



Whitepaper

v4.5

LIMITED RESPONSIBILITY

This document is of purely introductory nature, and should not be considered to be any kind of a public securities purchase offer, nor is it an advertisement for BLAQ's stock sale.

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Introduction

We address you not with just an idea, but we are coming from a four-year business history. This is not a history of a taxi service, as connecting the dots on a map is not a thing we do. Neither it is a history of an aggregator company, as we possess our very own vehicle fleet, and we invest in the drivers. Instead, this is a history of quality achievable even within an economy of collaborative consumption.

Our clients decided not to use a corporate fleet, thus becoming able to utilize a high-quality driving service without having to purchase a car fleet or pay the drivers. Now, said clients want this experience to apply to their everyday lives, which translates to seizing the use of personal drivers' services and not needing to have two cars per family anymore.

To build this business, we had to perform the following: collaborate with like-minded individuals; engineer our own software; create a vehicle fleet; hire professional drivers; spend millions of rubles to perfect our business processes and to establish partnerships. There are two main rules we have been following for years:

1. Profits First, Costs Second

We provide a product, which generates profit. Higher profits are due to our revenue being higher than that of our competitors, while the higher revenue is either due to higher pricings, or higher production/sales rates. Therefore, we operate in the premium segment of the market, in which checks tend to be of higher value. In other words, we operate in the premium segment, where an average price is higher. At this point, we are planning to expand.

2. Quality First, Affordability Second

When we were presented a choice to either exist via non-price factors (style, uniqueness of technological characteristics of our service, and the service's stability and convenience levels), or to provide average-quality service for a lower price to try and attract more clients, we have decided to go with uniqueness. We prioritize stable quality of service, regardless of complexity and unpredictability of our customers' demands. Consequently, we are planning to expand our spectrum of services, to make them more technically convenient and more personalized. This strategy allows for declaring additional fees as base for price escalation factor.

That was our way of doing things. Could it be reiterated? Would the growth conditions stay on a similar level for the next 4 years? Market analysis and market tendencies suggest a positive answer. But is it possible to skip all these years of development with minimal expenses and manageable risks? This is exactly what we suggest you try by joining the BLAQ project.

In the context of Blockchain technology development and under the possibility of conducting ICO, it is feasible to partake in the most complex projects at any stage of their development. BLAQ is a new step in development of chauffeur service. During the initial coin offering you become a member of a company which already successfully operates on the Moscow market. In addition to the classical model of participation the BLAQ token can become the basis of your own business.



What is BLAQ

BLAQ is a premium-level chauffeur service designed to meet the needs of the most demanding customers. We help our clients to travel by either offering the help of professional personal drivers, or providing concierges, who assist by scheduling the destinations and plans, all to make the passenger's day as productive and convenient as possible.

We have established a multi-level system of trials, selection, instruction and systematic testings, which every single driver has to pass to qualify. Approximately 1/3rd of all candidates drop out at the initial selection. Then, via a rating system we prioritize the best drivers, while lowering the priority of others. Or, we cease our contracts with them altogether.

Irrespective of seasons and other environmental conditions, the BLAQ cars are always well-maintained and are exceptionally elite for their locality. Today, the fleet consists of more than 150 business- and premium-class Mercedes-Benz and BMW automobiles. Not a single vehicle has been in service for more than 2 years, and every one of them is carefully maintained and kept up to the highest security standards. Every car is insured, and the insurers are to cover any emergencies if they are to happen during rides.

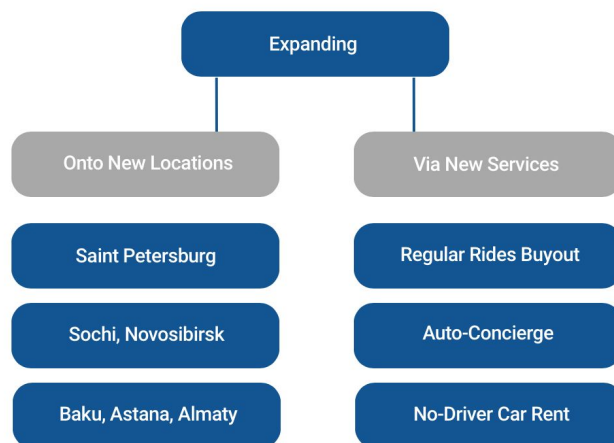
Each and every ride is archived within the blockchain network (all of the provided information remains anonymized: time, distance, passengers' data). To guarantee safety of communication, including communication channels and data storage, we created our own communication system, which is currently undergoing testing. The system was created exclusively for the chauffeur and concierge services. When needed, each ride participant receives information via the mobile app.

Additionally, we verify the identity of each participant with whom we interact. We also encrypt in-app chats and protect the connection between the apps by limiting access to our API and implementing multifactor authentication.

Part of our team specializes on providing service to guests of Moscow, members of governmental events (SPIEF 2014; 2016 Presidential Horserace; FIFA 2018) and cultural/social events (Moscow City Racing 2015; RU.TV Awards 2016; Moscow Fashion Weeks; "The Golden Mask" Awards Festival; Theater Festivals). We meet and accompany more guests of hotels than any other driver service, partnering with 14 out of 14 5-star hotel chains of Moscow.

By having thoroughly analyzed customer reviews and the experience we have accumulated, we created the draft of our future development strategy. Apparently, there is a need for two-direction development. The directions are as follows:

1. Expanding our successful business model onto new locations, relying on partnerships with hotel chains across the chosen cities;
2. Offering new concierge services (according to clients' suggestions) to generate more monetization revenue.



Regular rides buyout for a fixed price with an option of allocating a driver to a family is an alternative to private drivers and second family vehicles.

Auto-concierge is, in essence, private vehicle deployment and transportation to official maintenance centers maintenance purposes and small-scale repairs, which are performed by professional mechanics. The aforementioned maintenance centers operate within BLAQ's partnership agreements with various dealerships.

No-driver car rent is a service that would provide branded and sports vehicles for individual use for small time periods. We aspire to utilize rapid development of Blockchain technology in the near future, in order to be the first in the industry to create our own platform for similar personalized transportation service businesses in any part of the world.

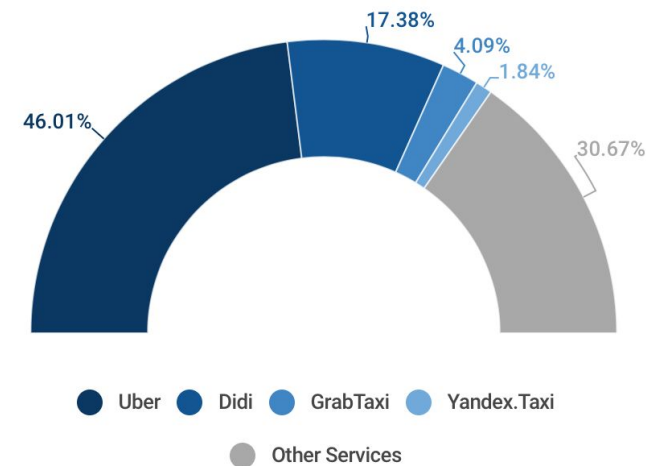
We consider support for Blockchain technology by a large community of interested investors as an opportunity to conduct quick and fair stress analysis of the proposed company development strategy. Additionally, we do not consider ICO as a way to rally against institutional investors who lock themselves in one chamber with internal politics and standardized procedures, but instead see it as an opportunity to attract like-minded people who share our values.

ICO would not only speed up the process of attracting investment and allow us to actually start implementing our strategy, but it would also open the door into our business for anyone interested, and it would let them start their own business based on our platform, without having to make any excessive capital investments on their own. This would be achieved by them purchasing BLQ tokens.

Market Analysis

It is important to be able to differentiate between the drastically different values of market users: they either prefer higher fees and lower service quality for economy-level passengers; or they are more willing to prioritize safety and comfort of business/premium class passengers over higher pricing. However, both groups share similar tendencies of constantly changing the playing field rules and the development course of said rules. Thus, we present the results of a commercial transportation market analysis. According to data from UBS, at the end of 2016, Russian commercial transport market's total worth was 526 billion rubles, and it is expected to grow to 1.097 trillion by 2021.

Analysts believe that online taxi bookings are to account for 80% of all bookings performed, up from 20%. "Yandex.Taxi" is the market leader, whose share in the online bookings is predicted to decline from the current 60% down to 55%.



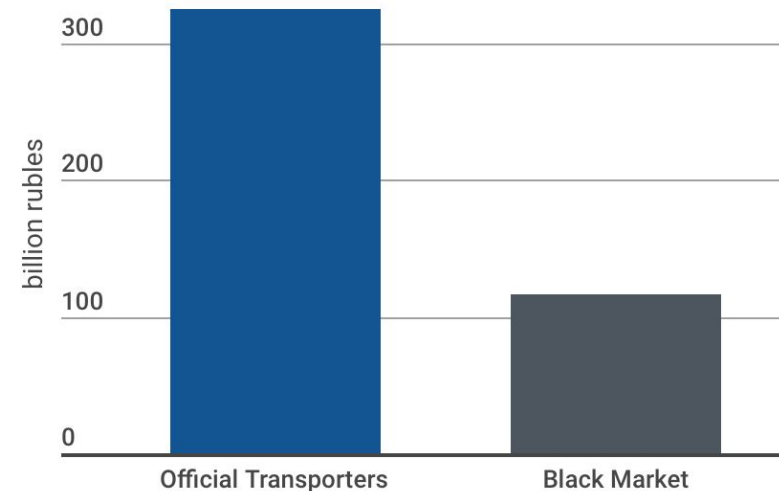
In April's top of ROD (ride-on-demand) apps by number of downloads from Google Play and App Store, the three leaders were Uber (45.2% of all similar app downloads), Didi (17.7%), and GrabTaxi (4.7%). The only Russian app that made it to the top 10 was "Yandex.Taxi", placing 10th with 1.8% of downloads.

The aforementioned suggests that the consumers' interest has transitioned from physical to intangible goods in the form of versatile services. Physical commodities are still important, but they are simply not sufficient anymore to uphold the consumers' well-being and their happiness. An automobile parked next to a house has transformed into a personal on-demand transportation service provided by companies like BLAQ, who improve their service quality swifter than the vehicles themselves develop.

This information yields great growth potential for us. However, such growth would only be available to hi-tech companies that are capable of providing the key characteristic of this transformation, i. e. real-time interaction with the consumer. This is the exact reason why the BLAQ team has spent so many resources to create our own dispatcher software, and why the team keeps getting better at setting the business onto the path of technologization.

In July, the TASS info agency published an article, in which they noted that there is no credible statistics on the Russian market. This is likely due to difficulties when attempting to collect ride records, and significant black-market presence.

In 2015, the Analytics Center under the Government of Russian Federation estimated the black-market's worth to be 116 billion rubles, which translated to 26% of the total worth of the on-demand transportation services in Russia (441 billion rubles).



According to the information inferred from the 2016 general study of Moscow taxi market, 95% of the city's residents use taxi services regularly.

In spite of an overall decrease of the population's average income, the taxi market seems to gradually expand, as more and more residents of Moscow get rid of their personal cars. The unofficial data provided by the aggregator agencies suggests that business- and premium-class rides make up 17.5% and 2.5% of all rides respectively.

The independent Levada-Center agency split customers into two groups, of which the second is represented by people who book expensive business-class cars. Their monthly income exceeds 100,000 rubles, so they live by the creed "If I can afford it, then why not", and often take 3 to 4 rides in one day. This group are our target audience.

The research shows that the demand for taxi services not only stays consistent, but is actually experiencing year-to-year growth. This growth is stimulated by municipal authorities, who are actively driving personal vehicles out of the city centers, by opening paid parkings, creating bus lanes, and implementing special restrictions for cars.

Nevertheless, service quality of Business class taxi differs a lot from what professional Premium class services offer. We work in accordance with the universal law of economics: when a product becomes widely available, people get fed up with it, and valuing unique products instead.

Personalized services, backed by technological advances and contemporary solutions, are the stem of BLAQ's strategy. Our main goal is to meet the needs of the most demanding clients, who want high-quality service and are willing to pay plenty for them.

Potential Problems and Risks

When a project has quickly developed among many users, the main concern about return of investment comes from potential decline of demand for such service. In this instance, risk could be divided into two categories: a complete absence of demand for premium vehicles; or preferring a personal driver over any other service.

The first risk is compensated by the fact that the decision to expand the business onto the B2C segment was only made after having received feedback from our corporate clients. Over 2017, we will deliver no less than 200,000 rides, and by the end of 2016, we will have 128,000 rides on our record. We have accumulated some statistics, and according to it, every 12th passenger who uses our chauffeur service would like being able to book a ride for themselves during their free time. By our accounts, that could mean at least as many as 190 people per month.

To fully understand our system's superiority over private driving services, we talked to people who have a private driver and thusly refuse to use taxi services, even of Business class level. We found out that private driving has some problems: having to buy and upgrade the vehicle, paying the driver salary, setbacks in case of driver's illness, and, perhaps most importantly, too much idle time in

general, and it being impossible to use the sole driver at several addresses at the same time when needed.

We have all the resources required to solve these problems. First, we can deploy any number of Premium class vehicles to multiple destinations, which spares the customer of any extra expenses.

Second, we guarantee security of each client's data. We realize that having one driver constantly following the client implies that the driver gets to know a lot of the customer's personal information. However, BLAQ drivers only know the bare minimum of information that they need, and after a ride all of that information becomes unavailable to everyone. Privacy and safety are the bases of corporate service requirements, and BLAQ has stuck to these bases for 4 years, ever since we started working in B2B. They will, undoubtedly, also apply to our private customers.

Tokenomics

We calculated two possible models of cooperation with investors. The first model is a modification of multilevel marketing: we give investors the opportunity to independently attract clients to the BLAQ service, attach them to a token and receive additional profit from each trip they make. In addition to other participants wishing to purchase the released tokens, BLAQ uses up to 10% of its revenue to buy back the released tokens in order to reduce the volume of ICO liabilities and save the majority of revenues for internal development.

Available tokens can be sold on the auction in the form of a business asset: for each of them the number of linked customers, recent yields and other parameters that are relevant to the valuation are displayed.

The second model is the classical participation in the project, implying the right to receive part of the generated profit by BLAQ. The received part of the income from business activity is directly proportional to the made investments.

Thus, each investor is included in the number of participants formed the assets of BLAQ, and gets the right to receive the profit generated by such an asset. Figuratively, the investor can "buy" a car or, depending on the size of the investment, its part in a group with the other investors, and get that part of the income that the car earned by using the funding received.

As business technology develops, investors will have the opportunity to choose a funded asset: a certain model car, software, accounts receivable, a specific contract with a specific corporate client, a choice of investment geography, and so on. Quite recently it seemed impossible, but blockchain technology made it accessible.

We offer investors to choose the model that seems most attractive to them.

The model chosen will be the only one on which cooperation will be built after the main stage of the ICO and the beginning of the development of the BLAQ project.

Model 1, multilevel

As part of the ICO project, 3,200 BLQ tokens will be emitted using the Waves platform. At the moment of listing on Waves DEX (not accounting for discounts), 1 BLQ is going to be valued at 1,000 USD. Each BLQ token is undividable and has a unique token ID, UTID.

For each BLQ token, it is possible to generate a unique download link for the BLAQ mobile app. The user who has installed the app becomes a referral (a connected client) to the token with which the link has been generated. The owner of such a token earns a share off of each ride payment performed by the attached customer.

Each token has a limit on how much can be spent on rides within one month. This limit is equal to \$5,250.

Consequently, given the average check is \$29, one token can register up to 180 rides in one month (30 days). To get more revenue, one should purchase additional BLQ tokens.

Additionally, the sheer number of tokens owned affects the size of payout for each ride: 1 BLQ token gives 25% of net profit, but 4 BLQ tokens give 40%. We iterate "net profit" as an operating margin that constitutes 20% of each ride's price.

	1 BLQ	2 BLQ	3 BLQ	4 BLQ
% of the net profit	25%	30%	35%	40%

Owning more than 4 tokens does not entail any further percentage growth.

Expected average check value is \$29. Expected average number of rides within one month per customer is 9. The margin equals 9%.

Thereby, in the case of owning 1 BLQ token, profit per one ride would be approximately:

$$\begin{array}{ccccccc} & & \text{investor's} & \text{income} & & & \\ & & \text{proceeds} & \text{tax 13\%} & & & \\ \text{margin} & & & & & & \\ \$29 & \times & 0.2 & \times & 0.25 & \times & 0.87 = \mathbf{\$1.26} \end{array}$$

If a loyal client takes 9 rides per month, after a year it will amount to:

$$\begin{array}{ccccccc} & & \text{number of} & \text{expected annual} & & & \\ & & \text{rides} & \text{inflation of 4\%} & & & \\ \$1.26 & \times & 9 & \times & 12 & \times & 0.96 = \mathbf{\$130.64} \end{array}$$

If 2 new clients join the service every month, and if they use it as often as the original customer, then the 9 months net profit will be:

monthly profit
per each client

$$\begin{aligned} & \$11.34 \times 2 \times 9 + \$11.34 \times 2 \times 8 + \$11.34 \times 2 \times 7 \dots + \$11.34 \times 2 \times 1 = \\ & \$11.34 \times 2 \times (9 + 8 + 7 \dots + 1) = \$22.68 \times 45 = \$1,020.6 \times 0.96 = \\ & \quad \quad \quad \mathbf{\$979.77} \end{aligned}$$

Besides the active recruitment, to each token holder the BLAQ service distributes revenue off of 8 randomly chosen tokens within the system, which is added onto each token the user holds. Expected amount of additional revenue is \$90. Therefore, for the aforementioned case, the net profit increases from \$979.77 to \$1069.77.

If further recruitments take place, the maximum amount of revenue accumulated by rides within one month may go up to \$5,250, which is the 30-day total capacity of a token. 48 referrals would generate 432 rides per month, or \$12,528 if the average check stays the same.

Purchasing two additional tokens will increase the percentage of received revenue from 25% to 35%. This way, in two years, net profit would amount to:

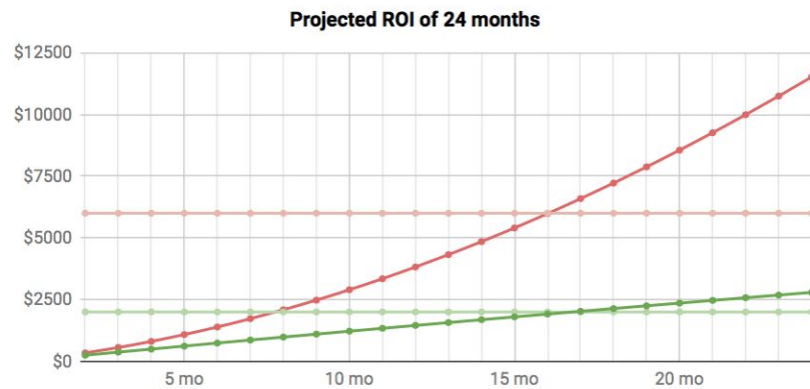
monthly profit
per client

$$\begin{aligned} & \$15.9 \times 2 \times 24 + \$15.9 \times 2 \times 23 + \$15.9 \times 2 \times 22 \dots + \$15.9 \times 2 \times 1 = \\ & \$15.9 \times 2 \times (24 + 23 + 22 \dots + 1) = \$31.8 \times 300 = \$9,540 \times 0.92 = \\ & \quad \quad \quad \$8,776.8 + \$2,793 = \mathbf{\$11,569,} \end{aligned}$$

which, if calculated based on the \$6,000 cost, of 2 BLQ tokens, would generate 93% of profit in three years.

The \$2,793 in the given example is the total additional revenue after 24 months that is distributed from 8 random clients to the token holder, adjusted for inflation.

The red line of graph below displays a ratio of investments to profit if 3 BLQ tokens have been purchased and 2 new users get recruited every month. The green line shows profit for just 1 BLQ token purchased and no clients recruited.



The green line represents a ROI of **139%** without any investor's customer network growth. The red line represents the projected ROI if the investor recruits 2 new clients per month. This ROI amounts to **192% in 24 months**.

Profitability of BLQ tokens is small compared to that of other cryptocurrencies. However, the BLAQ project is part of the real sector of economy. Unlike the growth of Bitcoin, Ethereum, Litecoin and other currencies that is backed by the investors' faith in further development of modern technology, BLAQ generates profit out of real passenger transfers.

In regards to the profitability of the real sector, a practical doubling of funds 2 years after the investment is a fantastic indicator.

During the project realization, we will launch an open token trade platform. For each token, the data displayed will be the UTID, the number of referrals recruited, the number of rides accumulated, business' seasonality, and its profitability. The trade platform is an auction, i. e. the seller inputs a starting price, and the potential buyers place their bets. After the predetermined amount of time elapses, the token gets sold for the highest bid amount.

Model 2, classic

The second option of the tokenomics involves the same volume of tokens produced (3,200 BLQ) at the same price (1 BLQ = 2,000 USD). However, in this case tokens are divisible, which makes it possible to invest any arbitrary amount.

As this option is a classic equity participation in the company's activities, attracting additional customers does not affect the amount of part of the profit. Each investor purchases any number of BLQ tokens.

For each reporting period equal to one quarter BLAQ distributes 30% of the company's operating profit among all holders of BLQ tokens in direct proportion to the number of tokens in their possession. Larger volume of tokens leads to greater profits.

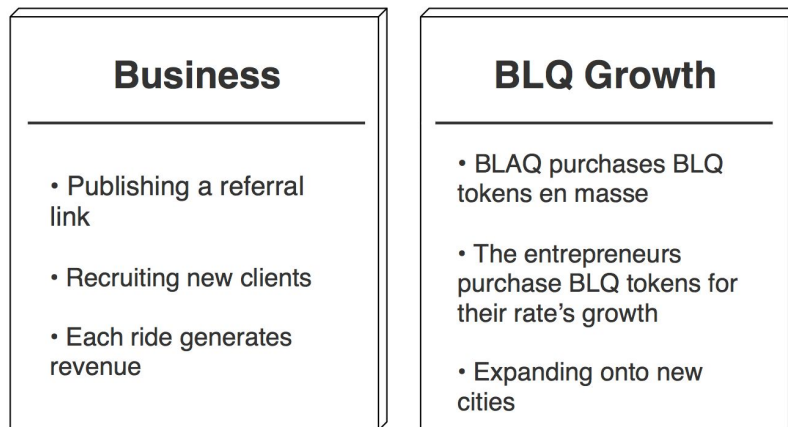
The planned operating profit in 2018 (see section Roadmap) will be 523 million rubles. If you purchase 5 BLQ tokens for \$ 10,000, the annual payment is 4,100 USD, and in 2019 it is 12,390 USD.

This model does not require activity to promote and develop the BLAQ service, participation in the project is less close. However, ROI for 24 months also is less - 165% against 192% and higher for the first model with active participation.

At the end of the presale, we will conduct a general survey for the entire interested audience, and investors will be able to vote for the model of the tokenomics that seems most attractive to them.

Value for Investors

The investor's profit is composed of two factors: building their very own business on the base of BLQ, and the growth of the token's rate.



Business

All work that goes into ensuring the high quality of service is performed by BLAQ's specialists. Such work includes: contractual relationships with the drivers; control over service; establishment of a dispatcher network; and the development and maintenance of the system's architecture. The investors do not spend any time or effort on organizing the internal processes.

The service itself is designed in such a way that, in order to become a client, one would have to use the mobile app. New users can either become clients on their own, or by clicking on a referral link. The referral link is created and distributed by the token holders; only the BLQ token holder is able to use a smart contract to create one. The link guarantees the client a discount, and part of the revenue generated by their rides will be redistributed to the token holder, who has recruited said client.

Here is a good example: say, an investor buys 1 BLQ token during the ICO campaign. Using the smart contract granted by BLAQ, the investor generates a unique download link for an app available on App Store and Google Play. The investor keeps bringing in new clients by giving them the link to install an app. With each ride, the link gives bigger and bigger discounts to the recruited clients. Each ride earns the investor profit that represents a part of the total ride cost.

Referrals are clients who have installed the BLAQ app via the link sent by the investor. They become attached to the BLQ token. The token itself remains indivisible (like an anchor); unique (has an identification number); and is an independent entity (a referral network) that is basically a full-blown business of its own. The token holder may develop businesses on the base of the BLAQ service in one or several cities, or sell and buy businesses to broaden the scope of their activity.

BLQ tokens are sold and bought at an open auction. Each investor may set his tokens up for sale for whatever price they prefer. Each token comes with a set of information about the number of referrals; number of rides and their frequency; an average check for a ride; the total cash balance, and earnings. Financial data is presented via a graph, with the intent that potential buyers would be able to observe the seasonality of income. A low seasonality will be popular among new investors, while a high seasonality would be attracting investors who already own tokens with a polar seasonality. Anyone is allowed to perform a cryptocurrency deal, and thus become a token (and a business) owner themselves. The referral link will stay the same and cannot be altered.

The new token holder may sell their token, too, after expanding the business. The BLAQ company, that is obliged to spend 10% of their revenue on BLQ token purchase, will prioritize addressing the auction when making the purchase. Buying out the lowest-price tokens will be a priority, which would lead to an increase in the sheer number of token purchases, which would increase the BLQ exchange rate.

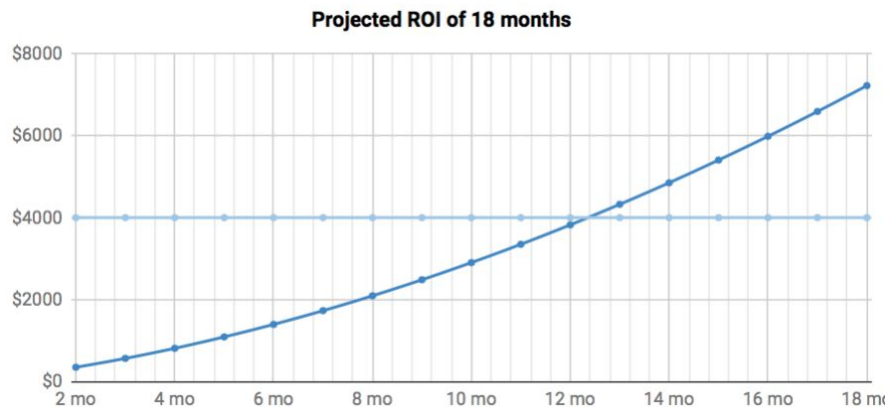
Example 1

Imagine yourself as a hotel owner. Your business provides quality service for a high price. Among the customers of yours, some are interested in a personal driver service.

You purchase 1 or more BLQ tokens, place a printed out download link at the Reception, and offer a new service to the clients. If you manage to pull off just 1 new client per month, then, at the end of the year, your additional profit would be **\$1,885**, adjusted for taxes and inflation. In two years, the ROI would be **127%**.

Example 2

You own a pretty good club. Guests often book high-class cars, either for themselves, or for their friends. As an alternative, you may offer them the BLAQ's services: if 20 rides happen within a month, in one year your profit would be **\$3,823**. In 18 months after investment, the ROI would be **180%**.



BLQ Growth

BLQ token's rate growth is backed up by two pillars:

1. Each token has a limit on the number of clients attached to it. When growing the business, it is essential to buy new tokens to increase the maximum possible number of referrals;
2. The BLAQ company are obligated to spend 10% of their quarterly revenue to buy out tokens that exist within the market, in order to increase demand. Tokens are only purchased if the market is able to provide enough supply. If the amount of money is insufficient to cover the supply, it is preserved as a deposit for the next month.

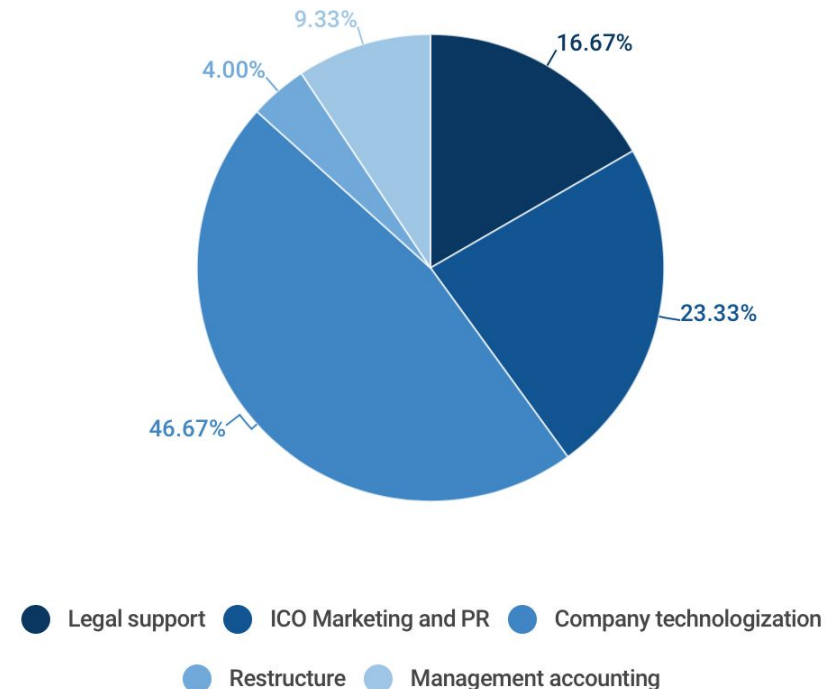
Consequently, the investments can be recouped by either building a new business based on a pre existing model, or by the owned token's rate growth.

Presale Process

Within Presale, 160 tokens are going to be sold with a 10% to 5,5% discount. On the first day of Presale, the discount will be 10%; on the second, 9,5%. This trend continues until the last day of sales, at which point the discount will equal 5,5%. Presale is the earliest and the most advantageous opportunity to purchase BLAQ tokens.

According to our calculations, out of \$300,000 (if the price of a token is \$2,000, and the discount equals 7,5%), \$50,000 is going to be spent on legal support; \$70,000 will be spent on advertising and public support of the project; \$140,000 will be devoted to company technologization, which includes development of a test version of the system; \$28,000 will be allocated to introduction of management accounting; and \$12,000 is going to be spent on corporal restructuring.

No compensation to the founders is going to take place for at least two years, as all of the accumulated funds will be invested into the business.



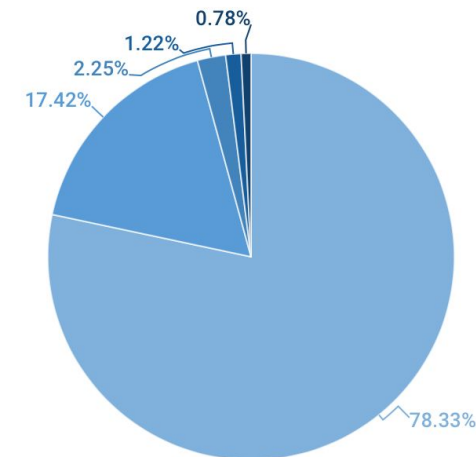
ICO Process

Within ICO, 3,040 more tokens are to be sold over 30 days. During the first 5 days, the discount applied will be 4.5%; during the following 5 days, it will be lessened to 4.5%; during the next 5 days it will equal 3%; then, during the other 5 days, the discount will be 1.5%. Finally, during the last 30 days, there will be no discount at all.

	Days 0–5	Days 5–10	Days 10–15	Days 15–30
BLQ Dicount	4.5%	3%	1.5%	0%

And so, 3,200 BLQ tokens will be emitted. Afterwards, no further emitting will take place. If the BLAQ service shows develops sufficiently, we may consider emitting more tokens in the future that would exist within the new business locations.

The \$6,000,000 of revenue (generated by selling 3,040 BLQ tokens for \$2,000 each with an average discount of 1.5%) will be spent on bringing the development project to life, and will be divided into the following proportions.



● New fleet investments ● Working capital ● Technologization
● Marketing and PR ● IT Infrastructure Development

Investing in a new vehicle fleet will cost \$4,700,000; investing in working capital will cost \$1,045,000; investing in technologization of the operating company will cost \$135,000; PR and Marketing will cost \$73,000 of investments; and \$47,000 more will be devoted to IT infrastructure development. And, just like in the case of Presale, no money will end up into the project founders' pockets.

Bonuses

In addition to time-limited bonuses available at Presale and ICO, we also offer significant permanently available bonuses. For instance, the more BLQ tokens are purchased, the more beneficial it is for the holder.

If more than 3 BLQ tokens are purchased, we offer a discount of 2%. If you buy more than 5 BLQ tokens, then that discount is increased to 4%.

	1-2 BLQ	3-4 BLQ	5 BLQ	>5 BLQ
BLQ Discount	0%	2%	4%	4%

Soft Cap, Hard Cap

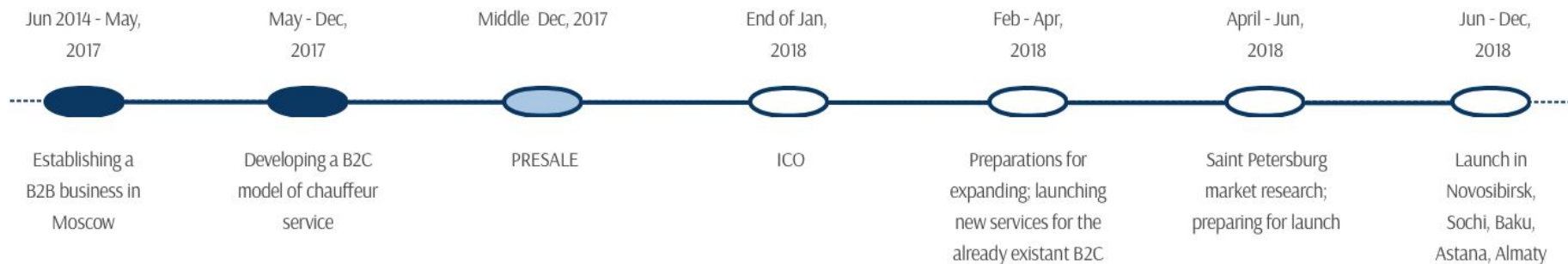
The maximum amount of funds raised during Presale would be \$300,000, and \$6,000,000 during the ICO campaign. The project's Hard Cap is \$6,000,000.

We also consider launching the project under a Soft Cap if our fund goal for a complete implementation of the project is not fulfilled. The Soft Cap is the minimum funding required to launch the project, and it equals \$2,000,000. If the amount of funds does not reach the Soft Cap, we will refund everything to the investors.

The table below displays onto which cities and in what sequence we intend to expand, depending on the amount of funds raised.

Amount Raised	Expanding onto New Cities
\$2 000 000	Moscow
\$4 000 000	Saint Petersburg and Novosibirsk
\$6 000 000	Sochi, Baku, Astana, Almaty

Roadmap



BLAQ's global development strategy builds upon three stages:

- research
- building an income-generating point
- development directed inwards, based on the fund flow created

Between December, 2017 and April, 2018 we plan to prepare the company for expanding. We also expect to launch new services for the current B2C base in Moscow. Starting January, we will conduct a thorough Saint Petersburg market study and begin preparations for the launch, which is planned to happen in June, 2018.

Our future course of action includes analyzing the new locations' markets (Novosibirsk, Sochi, Baku, Astana, Almaty) and getting prepared for expanding onto them, building on the experience of launching our services in Saint Petersburg.

Choice of new locations is based on availability of 5-star hotel chains in the city. This allows to minimize the risks of an initial shortage of bookings.

The detailed plan of expanding is presented on the next page.

	Moscow B2B "AS-IS"			+ Moscow B2C			+ Saint Petersburg			+ New Locations		
	2017F	2018F	2019F	2017F	2018F	2019F	2017F	2018F	2019F	2017F	2018F	2019F
FLEET, no. of vehicles	164	164	164	213	632	812	213	1230	1419	213	1472	1920
ORDERS, no. of orders	192	327	324	208	774	791	208	1279	1758	208	1413	2478
GROSS PROCEEDS, millions rub.	479	576	705	466	930	1166	466	1503	2266	466	1718	3423
NET PROCEEDS, millions rub.	262	314	406	246	324	413	246	477	721	246	553	1085
OPERATION EXPENSES, millions rub.	-250	-299	-178	-245	-267	-191	-245	-274	-202	-245	-289	-241
OPERATIONAL PROFIT, millions rub.	13	14	228	1	57	222	1	203	519	1	263	845
EBITDA, millions rub.	16	19	234	4	62	229	4	224	536	4	362	914
INVESTMENTS, millions rub.	-	-	-	15	21	0	15	102	0	15	361	2
on an accrual basis	-	-	-	15	36	36	15	117	117	15	376	379

The BLAQ project plan of expanding for the 2017–2019 period

Team

Anton Dolgushin / Founder and CEO / a.dolgushin@escalar.ru



12 years of selling and business development on the B2B and B2C markets in the spheres of transport and client service: TYS CardTech, ICAR, Novoye Zheltoye Taksi, Vazhnaya Persona, Evraziya Taksi, Dzhaz Taksi, LAM-Auto.
An entrepreneur with an experience of successfully launching 5 startups.
VP Business Development at SODEXO – BD and management over offices across 16 regions.
<https://linkedin.com/in/anton-dolgushin>

Maksim Lubanets / CTO and VP R&D/ m.lubanets@escalar.ru



10 years of software development on all stages: formalizing requirements, testing, work with users, and development itself.
Partook in the development of complex business process automatization systems, payment systems, indoor navigation systems.
Developer at Check-n-Pay and Smartpointer.
5 years worth of experience working on the "Globus Professional" project.
<https://linkedin.com/in/maxlubanets>

Elena Goryunova / COO / e.goryunova@escalar.ru



14 years of job experience on lead positions of transport companies' operating departments: Evraziya Taksi, ConteDeCierges, Taksomororniy Park No. 12.
Practical experience of organizing client service, service maintenance and leading the work of VIP client escort service: ConteDeCierges, Evraziya Taxi.
<https://linkedin.com/in/горюнова-елена>

Evgeniy Sypachev / Software Developer



A cryptocurrency enthusiast..
Has been developing corporate systems of varying complexity for 13 years.
Leads the blockchain development department at Stealth eCommerce company.
<https://linkedin.com/in/eugenesypachev>

+ 41 more members

Advisory Board



Georgy Oleshchuk

F&B director at Sheraton Palace Hotel Moscow

From 2012 to 2016 worked on lead positions at Restaurant service department of Lotte Hotel Moscow, Rosewood Hotel Abu Dhabi, Marriott Novy Arbat and Hotel Intercontinental Moscow Tverskaya

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Vladislav Minko

Corporate and Special Sales Manager
at BMW Group Russian Federation since 2011

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Andrey Korystov

Chief Concierge, Hotel Metropol Moscow

President of "Les Clefs d'Or", Russia

<http://concierge-russia.ru/ru/main>



Aziz Muminov

CEO at Credit Suisse AG Switzerland since 2015

Professional investor

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Our Partners



ARARAT PARK HYATT MOSCOW®



Legal Information

Attention! We do not sell BLQ tokens to U.S. citizens. If you are a U.S. citizen, then we are sorry to inform you that you cannot purchase any tokens, including BLQ, neither within ICO, nor in the secondary market. If, by any means, you perform a token purchase, bypassing any standard ICO mechanisms, then you bear full responsibility in accordance with U.S. laws. U.S. citizens are the only party responsible for purchasing BLQ tokens. Tokens never were and are not registered in the 1933 Securities Act, and they cannot be offered or sold on the U.S. territory to any party, nor can they be sold within interest of any party who is either a U.S. citizen or a U.S. resident company.

Fraud Protection

Many projects that are part of ICO attempt to exploit the rapidly growing popularity of cryptocurrencies for personal income purposes. Due to this, it is essential to secure transparency of the information regarding project members and their business.

It is a pleasure for us to talk about our project and the team behind it. Many years of experience on the passenger transportation market, and numerous contracts with the biggest hotel chains make us incredibly competitive. All of this is thanks to the fact that we have extensive knowledge of the market and the geographical and seasonal specificities of our business.

We highly value our reputation. Hence, the information on the members of the project is public domain. You may address any member of our team via social media or e-mail, in order to ask questions or provide feedback suggesting improvements..

To avoid fraud, we are giving you our cryptocurrency wallet number in advance. This way, you will always be able to double-check the number on a website by comparing it to the one shown below.

Cryptocurrency wallet number: [will be provided 7 days before the start of Presale)

Conclusion

This document is a recollection of technological and marketing decisions that are to be realized by BLAQ service.

As Blockchain technologies advance, we will be actively utilizing its new capabilities. This will let us make BLAQ a reliable large-scale decentralized system, in which transportation and personalized service overlap.

Today, we give you the opportunity to join the BLAQ community during Presale. We encourage you to help us create a tool that would let people do business and make money in a new format.

Contacts

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Reddit:	https://reddit.com/user/lco_blaq/