



BitCab is 'Uber 2.0 for the age of blockchain, with stronger network effects and loyalty enabled by a superior platform ecosystem, gamification and tokenized technological model

Ridesharing has changed the world, but its business model is broken

PROBLEM

Ridesharing industry loses ~\$8-10B a year - due to race-to-the-bottom price competition created by lack of loyalty (classic "competition is for losers" scenario described by Peter Thiel)

Can Uber ever make money?

FINANCIAL TIMES

Uber's road to profitability lengthens at losses hit \$1.5bn

The Telegraph

Uber lost \$2.8 billion in 2016. Will it ever become profitable?

Vox



Why Uber Is Losing Money Faster Than Any Tech Company Ever

GIZMODO

Uber Confirms Horrendous Loss In 2016

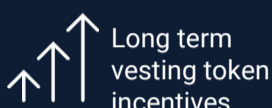
Seeking Alpha α

Existing ridesharing apps such as Uber, Lyft, Didi Chuxing, Grab etc. have done a great job priming the market by conditioning both drivers and riders to use ridesharing apps, but have failed to inspire loyalty to any particular app (drivers often drive for multiple apps simultaneously and riders do not hesitate to switch for a lower price)



SOLUTION

Changing the basis of competition in ridesharing from price to differentiation by creating strong driver and rider loyalty and stickiness through a combination of:



Long term vesting token incentives



Social incentives



Gamified experience

BitCab will offer long term vesting tokenized rewards (Loyalty Tokens, or LT) to incentivize target behaviors on the platform (e.g., driver/rider required to conduct a minimum number of rides per month to retain their non-vested LT)

BitCab is not a corporation, it is a decentralized network of users playing various roles in BitCab ecosystem. Users inviting new riders, drivers and other participants to the community will be rewarded with generated tokens for all useful activities of the users they referred, FOREVER. This creates a two-way social incentive for users to continue using BitCab to create value for their friends rather than a faceless corporate, and for Champions to motivate their referrals to keep contributing BitCab ecosystem.

BitCab gamifies driver and passenger experience with blockchain allowing to embed real, predictable monetary rewards into the gamified UI.

The convergence of these three factors has the potential to usher in a new era of mobility moving away from rigid platforms controlled by faceless corporates who change the rules at will to a decentralized ecosystem owned by its users and secured by immutable, trustless blockchain.



What makes CAB and LT tokens valuable?

- 1 BitCab economics is built around CAB token. All transactions on BitCab blockchain will ultimately be settled in CAB (although for fast adoption Riders and Drivers will be able to choose to pay and be paid in fiat currencies on the front end - but with transactions still settled in CAB at market rates on the back end). This will create real demand for CAB token tied to volume of transactions in the ecosystem. Essentially, all CAB tokens, existing and future, are hence by definition backed by the present value of all future transactions (mostly car rides) on BitCab ecosystem.
- 2 Like any other currency, CAB can be used to buy and sell goods and services even beyond the BitCab ecosystem. In case of BitCab success, there will be good reasons for wider application of CAB, such as millions (and billions) of users of the currency and it being backed by real value of mobility services it can be redeemed for unlike vast majority of both crypto and fiat currencies.
- 3 The present value of all future mobility services on BitCab ecosystem therefore represents not the ceiling, but the floor for the value of CAB. There is unlimited upside in CAB being adopted for wider uses - similarly to BTC, LTC, ETH and USD.

Team | Key People

Our international team brings a wealth of experience in ridesharing, tech startups, blockchain, software engineering, venture capital, finance and general business - from Uber, McKinsey, Booking.com, Yandex, Avito and multiple other fast growth tech startups, financial institutions and consulting firms.



Arkadiy Vershebenyuk
Arkadiy led launch of Uber in Ukraine as Country General Manager and brings 17+ years of business experience in high tech startups, technology, consumer products, private equity and consulting



Vasyl Lenko
Brings 10+ years of full stack software engineering and system architecture experience (including as CTO at IRAEngine, a blockchain fintech startup, and software engineering in financial services industry)



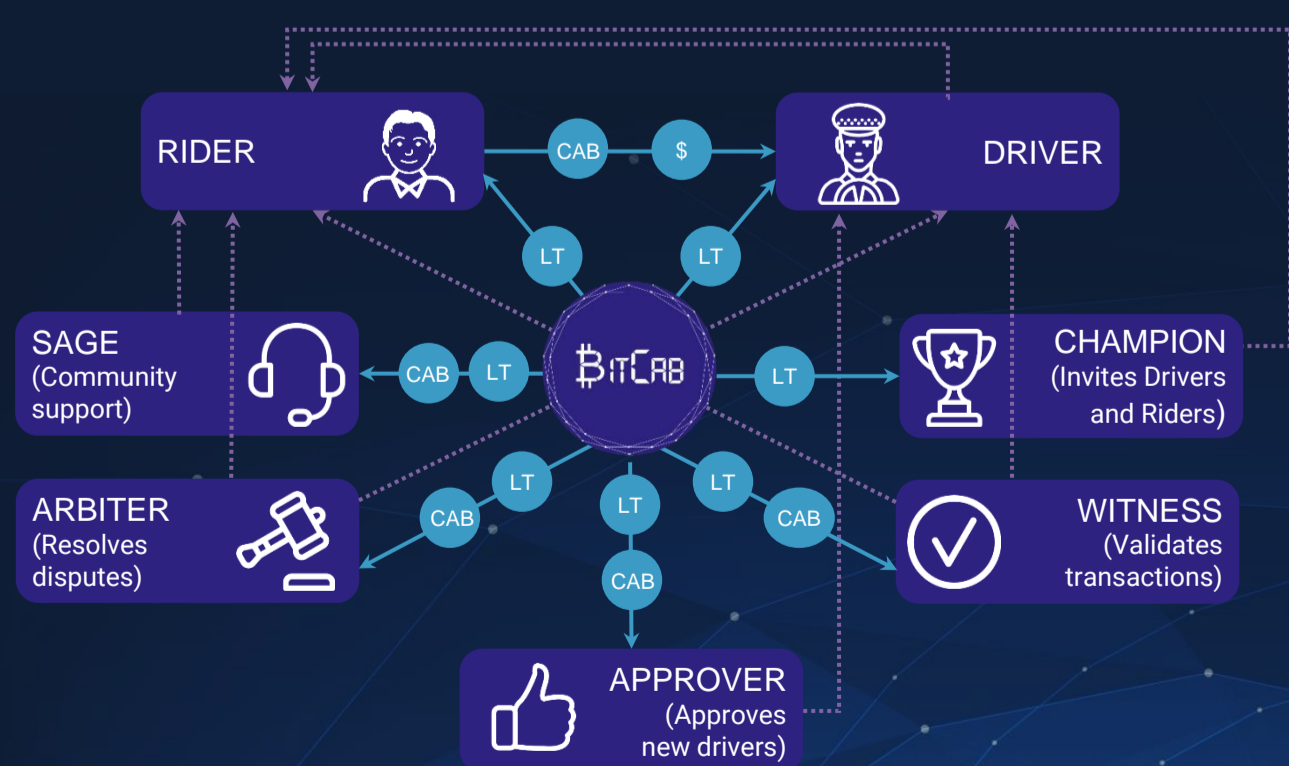
Andrey Teryoshin
Brings 15+ years of business experience, including at fast growth tech startups (Avito), management consulting (McKinsey), technology consulting, finance (deputy head of strategy at a leading retail bank)



Ashish Porecha
Brings 11+ years both entrepreneurial and management experience in tech including product management, marketing, iOS development, social media, technology consulting and technology regulation

Please refer to the white paper or BitCab.io for full team list

HOW THE ECOSYSTEM WILL WORK



ICO DETAILS

800 million CAB tokens will be issued prior to platform launch.

- In the pre-ICO 50 million tokens will be offered at a 50% discounted price of \$0.01 per token
- In the ICO 500 million tokens will be offered at the price of \$0.02 per token

The remaining 250 million tokens (out of 800 million total initial supply) will be distributed in the following way:

- 71.5 million tokens (8.9% of total amount) will be distributed among team members. Team members will not sell any CAB tokens for 12 months after the ICO

- 20.5 million tokens (2.6% of total amount) will be distributed among advisors. Advisors will not sell any CAB tokens for 3 months after the ICO
- 48 million tokens (6% of total amount) will be reserved for airdrop activities
- 10 million tokens (2% of public sale amount) will be reserved for BitCab Bounty Program
- 100 million tokens will be retained by BitCab Foundation for market making, development funding and operations funding purposes