



# autocoin



# THE AUTO BLOCK

DIGITAL CURRENCY, CAR SALES PLATFORM,  
VEHICLE VALUATIONS AND DATA FOR A UNITED  
AUTOMOTIVE INDUSTRY

## DISCLAIMER

You are viewing a version of the whitepaper from 20th June 2018. Changes to the business, technical and legal models may be made in the future. Check the Auto Block website for the latest version of this whitepaper.

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# INTRODUCTION

## 1.1 PURPOSE

The purpose of the The Auto Block project is to deliver a secure automotive industry dedicated cryptocurrency that will be adopted by car dealers worldwide as the defacto payment solution for cryptocurrency car buyers. Our sales portal, [autocoincars.com](http://autocoincars.com) offers a huge choice of vehicles for sale by dealers that accept cryptocurrency as payment.

Decentralising the supply of data and information available within the automotive industry and offering the most accurate and live car valuation tool, car dealers and buyers will have a 21st Century 'one stop' solution for vehicle purchase, data and valuation access.

# **THE PROBLEMS**

## **THE PROBLEM - 1 BUYING CARS WITH CRYPTOCURRENCY**

One of the biggest challenges facing Cryptocurrencies is mainstream adoption. Many of the projects within the space are building platforms for the future where there is no immediate use case. Auto Block is giving you a platform to be able to buy and sell your vehicles using cryptocurrency without having to exchange them for fiat thus solving the user two problems. The first, they do not have to go through a long process of exchanging crypto to fiat and having their assets slowly decrease through exchange and bank fees, and secondly, a platform where you can use your crypto assets in the 'Real world'.

## **THE PROBLEM - 2 FINDING CAR DEALERS THAT ACCEPT CRYPTO**

Our research team have spent weeks scouring the internet and calling registered dealers to find out if they accept any form of cryptocurrency. Less than 10 dealers did, each of which was a small dealership and privately owned. So consumers wanting to spend their cryptocurrency for that new car, actually had very limited to no options,

## **THE PROBLEM - 3 ACCESS AND ACCURACY OF VEHICLE DATA**

The auto industry currently relies on monopolised data and valuation systems that are at best subject to external influences and manipulation [Valuations] and at worst are unavailable in detail to the public [Data].

The outdated infrastructure upon which these essential existing industry standard tools are built is actively impeding natural growth, particularly in the field of new vehicle sales in developing markets. Buyers research before buying.

The ability to harness this data will enable many use cases including and not limited to governments, insurance companies, auctioneers, law enforcement and national car registries.

## THE PROBLEM - 4 ACCESS TO AND ACCURACY OF VEHICLE VALUATIONS

Where vehicle valuations exist in developed and mature markets they are supplied by commercial organisations that almost have a monopoly. There exists a need for a decentralised global database that gives users immediate access to a wide range of vehicle valuations by age, mileage, spec and location.

Currently this data is unavailable or fragmented and is consequently offering inaccurate and differing valuations.

# THE SOLUTIONS



## BUYING CARS WITH CRYPTOCURRENCY

The Autocoin offers a simple and highly efficient transaction alternative that will become the automotive industry standard cryptocurrency. Thanks to its' ease of use, acceptance, flexibility and transparency, The Autocoin will become the currency of choice by both car dealer and peer-to-peer transactions.

The team behind The Autocoin have realised the potential of introducing cryptocurrency to the automotive industry, and aim to capitalise on the benefits of simplifying vehicle transactions for buyers and sellers.

### **Some of the core benefits of using The Autocoin currency for buyers include:**

- Ability to purchase vehicles worldwide using The Autocoin
- Significantly lower transaction fees – fast and easy payment without add-on bank charges.
- Immediate settlement – no waiting period for transactions to mature (i.e., instant availability).
- Security against identity theft – no credit card or bank details being stored by third parties.
- The Autocoin utilises a 'push' based payment system that forwards a payment upon your request, rather than a payment being requested [or 'pulled'] by a merchant once you have submitted your sensitive bank or card details.
- The highest level of fraud prevention – thanks to the platform's utilisation of blockchain technology, Autocoin has reduced the risks of counterfeits and chargebacks to zero.
- Easy international payments unencumbered by protracted exchange rate considerations.
- Significant choice of vehicles offered for sale via the website [autocoincars.com](http://autocoincars.com)

### **Some of the core benefits of using The Autocoin currency for sellers include:**

- Free exposure of vehicles offered for sale worldwide via [autocoincars.com](http://autocoincars.com)
- Fast and easy transaction
- No cost entry to accept The Autocoin as a payment solution
- Lower transaction fees
- Easy worldwide payment acceptance
- Ability to retain The Autocoin in digital wallet for investment or other purchases or option to convert to fiat upon transaction completion
- Team of expert support and advice staff available
- Annonimity of buyer

## FINDING CAR DEALERS THAT ACCEPT CRYPTOCURRENCY

[www.autocoincars.com](http://www.autocoincars.com)

Autocoincars.com is a portal offering new and used vehicles, performance, prestige and classic cars for sale to buyers wanting to transact using cryptocurrency.

Car dealers will be offered the opportunity to list their cars via an automated dedicated stock feed to the portal. This hitherto unavailable sales opportunity will incentivise car dealers to adopt the free to use Autocoin payment cryptocurrency solution.

A sales portal website that offers for sale vehicles [Worldwide] from dealers that accept Autocoin. Integrating car data and valuation services, autocoincars.com will be a 'one stop' destination for everything required to check out and purchase a vehicle.

With the click of a button, a seller can see a vehicle's complete history, including its mileage, major repairs, ownership details, etc.

A free to use sales portal for trade and private sales and purchases that will rapidly achieve Google rankings and be the de-facto online source for crypto-car purchases.

### **Raison D'être:**

1. A significant and diverse choice of vehicles for sale by dealers that accept Autocoin
2. Encourages dealers to accept Autocoin [with possible added incentives]
3. Increases sales opportunities for car dealers by exposure to new markets
4. Revenue generation for TAB from The Autocoin transactions
5. Integration of vehicle valuation and spec into the website
6. Growth potential of the website portal offers future revenue opportunities from advertising and charging for car listings as per the AutoTrader business model

As the portal grows both organically and through sales and marketing promotion, and the more widely used it becomes, the more valuable The Autocoin will become. This will result in gains for users - reason for them to hold on to the currency for an extended period.

## **There will be 3 methods for the delivery of cryptocurrency payments when buying and selling cars via autocoincars.com:**

1. Customers would be able to access our system via a web portal on their desktop, tablet, or mobile.
2. Mobile App: Users can download the mobile app, which will be available on Google Play and iOS. This app will feature a number of services, including a ledger wallet for easy storage and transfer of crypto coins.
3. API: We will be giving API access to our blockchain via ERC-20 standards. Customers will process their transactions by selecting their currency of choice (e.g, The Autocoin or \$US).

## **THE EXCHANGE**

Built into the sales portal will be a payment system/exchange where users will be able to conduct transactions in either Autocoin or fiat payment. If the payment is made via fiat, this will instantly be transferred into Autocoin (based on the market price at the time of the transaction), and the rest of the transaction will occur on our blockchain through the Autocoin.

If a dealer or individual wishes to cash out their Autocoin for fiat, this will also be transacted through the exchange as there will be a minimum of \$8 million of endowment to support these instant transactions.

This will help stabilize the fluctuations and volatility of the price of the coin as it is in constant demand.

## **DELIVERY OF CRYPTOCURRENCY PAYMENTS**

The use case at this moment in time for most cryptocurrencies is to buy other cryptocurrencies, which reduces the chances of mainstream adoption to almost zero.

Which leaves us with the important question: How can cryptocurrencies be used in everyday shopping, or in this case, how can cryptocurrencies be used to purchase vehicles and relevant services?

At Auto Block, our answer to this question is straightforward, even if the technology isn't!

We will offer point of sale (POS) devices through a full stack reference implementation that transacts directly with our Blockchain.

Customers will be able to use their Autocoin in a safe and secure manner, through their mobile wallets or prepaid cards to pay for their vehicle using the POS provided.

We will also be providing a solution for crypto to fiat, where others have failed we will succeed by using the endowment fund (mentioned earlier) to give dealers and private sellers the chance to swap their tokens for fiat for a minimal fee, with the fiat being paid directly into the associated bank account.

Customers and dealers alike will also be able to purchase Autocoin directly through our platform or via the exchanges.

## ACCESS TO AND ACCURACY OF VEHICLE DATA

The Auto Block and its' innovative approach to data storage and delivery uses its own blockchain and AI technology to create a comprehensive database of vehicle history, ranging from manufacture details to mileage, service history and ownership, allowing users to accurately determine a vehicle's true value.

The advent of telematic boxes means that any amount of data can be gathered from vehicles. From service requirements, health of components, driving styles, real economy and much more. This data is invaluable for insurance companies, manufacturers and service industries working in the automotive sector. Making sense of this data and translating it into summaries and predictions will revolutionise motoring costs and maintenance.

**There currently exists an alpha version of the data platform and a number of demo reports.**

**The data platform offers several use cases:**

- Government agencies: to improve their transport infrastructure via API services
- Insurance companies: to access full vehicles specifications
- Valuations for insurance companies
- Valuations for those buying or selling used cars
- Private buyers or sellers seeking to obtain or provide vehicle data

## ACCESS TO AND ACCURACY OF VEHICLE VALUATIONS

Our proprietary solution uses industry driven algorithms to assign values to used vehicles. There is currently no such product or service available in the market, that utilises block-chain as the basis to run and store the valuation data, based on proprietary algorithms. In our model users will provide various data points about the vehicle such as its age, make, mileage, model, major repairs it has undertaken, physical damage and past insurance claims.

These data points are then processed through our pricing algorithm, based on which we will arrive at the valuation for the user's unique vehicle.

In addition to this, The Auto Block will provide users with inputs on where to get the best price. Each geographical location, be it city or country, is subject to its own market dynamics within the valuation space. Using the data run on the proprietary algorithm, The Auto Block provides the best places (geographically) to sell the vehicle, in order to gain the highest valuation.

We will launch this model in developing countries like India, as well as the UK, where the used car market is huge and there is great scope to monetise the data, and then expand to other developing countries.

What makes this model unique is that the valuation is independent, unbiased and based on the country's or locality's specific valuation parameters. Moreover, all the data regarding the history of the vehicle such as ownership, maintenance, fuel economy, mileage, etc. are stored on the blockchain.

Auto Block will build a global digital repository of vehicle data including a wide range of usage statistics which will define the true value of the vehicle.

### **There are several use cases for The Auto Block:** **Independent Valuations**

1. By Reg/by Vin along with mileage
2. By choosing the make, model, along with mileage
3. The report generated by the platform will contain historical data along with price guides (i.e. CO2 emissions, fuel cost, accident history, damages etc)
4. Expected lifetime of the vehicles
5. Spec comparisons across a maximum of five countries in a single report.

In the UK alone, 8.1 million used cars were sold during 2017; an increase of 15% since 2014. With an increasing number of cars being sold year on year, a sizeable amount of data is being generated in the process. Unfortunately, leveraging data-based insights for valuations is still in its nascent stage.

The monetisation of this used car data requires a set of enablers across two broad categories: the transaction itself, and the valuation of the transaction.

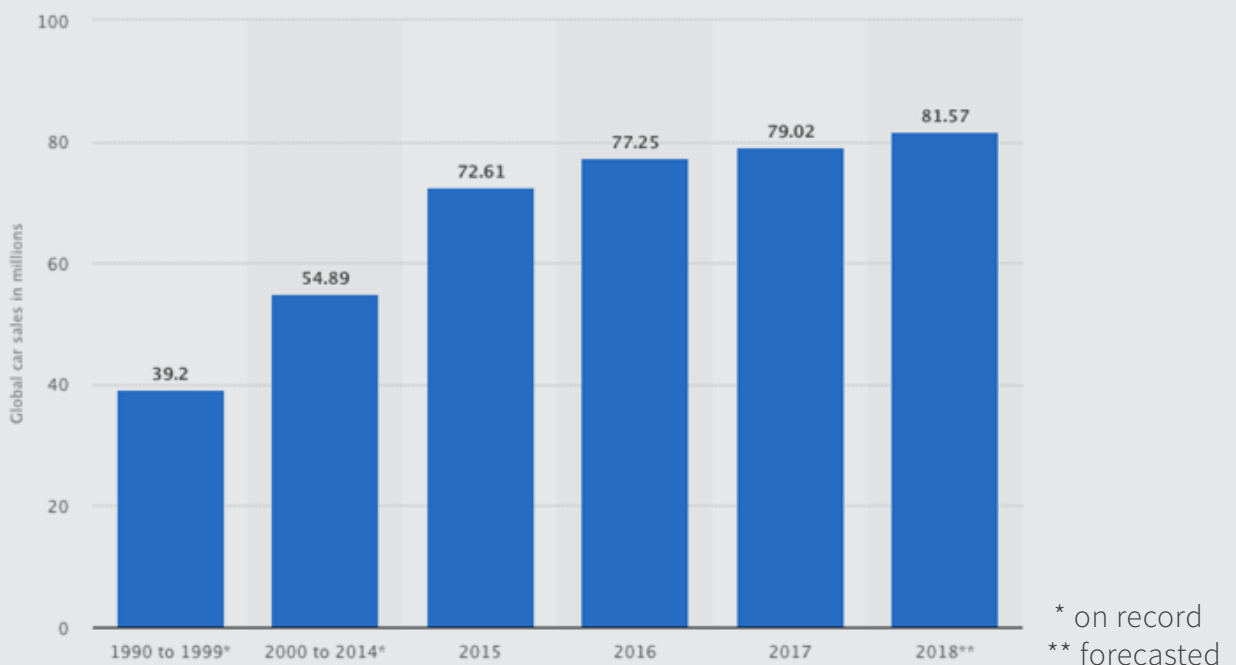
The integration of blockchain to store this data relating to valuation leads to a distributed register to store static records and dynamic transaction data, without a governing central authority. Using a consensus-based mechanism will certify the validity of these transactions.

## SUPPORTING DOCUMENTATION

### MARKET SATURATION & POLLUTION

While the sales of used cars have increased significantly over the last few years and global automobile sales in general are at an all time high, the growth of the industry has started to slow. There is a clear need for a revolution – one that addresses the sector’s major issues.

Number of cars sold worldwide from 1990 to 2018 (in million units)



Africa has the largest percentage of imported used cars worldwide, and is seen by many within the industry as the graveyard where older cars go to 'die'.

Due to many countries relying on foreign aid and having failing economies, the majority have an unregulated used car market. Most of these used cars are imported from 'Developed' countries, even though they know that most of these cars are no longer safe for the environment due to their high emissions.

Only Egypt, South Africa, Sudan & Morocco impose a total ban on used vehicle imports. While a further 40 countries have either no regulation or very lax regulation on importing used cars over 10 years old. [4]

It would seem that short term financial gain is higher on the agenda than safeguarding the environment for future generations.

Autocoin has a new approach to solving the global problem of the lack of a unified database. Using a private blockchain technology and AI, we are designing a platform which will store each new vehicle's history, by gathering a wide range of readily available data from the moment the car has gone into production, to its full specifications and any service history, thus providing a clear picture of the vehicle's true value. The data will be compiled from manufacturer's new vehicle data, DVLA (UK), CDL/CAP/Experian (historic data) and motor associations. The users of our database will have unrestricted access to the information including both the buyer's price and the business price.

The data on specifications can be accessed at the click of a button for new vehicles. The usage of data can also vary depending on the market requirements.

The reason for using a private blockchain is immediately down to being a Green and Eco Friendly company. Mining and Proof of Work are proving to be too costly, both in terms of finance and energy consumption which is only adding to the strain we put on our natural resources.

## **REPAIRING A BROKEN TOKEN MARKET**

Autocoin aims to solve the existing problems of the token market using a subscription model. This means that the users will have to subscribe to this service in order to run the valuation algorithm.

Users who already have Autocoins can run a limited number of free valuations. They can

also use their Autocoins to buy the premium subscription package that can be used for multiple vehicles and queries.

Moreover, all transactions on the platform will use Autocoin, meaning the token is used by default. As the volume of transactions increases, so does the usage of Autocoin. While other projects are using the ICO platform as a way to get rich quick scheme with tokens which have no use, the team at Autocoin are creating a platform that will truly revolutionise the Automotive industry with an actual use of Autocoin within our ecosystem.

## USE CASES

### **Example:**

For Instance, a customer who is looking to buy a car, but has no idea about the real value of the car, merely relying on the information offered by seller and hearsay.

Auto Block enables the buyer to access the information efficiently and cost effectively to get the car's history and true value.

For commercial enterprises, market guide price and retail guide price will be available, making it straightforward to establish sellers margin.

### **Spec comparison.**

Buying a car from abroad due to having better specs and making sure that the car meets the different standards of the country it is being shipped to.

### **Payment System Use Case**

Car dealers accepting AutoCoin will receive a bonus payment of coins from Auto Block.

Profits from TAB will buy back these tokens from the exchange, and thus help raise the price of Autocoin.

Both buyers and sellers will have the option of holding their Autocoin for the dividend share payout or instantly exchanging Autocoin for its fiat value.

POS showroom systems will allow card swipe payments in car dealerships



# ADDITIONAL OPPORTUNITIES

## OPPORTUNITIES FOR LEASING COMPANIES

Vehicle leasing companies that have been approached by crypto users generally accept the admin fee only and request fiat payment for the duration of the lease, usually by bank direct debit. There exists an opportunity for leasing companies to accept The Auto Coin as a payment option. Current barriers to acceptance focus around fluctuating currency values. This can easily be remedied by the immediate conversion of ATC payments to fiat. This is an education issue not technology.

## OPPORTUNITIES FOR INSURANCE COMPANIES

According to a recent survey by McKinsey & Company, about 5- 10% of global insurance claims are fraudulent. This is even more prevalent in the non-health sector, where spending exceeds \$40 billion every year. Insurance companies spend more than 40% of their costs on appeals and claims management. By having a decentralised data repository, insurance companies will be able to access data that will help them significantly reduce their costs.

## OPPORTUNITIES FOR DEALERS

Dealers can use Auto Coin to reduce fraudulent transactions. Globally, credit card fraud and identity fraud account for more than 70% of all fraud.

A secure payment method will reduce risks for operators. Moreover, the unified data repository will give dealers access to crucial and insightful information.

## OPPORTUNITIES FOR GOVERNMENTAL AGENCIES

This data on cars would go a long way for governmental agencies, which would be able to better monitor, maintain, and track vehicles history. This could be used for various purposes including vehicle recall cases, car registries, policing and other law enforcement purposes.

**TECHNOLOGY**

# PROBLEM STATEMENT

1. Biased & Inaccurate Data
2. Verification & Validation.
3. Limited access to data platforms.
4. Standardized way of storing and publishing the data for Automobiles.
5. Proper Evaluation System

Our solutions can only now be brought about due to the advancements within Blockchain technologies.(See below)

## 1- STORING THE ASSETS

For each new vehicle on the system, an Asset will be provided. Each Asset consists of all the relevant data associated with each vehicle. To begin with, all this data will be gathered from the Manufacturers and Government agencies and then stored on the Hyperledger Blockchain.

Based on the data stored within each Asset (which cannot be modified due to the nature of the Blockchain), our Evaluation System will assess the data and calculate a true and unbiased valuation of each vehicle. The Valuation will be completed by our specialist algorithm, which is off chain. This is to avoid any potential competitors copying one of our MVPs.

Users will search for vehicles on the Autocars platform based on various parameters that will be integral in deciding the true value of each vehicle. These parameters include:

1. Make of the Car
2. Model of the Car
3. Mileage
4. Number of Previous Owners
5. Safety Features
6. Number of Repairs
7. Number of Insurance claims

**2-** In the current centralized market places for vehicles, there is no way to be certain if the details of a vehicle are accurate and the seller is being honest, this is especially true when dealing with second hand vehicles. When a vehicle is added to the Auto Block platform, it either has an existing Asset and each prospective buyer will be able to verify that the vehicle's data is true, or a new Asset will be created for that vehicle , ensuring all data and details are an honest reflection of its history & condition.

**3-** Limited access to data platform

## AUTOCOIN

Autocoin is open source blockchain, which have AUTOCOIN as cryptocurrency. Autocoin uses leased Proof-of-Stake consensus. The platform have fixed supply of 400 millions auto-coin.

Users/Organizations can also create their own token on the platform.

### FEATURES OF AUTOCOIN

1. Proof-of-Stake based consensus
2. Total supply of Autocoin is 400 millions
3. New token can be issued on the Autocoin blockchain

### PROOF OF STAKE

Autocoin uses a Proof-of-Stake algorithm in which the Autocoin that user owns (or that have been leased to you) reflect user's mining power. The more a user will own, the higher are user's chances of processing the next block and receiving the transaction fees as a reward. Essentially it's a form of interest on user's balance.

### MINING

You don't need any fancy hardware — just a simple hosted server and at least 1,000 Auto-coin. You can also run a public mining pool and have users lease their funds to you, thereby increasing your profits and sharing them with the community.

### TRANSACTION FEE

The minimum fee for the transfer of funds is 0.001 Autocoin. (Again, this is configurable).

## **SMART CONTRACTS**

All 'Assets' will be stored on the Hyper Ledger fabric and Autocoin will be running on Ethereum. We will be using smart contracts to communicate between both blockchain.

# **THE AUTOBLOCK**

## **(ASSET MANAGEMENT AND EVALUATION)**

We are using Hyperledger Fabric for asset management in The Auto Block . The Hyperledger Fabric will be used to define Cars as asset and the metadata in the blockchain. It provides the facility of immutability and will hence avoid any data tampering and build trust on the platform.

**Some benefits of Hyperledger fabric are:**

## **DISTRIBUTED LEDGER**

Hyperledger Fabric is a platform for distributed ledger solutions, underpinned by a modular architecture delivering high degrees of confidentiality, resiliency, flexibility and scalability.

## **RICH QUERIES OVER AN IMMUTABLE DISTRIBUTED LEDGER**

The ledger is the sequenced recording of state transitions for the blockchain. Each transaction results in a set of asset key-value pairs that are committed to the ledger. The immutable source of truth for v1.0 is appended into the file system of the peer, which also has LevelDB embedded.

## **PERFORMANCE, SCALABILITY, AND LEVELS OF TRUST**

Hyperledger Fabric is built on a modular architecture that separates transaction processing into three phases: distributed logic processing and agreement ("chaincode"), transaction ordering, and transaction validation and commitment. This separation confers several advantages: Fewer levels of trust and verification are required across node types, and network scalability and performance are optimized.

## **NATIVE SUPPORT OF MULTIASSETS**

With no native currency on Hyperledger Fabric, any asset, token or currency can be issued.

## MODEL OF HYPERLEDGE

### ASSETS

Asset definitions enable the exchange of almost anything with monetary value over the network, from whole foods to antique cars to currency futures.

### CHAINCODE

Chaincode execution is partitioned from transaction ordering, limiting the required levels of trust and verification across node types, and optimizing network scalability and performance.

### LEDGER FEATURES

The immutable, shared ledger encodes the entire transaction history for each channel, and includes SQL-like query capability for efficient auditing and dispute resolution.

### PRIVACY THROUGH CHANNELS

Channels enable multi-lateral transactions with the high degrees of privacy and confidentiality required by competing businesses and regulated industries that exchange assets on a common network.

### SECURITY & MEMBERSHIP SERVICES

Permissioned membership provides a trusted blockchain network, where participants know that all transactions can be detected and traced by authorized regulators and auditors.

### CONSENSUS

A unique approach to consensus enables the flexibility and scalability needed for the enterprise.

## ADVANTAGES OF HYPERLEDGER

The Hyperledger Fabric architecture delivers the following advantages:

### CHAINCODE TRUST FLEXIBILITY.

The architecture separates trust assumptions for chaincodes (blockchain applications) from trust assumptions for ordering. In other words, the ordering service may be provided by one set of nodes (orderers) and tolerate some of them to fail or misbehave, and the endorsers may be different for each chaincode.

## CONFIDENTIALITY

The architecture facilitates deployment of chaincodes that have confidentiality requirements with respect to the content and state updates of its transactions.

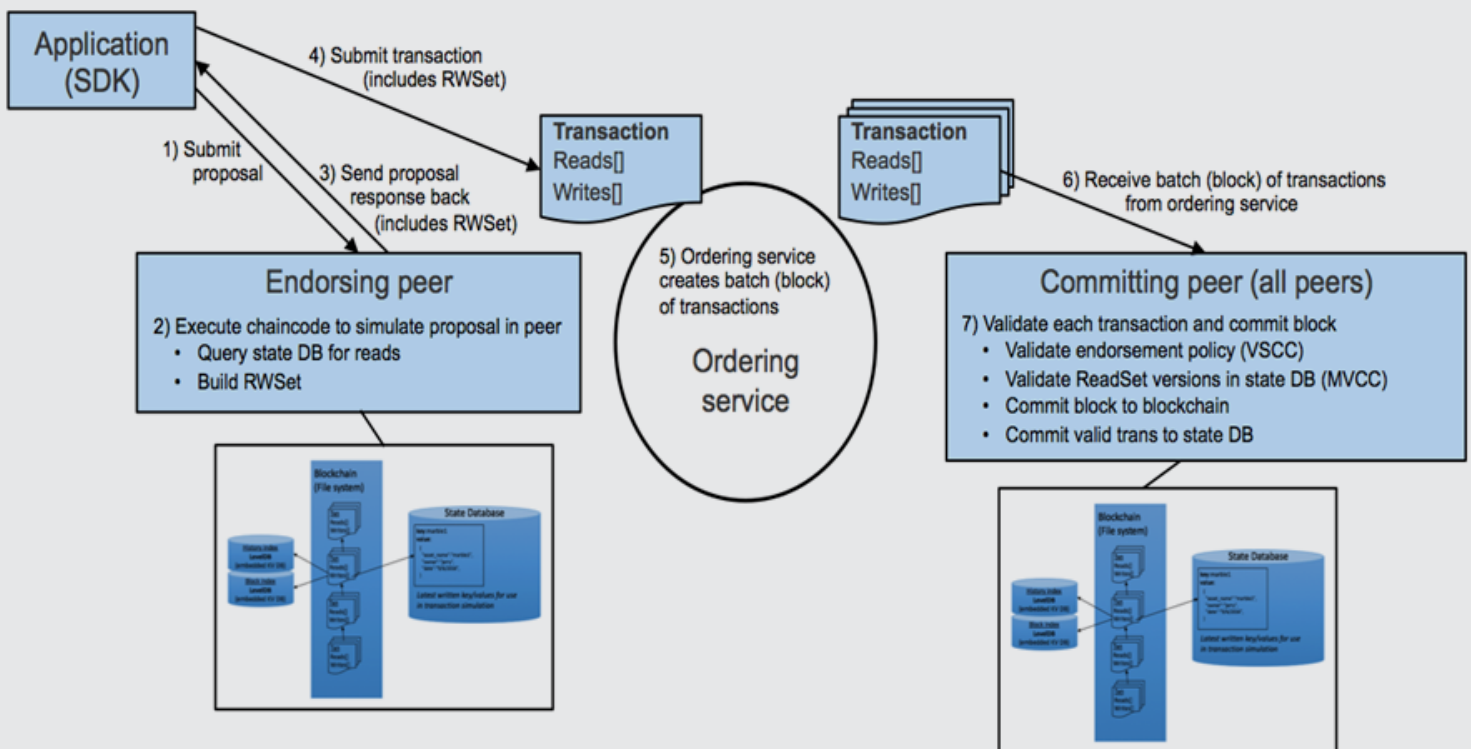
## CONSENSUS MODULARITY

The architecture is modular and allows pluggable consensus (i.e., ordering service) implementations.

## ELEMENTS OF THE ARCHITECTURE RELEVANT TO HYPERLEDGER FABRIC V1

1. System architecture
2. Basic workflow of transaction endorsement
3. Endorsement policies

## IMAGE SHOWING THE VARIOUS COMPONENTS (SOURCE: HYPERLEDGER OFFICIAL DOCUMENTATION)



# TOKEN ECONOMICS



Autocoin will be a securities token.

Security tokens are tokens which the owner holds for certain period of time. These holders will qualify for company dividends and voting rights. The calculation of the share would be based on a very simple mathematical formula: 2 tokens are equal to 1 share.

## **ENDOWMENT FUNDS**

We plan to establish an endowment fund worth at least \$8 million. This will be used to provide equity to the business and merchants, especially POS points and instant exchange between fiat and Autocoin.

An aim of the token economy is for cryptocurrency to be fully adopted into the mainstream by making it an important part of automobile industry transactions.

Using Ethereum as the base technology, we are working to bring this token to market and make it the dominant cryptocurrency in the automobile industry.

ERC-20 standards ensure that interactions, exchanges, smart contracts and wallet storage are seamless, secure, swift and straightforward across all token platforms.

ERC-20 is the current gold standard of blockchain technology used by Fortune 500 companies. It is used for more than half of all cryptocurrency transactions conducted across the network.

In mid-May of 2017, the development team started to work on the core structure definition and to lay down a plan for the development. Our development team has laid out the blockchain structure, which we started developing in October of 2017.

So far we have completed the alpha version of the solution, which will soon be available for customers to run demo reports.

The tokenization will result in security tokens being issued, which means that the investors will be able to participate in the profits of the company.

All ERC-20 Autocoins will be swapped for Autocoins on our native blockchain once it is live. The ratio will be 1:1.

## TOKEN SALE DETAILS

There will be a total of 400 Million Autocoins, of which 220 Million (55%) will be available at all stages of the token sale.

1 Autocoin = \$0.25

Private sale: Insert dates

Pre-ICO: Insert dates

Crowdsale: Insert dates

Soft Cap: 5,000 Eth

Hard Cap: 40,000 Eth

Round%	Type	ETH	Discount	Auto Coin Price	No. of Auto Coin ('000s)
1	Private Sale	4,500	50%	0.1250	24,750
2	Pre-ICO	14,250	30%	0.1750	78,375
3	ICO				
1		4,250	20%	0.2000	23,375
2		4,250	15%	0.2125	23,375
3		4,250	10%	0.2250	23,375
4		4,250	5%	0.2375	23,375
5		4,250	0%	0.2500	23,375
	<b>Total</b>	<b>40,000</b>			<b>220,000</b>

## ALLOCATION OF FUNDS

Trade Connect: 11%

R&D: 23%

Operations: 10%

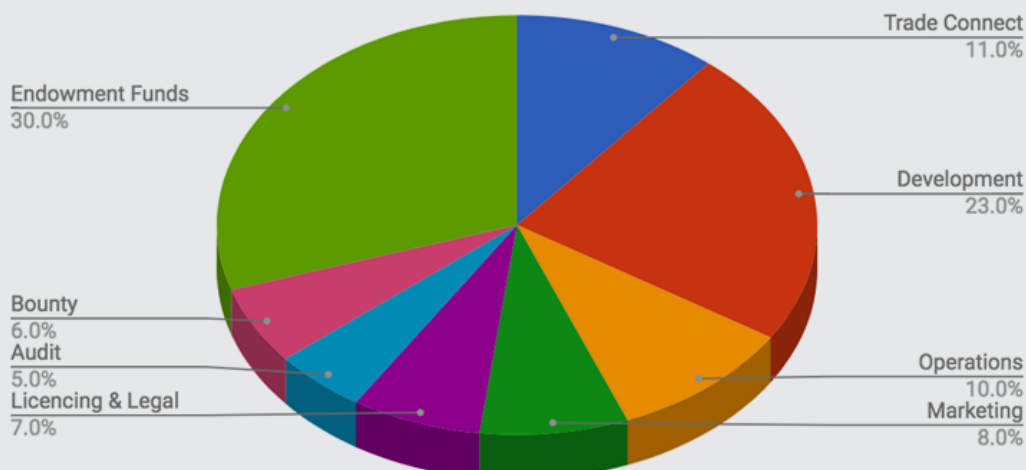
Marketing: 8%

Licensing & Legal: 7%

Audit: 5%

Endowment Fund: 30%

Bounty: 6%



## ALLOCATION OF TOKENS

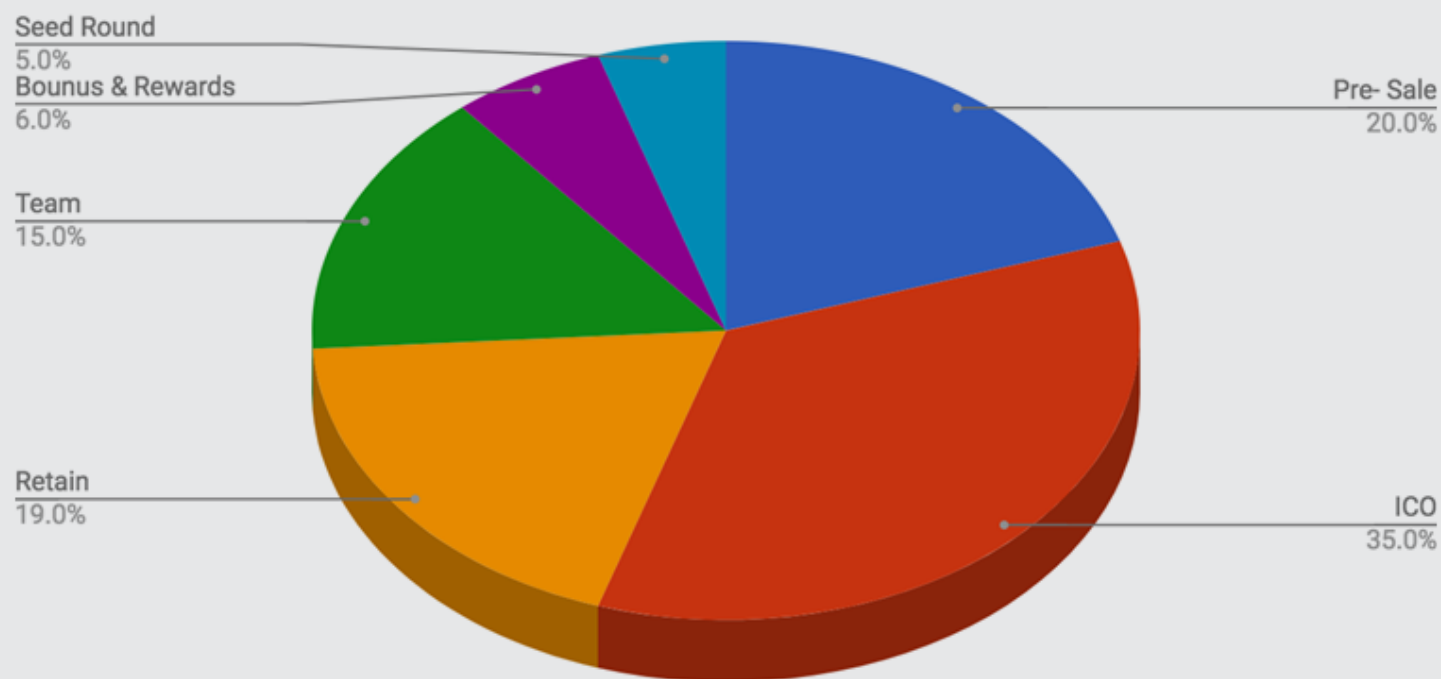
Pre Sale & ICO: 55%

Team: 15%

Retain: 19%

Bonus & Rewards: 6%

Seed Round : 5%



# **ROUTE TO MARKET**

A structured and consistent marketing approach will be adopted to target car dealers towards accepting ATC.

**This will include:**

Press and PR - announcing new car dealers adoption of ATC

Google Adwords - Targeting 'cryptocurrency car dealerships', 'car dealers that accept crypto / bitcoin / ATC'

Social Media

Direct e-mail marketing to car dealers.

**KEY MESSAGES**

**Q. Why should a car dealer accept ATC?**

A.The top 10% of wealth across the World embrace crypto. Why ignore this growing demographic?

**Q. Why should car dealers advertise cars on autocoincars.com?**

A.Free exposure to a new and growing market. Early adopters will have minimal competition for their stock and stand a higher chance of achieving sales.

**Q. What are the set-up and ongoing costs of accepting ATC?**

A.There are no initial set up costs and no ongoing charges.

**Q. What does it cost to advertise cars on autocoincars.com?**

A.Early adopters will be able to list unlimited stock free of any charges.

Just as early adopters of the internet reaped early rewards, car dealers embracing crypto have a huge opportunity to leapfrog competitors.

# ROAD MAP

2017

- Planning on Development
- Team finalising for the development

Q2

- Regional Office Set up
- Data gathering of over 30+ million

Q4

Q1

- Idea for Auto Block is born
- Proof of concept
- First investment received

Q3

- Development Started
- Initial private Investment Round
- White paper started



# 2018

- Pre-ICO
- Seed Round Funding
- e-Wallet

Q2

Q1

- Alpha version of platform released
- API services Development started

- ICO
- Exchange Listing
- Mobile App
- Services would be live for Members (Beta Version)
- Web platform for dealerships stock

- Geographical expansion
- Payment system Launch Alpha version
- Valuation Services to Indian Market and in South Africa

Q4

Q3

# 2019

- Dealerships on boarding
- Green car project
- Continue Development in all directions

Q2

Q1

- Allocation of shares
- Fiat currency conversion
- Live services with Commercial Clients (Alpha Version )

## REVENUES

### Revenue opportunities exist from the following sources:

Immediate transaction percentage revenue from ATC - high transactional values [AMEX Model]

Data and valuation subscription services from professional organisations [CAP Valuations and Data model]

Autocoincars.com advertising revenue from stock listings and advertising [Autotrader model] Autotrader turnover 2016, £281m, profit £169.6m

Partner exchange desk commissions

## SUMMARY

An immediate revenue generating model from the launch of ATC that develops further revenue streams from valuations and data subscriptions.

Answering many questions relating to data and valuations, making these available in the public domain and supplying the most current and accurate valuations, the potential to become the defacto supplier initially in developing markets.

Advertising revenue potential from autocoincars.com once critical mass of stock and usage achieved.

TAB and TAC present a highly scalable opportunity for a dedicated automotive cryprocurrency and data services that has an immediate market requirement

