Speaker:

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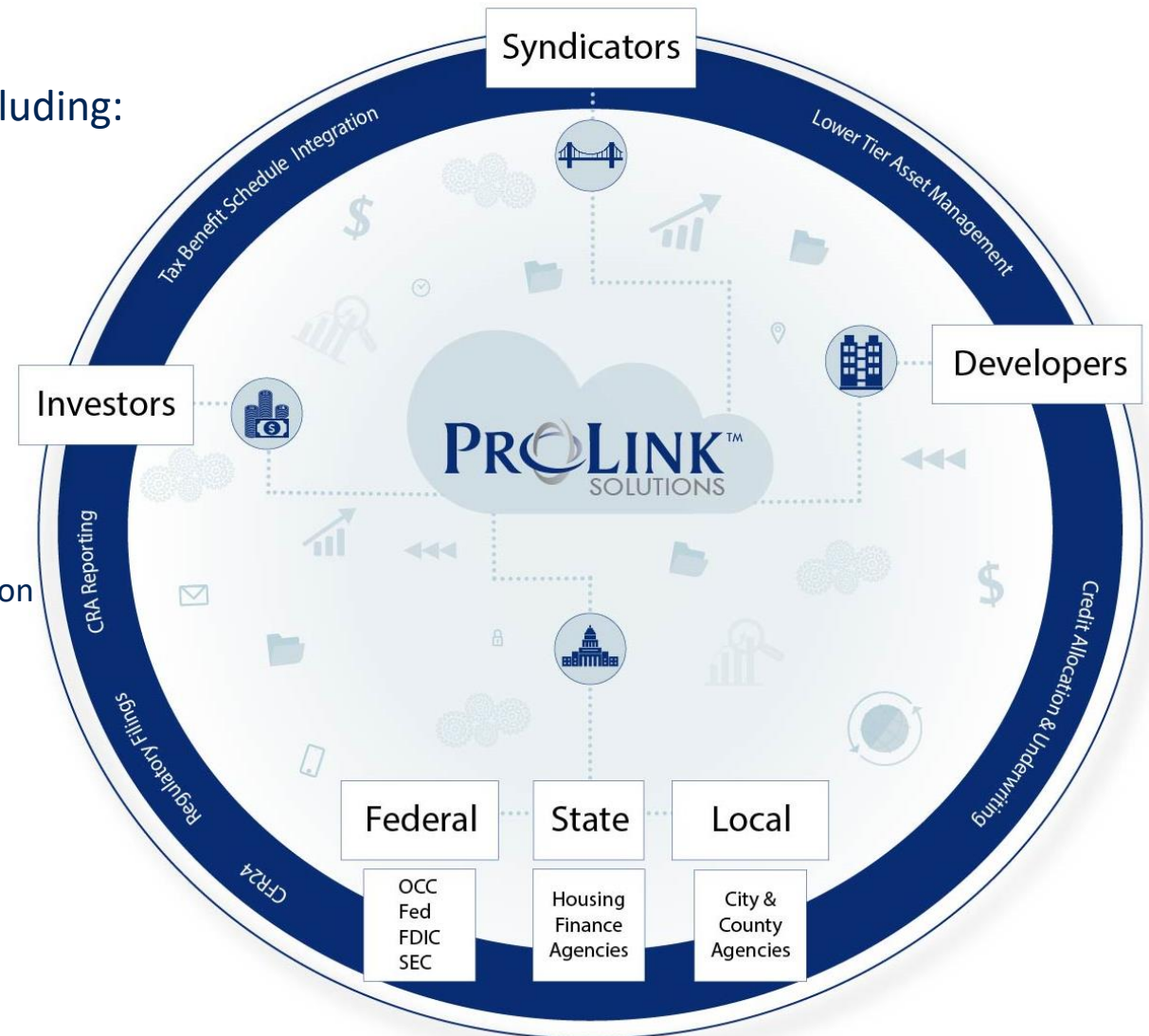
Who We Are

Vision:
Solve the Affordable Housing Problem!

Mission:
ProLink Solutions is a software company that enables the real estate finance industry to efficiently allocate capital, manage assets, and maintain compliance. We apply industry leading technology and expertise to automate business processes and improve data accessibility.

Collaboration & Conversion

- Communication standards between all parties, including:
  - HFA
  - Property Owner/Management Agent
  - Syndicators
  - Regulatory Partners
  - Investors
  - Targeted Population

- By utilizing blockchain:
  - Data sharing of financial and compliance reporting
  - Secure transactions approvals and disbursements
  - Allowing disconnected parties to share common information

Key Factors of Utilizing Blockchain

- Persistent Identification
  - Supports collaboration & conversion
  - Ensures you always know who you are talking to
- Immutability
  - Ensures that certain items cannot be changed for both verification and for audit purposes
- Operating Systems to Manage and Share Databases
  - Blockchain is a public database which allows internal and external parties to share relevant information to the right people
  - For private information, users can encrypt the data making it only visible to those with the key to decrypt the data

Application in Real Life

Implementation of software on average take 1,000-2,000 hours of time to migrate data on average per client because of inconsistency of data, but with one centralized database, like blockchain, we would see many benefits.

- *Short term value* – Financial and compliance reporting on existing deals between different internal and external teams
- *Long term value* – A common platform to share consistent, unified information between all participants