



# Whitepaper

Version: October 19<sup>th</sup>, 2017



# TABLE OF CONTENTS

<b>IMPORTANT NOTICES AND LEGAL DISCLAIMER</b>	<b>3</b>
<b>Introduction</b>	<b>10</b>
What is Fair Trade Cab	10
Company Background	12
FTC Team & Advisors	13
Market Size and Projections	16
<b>The FTC Sustainable Ecosystem</b>	<b>18</b>
Why a Distributed Model for FTC	19
<b>The FTC Revenue Model</b>	<b>20</b>
FTC Benefits from Dual Market Caps	21
Benefits for Token Holders	22
FTC App is for Everyone	23
FTC Coin	27
FTCC Wallet	28
FTC Exchange	30
<b>The FTC Flow – Sustainable Reality</b>	<b>32</b>
<b>Competitive Analysis</b>	<b>35</b>
<b>FTC is the Future - Roadmap</b>	<b>36</b>
FTC Strategic Pipeline	38
<b>FTC Token Issuance</b>	<b>39</b>
FTC Token Issuance-Purpose	39
FTC Token Issuance-Sale	41
<b>Risk Analysis - SWOT</b>	<b>42</b>
<b>Conclusion</b>	<b>44</b>

## **IMPORTANT NOTICES AND LEGAL DISCLAIMER**

**PLEASE READ THIS SECTION AND THE FOLLOWING SECTIONS ENTITLED GENERAL DISCLAIMER AND NO OFFER NOR SOLICITATION MADE, RESTRICTIONS ON DISTRIBUTION AND DISSEMINATION, FORWARD LOOKING STATEMENTS, RISKS AND UNCERTAINTIES, LIMITATION OF LIABILITY, NO REPRESENTATIONS AND WARRANTIES, REPRESENTATIONS AND WARRANTIES BY YOU, MARKET AND INDUSTRY INFORMATION AND NO CONSENT OF OTHER PERSONS, TERMS USED, NO ADVICE, NO FURTHER INFORMATION OR UPDATE, CAREFULLY.**

**IF YOU ARE IN ANY DOUBT AS TO THE ACTION YOU SHOULD TAKE, YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISOR(S).**

### **GENERAL DISCLAIMER AND NO OFFER NOR SOLICITATION MADE**

This Whitepaper and the information contained herein are provided solely for information purposes, and are not to be construed as a solicitation of an offer to buy or sell any securities or other financial instruments. No investment decision relating to securities or crypto currencies, FTC Coin, FTC Token or ICO, of or relating to Fair Trade Cab Ltd. (FTC) (the “**Company**”), should be made on the basis of this document. No representation or warranty is made or implied concerning, and the Company assumes no responsibility for, the accuracy, completeness, reliability or comparability of the information contained herein relating to third parties, which is based solely on publicly available information. The Company undertakes no obligation to update the information contained herein. This Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction. This Whitepaper does not constitute or form part of any opinion on any advice to sell, or any solicitation of any offer by the distributor/vendor of the FTC tokens (the “**Distributor**”) to purchase any FTC tokens nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision.

No person is bound to enter into any contract or binding legal commitment in relation to the sale and purchase of the FTC tokens and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper.

Any agreement as between the Distributor and you as a purchaser, and in relation to any sale and purchase, of FTC tokens (as referred to in this Whitepaper) is to be governed by only a separate document setting out the terms and conditions of such agreement and any offer for the sale or purchase of any FTC tokens or any securities of the Company will be made pursuant to a separate offering memorandum (the “**T&Cs**”). In the event of any inconsistencies between the T&Cs and this Whitepaper, the former shall prevail. You are not eligible and you are not to purchase any FTC tokens in the FTC Initial Coin Sale (as referred to in this Whitepaper) if you are a citizen, resident (tax or otherwise) of People’s Republic of China.

No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with.

There are risks and uncertainties associated with FTC and/or the Distributor and their respective businesses and operations, the FTC tokens, the FTC Initial Coin Sale, the FTC Exchange, the FTC coins and the FTCC wallet (each as referred to in this Whitepaper).

## **RESTRICTIONS ON DISTRIBUTION AND DISSEMINATION**

This Whitepaper, any part thereof and any copy thereof must not be taken or transmitted to any country where distribution or dissemination of this Whitepaper is prohibited or restricted.

No part of this Whitepaper is to be reproduced, distributed or disseminated without including this section and the following sections entitled: GENERAL DISCLAIMER AND NO OFFER NOR SOLICITATION MADE, RESTRICTIONS ON DISTRIBUTION AND DISSEMINATION, FORWARD LOOKING STATEMENTS, RISKS AND UNCERTAINTIES, LIMITATION OF LIABILITY, NO REPRESENTATIONS AND WARRANTIES, REPRESENTATIONS AND WARRANTIES BY YOU, MARKET AND INDUSTRY INFORMATION AND NO CONSENT OF OTHER PERSONS, TERMS USED, NO ADVICE, NO FURTHER INFORMATION OR UPDATE.

## **FORWARD LOOKING STATEMENTS**

Certain statements in this White Paper constitute “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. All statements that address expectations or projections about the future, including statements about product development, market position, expected expenditures and financial results, are forward-looking statements. Some of the forward-looking statements may be identified by words like “expects,” “anticipates,” “plans,” “intends,” “believes,” “projects,” “indicates,” and similar expressions. Any statements contained herein that are not statements of historical fact may be deemed to be forward-looking statements. These statements are not guarantees of future performance and involve a number of risks, uncertainties and assumptions. Accordingly, actual results or performance of the “Company” (as such term is defined below) may differ significantly, positively or negatively, from forward-looking statements made herein. Unanticipated events and circumstances are likely to occur. Factors that might cause such differences include, but are not limited to, those discussed under the heading “RISKS AND UNCERTAINTIES,” which recipients of this White Paper should carefully consider. These factors include, but are not limited to, risks that our products and services may not receive the level of market acceptance anticipated; anticipated funding may prove to be unavailable; intense competition in our market may result in lower than anticipated revenues or higher than anticipated costs, and general economic conditions, such as the rate of employment, inflation, interest rates and the condition of the capital markets may change in a way that is not favorable to us. This list of factors is not exclusive. We undertake no obligation to update any forward-looking statements.

## **RISKS AND UNCERTAINTIES**

Additionally, this Whitepaper contains statements that constitute “forward-looking statements”, including but not limited to the financial performance and statements relating to the anticipated financial performance of the entities that are or will be undertaking the business and financing strategies further described in this Whitepaper and/or any of such entities’ subsidiaries or affiliates (collectively, the “Company” or “Fair Trade Cab Ltd” or “FTC”) , which such business and financing strategies being generally described as: (i) a crypto currency, blockchain, and geo

location mobile technology enabled distributed and distributed cab finding, sourcing, and procurement solution (the “Transportation Business”); and (ii) the offering of certain crypto currencies in order to finance the foregoing Transportation Business and provide a dedicated crypto currency “token” dubbed “FTC Token” to facilitate consumer payment of the services offered by and through such Transportation Business (the “ICO”). While these forward-looking statements represent the Company’s judgments and expectations concerning the matters described, a number of risks, uncertainties and other important factors could cause actual developments and results to differ materially from the Company’s expectations. These factors include, but are not limited to: (i) the degree to which the Company is successful in executing its announced strategic plans, including the anticipated commercial exploitation of the Transportation Business across various channels, markets, demographics including but not limited to the US, European and Asian markets, among mobile phone uses, etc., as well as possible merchandising and tie-ins that may be detailed in this presentation (the “Channels”); (ii) developments in the regulatory landscape affecting the ICO financing and fundraising measures that the Company undertakes to finance the operation of the Transportation Business as well as the anticipated marketing and technology expenses entailed in commercially exploiting the Transportation Business, including exposure to violations of US and international tax, securities, contract, and finance laws, rules and regulations as they pertain to companies such as the Company; (iii) changes in the availability of blockchain technologies and geo location technologies to assure the Transportation Business is exploited by and through the Channels; (v) changes in the Transportation Business’s competitive position in the cab sourcing, and procurement and general consumer transportation marketplace, including whether competing transportation companies and players will adversely affect the Company’s ability to commercially exploit the Transportation Business; (vi) the liability to which the Company may be exposed to claims stemming from intellectual property violations and related issues regarding third party technologies that are incorporated into the Transportation Business, including but not limited to blockchain technologies and geo location technologies; (vii) the Company’s ability to retain and attract the personnel and employees necessary to design, implement, develop, and operate the Transportation Business and a revenues and to manage, support and operate the Transportation Business once commences commercial operations, which may be affected by competitive factors including differences in compensation practices; (viii) changes in finance, crypto currency regulation, securities, accounting or tax standards or policies, and determinations or interpretations affecting the recognition of gain or loss, the valuation of goodwill, the recognition of deferred tax assets and other matters; (ix) limitations on the effectiveness of the Company’s internal processes for risk management, risk control, measurement and modeling, and of models generally, especially as it pertains to blockchain/geo-location dependent and transportation focused companies generally; (x) whether the Company will be successful in keeping pace with competitors in exploiting and using blockchain/geo-location technologies; (xi) the occurrence of operational failures, such as systems failures; and (xii) the effect that these or other factors or unanticipated events may have on the Transportation Business’ success and the additional consequences that this may have on our business and performance. The sequence in which the factors above are presented is not indicative of their likelihood of occurrence or the potential magnitude of their consequences.

Prospective purchasers of FTC tokens (as referred to in this Whitepaper) should carefully consider and evaluate all risks and uncertainties associated with FTC, the Distributor and their respective businesses and operations, the FTC tokens, the ICO, the FTC coins, the FTC Exchange and the (each as referred to in the Whitepaper), all information set out in this Whitepaper and the T&Cs prior to any purchase of FTC tokens. If any of such risks and uncertainties develops into actual events, the business, financial condition, results of operations and prospects of FTC and/or the Distributor could be materially and adversely affected. In such cases, you may lose all or part of the value of the FTC tokens.

## **LIMITATION OF LIABILITY**

To the maximum extent permitted by the applicable laws, regulations and rules, FTC and/or the Distributor shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you.

## **NO REPRESENTATIONS AND WARRANTIES**

Company and/or the Distributor does not make or purport to make, and hereby disclaims, any representation, warranty or undertaking in any form whatsoever to any entity or person, including any representation, warranty or undertaking in relation to the truth, accuracy and completeness of any of the information set out in this Whitepaper.

## **REPRESENTATIONS AND WARRANTIES BY YOU**

By accessing and/or accepting possession of any information in this Whitepaper or such part thereof (as the case may be), you represent and warrant to FTC and/or the Distributor as follows:

- (a) you agree and acknowledge that this Whitepaper does not constitute a prospectus or offer document of any sort and you are not bound to enter into any contract or binding legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper;
- (b) you agree and acknowledge that no regulatory authority has examined or approved of the information set out in this Whitepaper, no action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction and the publication, distribution or dissemination of this Whitepaper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with;
- (c) you agree and acknowledge that this Whitepaper, the undertaking and/or the completion of the ICO, or future trading of the FTC tokens on any cryptocurrency exchange, shall not be construed, interpreted or deemed by you as an indication of the merits of the FTC and/or the Distributor, the FTC tokens, the ICO and
- (d) the FTCC wallet (each as referred to in this Whitepaper);
- (e) the FTC Coin (each as referred to in this Whitepaper);
- (f) the FTC Token (each as referred to in this Whitepaper);
- (g) the FTC App (each as referred to in this Whitepaper);
- (h) the FTC Exchange (each as referred to in this Whitepaper);



- (i) the distribution or dissemination of this Whitepaper, any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to possession are applicable, you have observed and complied with all such restrictions at your own expense and without liability to FTC and/or the Distributor;
- (j) you agree and acknowledge that in the case where you wish to purchase any FTC tokens, the FTC tokens are not to be construed, interpreted, classified or treated as:
  - (i) any kind of currency other than cryptocurrency;
  - (ii) debentures, stocks or shares issued by any person or entity (whether FTC and/or the Distributor)
  - (i) rights, options or derivatives in respect of such debentures, stocks or shares;
  - (ii) rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;
  - (iii) units in a collective investment scheme;
  - (iv) units in a business trust;
  - (v) derivatives of units in a business trust; or
  - (vi) any other security or class of securities.
- (k) you are fully aware of and understand that you are not eligible to purchase any FTC tokens if you are a citizen, resident (tax or otherwise) of People's Republic of China
- (l) you have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related coin storage mechanisms, blockchain technology and smart contract technology;
- (m) you are fully aware and understand that in the case where you wish to purchase any FTC tokens, there are risks associated with FTC and the Distributor and their respective business and operations, the FTC tokens, the FTC coins, the ICO, the FTC exchange, the FTC App and the FTCC wallet (each as referred to in the Whitepaper);
- (n) you agree and acknowledge that neither FTC nor the Distributor is liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you; and

- (o) all of the above representations and warranties are true, complete, accurate and non- misleading from the time of your access to and/or acceptance of possession this Whitepaper or such part thereof (as the case may be).

## **MARKET AND INDUSTRY INFORMATION AND NO CONSENT OF OTHER PERSONS**

This Whitepaper includes market and industry information and forecasts that have been obtained from internal surveys, reports and studies, where appropriate, as well as market research, publicly available information and industry publications. Such surveys, reports, studies, market research, publicly available information and publications generally state that the information that they contain has been obtained from sources believed to be reliable, but there can be no assurance as to the accuracy or completeness of such included information.

Save for FTC, the Distributor and their respective directors, executive officers and employees, no person has provided his or her consent to the inclusion of his or her name and/or other information attributed or perceived to be attributed to such person in connection therewith in this Whitepaper and no representation, warranty or undertaking is or purported to be provided as to the accuracy or completeness of such information by such person and such persons shall not be obliged to provide any updates on the same.

While FTC and/or the Distributor have taken reasonable actions to ensure that the information is extracted accurately and in its proper context, FTC and/or the Distributor have not conducted any independent review of the information extracted from third party sources, verified the accuracy or completeness of such information or ascertained the underlying economic assumptions relied upon therein. Consequently, neither FTC, the Distributor, nor their respective directors, executive officers and employees acting on their behalf makes any representation or warranty as to the accuracy or completeness of such information and shall not be obliged to provide any updates on the same.

## **TERMS USED**

To facilitate a better understanding of the FTC tokens being offered for purchase by the Distributor, and the businesses and operations of FTC and/or the Distributor, certain technical terms and abbreviations, as well as, in certain instances, their descriptions, have been used in this Whitepaper. These descriptions and assigned meanings should not be treated as being definitive of their meanings and may not correspond to standard industry meanings or usage.

Words importing the singular shall, where applicable, include the plural and *vice versa* and words importing the masculine gender shall, where applicable, include the feminine and neuter genders and *vice versa*. References to persons shall include corporations.



## **NO ADVICE**

No information in this Whitepaper should be considered to be business, legal, financial or tax advice regarding FTC, the FTC tokens, the Distributor, the FTC coins, the ICO, the FTC exchange and the FTCC wallet (each as referred to in the Whitepaper). You should consult your own legal, financial, tax or other professional adviser regarding FTC and/or the Distributor and their respective businesses and operations, the FTC tokens, the ICO, the FTC exchange, the FTC coins, the FTC App and the FTCC wallet (each as referred to in the Whitepaper). You should be aware that you may be required to bear the financial risk of any purchase of FTC tokens for an indefinite period of time.

FTC tokens are non-refundable. No promises of future performance or value are or will be made with respect to FTC, including no promise of inherent value, no promise of continuing payments, and no guarantee that FTC will hold any particular value. FTC tokens are not a participation in the Company and FTC tokens hold no rights in said company. FTC tokens are not equated with participating in vote. FTC token holders do not have equity, governance or any other rights in Fair Trade Cab Ltd. FTC tokens are sold as a functional good and all proceeds received by Company may be spent freely by Company absent any conditions. FTC tokens are sold as a digital asset, similar to downloadable software, digital music, and alike. We do not recommend purchasing FTC tokens unless you have prior experience with cryptographic coins and blockchain-based software.

## **NO FURTHER INFORMATION OR UPDATE**

No person has been or is authorized to give any information or representation not contained in this Whitepaper in connection with FTC and/or the Distributor and their respective businesses and operations, the FTC tokens, the ICO, the FTC coins, the FTC App, the FTC exchange and the FTCC wallet (each as referred to in the Whitepaper) and, if given, such information or representation must not be relied upon as having been authorized by or on behalf of FTC and/or the Distributor. The ICO (as referred to in the Whitepaper) shall not, under any circumstances, constitute a continuing representation or create any suggestion or implication that there has been no change, or development reasonably likely to involve a material change in the affairs, conditions and prospects of FTC and/or the Distributor or in any statement of fact or information contained in this Whitepaper since the date hereof.

# WHAT IS FAIR TRADE CAB

***Fair Trade Cab provides a geo-based APP for democratising on-demand transportation by directly connecting Passengers to Drivers allowing a simple way for everyone to Use cryptocurrency in the REAL WORLD!***

Fair Trade Cab (FTC) is the **“Fair Ride” on the Blockchain**. FTC intends to provide a highly disruptive on-demand ride tokenization platform that is distributed and focused around our drivers & passengers. FTC also intends to provide a platform via an easy to use app to connect drivers and passengers in a simple & intuitive way while using the power of blockchain technology & distributed community intelligence. By eliminating intermediary costs and commissions, FTC expects to provide the lowest cost per ride for passengers and highest income for drivers. Meeting these demands and addressing the many pain points of rideshare users are the solution and will be the key to FTC’s success.

FTC aims to achieve this with the easy to use FTC app which provides the lowest cost ride for passengers. There are new features that we have created to make the passenger’s entire experience of planning a ride in advance, ordering on-demand as well as post ride experience convenient and efficient. Similarly, the driver receives the maximum benefit of paying 0% commission. FTC has produced a truly fair platform in which 100% of the entire fare is passed onto the driver, as well as 100% of gratuity from passengers. FTC has created the FTC coin which will be the sole form of payment in the app. FTC’s platform will have a built-in exchange that will be **invisible** to the passengers & drivers, therefore paying for & receiving “FTC Coins” is not complex and truly making the use of cryptocurrency a part of our everyday life, multiple times a day!

With the innovative team at FTC, we believe we have devised a mutually beneficial connection between the passengers and drivers where both parties benefit from the use of the FTC App, where the reality of the lowest cost per ride for passengers as well as 100% of the cost of the ride to the drivers is achieved.

We believe that FTC goes beyond the basic rideshare application as we have created a new cryptocurrency, which is very scalable and which we intend will be frequently used in our overall eco-system which includes the marketplace as well as external retailers. The FTC **vision & roadmap** also expands into crypto debit cards as well as other sectors with the brand recognition starting with the rideshare platform.

FTC has found a way to make cryptocurrencies understandable & real in today’s world of on-demand transportation, and will be available in both major cities, but also smaller towns as well.

The on-demand transportation industry is expected to **grow eightfold to \$285 billion by 2030**.



*(Source: Goldman Sachs, Market Watch, May 2017)*

Projections for the near future (2.5 years), on-demand transportation brands annual revenue are estimated to grow to \$6.5 billion by 2020 which is almost double since 2015 (*Source: Juniper Research*). By harnessing the distributed nature of our business model with the consumer–centric insights FTC has already built into our live app, this provides a very large opportunity to expand exponentially and capture global market share.

In today’s world, we have witnessed rapid growth and penetration of on-demand transportation facilitated by the rapid growth of digital platforms and openness of consumers to try mobile apps that facilitate peer-to-peer business models and sharing economy companies. FTC intends to leverage the current growth landscape and combine it with the emergence of Blockchain technologies to facilitate and streamline our payment method and to reduce our server costs, thereby resulting in what we anticipate will be the **lowest priced ride on the market**.

Current on demand transportation platforms charge high commission rates (15-35% in some cases) for the drivers which translate into high costs for the passenger as well. Our company is built on the foundation of being **FAIR**. Greater trust and complete transparency between FTC and all of our users is our mission. Therefore we do not charge a commission to the Drivers. We value, appreciate & recognize their hard work and that they deserve the full payment for their ride. Accordingly, we believe that FTC will be a threat to our incumbent competitors with our “Fair” strategy & emerging brand culture of transparency, therefore the frequent use of FTC app and exchange of FTC Coins will rise.

We believe that our name is aptly “Fair Trade Cab” because with our model we believe that everyone wins! Our clients will no longer have to search for the lowest ride share company to use, and our drivers receive their full earnings – FTC’s ecosystem combines the power of blockchain technology, innovative development and our own utility coin, the FTC Coin to make this possible!

## **COMPANY BACKGROUND**

FTC was started in January 2017 when our co-founders were using the incumbent on-demand transportation app and through countless discussions and experiences with their drivers, the feeling of injustice in the current process was overwhelming. Countless drivers shared with us the challenges they were facing including working in excess of 14 hours a day and still not being able to pay their expenses based on the high commission rates on top of additional costs (i.e. leasing a car...) charged by the incumbents. There was an overwhelming feeling from the drivers that the Competitors platforms were taking advantage of their hard work.

We challenged ourselves to correct this process and find the best solution which was creating and leading a revolution of fairness connected with trail blazing blockchain technology! This challenge became our mission and is now the basis of our first digital marketing campaign **#FAIRFARE**.

**Bill Gates** once said – **“Your most unhappy customers are your greatest source of learning”**.

We believe that FTC possesses this rare skill of combining technical expertise with business savvy to capture these sources of learning from our users in order to build a visionary company which we expect to provide mutual gains for our users and FTC Token Holders.

With hard work and dedication, our vision has quickly become a reality with the creation of our FTC app, based on efficient algorithms, streamlined services, engaging offerings for our drivers and passengers that provide unique value propositions that do not exist today.

The second phase of our vision is to have assets on the blockchain, with our FTC Coin & FTC app, we believe that we have created a tool that can be used by any user in the “real world” multiple times a day. FTC will be the first in the on-demand transportation market to leverage the blockchain in a Fair manner, and connect our existing infrastructure to make the virtual cryptocurrency world a reality for all users and businesses while saving them money with our lowest ride business model.

FTC anticipates fostering strong relationships with its drivers that will yield driver satisfaction and an overall better experience for the passenger thereby gaining POSITIVE brand awareness & market share. FTC’s unique selling points illustrates that we are listening to the drivers & passengers. The result of which is an optimized robust & easy to use platform that is the most FAIR on the market.

At Fair Trade Cab, we strive to offer our users the easiest to use app & coins that becomes a part of their everyday life and has the maximum degree of security to provide trust and reassurance that FTC is the only on-demand transportation app they need.

We believe in empowering all users – drivers & passengers, to **[RE] imagine the world of on-demand transportation** and build a Fair future with Fair Trade Cab.

## THE FAIR TRADE CAB TEAM



**Priya Roberts**  
CEO & Co-Founder

*Possessing the heart & mind of a true Entrepreneur, Priya has a strong & proven track record of creating, developing & launching market leading products & services globally for 12 years. Priya is an Engineer by trade but also a true Leader with extensive experience & **Vision** in Corporate strategy, Brand management & Marketing in a variety of industries including pharmaceuticals, consumer goods, oil & gas, and healthcare. Priya has a passion for innovation and the strong technical foundation and drive to transform the industry.*



**Eric-Charles Kocivar**  
CTO & Co-Founder

*Eric-Charles is a Full stack Developer (Solidity, C/C++, Java, PHP) with extensive experience & **Passion** for Coding, Blockchain technology & Software Development. Eric-Charles is highly skilled with the ability to understand the intricacies of blockchain technology and has built a strong technical & creative solution for the entire technical scope of Fair Trade Cab's core process. Eric-Charles has a unique talent & proven ability to analyse and build a technical strategy for new innovation.*



**Julien Rous**  
Director of Digital Marketing  
& Sales

*Julien is a FinTech enthusiast with a degree in E-Business & E-Marketing. He combines an analytic vision and a focused mind thanks to his additional past experiences in digital marketing and field sales at Big Robots. Customers are a priority to him, and his job is to build and provide the best value and experience for each FTC user. He listens to clients and learns from the market to provide inventive & consumer-centric solutions to our developers. Julien truly believes that blockchain is the solution for a better and more fair world and has made it his duty to bring it to all.*



**Nadine Fouad**  
Brand Experience Designer &  
Public Relations

*Nadine possesses the unique combination of a talented Marketing professional as well as creative designer. Nadine's mission with FTC is to build a bridge between the two realms by creating brand awareness that is both aesthetic and relevant to people. Thanks to her previous background in innovation, brand equity and activation for global leading products, Nadine's brand experience strategy is always consumer-centric and purposeful.*



**Yoshito Okubo**  
*Director Operations*

*Yoshito was the key member of a leading rideshare platform company, responsible for building the operations from ground up, which included duties such as scaling overall operations, business development and business planning. This will contribute to FTC's operational strategy and growth. Yoshito has a proven track record of success with end to end business operations, building driver communities, data analysis, product localization, risk management, user support as well as strategic partnerships.*



**Gurinder Bhangoo**  
*Lead Blockchain Developer*

*Gurinder has been involved with Blockchain & Cryptocurrencies since 2013. In addition to over 19 years of Coding & Software Development experience, Gurinder possesses the high level of creativity in combination with expertise in the Blockchain space (Including Ethereum, Hyperledger, Corda, & Quorum) to create true innovation in development on the Ethereum Blockchain & integrating it with Mobile apps. Gurinder's former experiences include building custom mining rigs for Bitcoin as well as Cryptocurrency Trading Algorithms arbitrated amongst several exchange platforms. Gurinder's professional skill-set also includes smart contracts, token creation, Tokenomics, deployment of web servers and nodes to create an Ethereum ecosphere.*



**Lys Luo**  
*Business Operations  
& Sales*

*Lys acquired extensive experience from a leading consulting firm in operations & sales after obtaining the Master in Management degree in ESCP Europe. Combined with her previous experience as business developer and head of customer service in a successful start-up, Lys also has the ability to speak Mandarin, English and French & surely contribute to FTC's international presence & recognition.*



**Kaiser Wahab**  
*Riveles Wahab LLP- Attorney*

*Kaiser represents a full range of corporate entities with corporate, venture capital, contract, and intellectual property issues that confront businesses. Kaiser counsels his clients on corporate structuring and securities law, including venture and investor agreements/transactions, formation, and equity incentive plans. He also negotiates and drafts a variety of agreements, including those related to technology, media, outsourcing, licensing, e-commerce, advertising, user relationships and other scenarios. Finally, he regularly negotiates cloud computing and other technology services arrangements, advises on privacy and data security.*



## THE FTC SELECTED ADVISORS



**Amir Farhand**  
**Advisor**  
**CEO & Founder of Takor Group**

*Amir has almost 20 years of experience in geospatial technologies and entrepreneurialism. In founding the Takor Group, Amir combined information technology in the fields of source coding, application design, system management and in-stream business operations to commercialise several high profile mapping systems. These systems have gone onto to be used in applications ranging from mining and engineering, though to agriculture and military. Amir has also written and co-authored several internationally recognized technical papers in the field of geospatial technology and mapping systems and their influence in commercial applications. Amir joins the advisory panel of FTC bringing with him expertise in better enabling our technology suite and finding additional commercialisation opportunities within our business.*



**Sen Chandaka**  
**Advisor**

*Sen has been working in various roles at Cisco for over 11 years. Sen has extensive previous experience at mobile service providers and has a background in Engineering.*







**Jeroen Kulderij**  
**Advisor**

*Jeroen brings more than a decade of experience in working at several industry leading IT companies. Among these are Cisco, EMC and currently at Netapp where he leads the strategic alliance between Cisco & Netapp for the EMEA region.*

# MARKET SIZE & PROJECTIONS

## KEY DATA POINTS ON SHARING ECONOMY

We believe that FTC will be the next best solution for on-demand transportation. It is a part of today's sharing economy and these are the astonishing facts and figures that demonstrate the immense growth potential for FTC & FTC coin in this billion-dollar marketplace.

-  Top five on-demand transportation apps in the world are currently valued at \$140 billion
-  Current on-demand transportation competitors are available in 83 countries and over 674 cities worldwide
-  In the USA alone, over 40 million rides monthly which is over 77% of the ride-hailing market
-  Over 2 billion rides completed in 2016

(Source: Forbes, Bizjournals & Business Insider June 2017)

When we look deeper into the global potential for FTC, we can see below in the global comparison for revenue of on-demand transportation in June 2017, the US lead in market volume with US\$11,790.4 M. However penetration of the majority of countries is real and confirms FTC's global growth potential.

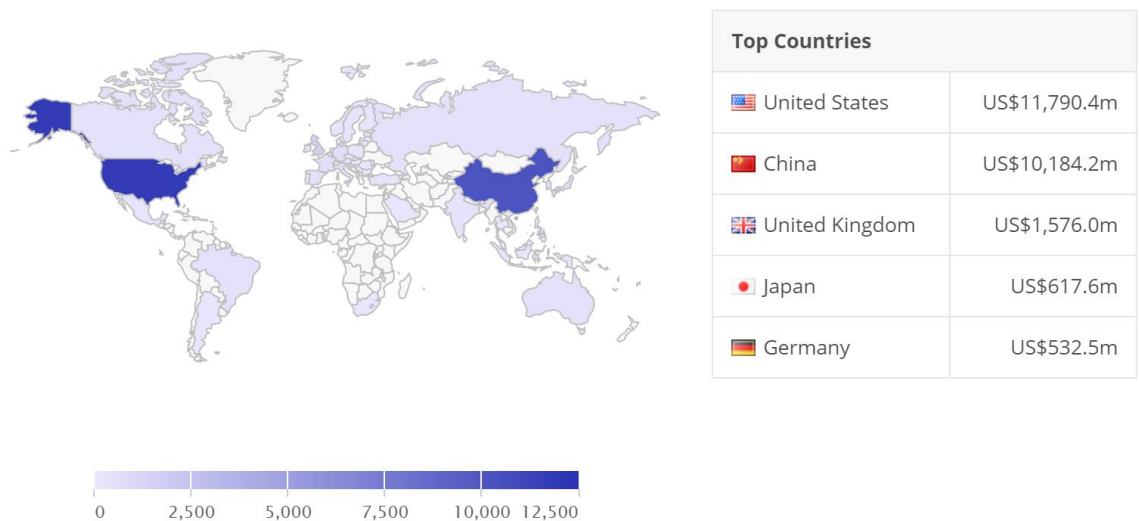
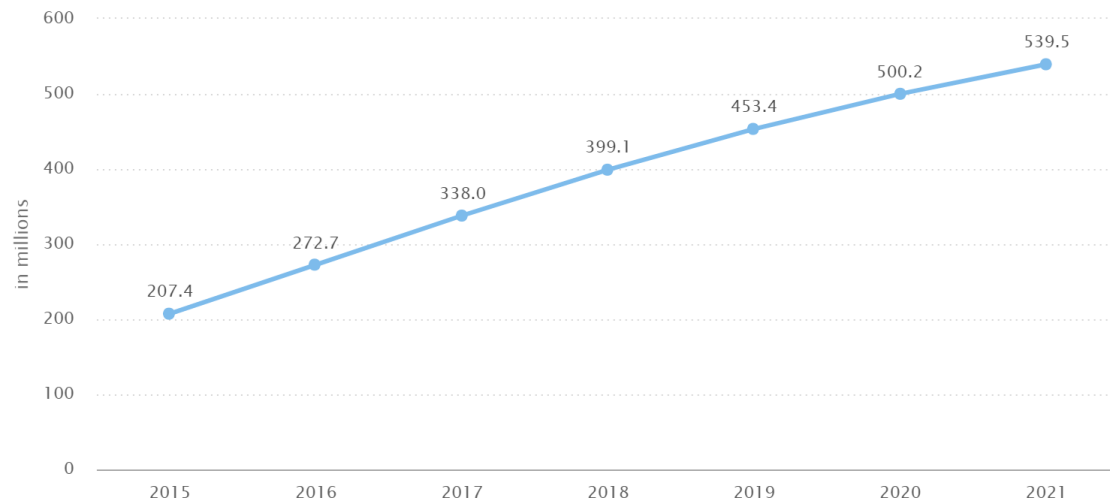


Figure 1: Global comparison for revenue of on-demand transportation

(Source: Statista June 2017)

Focusing again on the on-demand transportation segment, the number of users is projected to grow beyond 500 million US dollars by 2021.



**Figure 2:** Forecasted number of on-demand transportation users per year

(Source: Statista June 2017)

In summary, the speculations can be considered strong & educated assumptions based on the continuous rise in users which translates into a steady growth climb for our company. With the addition of leading edge technology to empower users even more with blockchain technology, the value proposition for FTC is strong.

## ***FTC SUSTAINABLE ECOSYSTEM***

FTC believes it has transformed a highly complex technology pertaining to blockchain and cryptocurrencies not only into information that will be understandable by users, but also an app that users can utilize multiple times a day in a simple and efficient manner - **[3 clicks for a Fair Ride on the Blockchain!](#)**

The FTC ecosystem is intended to establish a global distributed network which will be focused around our users. This fact will set FTC apart from many blockchain technology companies because the FTC app and FTC Coin will be used in the real world multiple times a day. Not only in our app for on-demand transportation but also can be used in several ways.

The formation of the FTC ecosystem is not only multi-faceted but also sustainable. The FTC ecosystem builds a long term operating model where our users globally may enjoy the simplicity, lowest cost as well as appreciate the convenience of the seamless connection between interfaces.

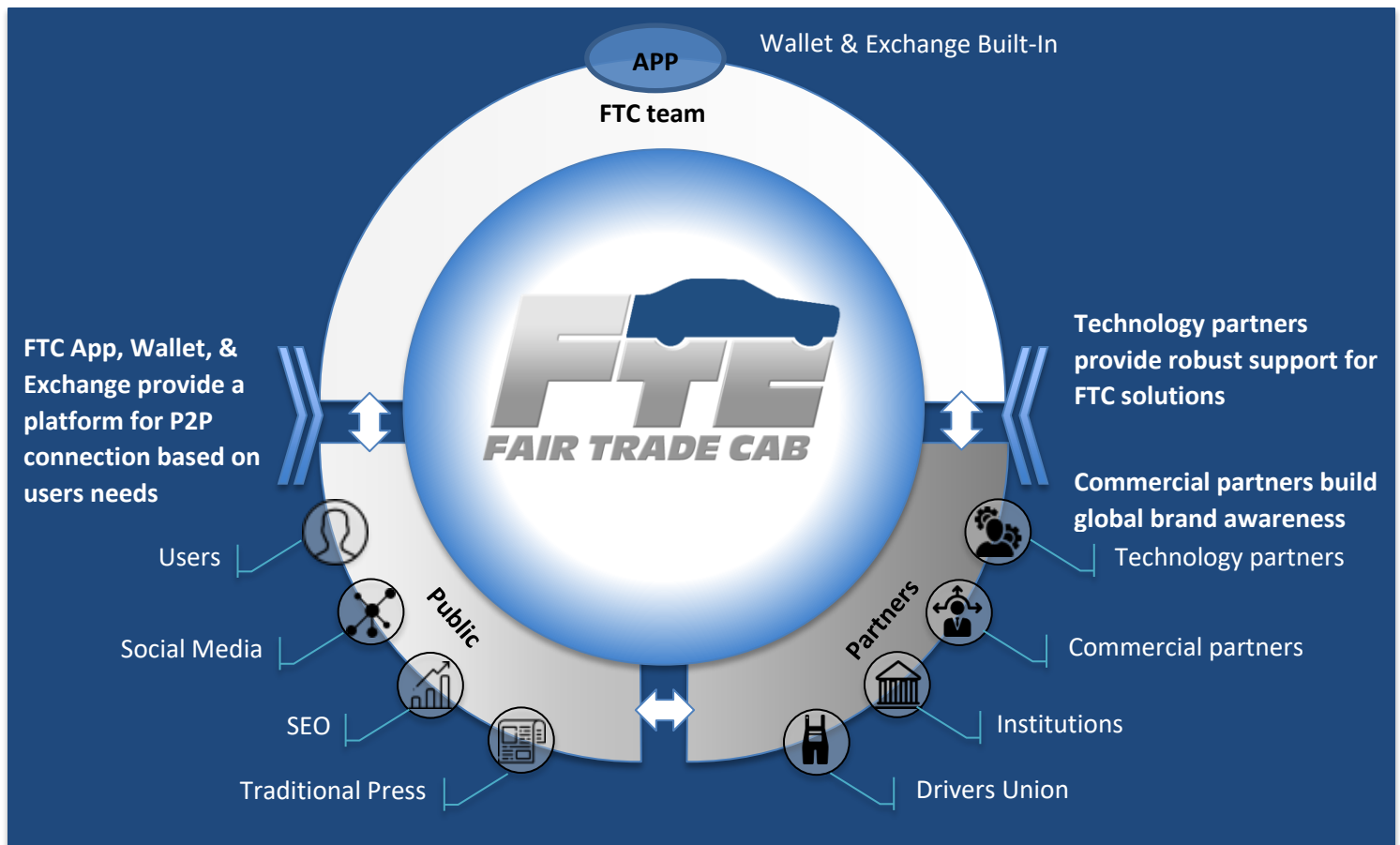
FTC ecosystem will consist of an App (Separate Driver & Passenger User App for iOS & Android), including a driver & passenger mobile wallet (to hold FTC Coins) and a built-in exchange.

With these innovative tools, we believe that FTC possesses the power to create a fair global movement that is interconnected with our FTC app as the source.

Along with the innovative technologies created by FTC, we also are unique in the creation and presentation of all details and functions in our ecosystem. The FTC ecosystem is 100% consumer centric. Prior to building the FTC Apps, extensive consumer research and insights were gathered globally to listen and understand the challenges and desires of our Passengers & Drivers. The results of this research are the FTC apps which are user friendly and intuitive thereby showing the action FTC has taken to translate the challenges of the consumers in solutions and then an app they can trust to be at the cutting edge of technology to serve their everyday needs globally or with our partners.

## WHY A DISTRIBUTED MODEL FOR FTC

We chose to develop our on-demand transportation solution on a distributed network allowing direct peer-to-peer connection. Thanks to this distributed solution we aim to create, drivers and passengers will benefit from an autonomous connection, without third parties, allowing the lowest fee for the passengers and 0% commission taken from the drivers. This solution will provide a trustless system without any intermediaries. Our distributed solution will also allow the building of a complete and dynamic ecosystem, which will integrate the FTC Marketplace, Fair Trade Cab and future visionary sectors to join and more direct peer-to-peer connections and transactions. **Figure 3: Fair Trade Cab Ecosystem**



## FTC BUSINESS MODEL

The FTC business model is based on several revenue streams listed below, however the main & direct strategy is by charging a low transaction fee each time a transaction is completed with the FTC coin (regardless if it is in the in-app exchange or external exchanges or anywhere else cryptocurrencies are accepted). With this strong foundation for our core business, FTC will attract a wide range of users & cryptoholders who will drive up the FTC Coin value.

## FTC REVENUE MODEL

FTC's revenue model is comprised of the 4 streams seen below. This strategic & diverse model allows full transparency to not only our consumers, but also to our FTC Token Holders.



**Low transaction fee:** The first frequent and recurring revenue stream will source from the FTC exchange transaction for the passengers. For each incoming and outgoing transactions from the Passengers (conversion of fiat to FTC Coins) there will be a fee automatically included which we target to be \$0.10 USD per exchange. Considering the low value of this transaction fee, it will not be impactful to our users, however the profit is immense considering the millions of transactions occurring daily in our app and even more externally.



The **FTC marketplace** will be a wider ecosystem to connect drivers and passengers to a variety of vendors & external partners (accepting FTC coins) that FTC would on select to offer promotions on goods and services to the FTC user base. This will therefore bring extra cash to the system compensating the value provided by FTC and creating the fundamental demand for the FTC coins. We have created a button that can be pressed by the passenger at any time in the FTC app where a variety of offerings will be advertised.



**Data & analytics partnerships** will be assessed with major transportation firms to co-create different schemes for the collection of data with our drivers' vehicles. This would include but is not limited to road conditions, weather conditions, etc. This predictable and recurring stream of revenue would also allow for us to work with external advertisers based on the analysis of the data collected.



As we are aware that the future of autonomous cars is quickly approaching, this is a huge opportunity for FTC as we will be at the forefront with our **integrated distributed platform**. Partnerships with autonomous car owners and makers will be established during the next few years.





## BENEFITS FOR INVESTORS

The **value of the FTC coin** is anticipated to increase based on our study of Coinomics and setting the Initial coin offering at the right mark which allows for the rise in value from an immediate stage, but also long term as our users are frequently using the FTC coin multiple times a day for transactions as well as our user base growing. This is also based on the analysis of the market cap in our FTC strategic vision & framework for our FTC coin, based on the global potential of our FTC app in a consistently growing & demanding market the worth of the FTC coin is expected to escalate (estimated at 1000% growth<sup>1</sup> within 10 years for the cryptocurrency market cap and 800% growth<sup>2</sup> within 10 years for the rideshare market cap).

(Source <sup>1</sup>: Goldman Sachs, Market Watch, May 2017)

(Source <sup>2</sup>: Valuelwalk, Canaccord Genuit, October 2017)



Coinomics: As demand grows & there is a limited supply, profits are realized as demand is always growing, therefore this quantity does not grow.



Real Purchases & Transactions in Everyday life made by Everyone: FTC's strategic pipeline will continue to expand into various sectors including Tourism, Healthcare, Marketplace & beyond where the FTC coin will be used.



# FTC APP IS FOR EVERYONE

## “Fair Ride on the Block Chain!”

FTC connects with the **Person** (both Passenger & Driver) by listening, understanding and meeting their needs in transportation. The result of phase 1 is a fully functional & innovative geo-based app for on-demand transportation in 3 clicks!

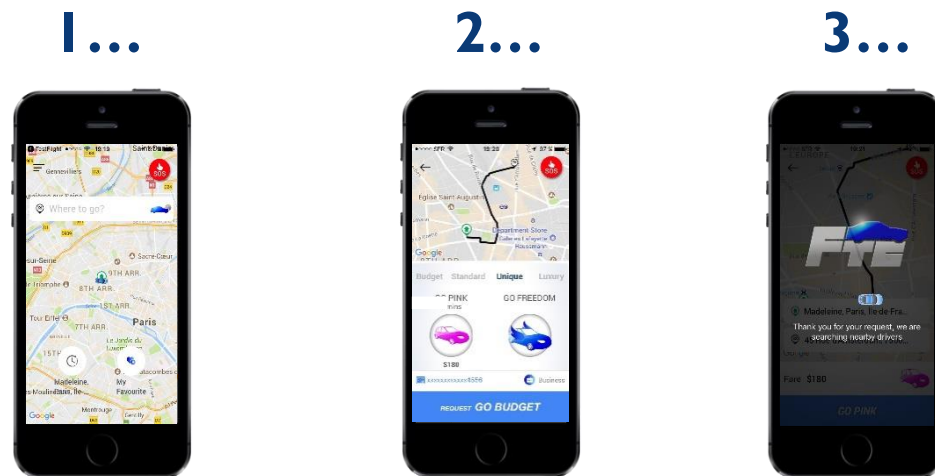


Figure 6: Step by step simple process to order a FTC ride

FTC has listened to our prospective users and implemented creative changes to optimize the user experience in the FTC app with the addition of several value propositions to entice users such as a variety of car options to suit your current need:



**GO Freedom:** Be free to start a ride without being required to choose a destination, or if you would like the option to request multiple stops or additional waiting time at a stop prior to being dropped at the final destination of your choice.



**GO Pink:** Through our market research, FTC learned that some female passengers feel more comfortable with a female driver. This key insight led us to the creation of GO Pink. This option secures a choice of female passengers to be driven by female drivers, thereby also empowering women in this sector.



**GO Budget:** A unique offering which provides drivers to not have to lease the latest model of vehicle to be an FTC driver as well as passengers in need of the lowest economical fare, but still wish to not “pool” to choose a fully certified & safety tested vehicle, but models prior to 2009.



**GO Green:** In today’s world where sustainability is critical to our future and we must find ways to reduce our carbon footprint & impact on the environment, GO green is a refreshing option that FTC intends to exponentially grow and build long term to create a **Fair & Sustainable** lifestyle for everyone. The interface between the cars from our drivers is not just the offering of electric or hybrid vehicles and the effect on the environment, but also our philosophy is built on a solid foundation of sustainability which is seen in our strategy.



**GO Standard, GO Pool, GO Lux, GO Large :** FTC also anticipates providing our users with the classical options in on-demand transportation ranging from shared rides with GO Pool, to Luxury rides with GO Lux.

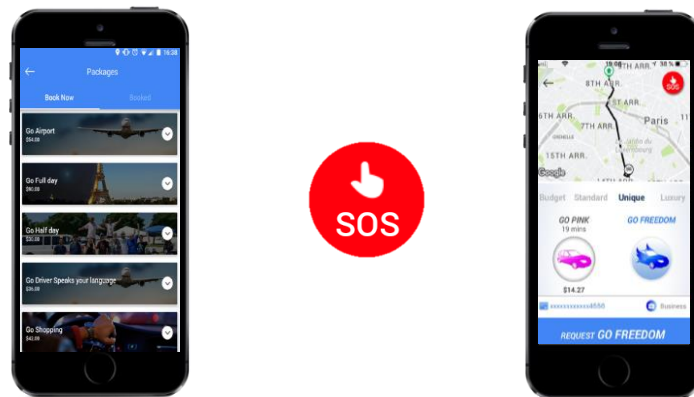


Figure 7: Screen shots of Key features of FTC App

Newly innovative car options are just one key feature of the FTC app. In addition, our team has created packages that optimize our passengers ride experience as well as maximizing convenience.

**GO Language** is a key option derived from our global market research where there was a frequent challenge of passengers not being able to effectively communicate with their drivers when they needed to, which led to many frustrations. This pre-selected package allows passengers to select a driver that is available who has pre-advised of the languages that they are fluent in, in order to solve this challenge and create a positive user experience for both drivers & passengers.

Additional GO packages are forecasted to be made available with great rates for pre-booked trips, but also the FTC app connects you to your favourite past drivers, so that you may request them in advance, in a simple way for your future ride.

FTC has also integrated an SOS emergency quick touch button for our FTC app users. At any time of the day (not only during a ride) our users may touch this button and a text message containing a default message as well as current GPS location is sent to an emergency contact of their choice.

As seen in the videos on the FTC website, our app is 100% complete and working with all phase 1 requirements full tested and functional.

FTC will be recognized as the preferred app to use, as we will build a loyal driver & passenger customer base by being the Fair option in major cities as well as providing service in smaller cities not served by major competitors.

On top of being the lowest cost solution, FTC is the reliable & transparent app that is the most trustworthy, easy to use and FAIR.

We expect FTC will be **the first on-demand transportation App** to truly empower drivers and provide a **Fair** app. FTC drivers will earn more revenue based on our new business model of 0% commission charged to the drivers as well as 'tips for Drivers' built into the app for exceptional service.



DRIVERS EARN  
MORE INCOME



DRIVERS MAKE  
THEIR OWN  
SCHEDULE



DRIVERS ARE  
TRULY THEIR  
OWN BOSS

The FTC app will truly transform passengers & drivers insights into a reality where the solution provides a natural & simplistic method of requesting a ride in any easy way on your terms and to suit your needs.

**FTC= Drivers** earn more & are paid full fare for their hard work

**FTC= Passengers** Pay less for every ride!

**FTC = Fair & Sustainable!**

Users will use FTC coins each time they will use the app, so it will be one of the first coins they trust to be used in the everyday life! It will help democratize cryptocurrencies in the world.

## ***THE FTC TOKEN***



The FTC token (FTCT) is what Token Holders will purchase during the ICO. The FTC token will be listed on trading exchanges. As soon as the FTC coins will be released all of the FTC tokens will be exchanged against the FTC coins at a ratio of 1:1.



## THE FTC COIN



The official coin for Fair Trade Cab is called the FTC coin (FTCC). FTC Coin will fuel the FTC Ecosystem by being the sole form of payment for passengers to drivers. FTC coins are functional utility coins designed for use within FTC's platform as well as external exchanges mentioned above.

FTC Coins are expected to interact with our users in several convenient & seamless methods:



- Drivers may exchange FTC Coins for fiat currency in-app
- Drivers may exchange FTC Coins on exchange platforms
- Drivers may transfer their FTC Coins to a cryptocurrency credit card
- Passengers will pay the drivers for the ride using FTC Coins
- Users may pay with FTC Coins at places that accept cryptocurrency

The creation of the FTC Coin & continuous development of FTC allows for the operation of the FTC Ecosystem in a secure, distributed & fair manner. FTC Coins price will increase as the market cap will increase.

FTC coins will be pre-mined and proof of authority to ensure the security of the network.

By 2025, total capitalization of cryptocurrencies may exceed \$1 trillion as crypto wallet penetration exceeds 5%. *(Source: CNBC July 2017)* The demand for FTC Coin is expected to grow in line with the increase volume of users in our platform globally. Therefore, it is well-positioned to become one of the most stable and popular currencies that may be used in everyday life by our users. Therefore the wide variety of places that the FTC coin will be used from in the FTC app to external marketplaces/trading exchanges, the \$0.10 transaction fee will generate revenue for FTC in a fair way. In future scenarios as the FTC coin increasing, the transaction fee will remain at the standard rate as it is **fixed (\$0.10)**.

The FTC Coin will revolutionize the world beyond on-demand transportation with our strategic planning for **Phase 3** to include innovative incentives for partners to join the FTC network and introduce our mutual customer bases to the FTC Coin and boost activity and exchange of the FTC Coin.

## **THE FTCC WALLET**



The FTC ecosystem would not be complete without our FTC mobile wallet. With our strong connection to consumer insights combined with leading edge technology, we have designed our FTCC wallet to be understandable & easy for users of all ages to use with the addition of automatic algorithms and syncing to minimize user requirements for organization. Both passengers and drivers FTCC wallets are mobile wallets.

### ***Specifications for Passenger wallet:***

Default settings for average user: The FTCC wallet for passengers will not be encrypted. Even so, it will still securely store FTC coins in the wallet only during the duration of the ride (wallet is empty if the passenger is not in a ride for the default option).

Customized settings for advanced user: Passengers experienced in cryptocurrency storage will have the option to store FTC coins purchased outside of the FTC app in their FTC in app wallet. However, when the passenger sends coins to their wallet in this manner (not using the in app automatic way), this means that they will have coins in their wallet even if they are not in a ride. Therefore immediately after sending coins to their wallet the first time, the FTC app will send a reminder notification to the user to encrypt their wallet by means of finger print quick touch confirmation, facial recognition or a password (depending on your mobile device capabilities). The FTCC wallet will then remain encrypted and will imply that each time the passenger launches the app, they will be triggered to confirm their identity the security measure chosen during the first transaction. A backup of the passengers encrypted wallet file will be sent to the passengers' email address to ensure they may recover their wallet in case of loss or damage to their mobile phone. This additional back up security may be deactivated in advanced settings, however it will then be the responsibility of the passenger to back up their wallet file.

As well, in the settings for both options of passenger wallet:



The passenger may see their FTCC wallet address to be able to receive FTC coins from an external FTCC wallet to pay for their rides instead of purchasing new FTC coins through the FTC app.



app

The passenger may enter an external FTCC wallet address to send their coins outside the (i.e. trading exchanges).

### ***Specifications for Driver wallet:***

The FTCC wallet for drivers differs from the passenger wallet because based on the end process for the ride, the driver may choose when to exchange their FTC coins into fiat or if they prefer to store their FTC coins in their mobile wallet for a longer period of time.

Therefore, to ensure the security of the drivers FTC coins, the FTC app will prompt the drivers to encrypt their wallet during the sign up process by means of finger print quick touch confirmation, facial recognition

or a password (depending on your mobile device capabilities). This implies that each time the driver launches the app, they have the added security of confirming their identity. A backup of the drivers encrypted wallet file will be sent to the drivers' email address to ensure they may recover their wallet in case of loss or damage to their mobile phone. This additional back up security may be deactivated in advanced settings, however it will then be the responsibility of the driver to back up their wallet file.

However, unlike the passenger wallet, drivers are not able to send FTC coins to their FTC in app wallet. The reason for this restriction is so that cryptocurrency traders do not create FTC drivers accounts in order to sell their coins in our FTC exchange when the prices in the FTC exchange are higher than the price in external trading exchanges. As mentioned above, the FTC exchange will be stable and not volatile therefore we want to avoid "pump and dump" schemes to protect drivers. The reverse is possible for drivers if they would like to enter an external FTCC wallet address to send the FTC coins outside the FTC app (i.e. trading exchanges).

The FTCC wallet will have the innovative feature of being built in to the app so that it operates in sync with the FTC Coins and FTC Exchange, therefore no additional Apps or platforms are required to be downloaded. The drivers can exchange their FTC coins for fiat at any time, transfer them to another cryptocurrency wallet or other options mentioned above.

The FTCC wallet will be available for Android and iOS users with a target completion date included in our Phase 2 Milestone Roadmap.

# THE FTC EXCHANGE



Based on the understanding that a significant amount of users are not experts in the cryptos' world, the following process happens behind the scenes and therefore is fully automatic and invisible to users:

1. Users cannot interact within the FTC app exchange. This restriction allows us to avoid users buying coins in the exchange when it is less expensive than other trading exchanges. As well as vice versa, to avoid users selling their coins in the exchange when it is more expensive than on trading exchanges. Therefore, with this reasonable limitation, passengers and drivers cannot be affected by traders "pumping and dumping" coins.
2. At time=0 (First riders are placing their first orders at FTC launch) FTC will slowly inject the FTC coins into the exchange until equilibrium exists and drivers begin to sell their coins.
3. The "buyers" are the passengers.
4. A buy order is initiated when the passenger confirms the ride booking and then the process to automatically exchange fiat money to FTC coins (at the actual market price) within the built-in app exchange begins if the passengers wallet is empty or the amount of FTC coins in the passengers wallet is less than the cost of the ride.
5. The "sellers" are the drivers.
6. A sell order is the process to automatically exchange FTC coins to fiat money (actual market price) within the app built-in exchange just pressing a button for the driver to exchange their FTC coins into fiat.
7. The FTC apps built-in exchange is the only entity able to open or close buy/sell orders.
8. The market price will be frozen for increments of 10 minutes and then refreshed to ensure that it does not take an extended period of time for both buy/sell orders to be executed. The FTC algorithm will also manage special cases where orders are not fully executed in a timely manner or are submitted when the prices were recently refreshed etc.
9. The exchange automatically opens buy orders at the current market price for passengers who book rides and they do not have FTC coins in their FTCC wallets.
10. The FTC payment process will charge the passengers credit card for the exact amount of the ride in fiat currency and buy FTC coins. [\[Step 1- Figure 8 \(below\)\]](#)
11. The newly bought FTC coins are held in the passengers FTCC wallet until the completion of the ride. [\[Step 2- Figure 8\]](#)

12. Once the ride has ended, the FTC coins are automatically transferred from the passenger wallet to the driver wallet. [\[Step 3- Figure 8\]](#)
13. The driver is paid by the passenger directly with FTC coins.
14. At any time, the drivers may sell their FTC coins in the built-in app FTC exchange by simply entering the quantity of FTC coins they wish to sell and confirming. The FTC exchange will automatically open a sell order for the number of FTC coins to be sold (at the actual market price) and the FTC process comes full circle with the next “buyers/passengers” looking to purchase FTC coins. [\[Step 4- Figure 8\]](#)

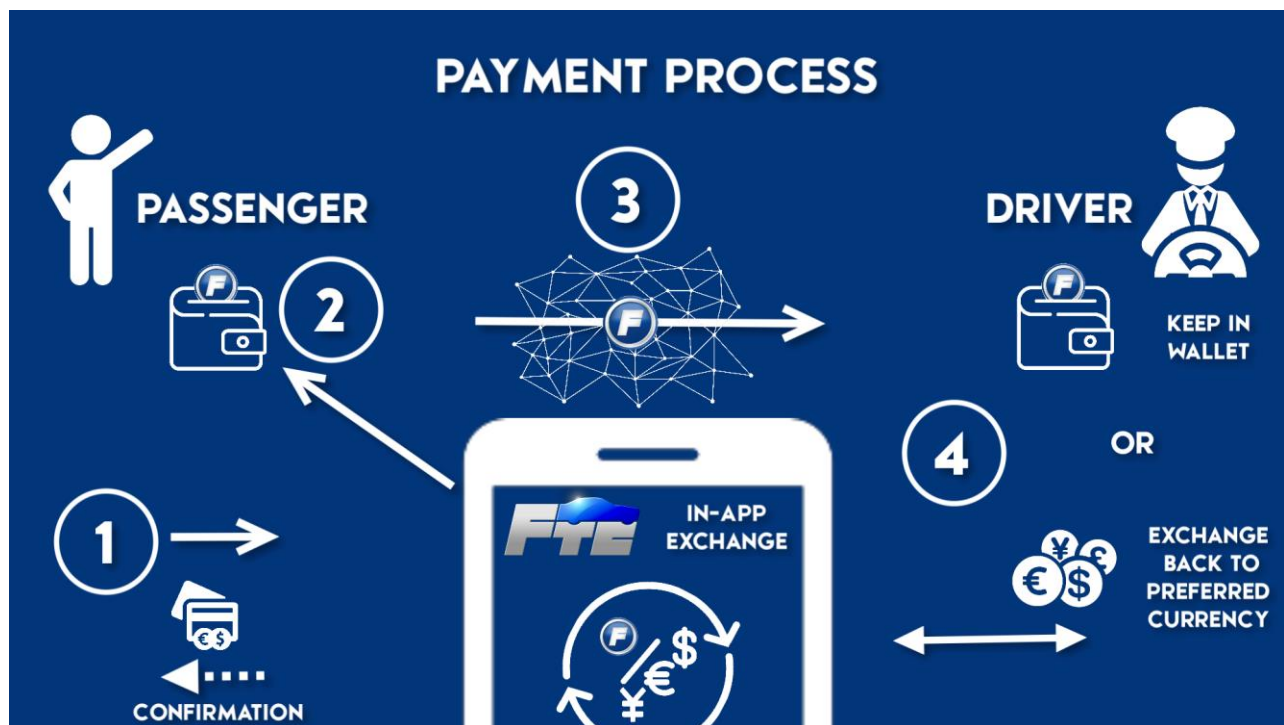
Fair Trade Cab aims to obtain a banking license that will ensure the FTC is fully compliant but also to provide FTC users with the best experience for integrating fiat currencies in the FTC app. FTC has included in our legal planning the appointing and coordination with external auditors and agents to ensure that the FTC exchange and the FTC coin is fully compliant to all governing bodies globally, and develops best practices from the start.

## THE FTC FLOW – SUSTAINABLE REALITY



The main functionality of the FTC flow is that the driver is paid with FTC coins after completing a ride with the passenger.

Two FTC apps have been created: a passenger app, and a driver app (both Android and IOS). They both include a rideshare platform between passengers and drivers, a FTC coins wallet, a built-in exchange as the sole method of payment.

Figure 8: Complete flow of FTC Ecosystem



Key Points:

-  If the passenger cancels the ride before the driver completes half of the route to pick up the passenger, the passenger will be fully refunded with FIAT money or FTC coins (passenger may choose their preferred method in your account settings.)
-  If the passenger cancels the ride when the driver completed half of the route or more, the passenger will be refunded partially (less partial payment to compensate the driver)



As seen in figure 8, the flow of FTC works in the following manner commencing with the Passenger side.

If the **passenger wallet is empty or does not contain enough FTC coins** to complete the requested ride, the following steps occur:

1. Passenger registers and adds their preferred payment details in the FTC app.
2. Passenger orders a ride in the FTC app. The ride cost will be displayed in fiat and FTC coins.
3. It will automatically open a buy order for "X" FTC coins in the FTC app built-in exchange.
4. The FTC app built-in exchange will take the amount in fiat money for "X" FTC coins from the passenger credit card, at the actual market price.
5. Once the FTC coins are bought, they will be stored inside the passenger FTC coin wallet until the end of the ride.

5.1 Passenger cancels the ride prior to the driver completing half the route to pick the passenger up. It will open a sell order for "X" FTC coins, and credit the passenger credit card

5.2 Passenger cancels the ride when the driver has completed more than half the route or more. It will open a sell order for "X" coins minus a partial payment in FTC coin for the driver, which will be credited on the passenger credit card. The driver compensation will be sent from the passenger FTCC wallet to the driver FTCC wallet.

5.3 The passenger completes the full ride. The FTC coins are automatically sent from the passenger FTCC wallet to the driver FTCC wallet.

In turn at the completion of the ride, the Driver is provided with several options:

6. After each ride, the driver will receive 100% of the ride cost in their FTCC wallet
7. If the driver wishes to exchange the FTC coins into fiat money, the driver will simply go into their profile in the FTC app and enter the amount of FTC coins they would like to exchange. The driver will then see the exchanged price in fiat prior to accepting. This user feature makes the process understandable and simple for the driver.
8. The driver may then confirm the amount and touch the button to exchange their FTC coins to fiat money. This confirmation will automatically open a sell order on the FTC apps' built-in exchange.
9. When the order is fully filled, the fiat money will be transferred onto the drivers' credit card.

If the passenger **wallet contains enough FTC coins** to complete the requested ride, the following steps occur:

1. Passenger orders a ride in the FTC app.
2. In the FTC app, the ride cost will be displayed in fiat and FTC coins.
3. The passenger confirms the ride and the request is sent.

3.1 Passenger cancels the ride prior to the driver completing half the route to pick the passenger up. FTC coins remain in the passenger wallet and are not sent to the driver.

3.2 Passenger cancels the ride when the driver has completed more than half the route or more. It will send a partial FTC coin payment to the driver FTCC wallet in order to compensate the driver for their lost time.

3.3 The passenger completes the full ride. The FTC coins (amount of the ride cost) are automatically sent from the passenger FTCC wallet to the driver FTCC wallet.

In turn at the completion of the ride, the Driver is provided with several options:

4. After each ride, the driver will receive 100% of the ride cost in their FTCC wallet
5. If the driver wishes to exchange the FTC coins into fiat money, the driver will simply go into his profile in the FTC app and enter the amount of FTC coins they would like to exchange. The driver will then see the exchanged price in fiat prior to accepting. This user feature makes the process understandable and simple for the driver.
6. The driver may then confirm the amount and touch the button to exchange their FTC coins to fiat money. This confirmation will automatically open a sell order on the FTC apps' built-in exchange.
7. When the order is fully filled, the fiat money will be transferred onto the drivers' credit card.

In simple terms, all users (drivers & passengers) may easily use the FTC App without any understanding about cryptocurrencies.

At any point in time when the driver wishes to exchange FTC coins for FIAT money or towards a default bank account, again there is a button to select in App settings to easily exchange your FTC coins to fiat money at the current market price or send to your personal account.

FTC provides a solution for drivers who are already experts on exchange cryptocurrencies on the exchange platforms, they will have the ability to send their FTC coins to another FTC coin address (i.e.: exchange, another driver FTCC wallet etc.)

# COMPETITIVE ANALYSIS

The current landscape of on-demand transportation (FTC's sector) consists of hundreds of thousands of drivers, millions of users and billions in current competitions valuations. On-demand transportation companies have seen exponential growth in just a few years and has changed the global economy into a dynamic sharing economy with great success for companies involved (*Uber is currently valued at \$68 billion, Fortune.com June 2017*).

FTC has built a strong foundation with extensive user insights/research, in-depth competitive analysis of current incumbents globally and formed a unique and powerful competitive advantage with the added value of blockchain technology and integration of user features.

The on-demand transportation market has reached a certain maturity for the basic services provided by our competitors in a centralized platform, however FTC aims to globally communicate the differentiators of the FTC ecosystem with blockchain technology, integrated added value options for consumers and 0% commission for Drivers. Applying these three FTC pillars into a distributed global market makes our vision a reality that bridges the gap of the blockchain to everyday users. (Table 1: Comparison of current FTC Competitors)



Comparative Criteria	FTC	Uber	Lyft	Gett	Grab	Didi
Cost Per Ride (Ranking Based on a 10Mile City Ride in NYC In August)	\$26.00	\$32.50	\$32.50	\$28.62	NA	NA
Commission Charged to Driver	0%	20-35%	25-36.4%	10-25%	Max 20%	20%
Payment Method	FTC Coin	Credit Card/ Cash/Bitcoin in Argentina	Credit Card	Credit Card	Credit Card/Cash	Credit Card/Cash
Surge Pricing	No	Yes	Yes	Yes	Yes	Yes
Centralized	No	Yes	Yes	Yes	Yes	Yes
Unique Car Options	Yes	No	No	No	No	No
Professionalism	Fair, Friendly & Professional	Feels professional	Feels friendly	Feels professional	Feels friendly	Feels professional
Safety	Insurance/Driver Rating	Insurance/Driver Rating	Insurance/Driver Rating	Insurance/Driver Rating	Insurance/Driver Rating	Insurance/Driver Rating
Customer Support	Online Support	Online Support	24/7 Call Centre	Online Support	Online Support	Online Support
Benefits from Blockchain	Yes	No except in some countries where you can pay with Bitcoin.	None	None	None	None

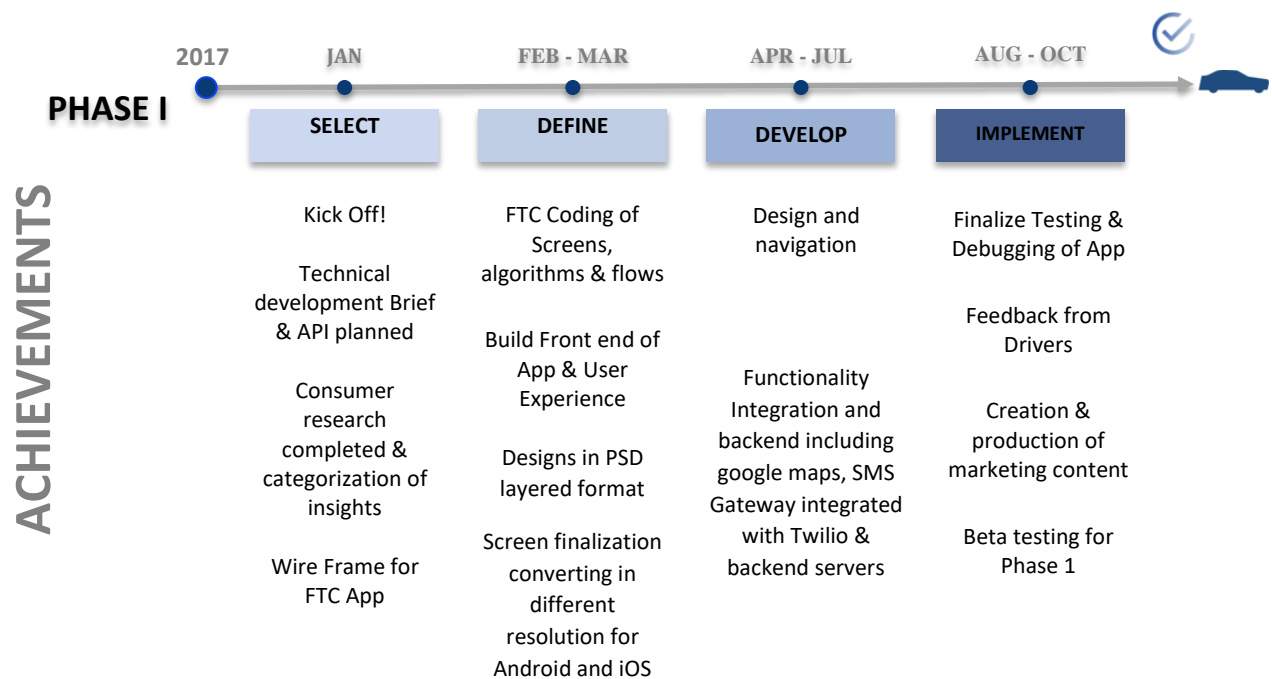
The companies, Arcade City & Swarm City were not included in this analysis for several reasons including: 1. The size and market capture is small and not a strong competitor; 2. Even though Arcade City and Swarm City are decentralized, they are not different from Uber in regards to the passengers and the drivers who are the real users where their concept sounds new but in reality it is almost the same as Uber. They still take between 10%-15% on the ride cost as a commission from the drivers. FTC takes 0% commission for the cost of the ride, which allows Fair Trade Cab to lower the cost of the ride for passengers, and to be completely fair to drivers.

# THE FUTURE IS FTC - ROADMAP

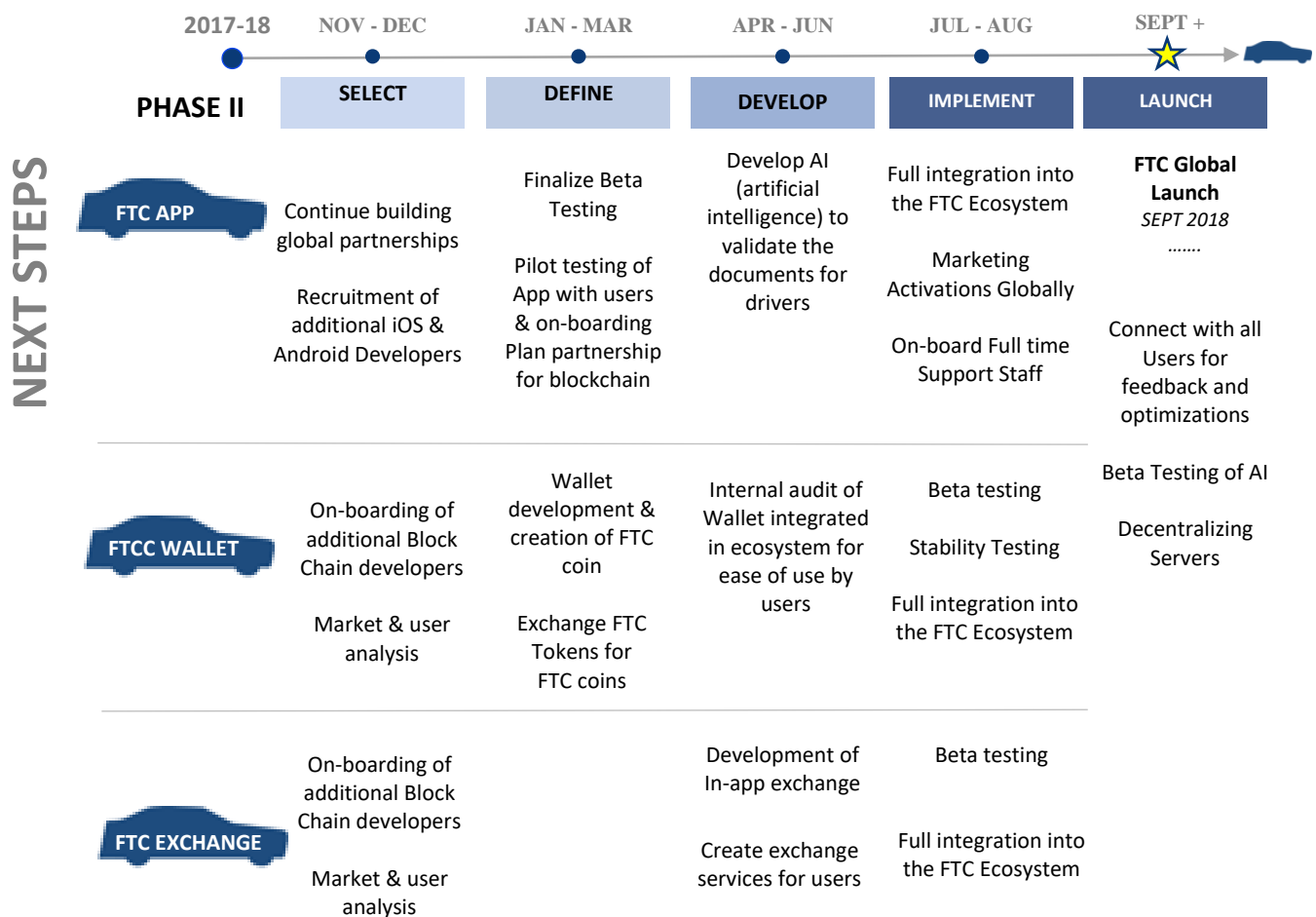
Fair Trade Cab is comprised of a highly talented & driven team consisting of developers, designers, marketing experts, lawyers, cryptography and security experts which is necessary based on the millions of users we are creating this for. Therefore it is absolutely imperative that we are concrete and forward thinking as we build our strategic roadmap for short term and long term milestones.

FTC's roadmap is divided into 2 phases:

-  Phase 1 includes the completion of the consumer-centric FTC App as well as the framework for the FTCC wallet and exchange *(Please note that Phase 1 is complete)*
-  Phase 2 leads to the completion of the full FTC Ecosystem with the highly anticipated launch of the FTC Coin, Exchange and Wallet.



Similar to the mission of FTC, our future is **innovative & transparent** with precise actions outlined for all FTC team members. The completion of the FTC ecosystem in phase 2 is targeted for launch in Septemeber 2018 which includes the integration of the FTCC wallet & exchange into the App.



# FTC STRATEGIC PIPELINE

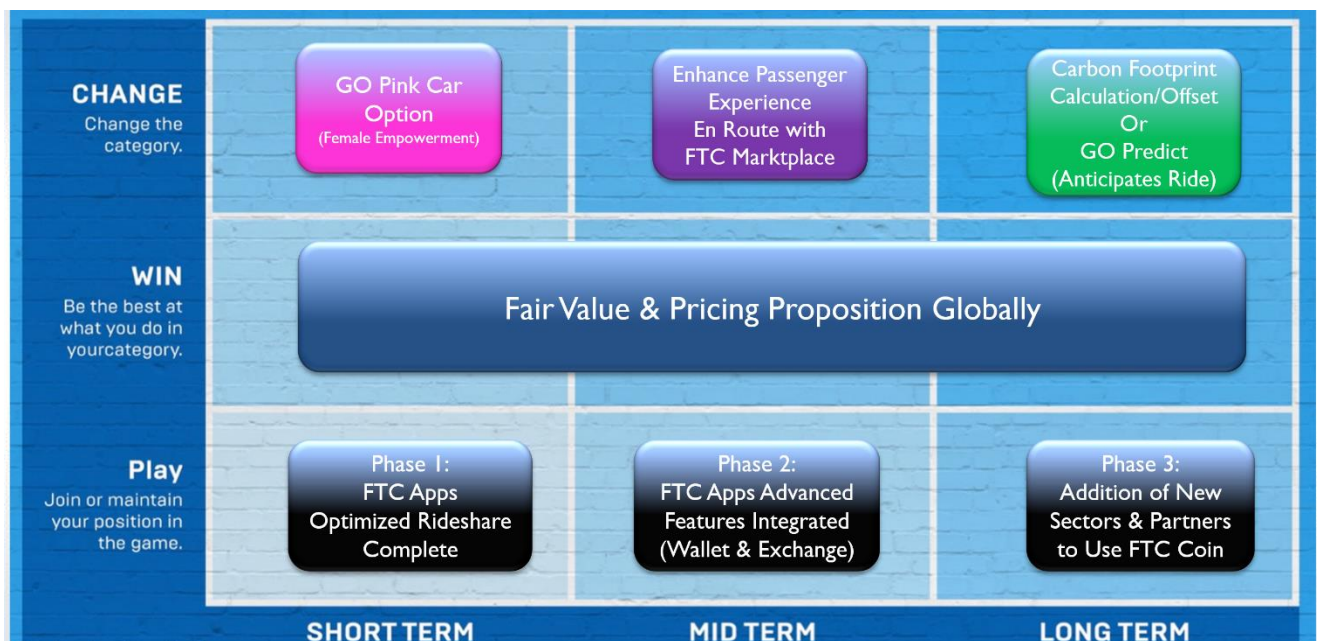
Fair Trade Cab has built a long term vision that includes a strong technical roadmap in addition to its commercial value & disruptive social impact on the economy.

FTC will always be at the cutting-edge of technology where our first step is to decentralize our servers and then as a second step, to use the power of the blockchain to verify the drivers registration (driver & vehicle identities and documents).

FTC will first launch and quickly grow and establish a strong position in the current rideshare sector with the optimizations and user features integrated, however FTC will rapidly win globally with the fair value & pricing proposition for both passengers & drivers. Beyond the initial global ramp up & success with the FTC exchange & simple use of our platform by users, FTC will continue to cultivate these relationships with our users and based on this development of user base and positive brand awareness, FTC will engage partners & industries in new sectors to be a part of our FTC ecosystem and use the FTC coin.

True innovation drives change both within and outside of the rideshare sector. FTC's long term vision will continue to expand into new sectors with our "Fair Technology" business model and mission. From the partnerships with additional GO Green vehicles to reduce our carbon footprint to tourism, logistics & healthcare segments, FTC is driven by purpose and will challenge the status quo to build a fair economy.

Table 2: Strategic Pipeline for FTC



## FTC TOKEN ISSUANCE - PURPOSE

As seen in our FTC Roadmap, we have currently finished the milestone of Phase 1 for the in-depth consumer research, front end & back-end development and interfaces of the rideshare functionalities where the end result is a consumer centric & 100% live & functional FTC app. In order to finance Phase 2 of our roadmap and integration with the complete FTC ecosystem as well as post launch ramp up, Fair Trade Cab will host an ICO to raise funds.

FTC will be on-boarding talented and driven blockchain technology developers, digital marketing experts, sales specialists & legal support therefore the FTC token sale will enable our team to grow while engaging a global community of Token Holders to be a part of our exciting & unique Fair ride in the blockchain. Token Holders will also have the exclusive opportunity to invest in FTC tokens at its infancy where our “Fair Technology” brand will continue to grow for many years to come in a variety of sectors and industries in the Real world not just the “digital world”.

Table 3 summarizes FTC’s expected use of proceeds from our FTC token sale.

Fair Trade Cab Divisions	Percentage of Funds (%)
Technology Infrastructure (Mapping & Messaging Tech, Servers, Artificial Intelligence, Software, Hardware)	48%
Marketing & Sales	20%
Operations & Team	16%
Research & Development	12%
Legal	4%

**Table 3:** FTC’s planned use of Funds from Token Sale

**Development Team:** Developing the FTC Ecosystem involves substantial developmental expenditures described in the above sections including the FTC exchange, wallet and support Artificial intelligence upgrade. FTC will continuously innovate & introduce new & exciting features for our users that will be seen on user interfaces on the forefront, as well as built into the wallet & automatic exchange behind the scenes. (This includes iOS & android in multiple languages) An additional 4 blockchain, android & iOS developers are currently being recruited to the FTC team.

**Operations:** FTC will operate globally therefore detailed logistics, processes & procedures must be built to align with our company strategy. In line with our Fair culture, FTC is agile & cost effective and will continue to do so as we grow in the future. As seen in our legal structure, FTC will also abide by the highest international standards in operations, accounting and general administration.

**Sales:** FTC has recognized large opportunities for partners in various sectors, including new blockchain based businesses, where co-operation with potential providers advertising in the FTC ecosystem and joining our community. This will continue our ambition of impacting our global FTC community as well as connect with local markets by co-marketing or co-branding initiatives. These strategic partnerships will not only enhance the revenue stream thereby increasing the value of the FTC coin, but also building the FTC brand and community.

**Marketing:** The in-depth customer insights gathered by FTC's marketing team have built a true user experience in Phase 1, and next steps will continue this journey to enhance the understanding of the FTC ecosystem to all global users in a clever and engaging manner. FTC's marketing experts are highly knowledgeable in the latest & most creative tools & methods of user acquisition, therefore we will implement in a lean and cost effective activation.

**Legal:** FTC is fair to our users but also to the country specific regulations and remains fully compliant, therefore legal efforts for phase 2 and the future including compliance, operational requirements, licenses and regulations are built on a strong legal foundation and to support us in managing this is the highly skilled firm of Riveles Wahab, leading in technology & law.

Once the FTC Token sale has concluded, the distributed FTC tokens will be passed on to the Token Holders and the remaining tokens will be destroyed.



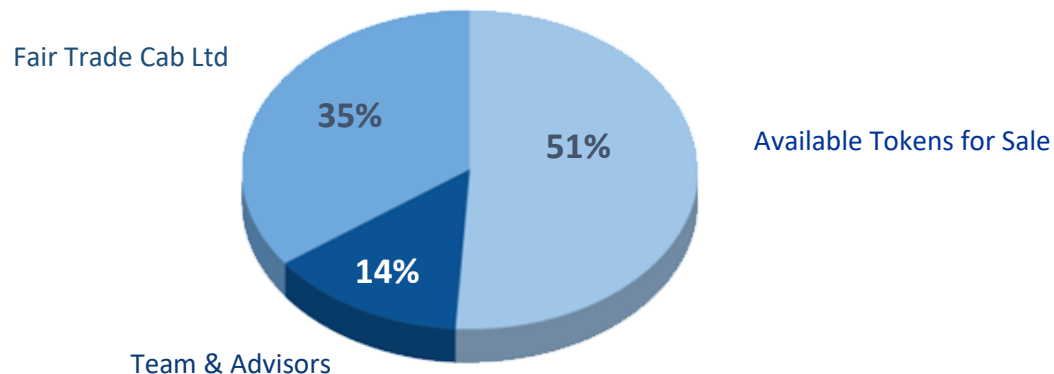
## FTC TOKEN ISSUANCE - SALE

In Q1 2018, Fair Trade Cab will offer 51% of all FTC tokens to be created for purchase by the public in the Fair Trade Cab Initial Coin Sale under the ticker symbol, FTCT. The remaining 49% of all FTC tokens to be created will be retained by Fair Trade Cab for distribution to Fair Trade Cab Ltd., advisors and partners. The FTC tokens allocated to the team and advisors will be locked for 1 year and then released in a vesting schedule where they receive 10% of their respective tokens on a monthly basis until the total amount is achieved as we build a unified commitment to the future.

FTC token price will be fixed throughout the sale. The FTCT price will be published on the fairtradecab.io website prior to the start of the sale. Fair Trade Cab will destroy remaining tokens that are not sold in the token offering. Tokens allocated to the company, team and advisors will be used for two main purposes which are to develop FTC and secondly, incentives for the FTC team.

FTC token planned distribution is clearly summarized in Figure 9 below:

Figure 9: FTC's Planned Distribution of Tokens

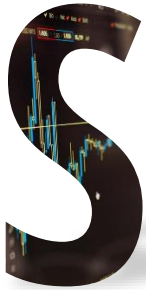


Fair Trade Cab will offer **2 BONUS OPTIONS** for our Token Holders. The first is the **FTC token referral bonus** for Token Holders. The bonus amount for Token Holders referring will be 10% in tokens of the amount of tokens the referred party purchased and 2% in tokens of the amount of tokens the referred party purchased. The second bonus option will be a discount on FTC tokens offered for early Token Holders. Table 4 provides detail for the exact discount level.

Table 4: Fair Trade Cab Initial Token Sale Discount Schedule

	Discount (%)	Tokens Sold from Total Quantity (%)	Quantity of Tokens at Discount Level
Level 1	25%	5%	8.75M
Level 2	10%	10%	17.5M
Level 3	5%	20%	35M
Level 4	0%	65%	113.75M

# RISK ANALYSIS - SWOT



## STRENGTHS

- FTC has a clear and forward thinking vision & business model that covers a diverse number of sectors
- FTC is Fair to both drivers & passengers & has built a strong foundation on finding solutions for our users
- Unique and streamlined distributed payment process
- Viability to expand with GO Green & reduce carbon footprint with FTC Drivers and track results
- FTC business model will allow a natural transition as the market moves towards autonomous cars
- FTC will build relationships with the drivers via the drivers' unions to show 100% transparency
- Technological Advantage with more benefits in app for passengers
- Additional car options allow affordable transportation options for passengers & benefits for drivers who are not able to lease new cars
- New business company advantage of being agile and reactive
- FTC is a company who listens & understands the passengers/driver's needs & expectations
- Drivers will be happier with FTC's zero – commission pricing proposition
- Innovative collaborations/partnerships planned for the future
- More incentives for passengers with lowest cost, safe SOS button as well as convenient packages
- Prices are significantly lower in comparison to our ride sharing competitors & traditional taxi operators
- Operational costs are lean & efficient as it relies on customer-to-driver interaction, and word of mouth & social media marketing
- Based on our business model driven by the FTC payment process, FTC should not face all of the regulation issues that competitors are all currently struggling with (i.e. complying with each cities laws & regulations, drivers insurance, drivers as employees etc.)



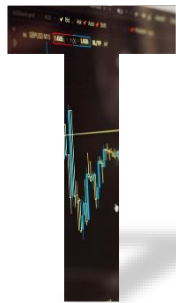
## WEAKNESSES

- Process of switching drivers to the FTC for registration is time & resources consuming
- Initial stages of market penetration
- Many competitors vying for same audience
- Not yet a well-recognized brand



## OPPORTUNITIES

- FTC is agile! Ability to expand to new cities and countries- major cities and small towns
- Sustainability & global impact for reducing transportation carbon footprint
- Leverage big data & analytics firms in several sectors & include in revenue model
- Fast market growth (industry in apps segment)
- Strong social media – peer to peer positive reviews of FTC (#FAIRFARE Campaign)
- High demand for ride share globally
- Establishing better and earlier relationships with governments with “fair” proposition
- Retain critical mass and achieve economy of scale
- Partnerships with blockchain companies to reduce FTC overall costs while embracing new blockchain benefits (decentralizing servers, identity checks etc.)
- Investment in Research & Development



## THREATS

- Government policy changes frequently
- Copycat competitors (low price model)
- UBER first mover advantage & large company
- Low diversity within rivals
- Increasing competition will ultimately decrease prices. This will result in loss of customers.

## **CONCLUSION**

Our Fair Trade Cab team believes that the benefits of blockchain technologies should be available to be easily used by everyone, with unlimited benefits in everyday life. Our FTC platform will make this a reality, starting with on-demand transportation.

Along with the user-friendly simplicity, new technologies should be developed in a **fair & socially responsible** manner when they involve people. We are not robots. Hard work should be appreciated and recognized whether in the form of a tip at the end of the ride, or ensuring drivers receive 100% of the ride cost. Building a fair economy is the foundation of Fair Trade Cab. It is not only a competitive advantage but it makes FTC the only on-demand transportation App in the world to make this powerful statement and this promise into a reality.

In an ever-changing, fast paced world, we need to learn to harness the power of intelligence as we develop incredible new technologies while still remaining consumer-centric by means of listening and understanding the users we innovate for.

FTC's seamless integration of blockchain technologies and cryptocurrency payment methods will be the preferred method in the future. By taking on-demand transportation a giant leap further with innovative & forward thinking, we not only connect drivers & passengers in our geo-based FTC app but we also connect users to the cryptocurrency and blockchain technology world.

We sincerely invite you to be an ambassador and join our **#FAIRFARE** - FTC Community!

Join the FTC Coin Sale as we take a Fair Ride on The Blockchain, the most exciting drive into the future!