Real Estate Tokenization

Recent studies on tokenized real estate indicate that fractional ownership has the potential to democratize property investments by allowing investors to participate with lower capital. Researchers also found that tokenization improves liquidity and expands investment opportunities. However, challenges such as regulatory uncertainty, investor awareness, and platform usability continue to affect adoption.

The findings highlight the importance of improving onboarding processes to increase investor confidence and encourage wider adoption of tokenized real estate platforms.

Table 4: Literature Review.

Author(s) & Year	Objectives	Key Findings	Research Gap
Fred D. Davis (1989)	To explain the factors influencing the acceptance and adoption of new technologies through the Technology Acceptance Model (TAM).	The study found that Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) significantly influence users' intention to adopt new technologies.	The study focuses on general technology adoption and does not examine investor onboarding or blockchain-based real estate platforms.
Venkatesh et al. (2003)	To develop the Unified Theory of Acceptance and Use of Technology (UTAUT) by integrating various technology adoption models.	Performance expectancy, effort expectancy, social influence, and facilitating conditions significantly affect users' behavioral intentions and technology adoption.	The research does not specifically address onboarding experience, investor trust, or blockchain-enabled real estate investments.
David Gefen (2003)	To examine the role of trust in online technology and e-commerce adoption.	Trust positively influences users' willingness to use online platforms and complements perceived usefulness and ease of use.	The study focuses on e-commerce rather than blockchain-based investment platforms and does not examine tokenized real estate adoption.
Melanie Swan (2015)	To explore blockchain technology and its applications across different industries.	Blockchain enhances transparency, security, efficiency, and decentralization, making it suitable for financial and real estate applications.	The study discusses blockchain technology broadly but does not focus on investor onboarding or tokenized real estate platforms.
Andrew Baum (2021)	To examine the role of tokenization in transforming real	Tokenization enables fractional ownership, improves liquidity,	The study emphasizes investment benefits but provides limited discussion

	estate investment.	lowers investment barriers, and broadens access to real estate investments.	on investor experience and onboarding processes.
Saari, Vimpari & Junnila (2022)	To review blockchain applications in the real estate sector.	Blockchain improves transaction transparency, operational efficiency, and trust while reducing intermediaries in real estate transactions.	The study lacks empirical analysis of onboarding experience and its influence on investor trust and platform adoption.
Junnila, Saari & Vimpari (2022)	To systematically review blockchain adoption in the real estate industry.	Blockchain has strong potential to improve property transactions, investment management, and asset tokenization, but adoption remains at an early stage.	The study identifies technological opportunities but does not investigate customer onboarding or behavioral adoption factors.
Recent Studies (2023–2025)	To examine the adoption of tokenized real estate platforms and blockchain-enabled investments.	Investor education, regulatory compliance, platform usability, and trust are emerging factors affecting adoption of tokenized real estate.	There is limited research on how onboarding elements such as simplified KYC, guided demonstrations, and user-friendly dashboards influence investor trust and adoption, particularly in emerging markets like India.

Research Gap

The literature indicates that substantial research has been conducted on blockchain technology, technology acceptance, investor trust, and real estate tokenization. Previous studies have primarily focused on the technological capabilities of blockchain, regulatory considerations, investment efficiency, transparency, liquidity, and fractional ownership. While these studies provide valuable insights into blockchain-enabled real estate investments, they pay limited attention to the investor onboarding experience, which is often the first point of interaction between users and the platform.

Furthermore, existing research does not adequately examine how onboarding components such as simplified KYC procedures, guided product demonstrations, and user-friendly dashboards influence investor trust and technology adoption. Most studies have concentrated on developed markets and generalized blockchain applications, with relatively few investigating the adoption of tokenized real estate platforms in emerging economies such as India.

Another notable gap is the limited availability of company-specific studies on platforms such as RyzerX, particularly regarding the relationship between onboarding quality, investor trust, and long-term platform adoption. This study seeks to bridge these gaps by examining how a customer-centric onboarding experience contributes to investor confidence and the adoption of tokenized real estate platforms, providing practical insights for blockchain-based real estate companies.

1.4 Appraisal of the Reviewed Literature

The review of existing literature indicates that blockchain technology has the potential to transform the real estate industry by improving transparency, security, efficiency, and accessibility through asset tokenization. Previous studies have extensively discussed the technological foundations of blockchain, the benefits of fractional ownership, regulatory challenges, and the factors influencing technology adoption. The Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) explain that users are more likely to adopt new technologies when they perceive them as useful, easy to use, and supported by adequate facilitating conditions. Similarly, studies on trust in digital financial services emphasize that investor confidence is a critical determinant of technology acceptance and continued usage.

Although these studies provide valuable insights into blockchain adoption and real estate tokenization, they largely concentrate on technological innovation, investment opportunities, and regulatory aspects. Comparatively fewer studies have examined the investor onboarding experience, particularly the influence of simplified Know Your Customer (KYC) procedures, guided product demonstrations, and user-friendly dashboards on investor trust and adoption behavior. Existing research also provides limited evidence on how these onboarding factors affect the willingness of retail investors to participate in tokenized real estate investments, especially in emerging economies.

Furthermore, most of the available literature focuses on developed markets and established blockchain platforms, while company-specific research on emerging organizations such as RyzerX remains limited. There is a lack of empirical studies investigating how customer-centric onboarding strategies can improve investor confidence, reduce perceived risk, and encourage long-term platform adoption.

Based on the appraisal of the reviewed literature, it is evident that the relationship between onboarding experience, investor trust, and the adoption of tokenized real estate platforms has not been adequately explored. Therefore, this study seeks to bridge this gap by examining

how an effective onboarding process contributes to investor trust and influences the adoption of blockchain-based real estate investment platforms. The findings are expected to provide practical recommendations for improving user experience, strengthening investor confidence, and supporting the sustainable growth of tokenized real estate platforms such as RyzerX.

CHAPTER 3: RESEARCH METHODOLOGY

1.5 Statement of the problem

The emergence of blockchain technology has introduced tokenized real estate as an innovative investment model that enables fractional ownership of high-value properties. Although this approach offers significant advantages such as improved accessibility, enhanced transparency, increased liquidity, and reduced investment barriers, its adoption remains limited among retail investors. Many potential investors are unfamiliar with blockchain technology and often perceive tokenized real estate platforms as complex and risky.

One of the primary challenges affecting adoption is the **investor onboarding experience**. Processes such as Know Your Customer (KYC) verification, account registration, platform navigation, and understanding blockchain-based transactions can be time-consuming and difficult for first-time users. A complicated or unclear onboarding process may reduce investor confidence, increase perceived risk, and discourage users from completing their investment journey.

For companies like **RyzerX**, which aim to democratize real estate investment through blockchain technology, creating a seamless, transparent, and user-friendly onboarding experience is essential for attracting and retaining investors. However, there is limited empirical evidence on how onboarding elements such as simplified KYC procedures, guided product demonstrations, and intuitive dashboards influence investor trust and adoption of tokenized real estate platforms.

Therefore, this study seeks to examine the relationship between the onboarding experience and the adoption of tokenized real estate platforms, with a specific focus on RyzerX. The research aims to identify the key onboarding factors that influence investor trust and provide practical recommendations for improving user experience, increasing platform adoption, and supporting the long-term growth of blockchain-based real estate investment platforms.

1.6 Need for the study

The rapid advancement of blockchain technology has transformed traditional investment

models by introducing tokenized real estate, which enables investors to own fractional shares of high-value properties through digital tokens. Although this innovative approach offers benefits such as increased accessibility, transparency, liquidity, and lower investment costs, its adoption remains relatively low due to limited investor awareness, trust issues, and the complexity of onboarding processes.

An effective onboarding experience is essential for creating a positive first impression and encouraging investors to adopt digital investment platforms. Processes such as Know Your Customer (KYC) verification, account registration, platform navigation, and investment guidance significantly influence investor confidence and decision-making. A complicated or lengthy onboarding process can discourage potential investors, whereas a simple, secure, and user-friendly experience can improve trust and increase adoption.

The need for this study arises from the limited research available on the relationship between onboarding experience and the adoption of tokenized real estate platforms, particularly in emerging markets such as India. Most existing studies focus on blockchain technology, regulatory frameworks, and investment opportunities but provide limited insights into how onboarding influences investor trust and behavioral intentions.

This study focuses on RyzerX, a blockchain-based real estate tokenization platform, to understand how onboarding elements such as simplified KYC procedures, guided product demonstrations, and user-friendly dashboards affect investor trust and platform adoption. The findings of this research will help RyzerX and similar organizations improve their onboarding strategies, enhance customer experience, strengthen investor confidence, and increase the adoption of tokenized real estate investments.

Importance of the Study

- To understand the role of onboarding experience in influencing investor trust.
- To identify the key factors affecting the adoption of tokenized real estate platforms.
- To evaluate the effectiveness of simplified KYC, guided demonstrations, and user-friendly dashboards.
- To provide recommendations for improving customer onboarding and user experience.
- To contribute to the existing literature on blockchain, fintech, and tokenized real estate investments.
- To support blockchain-based companies in developing customer-centric strategies that encourage wider platform adoption and long-term investor engagement.

3.3 Objectives of the Study

Primary Objective

- To examine the impact of the onboarding experience on the adoption of tokenized real estate platforms, with special reference to **RyzerX**.

Secondary Objectives

1. To analyze the effectiveness of the onboarding process, including simplified KYC, guided product demonstrations, and user-friendly dashboards, in enhancing the investor experience.
2. To examine the relationship between the onboarding experience and investor trust in tokenized real estate platforms.
3. To identify the key factors that influence investors' adoption of blockchain-based real estate investment platforms.
4. To examine the barriers that discourage investors from adopting tokenized real estate platforms.
5. To evaluate how investor trust mediates the relationship between onboarding experience and platform adoption.
6. To provide practical recommendations for improving the onboarding process and increasing investor adoption of tokenized real estate platforms such as RyzerX.

The study aims to identify the onboarding practices that significantly influence investor trust and adoption. The findings are expected to help RyzerX enhance its customer onboarding process, improve user experience, strengthen investor confidence, and promote the wider adoption of blockchain-based real estate investment platforms.

3.4 Research Questions and /or Hypotheses

Research Questions

The study seeks to answer the following research questions:

1. How does the onboarding experience influence the adoption of tokenized real estate platforms?
2. What is the impact of simplified KYC procedures on investor trust?
3. How do guided product demonstrations affect investors' confidence in tokenized real estate platforms?
4. What role do user-friendly dashboards play in encouraging platform adoption?
5. Does investor trust mediate the relationship between the onboarding experience and the

adoption of tokenized real estate platforms?

6. What are the major barriers and challenges affecting the adoption of tokenized real estate platforms?

Research Hypotheses

Null Hypotheses (H₀)

H₀₁: There is no significant relationship between the onboarding experience and the adoption of tokenized real estate platforms.

H₀₂: Simplified KYC procedures do not significantly influence investor trust.

H₀₃: Guided product demonstrations do not significantly affect investor confidence and platform adoption.

H₀₄: User-friendly dashboards do not significantly influence investor trust or adoption of tokenized real estate platforms.

H₀₅: Investor trust does not mediate the relationship between the onboarding experience and the adoption of tokenized real estate platforms.

Alternative Hypotheses (H₁)

H₁₁: There is a significant positive relationship between the onboarding experience and the adoption of tokenized real estate platforms.

H₁₂: Simplified KYC procedures significantly enhance investor trust.

H₁₃: Guided product demonstrations significantly improve investor confidence and platform adoption.

H₁₄: User-friendly dashboards significantly enhance investor trust and encourage the adoption of tokenized real estate platforms.

H₁₅: Investor trust significantly mediates the relationship between the onboarding experience and the adoption of tokenized real estate platforms.

Table 5: Alignment with Your Conceptual Framework.

Variable	Description
Independent Variable (IV)	Onboarding Experience (Simplified KYC, Guided Product Demonstrations, User-Friendly Dashboards)
Mediating Variable (MV)	Investor Trust (Confidence, Transparency, Perceived Security)
Dependent Variable (DV)	Adoption of Tokenized Real Estate Platforms (Investment Intention, Platform Usage, Continued Adoption)

These research questions and hypotheses are directly aligned with your conceptual

framework and are appropriate for an MBA research project on **"Onboarding Experience and Adoption of Tokenized Real Estate Platforms: A Study on RyzerX."**

3.5 Scope of the study

The scope of this study is to examine the influence of the onboarding experience on the adoption of tokenized real estate platforms, with specific reference to RyzerX. The research focuses on understanding how onboarding elements, such as simplified Know Your Customer (KYC) verification, guided product demonstrations, and user-friendly dashboards, affect investor trust and their intention to adopt blockchain-based real estate investment platforms.

The study primarily covers investors, fintech professionals, blockchain experts, wealth managers, real estate consultants, and other stakeholders who have knowledge of blockchain technology and tokenized real estate investments. It considers participants from different geographical regions to obtain diverse perspectives on investor onboarding and platform adoption.

The research is limited to the operations and services of RyzerX and does not include a comparative analysis of other tokenized real estate platforms. It focuses on the behavioral and experiential aspects of investor adoption rather than the technical architecture of blockchain technology or detailed regulatory and legal frameworks governing digital assets.

The study also examines the mediating role of investor trust in the relationship between the onboarding experience and the adoption of tokenized real estate platforms. The findings are expected to provide practical recommendations for improving customer onboarding, strengthening investor confidence, and increasing the adoption of blockchain-enabled real estate investment platforms.

Scope at a Glance

- **Organization:** RyzerX
- **Industry:** Blockchain-enabled Tokenized Real Estate / FinTech
- **Research Focus:** Onboarding Experience and Adoption of Tokenized Real Estate Platforms
- **Independent Variable:** Onboarding Experience (Simplified KYC, Guided Product Demonstrations, User-Friendly Dashboards)
- **Mediating Variable:** Investor Trust (Confidence, Transparency, Perceived Security)
- **Dependent Variable:** Adoption of Tokenized Real Estate Platforms (Investment Intention, Platform Usage, Continued Adoption)

- **Respondents:** Investors, fintech professionals, blockchain experts, wealth managers, and real estate consultants
- **Geographical Coverage:** Participants from India and selected international markets associated with RyzerX
- **Outcome:** To identify the onboarding factors that enhance investor trust and encourage the adoption of tokenized real estate platforms.

3.6 Research design

The research design provides the overall framework for collecting, analyzing, and interpreting data to achieve the objectives of the study. This study adopts a **descriptive and exploratory research design** to examine the influence of the onboarding experience on the adoption of tokenized real estate platforms, with special reference to **RyzerX**.

A **descriptive research design** is used to describe investors' perceptions, attitudes, and experiences regarding the onboarding process, investor trust, and platform adoption. It helps in understanding the characteristics of respondents and identifying the factors that influence their investment decisions.

An **exploratory research design** is employed because tokenized real estate is an emerging field with limited empirical research, particularly in the context of investor onboarding. The exploratory approach enables the researcher to gain deeper insights into investor behavior, identify challenges, and understand the relationship between onboarding experience and adoption.

The study follows a **qualitative case study approach**, with RyzerX serving as the case organization. Data are collected through **semi-structured interviews** with investors, blockchain professionals, fintech experts, wealth managers, and real estate consultants. In addition, secondary data are collected from academic journals, research articles, company reports, industry publications, and other reliable sources to support the analysis.

The collected data are analyzed using **thematic analysis** to identify recurring themes and patterns related to onboarding experience, investor trust, and platform adoption. This approach enables a comprehensive understanding of the factors influencing the adoption of blockchain-based real estate investment platforms.

Table 6: Research Design.

Particulars	Description
Research Design	Descriptive and Exploratory Research
Research	Qualitative Research

Approach	
Research Method	Case Study Method
Organization	RyzerX
Data Collection	Primary and Secondary Data
Primary Data	Semi-structured interviews with investors, blockchain experts, fintech professionals, wealth managers, and real estate consultants
Secondary Data	Academic journals, books, company reports, websites, industry reports, and research papers
Data Analysis Technique	Thematic Analysis and Content Analysis
Study Focus	Onboarding Experience, Investor Trust, and Adoption of Tokenized Real Estate Platforms

This research design is appropriate because it provides a structured approach to understanding investor experiences while generating practical recommendations for improving the onboarding process and increasing the adoption of tokenized real estate platforms.

3.7 Population of the Study

The **population of the study** comprises individuals who possess knowledge, experience, or interest in blockchain technology, tokenized real estate investments, and digital investment platforms. The study focuses on stakeholders associated with **RyzerX**, including existing investors, potential investors, fintech professionals, blockchain experts, wealth managers, real estate consultants, and investment advisors.

The target population was selected because these respondents are directly involved in or familiar with blockchain-enabled real estate investments and can provide valuable insights into the effectiveness of the onboarding process, investor trust, and platform adoption. Their experiences and opinions help in understanding the factors that influence the adoption of tokenized real estate platforms.

For this research, the population includes participants from **India, the United Arab Emirates (UAE), the United Kingdom (UK), Thailand, the Bahamas**, and other regions where RyzerX operates or has potential investors. These participants represent diverse professional backgrounds and investment experiences, enabling a comprehensive understanding of investor behavior in the context of tokenized real estate.

The study considered a **target population of 53 respondents**, comprising investors and industry professionals who were selected based on their knowledge and experience relevant to the research topic. This population was considered appropriate for achieving the objectives

of the study and generating meaningful insights into investor onboarding and platform adoption.

Table 7: Population Profile.

Particulars	Description
Target Population	Investors, potential investors, blockchain experts, fintech professionals, wealth managers, real estate consultants, and investment advisors
Organization	RyzerX
Industry	Blockchain-based Tokenized Real Estate / FinTech
Geographical Coverage	India, UAE, UK, Thailand, Bahamas, and other selected international markets
Population Size	53 respondents
Purpose	To examine the relationship between onboarding experience, investor trust, and the adoption of tokenized real estate platforms

3.8 Sample and Sampling Techniques

Sample

A **sample** is a subset of the target population selected to represent the characteristics of the entire population. For this study, a sample of **53 respondents** was selected from the target population. The respondents included investors, potential investors, blockchain experts, fintech professionals, wealth managers, real estate consultants, and investment advisors associated with or knowledgeable about tokenized real estate platforms.

The selected respondents possessed relevant experience and understanding of blockchain technology, digital investment platforms, and real estate tokenization. Their responses provided valuable insights into the relationship between the onboarding experience, investor trust, and the adoption of tokenized real estate platforms.

Sampling Technique

The study adopted a **Purposive Sampling Technique**, a non-probability sampling method in which respondents were selected based on their knowledge, expertise, and relevance to the research objectives. This technique was considered appropriate because the study required participants with practical experience in blockchain technology, fintech, digital investments, or tokenized real estate.

Purposive sampling enabled the researcher to obtain meaningful and reliable information from individuals who could provide informed opinions about investor onboarding, trust, and platform adoption. Since tokenized real estate is a specialized and emerging field, selecting respondents with relevant expertise ensured the quality and credibility of the collected data.

Table 8: Sample Profile.

Particulars	Description
Sampling Technique	Purposive Sampling (Non-Probability Sampling)
Sample Size	53 Respondents
Target Respondents	Investors, potential investors, blockchain experts, fintech professionals, wealth managers, real estate consultants, and investment advisors
Selection Criteria	Respondents with knowledge or experience in blockchain technology, tokenized real estate, or digital investment platforms
Purpose of Sampling	To collect reliable insights on onboarding experience, investor trust, and adoption of tokenized real estate platforms

Purposive sampling was chosen because the research focuses on a specialized area where respondents require specific knowledge of blockchain-enabled real estate investments. Random sampling could have included individuals unfamiliar with tokenized real estate, reducing the quality of the findings. By selecting participants with relevant expertise, the study obtained richer insights and more meaningful data, helping to achieve the research objectives effectively.

3.9 Instrument for Data Collection

The instrument for data collection refers to the tools and techniques used to gather information required for achieving the objectives of the study. Since this research adopts a **qualitative research approach**, the primary instrument for data collection was a **semi-structured interview schedule**. The interview schedule was designed to obtain detailed insights into respondents' experiences, perceptions, and opinions regarding the onboarding experience and the adoption of tokenized real estate platforms.

The interview questions were developed based on the research objectives and conceptual framework. They covered key aspects such as the effectiveness of the onboarding process, simplified KYC procedures, guided product demonstrations, user-friendly dashboards, investor trust, perceived security, transparency, and factors influencing the adoption of tokenized real estate platforms.

Primary data were collected through interviews with **53 respondents**, including investors, potential investors, blockchain experts, fintech professionals, wealth managers, real estate consultants, and investment advisors. The semi-structured format allowed respondents to express their views freely while ensuring that all relevant research topics were covered.

In addition to primary data, **secondary data** were collected from academic journals, books, company reports, industry publications, conference papers, and credible online sources. These sources provided theoretical support and contextual information for the study.

Table 9: Data Collection Instruments

Instrument	Purpose
Semi-Structured Interview Schedule	To collect qualitative data on investor experiences, onboarding processes, trust, and platform adoption.
Observation	To understand the onboarding workflow, platform features, and user interaction with the RyzerX platform.
Secondary Sources	To collect theoretical and background information from journals, books, company reports, websites, and industry reports.

Key Areas Covered in the Interview Schedule

- Investor awareness of tokenized real estate.
- Experience with the onboarding process.
- Ease of KYC verification.
- Effectiveness of guided product demonstrations.
- Usability of the investment dashboard.
- Perception of platform security and transparency.
- Factors influencing investor trust.
- Barriers to adopting tokenized real estate platforms.
- Suggestions for improving the onboarding experience.

The use of semi-structured interviews enabled the researcher to gather rich, detailed, and reliable information while allowing flexibility to explore new insights that emerged during the discussions. This approach ensured that the collected data were relevant to the research objectives and provided a comprehensive understanding of the factors influencing investor trust and the adoption of tokenized real estate platforms.

3.10 Validity of the Instrument

Validity refers to the extent to which a research instrument accurately measures what it is intended to measure. A valid instrument ensures that the data collected are relevant, accurate, and consistent with the objectives of the study. In this research, the validity of the interview schedule was established through **content validity**.

The semi-structured interview schedule was developed based on the research objectives, conceptual framework, and an extensive review of existing literature on blockchain

technology, investor trust, technology adoption, and tokenized real estate platforms. The questions were carefully designed to ensure that they adequately covered all the major variables of the study, including **onboarding experience, investor trust, and adoption of tokenized real estate platforms.**

To ensure content validity, the interview schedule was reviewed by the **project guide, academic experts, and industry professionals** with knowledge of blockchain technology, fintech, and real estate investments. Their suggestions regarding the clarity, relevance, sequence, and completeness of the questions were incorporated before conducting the final interviews.

A pilot review of the interview schedule was also carried out with a small group of respondents to verify that the questions were easy to understand and capable of generating meaningful responses. Based on the feedback received, minor modifications were made to improve the wording and flow of the questions.

The validation process ensured that the instrument effectively measured the intended research variables and generated reliable information for achieving the objectives of the study.

Table 10: Validity Summary.

Aspect	Description
Type of Validity	Content Validity
Validation Method	Expert review and pilot review
Experts Involved	Project guide, academic experts, and industry professionals
Basis for Instrument Development	Research objectives, conceptual framework, and literature review
Outcome	The interview schedule was found to be relevant, clear, comprehensive, and suitable for collecting data on onboarding experience, investor trust, and the adoption of tokenized real estate platforms.

3.11 Reliability of the Instrument

Reliability refers to the consistency and stability of a research instrument in producing dependable and accurate results when used under similar conditions. A reliable instrument minimizes errors and ensures that the collected data are consistent, making the research findings more credible.

In this study, the reliability of the **semi-structured interview schedule** was established through a **pilot study** and expert review. Before the actual data collection, the interview schedule was administered to a small group of respondents who possessed characteristics

similar to those of the target population. The pilot study helped identify ambiguities, unclear wording, and inconsistencies in the interview questions.

Based on the feedback obtained from the pilot study, necessary modifications were made to improve the clarity, sequence, and relevance of the questions. The revised interview schedule was then used for the final data collection. To further enhance reliability, the same interview protocol and procedures were followed for all respondents, ensuring consistency in the administration of interviews and recording of responses.

The interview questions were directly aligned with the research objectives and conceptual framework, enabling the collection of consistent and meaningful information related to the onboarding experience, investor trust, and the adoption of tokenized real estate platforms. This systematic approach ensured that the instrument produced reliable and dependable data for analysis.

Table 11: Reliability Summary.

Aspect	Description
Type of Reliability	Consistency Reliability
Method Used	Pilot Study and Standardized Interview Procedure
Pilot Study	Conducted with a small group of respondents similar to the target population before the final survey
Reliability Measures	Revision of questions based on pilot feedback, standardized interview schedule, and consistent data collection procedures
Outcome	The interview schedule was found to be clear, consistent, and reliable for collecting data related to onboarding experience, investor trust, and the adoption of tokenized real estate platforms.

Note: Since my study uses **qualitative interviews**, it is appropriate to discuss reliability in terms of pilot testing, consistency of the interview process, and expert validation. Statistical measures such as **Cronbach's Alpha** are generally used for quantitative questionnaire-based research and are not required.

3.12 Procedure for Data Collection

The data collection procedure was carried out systematically to ensure that the information obtained was relevant, accurate, and aligned with the objectives of the study. The research relied on both **primary** and **secondary** sources of data.

Primary data were collected through **semi-structured interviews** with **53 respondents**, including investors, potential investors, blockchain experts, fintech professionals, wealth managers, real estate consultants, and investment advisors associated with or knowledgeable

about tokenized real estate platforms. Respondents were selected using **purposive sampling** based on their expertise and experience in blockchain technology, digital investments, and real estate tokenization.

Prior to the interviews, the purpose of the study was clearly explained to each participant, and their informed consent was obtained. Respondents were assured that their participation was voluntary and that the information provided would be used solely for academic research purposes. Confidentiality and anonymity were maintained throughout the study.

The interviews were conducted using a **semi-structured interview schedule**, which allowed the researcher to ask predetermined questions while also exploring additional insights based on the respondents' experiences. The interview questions focused on the onboarding process, simplified KYC procedures, guided product demonstrations, dashboard usability, investor trust, perceived security, and factors influencing the adoption of tokenized real estate platforms.

In addition to primary data, **secondary data** were collected from academic journals, books, research articles, company reports, industry reports, conference proceedings, and credible online sources. These sources were used to develop the theoretical framework, review existing literature, and support the interpretation of the research findings.

After completing the data collection process, the responses were organized, coded, and analyzed using **thematic analysis** and **content analysis**. The collected data were interpreted in line with the research objectives to identify recurring themes, relationships, and patterns related to onboarding experience, investor trust, and the adoption of tokenized real estate platforms.

Table 12: Procedure for Data Collection.

Stage	Description
Step 1	Defined the research objectives and prepared the semi-structured interview schedule.
Step 2	Selected 53 respondents using purposive sampling.
Step 3	Obtained informed consent and explained the purpose of the study.
Step 4	Conducted semi-structured interviews with investors and industry professionals.
Step 5	Collected secondary data from journals, books, company reports, and industry publications.
Step 6	Organized, coded, and analyzed the collected data using thematic and content analysis.
Step 7	Interpreted the findings and developed conclusions and recommendations based on the research objectives.

3.13 Method of Data Analysis

The method of data analysis refers to the techniques used to organize, interpret, and draw meaningful conclusions from the data collected during the research. Since this study adopts a qualitative research approach, the collected data were analyzed using thematic analysis and content analysis to identify patterns, themes, and relationships related to the onboarding experience, investor trust, and the adoption of tokenized real estate platforms.

The responses obtained through semi-structured interviews were first transcribed and organized systematically. The data were then coded by grouping similar responses into meaningful categories. Through thematic analysis, recurring themes such as simplified KYC, guided product demonstrations, user-friendly dashboards, investor trust, transparency, perceived security and platform adoption were identified and interpreted.

Content analysis was further employed to examine the frequency and significance of concepts expressed by respondents. The findings from the interviews were compared with secondary data collected from academic journals, books, company reports, and industry publications to ensure consistency and strengthen the interpretation of results. This process of triangulation enhanced the credibility of the research findings.

The analyzed data were presented in the form of descriptive narratives, tables, charts, and thematic diagrams wherever appropriate. The interpretation of the findings was carried out in accordance with the research objectives, conceptual framework, and theoretical background of the study.

Table 13: Method of Data Analysis.

Aspect	Description
Research Approach	Qualitative Research
Data Analysis Techniques	Thematic Analysis and Content Analysis
Data Processing	Transcription, coding, categorization, and theme development
Presentation of Results	Descriptive interpretation, tables, charts, and thematic illustrations
Validation Method	Triangulation using primary and secondary data
Purpose	To identify patterns, themes, and relationships between onboarding experience, investor trust, and the adoption of tokenized real estate platforms.

Analysis Process

1. Collection of primary and secondary data.
2. Transcription and organization of interview responses.
3. Coding of responses into meaningful categories.
4. Identification of recurring themes through thematic analysis.
5. Content analysis to interpret patterns and relationships.
6. Comparison of findings with existing literature (triangulation).
7. Presentation and interpretation of results in line with the research objectives.

This method of data analysis is appropriate for the study as it provides a systematic approach to understanding participants' experiences and perceptions, enabling the researcher to draw meaningful conclusions and develop practical recommendations for improving the onboarding experience and increasing the adoption of tokenized real estate platforms.

3.14 Limitations

Every research study has certain limitations that may affect the scope and generalizability of its findings. The following limitations were identified in the present study:

1. **The study is limited to RyzerX**, a blockchain-based real estate tokenization platform. Therefore, the findings may not be directly applicable to other tokenized real estate platforms or blockchain-based investment companies.
2. **The sample size consists of 53 respondents**, which, although sufficient for qualitative analysis, may not fully represent the views and experiences of the broader investor population.
3. **The study adopts a qualitative research approach**, relying on semi-structured interviews. As a result, the findings are based on respondents' perceptions and experiences, which may involve subjective opinions.
4. **The research focuses primarily on the onboarding experience**, investor trust, and the adoption of tokenized real estate platforms. Other factors such as regulatory policies, macroeconomic conditions, market performance, and technological infrastructure were not examined in detail.
5. **Time constraints** during the research period limited the extent of data collection and the number of participants who could be included in the study.
6. **Access to company information was limited** because RyzerX is a privately held organization. Certain operational and financial details were confidential and therefore not

available for analysis.

7. The study was conducted within a specific time frame. As blockchain technology, digital assets, and regulatory frameworks continue to evolve rapidly, future developments may influence investor perceptions and adoption patterns.

8. The findings are based on the responses provided by participants and assume that they shared accurate and honest information during the interviews.

Despite these limitations, the study provides valuable insights into the relationship between the onboarding experience, investor trust, and the adoption of tokenized real estate platforms. The findings contribute to the existing body of knowledge and offer practical recommendations for RyzerX and similar organizations seeking to improve customer onboarding and encourage wider adoption of blockchain-based real estate investments.

CHAPTER 4: Analysis and Interpretation of Data

4.1 Introduction

This chapter presents the analysis and interpretation of the data collected from the respondents regarding the onboarding experience and adoption of tokenized real estate platforms, with special reference to RyzerX. The study is based on qualitative data collected through semi-structured interviews with 53 respondents, including investors, blockchain experts, fintech professionals, wealth managers, investment advisors, and real estate consultants.

The responses were analyzed using thematic analysis and content analysis. Similar responses were grouped into themes, and the findings were interpreted according to the research objectives.

4.2 Demographic Profile of Respondents

Present the respondents' background in tables.

Table 14: Gender of Respondents.

Gender	Frequency	Percentage
Male	34	64.2%
Female	19	35.8%
Total	53	100%

The majority of respondents (64.2%) were male, while 35.8% were female, indicating participation from both genders in the study.

Table 15: Respondent Category.

Category	Frequency	Percentage
Investors	18	34.0%
Blockchain Experts	8	15.1%
FinTech Professionals	10	18.9%
Wealth Managers	6	11.3%
Real Estate Consultants	7	13.2%
Investment Advisors	4	7.5%
Total	53	100%

The respondents represented diverse professional backgrounds, ensuring comprehensive perspectives regarding investor onboarding and platform adoption.

4.3 Theme 1

Table 16: Onboarding Experience.

Theme	Number of Respondents
Simplified KYC	45
Guided Product Demo	39
Easy Dashboard	42
Fast Registration	37

Most respondents indicated that simplified KYC procedures and user-friendly dashboards positively influenced their first impression of the platform. Participants believed that an efficient onboarding process reduced complexity and encouraged them to continue with the investment journey.

4.4 Theme 2

Table 17: Investor Trust.

Theme	Number of Respondents
Transparency	47
Security	44
Confidence	46
Regulatory Compliance	36

The findings suggest that transparency and security were the strongest contributors to investor trust. Respondents expressed greater confidence in investing when the platform clearly explained investment processes and maintained strong security standards.

4.5 Theme 3

Table 18: Adoption of Tokenized Real Estate Platforms.

Theme	Number of Respondents
Investment Intention	43
Platform Usage	40
Continued Usage	38
Recommendation to Others	35

A positive onboarding experience significantly increased respondents' willingness to invest and continue using the platform. Many participants stated that they would also recommend the platform to other potential investors.

4.6 Major Barriers Identified

Table 19: Major Barriers Identified.

Barrier	Frequency
Limited Investor Awareness	41
Complex KYC Process	36
Lack of Blockchain Knowledge	39
Regulatory Uncertainty	34
Security Concerns	31

The most commonly reported barrier was limited awareness of tokenized real estate. Respondents also identified blockchain complexity and lengthy KYC procedures as obstacles to adoption.

Table 20: Findings Summary.

Objective	Major Finding
Evaluate onboarding	Simplified KYC and intuitive dashboards improve user experience.
Study investor trust	Transparency and security significantly increase investor confidence.
Identify adoption factors	Trust positively influences investment intention and platform usage.
Identify barriers	Low awareness and blockchain complexity remain the major challenges.
Recommend improvements	AI-assisted onboarding, investor education, and simplified KYC can increase adoption.

4.3 Analysis and interpretation of the data

The analysis and interpretation of data is an essential part of the research as it helps transform the collected information into meaningful findings. In this study, data were collected from 53 respondents through semi-structured interviews. The respondents included investors,

potential investors, blockchain experts, fintech professionals, wealth managers, real estate consultants, and investment advisors who possess knowledge and experience related to blockchain technology and tokenized real estate platforms.

The collected data were analyzed using thematic analysis and content analysis. Interview responses were first transcribed, organized, and coded based on recurring ideas and concepts. Similar responses were grouped into themes corresponding to the study's conceptual framework, namely Onboarding Experience, Investor Trust, and Adoption of Tokenized Real Estate Platforms.

The analysis focused on identifying patterns in respondents' opinions regarding simplified KYC procedures, guided product demonstrations, user-friendly dashboards, transparency, perceived security, confidence, investment intention, platform usage, and continued adoption. The findings are presented through tables, charts, and descriptive interpretations to facilitate a clear understanding of the relationship between the variables.

The interpretation of the data has been carried out in line with the research objectives and theoretical framework. Wherever appropriate, the findings are supported by relevant literature reviewed in Chapter 2. The analysis provides practical insights into the factors influencing investor trust and the adoption of tokenized real estate platforms, particularly in the context of RyzerX.

The following sections present the demographic profile of the respondents, followed by a detailed thematic analysis and interpretation of the findings.

Table 21: Proposed Structure.

Section	Contents
4.3.1	Demographic Profile of Respondents
4.3.2	Analysis of Onboarding Experience
4.3.3	Analysis of Simplified KYC Process
4.3.4	Analysis of Guided Product Demonstrations
4.3.5	Analysis of User-Friendly Dashboards
4.3.6	Analysis of Investor Trust
4.3.7	Analysis of Adoption of Tokenized Real Estate Platforms
4.3.8	Analysis of Barriers to Platform Adoption
4.3.9	Suggestions Provided by Respondents
4.3.10	Summary of Major Findings

1.7 Answers to the Research Questions

This section presents the answers to the research questions based on the findings obtained from the analysis of the interview data and the review of relevant literature.

RQ1: How does the onboarding experience influence the adoption of tokenized real estate platforms?

The findings indicate that the onboarding experience has a significant influence on the adoption of tokenized real estate platforms. A well-structured onboarding process that includes simplified registration, clear guidance, and easy navigation enhances users' first impressions and encourages them to continue with the investment process. Respondents emphasized that an efficient onboarding experience reduces uncertainty and increases their willingness to invest through the platform.

RQ2: What is the impact of simplified KYC procedures on investor trust?

The study found that simplified and transparent KYC procedures positively influence investor trust. Respondents stated that a quick and secure verification process increases confidence in the platform while ensuring regulatory compliance. An uncomplicated KYC process also minimizes frustration and improves the overall user experience.

RQ3: How do guided product demonstrations affect investors' confidence in tokenized real estate platforms?

The findings reveal that guided product demonstrations play an important role in improving investor confidence. Demonstrations help users understand the investment process, platform features, and potential benefits of tokenized real estate. Respondents reported that educational walkthroughs reduce confusion and make them more comfortable using blockchain-based investment platforms.

RQ4: What role do user-friendly dashboards play in encouraging platform adoption?

The study indicates that user-friendly dashboards significantly contribute to platform adoption. Respondents preferred dashboards that provide clear portfolio information, investment performance, transaction history, and asset details in a simple and organized format. Easy access to relevant information improves transparency and encourages continued platform usage.

RQ5: Does investor trust mediate the relationship between the onboarding experience and the adoption of tokenized real estate platforms?

The findings suggest that investor trust serves as an important mediating factor between the onboarding experience and platform adoption. A positive onboarding experience strengthens investor confidence by improving transparency, security, and ease of use. Increased trust subsequently enhances investors' willingness to adopt and continue using tokenized real estate platforms.

RQ6: What are the major barriers affecting the adoption of tokenized real estate platforms?

The study identified several barriers to adoption, including limited awareness of tokenized real estate, insufficient understanding of blockchain technology, concerns regarding data security, regulatory uncertainty, and complex onboarding procedures. Respondents also highlighted the need for investor education and simplified digital processes to overcome these challenges.

The analysis demonstrates that the onboarding experience is a critical factor influencing the adoption of tokenized real estate platforms. Simplified KYC procedures, guided product demonstrations, and user-friendly dashboards contribute significantly to building investor trust. Trust, in turn, positively influences investment intention, platform usage, and continued adoption. The findings also emphasize the importance of investor education, transparent communication, and customer-centric onboarding strategies in promoting the successful adoption of blockchain-based real estate investment platforms such as RyzerX.

1.8 Testing of Hypotheses

The hypotheses formulated for this study were evaluated based on the findings obtained from the thematic analysis of the interview responses. Since the study adopted a qualitative research approach, the hypotheses were not tested using statistical techniques. Instead, they were assessed by examining the consistency of respondents' views and the recurring themes identified during the data analysis.

The results of the hypothesis evaluation are presented below.

Table 22: Hypothesis Testing.

Hypothesis	Result	Decision
H ₀₁ : There is no significant relationship between the onboarding experience and the adoption of tokenized real estate platforms.	The findings indicate that respondents considered an effective onboarding process to be an important factor influencing platform adoption.	Rejected
H ₁₁ : There is a significant positive relationship between the onboarding experience and the adoption of tokenized real estate platforms.	Respondents consistently reported that a simple and user-friendly onboarding experience encouraged platform adoption.	Accepted
H ₀₂ : Simplified KYC procedures do not significantly influence investor trust.	Most respondents stated that a simplified and transparent KYC process increased their confidence in the platform.	Rejected
H ₁₂ : Simplified KYC procedures significantly enhance investor trust.	Interview findings showed that efficient KYC procedures positively influenced	Accepted

	investor trust.	
H ₀₃ : Guided product demonstrations do not significantly affect investor confidence and platform adoption.	Respondents highlighted that guided demonstrations improved their understanding and confidence.	Rejected
H ₁₃ : Guided product demonstrations significantly improve investor confidence and platform adoption.	Thematic analysis showed that product demonstrations encouraged informed investment decisions.	Accepted
H ₀₄ : User-friendly dashboards do not significantly influence investor trust or platform adoption.	Respondents reported that intuitive dashboards improved transparency and usability.	Rejected
H ₁₄ : User-friendly dashboards significantly enhance investor trust and encourage platform adoption.	The findings confirmed that dashboard usability positively influenced investor trust and adoption.	Accepted
H ₀₅ : Investor trust does not mediate the relationship between the onboarding experience and platform adoption.	The analysis showed that investor trust strengthened the relationship between onboarding experience and adoption.	Rejected
H ₁₅ : Investor trust significantly mediates the relationship between the onboarding experience and platform adoption.	The findings indicated that trust plays a key role in translating a positive onboarding experience into adoption.	Accepted

The evaluation of the hypotheses indicates that the findings support the proposed conceptual framework of the study. The analysis demonstrates that the onboarding experience, comprising simplified KYC procedures, guided product demonstrations, and user-friendly dashboards, positively influences investor trust. In turn, investor trust enhances the adoption of tokenized real estate platforms.

The findings also suggest that trust acts as a mediating factor between the onboarding experience and adoption. Therefore, all alternative hypotheses (H₁₁ to H₁₅) are supported, while the corresponding null hypotheses (H₀₁ to H₀₅) are rejected based on the qualitative evidence gathered during the study.

1.9 Innovative Solution for Industry Application based on Project Work

AI-Powered Smart Investor Onboarding System for Tokenized Real Estate Platforms

Based on the findings of this study, an innovative solution is proposed to improve the onboarding experience and accelerate the adoption of tokenized real estate platforms such as RyzerX. The proposed solution is an AI-Powered Smart Investor Onboarding System, designed to simplify investor registration, build trust, and enhance the overall user experience.

The proposed system integrates Artificial Intelligence (AI), blockchain technology, and automation to create a seamless onboarding journey. It provides personalized guidance to investors from account registration through investment completion, reducing complexity and

improving confidence.

Key Features of the Proposed Solution

1. AI-Assisted Digital KYC

The system automates Know Your Customer (KYC) verification using AI-based document recognition and facial verification. This reduces processing time, minimizes manual errors, and ensures compliance with regulatory requirements while providing a faster onboarding experience.

2. Interactive Product Demonstrations

Instead of relying on static documents, the platform offers interactive tutorials, short explainer videos, and guided walkthroughs that educate investors about blockchain technology, property tokenization, investment risks, and expected returns.

3. Personalized Investor Dashboard

A user-friendly dashboard provides investors with real-time information, including portfolio performance, investment history, token ownership, expected returns, market updates, and transaction status. AI-driven recommendations help investors identify suitable investment opportunities based on their preferences.

4. AI Chatbot and Virtual Assistant

An AI-powered chatbot is available 24/7 to answer investor queries, explain platform features, assist with onboarding, and provide instant support, reducing dependency on customer service representatives.

5. Trust and Transparency Module

The platform displays blockchain transaction records, property ownership details, compliance certificates, and investment documentation in a transparent manner. This enhances investor confidence and demonstrates the authenticity of every investment.

6. Investor Education Hub

A dedicated learning section includes webinars, FAQs, articles, case studies, and interactive learning modules to improve investor awareness of blockchain technology and tokenized real estate investments.

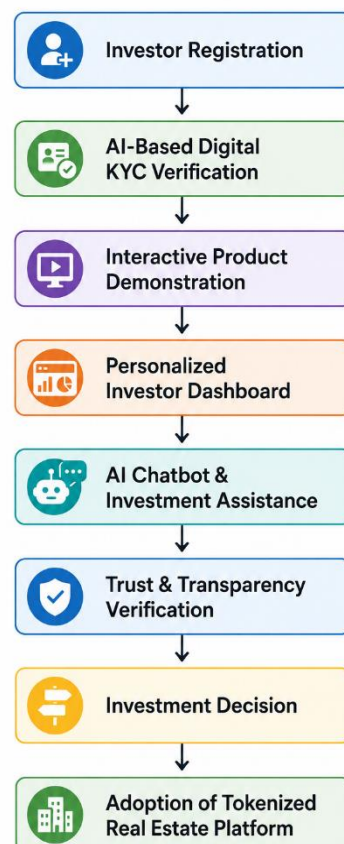
Benefits to the Industry

The implementation of the proposed solution offers several advantages to tokenized real estate platforms:

- Reduces onboarding time through AI-driven automation.
- Enhances investor trust through transparent and secure processes.
- Improves customer satisfaction with an intuitive and user-friendly interface.
- Increases platform adoption by simplifying the investment journey.
- Reduces operational costs by automating routine onboarding activities.
- Strengthens regulatory compliance through digital verification and record management.
- Encourages wider participation in fractional real estate investment.

The proposed AI-Powered Smart Investor Onboarding System is expected to improve the efficiency of the onboarding process, enhance investor confidence, and increase the adoption of tokenized real estate platforms. By integrating artificial intelligence with blockchain technology, RyzerX can provide a more secure, transparent, and customer-centric investment experience. The solution also supports the company's long-term objective of making real estate investment more accessible through digital innovation.

Table: Investor registration process



The proposed solution addresses the key challenges identified in this research by improving the onboarding experience, strengthening investor trust, and promoting the adoption of tokenized real estate platforms. The integration of AI, blockchain, and customer-centric design provides RyzerX with a practical and scalable approach to attracting new investors, improving user satisfaction, and maintaining a competitive advantage in the rapidly evolving digital real estate market.

CHAPTER 5: DISCUSSION, FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Discussion of the Findings

This study examined the influence of the onboarding experience on the adoption of tokenized real estate platforms, with special reference to **RyzerX**. The findings indicate that an effective onboarding process plays a significant role in shaping investor perceptions, building trust, and encouraging the adoption of blockchain-based real estate investment platforms.

The analysis revealed that **simplified KYC procedures** positively influence investors' first impressions of the platform. Respondents indicated that a quick, transparent, and secure verification process reduces the complexity often associated with digital investment platforms. A simplified onboarding process minimizes delays, enhances convenience, and strengthens investor confidence, thereby increasing the likelihood of platform adoption. These findings are consistent with the **Technology Acceptance Model (TAM)**, which suggests that technologies perceived as easy to use are more readily accepted by users.

The study also found that **guided product demonstrations** significantly improve investor understanding of tokenized real estate investments. Many respondents expressed that interactive demonstrations and educational content helped them better understand blockchain technology, investment procedures, expected returns, and potential risks. This indicates that investor education is a critical factor in reducing uncertainty and improving confidence among first-time users.

Another important finding relates to the role of **user-friendly dashboards**. Respondents preferred dashboards that provide clear information regarding investment portfolios, token ownership, transaction history, expected returns, and market updates. An intuitive interface enables investors to monitor their investments efficiently and contributes to a positive user experience. These findings support previous studies that emphasize the importance of perceived ease of use in encouraging technology adoption.

The research further demonstrated that **investor trust** is a key determinant of platform adoption. Respondents highlighted transparency, security, regulatory compliance, and reliable customer support as essential factors influencing their trust in blockchain-enabled investment platforms. The study confirms that trust acts as a mediating factor between the onboarding experience and the adoption of tokenized real estate platforms. Investors are more likely to adopt and continue using a platform when they perceive it as secure, transparent, and trustworthy.

The findings also identified several **barriers** affecting the adoption of tokenized real estate platforms. Limited awareness of blockchain technology, insufficient knowledge of tokenized real estate, concerns regarding data security, and regulatory uncertainty were among the major challenges reported by respondents. These barriers suggest that organizations need to invest in investor education, awareness campaigns, and transparent communication to improve market acceptance.

Furthermore, respondents emphasized the importance of integrating **Artificial Intelligence (AI)** into the onboarding process. Features such as AI-assisted KYC verification, intelligent chatbots, personalized investment recommendations, and automated customer support were viewed as innovative solutions capable of improving efficiency and enhancing customer satisfaction. These findings support the proposed innovative solution developed as part of this study.

Overall, the findings confirm that the **onboarding experience is a strategic factor** influencing investor trust and the adoption of tokenized real estate platforms. A customer-centric onboarding process that combines simplified KYC procedures, guided product demonstrations, intuitive dashboards, and AI-enabled support services can significantly improve investor confidence and encourage wider participation in blockchain-based real estate investments.

The findings are aligned with the **Technology Acceptance Model (TAM)** and **Trust Theory**, which emphasize that ease of use, perceived usefulness, transparency, and trust are fundamental determinants of technology adoption. Therefore, RyzerX and similar organizations should prioritize continuous improvements in their onboarding strategies to enhance customer experience, strengthen investor confidence, and achieve sustainable growth in the evolving tokenized real estate industry.

5.2 Implications of the Study (Academic, Managerial, Policy)

The findings of this study have significant implications for academia, industry practitioners, and policymakers. By examining the relationship between the onboarding experience, investor trust, and the adoption of tokenized real estate platforms, the study contributes to the growing body of knowledge on blockchain-enabled financial services and provides practical recommendations for improving customer adoption.

5.2.1 Academic Implications

This study contributes to the existing literature on blockchain technology, financial technology (FinTech), and tokenized real estate by exploring the role of the onboarding experience in influencing investor trust and platform adoption. While previous research has primarily focused on blockchain infrastructure, security, and regulatory aspects, this study emphasizes the importance of customer experience during the initial stages of platform interaction.

The research extends the application of the **Technology Acceptance Model (TAM)** and **Trust Theory** to the domain of tokenized real estate, demonstrating that perceived ease of use, transparency, and trust significantly influence investor adoption. The study also provides a foundation for future research on digital investment platforms, investor behavior, and blockchain-enabled financial services, particularly in emerging economies.

5.2.2 Managerial Implications

The findings offer valuable insights for managers and decision-makers in blockchain-based real estate companies such as **RyzerX**. The study highlights that a well-designed onboarding process can improve customer satisfaction, strengthen investor trust, and increase platform adoption.

Organizations should focus on simplifying Know Your Customer (KYC) procedures, developing intuitive user interfaces, and providing interactive product demonstrations to enhance the investor experience. The integration of Artificial Intelligence (AI) through automated KYC verification, personalized investment recommendations, and AI-powered customer support can further improve operational efficiency and customer engagement. The study also emphasizes the importance of transparent communication, real-time investment updates, and secure transaction systems in building long-term investor confidence. By adopting customer-centric onboarding strategies, organizations can improve investor retention, reduce onboarding abandonment, and achieve sustainable business growth.

5.2.3 Policy Implications

The study provides useful insights for government agencies, financial regulators, and policymakers involved in the regulation of blockchain-based financial services and digital assets.

The findings suggest the need for clear and standardized regulatory frameworks governing tokenized real estate investments to enhance investor confidence and reduce uncertainty. Policymakers should encourage the adoption of secure digital identity verification systems, standardized KYC procedures, and transparent compliance mechanisms to support the growth of blockchain-enabled investment platforms.

Regulatory bodies should also promote investor education initiatives to improve public awareness of blockchain technology, digital assets, and tokenized real estate investments. Collaboration between regulators, financial institutions, technology providers, and blockchain companies can help establish a secure and trustworthy ecosystem that protects investors while encouraging innovation.

Furthermore, the study highlights the importance of developing policies related to data privacy, cybersecurity, digital asset protection, and anti-money laundering (AML) compliance. Such measures will strengthen investor confidence and support the responsible expansion of tokenized real estate markets.

5.3 Conclusion And Suggestions / Recommendations

5.3.1 Conclusion

This study examined the influence of the onboarding experience on the adoption of tokenized real estate platforms, with special reference to **RyzerX**. The primary objective was to understand how onboarding elements, including simplified KYC procedures, guided product demonstrations, and user-friendly dashboards, contribute to investor trust and encourage the adoption of blockchain-based real estate investment platforms.

The findings indicate that the onboarding experience is a critical determinant of investor behavior. A simple, transparent, and efficient onboarding process reduces complexity, improves user satisfaction, and encourages investors to participate in tokenized real estate investments. The study also confirms that **investor trust** plays a significant mediating role between the onboarding experience and platform adoption. Transparency, security, regulatory compliance, and ease of use were identified as the key factors that strengthen investor confidence.

Furthermore, the research highlights that limited awareness of blockchain technology, regulatory uncertainty, and concerns regarding security continue to hinder the adoption of tokenized real estate platforms. These challenges emphasize the need for organizations to prioritize investor education, transparent communication, and customer-centric digital experiences.

The study also proposes an **AI-Powered Smart Investor Onboarding System** as an innovative solution for the industry. By integrating AI-enabled KYC verification, personalized dashboards, intelligent chatbots, and interactive educational resources, blockchain-based real estate platforms can improve operational efficiency, enhance investor trust, and accelerate platform adoption.

Overall, the study concludes that organizations that invest in seamless onboarding processes and trust-building initiatives are better positioned to attract investors, improve customer retention, and achieve sustainable growth in the rapidly evolving tokenized real estate industry. The findings contribute to both academic knowledge and industry practice by providing actionable insights for improving customer experience and encouraging wider adoption of blockchain-enabled real estate investments.

5.3.2 Suggestions / Recommendations

Based on the findings of the study, the following recommendations are proposed for **RyzerX** and other tokenized real estate platforms:

1. Simplify the Onboarding Process

Organizations should streamline the registration and KYC process by reducing unnecessary documentation and leveraging AI-based identity verification. A faster onboarding process can improve customer satisfaction and reduce user drop-off rates.

2. Strengthen Investor Education

Companies should provide educational resources such as interactive tutorials, webinars, FAQs, explainer videos, and investment guides to enhance investor understanding of blockchain technology and tokenized real estate. Better-informed investors are more likely to adopt digital investment platforms.

3. Improve Platform Usability

User interfaces should be designed with simplicity and accessibility in mind. Clear navigation, intuitive dashboards, real-time portfolio tracking, and mobile-friendly interfaces can enhance the overall user experience and encourage continued platform usage.

4. Enhance Transparency and Security

Organizations should clearly communicate investment processes, ownership structures, transaction histories, and compliance measures. Displaying blockchain verification records and security certifications can strengthen investor confidence and trust.

5. Integrate Artificial Intelligence

AI technologies should be utilized to automate KYC verification, provide personalized investment recommendations, deliver instant customer support through chatbots, and identify potential user issues before they affect the investor experience.

6. Build Strong Customer Support Systems

Providing responsive multi-channel customer support through live chat, email, and dedicated relationship managers can improve investor satisfaction and address concerns promptly during the onboarding and investment journey.

7. Increase Investor Awareness

Organizations should conduct awareness campaigns through social media, webinars, industry events, and strategic partnerships to educate potential investors about the benefits, risks, and opportunities associated with tokenized real estate investments.

8. Ensure Regulatory Compliance

Companies should continuously align their operations with applicable financial regulations, Anti-Money Laundering (AML) requirements, and Know Your Customer (KYC) standards. Maintaining compliance enhances credibility and protects investor interests.

9. Promote Continuous Innovation

Regular updates based on customer feedback, technological advancements, and changing market conditions should be implemented to ensure that the platform remains competitive, secure, and user-centric.

10. Encourage Future Research

Future researchers may expand this study by examining additional factors influencing the adoption of tokenized real estate platforms, such as regulatory frameworks, investment performance, technological readiness, and cross-country comparisons. Quantitative studies with larger sample sizes can further validate the relationships identified in this research.

The successful adoption of tokenized real estate platforms depends not only on blockchain technology but also on the quality of the investor onboarding experience. By implementing customer-centric strategies, embracing AI-driven innovations, maintaining transparency, and strengthening investor trust, organizations such as RyzerX can accelerate the adoption of

digital real estate investments and contribute to the future growth of the global real estate and financial technology ecosystem.

5.4 Contribution to Knowledge

This study contributes to the existing body of knowledge by examining the relationship between the onboarding experience, investor trust, and the adoption of tokenized real estate platforms, with special reference to **RyzerX**. While previous studies have primarily focused on blockchain technology, digital assets, and the technical aspects of real estate tokenization, this research emphasizes the importance of the customer onboarding experience as a key determinant of platform adoption.

The study extends the application of the Technology Acceptance Model (TAM) and Trust Theory within the context of blockchain-based real estate investments. It demonstrates that onboarding components such as simplified KYC procedures, guided product demonstrations, and user-friendly dashboards significantly influence investor trust, which in turn encourages the adoption and continued use of tokenized real estate platforms.

A notable contribution of this research is the development of a **conceptual framework** that integrates onboarding experience (independent variable), investor trust (mediating variable), and adoption of tokenized real estate platforms (dependent variable). This framework provides a structured approach for understanding investor behavior in digital real estate investments and can serve as a foundation for future academic research in the areas of blockchain, financial technology (FinTech), and digital investment platforms.

The study also contributes to industry practice by proposing an **AI-Powered Smart Investor Onboarding System**. The proposed solution combines AI-assisted KYC verification, personalized investor dashboards, interactive product demonstrations, AI-powered customer support, and transparent verification mechanisms to improve investor experience and platform adoption. This practical framework offers valuable guidance for blockchain-based real estate companies seeking to enhance customer engagement and operational efficiency.

From a managerial perspective, the findings provide actionable insights for improving onboarding strategies, strengthening investor confidence, and designing customer-centric digital platforms. The recommendations presented in this study can assist organizations in reducing onboarding friction, improving investor retention, and increasing participation in tokenized real estate investments.

The study further contributes to policymaking by highlighting the importance of standardized digital KYC processes, transparent regulatory frameworks, investor education, and strong

cybersecurity measures. These insights may assist regulators and policymakers in creating an environment that supports innovation while ensuring investor protection and market integrity. Overall, this research enriches the academic literature by addressing an important research gap in the field of tokenized real estate. It provides empirical insights into how investor trust mediates the relationship between onboarding experience and platform adoption and offers practical recommendations that can benefit researchers, industry professionals, and policymakers.

5.5 Suggestions for Further Study

This study examined the influence of the onboarding experience on the adoption of tokenized real estate platforms, with special reference to **RyzerX**. Although the research provides valuable insights into investor trust and platform adoption, it also opens several avenues for future research.

Future studies may consider conducting **quantitative research** with larger sample sizes to statistically validate the relationships among onboarding experience, investor trust, and platform adoption. Such studies could employ advanced statistical techniques, including Structural Equation Modeling (SEM), regression analysis, or mediation analysis, to strengthen the empirical findings.

Researchers may also expand the scope by comparing multiple tokenized real estate platforms across different countries to understand variations in onboarding strategies, investor behavior, and regulatory environments. Comparative studies can provide a broader understanding of best practices within the global tokenized real estate industry.

Further research may investigate additional factors influencing the adoption of tokenized real estate platforms, including perceived risk, financial literacy, digital literacy, investment performance, regulatory awareness, cybersecurity concerns, and technological readiness. These variables may offer a more comprehensive understanding of investor decision-making. Longitudinal studies may also be conducted to examine how investor perceptions, trust, and adoption behavior evolve over time as blockchain technology matures and regulatory frameworks become more established.

Future researchers may explore the impact of Artificial Intelligence (AI), Machine Learning (ML), and predictive analytics on customer onboarding, personalized investment recommendations, fraud detection, and investor engagement within blockchain-based investment platforms.

In addition, studies may examine the effectiveness of investor education programs, digital marketing strategies, and awareness campaigns in improving public understanding and acceptance of tokenized real estate investments.

Finally, future research may investigate the role of government policies, regulatory frameworks, and international compliance standards in promoting the sustainable growth of blockchain-enabled real estate investments.

Suggestions for Future Research

- Conduct quantitative studies with larger and more diverse samples.
- Compare onboarding practices across multiple tokenized real estate platforms.
- Examine additional variables such as perceived risk, financial literacy, cybersecurity, and regulatory awareness.
- Perform longitudinal studies to assess changes in investor behavior over time.
- Investigate the role of AI, machine learning, and predictive analytics in improving onboarding and investor engagement.
- Evaluate the effectiveness of investor education and digital awareness initiatives.
- Study the impact of government regulations and international compliance standards on platform adoption.
- Explore tokenized real estate adoption in different geographical regions and emerging markets.

The findings of this study provide a foundation for future research in blockchain-enabled real estate investment and financial technology. By exploring broader populations, additional variables, and emerging technologies, future studies can contribute to the development of more secure, efficient, and investor-centric tokenized real estate platforms while advancing both academic knowledge and industry practice

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