CAR RENTAL SERVICE FOR OWNERS WHO RENT OUT THEIR PRIVATE CARS

DARENTA.io
International Car Offering

СОДЕРЖАНИЕ

1. DISCLAIMER

PLEASE READ THIS DISCLAIMER SECTION 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).

The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship or obligations. The sole purpose of this Whitepaper is to present the Darenta and tokens to potential token holders in connection with the proposed ICO. While we make every effort to ensure that any material in this white paper is accurate and up to date, such material in no way constitutes the provision of professional advice. Darenta does not guarantee, and accepts no legal liability whatsoever arising from or connected to, the accuracy, reliability, currency, or completeness of any material contained in this white paper. ProducToken (PROD) token holders should seek appropriate independent professional advice prior to relying on, or entering into any commitment or transaction based on, material published in this Whitepaper, which material is purely published and exists for reference purposes alone.

ProducToken (PROD) tokens will not be intended to constitute securities, digital currency, commodity, or any other kind of financial instrument and has not been registered under relevant securities regulations, including the securities laws of any jurisdiction in which a potential token holder is a resident. 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. Darenta does not provide any opinion on any advice to purchase, sell, or otherwise transact with ProducToken (PROD) tokens and the fact of presentation of this white paper shall not 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 ProducToken (PROD) tokens, and no cryptocurrency or other form of payment is to be accepted based on this Whitepaper.

ProducToken (PROD) tokens cannot be used for any purposes other than as provided in this Whitepaper, including but not limited to, any investment, speculative or other financial purposes. ProducToken (PROD) token confers no other rights in any form, including but not limited to any ownership, distribution (including, but not limited to, profit), redemption, liquidation, property (including all forms of intellectual property), or other financial or legal rights, other than those specifically set forth below. While the community's opinion and feedback can be considered, ProducToken (PROD) tokens do not give any right to participate in decision-making or any direction of business related to the Darenta service. Tokens ProducToken (PROD) can be used for purposes defined in this Whitepaper. All examples of the calculation of income and profits used in this paper were provided only for demonstration purposes or for demonstrating the industry's averages and do not constitute a guarantee that these results will be achieved, according to the marketing plan or roadmap.

Certain statements, estimates and financial information contained herein constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties, which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements.

You are not eligible, and you are not to purchase any PROD tokens if you are a citizen or resident (tax or otherwise) of USA, Singapore, or another Singapore Person. "Singapore Person" is generally defined as a natural person, residing in the Singapore or any entity organized or incorporated under the laws of Singapore. You are not eligible, and you are not to purchase any PROD tokens if you are a citizen or resident (tax or otherwise) of the People's Republic of China («PRC»), or other PRC Person. «PRC Person» is generally defined as a natural person, residing in the People's Republic of China, or any entity organized or incorporated under the laws of the People's Republic of China.

The Russian language of Whitepaper is the primary official source of information about the ProducToken (PROD) token.

2. USED TERMS

ProducToken (PROD) – digital token that gives the right to receive the P2P – carsharing at the DARENTA platform based on the conditions of the present document. Tokens are produced on Ethereum`s blockchain-platform.

Fiat money is currency that a government has declared to be legal tender, but it is not backed by a physical commodity. More info: *https://en.wikipedia.org/wiki/Fiat_money*

Franchisee – a person who uses tokens to acquire the right to use the Darenta brand name to create a branch in the any region, to receive revenue and pay a service fee (royalty) for the trademark and franchisor services.

Ethereum – a platform for creating decentralized online services based on a blockchain technology. ProducToken (PROD) is an ERC20- compatible token in the framework of the publicly distributed blockchain platform Ethereum. The Ethereum platform, which is rapidly becoming the standard protocol for the release of new digital assets, perfectly corresponds to the requirements of Darenta. The compatibility with the ERC20 standard allows you to use a full potential of the extensive ecosystem of the Ethereum platform, including e-wallets and exchanges.

ERC20 is the standard of the Ethereum`s tokens. More information: *https://github.com/ethereum/EIPs/issues/20*

3. INTRODUCTION

The pervasive influence of the Internet and mobile services has allowed a large audience to reach people who are ready to share their resources in exchange for capital gains. Unlike the usual centralized consumption, where access to resources is limited to their owners, these systems help to decentralize and share consumption when the resources are shared among all members of a community.

Showing brilliant results startups such as Airbnb and Uber challenge the notion of traditional property around the world. Thanks to the Internet, the economy of sharing may reach $ 335 billion by 2025, according to some studies.

Darenta - the largest p2p-carsharing startup in Russia. Currently, we have almost 1,000 cars registered in 20 countries. Our startup has won the IT-Start competition and the Glonass competition. Our project is also the awardee of the exhibition Startup Expo Eurasia and the awardee of the main Russian startup competition GenerationS.

Darenta is a car rental service for owners who rent out their private cars. This project is a mobile solution based on geolocation, blockchain and technology of smart contracts. On this platform, any person or company can rent cars with insurance. Social carsharing works without a commission for car owners. Users can rent a car for a cost specified by the owner of the car. The economy of mutual use or joint consumption is a growing trend. Our business model differs from B2C-carsharing in that B2C-carsharing requires the expenditure of funds for the purchase and support of its own car park, and our P2P-carsharing uses an external car pool, consisting of the vehicles of the service members. Thus, car owners earn money while renting out their personal car. Conversely users who want to rent a car get access to a lot of vehicles. Darenta offers both website and mobile applications which allows users to send an application to rent cars real-time.

The release of tokens will attract crypto funds and backers. It will also add additional opportunities to the economy of the service, providing an opportunity to earn more to car owners and token holders. It will also help car renters to save more money.

4. OUR MISSION

Our mission – to make a better world, providing an accessible and convenient way of moving for renters and a simple way to earn money for car owners.

P2P-carsharing can significantly reduce the number of cars, freeing additional parking spaces and improving the ecology of our planet.

Darenta - decentralized P2P-carsharing for private car owners who rent out their insured cars. Our project is a mobile solution based on geolocation, blockchain and technology of smart contracts.

5. MARKET

	2015		**2016**

2015

The market of cars for rent:
15 000 шт.

Average number of days in rent:
60 d / year

Average check for 1 day transaction:
$35

Potential market volume or 2015:
$32 M

2016

The market of cars for rent:
22 000 шт.

Average number of days in rent:
60 d / year

Average check for 1 day transaction:
$35

Potential market volume or 2015:
$46,5 M

P2P-carsharing Darenta successfully works in Russia. Our next milestone is expanding the service globally. In the previous months, our carsharing has gained customers in 20 countries. Almost a thousand of cars are in stock available now. As of today, there are no competitors with a fully-functioning P2P-based system based on the blockchain technology.

Let's move the car rental market of billions dollars to the blockchain. Join the project at the stage of explosive growth!

2015

$653 K
TAM

$6.53 K
SAM

$6.53 K
SOM

2016

$931 K
TAM

$9.31 K
SAM

$93.1 K
SOM
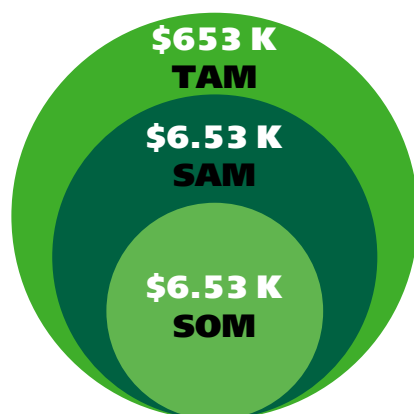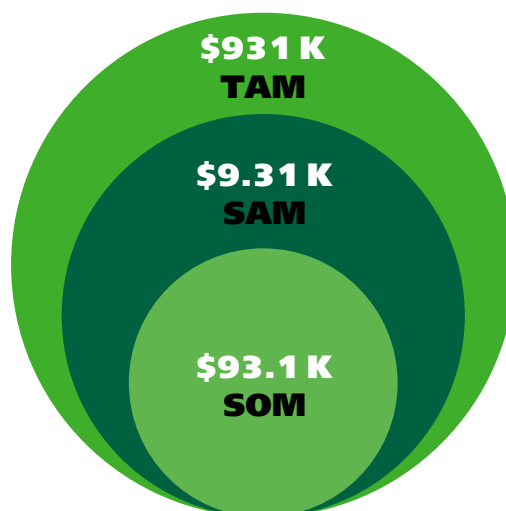
TAM - total volume of the target market

SAM - available market volume

SOM - really achievable market volume

Our goal is to become the most convenient way to rent a car for people around the world. After the ICO, tokens will become a part of the service ecosystem: customers will benefit from the technology and benefits granted to token holders

	DARENTA	DRIVY	TURO	HERTZ	AVIS	ДЕЛИМО-БИЛЬ	ANYTIME	AVITO	YOU DRIVE	BELKA CAR	CAR 5	CARENDA
Opportunity to rent out your car through this site	✓	✓	✓	✗	✗	✗	✗	✓	✗	✗	✗	✗
Possibility and desire to resolve the parking issues, insurance issues and so on.	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓
The service operates in the Russian Federation and the CIS	✓	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity to go on a rented car outside the region	✓	✓	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗
Opportunity to travel to another country on a rented car	✓	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗
Service doesn`t need to spend money on the purchase of cars	✓	✓	✓	✗	✗	✗	✗	✓	✗	✗	✗	✗
Cryptocurrency payment option	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗

All services, except Darenta, must spend their money to purchase new cars to increase their presence in their city or in new territory, and Darenta uses other people's cars that are already available. This opens great opportunities for scaling the service and helps to reduce the company's operating expenses.

6. OUR INNOVATIONS

We are the first car platform in Russia, that will also accept payments by cryptocurrencies. In the future, all vehicles on our platform will be equipped with geolocation and devices to open cars with the application and without a physical key.

7. ADVANTAGES

DARENTA connects people who want to rent a car and people who want to rent out car.

Main features:

Quick rental of any car through a website or mobile application

We offer a wide range of cars, up to 30-60% cheaper than in traditional foreign rental services (Hertz, Avis, EuropCar) present in Russia

Tracking movements on the map, using Glonass or GPS
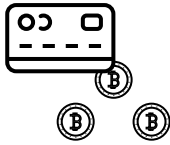
Ability to make payments with bank cards and cryptocurrencies

Ability to add cars and car owners to your favorites

You can share information about cars you like with friends and family
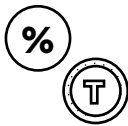
When you pay by tokens you get a 50% discount from the service commission

The ability to earn tokens, leaving feedback after transactions

Multifunctional user interface

Insurance

Global service availability to car owners

7.1 CURRENT METRICS

2014 г.

In 2014, the project had no cars. The team members were its first users, once the platform was developed.

2015 г.

In 2015, the first renters and car owners joined us. The project worked only in Moscow.

2017 г.

In 2017, we already have almost a thousand cars available for rent in 121 cities around the world. In Darenta's p2p-carsharing more than 5,000 registered users. This number is constantly growing on its own without marketing budget.

1000
CARS

121
CITIES AROUND THE WORLD

MORE THAN
5000
REGISTERED
USERS

7.2 GROWTH

According to the forecast of the Eurasian Venture Academy, with a favorable development of events, DARENTA can show growth rates of 19% annually and reach profit by 2021.

	NPV	Invest?
	491 734	YES!

Legend:
- DCF ('000)
- Accumulated ('000)

Chart values:
- 2017: Accumulated -2 810, DCF -2 810
- 2018: Accumulated -1 772, DCF 1 037
- 2019: Accumulated -768, DCF 1 004
- 2020: Accumulated -23, DCF 745
- 2021: Accumulated 492, DCF 515
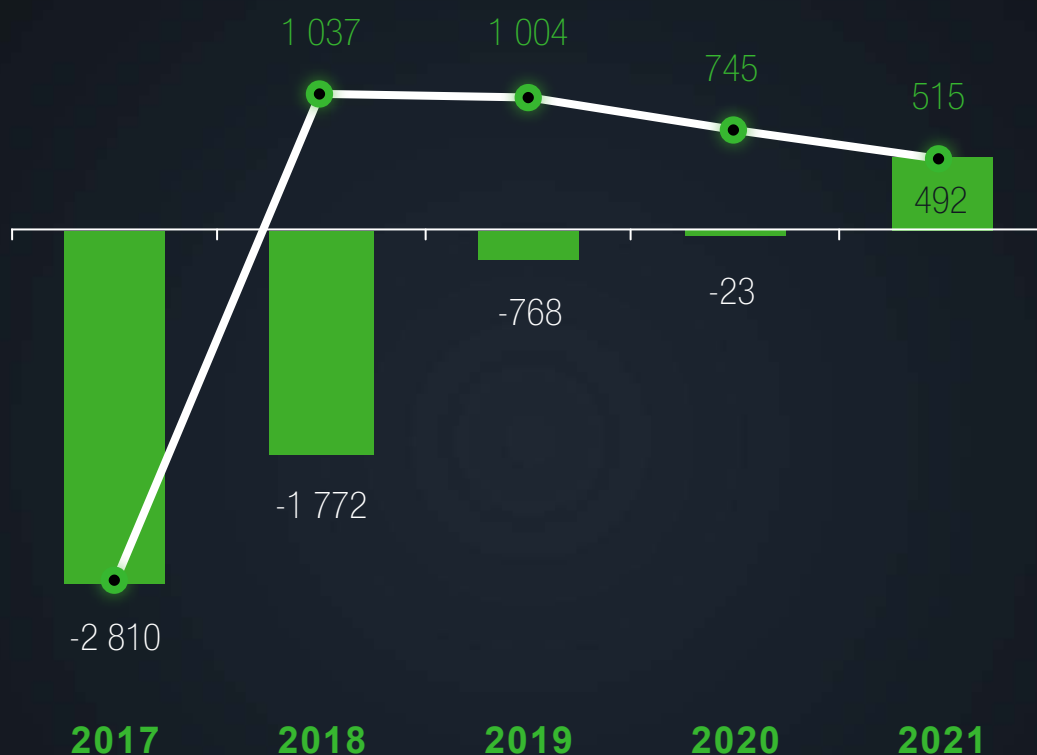
8. DESCRIPTION OF THE PROJECT

8.1 INSURANCE

Darenta based particular circumstances and client's requirements carefully selects its global and regional insurance partners to provide insurance coverage to all leased cars.

That means the client's indispensable confidence in the security of the vehicle by the insurance provider, ready to cover main and significant damage without delay.
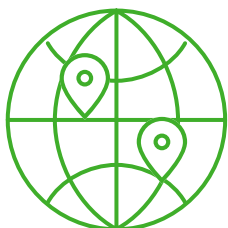
8.2 GEO

Darenta is already working in Russia, in countries that border Russia as well as other countries abroad where Russian tourists commonly visit. Darenta is expanding its market area and plans to become a global p2p-carsharing operator.
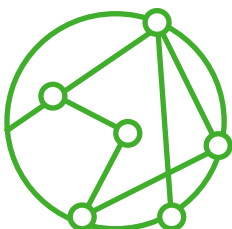
8.3 BLOCKCHAIN

Our platform utilizes blockchain technology, based on smart contracts Ethereum. It makes the company's financial operations absolutely transparent.

8.4 SECURITY OF PAYMENTS

The DARENTA payment system is based on a decentralized blockchain technology and allows payments to be made absolutely ubiquitously and guarantees the security of transactions and the fulfillment of obligations by the parties.

9. HOW OUR WEB PLATFORM AND APPLICATIONS WORK

The main purpose of applications and web site is the ability to rent out your car or rent someone else's car from private car owners with the insurance coverage. The car owner can look at the status of his cars and trips in his personal account. Users can communicate with each other, as well as choose the payment option from a bank card or a crypto currency.

10. PROMOTION OF PRODUCTOKEN (PROD)

After the introduction of the tokens into the service and platform ecosystem, ProducToken (PROD) tokens will be used in calculations for rent and for partners and customers encouragement. Tokens will be used in the discount system. The use of tokens in the service ecosystem will begin no later than 3 months after the completion of the ICO.

ProducToken (PROD) will participate in the economy of the service and the ecosystem as follows:

1. Receiving a discount for the commission of a carsharing up to 50%;
2. Possibility of tokens payout for feedback after transactions;
3. Customers will be able to rent and rent out vehicles for tokens;
4. Purchase a franchise for tokens if users satisfy all necessary conditions;
5. Those who wish can go to a blog-tour around different countries for a certain number of tokens;
6. Customers will be able to earn tokens for the posts they make during car rental;
7. Customers will be able to earn tokens for permission to advertise on their profile page if the ad is viewed enough times, and if there is a required number of conversions from this advertisement;
8. Obtain tokens for the referral program for brought clients who will conclude the transaction;
9. Holders of tokens will be able to sell them in the internal exchanger or on the crypto exchange market;

10. Advertising and special projects from advertisers for tokens via smart contracts will be implemented;

11. Payment of tokens for the time spent on the site;

12. Payment of tokens for downloading the application;

13. Payment of tokens for filling in the profile;

14. Order a professional photo and video review of their car;

15. Order additional promotion of the proposed car in the platform;

16. Photographers and video bloggers will be able to receive tokens for creating unique content;

17. Rent a car in a closed club, where exclusive cars can be rented only for tokens;

18. It will be possible to obtain information about discounts for nearby cars through a smart clock after integration with IOTA.

After ICO, the platform's commission for the informational, intermediary and other services provided by Darenta will be set to 20%. This amount will be added to what the car owners indicate in their profiles. The owners who rent out their vehicles with DARENTA platform will still have the right to request the PRICE they want.

Before ICO ends, the commission fee for the carsharing transaction is only 1(one) percent.

Each customer will be able to reduce the commission fee for the service, by paying with our tokens ProducToken (PROD).

ICO — purchasing of tokens during the ITO

possibility to sell tokens on crypto exchanges

purchasing a franchise for tokens

purchase of prizes for tokens in the customer reward program

renting vehicles for tokens with a 50% discount on the service commission

receiving tokens for permission to place advertising in your profile

receiving tokens for publications in social networks

renting out a car for tokens

receiving tokens for feedback after transaction

CLIENT

11. FINANCIAL PLAN

DARENTA is an operating business, coming out on the ICO. Our goal is to offer the most attractive terms to get and use the company's tokens. The PROD token is a combined type token, it will be listed on stock exchanges.

The emission of ProducToken tokens will be performed once. During the presale stage will be offered for sale 1 000 000 tokens, with a fourfold bonus. The pre-ICO stage will offer 2 000 000 tokens, with double bonus.

During the ICO stage, we will offer 66,000,000 tokens.

Bonuses for token holders:

- The market value of the token is expected to change;
- After reaching the breakeven point, Darenta considering the possibility of tokens burning.

12. FRANCHISE

The franchise will be sold for 100,000 tokens to those franchisees that will meet the necessary conditions set by Darenta. For example, Darenta gives an opportunity to a resident of an Asian country to lead a company branch in America. The franchise will be issued for a 1 year and applies to a region that is not occupied by other franchisees. Every franchisee must pay royalties.

13. ICO STRUCTURE

During all ICO periods, we will offer to sell 69,000,000 tokens. There are no restrictions on the maximum number of tokens that can be purchased by one person.

Total number of tokens: 100 000 000.
Main course: 1 ProducToken (PROD) is equivalent to 0.003 ETH (~1$).
For 1ETH you can buy **333 tokens** without a discount.

Tokens will be implemented in three stages.
Darenta reserves the right to offer special terms for strategic customers and partners.

STAGE NUMBER 1:

Presale

Period	from 15.11.17 to 07.12.17.
The purpose	tokens' selling in order to receive funds for the services from consultants and specialists, which will help conduct pre-sale and ICO and implementation of plans described in this document
The number of tokens on this stage	1 000 000
The bonus is	fourfold
For 1ETH	you can buy 1332 tokens
Hardcap	1 000 000/(333*4) = 750ETH

STAGE NUMBER 2

pre-ICO

Period	from 07.12.17 to 31.12.17.
The purpose	tokens' selling to receive funds for company incorporation, for the services from the consultants and specialists, which will help to conduct ICO and implementation of plans described in this document
The number of tokens on this stage	2 000 000
The bonus is	double
For 1ETH	you can buy 666 tokens
Hardcap	2 000 000/(333*2) = 3 003 ETH

STAGE NUMBER 3: ICO

Period	from 31.12.17 to 31.03.2018, 23:59.
The purpose	Implementation of plans described in this document
The number of tokens on this stage	66 000 000
For 1ETH	you can buy 333 tokens
Hardcap	66 000 000/(333) = 198 198 ETH

Total hardcap: 198 198 + 3 003 + 750 = 201 951 ETH
Recommended amount of gas - 300000, gas price 30 Gwei

Distribution of the remaining tokens:

- Of tokens should be sold to customers
- The team reserves
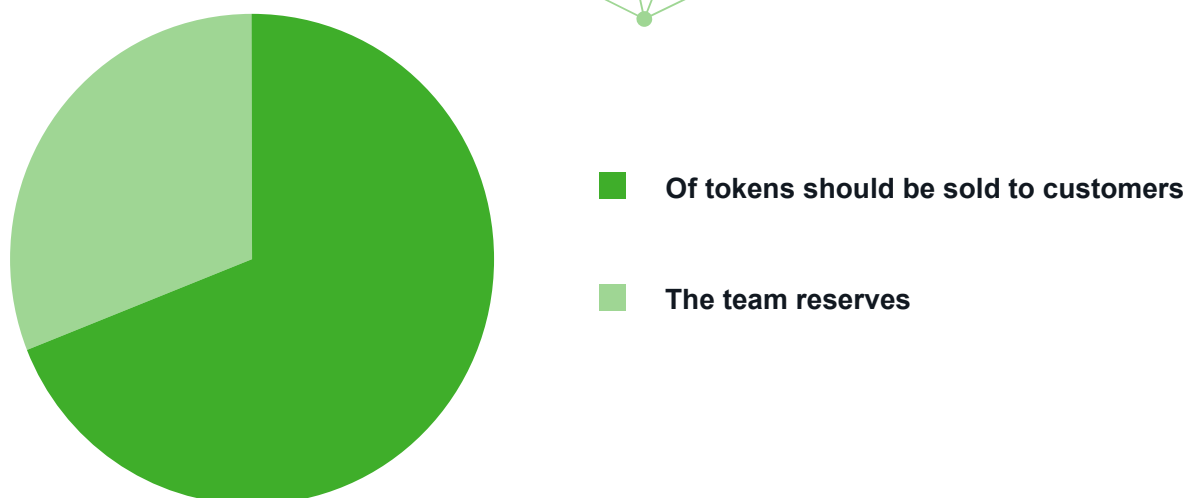
The team reserves 31% of the tokens from the total number of tokens. That is, 69% of tokens should be sold to customers. Not sold during all stages of ITO tokens are irretrievably destroyed.

The smart contract provides the Freeze function to improve the safety.

From reserved tokens (out of 31%), some of the tokens in the equivalent of 240 BTC will go to ICOBox. The remaining amount will go to the founder of the startup for sale and use inside the platform.

The withdrawal of the tokens will be available in your account after the completion of the ITO. To output ProducToken (PROD), you need to create a wallet on the Ethereum platform.

For the ICO period all proceeds from the ProducToken (PROD) tokens sale will be deposited in escrow where they will be kept and will be released from escrow to Darenta as it moves towards the realization of the plans and purposes defined herein.

13.1 KYC

Once ICO finished, ProducToken (PROD) token holders, who want to withdraw their tokens to the exchange or sell them may be asked to pass the KYC procedure.

14. OUR TEAM

OLEG GRIBANOV
CEO at «DARENTA LLC»

Awardee of IT-START 2015, ERA-GLONASS 2015, STARTUP EXPO EURASIA 2015 and GenS 2016. Co-founder and Ex-leader Digital agency «FIRSTEP» (3 years in a row in TOP-100 of the best studios in Russia according to «TAGLINE»). Finalist of the start-up show «Sharks of Business».

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Сайт: *https://t.me/darenta*
Twitter: *https://twitter.com/darenta_ru*
Instagram: *https://www.instagram.com/darenta.ru/*
VK: *https://vk.com/darentaru*

ANTONIY KAPRANOV
Project Manager

Blockchain evangelist, participant of Russian Association of Cryptocurrencies and Blockchain

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Telegram: *https://t.me/RedKryptonite*
VK: *https://vk.com/antonkapranov*
LinkedIn: *https://www.linkedin.com/in/antoniy-kapranov-0b6921147/*

ARTUR TEREGULOV
CTO at «DARENTA LLC»
More than 20 years of programming experience. Prize-winner of many hackathons.
Гитхаб http://github.com/ateregulov

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LinkedIn: *https://www.linkedin.com/in/ateregulov/*

KIRILL VOLKOV
Marketer
Business analyst and software tester, a participant of ITStart, expert on crypto-currencies, blockchain and ICO. Graduate of the leading Russian university (Bauman MSTU).

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MUKHAMED BATYROV
Business development

Graduate of Moscow State University, Faculty of Graduate School of Business, he has experience of work as an analyst in an IT company, the last year Mukhamed engaged in consulting, training and training on currency markets.

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VK: http://vk.com/bat_m

Instagram: http://Instagram.com/batyrov_m

ARTEM KRITSYN
PR-manager

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Facebook: https://www.facebook.com/artem.kritsyn

EVGENIA SPIRINA
Chief Accountant at «DARENTA LLC»

Worked in the Société Générale group of companies, as well as in one of the largest FMCG companies, O'KEY. Experienced in building business processes at the international level.

Facebook: https://www.facebook.com/pandafuwa
VK: https://vk.com/pandafuwa
LinkedIn: https://www.linkedin.com/in/evgenia-spirina-147a0a27/

TATYANA TAL
Lawyer

For more than 5 years, Tatiana has worked in a large Nienschanz holding company, provided full legal support for companies from various business sectors, including international activities.

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VK: https://vk.com/bubuso
LinkedIn: https://www.linkedin.com/in/маль-татьяна-4622a0146/

BELYAEVA OLGA
Art Director DARENTA.IO

Graduated specialist «Graphic artist», «Designer of printing layout». She was the chief designer of the PR-studio «Mohito», the marketing agency «Violent», led many design projects for companies of various fields of activity.

Портфолио: https://missolga1988.carbonmade.com/projects/3842203
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https://cloud.mail.ru/public/BsaH/RqDtByDzE
https://cloud.mail.ru/home/e-book%2008.02.pdf

MAXIM KISELEV
Tax Law and Legal Expert

Facebook: *https://www.facebook.com/specmedix*
VK: *https://vk.com/specmedix*

VALERIJ KIZILOV
Chinese translator

The founder of one of the best Chinese Language School in Russia

GRIGORY SLYNKO
Advisor

3 higher education: engineering, international business school and management, and also management in the field of Internet technologies. He worked in several banks, incl. Chairman of the Board. Now the owner and CEO of Internet publishing Prondo. ru. Expert and blockchain teacher. Advisor of several blockchain projects.

VK: *https://vk.com/id214458853*
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YURY YARTSEV
Advisor

The founder of the public online school of startups RUSSOL, the coordinator of the Volunteer Initiative for the localization of materials Startup School by Y Combinator, in the past the localizer Google AdWords, AdSense

Facebook: *https://www.facebook.com/profile.php?id=100011222233927*
VK: *https://vk.com/banduran*
LinkedIn: *https://www.linkedin.com/in/555777/*

IVAN ZALESSKY
Advisor

He was the youngest student at the FZD School of Design, studied in the specialty Entertainment Design. At the age of 18, he founded a joint rental of real estate Rent Together. At the age of 14 he received the Proficient certificate from Inlingua Malta. At the age of 19, he attracted venture investments twice. Confidently owns PHP, Javascript, HTLM and CSS.

CEO of http://Sherstakovich.com

Facebook: *https://www.facebook.com/profile.php?id=100004082443268*
VK: *https://vk.com/vaniazalesskiy*

15. SUPPORT

CHANNELS FOR CLIENTS AND TOKEN HOLDERS:

Telegram channel – *https://t.me/joinchat/DuH__EQq8OaFxKTdiZ1JFQ*

Email – *info@darenta.ru*

LinkedIn – *https://www.linkedin.com/company/10077541/*

FB – *https://www.facebook.com/darenta.ru*

16. ECONOMY OF THE TOKEN

Purpose of the PROD token: it allows to pay for our services with a significant discount and participate in a customer rewarding programs and other rights granted to token holders.

What determines the growth of the token: the number of tokens is strictly limited - 100 000 000 PROD. And, if ICO does not manage to collect the required amount (softcap), unclaimed tokens will be destroyed. This will add value to each token. In addition, we understand that cryptocurrencies are sensitive to news publications. Therefore, our team is already developing a plan for large special projects to increase the recognition of Darenta brand name, and therefore affect the quote of the PROD tokens.

This is what tokens are provided with: Darenta is not a green newcomer and we already have customers in 20 countries. The company firmly stands on its feet, and the plan for further international expansion will allow it to continue its growth and allow the buyers of company's tokens to earn money.

When we plan to enter the stock exchanges: for a short time after ICO. Negotiations with several exchanges are underway, the appearance of a token on some of them will be reported additionally.
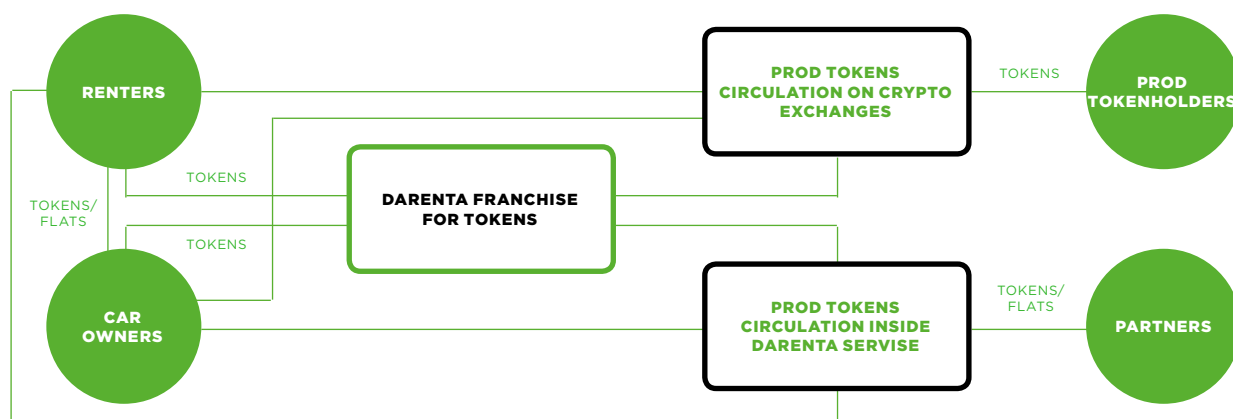
17. REQUIREMENTS TO THE SMART CONTRACT

PROD is a token, issued based on Darenta's contract. The number of Darenta tokens, issued during ICO is limited to 100 000 000 (one hundred million) tokens. In the future, PRODs won't be generated. Darenta is an Ethereum smart contract, compiled using the Solidity language. It allows to issue tokens in the Ethereum network and provides a wide range of features:

1. Implementation of ICAP4 for multi-level transaction routing;
2. Account recovery in case of key loss;
3. System of permissions and tolerances;
4. Automatic reimbursement of Ethereum platform commissions;
5. Built-in exchange for Ether;
6. Ability to establish a commission for transactions.

Integration with exchanges and other services will not be more difficult than for any other token based on Ethereum.

The smart contract code will be published at *https://github.com/darenta*

18. ROADMAP

29 May
2014

Emergence of main idea

25 October
2014

Website launch

January-December
2015

Website updates

February
2015

Apps Development

January-December
2016

Website updates

January-December
2016

Prizes in contests IT-
START, ЭРА-ГЛОНАСС,
STARTUP EXPO

January-December
2016

Website updates

November
2017

Development and
integration of ICO smart-
contract

15 November
2017

Presale

7 December
2017

Pre-ICO

31 December
2017

ICO

November 2017
April 2018

Tokens lock-up

January-May
2018

Development and
integration of smart-
contracts for darenta.ru

January
2018

Website and apps
updates

January-May
2018

Quality translation into
various languages

January-May
2018

Automation of processes
and creation of
informativeness

April - December
2018

Promotion

April - December
2018

Development and
integration of telematic
device

April - December
2018

Keyless access and
launch of a rented car

April - December
2018

Rent or purchasing
an office

April-December 2018

Call center

April-December 2018

Short-term insurance on the whole territory of the service

April-December 2018

Appearance of tokens on the crypto-exchangers

April-December 2018

Sale of franchises for tokens through smart contracts

April-December 2018

Providing discounts for tokens through smart contracts

April-December 2018

Advertising and special projects from advertisers for tokens through smart contracts

April-December 2018

Possibillity of tokens payout for feedback about car owners

April-December 2018

Possibillity of tokens payout for feedback about cars

April-December 2018

Possibillity of tokens payout for feedback about renter

April-December 2018

Possibillity of tokens payment for the time spent on the site

April-December 2018

Possibillity of tokens payment for downloading the application

April-December 2018

Possibillity of tokens payment of tokens for filling the profile

April-December 2018

Possibillity of tokens payment for advertising in profiles

April-December 2018

Possibillity of tokens payment for posts in social networks

April-December 2018

Car owners will be able to realize the possibility to order photo sessions of their cars for tokens

April-December 2018

Car owners will be able to realize the possibility to order video reviews for tokens

April-December 2018

Car owners will be able to realize the possibility to order additional promotion for tokens
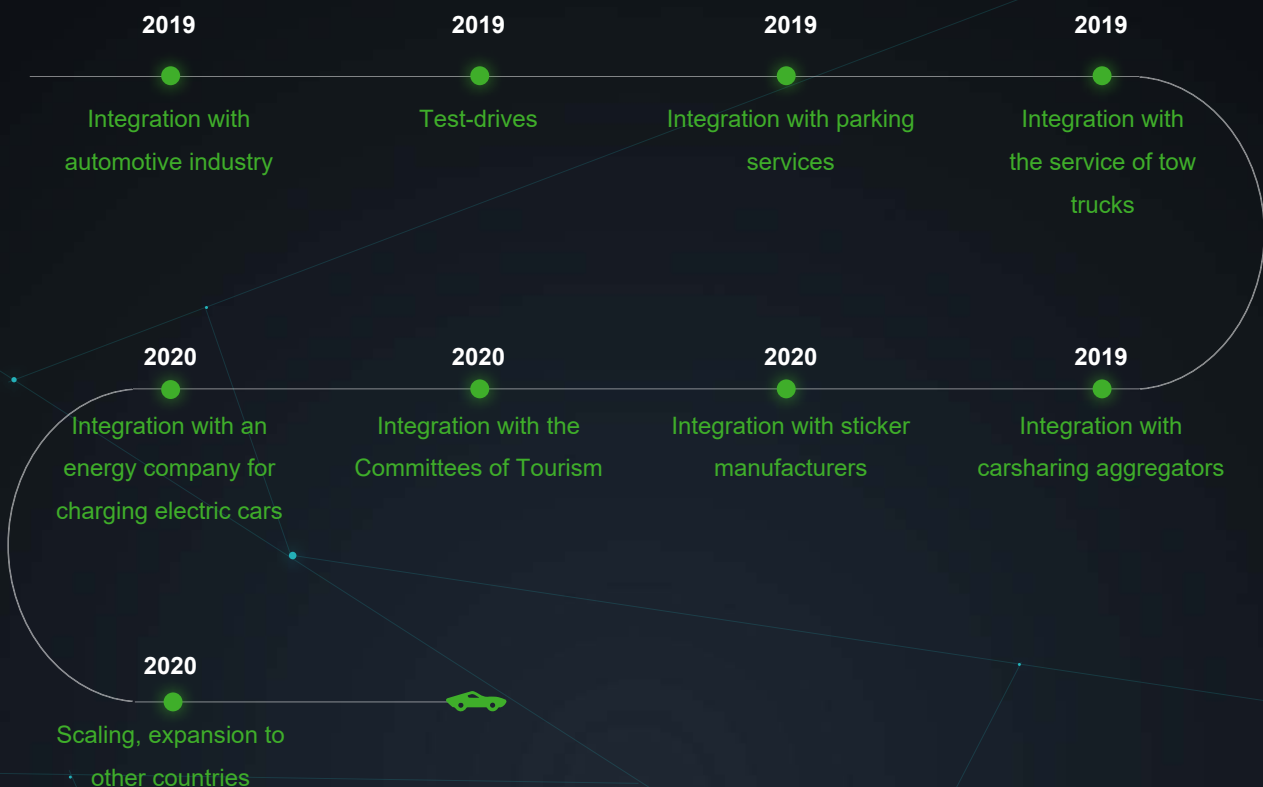
April-December 2018

Photographers and videoblogers will be able to realize the possibility to receive tokens for creating unique content

2019

Cooperation with p2p carsharing of Canada and USA

2019

Integration with gift card aggregators

2019

Integration with
automotive industry

2019

Test-drives

2019

Integration with parking
services

2019

Integration with
the service of tow
trucks

2020

Integration with an
energy company for
charging electric cars

2020

Integration with the
Committees of Tourism

2020

Integration with sticker
manufacturers

2019

Integration with
carsharing aggregators

2020

Scaling, expansion to
other countries

19. WHY OUR PRODUCT DESERVES THE TRUST

What is unique about our service:

- Real, running business;

- Easy to scale;

- Website and mobile applications are available in several languages;

- Several countries of presence;
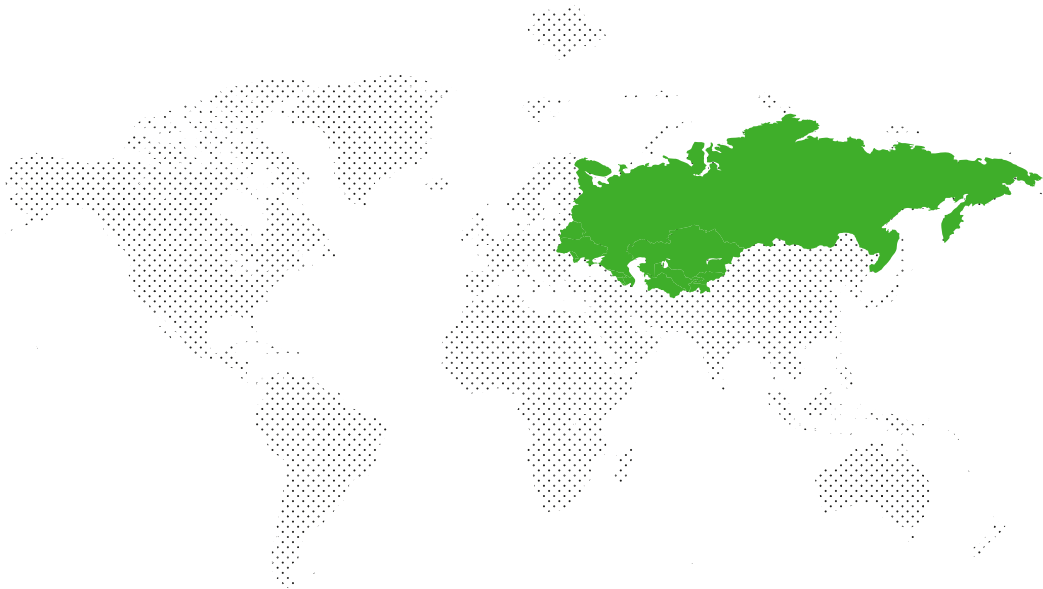
- Blockchain integration

20. IN-DEPTH GROWTH PLAN

The MVP of the main product was tested and launched, demonstrating excellent performance for the market of startups.
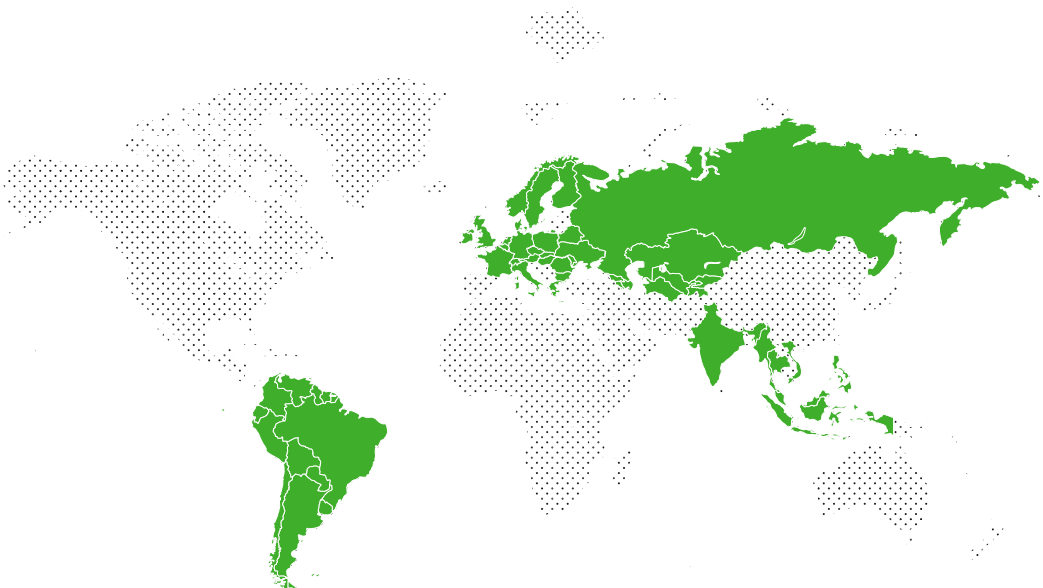
Key objectives of the project:

1. Expansion into new markets

2017-2018 full coverage and dominance on CIS markets (Russia, Georgia, Belarus, Kazakhstan, Armenia etc.);
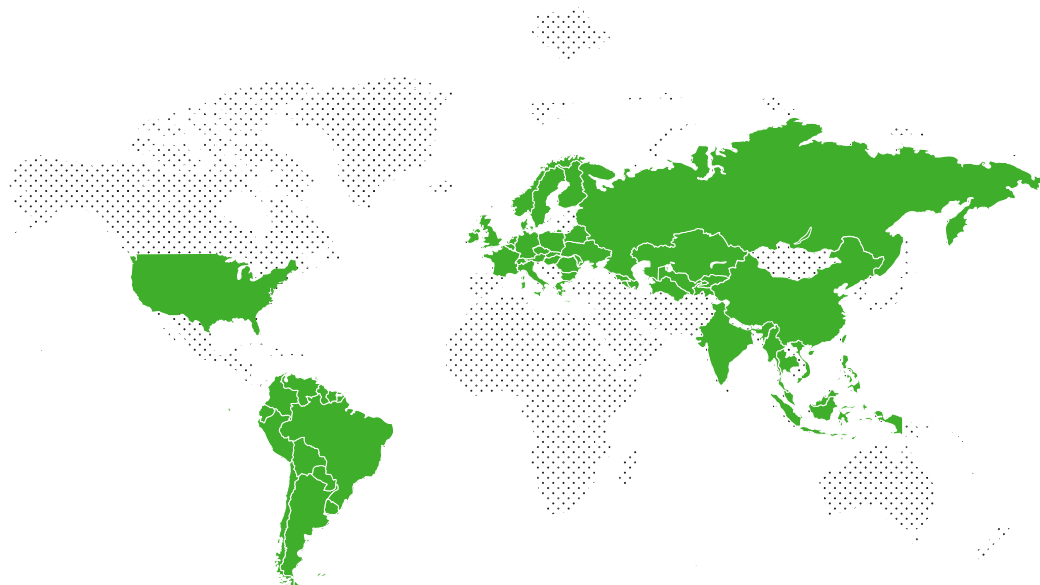

2018 - 2019 organization of entry points for all key markets: India, Southeast Asia, South America, Eastern and Western Europe;

Q1 2019 launching the service to cover the United States and China;

By 2020 dominance in the US and China markets;

By 2022 dominance in all markets of presence.

The main means of expansion are PR-campaigns to attract customers, key market players and establishing partnerships on new territories.

2. Development and maintenance of the service:

- ongoing scaling of the platform to new regions;
- supporting the platform;
- development of additional functionality, including the connection of new insurance partners for new regions.

OUR STRATEGIC GOAL is to capture 20% of the world's market within 5 years and to handle more than $ 450 million of net profit before 2024.

20%
OF THE WORLD'S MARKET
WITHIN 5 YEARS

$450
MILLION OF NET PROFIT
BEFORE 2024

Ежегодные расходы в тыс.долл. США	2018	2019	2020	2021	2022	2023	2024	2025
Annual costs, thousands of US dollars	2018	2019	2020	2021	2022	2023	2024	2025
Analytics	25	35	56	67	81	90	103	115
Engineers	15	33	45	47	53	31	35	38
Financiers	9	31	36	42	48	54	60	64
Lawyers	199	329	378	411	452	509	564	600
Marketing	340	525	704	894	1098	1177	1214	1354
Website and apps updates	23	35	39	44	47	51	59	63
IT-team	371	936	976	1238	1423	1637	1884	1970
Accounting and Audit	11	36	41	48	55	63	71	74
Short-time insurance	5	9	16	21	24	29	35	38
Office Rent	55	184	212	243	280	322	350	389
Business trips	31	104	120	138	158	182	199	245
Business Development team	233	443	509	586	674	775	834	903
Conferences and events	21	70	81	93	106	122	128	133
IT-infrastructure	64	212	244	280	322	371	401	419
Development and integration of a telematics device	12	7	9	11	12	14	16	18
Call-centre	2	4	5	7	8	9	12	14
Integration with towing services	15	24	29	35	44	59	68	79
Taxes	89	148	201	295	377	481	569	655
Activities in other countries	350	812	1212	1499	1810	2001	2265	2454
Purchase of a vehicle fleet for R & D	50	95	160	215	298	354	429	510
Introduction of innovative technologies	40	65	90	110	138	154	165	180
Integration with carsharing aggregators	21	24	25	28	32	35	39	43
Integration with gift card aggregators	19	21	23	26	33	34	36	40
Integration with telecom operators	50	112	129	133	139	147	161	180
Integration with automotive industry	10	15	24	29	31	33	35	39
Integration with parking	7	9	11	12	14	17	18	24
Integration with tourist aggregators	25	27	33	39	45	51	55	58
Integration with the manufacturers of promotional stickers	6	7	9	11	13	15	18	24
Integration with an energy company	3	4	6	10	12	16	18	24
Expansion to other countries	24	51	109	145	149	164	167	177
Sales costs of franchises	6	8	11	14	17	21	24	27
Unexpected expenses	15	50	75	90	120	145	165	180
Other employees	83	234	269	309	356	409	467	513
Licensing	50	77	90	105	124	133	144	160
Legal Contractors	280	335	394	421	499	538	581	644
Subcontractors	18	60	69	79	91	105	117	124
Bank charges	8	28	32	37	43	49	53	57
General running costs	10	16	24	29	35	43	51	59
Other expenses	70	95	133	139	145	162	170	190
Total	2665	5310	6629	7980	9406	10602	11780	12878

TOTAL: 67 250 000 US DOLLARS

21. MARKETING

The marketing strategy undermines the positioning of the company as an innovative project on ICO, global blockchain P2P-carsharing, which gives the opportunity to earn, by giving auto for rent.

The main task is to legitimize tokens in the eyes of potential token holders and customers of the service, to achieve social validation of the project.

22. CUSTOMER RETENTION

Operating with the values and needs of customers by creating real practical benefits, the service clearly differentiates itself from possible competitors, with high potential to multiply the number of loyal consumers.

We intend to develop Inbound Marketing, a client-oriented policy, constantly analyzing the goals, wishes and preferences of consumers. Together with the scaling and expansion, our relations with customers will grow, which will always remain as friendly and dense as now, because we see this as a guarantee of the successful operation of the service. The main idea of mutual use implies friendliness.

23. TERMS AND CONDITIONS, RISK FACTORS

The purchase of tokens involves a high degree of risk, including but not limited to the risks described below. Before acquiring ProducToken (PROD) tokens, it is recommended that each participant carefully weighs all the information and risks detailed in this white paper, as well as the information and risks available from other sources.

Dependence on computer infrastructure. Darenta's dependence on functioning software applications, computer hardware and the Internet implies that Darenta can offer no assurances that a system failure would not adversely affect the use of your ProducTokens (PROD). Despite Darenta's implementation of all reasonable network security measures, its processing center servers are vulnerable to computer viruses, physical or electronic break-ins or other disruptions of a similar nature. Computer viruses, break-ins or other disruptions caused by third parties may result in interruption, delay or suspension of services, which would limit the use of the ProducTokes (PROD).

Smart contract limitations. Smart contract technology is still in its early stages of development, and its application is of experimental nature. This may carry significant operational, technological, regulatory, reputational and financial risks. Consequently, although the audit conducted by independent third party increases the level of security, reliability, and accuracy, this audit cannot serve as any form of warranty, including any expressed or implied warranty that the Darenta Smart Contract is fit for purpose or that it contains no flaws, vulnerabilities or issues which could cause technical problems or the complete loss of ProducTokens (PROD).

Regulatory risks. Blockchain technology, including but not limited to the issue of tokens, may be a new concept in some jurisdictions, which may then apply existing laws or introduce new regulations regarding Blockchain technology-based applications, and such regulations may conflict with the current Darenta smart contract

setup and ProducToken (PROD) token concept. This may result in the need to make substantial modifications to the Darenta smart contract, including but not limited to its termination, the loss of ProducToken (PROD) tokens, and the suspension or termination of all ProducToken (PROD) token functions.

Taxes. ProducToken (PROD) token holders are solely responsible for determining if the transactions contemplated herein are subject to any applicable taxes whether in their home country or in another jurisdiction. It will be the sole responsibility of ProducToken (PROD) token holders to comply with the tax laws of any jurisdictions applicable to them and pay all relevant taxes.

Force Majeure. Darenta's performance may be interrupted, suspended or delayed due to force majeure circumstances. For the purposes of this white paper, force majeure shall mean extraordinary events and circumstances which could not be prevented by Darenta and shall include: acts of nature, wars, armed conflicts, mass civil disorders, industrial actions, epidemics, lockouts, slowdowns, prolonged shortage or other failures of energy supplies or communication service, acts of municipal, state or federal governmental agencies, other circumstances beyond Darenta's control, which were not in existence at the time of white paper release.

Disclosure of information. Personal information received from ProducToken (PROD) token holders, the information about the number of tokens owned, the wallet addresses used, and any other relevant information may be disclosed to law enforcement, government officials, and other third parties when Darenta is required to disclose such information by law, subpoena, or court order. Darenta shall at no time be held responsible for such information disclosure.

Value of ProducToken (PROD) token. Once purchased, the value of ProducToken (PROD) token may significantly fluctuate due to various reasons. Darenta does not guarantee any specific value of the ProducToken (PROD) token over any specific period. Darenta shall not be held responsible for any change in the value of ProducToken (PROD) token.

Regulatory risks related to p2p-carsharing. P2p-carsharing is a dynamic and fast growing business in many regions, therefore Darenta using its best efforts to comply with all applicable regulations in jurisdictions where business activities take place. However, Darenta does not provide any guarantee that any certain jurisdiction has solid laws and regulations requirements, as well as Darenta does not provide any guarantee that such laws and/or regulations will not be amended from time to time, including introduction of new regulations, that may, including but not limited to result to restriction of p2p-carsharing in relevant jurisdiction. Darenta does not provide any guarantee of absence of any amendments to regulations related to p2p-carsharing, including insurance, natural monopolies etc. Darenta shall not be liable for any uncertainty in regulations and for any amendments in such regulations that may result to restriction of p2p-carsharing in relevant jurisdiction.

Risk of Insufficient information. The

ProducToken (PROD), platform and project are at a very early developmental stage and its philosophy, consensus mechanism, algorithm, code and other technical specifications and parameters could be updated and changed frequently and constantly. While the Whitepaper contains the up-to-date key information related to ProducToken (PROD) tokens at the date of the Whitepaper, it is not complete nor is final and is subject to adjustments and updates that Darenta may make from time to time. Darenta is not in a position, nor obliged to report on every detail of the development of ProducToken (PROD) (including its progress and expected milestones, whether rescheduled or not) and therefore will not necessarily provide timely or full access to all the information relating to the ProducToken (PROD), but will use reasonable efforts.

24. DISCLAIMER OF WARRANTY

Participating in ICO may limited due to legal requirements of each jurisdiction. PARTICIPATION OF PARTIES FROM OTHER COUNTRIES MAY BE LIMITED DEPENDING ON THE LAWS AND REGULATIONS OF EACH JURISDICTION AT THE TIME OF SENDING THE TOKENS FROM THE PROJECT.

YOU AGREE THAT YOUR USE OR INABILITY TO USE PRODUCTOKEN (PROD), IS EXCLUDED ONLY TO YOUR OWN RISK, AND YOU DECLINE ALL RESPONSIBILITY FROM DARENTA. FROM THE MOMENT OF ITO COMPLETION, PRODUCTOKEN (PROD) WILL BE DELIVERED TO YOU WITHOUT ANY WARRANTIES, EXPRESS OR IMPLIED, INCLUDING THE DISCLAIMER OF ALL IMPLIED WARRANTIES OF COMMERCIAL VALUE FOR A PURPOSE, WITHOUT VIOLATION OF ANY PURPOSE OF INTELLECTUAL PROPERTY. BECAUSE OF SOME JURISDICTIONS DO NOT ALLOW THE EXCLUSION OF IMPLIED WARRANTIES, THE ABOVE EXCLUSIONS OF IMPLIED WARRANTIES MAY NOT APPLY TO YOU.

PROHIBITION FOR US RESIDENTS AND CITIZENS
PRODUCTOKENS (PROD) ARE NOT PROPOSED AND NOT DISTRIBUTED TO US RESIDENTS AND CITIZENS.

PROHIBITION FOR RESIDENTS AND CITIZENS OF CHINA
PRODUCTOKENS (PROD) ARE NOT PROPOSED AND NOT DISTRIBUTED TO RESIDENTS AND CITIZENS OF CHINA.

PROHIBITION FOR RESIDENTS AND CITIZENS OF SINGAPORE
PRODUCTOKENS (PROD) ARE NOT PROPOSED AND NOT DISTRIBUTED TO RESIDENTS AND CITIZENS OF SINGAPORE.

PRODUCTOKENS (PROD) ARE NOT PROPOSED AND NOT DISTRIBUTED TO RESIDENTS AND CITIZENS OF ANY COUNTRY WHERE THE CRYPTOCURRENCIES AND ICO ARE PROHIBITED.