

ZMD utility token



ZMD token

Whitepaper



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Our solution

- Your personal car expenses
- Smart solution by Zamdaa LLC

About us

- History
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- Social responsibility
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ZMD token

- Pre-sale
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First CarSharing Service in Mongolia



CARSHARE
Rent. Ride. Repeat...

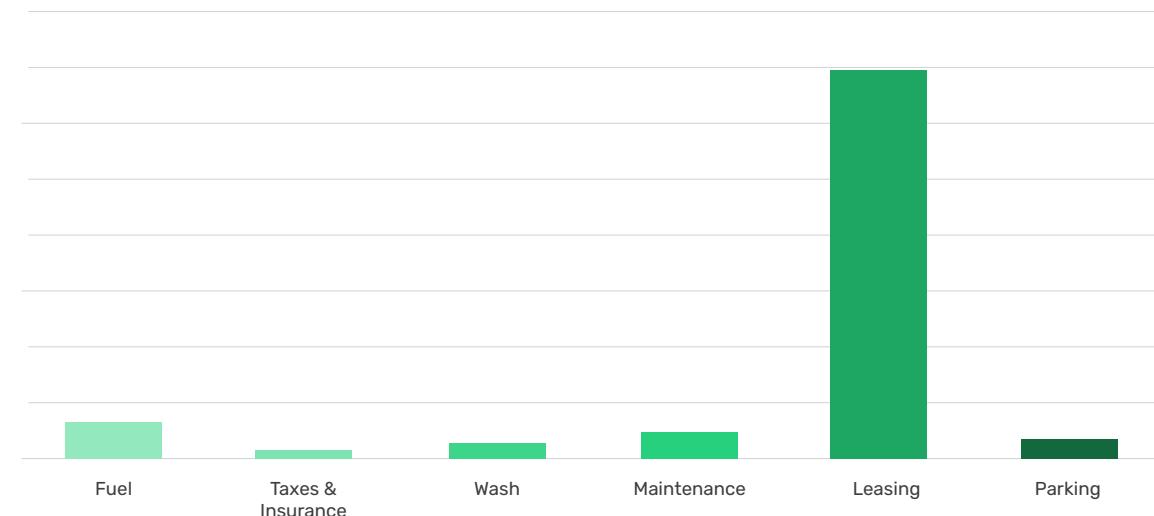


Even the smallest and most economical car takes MN¥ 10 mln out of your budget annually



Cost of ownership

Toyota Aqua



Leasing condition:

Sale price (¥ 15 mln):

Down payment - ¥ 5 mln

Monthly interest rate - 2,5%

Monthly payment - ¥ 587,000

You may end up paying financial company around ¥ 20 mln in 2 years.

Carsharing is all about saving:

If you use our carshare for 45-minute drive each way between your home and work you'll save ¥ 6 mln a year.

Not only you'll save money but will also get rid of burdens associated with parking, fuel quality, maintenance taxes and insurance.

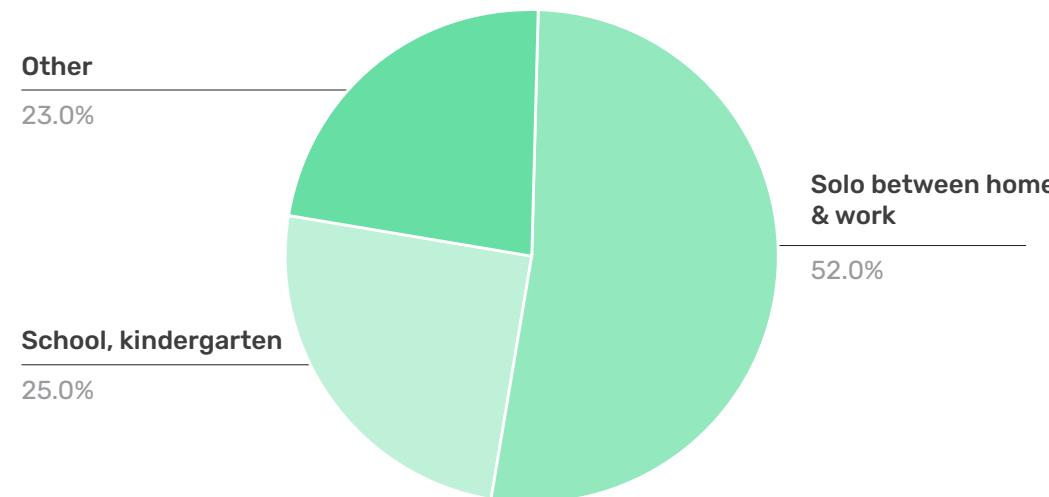
What will you spend the saved MN¥ 6 mln on?

- **Health & Education**
- **Leisure & Travel**
- **Investment**

Traffic

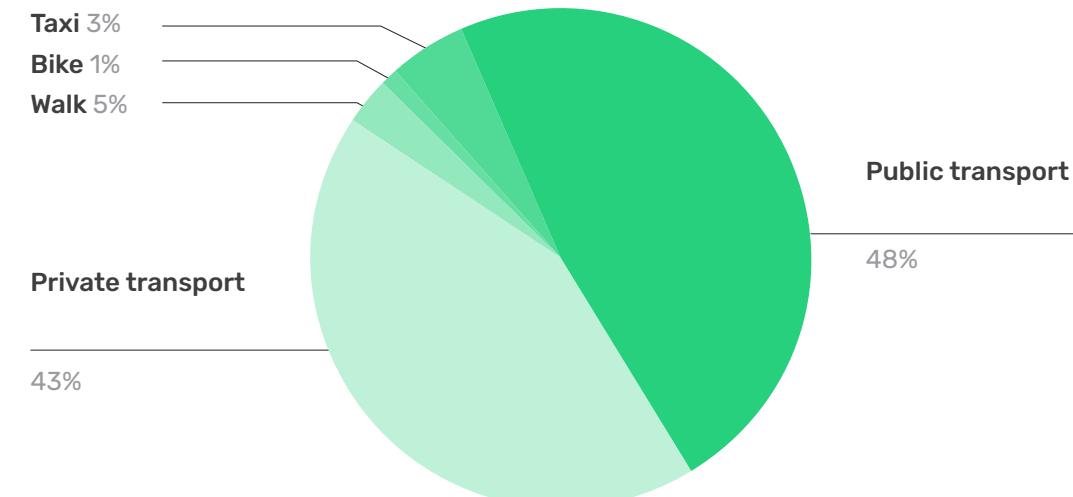
Overloaded traffic in UB

Reason for travel



77% of the population participate in traffic to go between home and schools, kindergartens and work.

Transportation type



43.2% of those who travel primarily for schools, kindergarten and their work using their private transport makes up to 33.3% of the total traffic yet the car is utilized for 1-2 hours only out of 24 hours.

Smart solution by Zamdaa LLC





CARSHARE
Rent. Ride. Repeat...

First Carsharing Service



1 minute
150₮
You can rent even for 5 minutes!

One carshare
replaces up to **15** private cars



amdaa.scooter
Rent. Ride. Repeat...

First Scootersharing Service



The use of a car
is dropped by **40%** by a single
scooter

Why Sharing is Caring?



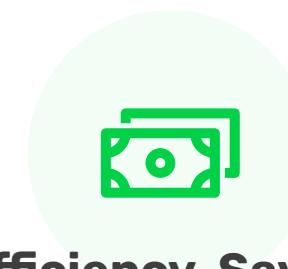
Advantages

Car/Scooter + Share



Environment

- Reduces air and environment pollution
- Increases utilization rate of a car
- Reduces the mass gathering



Efficiency, Saving

- Reduces the stress on public transport & road traffic
- Cuts unnecessary costs associated with private ownership



Social

- Reduces public stress, helps saving a family's income, thus contributes to the overall physical and mental health

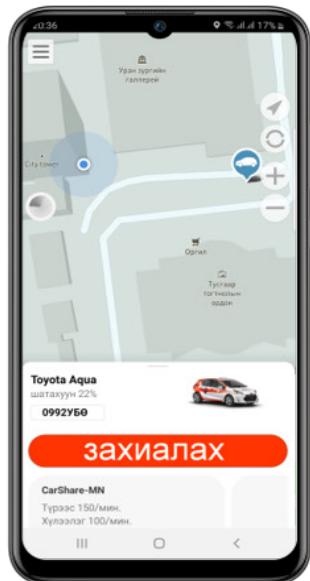


Our app

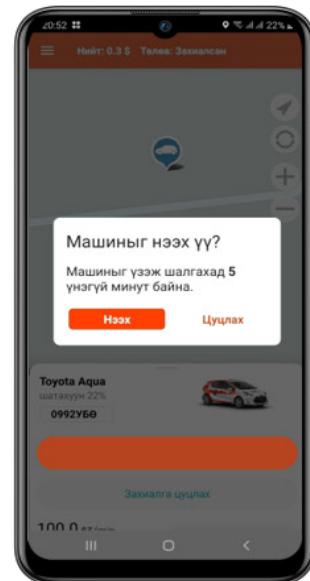
how to use



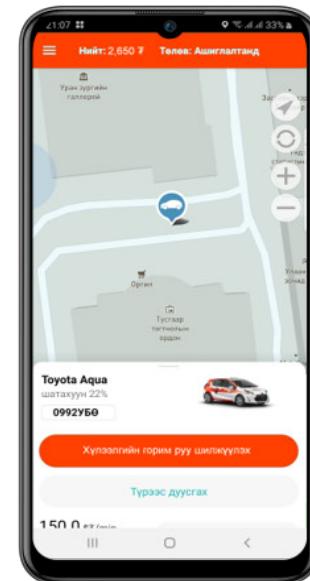
Хэрэглэгч та апп татаж, бүртгүүлсний дараа:



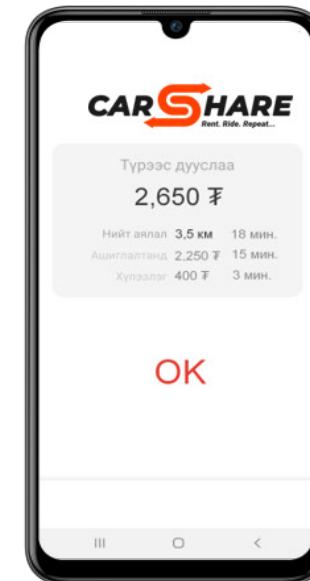
1. Find and book the nearest car or scooter



2. Unlock the car or scooter via app & start renting



3. Finish renting by locking the car or scooter via app



4. Payment will be automatically charged

Our product

Real-life service



Preparation works for CarShare service have begun in spring 2021 with **four cars**. As of November all technical trials, tests and app development works are complete.

Public launch is expected to be in the 1st half of 2022.

Number of vehicles
4 → **40+**
Now In 2022

Our Product

Real-life service



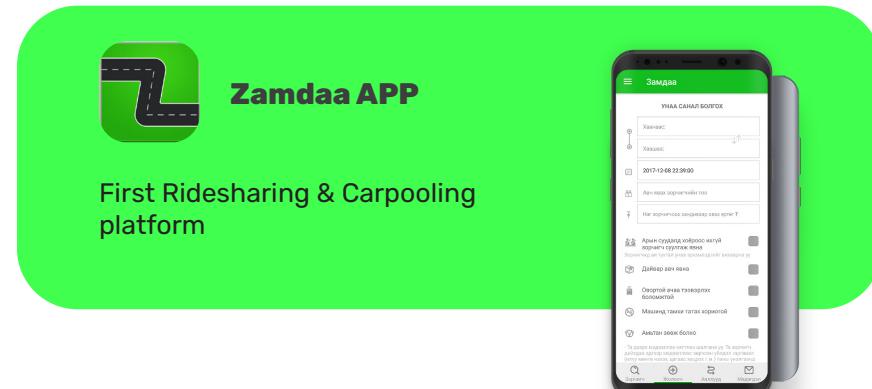
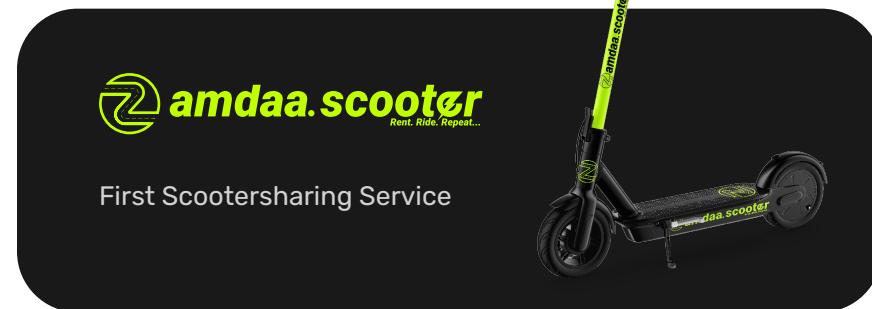
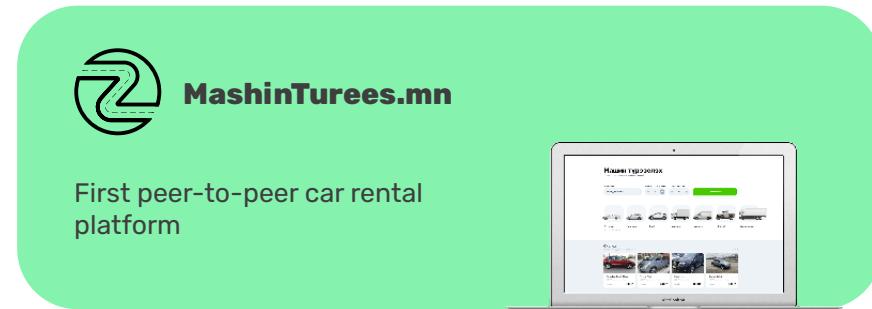
Preparation works for Scooter sharing service have begun in late summer 2021 with **a dozen of scooters**. As of December all technical trials, tests and app development works are complete.

Expected public launch is in the 1st half of 2022.

Number of scooters **14** → **100+**
Now In 2022

Ecosystem solution

Private mobility ecosystem

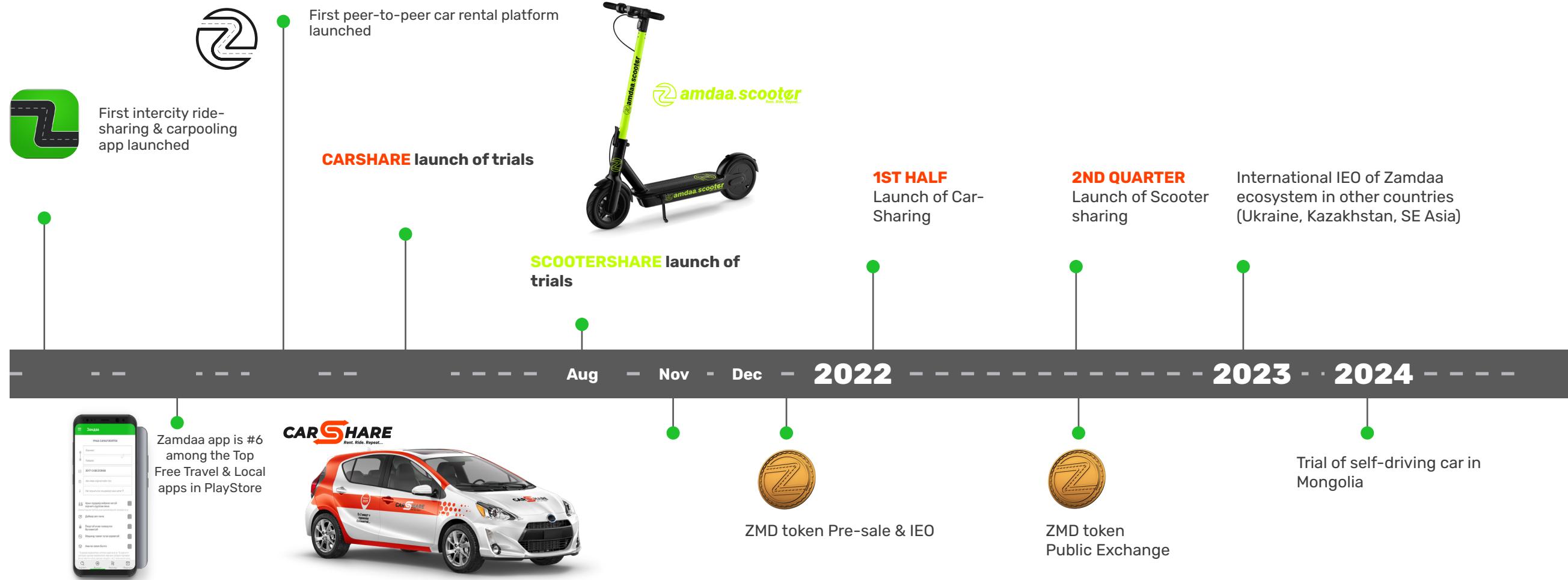




About Zamdaa



Our Way



About Us

Mission, Vision, Value



Our Mission

Accelerate a transition to sustainable mobility by providing a freedom of choice



Our Vision

Our vision is to create the most optimal mobility ecosystem through eco-friendly and cost-effective complex services.



Our Values

Pioneers:

We always look for an unorthodox and unbeaten path when it comes to finding a solution. That's the main reason why we are pioneers in our fields.

Constant learning:

We try to keep relations within and outside of the company constructive yet also support creativity and self-learning.

User-centered:

In order to make our users feel comfortable and safe, we constantly improve service standards.

Good governance

The good governance is a base for business success

We implement good governance, risk and compliance management in order to deliver fast, reliable and seamless products & services in accordance with international standards.

We implement Lean Six Sigma tools for S.M.A.R.T. risk management.

But more importantly, we truly believe that ethics based management is the key for good governance and quality.



Social responsibility

social and economic benefits

Traffic

Shared scooter can potentially reduce road traffic by 18%.

Health

Reduced car usage will lead to less emissions and contamination that affect public health.

Environment

CarShare can potentially reduce automobile-generated air pollution by 9,3%.

We will prioritize electric or hybrid powered vehicles.

We will also use more electronic documentation for internal and outside communications thus reducing the consumption of paper.

On macro-economic level

Our services will help in reducing the purchase of cars, thus preventing the leak of cash abroad.

On micro-economic level

With our services, individuals and families won't need to purchase a car that is utilized less than 20% of the time and requires monthly payment that eats up from budget.

With our services one can care for themselves and their families more.



Bilguun E.

Founder



Bilguun has 15+ years of working experience in civil aviation, international relations and travel industry.

When he started his company's activities in 2013, he noticed the huge lack in quality supply of passenger mobility services in travel industry. Thus due to focusing primarily on this niche, his first company achieved average 73% Y-o-Y growth between 2015-2019.

While working in his travel company, in 2017 he launched an inter-city ridesharing and carpooling app led by his professional interest.

The app called Zamdaa ("On the way" - Eng.) earned 6th place among Free Travel & Local apps in Playstore in 2018.

In 2020, the travel industry worldwide was unexpectedly hit hard due to Covid-19 pandemic, which required a much safer and more individual approach when it came to travellers. He saw this as an opportunity to expand Zamdaa into more complex passenger mobility ecosystem and launched following projects:

2020 - first peer-to-peer car rental platform - MashinTurees.MN,

2021 - First Carsharing and Scooter sharing Services.

Bilguun has BA in "British and American Studies & English language translation" and MBA in Marketing both earned at the National University of Mongolia.

He speaks fluent Russian, English and moderate Spanish as he spent his childhood in Russia and studied in Colombia (Latin America) by the Colombian government scholarship programme.

He, like many of us, usually walks every day, sometimes uses public transport, and only occasionally his car because he doesn't want to personally contribute to the terrible traffic conditions of Ulaanbaatar.

He's eager to solve not only the traffic problem, but also environmental problems associated with it.

Therefore, he believes that safe and comfortable trip of each individual starts from a wide choice of transport for certain goal at the moment of need.

Our team

Startup spirit



Our startup

Our startup's motto is *Motus est Vista* or Movement is Life, because humanity has been constantly moving from its time of inception.

Although the need for movement is endless, we believe that this can be done in financially and economically optimal way that's also environmentally friendly with less footprints.

We direct our startup energy and spirit to make this a reality.

For the next two years we'll go regional as well as international utilizing our experience accumulated in Mongolia's environment.



Oimandakh J. (Advisor)

Successfully worked on following projects:

- UNDP projects
- ADB projects
- Vestas Wind Turbine Pte
- HSBC banking
- Baker & McKenzie law firm
- Rio Tinto (Oyu Tolgoi & South Gobi Sands)



ZMD token



Supply details

Token name: **Zamdaa Coin**

Ticker: **ZMD**

Smartchain: **Etherium Smart Chain (ERC20)**

Protocol: **BEP20**

ZMD is a non-regenerable and burnable token



Pre-Sale & IEO will be held on Capex exchange platform

Total supply: **175,000,000,000 (100%)**

Pre-Sale: 17,500,000,000 (10%)

IEO or Initial Exchange Offer supply: **17,500,000,000 (10%)**

Strategic Reserve = **17,500,000,000 (10%) (0.6 year lock)**

Liquidity = **35,000,000,000 (20%) (1 year lock)**

Burn = **35,000,000,000 (20%) (1% monthly burn)**

Core team & Advisors = **17,500,000,000 (10%) (up to 5 years lock)**

IEO for International Expansion = **17,500,000,000 (10%) (10 months later)**

IEO for world's top 10 exchange platform = **17,500,000,000 (10%) (20 months later)**

Pre-Sale token unit price: **0.1 tugrik or 10 mungu**

IEO token unit price: **0.2 tugrik or 20 mungu**

Pre-Sale goal: **1,750,000,000 tugriks**

IEO goal: **3,500,000,000 tugriks**



Pre-IEO Sale

Discounted Pre-Sale

We highly appreciate a big trust in us, therefore we're happy to propose our tokens at a rate that's guaranteed discounted from IEO and a public exchange prices.

ZMD token price for IEO and public exchange is 0,2 ₮ or 20 mungu, while for pre-sale exclusive price 0,1 ₮ or 10 mungu.



IEO announced price

0,2 ₮

Pre Sale
0,1 ₮

Pre-Sale participants will be able to publicly trade 50% of their tokens immediately at the opening of public exchange.

The remaining 50% of tokens will stay locked for the period of one month after the start of public exchange, upon expiration of which these tokens can be exchanged publicly.

Minimum threshold per person is MN₮ 2 mln, maximum limit per person is MN₮ 20 mln.

Tokenomics

SPENDING & DISTRIBUTION

Etherium Smart Chain based ERC20 cryptocurrency

ZMD is an utility that can be used for the purchase, refund and wallets of products and services by Zamdaa.

10% Pre-Sale

Expansion of projects, preparation for IEO

10% IEO

Further expansion of the projects and utilization of token in real products and services.

10% Strategic reserve

For domestic market marketing, user rewards.
Locked for the first half year.

20% Liquidity

To be used for stabilization of Zamdaa token liquidity.
Locked for the first half year.

20% Burn

Starting from 2022, 1% of total supply will be burned monthly for the duration of 20 months.
This coincides with the international IEO and World Exchange platform launches.

10% Core Team

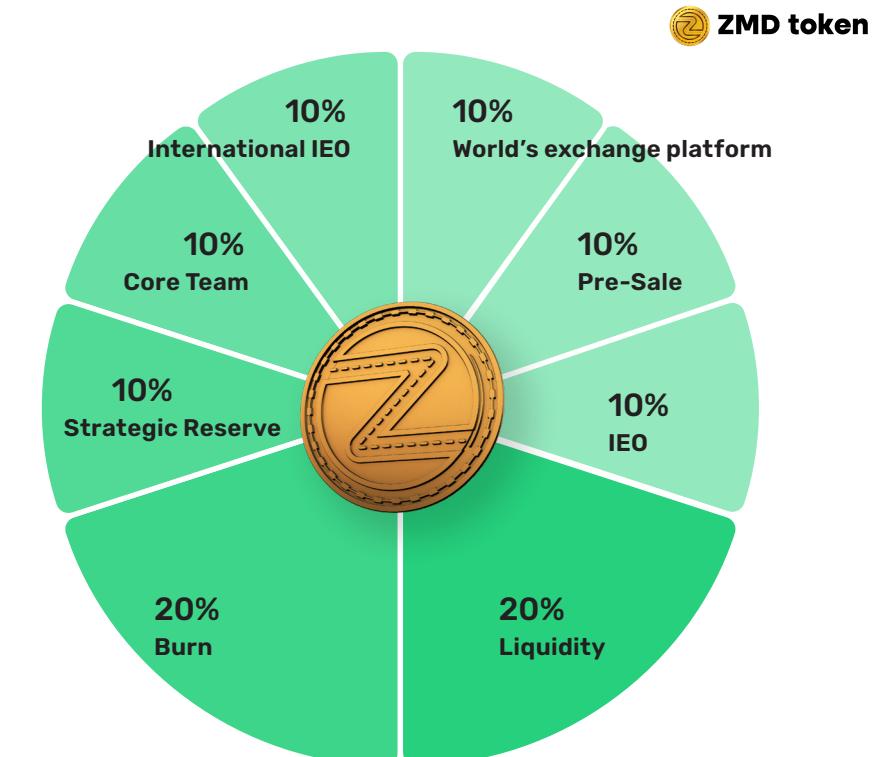
For the core team and advisors.
Locked for up to 5 years.

10% International IEO

To be used for international expansion and launch of Zamdaa products and services (Ukraine, Kazakhstan, SE Asia).

10% World exchange platform

To be used for listing on World's top 10 exchange platforms.



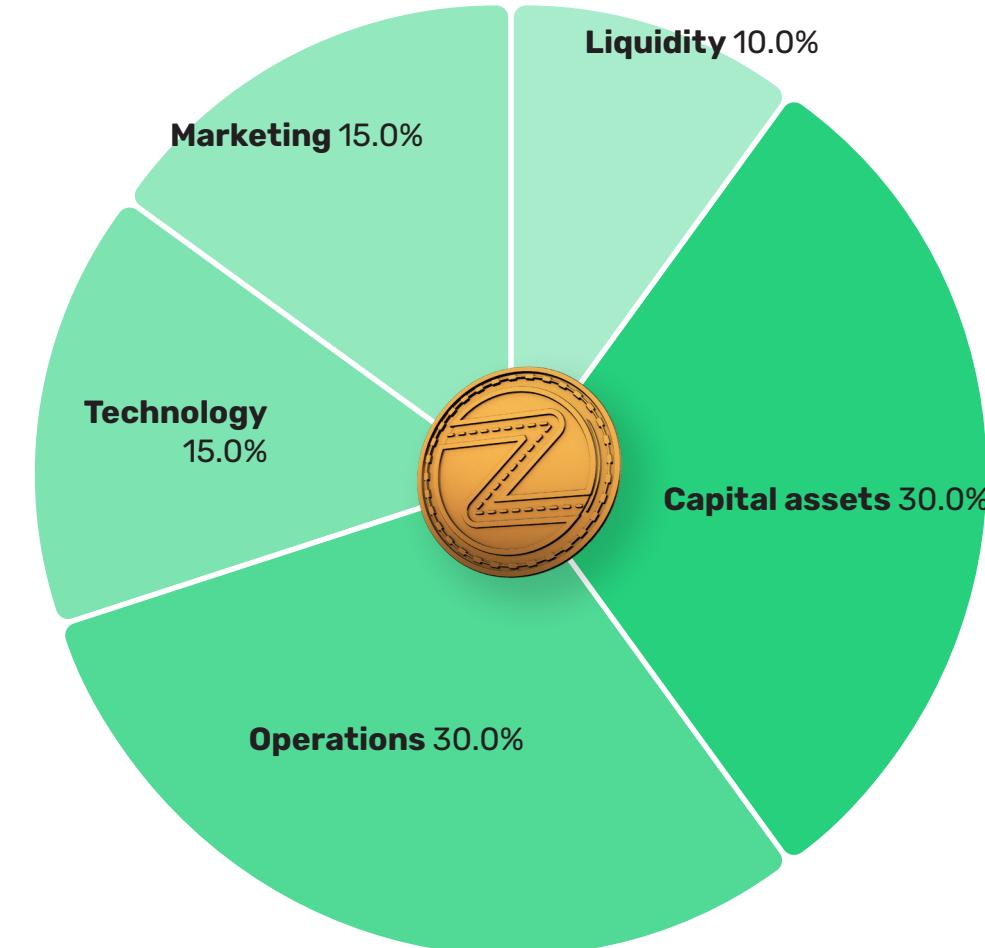
IEO details

Plan

Funds from IEO will be mainly directed to increase the number of currently limited car and scooter fleets, thus making it more accessible to the public as well as creating charging infrastructure.

Funds will also be used for the technological development of current and future projects and their expansion.

Maximum purchase limit per person is MN¥ 20 mln.

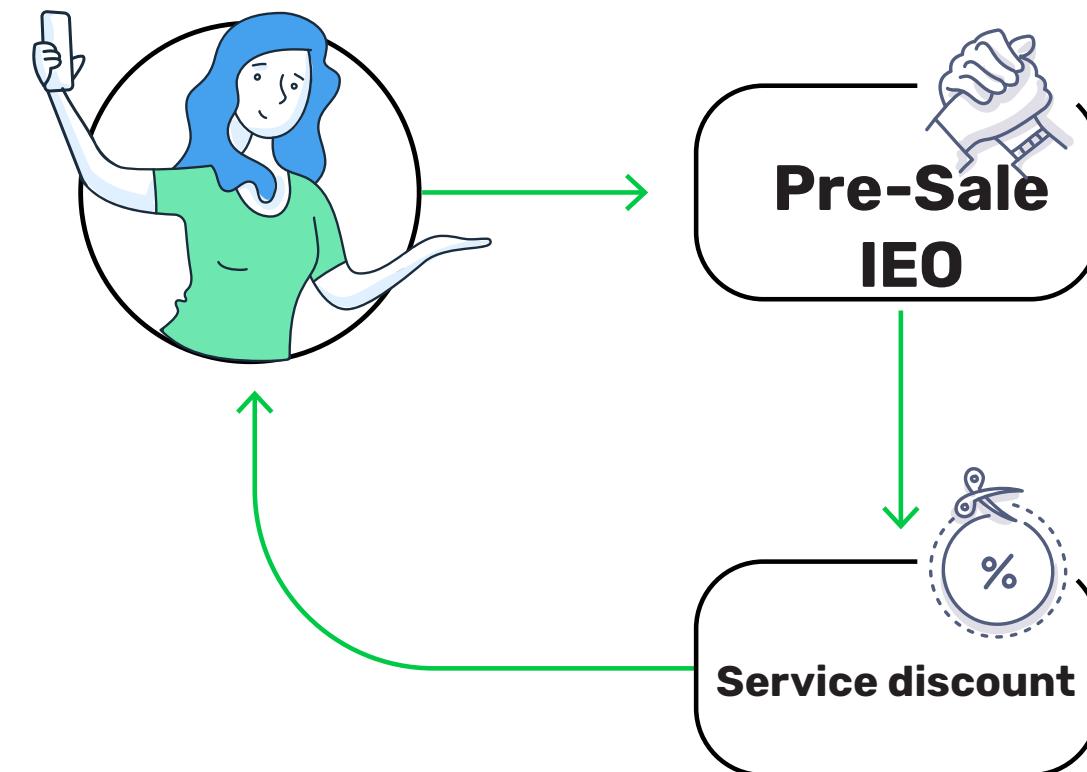


 ZMD token

Pre-Sale & IEO reward

First to come - First to serve

Pre-sale and IEO participants will be rewarded with following discounts for our vehicle-sharing services.



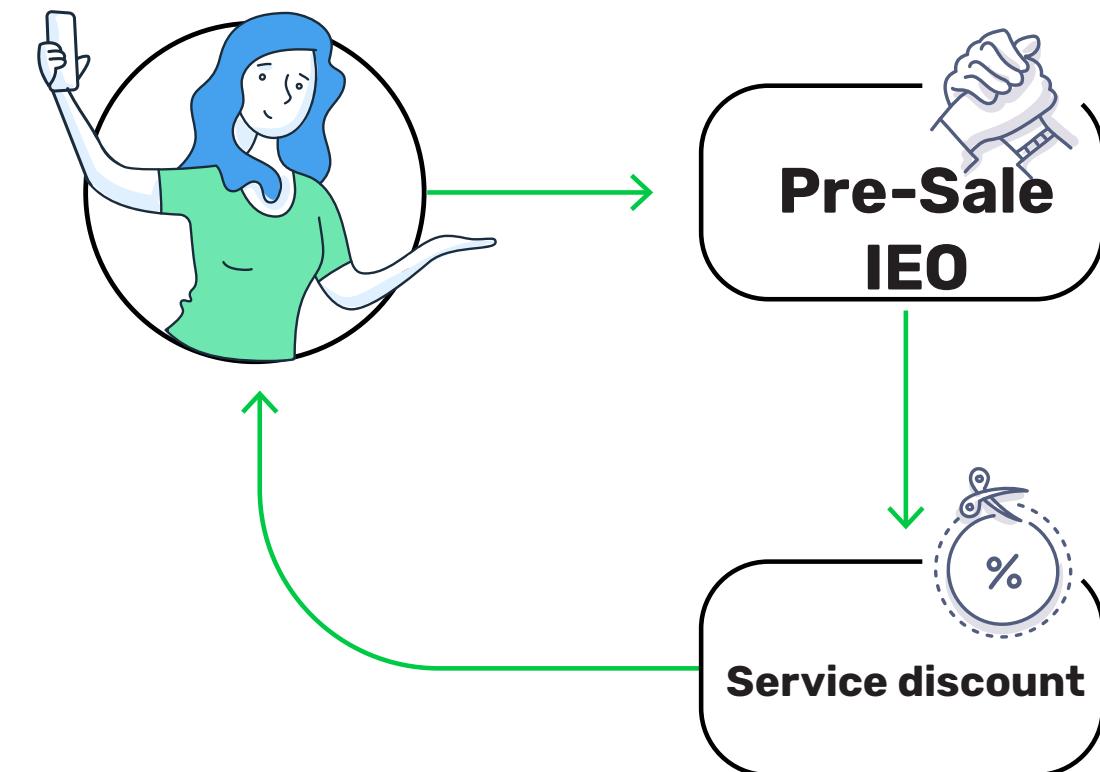
*Discount is valid for the given month only for the total period 6 months after the sharing service is publicly launched.
Unused discount for previous months cannot be saved, retained or else used for the next month.
Service provider may set the maximum limit for the service that is discounted.

HODL reward

HODL-ers are rewarded!

Pre-Sale and IEO participants will be rewarded should they decide to keep all of their tokens from trading and spending until our vehicle-sharing service is publicly launched.

Number of token purchased from Pre-sale and IEO:	Monthly Service Discount
5,000,000 - 25,000,000 tokens	$(PS+IEO's\ 5\%) + 1\% = 6\%$
25,000,001 - 50,000,000 tokens	$(PS+IEO's\ 10\%) + 2\% = 12\%$
50,000,001 - 74,999,999 tokens	$(PS+IEO's\ 15\%) + 3\% = 18\%$
75,000,000+ tokens	$(PS+IEO's\ 30\%) + 5\% = 35\%$



*HODL is an investing strategy in which individuals purchase cryptocurrencies and hold them for a long period of time.

**Discount is valid for the given month only for the total period 6 months after the sharing service is publicly launched. Unused discount for previous months cannot be saved, retained or else used for the next month.

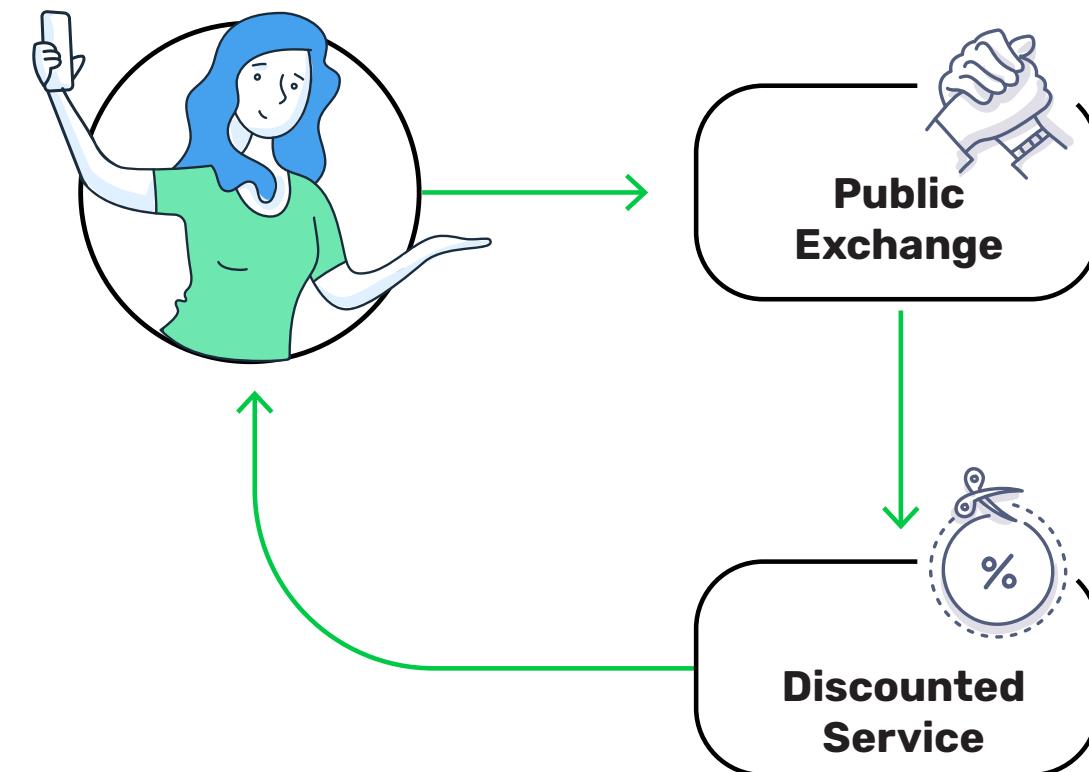
Service provider may set the maximum limit for the service that is discounted.

Public exchange

Public exchangers are rewarded too!

Users who purchase ZMD token within the first 3 days of public exchange are also will be rewarded as following:

Number of purchased tokens:	Monthly Service Discount
5,000,000 - 25,000,000 tokens	3%
25,000,001 - 50,000,000 tokens	5%
50,000,001 - 74,999,999 tokens	7%
75,000,000+ tokens	10%



*Will be calculated based on the user's balance at a time of launch

***Discount is valid for the given month only for the total period 6 months after the sharing service is publicly launched. Unused discount for previous months cannot be saved, retained or else used for the next month.

Service provider may set the maximum limit for the service that is discounted.

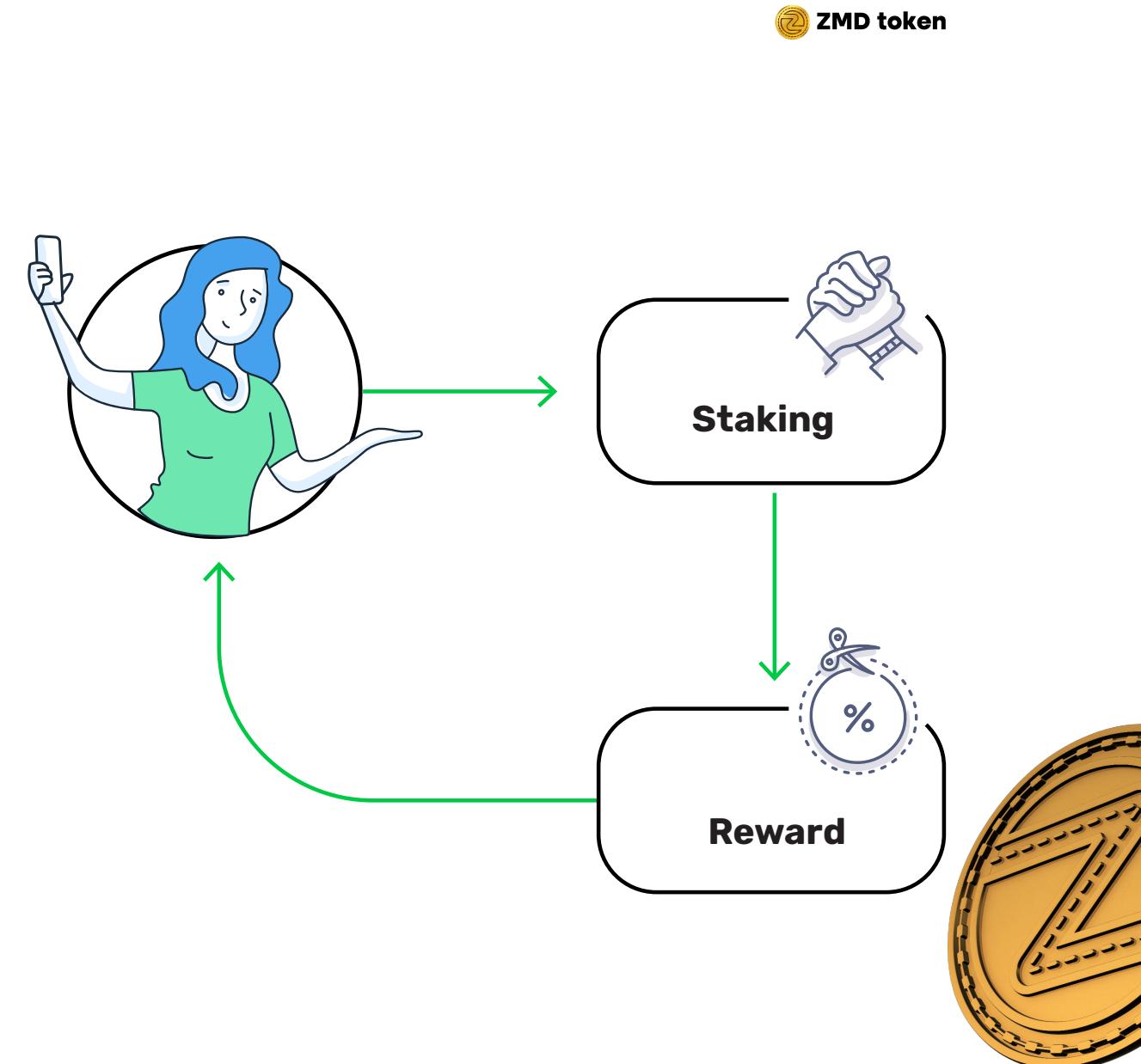
***IEO and HODL reward receivers are not eligible for this public exchange reward. This reward is only limited to new token owners.

Staking Reward

Stake & Get Rewarded

All Pre-Sale and IEO participants as well as those who purchased ZMD tokens at the public exchange within the first 3 days are offered with a-month long staking service.

Number of tokens for staking:	Additional tokens given as staking reward:
10,000,000 - 50,000,000	10%
50,000,001 - 100,000,000	15%
100,000,001 - дээш	25%



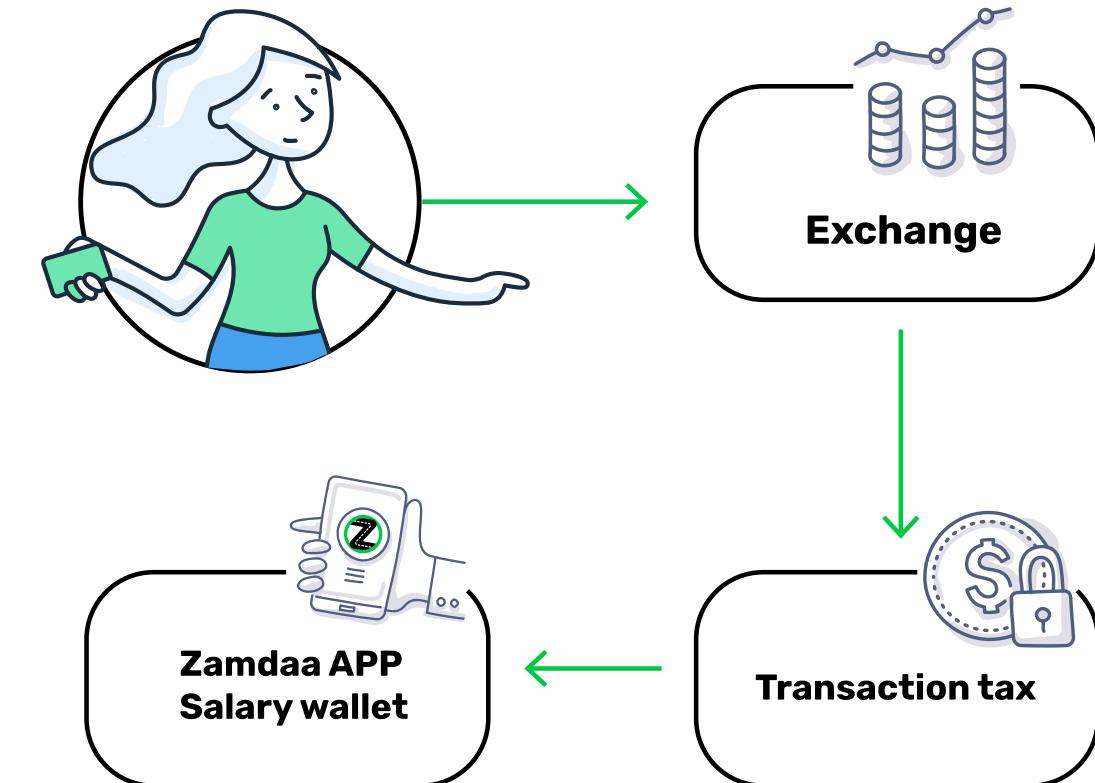
Transaction tax



2%

Each transaction from the exchange platform will be taxed at 2% rate that will be stored in Zamdaa wallet.

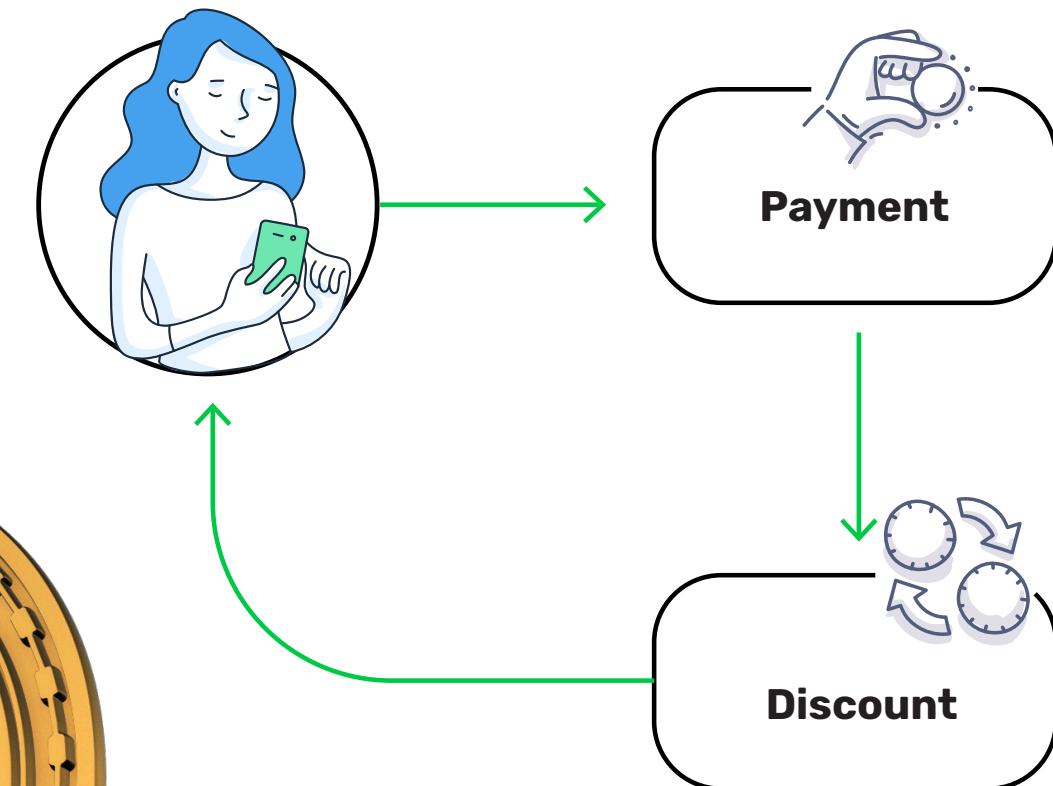
This is done to utilize ZMD tokens for real-life products and services as well as for the stabilization purposes.



Service discount

%

When using Zamdaa's product and service one can receive discount at a current market rate for the certain amount of product.

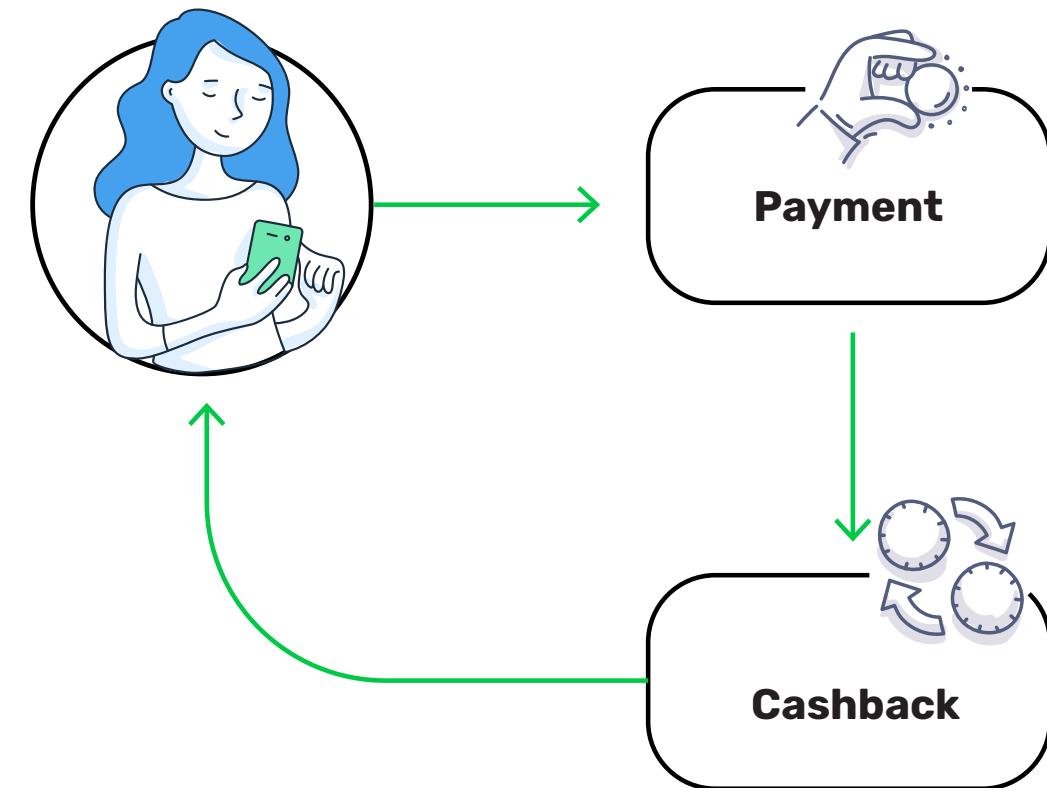


*Service provider may set the maximum limit for the service that is discounted as well as the validity period and other additional conditions and requirements of such discounts.

Cashback

2%

If ZMD token is used for discounts on Zamdaa's products and services, you can get 2% token cashback.



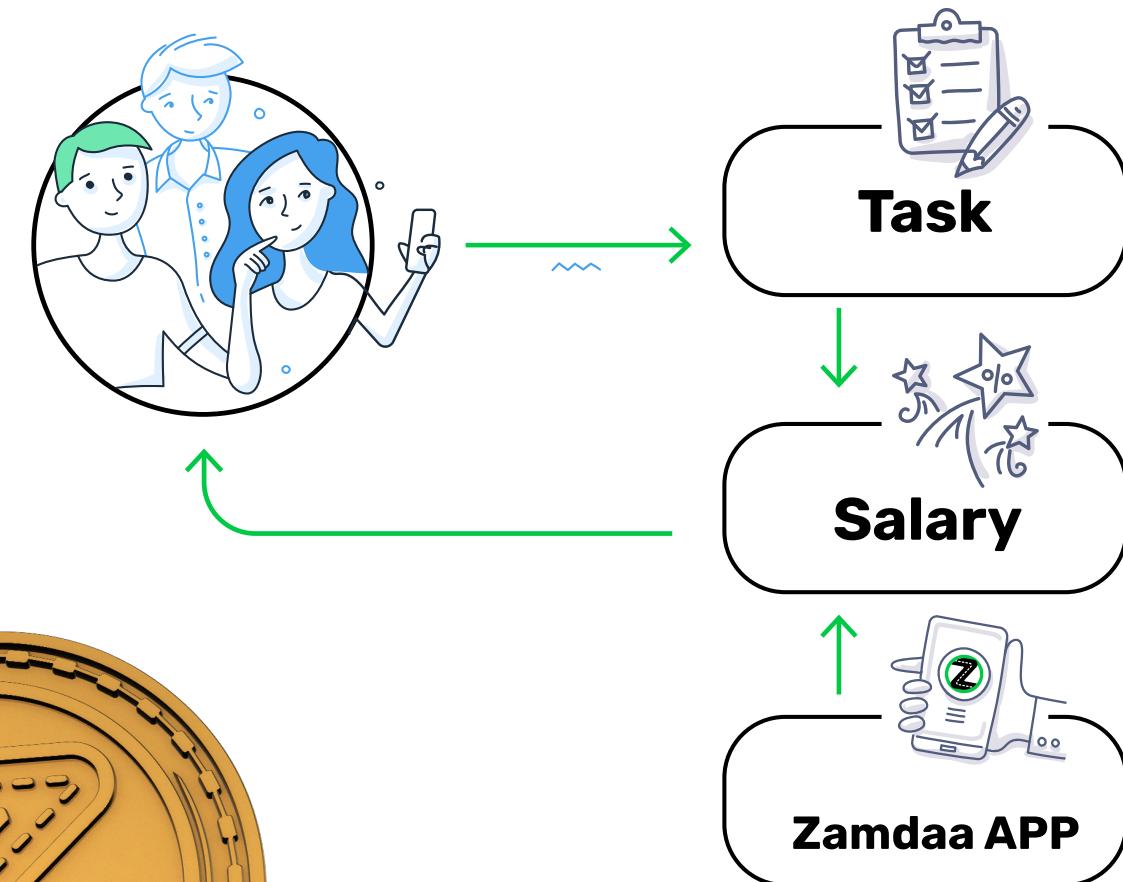
*Service provider may set the maximum limit for the service that is discounted as well as the validity period and other additional conditions and requirements of such discounts and cashback.

Task



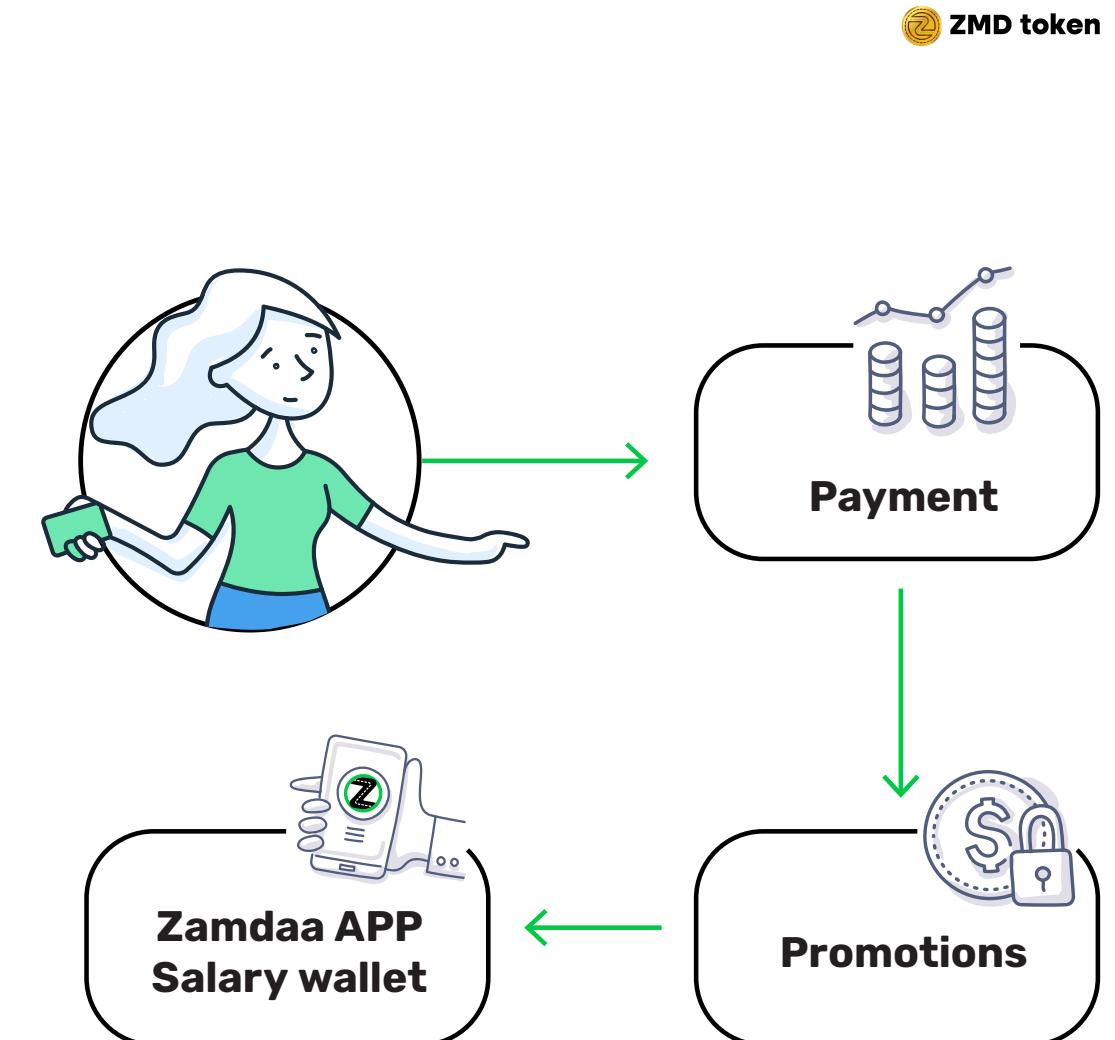
Everyone can earn some tokens by helping Zamdaa to wash, refuel or recharge and move their vehicles as a rewarding tasks.

Completing tasks will be rewarded with ZMD tokens.



Bonus

ZMD token may be used for third party partner's promotional programmes, products and services.



Disclaimer

Be sure to read it in full.

The purpose of this presentation is to only provide a brief information about the products and services of Zamdaa LLC, its future planned businesses, the role and application of the ZMD token in international expansion.

Therefore, this presentation by any means is not a call, invitation, contract or financial advice for the purchase of a ZMD token. Cryptocurrency market trading is usually associated with high risks and may result in significant amount of financial losses. Cryptocurrency trading also additionally involves risks such as legal and non-regulated state, highly volatile trading rates, data confidentiality and other associated economic, financial and personal data loss risks.

Anyone should do their own independent research as well as risk and loss calculation before buying ZMD or any other token.

Zamdaa LLC and its associates are in no way responsible for the public exchange value, stability or risk of the ZMD token, and any information contained herein is not the basis for any agreement or obligation by Zamdaa LLC.

ZMD



ZMD token

Zamdaa.mn

