



Build your transportation business with **BRICKs**

Crypto-based decentralized platform



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ABSTRACT

Brixby is a marketplace that brings together people who want to rent, park, and charge their (electric) cars and asset owners who are ready to offer those services, in one easy-to-use Brixby app. Brixby takes care of the entire driver's journey, making it faster and more convenient. Transportation services are in high demand, due to the growth of cities and increases in population. It is a USD 74+ BN market, which is ready for innovation and transparency.

Brixby will provide a decentralised blockchain-based marketplace suitable for a service provider of any size. Brixby is a decentralised platform where each transaction is confirmed using blockchain technology. We believe that Brixby's transparency and confirmation functionality will benefit every industry player:

- large, centralised service providers will improve their internal procedures, increase transparency, and decrease processing mistakes due to blockchain
- small service providers will be able to sell services to more consumers and do it more transparently
- consumers will gain from the assurance that the money they pay for services gets to the correct place in the correct time, with no fines due to processing mistakes
- everyone will get a convenient, universal user interface

Also, Brixby will:

1. Provide transportation service operators with **new tools for efficient and modern asset management** for BRICKs tokens. Being listed on a global service map will make it possible to attract more clients.
2. Provide **urban dwellers with information** about the **availability of transportation services** and payment methods in an **easy-to-use, accessible format**, on their smartphones.
3. Provide **solutions for managing transportation without large expenditures** for small businesses.
4. Provide **urban dwellers information** about **availability of transportation services** and payment methods in **easy to use and access format**, on smartphone.
5. Ensure **transparency of** financial and non-financial **transactions** using blockchain technology, which can be controlled by any user.
6. Provide **access for small service providers to consumers**, letting small service providers offer their **services in easy-to-use and transparent way**.

The Brixby team is ready to take on this challenge, having successfully implemented similar services on both small and mega-city scales.

What is more, the majority of Brixby modules are universal, for instance billing, CRM, payment gateway, enforcement, and so on. We allow any service provider, be it quality control or medical equipment sales, to use Brixby modules as an open source software to fulfil their needs and be more transparent.

To finance rapid product development and marketing, Brixby is conducting an ICO.

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1. INTRODUCTION

BRIXBY

Brixby is a decentralized blockchain-based platform that helps people worldwide use, set up and manage local transportation services such as ticket sales, electric vehicle (EV) charging, parking, rent, etc. The platform provides a set of tools, each of which can either be used separately or in combination with one another to create great products.

Fast-growing cities are struggling with growing transportation demands, and the poorest are often unable to cope. Cities are using different solutions to organize transportation; some allow the growth of personal transport while others impose restrictions on it. The easiest and the cheapest way to solve transportation and mobility issues is by empowering microbusinesses and small and medium-sized enterprises (SMEs) with easy-to-use tools that allow underused transportation assets to be utilized, and money to be earned without huge investments. We've developed Brixby exactly for this.

Brixby will also provide a full set of user **apps** to go with its services, such as:

- consumer apps (drivers, renters, etc.)
- operator apps (rentals, parking, car sharing, etc.) to manage services
- open API for third party applications.

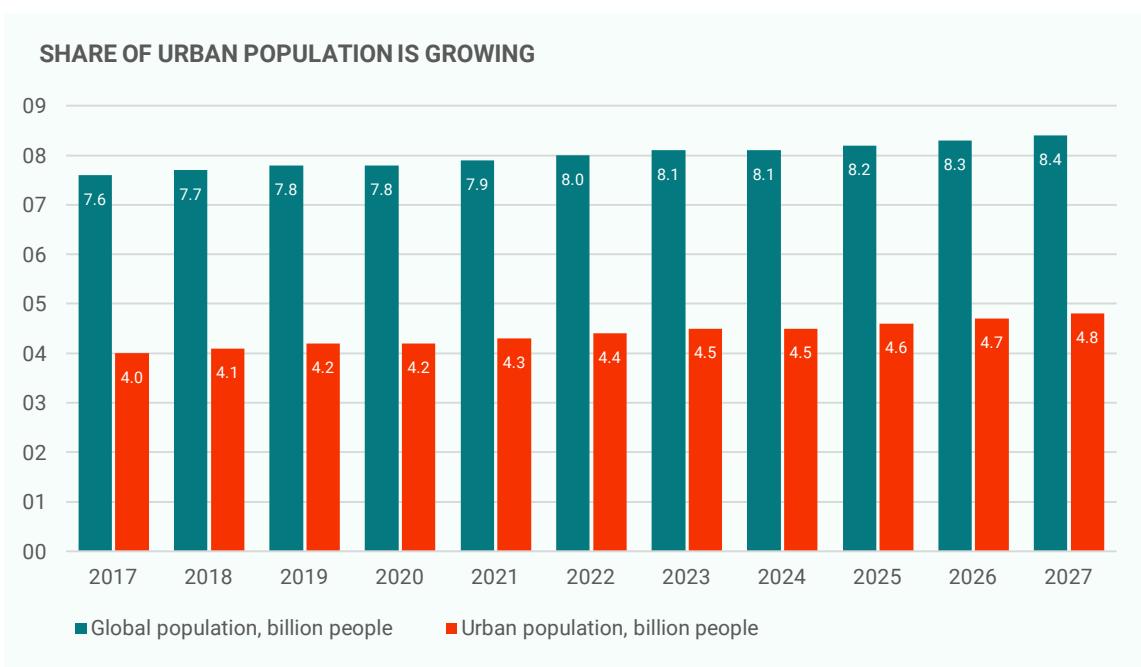
FAST-GROWING CITIES ARE STRUGGLING WITH GROWING TRANSPORTATION DEMANDS



2. MARKET AND INDUSTRY

MARKET

The Brixby market is a high-density urban environment, particularly in developing countries. It is expected that urban areas will get nearly two billion new residents in the next 20 years. During the same time, the urban population of the world's poorest regions, South Asia and Sub-Saharan Africa, is about to double. Three main factors drive urbanisation: population growth inside cities, movement of people from rural areas to cities, and reclassification of rural areas as urban. Such rapid growth of cities, especially in poor regions, requires new solutions, such as Brixby, which are quick and easy to implement and do not require huge financial investments.

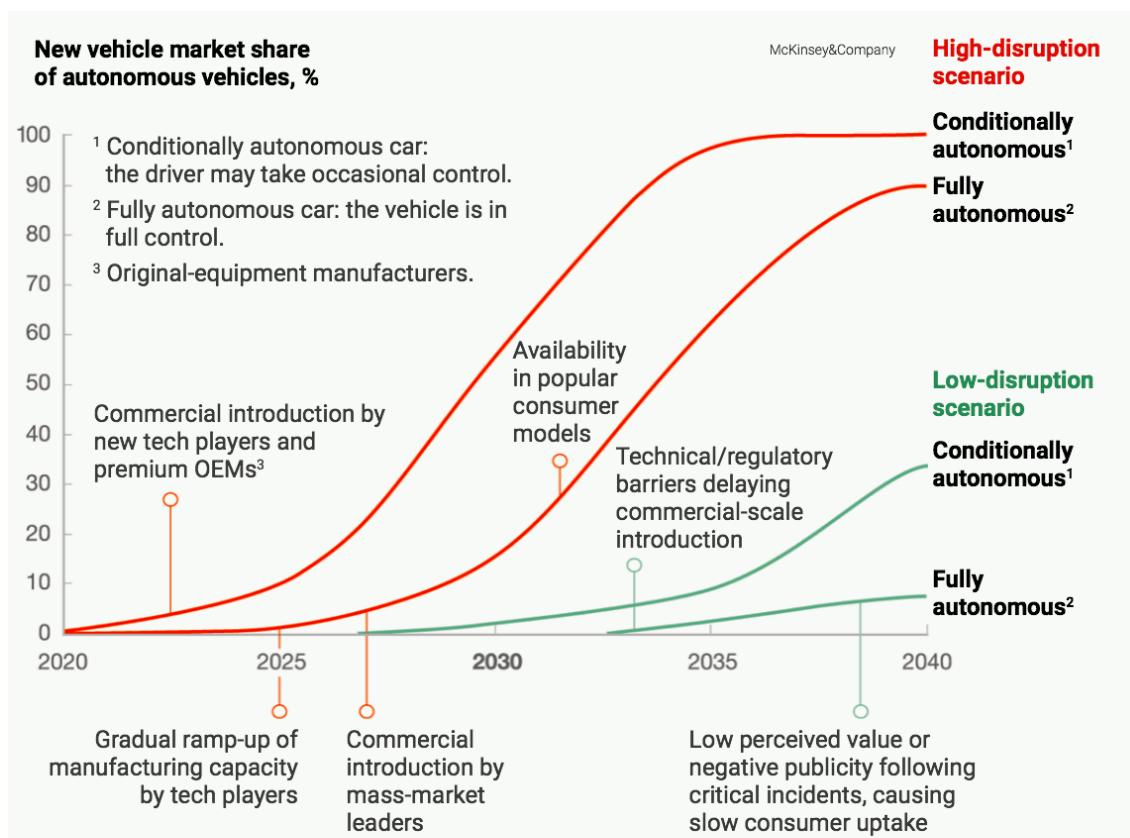


UBERISATION

We believe that the trend of urbanisation, where agents exchange underutilised capacity of existing assets through websites and/or apps, while incurring only a small transaction fee, i.e. an extremely low entry barrier, is one of the solutions for transportation problems in areas of high urbanisation. Flexible, affordable, and convenient real-time mobility information and planning, a single payment interface, and connected transport options are the top priorities for consumers, not private vehicle ownership as it was a few years ago.

FUTURE TRENDS

There is a lot of interest in the transportation market toward self-driving vehicles. The market will be disrupted by this new technology; however, the change will not be rapid. First, countries need to change their regulations so that self-driving vehicles are allowed to drive on the streets. Second, the technology is not ready yet for driverless vehicles and there are still numerous issues that need to be solved. Based on a McKinsey study, it is unlikely that there will be fully autonomous vehicles before 2020. Even with a progressive scenario, by 2030 only 15% of new cars are expected to be self-driving.



Factors in disruption scenarios

- Regulatory challenges
- Safe, reliable technical solutions
- Consumer acceptance, willingness to pay

High disruption

- Fast
- Comprehensive
- Enthusiastic

Low disruption

- Gradual
- Incomplete
- Limited

Taking into consideration the percentage of self-driving vehicles together with the fleet renewal statistics particularly in developing countries, we see that the Brixby market will not be drastically affected, if at all, by the emergence of self-driving cars in the next 10 years.

Brixby's aim is to provide users with communication channels and interfaces that are convenient and easy to use. We will closely monitor the market for new technological trends, and integrate with a new technology

as soon as its penetration level reaches 20% in our markets. Brixby will not waste money on integrations for marketing purposes without real usage behind a given technology.

So, regardless of whether the driving method is autonomous, or whether the car is powered by gasoline, hydrogen, or electricity - parking and refueling are two of the services Brixby will provide.

Brixby will ensure that the selection of services and the customisation of settings will be driven by market demand and by the adaption of technology, be it app, USSD, or end-to-end integration with a self-driving vehicle.

PARKING MARKET

One of the business services Brixby offers is parking. Parking is one of the key elements of urban traffic because it either stimulates or restricts the use of personal transport. It is almost impossible for a fast-growing city to organise or restructure public transport quickly and without huge investments. To make sure that a city stays livable, the easiest way to tackle transportation issue is to provide personal vehicle parking, ensure a means for sharing personal vehicles, and to be able to transparently collect funds for those services. It is estimated that the smart parking market (parking based on combinations of connected technology providing information and services, such as real-time payments) only in North America and Europe will reach USD 43.56 billion by 2025, up from USD 7.05 billion in 2014. It is believed that Europe will dominate the market, but Asia-Oceania will grow at the highest CAGR during this time - these are the dominant trends that will support the use of Brixby.

EV CHARGING MARKET

Another business service of Brixby is EV charging. This market also shows very positive trends. By 2020, the EV charging market is expected to grow to 19.69 million units, of them the Alternating Current EV charger market is expected to reach 17.56 million units, growing at a CAGR of 28.69%, while the Direct Current EV charger market is predicted to reach 2.13 million units, growing at a CAGR of 34.53%. The wireless charger market is forecasted to grow at a CAGR of 31.14% during the period 2016-2022. The EV charging market growth is attributed to an increase of EVs in the market, with highest growth, ca 30%, coming from the USA, followed by Asia-Pacific and Europe. We believe that the growth of smart parking and EV charging markets, together with the increased number of personal vehicles and spread of smartphones, when people expect services and information about services to be available instantly and on-demand. constitute a great environment for Brixby to succeed. Moreover, global services such as Uber and booking.com have shown that there is no need for consumers or businesses to become familiar with many different interfaces and services, because the aggregators are expected to provide info and services in the most convenient language and environment.

PROBLEM

URBANISATION

Transportation is one of the key services affected by increases in population. It is extremely expensive and slow to build new roads, to modify city planning, and to buy new means of mass transportation. Taking into consideration that urban growth is the highest in the poorest countries with little or no organisation of transportation, i.e. rickshaws, tuk tuks, shared private vehicles, etc., we see that there is a high need for easy-to-use tools such as Brixby to manage transportation needs, including means of digital payment.

AVAILABLE SERVICES

Currently transportation services are either provided by large players which we have to blindly trust, because it is impossible to verify transactions, or small businesses, which often lack any service quality.

Large transportation service providers often have to use fines and other means of negative motivation (vehicle towing, parking boots/clamps, etc.) to ensure proper use of and payment for their services. At the same time, small service providers, which constitute about 60% of the market, are more flexible, but they are often unknown, unreachable, and sometimes not trustworthy. User experience with technology, be it app or parking meter, is often beyond the concern of a service provider, making the whole parking experience rather poor.

Other industries such as hotels, taxis, and airlines have been tremendously improved by such service aggregators as booking.com, airbnb.com, uber.com, blablacar.com and others. Those services do not need to be blindly trusted, since each transaction is confirmed by both consumer and service provider. When you check into a hotel, you make sure that you get exactly what you booked at the correct price. At the same time, the check-in desk worker confirms your suitability to get the service, and is ready to handle any issues that may arise. Thanks to personal confirmations, those services have a very low probability of incurring fines, damage or loss of property if there are good intentions on both sides.

Unfortunately, it is neither viable nor convenient to confirm each transportation transaction in person, due to high cost and geographic dispersion. When you park your car, you expect that the service works in such a way that the payment goes through and your car is in the same place without any fines once you are back. Unfortunately, this often does not work: the payment does not go through, you don't understand that parking is prohibited on this side of the road, you don't have enough coins to put into a parking meter, and get a fine while getting the change. The list of issues goes on. We believe that a marketplace built on blockchain technology can solve a lot of the issues described above.

LOCAL SOLUTIONS

So far, there has been no universal solution for transportation problems such as parking, EV charging, rental, and car sharing, not even mentioning transparency and confirmation. There are many solutions that are (1) expensive, (2) solve only one problem, i.e. parking app, car sharing app, etc., even though drivers have numerous needs during their trips, which means that consumers have to download many apps and provide their credit card information to multiple unknown parties, and to blindly trust in their good faith, (3) solutions are often ultralocal, i.e. in local languages and with local payment methods, i.e. they are impossible for tourists to use, and (4) only cash-based, which are hard to find and inconvenient.

SOLUTION

Instead of approaching each market segment separately, we believe that a marketplace for transportation services, with a great user experience, is the way to go. We have analysed dozens of transportation product flows, and the majority of them have the same features, such as select current location, select destination, select route, review travel times, and pay for the service, thus, it is not necessary to use ultra-specific apps to solve similar problems in parking, EV charging, car sharing, ticket sales, etc. - one great app can do it all. In addition to a great user experience, Brixby offer full transparency thanks to blockchain, where each user may control his/her transaction to ensure that the price is calculated correctly and that the payment reaches the party that the user intended.

TARGETED APPROACH

For a successful product launch, speed is crucial. Brixby will target the private sector, which is quick to implement easy-to-use and cheap solutions without a lengthy and cumbersome tender process. We find that the best and the most financially reasonable way to approach microbusinesses and SMEs is through franchisees -- people who are willing to start their own business but do not have substantial investment resources. They have market know-how, and the time and willingness to approach microbusinesses, SMEs, or even municipalities with offers of their services. Moreover, some of Brixby's target markets, such as China, require a local partner in order to enter the market. Franchisees will solve this issue as well. This way, each market will get as many franchisees as it can absorb, in order to launch Brixby in as many locations as possible. The franchisees will be rewarded for their success with BRICKs – a 10% commission on every transaction brought in by a franchisee. Brixby's strength lies in building the best product using the best technology together with a working business model, and not in negotiating with local businesses authorities where understanding of the local business culture and legal framework is crucial; this will be a task for our franchisees.

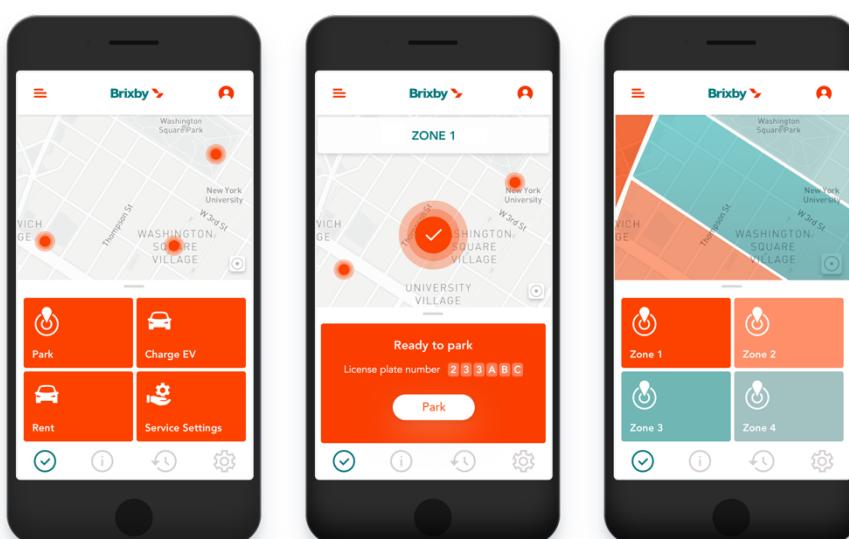
BENEFITS FOR BUSINESSES

Brixby allows any microbusiness or SME to manage existing or set up new transportation services and to easily collect money for them. It takes just a few minutes to list business assets, such as a parking lot, or vehicle for rent, and to add their location, pricing, and terms of availability. All of that, together with pictures, will be instantly published on the Brixby web site and apps. Offering assets on Brixby will make businesses more accessible for both locals and tourists, which will allow businesses to earn more money from the same assets. Currently these services are often cash-based, with no transparency, no viable data to make decisions, and loss of profits due to theft. Brixby provides the opportunity to handle all transactions digitally - that means more trustworthy business, improved accounting accuracy, a more convenient customer experience, real-time data, transaction reconciliation, reporting, and no theft.

BENEFITS FOR CONSUMERS

From the consumers' standpoint, Brixby will provide a convenient tool to **find, use and pay for transportation services** both locally and when traveling. 3.6 B people travelled in 2016. Many of them use Booking.com and Airbnb for renting, Uber for taxi, and lots of additional local non-digital services to hire a 'Tuk Tuk', rent a scooter, or book a tour. With the digital service display on Brixby locals and travellers alike will easily be able to find local transport services. The more services are listed on the platform, the more customers it will attract.

Using the Brixby app, customers may look for services at any Brixby location, order services, and pay for them conveniently. This will help microbusinesses and SMEs to keep their old customers while attracting new ones.



DAILY ISSUES FOR BRIXBY TO SOLVE

ISSUES	B2B (USERS)	BRIXBY	B2C (CONSUMERS)	BRIXBY
VISIBILITY	Service doesn't work to its fullest potential because many users don't know about it	Visibility with global service provider, higher service utilisation, more revenue from the same assets	Often use familiar services, as they are unaware of other options	All connected transportation services rated and in one place
TRANSPARENCY	Complicated pricing without clear calculation rules	Digital pricing rules easy to control & change	Impossible to understand individual charges	Clear pricing & rules displayed in apps
RECONCILIATION	Super complicated and time-consuming process	Immediate transaction confirmation due to blockchain, clear indication of problematic parts of transaction flow	No confirmation of financial transaction, potential fines	Transaction confirmation always available and not changeable
HIGH COST	No resources to purchase high cost IT solutions	Pay only for your transactions on Brixby, no upfront investments, no hidden fees	Time spent learning each new service interface, searching for services, solving service issues	One easy-to-use service in your language with your global setting
PAPER BASED TRANSPORTATION MANAGEMENT	Costly, non-transparent, difficult & lengthy to change rules	Simple digital environment available anytime anywhere, instant changes	Inconvenient UX, lost paper tickets	Familiar app on any smartphone
CASH PAYMENTS	Costly due to cash collection services & worker theft	No collection needed, no theft possible due to digitalisation & secure blockchain technology	Inconvenient – cash not always available, exact change never available. Mobile Phone – most of the time available	Digital payment with multiple convenient payment methods: cards, digital coins, PayPal, etc.
PRICING RULES	Non-digital pricing very costly to change: i.e. signs, hardware reprogramming, etc.	Instant changes, free of charge, universal compatibility with any equipment due to end-to-end integrations	Complicated rules in different languages that are complicated to understand, no info available – locals know how the basic things work	No need to read any rules and regulations – Brixby will know who you are and how much to charge

ISSUES	B2B (USERS)	BRIXBY	B2C (CONSUMERS)	BRIXBY
RIGHTS, I.E. PERMITS, SUBSCRIPTIONS	Paper-based rights, i.e. each user has to apply to get a permit based on residence status, place of work, or purchase. Due to no digital registry, paper-based rights are hard to manage, very costly to distribute, almost impossible to prevent counterfeiting	Digital rights issued automatically and instantly, no possibility for theft or counterfeiting, many pricing possibilities	Inconvenient to acquire, requires going to a local office, delivering additional paperwork and proof of rights, expensive	Convenient application process from any device at a time and place convenient for the consumer
CHANGE MANAGEMENT	Lengthy and costly process to request changes from partners, such as hardware providers	Self-service environment	No possibility for any service	Self-service environment
HARDWARE & SOFTWARE	Different hardware & software operates differently, i.e. may not be compatible, may have different pricing, reporting, management capabilities, UI & UX	Pre-integrated hardware & software, one interface for all the related systems	Need to download a new app for each service in each new town, to learn how it works, if at all. Need to figure out how to use hardware, which is often dirty or broken	Same easy-to-use app globally, once downloaded and registered, no need for further actions
OVERVIEW OF TRANSITIONS	Non-compatible hardware and software, manual reporting, no reporting, no stats for analytics, no understanding of user base, their habits, likes, preferences	Detailed reporting and analytics, possibility of BI, user stats, possibility to provide special pricing for specific user groups, such as frequent users, some social groups, etc.	No overview whatsoever	Detailed transaction history available in your app any time, no lost checks or tickets
AVAILABILITY	No clear view of assets and their availability and profitability	Possibility to show all your assets on an app to consumers with availability and supplementary info, manage utilisation and yield	No info regarding availability	Digital in-app map with service availability & pricing
CUSTOMER SERVICE	Costly service with no stats for analytics and improvements, no understanding of customers' real issues	Possibility to automate customer service, possibility to provide service in a customer's language, possibility for stats & BI	Often no service or anonymous service, i.e. lots of wasted time for explanations	Digital instant service in language of the consumer

COMPETITION

We believe that Brixby has no competitors on the global platform level, but there are plenty of competitors in each business niche:

PARKING

Traditional parking operators

- manage facility, collect payments
- very expensive
- usually outdated technological solutions

Digital parking operators/ marketplaces

- collect digital parking payments
- some with very outdated and inflexible technology
- some with state-of-the-art technology
- usually rather expensive
- usually driven by their own market strategies and not quickly localised

C2C parking

- consumers provide their parking space to other consumers
- use 3rd party services to offer service
- ultralocal

EV CHARGING OPERATORS

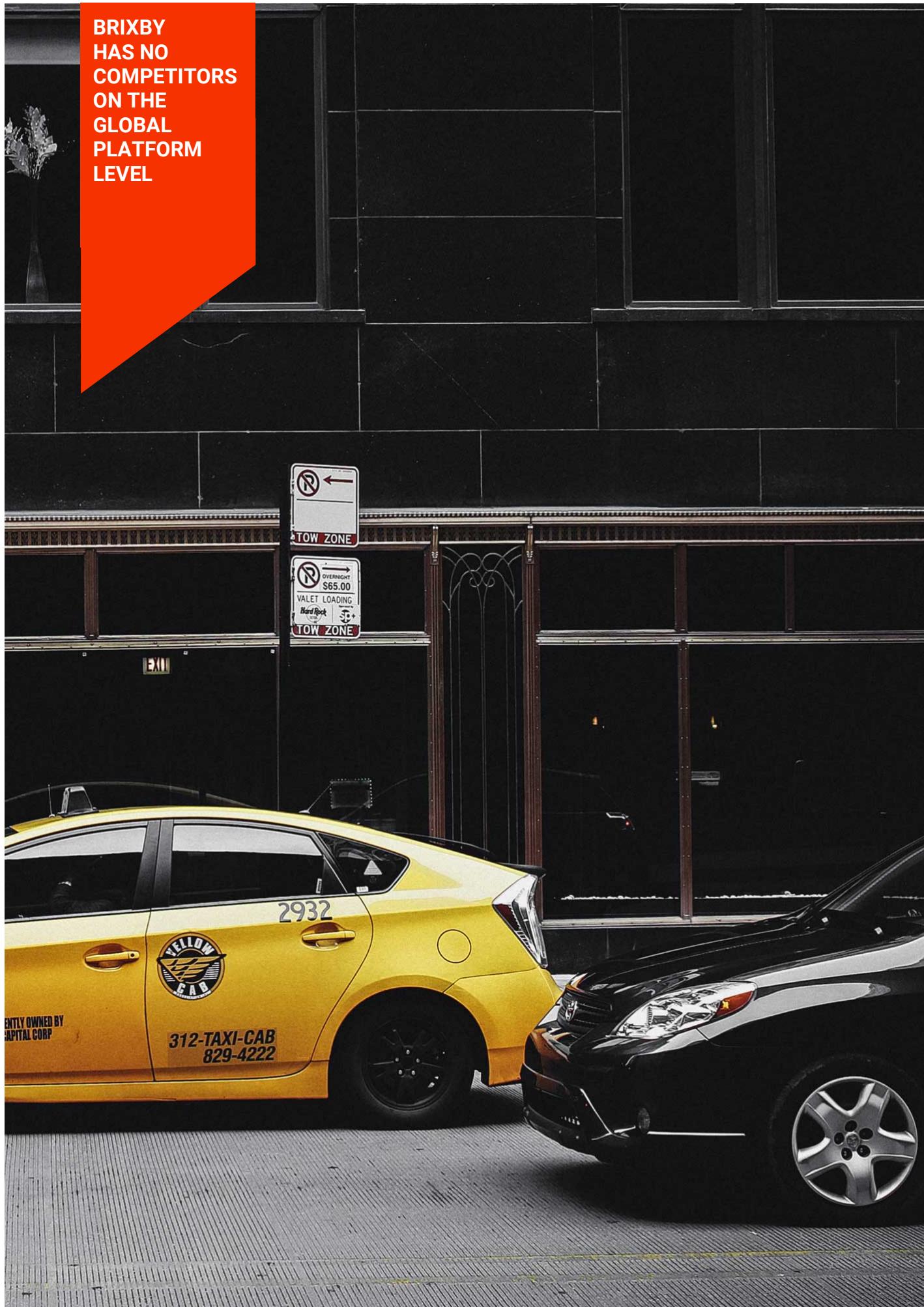
- manage (and own) EV chargers
- some have state-of-the-art technology
- often weak business models usually based on support/grant programs
- usually rather expensive

PARKING & EV CHARGING HARDWARE

- OEM: parking gates, parking meters, points of sale, EV chargers
- the oldest players in the market
- dislike cooperation with digital players due to competition
- very expensive
- provide proprietary software which works exclusively with their hardware, i.e. no possibility to add other equipment

DIGITAL OPERATORS	TRADITIONAL OPERATORS
       	       
C2C	HARDWARE
     	     

BRIXBY
HAS NO
COMPETITORS
ON THE
GLOBAL
PLATFORM
LEVEL



3. TECHNOLOGY

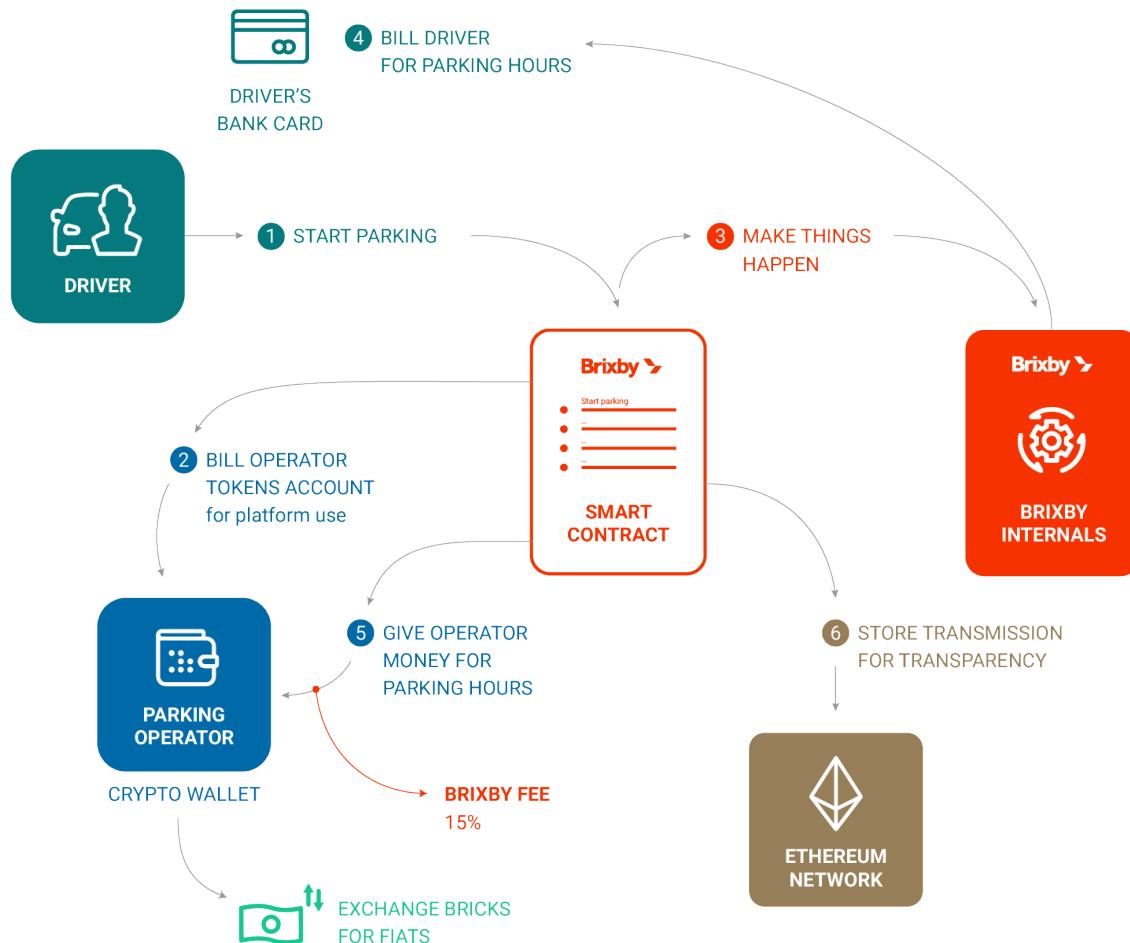
Technologically Brixby is a microservice cluster, spread over a variety of hosting providers worldwide including Amazon, Google and Heroku. The platform's design can also rely on fog computing such as SONM. This will help Brixby lower the hosting costs, thus reducing the costs for the platform users.

BLOCKCHAIN

Blockchain technology has transformed from a niche technology for IT geeks to one widely used in many industries. Brixby provides an excellent way for any person, like a small café owner, a housewife, or a large hotel manager to easily generate income from their resources such as parking, electricity, personal vehicle, using blockchain technology often without the slightest awareness or understanding of this technology. All of those users get tools for managing and growing their businesses, no matter how big or small, while blockchain ensures the security, consistency and transparency of transactions. All of us are aware of how unpleasant it can be when parking transactions are lost or payments tampered with, resulting in lost time, money, and a lot of aggravation.

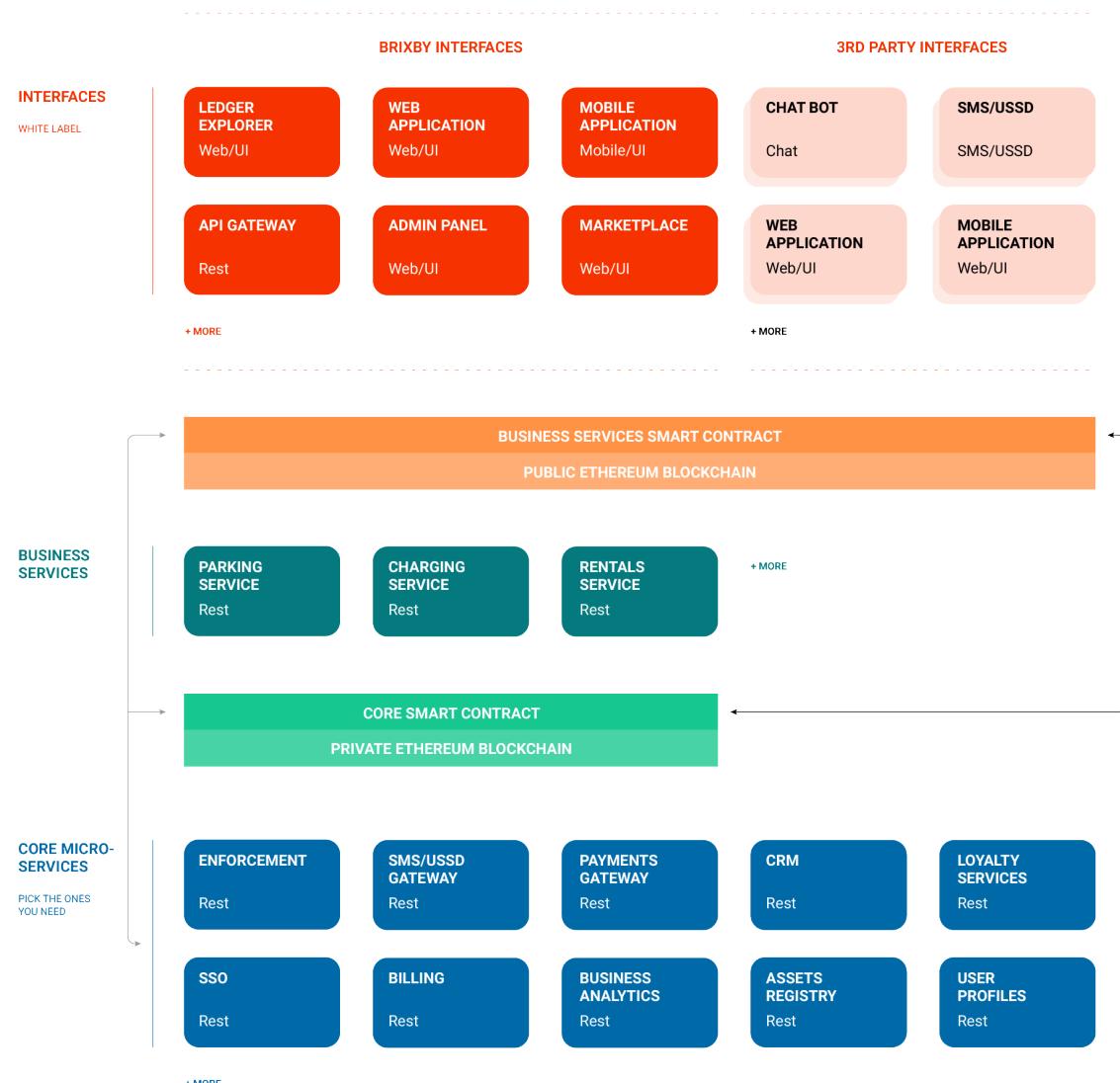
Large systems with many users and a sizable flow of funds need both internal and external confirmed transactions, and Brixby provides exactly that. Transaction reconciliation is a process of comparing transactions in accounting records, operational records (paper or software) and banks - it is one of the key internal procedures in any business. Why is this important? First, to make sure that the systems work as they are supposed to, i.e. the correct amount of money is taken from the correct consumer and transferred to the correct account of the service provider at the correct time; second, this is a standard requirement of any adequate accounting; and third, to ensure that the business gets the exact amount of money it should get and nothing is lost on the way. We know that all users go through this procedure in one or another way. Moreover, our extensive experience in the parking industry shows that reconciliation and customer support may occupy a huge amount of work time at a business if a proper verification system is not set up.

SCHEMATIC OVERVIEW OF BRIXBY'S TRANSACTION PROCESS



Why does Brixby use Ethereum blockchain? For a global service whose core function is calculating financial transactions and transferring funds from consumers to service operators and vice versa, it is impossible to provide a sustainable reconciliation assistance or be a part of audit with thousands or millions of users. This would ruin any business model. Thus, Brixby chose blockchain technology, which is a distributed open solution that can be audited and reviewed by users, at any time convenient to them, their partners, or their consumers. Blockchain usage will ensure that the calculations and the transfers are correct, transparent, and unchangeable, which is of crucial value to Brixby.

BRIXBY USES MICROSERVICE ARCHITECTURE



ARCHITECTURE DESCRIPTION

For better scalability and utilization of blockchain technology's benefits, Brixby uses microservice architecture. Each business function is allocated in a separate microservice.

Two Ethereum networks (public and private) are used to store and verify each transaction (communication unit between any two microservices).

Users and third-party systems interact with the platform via Brixby and third-party interfaces. Such interactions are regulated by the rules defined in the Business Service Smart Contract (the only public Smart contract available for Brixby users).

When using complex business logic (e.g. Parking, EV-charging or Car sharing), Business services interact with Core services via RESTful APIs. Such interactions are regulated by the rules defined in the Core Service Smart Contract (not available for users and third party-systems).

The architecture consists of:

- Microservices
 - Core microservices
 - Business services
- Interfaces
 - User/Applications interfaces
 - 3rd party interfaces

CORE MICROSERVICES

Core microservices can be used as a separate application by users. The terms of use are determined by smart contract. There is also a possibility for users to combine core microservices into any other business services they may desire, if the business services provided by Brixby do not satisfy their needs.

Core microservices are distributed under a Brixby open license that allows the microservices to be used as separate applications according to the tariffs, and provides access to the source code with the right to modify it. In case of modification, changes should be merged to a specific Brixby's repository fork on GitHub. Currently the BIXBY ecosystem has the following core microservices: Billing, CRM, SMS/USSD gateway, Payment gateway, SSO, Business analytics, Enforcement, Assets registry.

Core microservices that will be designed during the next phase are: Loyalty Services and User Profiles.

BUSINESS SERVICES

Business services are based on a set of core microservices. All the internal transaction generated between core microservices for business services are calculated in a private blockchain. For the sake of transparency, these transactions can be monitored in a Brixby ledger explorer and are periodically transferred as a bulk transaction into the public Ethereum blockchain, thus the public network is used for verification of internal private transactions. Also, all business transactions conducted via public smart contract are calculated in the public Ethereum blockchain. The ledger explorer also allows linking private to public transactions.

Business services are distributed under a Brixby closed license that allows usage of the services according to the tariffs but does not provide access to the source code. The terms of use are determined by smart contract for each business service.

Currently the Brixby ecosystem provides three primary **business services**:

1. **Parking.** Users will get all needed functions to set up, manage and provide digital parking service, including inventory of parking assets and mobile payments. Parking services also include protocols for third party hardware integrations and modern and convenient user apps.
2. **EV charging.** Users will get EV-charging functionality, including but not limited to: hardware integrations using OCPP and other protocols, charging stations inventory, and modern and convenient user apps.
3. **Car sharing.** This service allows vehicle owners to rent their vehicles to other consumers when they are not using them. The service includes owner and consumer profiles with ratings, vehicle search, and mobile payments, as well as a modern and convenient user app.

THIRD PARTY SERVICES

The primary functions of Brixby modules are universal, for instance, billing, CRM, payment gateway, enforcement, and so on. We offer any service provider, be it quality control or medical equipment sales, the ability to use Brixby modules as an open source software to fulfil their needs and to be more transparent. What is more, any third parties may register their business modules on the Brixby ecosystem if they are using Core microservices. Each business module is subject to Brixby's team approval.

USER/APPLICATIONS INTERFACES

Brixby and white label interfaces provide such modern communication channels for Brixby users as apps, chatbots, SMS, web apps, etc. Various user interfaces can be used to work with the same business module, based on the market preferences. If using a Brixby service brand, service operators may request that BRIXBY user interfaces be adapted based on market needs, such as local language, payment, or communication channel needs. The requests will be evaluated by the Brixby team, and features will be provided based on the BRIXBY business roadmap. If an operator wants more modifications than the changes described above, or wants to create a separate service brand, white label user interfaces shall be used for this purpose.

Brixby and white label interfaces - are distributed under a Brixby open license that allows the microservices to be used as separate applications according to the tariffs, and provides access to the source code with right to modify it. In case of modification, changes should be merged to a specific Brixby repository fork on GitHub. User interfaces may be customised in color and branding if users are looking for something extra for their consumers. **Third party interfaces** allow the connection of services to third party hardware and software, which is essential for providing full-scale centrally managed digital services.

Currently there are 4 applications for the parking module, 2 applications for the EV charging module, a parking chatbot, and an SMS/USSD channel for parking, EV charging and car sharing. The car sharing app still needs to be developed.

SMART CONTRACTS

Smart contracts are protocols intended to facilitate, verify, or enforce the terms and performance of a contract between microservices, business services and 3rd party applications.

The best part of Brixby's modular structure is that businesses may use only those services that are currently applicable for their size and processes, thus allowing for a lean IT infrastructure. However, one of the most important benefit is that there is *no need to use back offices for reconciliation since each transaction is confirmed by a blockchain network*.

USE CASES

There are two main use groups for Brixby: business and consumer. Microbusiness and SME in transportation sector are among the main Brixby users. What makes Brixby truly beautiful is the ability to combine any number of services into the product or solution one needs. Businesses may choose as many core services as they need, or use user interfaces or business services instead.

CORE PRINCIPLES

1. Open Open API is used for accessing all the microservices.

If you do not want to use one of the Brixby services as it is, but would like to create another experience for your customers and still utilize Brixby assets, use Brixby API:

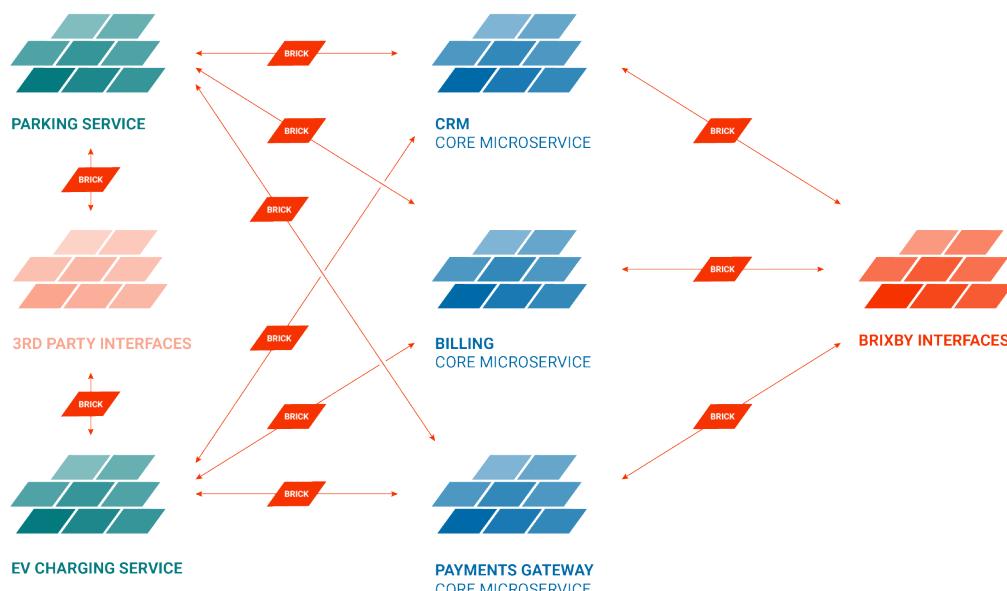
- Parking functionality
- EV charging functionality
- Ticket sale functionality
- Renal functionality

2. BRICKs are used for transaction settlement

3. 3rd parties may create new business products, using Core microservices for BRICKs

4. Assets are registered for BRICKs

5. Any settlements between Brixby users are made using BRICKs





CASE 1: PRIVATE PARKING

PROBLEM

Centralised municipal parking in dense areas has often no info regarding availability and is almost fully occupied during peak hours due to low parking prices. Municipal parking constitutes less than 50% of total available parking – that means that there shall be plenty of private sector parking. However, private parking, be it on-street or off-street is often unknown to drivers, who spend up to 30% of time in search for an unoccupied parking space creating more problems for already jammed traffic.

SOLUTION

To consolidate all available parking into one easy to use Brixby app, which has well optimised search and payment features.

POSITIVE EFFECT

Drivers will get more info regarding services they need and tools to use those services. Reduced time spent in search for parking will free up city traffic making cities more convenient, underutilised businesses will be able to earn more from the same resources.

EXAMPLE

Here is a simple example how a private parking lot may be set-up and managed using Brixby. Let's say there is a plot of land owned by a person in the center of the city with no real estate on it. The plot is idle without

producing any income. Using Brixby the owner may list his property as a parking lot providing number of parking spaces and pricing with just a few clicks in the business user app. Within seconds the lot will be available for parking, also providing convenient in app payments. Any user of Brixby will be able to see this lot and park there. This is the simplest use case. Fortunately, due to flexibility of Brixby it is also possible to add value to more complex parking operations, providing tools for enforcement, permits, subscriptions, etc.

BLOCKCHAIN UTILIZATION

The technology is used in terms of permanent and cross-validated transactions logging with an ability to explore any transaction via any public blockchain explorer. So even Brixby team does not have an ability to change any transaction and any user can trace any transaction passing many microservices and external systems. Thus, any user is able to prove any issues (e.g. duplicated charges) and easily resolve them.

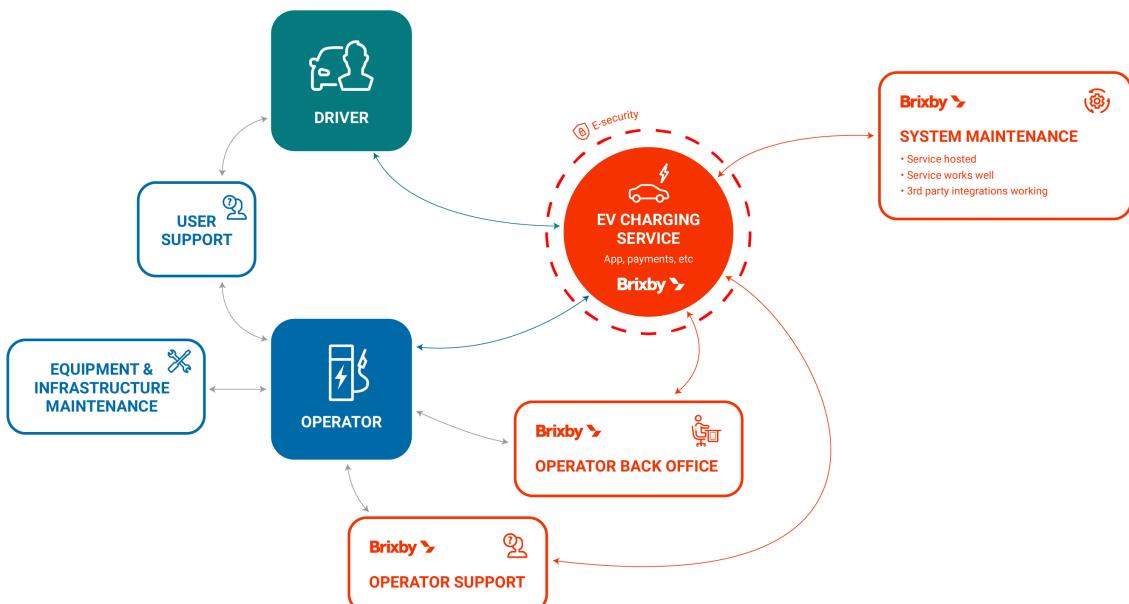


1. **Parking** – the primary service for consumers.
2. **Enforcement** – actions that the parking attendant undertakes to deal with drivers who violate parking rules. The system provides the full enforcement suite for the attendants and drivers.
3. **e-Security** – provides security for the users' data and financial transactions, common for almost any software.
4. **Operations** – includes the functionality for the primary back office operations.
5. **Maintenance** – includes maintenance of infrastructure, software and hardware, such as road signs, parking meters, gates, etc. The maintenance of the Brixby platform is out of user's scope and will be performed by Brixby staff.
6. **Support** – driver and user support tasks.



CASE 2: ELECTRIC VEHICLE CHARGING

Anyone driving an EV knows that planning a longer a trip also includes planning for charging. Currently an EV driver has to know where chargers are located or subscribe to as many EV charging services as possible. Brixby will aggregate all EV charging services and provide access to them with one easy to use app. This way a hotel or a fast charging network will be able to offer both charging and payment services to any Brixby user.



The EV charging use case describes all the actions different users can take in the system. There are five main action groups:

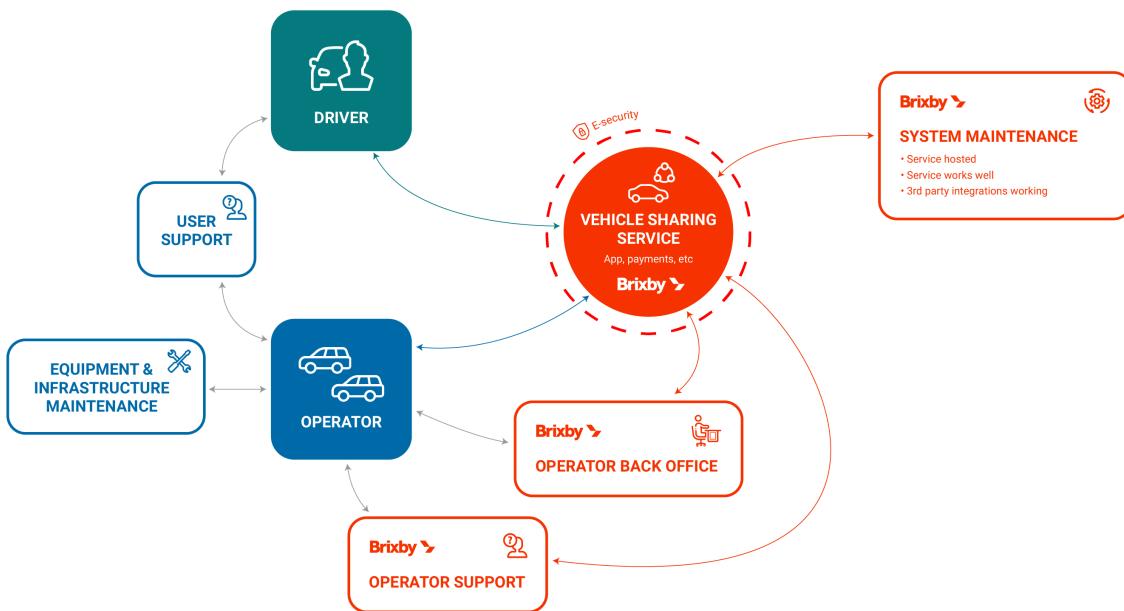
1. **Charging** – the primary service drivers get.
2. **e-Security** – provides security for the users' data and financial transactions, common for almost any software.
3. **Operations** – includes the functionality for the primary back office operations.
4. **Maintenance** – maintenance of EV charging infrastructure, software and hardware, such as road signs, EV Chargers, connectivity, etc. The maintenance of the Brixby platform is out of user's scope and will be performed by Brixby staff.
5. **Support** – driver and user support tasks.

**CASE 3:
PRIVATE CAR RENTAL/SHARING**

Brixby allows vehicle owners to use their vehicles more efficiently. On average, private vehicles are parked 95% of the time. Connecting to Brixby lets any vehicle owner share their vehicle on terms and conditions suitable for them, thus reducing the cost of vehicle ownership.

EXAMPLE

Currently if a microbusiness has 10 scooters to rent, all it can afford is to put a sign by the door that reads "Scooter rental". For users, there is no easy way to find a rental service unless they know where it is and whether the price is suitable. With Brixby, it is very simple to list all your scooters on a global platform, including pictures, descriptions, pricing and availability, and to pay for the service only when someone rents a scooter - no upfront investments or fees. It is easy and convenient, with no strings attached.



The Personal vehicle sharing use case describes the service of renting out private vehicles. When an owner does not need to use his/her vehicle, car, roller, bike, or other transportation device, he/she can lend it to other drivers using Brixby platform.

There are five main groups of actions:

1. **Rental** – the primary service drivers get.
2. **e-Security** – provides security for the user's data and financial transactions, common for almost any software.
3. **Operations** – includes the functionality for the primary back office operations.
4. **Maintenance** – vehicle maintenance. The maintenance of the Brixby platform is out of user's scope and will be performed by Brixby staff.
5. **Support** – a chat for owners and drivers to communicate.

BENEFITS FOR ALL TRANSPORTATION SERVICES

- Cost efficient and easy-to-use tools to manage assets and take payments
- Visibility of the service
- Increased service usage levels
- Large crossusable customer base
- For Brixby: potential for additional monetization of customer base and geo data

THESE ARE JUST THREE USE CASES WE SEE FOR BRIXBY. AS DESCRIBED EARLIER, CORE MICROSERVICES TOGETHER WITH USER INTERFACES CAN BE COMBINED TO PROVIDE ANY TRANSPORTATION SERVICE THAT A MICROBUSINESS CAN DESIGN.

4. ROADMAP

STAGE	ESTIMATED MILESTONE DATE	GOALS
1	Q1 2018	<ol style="list-style-type: none"> 1. Hire an additional development team – total 20 people by the beginning of 2018 2. Go from project based development to global product based development 3. Work out a precise roadmap for Brixby expansion, based on general project criteria: <ul style="list-style-type: none"> • Specific cities • Means • Timing • Promotion
2	Q3 2018	<p>Core modules v1</p> <ul style="list-style-type: none"> • System integrity test framework • On- and off-street parking business module • Billing module • Analytics module visualises data and provides reports in easy to understand format
3	Q4 2018	<p>3.1 Core modules v2</p> <ul style="list-style-type: none"> • Performance monitoring • Enforcement • Permits • CRM • Inventory management <p>3.2 EV charging module</p> <ul style="list-style-type: none"> • EV charging business logic • Integrations with EV chargers
4	Q1 2019	<p>Legal framework for market expansion</p> <ul style="list-style-type: none"> • Business terms of service • Consumer terms of service

5	Q2 2019	5.1 Open-source software <ul style="list-style-type: none">Core microservices as open-source software <hr/> 5.2 Open API for 3rd parties <ul style="list-style-type: none">API to connect with 3rd party services and business services <hr/> 5.3 Marketing strategy <ul style="list-style-type: none">Global and country based marketing strategyFinalise product offeringPrepare marketing materials
6	Q3 2019	Car sharing module <ul style="list-style-type: none">Car sharing / rental business logicFeatures for private users and fleet managers
7	Q4 2019	Global launch <ul style="list-style-type: none">Fast expansionConcentrate on service quality and promotion

MARKET ACQUISITION

1. **Years 0–2 product development.**
2. **Years 3–5: 60% developing countries/ 40% developed markets**
3. **Years 5+ aggressive market acquisition**

We see that the solution will be most interesting for highly urbanised developing countries, such as China, South-East Asia, Arab countries, and Russia. The specific countries will be selected based on interest towards BRICKs (tokens), level of urbanisation, annual increase in urban population, degree of disorganisation of transport, and market knowledge and research. As described earlier, a franchisee model will be used for market acquisition. The Brixby team will arrange product seminars and trainings in the target market. Product evangelists will be responsible for conducting this work. Additionally, current leads will be utilised in the sales process.

	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11
TOTAL POPULATION, BILLION PEOPLE	7.6	7.68	7.76	7.84	7.92	7.99	8.07	8.14	8.22	8.22	8.29
TOTAL POPULATION %		101%	101%	101%	101%	101%	101%	101%	101%	101%	101%
SHARE OF URBAN POPULATION, BILLION PEOPLE	4.0	4.1	4.1	4.2	4.3	4.4	4.5	4.5	4.6	4.7	4.8
URBAN POPULATION %	53%	53%	53%	54%	55%	55%	55%	56%	56%	57%	57%
BRIXBY MARKET SHARE IN PRIVATE PARKING, %	Product development phase		0.2%	0.4%	0.6%	0.8%	1.0%	1.2%	1.4%	1.6%	1.8%

**MOBILITY
MARKET IS
 HUGE AND IS
 ONLY GOING
 TO GROW IN
 THE NEXT 10
 YEARS**



5. ABOUT THE PROJECT

TOKENS

THE BRICKS TOKEN CANNOT BE USED FOR ANY PURPOSE OTHER THAN THOSE DIRECTLY DESCRIBED IN THESE CONDITIONS, INCLUDING BUT NOT LIMITED TO ANY INVESTMENT, SPECULATION OR OTHER FINANCIAL PURPOSE.

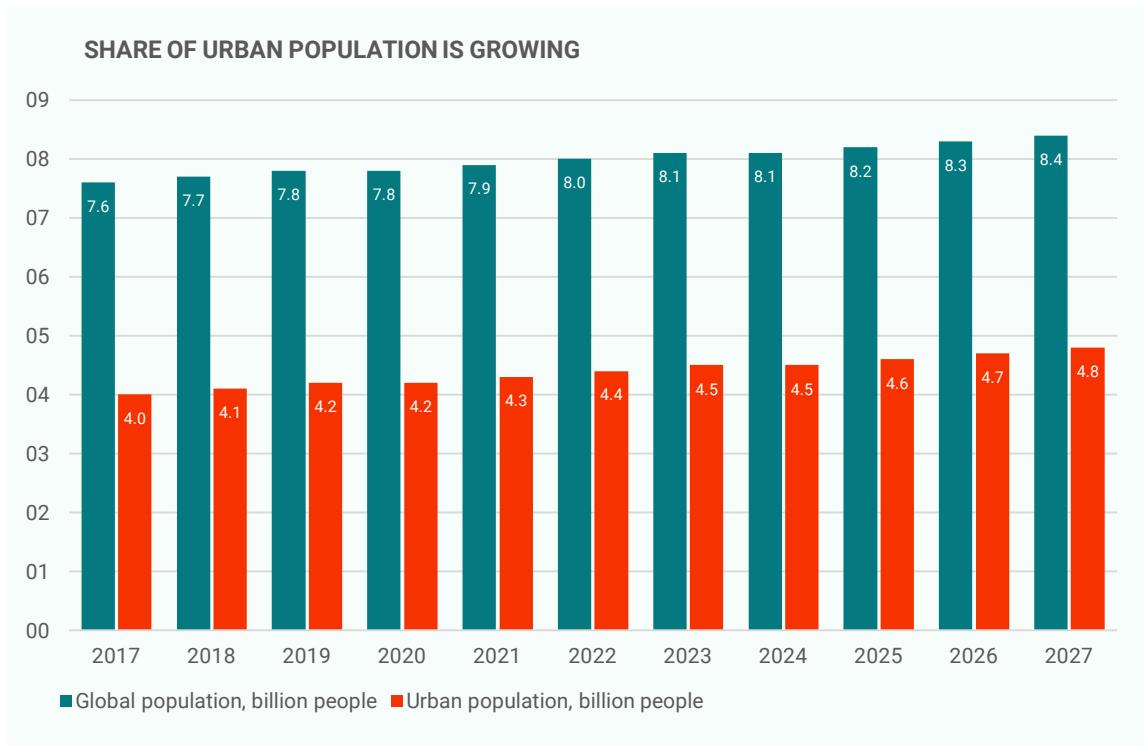
The BRICKs token is not an investment in a joint company, it is not registered as a collateral, and does not give grounds to its holders to expect any profits, including profits from any actions of any third parties. It is not intended to be a tradable or any other kind of financial instrument; it is not considered a share or an equivalent of a share, including any rights for future shares or intellectual property rights, and does not represent any property rights. You expressly agree that BRICKs tokens are not securities, commodities or any kind of financial instruments, are not registered in any state organization of any jurisdiction as securities, neither are they a cryptocurrency nor currency equivalent, since BRICKs are not issued by any state or any other central issuer. Brixby does not promise and does not guarantee any kind of profit or any future value.

The profit Brixby receives from the distribution of BRICKs tokens will be considered future revenue from the sale of Brixby services, as BRICKs are ultimately designed to provide users with the appropriate service within the Brixby platform. The Brixby platform uses tokens as a means for unlocking functionalities incorporated into the platform.

In case the Brixby project is successfully launched in accordance with the established terms and conditions, BRICKs tokens confirm the right and ability of BRICKs holders to use the functionality of the decentralized Brixby platform in the full amount of purchased tokens. The goal of BRICKs tokens is to enable the execution of flawless and secure transactions in Brixby that do not require additional costs for reconciliation and audits, which will significantly reduce user costs.

FINANCIAL INFORMATION

The Brixby market is a high density urban environment.



Urbanisation creates new challenges for society and businesses. Old centralised methods, where municipalities were able to manage all of a city's transportation needs, do not work in this new environment due to (1) lack of funding, (2) constantly increasing size of cities, (3) inefficiencies.

Brixby shall solve these problems in at least the following industries: parking, EV (electric vehicle) charging, private car sharing.

PRIVATE PARKING

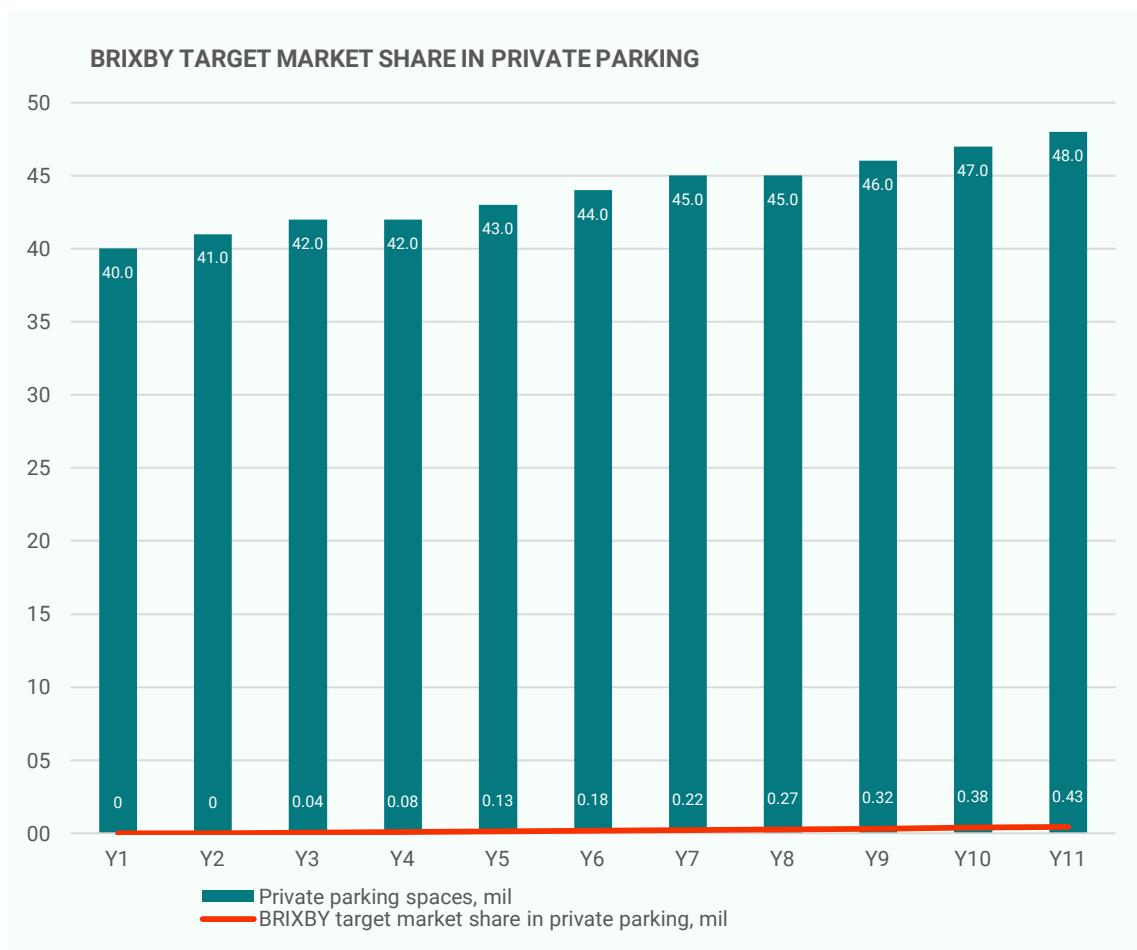
PARKING MARKET

Statistics from current projects and market research show that for every 1000 city dwellers there are 10 on-street (municipal) parking spaces. The share of decentralized private parking is at least equal to the number of municipal parking spaces. Brixby targets private parking. Needless to say, if a municipality is interested in using Brixby services, Brixby is more than happy to have municipalities on its platform.

	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
SHARE OF URBAN POPULATION, BILLION PEOPLE	4.03	4.1	4.17	4.25	4.32	4.4	4.47	4.54	4.62	4.69	4.77
MUNICIPAL PARKING SPACES PER 1000 CITY DWELLERS	10	10	10	10	10	10	10	10	10	10	10
MUNICIPAL PARKING SPACES, MILLIONS	40.26	41	41.74	42.28	43.22	43.95	44.69	45.43	46.17	46.91	47.65
SHARE OF PRIVATE PARKING SPACES	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
PRIVATE PARKING SPACES, MILLIONS	20.13	20.50	20.87	21.24	21.61	21.98	22.35	22.72	23.08	23.46	23.83

Based on conservative calculations, Brixby anticipates market penetration growth of 0.2% per year. By the end of year 11, Brixby market share shall reach 1.8%. Please note that this is the lowest level of Brixby's potential. The figures are the basis for Brixby's business case, but, of course, Brixby is targeting more ambitious results.

	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11
BRIXBY TARGET IN PRIVATE PARKING, %	Product development phase		0.2%	0.4%	0.6%	0.8%	1.0%	1.2%	1.4%	1.6%	1.8%
BRIXBY TARGET IN PARKING, THOUSAND SPACES			42	85	130	176	223	273	323	375	429

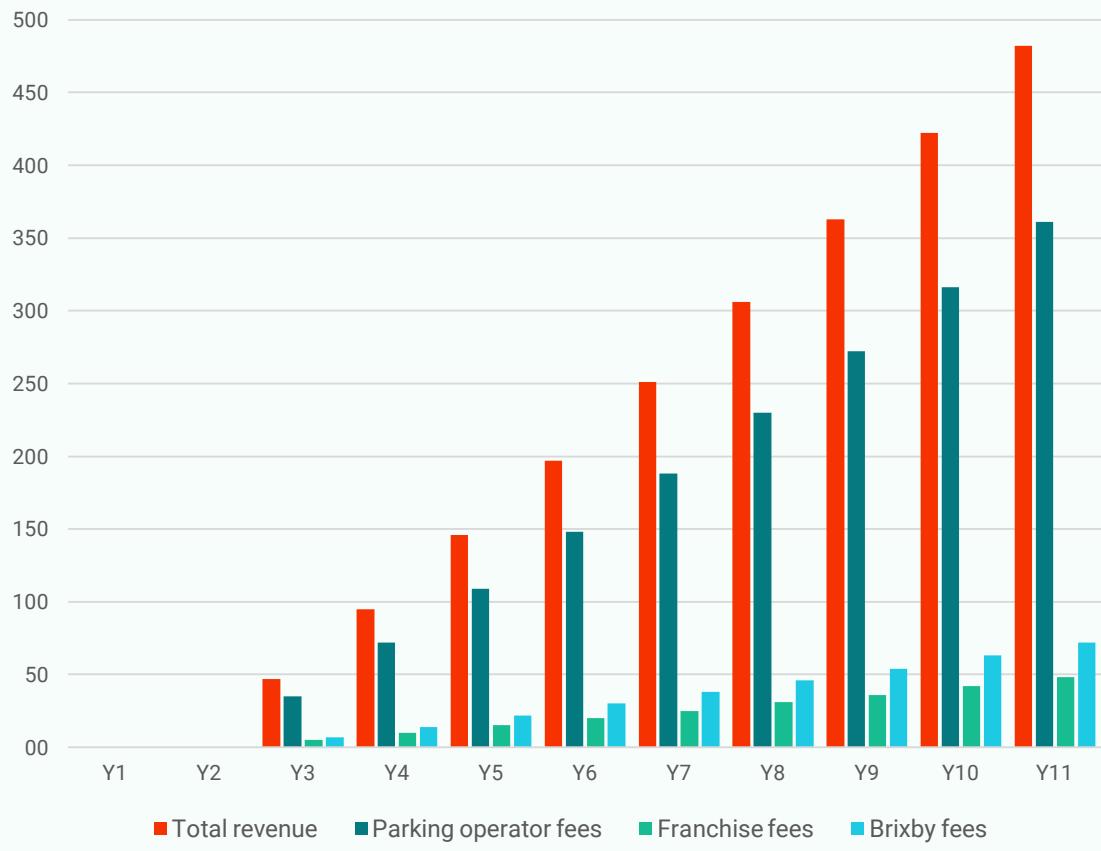


PARKING REVENUE

Brixby will take 15% commission on all the transactions processed on Brixby. To achieve quicker growth, Brixby offers partnership to franchisees who will be paid 10% commission on the transactions they bring to Brixby.

	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11
TOTAL REVENUE, MIL \$ / YEAR	Product development phase	47	95	146	197	251	306	363	422	482	
PARKING OPERATOR FEES, MIL \$ / YEAR		35	72	109	148	188	230	272	316	361	
FRANCHISE FEES, MIL \$ / YEAR		5	10	15	20	25	31	36	42	48	
BRIXBY FEES, MIL \$ / YEAR		7	14	22	30	38	46	54	63	72	

BRIXBY PARKING FEES, MIL \$ / YEAR



PARKING COSTS

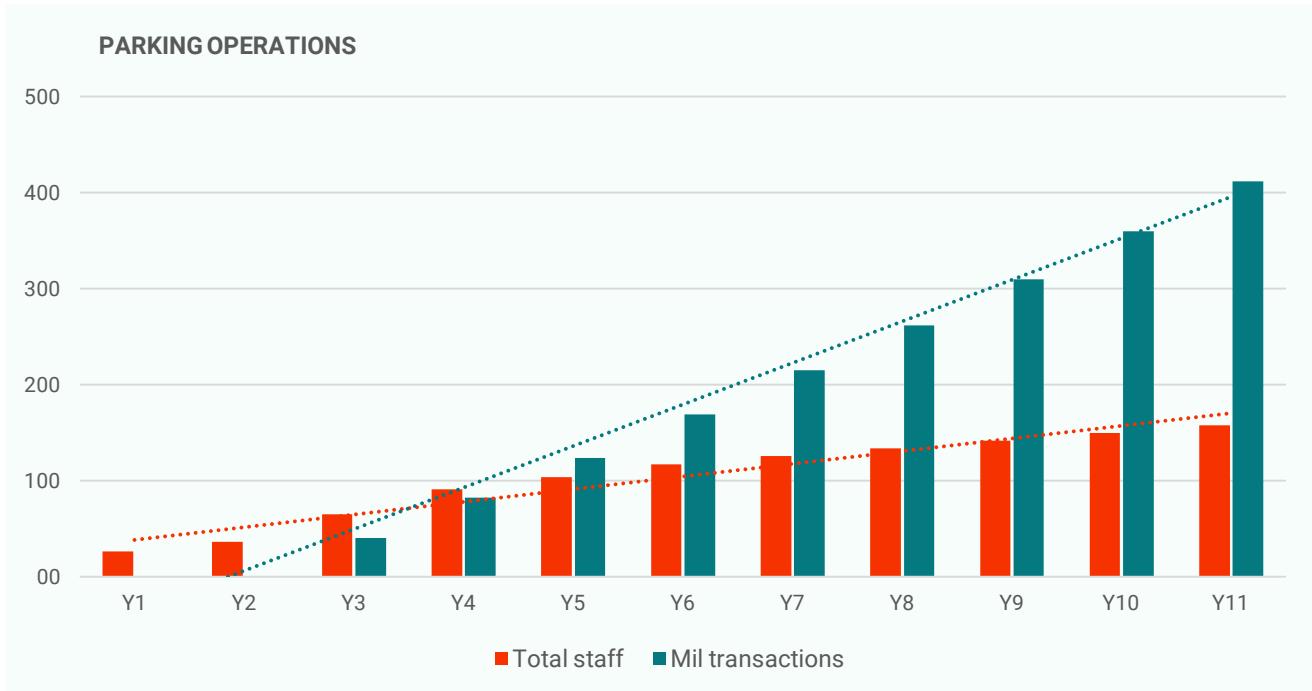
Staffing is the main cost of Brixby. Currently, Brixby has a core team who handles local projects, but in order to expand globally we need to significantly increase its size.

	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11
TOTAL STAFF	26	36	65	91	104	117	126	134	142	150	158
DEVELOPERS	20	30	35	40	45	50	50	50	50	50	50
SUPPORT	0	0	20	38	43	48	53	58	63	68	73
THOUSAND TRANSACTIONS / EMPLOYEE	Product development		2 003	2 104	2 209	2 319	2 435	2 557	2 685	2 819	2 960
ANNUAL GROWTH OF TRANSACTIONS / EMPLOYEE	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
GENERAL MANAGEMENT	6	6	6	6	6	6	6	6	6	6	6

LEGAL, ACCOUNTING & FINANCE BASED ON TRANSACTIONAL VOLUME (ADMIN)	Product development phase		2	4	5	7	9	10	12	13	14
THOUSAND TRANSACTIONS / EMPLOYEE			20034	20034	21036	22088	23192	24352	25569	26848	28190
ANNUAL GROWTH OF TRANSACTIONS / EMPLOYEE	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
REGIONAL REPRESENTATIVES			2	3	5	6	8	10	11	13	15
PRIVATE OPERATORS / REGIONAL REPRESENTATIVE	300	300	300	300	300	300	300	300	300	300	300

The annual staff increase corresponds to the growth of transactional volume. Brixby will strive to improve productivity, at least +5% annually, in order to decrease the velocity of personal growth.

	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11
TOTAL STAFF	26	36	65	91	104	117	126	134	142	150	158
MIL TRANSACTIONS	Product development		40	82	124	169	215	262	310	360	412



PRIVATE PARKING HOSTING

Hosting is calculated at \$0.02 per transaction. Hosting costs are minimal during the development period and will grow together with the transactional volume in the future.

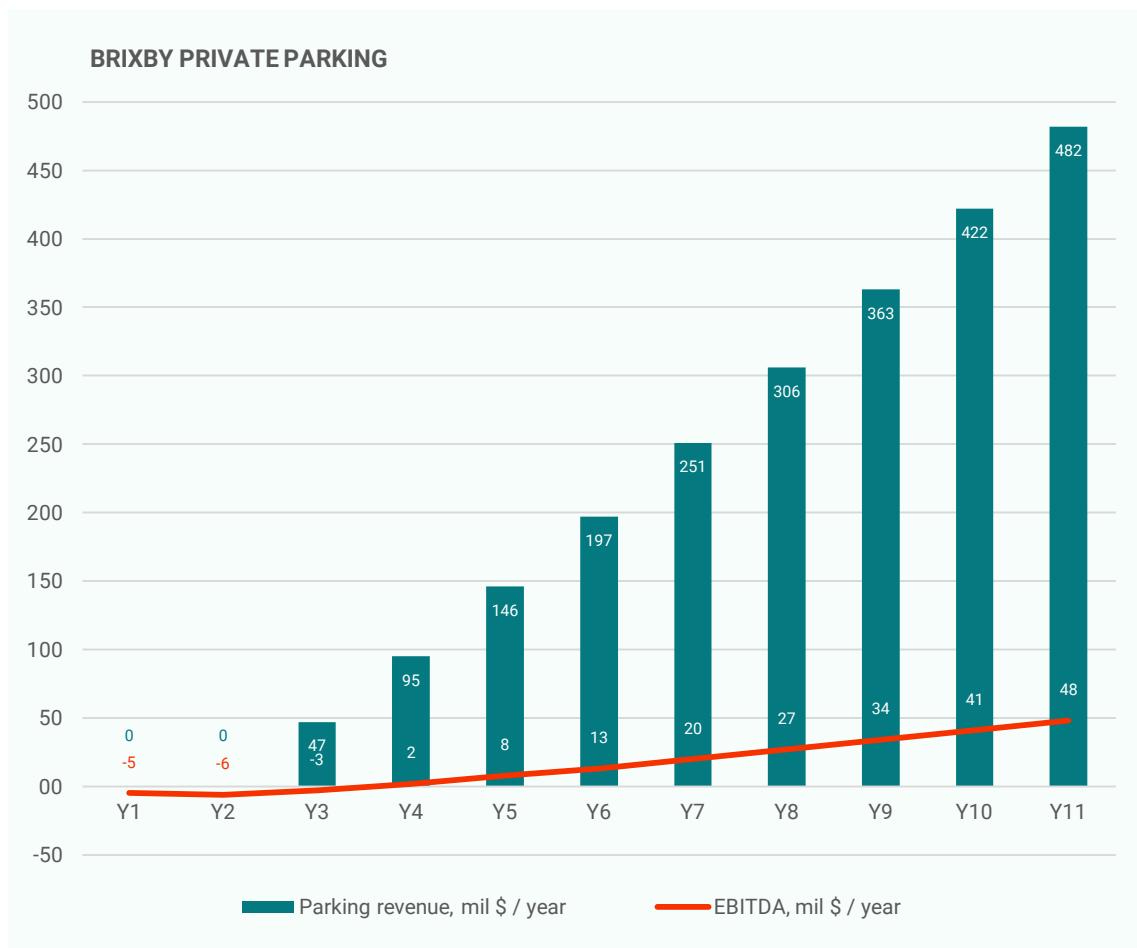
	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11
HOSTING, MIL \$ / YEAR	0.02	0.02	0.8	1.63	2.49	3.38	4.29	5.23	6.21	7.21	8.23

PRIVATE PARKING PROFIT & LOSS

Funds collected from the ICO shall be used to finance development and market acquisition in years 1- 3. It is estimated that from year 4 Brixby shall become profitable. The profit margin shall increase from 2% in year 4 to 10% in year 11. Cumulative EBITDA for this period shall reach \$178M.

MIL \$ / YEAR	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11
REVENUE											
PARKING REVENUE	0	0	46.9	95.4	145.6	197.5	251	306.2	363	421.5	481.7
PARKING OPERATOR FEES	0	0	35.2	71.6	109.2	148.1	188.2	229.6	272.2	316.1	361.3
FRANCHISE FEES	0	0	4.7	9.5	14.6	19.7	25.1	30.6	36.3	42.2	48.2
SALES PROFIT	0	0	7	14.3	21.8	29.6	37.6	45.9	54.4	63.2	72.3
COSTS											
DEVELOPMENT	2.4	3.6	4.2	4.8	5.4	6	6	6	6	6	6
SUPPORT	0	0	1.2	2.3	2.6	2.9	3.2	3.5	3.8	4.1	4.4
REGIONAL REPRESENTATIVES	0	0	0.2	0.4	0.6	0.7	1	1.2	1.3	1.6	1.8
ICO MARKETING AND STRUCTURING	0.5										
PROMOTION IN MEDIA & SOCIAL MEDIA		0.8	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2
HOSTING	0.02	0.02	0.8	1.6	2.5	3.4	4.3	5.2	6.2	7.2	8.2
MANAGEMENT & ADMIN	1.4	1.4	1.6	1.7	1.7	1.9	2	2	2.2	2.2	2.3
OFFICE	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.3
OFFICE FURNITURE & EQUIPMENT	0.2	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.1	0.1	0.1
TOTAL COSTS	5	6	10	12	14	16	18	19	21	23	24

EBITDA	-4.7	-6	-2.5	2	7.6	13.3	19.8	26.5	33.5	40.7	48
PROFIT MARGIN, %				2.1%	5.2%	6.7%	7.9%	8.7%	9.2%	9.6%	10%
EBITDA CUMULATIVE, \$	\$178										



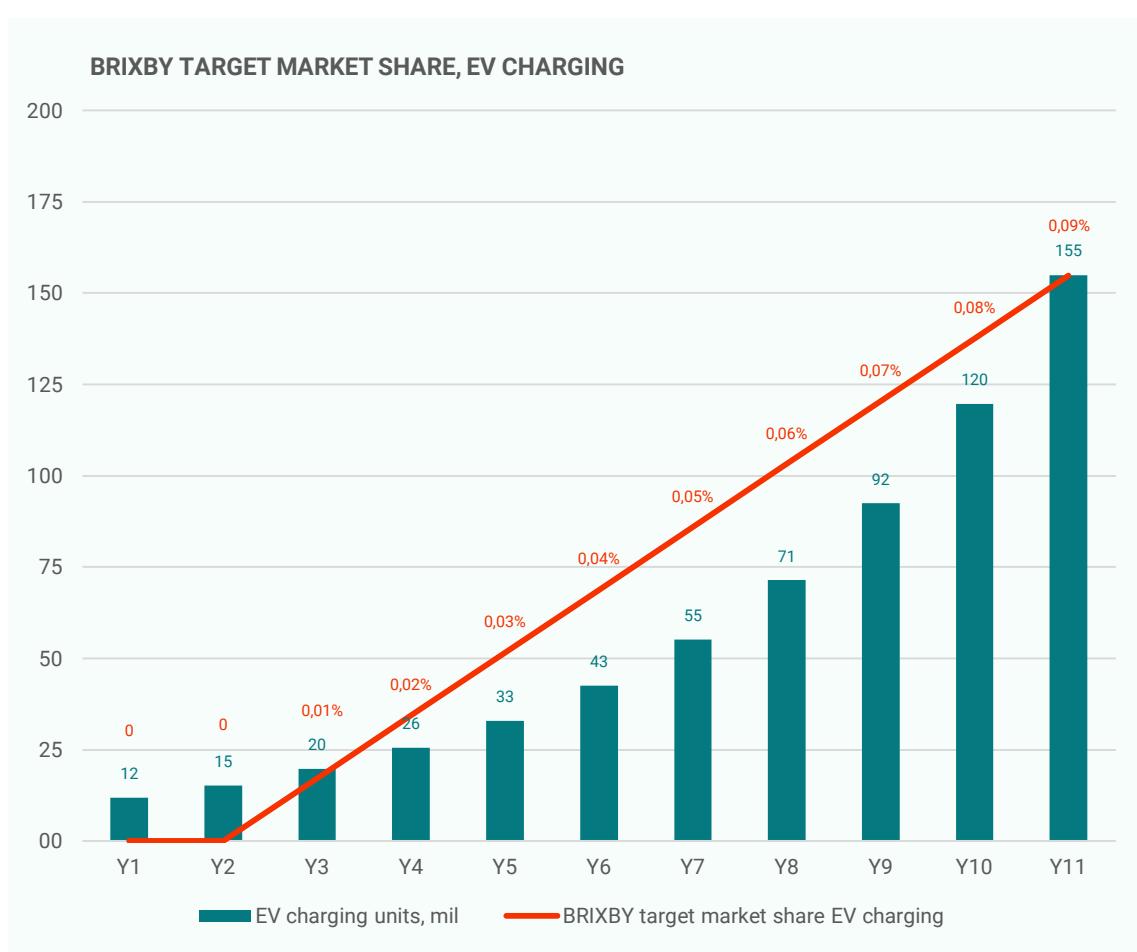
Please note that the financial model is rather conservative. If Brixby market penetration increases only 0.1%, this will make it possible to almost double the profits.

EV CHARGING

MARKET

	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11
TOTAL EV CHARGING UNITS, MIL	11.8	15.2	19.7	25.5	33	42.6	55.2	71.4	92.4	119.6	155
AC, MIL UNITS	10.6	13.6	17.6	22.6	29.1	37.4	48.2	62	79.8	102.6	132.1
DC, MIL UNITS	1.2	1.6	2.1	2.9	3.9	5.2	7	9.4	12.6	17	22.9
BRIXBY TARGET MARKET SHARE EV CHARGING	Product development	0.01%	0.02%	0.03%	0.04%	0.05%	0.06%	0.07%	0.08%	0.09%	

We use very conservative numbers for EV charging. Brixby's planned market share growth is 0.1% per annum. By the end of year 11, Brixby's market share shall reach 0.09%.

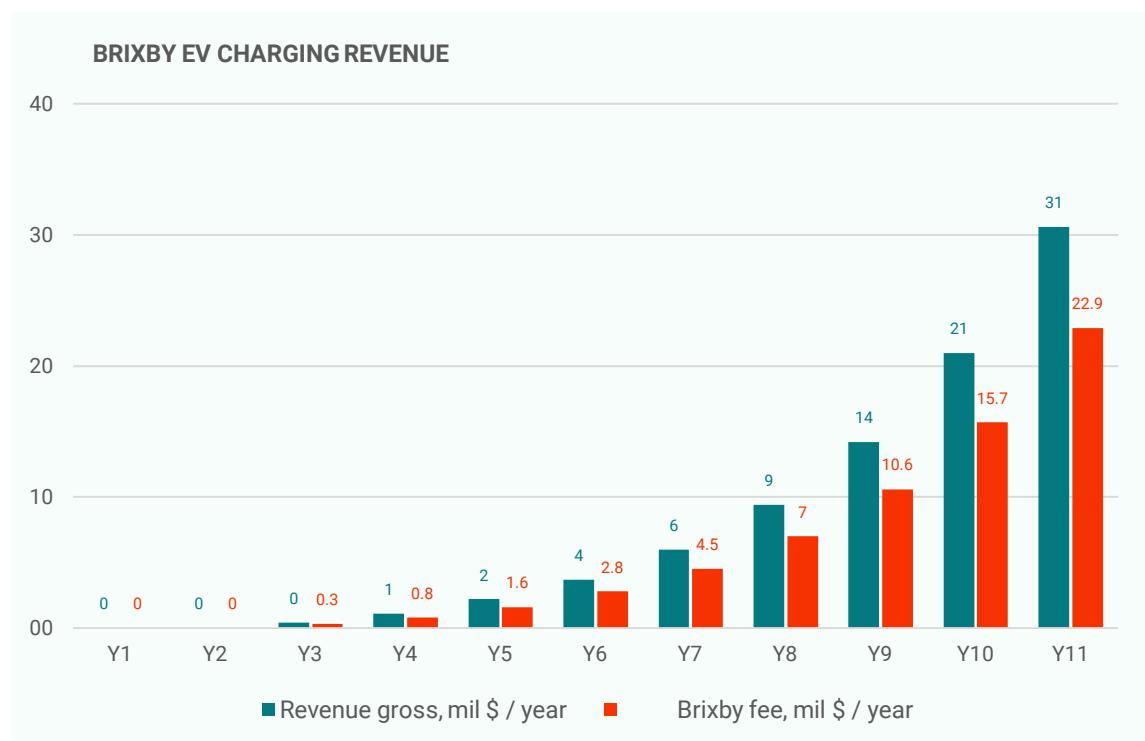


EV CHARGING REVENUE

EV charging main assumptions:

- Transaction per AC charger / day 0.8
- Transaction DC charger / day 1.5
- Price / transaction \$5
- Paid days / month 21
- Brixby fee 15%
- Franchise fee 10%

	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11
REVENUE GROSS, MIL \$ / YEAR	Product development phase		0.4	1.1	2.2	3.7	6	9.4	14.2	21	30.6
BRIXBY FEE, MIL \$ / YEAR			0.3	0.8	1.6	2.8	4.5	7	10.6	15.7	22.9

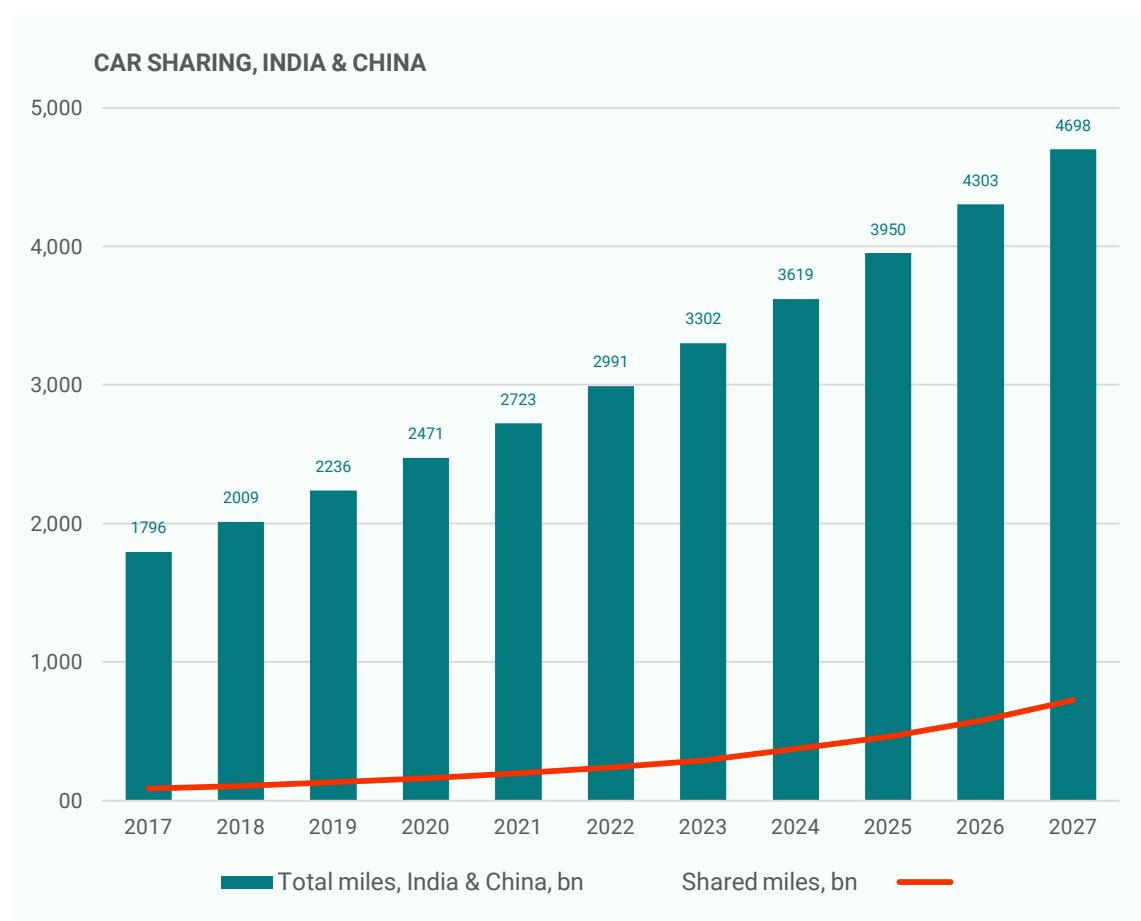


PRIVATE CAR SHARING

MARKET

India & China are Brixby's target markets for private car sharing.

	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027
TOTAL MILES, BN	1 796	2 009	2 236	2 471	2 723	2 991	3 302	3 619	3 950	4 303	4 698
CHINA, MILES, BN	1 500	1 681	1 871	2 065	2 270	2 486	2 738	2 990	3 253	3 528	3 853
INDIA, MILES, BN	296	328	365	406	453	505	564	629	697	775	863
SHARE MILES, %	4.9%	5.3%	5.9%	6.5%	7.2%	8.0%	8.8%	10.3%	11.7%	13.4%	15.4%
SHARED MILES, BN	88	106	132	161	196	239	291	373	462	577	723



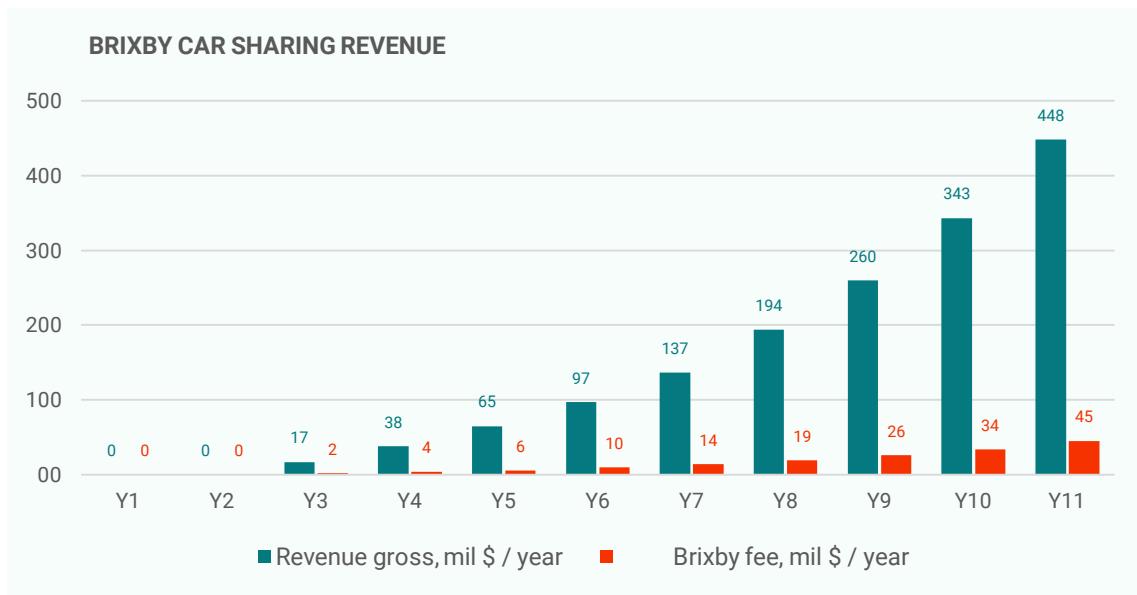
We use very conservative numbers for private car sharing. Brixby's planned market share growth is 0.1% per annum. By the end of year 11, the market share shall reach 0.09%.

	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11
BRIXBY TARGET SHARE	0%	0%	0.01%	0.02%	0.03%	0.04%	0.05%	0.06%	0.07%	0.08%	0.09%
BRIXBY MARKET SHARE, MIL MILES	Product development		13.2	32.1	58.8	95.7	145.3	223.7	323.5	461.3	651.1
MILES PER TRIP	30	30	30	30	30	30	30	30	30	30	30

Main assumptions:

- Annual decrease of cost / mile -7.5%
- Cost / mile \$1.5
- Brixby fee 10%

	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11
REVENUE GROSS, MIL \$ / YEAR	0	0	17	38	65	97	137	194	260	343	448
BRIXBY FEE, MIL \$ / YEAR	0	0	2	4	6	10	14	19	26	34	45



BRIXBY TOTAL FIGURES

MIL \$ / YEAR		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11
REVENUE												
PRIVATE PARKING												
EV CHARGING	Product development phase	46.9	95.4	145.6	197.5	251	306.2	363	421.5	481.7		
CAR SHARING		2.2	5.6	10.8	18.7	30.2	46.9	70.9	104.9	152.9		
TOTAL GROSS REVENUE		66	139.1	221	313.4	417.7	547.5	694	869.4	1 082		
SALES												
PARKING OPERATOR FEES	Product development phase	35.2	71.6	109.2	148.1	188.2	229.6	272.2	316.1	361.3		
PARKING FRANCHISE FEES		4.7	9.5	14.6	19.7	25.1	30.6	36.3	42.2	48.2		
EV CHAR. OPERATOR FEES		1.6	4.2	8.1	14	22.7	35.2	53.2	78.7	114.6		
EV CHAR. FRANCHISE FEES		0.2	0.6	1.1	1.9	3	4.7	7.1	10.5	15.3		
CAR OWNERS FEES		15.2	34.3	58.1	87.5	122.9	174.9	234.1	308.7	403.1		
TOTAL COST OF SALES		56.9	120.2	191.1	271.2	361.9	475	602.9	756.2	942.5		
SALES PROFIT		9.1	18.9	29.9	42.2	55.8	72.5	91.1	113.2	140		
COSTS												
DEVELOPMENT		2.4	3.6	4.2	4.8	5.4	6	6.6	7.2	7.2	7.2	7.2
SUPPORT	Product development phase	1.2	2.3	3.4	4.5	5.5	6.4	7.4	8.3	9.3		
REGIONAL REPRESENTATIVES		0.2	0.5	0.7	0.8	1.1	1.3	1.6	1.7	1.9		
ICO MARKETING AND STRUCTURING		0.5										
PROMOTION IN MEDIA & SOCIAL MEDIA		0.8	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2
HOSTING		0.02	0.02	0.8	1.7	2.6	3.5	4.5	5.6	6.7	7.9	9.3
MANAGEMENT & ADMIN		1.4	1.4	1.6	1.9	2	2.1	2.2	2.3	2.4	2.5	2.6
OFFICE		0.1	0.1	0.3	0.4	0.5	0.6	0.7	0.8	0.9	1	1
OFFICE FURNITURE & EQUIPMENT		0.2	0.3	0.5	0.8	1	1.2	1.4	1.6	1.7	1.9	2
TOTAL COSTS		4.6	6.2	10	13.6	16.8	19.9	23.2	26.4	29.1	31.7	34.5

MIL \$ / YEAR	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11
EARNINGS											
EBITDA	-4.6	-6.2	-0.9	5.3	13.1	22.3	32.6	46.1	62	81.5	105.5
PROFIT MARGIN, %				3.9%	6.0%	7.1%	7.8%	8.4%	8.9%	9.4%	9.7%
EBITDA, CUMULATIVE	356.7										

THE GOAL OF THE TOKEN GENERATION EVENT

is to raise funds for rapid product development, which will allow us to gain market advantage and to market Brixby to microbusinesses and SMEs globally, with special attention to highly urbanised developing markets. We believe that due to our targeted marketing approach, Brixby can quickly acquire transportation service operators who will provide value to consumers.

TERMS OF THE TOKEN GENERATION EVENT

Brixby will issue 158,523,542 BRICKs (tokens) in two phases: pre-ICO and ICO.

TOKEN NAME	BRICK - BRIXBY TOKEN
WHAT IS IT?	<p>Ethereum ERC20 compatible token Provides a way to access such Brixby functionality (by means of smart contracts) as:</p> <ol style="list-style-type: none"> registration at Brixby as partners or asset owner; internal transfer settlement between microservices of local platform; publication of assets on Brixby (for example parking spaces, EV chargers, car sharing, etc.); access to Brixby microservices by open API; creating new business products for Brixby and publishing them for users and consumers.
TOKEN PRICE DURING THE EVENT	1 BRICK = 0.000917 Ethereum
ISSUING VOLUME AND CONDITIONS	<ol style="list-style-type: none"> During the Token Generation Event, no more than 158,523,442 tokens will be issued on the Ethereum platform as standard ERC20 tokens. No more tokens will be issued after the Token Generation Event.

TOKENS AVAILABILITY	Tokens become available immediately during the Token Generation Event via Ethereum smart-contract.
TOKEN DISTRIBUTION	<p>8. 70% of tokens will be distributed to the participants of the Token Generation Event</p> <p>9. 30% of tokens will be reserved for project team, partners and pre-ICO. Tokens of founders are not transferable upon ICO completion; they will be locked up for 6 months by a smart contract function.</p>
SECURITY	<ul style="list-style-type: none"> • Multi-signature wallet • Tokens of the team are non-transferable upon ICO, 6-month lock up through a smart contract
PLATFORM	Ethereum
WHO CAN PARTICIPATE IN THIS TOKEN GENERATION EVENT	BRICKs Tokens are NOT OFFERED to citizens or residents of the following jurisdictions (states): USA, Puerto Rico, US Virgin Islands, Canada, China, Singapore, Afghanistan, Central African Republic, Cuba, Democratic Republic of the Congo, Eritrea, Iran, Iraq, Libya, North Korea, Somalia, South Sudan, Sudan, Yemen, or Zambia, or to people who do not have sufficient legal capacity to participate in an ICO or purchase BRICKs Tokens according to the applicable legislation of the country of their residence.

TOKEN DISTRIBUTION PHASES

TOKEN DISTRIBUTION PHASE 1 PRE-ICO

- Start date: TBD 2017 (12:00 PM NYC Time, UTC-4)
- End date: TBD 2017 (12:00 PM NYC Time, UTC-4)
- Brixby tokens distribution cap (Phase #1): 4 000 000
- Currency accepted: ETH, BTC
- Token exchange rate: 1 BRICK = 0.000917 ETH

PRE-ICO DISCOUNT 40%

- New Token exchange rate: 1 BRICK = 0.000550 ETH
- Minimum transaction amount: 0.1 ETH
- Maximum transaction amount: unlimited

Bonuses

- Day 1: +10% bonus

Example: 1 BRICK = $0.000917 \times (40\% + 10\%) = 0.0004585$ ETH

- Day 2: +5% bonus
- Day 3: +3% bonus
- Day 4: no bonuses

TOKENS DISTRIBUTION PHASE 2 ICO

- Start date: TBD (12:00 PM NYC Time, UTC-4)
- End date: TBD (12:00 PM NYC Time, UTC-4)
- Brixby tokens distribution cap (Phase #2): 110 966 480
- Currency accepted: ETH, BTC, LTC
- Token exchange rate: 1 BRICK = 0.000917 ETH

DISTRIBUTION OF ICO PROCEEDS

Development & support	51%
Marketing	10%
Hosting	20%
Management & admin	19%

6. TEAM

PROJECT TEAM

DANIIIL TITARENKO
CO-FOUNDER & CEO

[LinkedIn](#)

An entrepreneur who runs several successful IT companies in Russia. Daniil has been an adviser to the Moscow government on several large IT and e-commerce projects including the implementation of a central management system for paid parking. Prior to that Daniil managed core services at MTS, the largest mobile operator in Russia and the CIS. He is valued for his strategic approach to company management, great team-building abilities, and self-motivation and adventurous spirit.

- 4 years of strategic management
- 10 years of high-level management
- 16 years of IT
- lifelong love and learning of new technologies and extreme travel



MIKHAIL POKIDKO
CTO

[LinkedIn](#)

Mikhail has a master degree in marketing. This in conjunction with 10+ years of system administration and software development makes him a perfect addition to Brixby team. He led global Value Added Services projects at Inform-mobil, leading mobile content & services provider in the CIS market, and developed instant messaging system for yo.fm social network. He keeps developing his product skills. His current area of interest covers smart cities and AI-operated transportation networks.



- 10 years of system administration, development & operations
- years of software development
- 5 years of project management
- 3 years of product management

if not dealing with product development and AI, Mikhail spends time with his beautiful horses

ANDREY BOLDIN
CO-FOUNDER & CFO

[LinkedIn](#)

Extensive experience in financial management, including attracting bank financing, and investor relations.



- 5 years as a budgeting manager at MGTS and Rostelecom
- 6 years as CFO of Skylink (mobile operator)
- 6 years as CFO of media holding Expert
- 2 years as CFO of Evropeiskie Novyie Otrkytyie Tehnologii - integrator and project manager for parking and EV Charging projects in CIS countries
- extremely capable and meticulous CFO, with a great love for cost control and the brutal truth of numbers in excel.

DENIS AMBARENNE
PRODUCT OWNER

[LinkedIn](#)

Denis is an entrepreneurial and innovative manager with extensive software project and product management experience. He has a Master's degree in Applied math and he prides himself on his extensive experience with high load systems development including SMS and billing centers. Denis also managed the development of anti-virus projects at Kaspersky



Lab, a Russian multinational cybersecurity and antivirus provider headquartered in Moscow, Russia. Also, he led the R&D team for the Moscow parking app, which is currently used by more than 4 million people. Now Denis is deeply involved in Blockchain and AI, who, we hope, won't replace his team in the near future.

- 3 years as a software developer
- 5 years as a software development project manager
- 8 years in product development

OLGA GAVRILENKO LAW & REGULATION

[LinkedIn](#)

Olga is a fan of learning; she has earned three degrees, including two in law. She has also obtained additional qualifications in governmental procurement. Olga has unique experience in drafting laws, including federal laws for such social projects as: citizens' social card, parking, citizen's loyalty program, etc. Worked on integration schemes for RuRU, one of the most successful mobile payment services in Russia, to connect creditors, mobile operators and aggregators for using numerous payment sources. Olga also specializes in IP law and IP protection. Olga also has a successful law practice.



- 13 years of legal experience
- Always delivers optimal solutions

ANTON RUMYANTSEV FRONT-END TEAM LEAD

[LinkedIn](#)

Anton has two advanced degrees in project management. One of his most challenging projects was the development of an advertising platform that connected the largest social platforms and media channels, such as 1TV, TNT, U-TV, STS, Vk.com, Mail.ru, ok.ru. Another important project was a transportation monitoring program that is currently working in 85 countries. Anton is a true fan and dedicated learner of new technologies, and his aim is to deliver technological improvements on a global scale.



- 9 years of experience in IT
- Considers iBeacon technology development in Russia and Finland as his main hobby.

ALEXANDER SOLOVYEV
MARKETING AND PR CONSULTANT

[LinkedIn](#)



Work experience includes a series of projects involving leading the marketing, PR and sales workstreams of many successful businesses:

- JCDecaux Group projects: Bike sharing system (city of Kazan), Pulkovo Airport (Saint Petersburg)
- Public transportation navigation system for Moscow and others
- Likes to be involved in hard tasks that push him intellectually
- Overall 14 years of marketing and PR experience
- Fan of all kinds of surfing

LAUNCHED PROJECTS

PARKING PROJECTS



A digital parking payment operator in the USA serving 40+ municipalities, universities, and private operators, whose mission is to develop and introduce new, innovative software applications for the parking and transport industry, as well as any other sector where the handling of permits and tickets is required.
mobile-now.com



A digital marketplace that aggregates various parking services in all segments of the market (public car parks, private car parks and on-street parking), to offer them via a smartphone application and a website. Currently works in France, Spain, Belgium and Brazil.

opngo.com



A digital parking payment operator in Macedonia.

parking.mk



Moscow's primary centrally-digitized parking solution with the largest paid parking area in the world.

parking.mos.ru



Parking operator in Kazakhstan.

aparking.kz



Parking operator in Belarus.

parkme.by



Digital parking payment operator in Ukraine.

516.com.ua

EV CHARGING PROJECTS



In the Netherlands, a superfast EV charging operator that builds charging stations for electric vehicles directly along the highway with the goal of having charging network expand throughout Europe.

fastned.nl



An electromobility programme in Estonia that promotes emission-free personal transportation and electric cars in order to achieve energy efficiency, fuel independence, and a better environment.

elmo.ee



EV charging operator in Russia.

chargeyourcar.ru

CAR SHARING



The first and biggest project in Finland to offer affordable, easy-to-use, zero-emission car rentals and ridesharing services. All vehicles are 100% electric and completely CO2 emission-free. Shared and rented EVs contribute to better, cleaner city air, and also save money for their users.

ekorent.fi

ADVISORY BOARD

VITALIY GUMIROV

Founder of MiniApps.pro, an AI and blockchain powered chatbot platform available on Internet messengers and channels such as Facebook, Viber, Telegram, Wechat, Skype, VKontakte, Kik, Web/ WAP and USSD/SMS, including small template-based apps for iOS and Android.

[LinkedIn](#)

OLEG RASPOPOV

[LinkedIn](#)

7. SUMMARY

The world's urban populations are growing fast, with the poorest regions growing at the highest rate. Urban transportation is one of the key elements of city life. Cities are unable to manage transportation problems without huge capital investments and long-term infrastructure projects. Disorganised transportation and underutilised resources are often in the hands of microbusinesses and SMEs, who are also lacking resources and skills for proper transportation management. This all leads to lost time, lost money, frustration among citizens, exhaustion of resources, and pollution.

Brixby can solve some of the transportation issues in high-density urban environments by providing easy-to-use, decentralised and fully transparent tools for businesses to organize and manage their resources. Brixby, a highly modular and decentralised blockchain-based platform will connect consumers with microbusinesses and SMEs in the transportation industry, and will make services visible and usable. Built-in tokens and smart contracts will allow businesses to grow at their own pace, foregoing huge IT investments and ensuring verification and openness of transactions.

SUPPORTING BRIXBY TODAY WILL ALLOW YOU TO BE A PART OF THE MULTI-BILLION-DOLLAR TRANSPORTATION INDUSTRY IN FAST-GROWING URBAN ENVIRONMENTS WORLDWIDE.

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