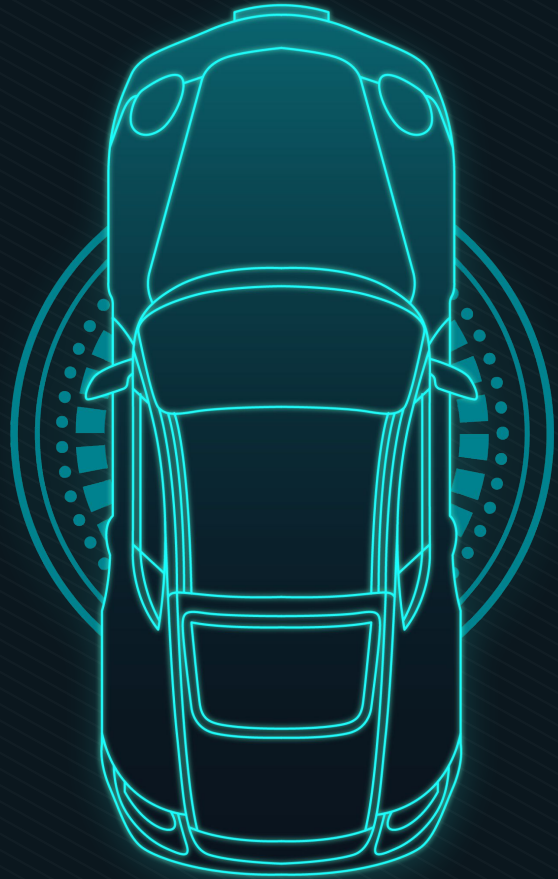
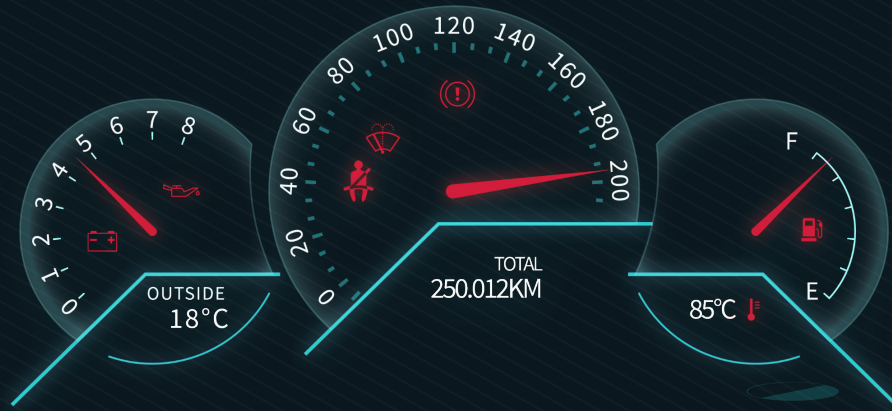


# SHIFT

The future of car rentals  
powered by YOU



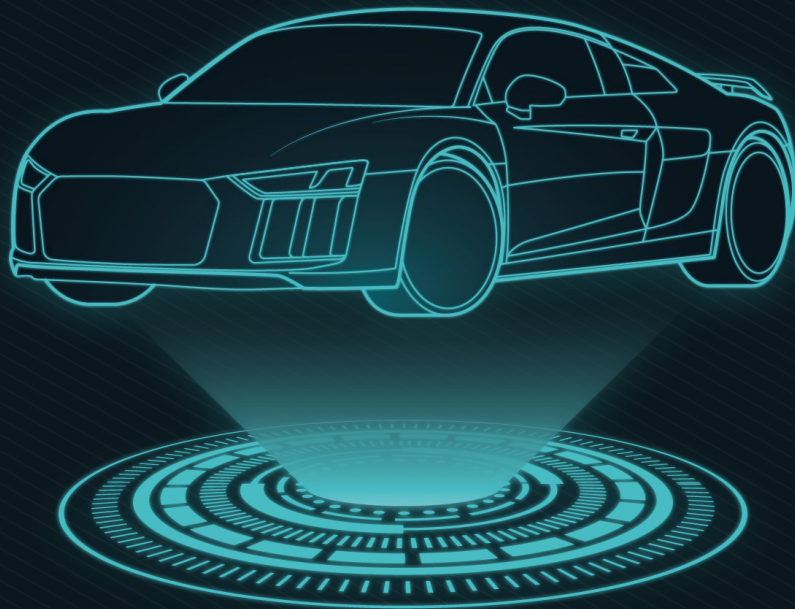


"SHYFT enables secure, peer-to-peer car rentals within the UMD community, eliminating the need for traditional rental services through a decentralized token system."

**—OUR OBJECTIVE**

01

# Community Engagement



# Community Engagement

## Building a Trusted Network

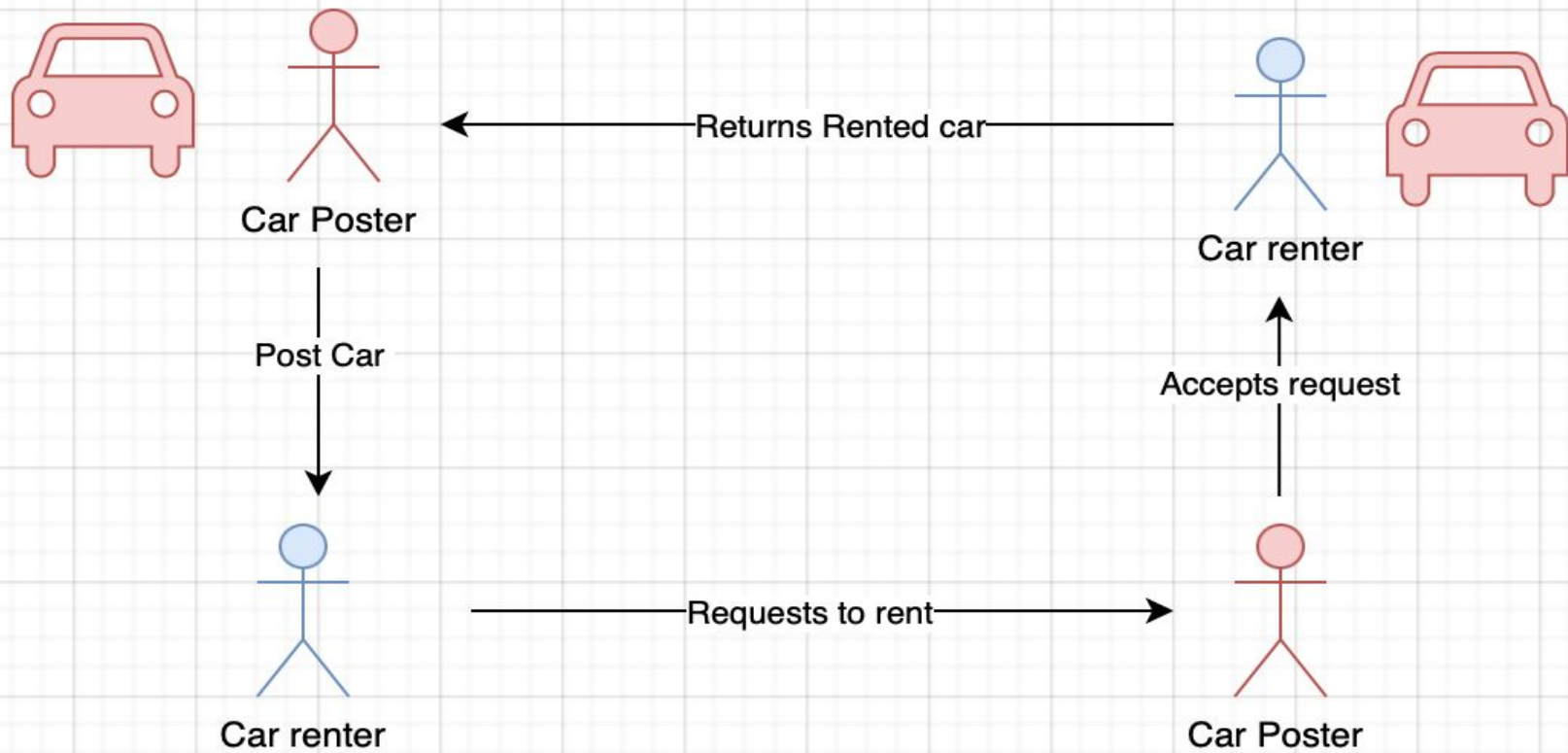
- Connecting UMD students through a decentralized car-sharing platform.
- Encouraging collaboration and shared mobility within the community.

## Empowering Users

- Car owners maintain control while earning from their vehicles.
- Renters gain affordable and flexible transportation options.

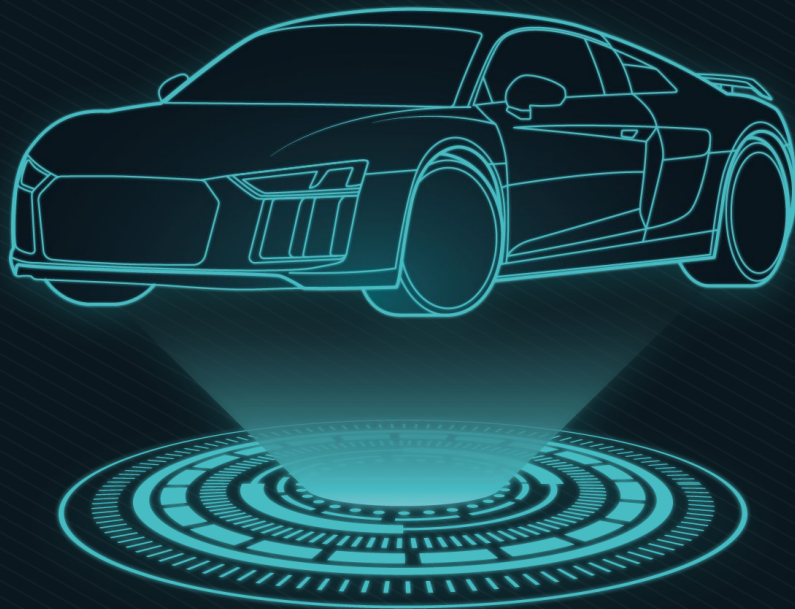
## Security & Transparency

- Blockchain technology ensures trust and accountability.
- Every transaction is recorded, fostering a reliable ecosystem.



02

# Business Strategy



# Business Strategy

## Revenue Model

- **Transaction Fees** – A small percentage from each rental transaction.
- **Token Utility** – Users earn and spend SHYFT tokens within the ecosystem.

**Premium Features** – Verified rentals, priority listings, and insurance options.

## Market Approach

- **University of Maryland (UMD) Pilot** – Establish trust within a closed community.
- **Peer-to-Peer Growth** – Expand through word-of-mouth and incentives.
- **Strategic Partnerships** – Collaborate with campus organizations and local businesses.

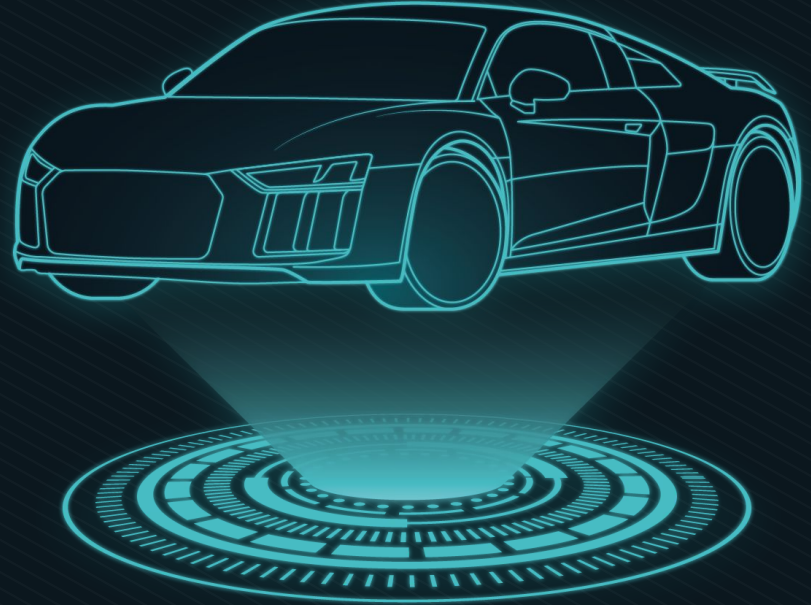
## Scalability Plan

- **Phase 1:** UMD-exclusive launch with early adopters.
- **Phase 2:** Expand to nearby universities and urban areas.
- **Phase 3:** Introduce advanced features and partnerships with mobility services.





# Business Market Opportunity





# Market Opportunity

## Growing Demand for Peer-to-Peer Mobility

- Traditional rental services are expensive and inconvenient for students.
- Peer-to-peer car-sharing is growing, driven by flexibility and lower costs.
- Blockchain-backed rentals ensure trust and security in transactions.

## Target Market: University of Maryland

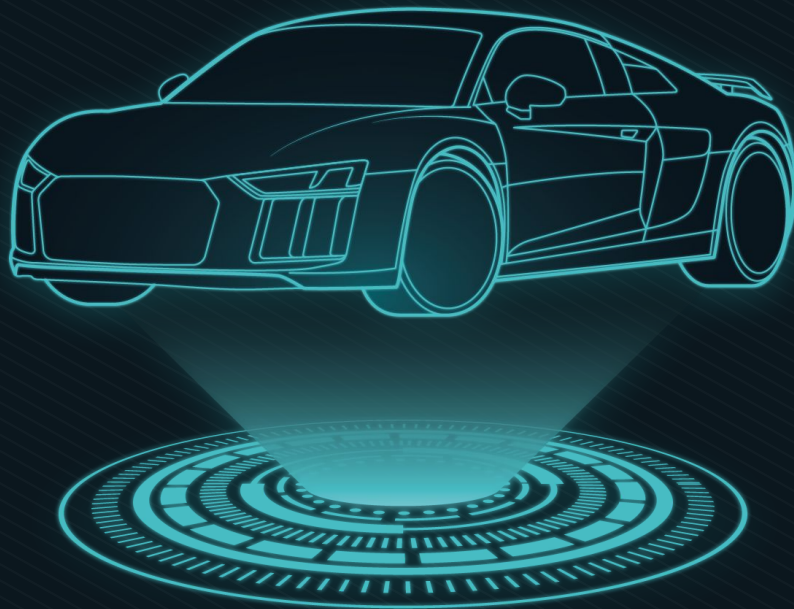
- **40,000+ students** seeking affordable and flexible mobility.
- **Limited campus parking** increases the demand for short-term rentals.
- **Tech-savvy community** open to blockchain-based solutions.
- **Total market for driving service** is projected to reach \$322.47 billion by 2030

## Expansion Potential

- **Neighboring Universities** – Expand to local schools with similar needs.
- **Urban Mobility Hubs** – Integrate with public transit & ride-sharing.
- **Aftermarket Services** – Enable maintenance, insurance, and upgrades via tokens.

04

# Security Measures



# Security

**Blockchain-Powered Trust** – Every rental transaction is recorded on an immutable ledger, ensuring transparency and preventing fraud within the UMD community.

**Smart Contracts for Secure Rentals** – Automated agreements ensure that payments and vehicle access are only granted when rental conditions are met.

**Identity Verification & User Authentication** – All users, including renters and car owners, undergo a verification process to maintain a trusted network.

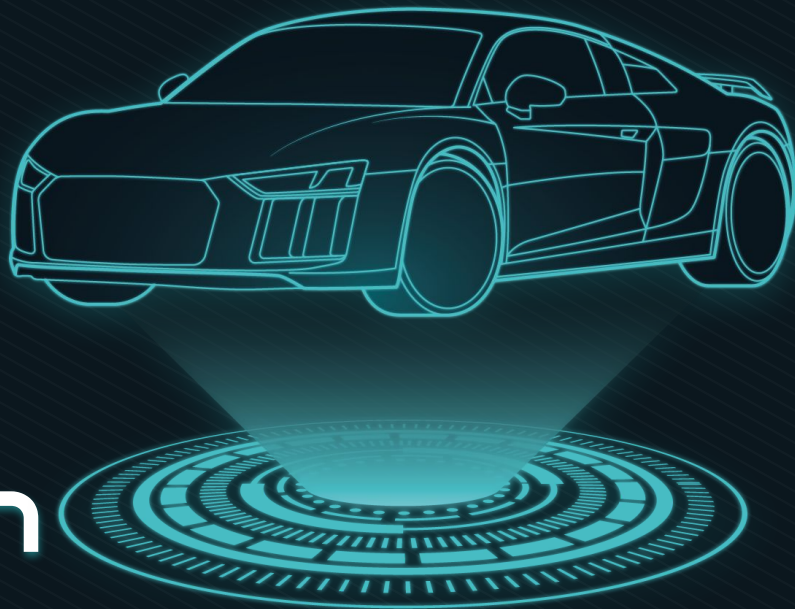
**Tokenized Vehicle Access** – Each car is assigned a unique SHYFT token, ensuring that only verified renters can access and operate the vehicle during the rental period.

**End-to-End Data Encryption** – Protects personal information, rental history, and transaction details from cyber threats.

**Dispute Resolution & Damage Protection** – Blockchain-backed logs provide an auditable record of rentals, ensuring fair resolution of disputes between renters and car owners.

05

# Technical Implementation



THANK YOU!