MAISON MAVEYA

PUBLIC EDITION

# From an idea to a platform. A vision for the future.

## Technology & Development Report

From the first concept in February to today's platform: development, funding and the scope of the technology.

## Nearly CHF 2m

Actual funds invested · funding through a joint venture

## CHF 2.92m

Estimated Swiss replacement cost · 18,850 modelled hours

Investment as reported by management, not independently audited. Replacement cost is a separate modelled estimate, not a company valuation.

23 NOVEMBER 2026

01 / EVOLUTION

# From a concept to a platform

The story began in February 2026. Concept development and team formation preceded the first prototype; from June, development accelerated under new technical leadership.

FEBRUARY 2026

## Concept and vision

Initial product idea, conceptual development and strategic direction.

FEBRUARY–MAY 2026

## Building the team

Forming the development team and preparing for implementation.

JUNE 2026

## Early prototype and new technical leadership

An early prototype took shape. Development accelerated with a new lead developer and further investment.

JULY 2026

## Documented product foundation

The 4 and 9 July reports describe early workspaces, onboarding, profile review and content management.

AUGUST–NOVEMBER 2026

## Expansion into an international platform

Business workspaces, CRM, Advisor tools, applicant management and international directories; production baseline as of 23 November.

| 63 | 26 | 267 |
|---|---|---|
| **City directories** | **Country hubs** | **Localised directory URLs** |

Published directory scope, not a measure of active members or confirmed commercial activity. As of 23 November 2026.

02 / PRODUCT

# What we have built

A platform is more than its public pages. Its real complexity lies in the shared data, permissions and workflows behind the interface.

01 **Public experience**

Search, public profiles, geographic navigation, multilingual content and editorial publishing.

02 **Individual workspaces**

Account management, guided onboarding, profile and media editors, private communication and availability tools.

03 **Business workspaces**

Dedicated agency and club environments, managed profile portfolios, publication controls and scoped access.

04 **Internal operations**

Administration, profile review, member CRM, Advisor workspace, structured applications and support workflows.

05 **Shared foundation**

Authentication, data models, permission boundaries, private storage, notifications, monitoring and quality checks.

Conceptual product map. Modules share infrastructure and are not priced as independent applications. Availability and maturity can vary by workflow.

03 / TRUST & ENGINEERING

# The work that is less visible

Most of the long-term engineering value comes from connecting the pieces reliably, especially when several roles interact with the same record.

## Privacy and control

Separate private evidence from public content. Make access and publication dependent on defined permissions, with revocable consent where appropriate.

## Trust and review

Build structured selfie and video review, optional document checks, resubmission and administrative follow-up. These workflows support review; they are not an independent guarantee of identity, age or safety.

## Operational reliability

Treat notification delivery, save and recovery behaviour, mobile usability, service monitoring and regression tests as part of the product.

## Maintainability

Use reusable components, canonical location data, structured editorial content and documented operating workflows to reduce duplication and support future changes.

> The value is in the connections, not simply the number of features.

The described controls are product features and design objectives. They do not constitute a security certification or proof of compliance in every jurisdiction.

### Funding and context

According to management, nearly CHF 2 million in actual funds has been invested since the project began. The founder and CEO of the technology company Digital Institution provided funding through a joint venture with the ambition of transforming the sector through technology. The investment covers project management, development oversight and engineering, among other costs. Not independently audited.

The operating company is based in Estonia. The platform was deliberately developed in Switzerland, reflecting the founder’s personal preference and commitment to quality.

04 / COST MODEL

# Putting a cost on the engineering

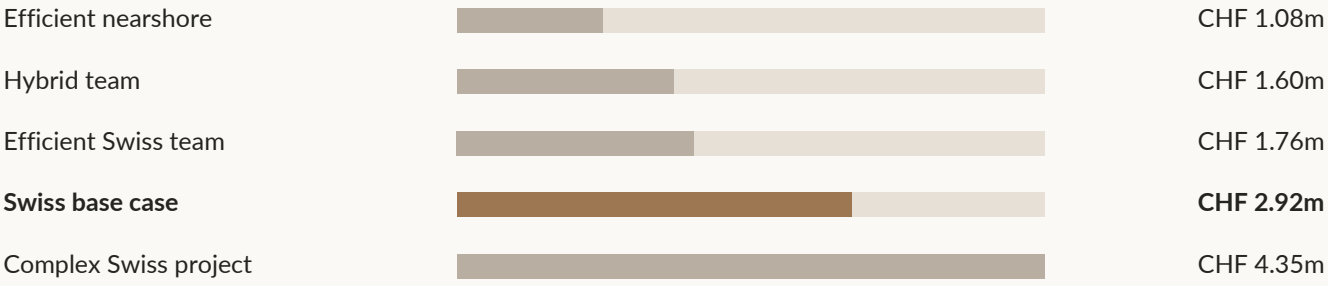
How much might it cost a professional team to recreate the current functional scope? Our internal bottom-up model estimates effort by related workstream and multiplies it by a planning rate.

| Workstream | Hours | CHF |
|---|---|---|
| Architecture, brand & experience | 2,050 | 317,750 |
| Discovery, accounts & communication | 4,450 | 689,750 |
| Business operations, CRM & applications | 5,650 | 875,750 |
| Trust, quality & platform health | 3,500 | 542,500 |
| Content, plans & product documentation | 3,200 | 496,000 |
| **Total base-case scope** | **18,850** | **2,921,750** |

## 18,850 hours × CHF 155/hour = CHF 2,921,750

Illustrative Swiss procurement case, excluding VAT. Assumes modern frameworks, managed services, AI-assisted development and reusable components. Hours and rates are model inputs, not invoices, payroll records, timesheets or independently validated bids.

## How procurement assumptions change the estimate



05 / PERSPECTIVE

# What value means — and what it does not

Replacement cost measures the potential effort to reproduce software. Commercial value is a different question. A functioning platform, its documentation and its design can have strategic utility, but a buyer must consider alternatives, transferability, market demand and risk.

## What the estimate includes

Product definition, interface design, engineering, integrations, testing, documentation and project management for the assessed scope.

## What it excludes

Marketing, customer acquisition, ongoing hosting and support, external legal advice, native mobile apps, and unfinished country-edition and regional invoicing releases. No separate valuation of the brand, domain or personal data.

## What comes next

Continue improving end-to-end reliability and accessibility; validate payment and tax workflows before release; independently assess security, privacy and applicable age and identity safeguards; track real usage, retention and commercial performance.

### Basis and transparency

Timeline and investment figure supplied by management. Internal product baselines of 4 and 9 July 2026; 23 November management review using repository and deployment metadata, module inventory and estimated procurement effort. No independent audit, fresh full end-to-end test or financial due diligence. The internal IP valuation remains confidential.

## Built with a long-term perspective.

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