

# BIKEDEED



BLOCKCHAIN PROTECTED.

# BLOCKCHAIN REVOLUTION?

Getting the average person to see beyond the hype of tokens, Blockchain and ICOs is a difficult task. People need to be exposed to **real-world applications** that are based on concepts they already understand before they will be open to the ideas that make Decentralization so **exciting and revolutionary**. That was the primary motivation for creating BikeDeed.

The huge market of bicycle ownership represents a unique opportunity to bring a significant portion of the world's population into the Blockchain ecosystem, leading to further monetization opportunities.

# THE PROBLEM

There is currently no Universal, Trusted, Borderless, Decentralized repository for the registration, transfer and tracking of bicycles.

“So, why should I care?”

# THE NUMBERS

- **Two Billion** 2,000,000,000

Number of bicycles in use around the world.

- **One Hundred Million** 100,000,000

The number of new bicycles manufactured, shipped and sold worldwide each year.

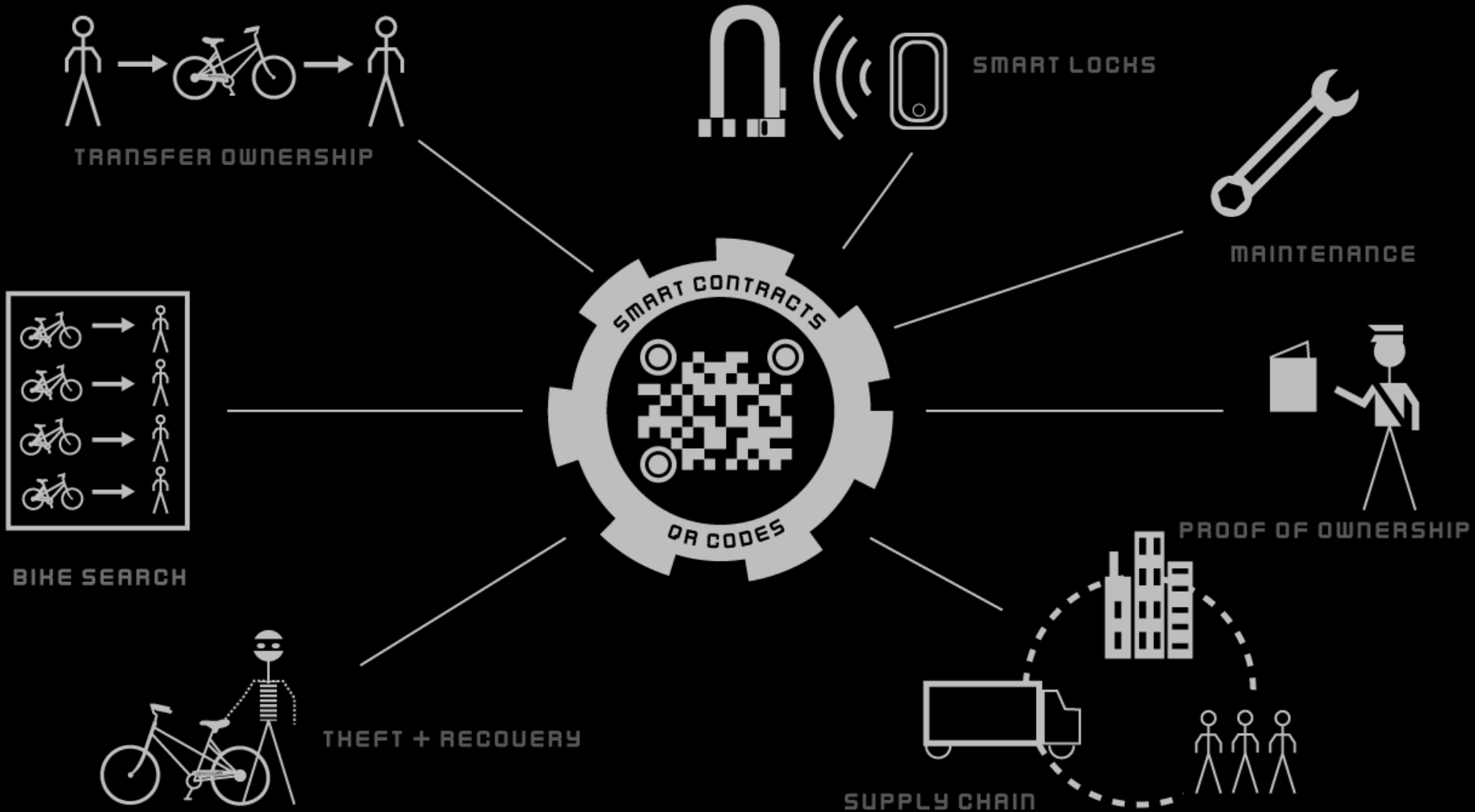
- **One and a Half Million** 1,500,000

Number of bicycles stolen each year in the U.S.

- **Less than One Hundred** 100 <

The number of bicycles currently registered on the Blockchain.

# ENTER BIKEDEED



# HOW IT WORKS

A Universal, Trusted, Borderless, Decentralized, repository for the registration, transfer and tracking of bicycles.

Each bicycle is labeled with a QR code and registered on the Blockchain before it leaves the factory. When the bicycle is shipped to the wholesaler, the BikeDeed dApp is used to transfer ownership of the the ERC 721 deed to the wholesaler's wallet. The same process occurs when the bike is shipped to the Local Bike Shop for retail sale. When the bike is finally sold to an individual - or between individuals – ownership of the bicycle's deed is transferred from one individual's wallet to another. At every stage of the bicycle's voyage, the QR code on the bicycle is used to record the time and location of each supply-chain transaction making it a public record on the Blockchain. Every time maintenance is performed on the bike, the QR code and BikeDeed dApp is used to record the time, location, cost and description of the work. That information remains a public record on the Blockchain. This rich Blockchain history deters theft and facilitates recovery – especially in the case of international trafficking.

# REVENUE STREAMS

- **Big Data** Value Added Reseller.  
Unique niche in the value chain for maximum sales opportunities.
- **Referral Partnerships** Renter's and Home Owner's Insurance.  
Up to 20 – 30% profit from premium of cross-sales.
- **Sales Channels** Bicycle Product Sales.  
Projected to be 62 Billion Dollar Industry by 2024.

# THE COMPETITION

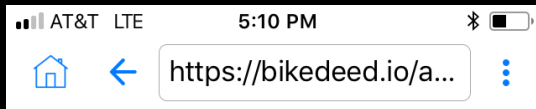
- [Bike Guard](#)
- [National Bike Registry](#)
- [Bike Registry \(Global\)](#)

These competitors have a narrow and altruistic goal: to prevent theft and facilitate recovery of stolen. While BikeDeed sees itself competing with them for users, we ultimately see ourselves partnering with or even joining these organizations. BikeDeed sees theft and recovery as only one piece of a much larger ecosystem.

Who else do we see ourselves partnering with? Manufacturers, Shipping Companies, Local Bike Shops, Law Enforcement Organizations, Insurance Companies, Athletic Organizations and Bicycle Cooperatives, in addition to Developers who wish to extend the BikeDeed ecosystem into new directions.



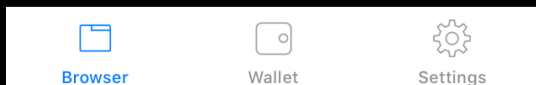
# FEATURE RECAP



LIST BIKES    ADD A BIKE



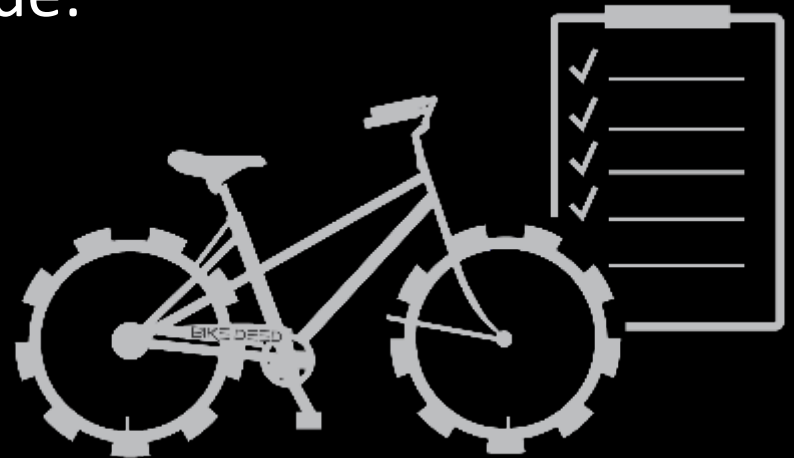
- Transfer of Ownership.
- Maintenance Tracking.
- Proof of Ownership.
- Supply Chain Tracking.
- Theft and Recovery.
- Search Bikes and Owners.
- Data Discovery.
- Smart Locks.



# THE GEEK STUFF

BikeDeed is a Decentralized Registration and Tracking Application running as a Smart Contract on the Ethereum Blockchain. Technologies include:

- Inter-Planetary File System
- ERC721 non-fungible tokens
- Web3



The Minimum Viable Product is up and running on the Ethereum Mainnet now. Go to <https://bikedeed.io/app>