



Robots. Drones. Artificial Intelligence. Next-generation  
leading on-demand Delivery Company

Whitepaper  
2018  
Version 2.1.2

# Legal Notice

## SCHEDULE A

Warranty given by user(s) especially in relation to the United States ALL PARTICIPANTS AND USERS HEREBY EXPRESSLY AFFIRM THAT THEY ARE:

NOT an individual who is a resident of the United States of America or China, its territories or possessions, any state of the United States of America or the District of Columbia (the "USA");  
NOT a corporation, partnership or other legal entity formed under the laws of the USA;  
NOT an agency, branch or is located in the USA of a corporation, partnership or other legal entity that was formed under laws other than those of the USA; NOT a trust of which any trustee is described in A, B or C above;

NOT a legal entity the shares of which are not publicly traded on a securities exchange, and more than 45% of the shares of which are owned by or for the benefit of an individual or entity described in [A, B, C or D](#);

NOT a member of any branch of the military of the USA; and  
NOT an agent or a fiduciary acting on behalf or for the benefit of an individual or entity described in [A, B, C, D, E or F](#) in our terms.

THE USER(S)' DECISION TO SUBSCRIBE TO ZEEW TOKENS WAS:

NOT based, at least in part, on information received or communications exchanged while the user, or the person providing the information or with whom the communication was exchanged, was within the USA;  
NOT made inside the USA; and  
NOT communicated to ZEEW from a source within the USA.

THE USER(S)' ACQUIRE OF ZEEW TOKENS WAS:

made on his/her own account as principal;  
NOT made in anticipation of a further distribution of the ZEEW Tokens to others; and  
NOT preceded, and will not be followed within 2 days from the Closing Time, by any effort to create or condition a market for the ZEEW Tokens in the USA.

I, as the User, have read and understood the above representations as well as the full Terms & Conditions of this Agreement.

Please refer to full [terms and conditions](#)



Zeew - "sound", it's the sound of anything moving so fast like Zeeeeeeew We believe that everyone should get his packages delivered "Right Now" why wait 1-2 business days when you order something online?

You may call us "Uber for packages" we allow SME's to send any package in minutes, Our platform connects any store or Internet shop with the nearest available courier That can carry their package to their client immediately.

Zeew is currently being used by 58 businesses on daily bases, anyone can use their own car/bicycle or scooter to deliver packages and make money.



Incorporated in European Union

SIA ZEEW is Latvian company that will be guiding during this ICO, SIA ZEEW will not be the company that will receive the funds we will incorporate separate company for that after the pre-ICO

## 1. Executive Summary

### **Meet the "Uber" for all last-mile deliveries.**

ZEEW is based on the MVP - commercially available on-demand delivery platform - ZEEW (zeew.eu),

Which is already operating in 1 country in Europe for the past 3 month and have 58 businesses using us on daily bases.

Zeew currently serves flower shops, pharmacies, cosmetic shops, printing houses and more - now we plan is to go beyond that and include B2B infrastructure built on block chain to allow any business with multiple locations to monitor, track and deliver products in minutes, to go global, to deliver anything, anytime, anywhere.

Zeew will transform the way goods move around cities by enabling anyone to have anything delivered on-demand.

Our revolutionary Hyperlocal Logistics platform on block chain connects customers with local couriers who can deliver anything from any store or restaurant in minutes

Zeew is proud winner of:

[LatBAN pitch competition](#)

[MITA Malta Innovation grant](#)

[Startupwiseguys Investment](#)

[WeXelerate batch II in Vienna](#)

Zeew has offices in Malta and Latvia

## 2. Zeew Vision

Since we started Zeew, we have been continuously transforming the way businesses ship stuff.

Combining latest innovations in Artificial Intelligence driven chat-bot technology, deliveries by drone and robots with current Zeew's infrastructure, operations, Zeew ventures to re-invent the shipping & ordering experience on block chain, while improving upon business inefficiencies caused by human.

“Using our own research, big data and proprietary expertise, Zeew is developing tools that will change the way we choose, order and deliver goods. Modern lifestyles demand a much more tightly integrated service - nowadays almost anything can be ordered through apps and messengers lightning-fast, but the delivery industry has been too slow in adapting to these changes.

This is where Zeew steps in with vision to disrupt the last-mile industry

### 3. Market

On-Demand 215B market is ready for disruption

#### What is the potential?

The on-demand delivery market is ready for disruption.

There is no denying that on-demand economy will transform the way people transact or use services. Think Uber, Think Airbnb, the services that invade through the business environment and how they bring an untold ease to customer's life using smartphones.

Zeew will do the same thing to on-demand delivery

With the currently ongoing pivot to block chain technology and innovations, we believe that we are witnessing a clear shift that will make the

**\$215 BILLION**

On-demand delivery market disrupted

## 4. Token Economics & Network Effects





Actual footage of our current fleet of  
Freelancers using their own cars to deliver goods from Small & Medium  
Businesses; currently we have over 120 couriers

The principle is simple - each new business store or brand that are on the platform, drive more users onto it and increases the demand for the couriers.

They drive sales and ad revenues up, thus increasing the usage and demand for the ZEEW Token.

As the value of ZEEW token increases, the network cycle starts again, with even more businesses, users and couriers.

(Take in mind that every new business puts sticker and advertising of Zeew on their windows, tables etc.

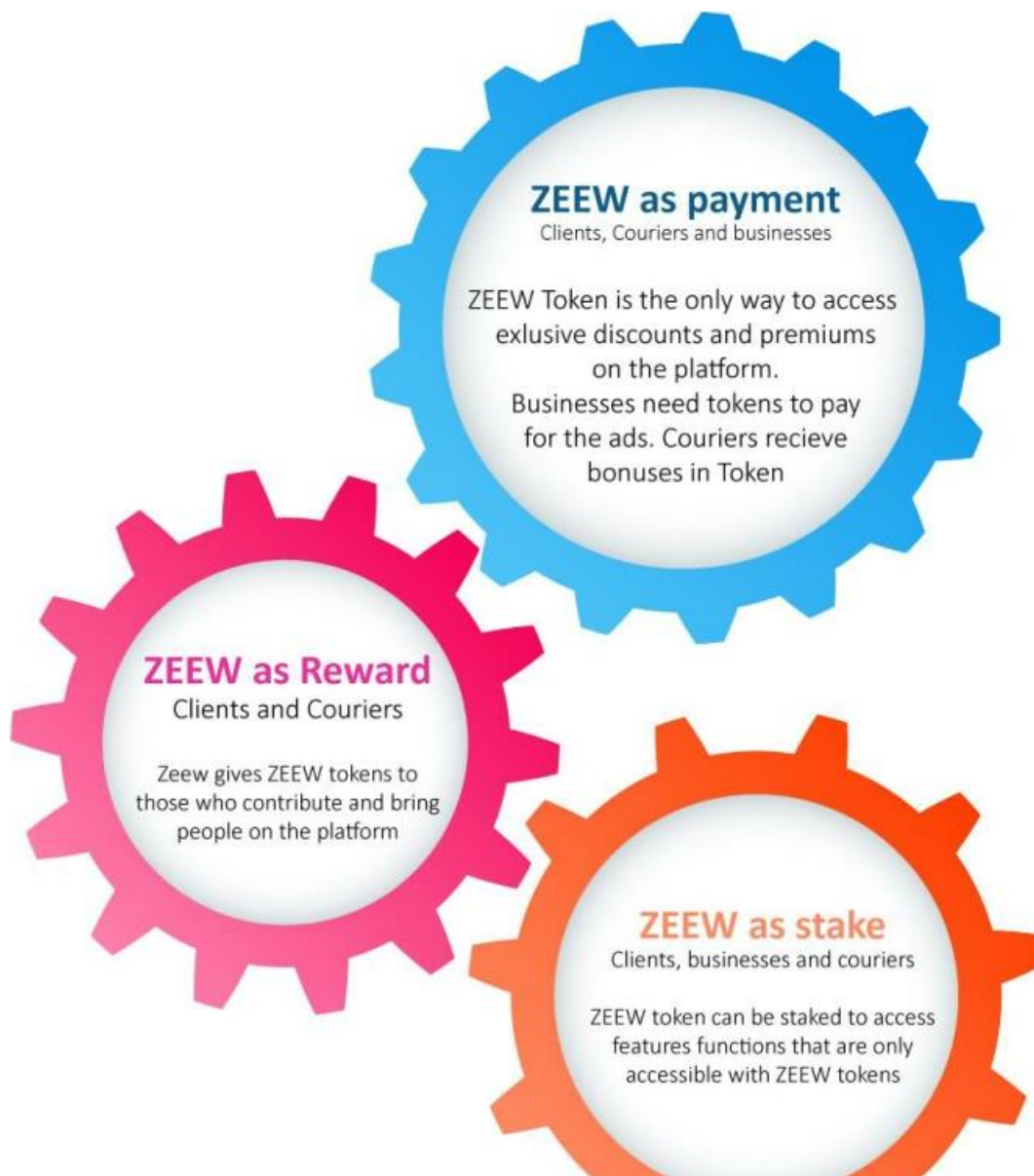
Couriers carry the bags with Zeew name on them, users tell their friends about amazing service we provide. Soon everywhere you go in the city, every 10 minutes you see Zeew.)



## 5. Multiple Uses and Benefits for ZEEW token

Tokens give us the power to incentivize participants to produce net benefits for the community. They allow us to align everyone's incentive around a single aim: creating truly next-generation on-demand Delivery Company with a community that benefits together. By extension, a well-designed token should grow in value alongside the company. With the token our goal is to create a network effects.

1. Used by clients to access discounts and premiums on the platform;
2. Used by businesses to pay for advertisement on the platform;
3. Received as bonuses by couriers;
4. Received as a reward for clients and couriers who refer people to the platform;
5. Used to access features and functions specific to the platform.



## 6. Idea and time line

### JAN 2017 Team formed

Assembling team without Investment wasn't easy, our team members who joined Zeew over 1 year ago was based on vision that could change the last mile delivery industry

### NOV 2017 Launch

Finally the moment has come and we launched our product mid November 2017, we learned a lot during the 3

month operations and we saw the potential our platform could disrupt the \$215 billion on-demand Delivery industry

### APR-JUN 2018 ICO Campaign

Funds aggregated during this campaign will be used for the initial development of the business and technologies as well as international expansion.

### NOV 2016 Idea was born

CEO & Founder Mohamed Ghaith, "I love utilizing electronics online, always, the main reason why sometimes i don't utilize a product was due to delivery time, it takes days to be delivered, i thought there has to be better way."

### SEP 2017 Got Investment

We were proudly winner of:  
Zeew is proud winner of:  
[LatBAN pitch competition](#)  
[MITA Malta Innovation grant](#)  
[Startupwiseguys Investment](#)  
[WeXelerate batch II in Vienna](#)  
Zeew has offices in Malta and Latvia

### FEB 2018 Pre-ICO

Pivoting and integrating block chain on top of our existing solution will change the way we choose,  
Order and deliver goods.  
Modern lifestyles demand a much more  
Tightly integrated service  
Developing Zeew Eats, deliver your favorite food in minutes

### 2018 - 2021 Expansion through Innovation

Expansion to new verticals.  
Innovation in on-demand delivery models. Concrete plans set and teams ready to expand to 14 countries in 3 years.

## 7. Business model canvas

### 1. KEY PARTNERS

- (1) Restaurants & Retail Businesses  
(Pharmacies, Electronics etc. )
- (2) Delivery Personnel (Couriers)

### 2. KEY ACTIVITIES

- (1) New partnerships with retail businesses
- (2) Hiring Delivery Personnel
- (3) User Acquisition
- (4) Managing & Processing Orders
- (5) Creating & Managing technological infrastructure
- (6) Customer service
- (7) Innovation through Robots, Drones and AI

### 3. KEY RESOURCES

- (1) Technology
- (2) Partner retail businesses & their products
- (3) Delivery Personnel
- (4) Drones
- (5) Robots
- (6) Artificial Intelligence Bots

### 4. Value proposition

#### Users:

- (1) Users can order anything from partner stores.  
-> Zeew charge a nominal delivery fee.  
Things delivered in less than an hour.  
Innovation through Robots, Drones and AI

#### Partner and retail stores:

- (1) Extended customer base
- (2) Additional orders (pay only for the orders)
- (3) Brand Awareness
- (4) Courier partners
- (5) Earn good money per order.
- (6) No shifts. Work anytime you want or can.
- (7) Earn good tips from users.

### 5. TOKEN HOLDERS

Value increase

### 6. CHANNELS

- (1) Websites
- (2) Mobile App for Android
- (3) Mobile App for iOS
- (4) Smartwatch App
- (5) Artificial Intelligence Chat Bots in
- (6) Facebook and WhatsApp

### 7. Value proposition

#### Users:

- (1) People who don't want to go to a store to utilize things
- (2) People who want to order eatables - cooked food from restaurants or groceries.
- (3) People who want home delivery of products from their local stores.

#### Retail stores:

- (1) Stores that want to reach new audiences through technology.
- (2) Stores that want additional stream of revenues

### 8. CUSTOMER STRUCTURE

Technological Set up & running Cost  
Salaries to permanent employees  
Payments to courier partners  
Technology innovations. Research and Development.

### 9. REVENUE STREAMS

- (1) Delivery fee charged from users.
- (2) Commission fee from 20% to 30% charged from retail store.
- (3) Listing Fee, to get ranked higher in the search results on the platform from retail store.

## 8. Investment opportunity

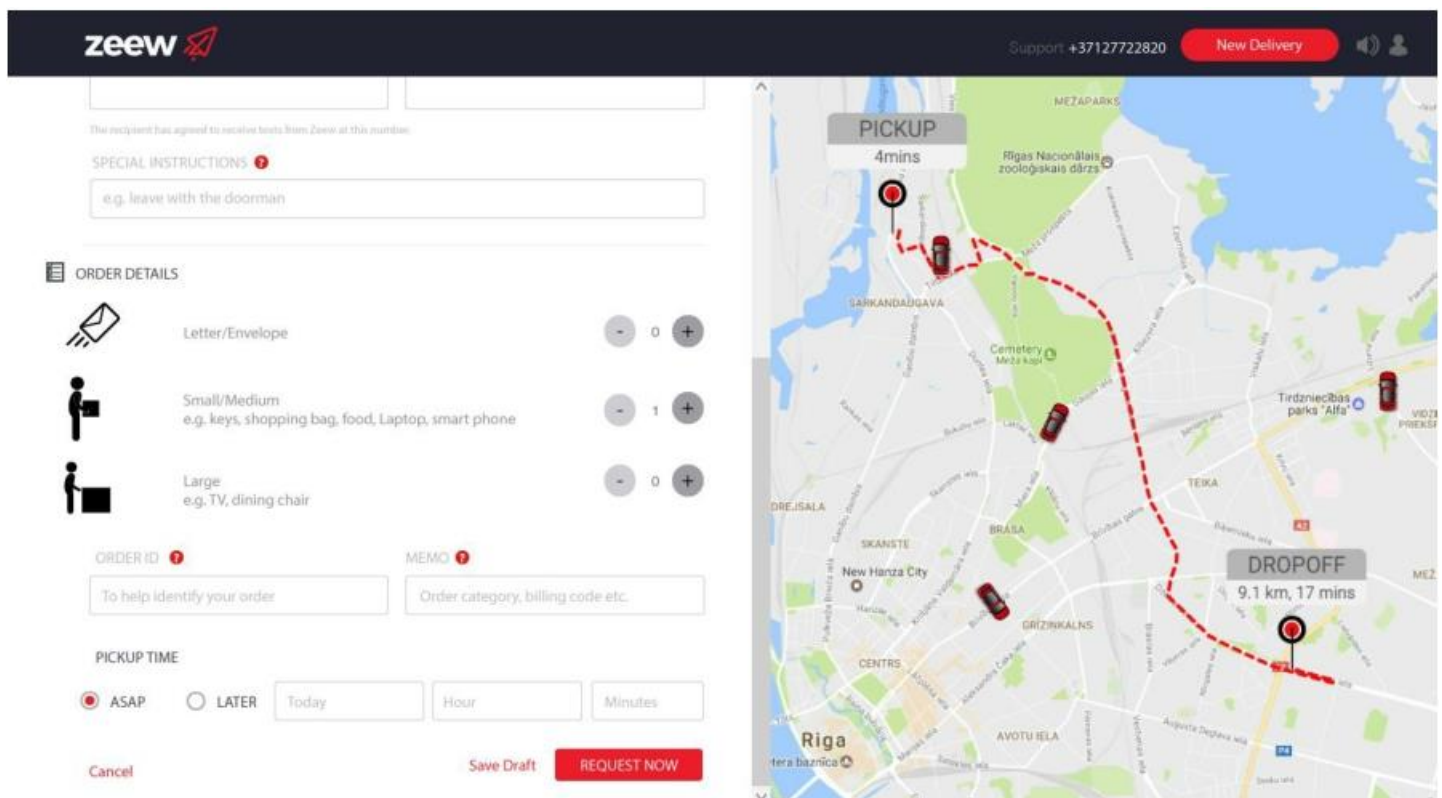
### \$215B Target Market

Even a 1% of the total market would make Zeew a 2.15 B worth company. With the recent innovative technological innovations and experienced team we are aiming for much more.

### Increased Demand & Value for the Tokens

ZEEW token value growth is driven by the growth of the platform. There will be 5 utilities of the Token on the platform, which will create network effects and each will increase tokens demand exponentially

Based on real product and real team



The screenshot displays the Zeew mobile application interface. The top header features the Zeew logo, a support number (+37127722820), and a 'New Delivery' button. The main content area is divided into two sections: 'ORDER DETAILS' on the left and a map view on the right.

**ORDER DETAILS:**

- SPECIAL INSTRUCTIONS:** A text field containing 'e.g. leave with the doorman'.
- ORDER DETAILS:** A list of items with quantity selectors:
  - Letter/Envelope: 0
  - Small/Medium (e.g. keys, shopping bag, food, Laptop, smart phone): 1
  - Large (e.g. TV, dining chair): 0
- ORDER ID:** A text field with the placeholder 'To help identify your order'.
- MEMO:** A text field with the placeholder 'Order category, billing code etc.'.
- PICKUP TIME:** Radio buttons for 'ASAP' (selected) and 'LATER', followed by input fields for 'Today', 'Hour', and 'Minutes'.
- Buttons:** 'Cancel', 'Save Draft', and 'REQUEST NOW'.

**Map View:**

- PICKUP:** Located at 'SARKANDAUGAVA' with a 4mins estimated time.
- DROPOFF:** Located at 'Tirdzniecības parks "Alfa"' with a 9.1 km, 17 mins estimated time.
- Route:** A red dashed line indicates the delivery path between the pickup and dropoff locations.
- Landmarks:** The map shows various locations in Riga, including 'Rīgas Nacionālais zooloģiskais dārzs', 'Cemeterijs Meža kapu', and 'Tirdzniecības parks "Alfa"'. Other visible areas include 'DREIŠALA', 'SKANSTE', 'BRĀJA', 'GRIZPRĀKĻI', 'AVOTU IELA', and 'CENTRS'.

## 9. Block chain technology and smart contracts (B2C Solution)

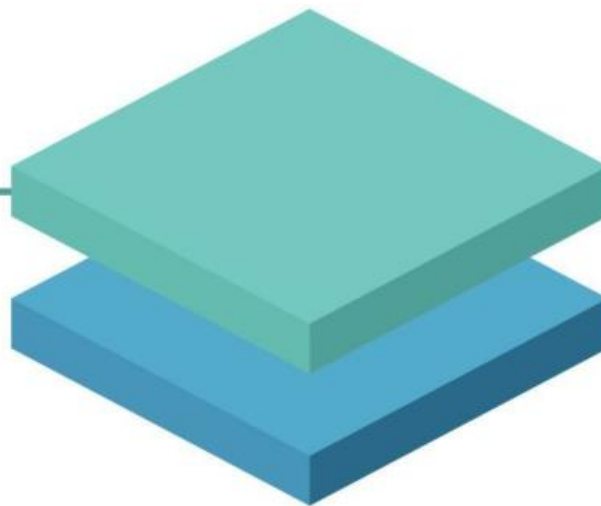


Block chain  
Network

1

Zeew  
Platform

2



### Block Chain network

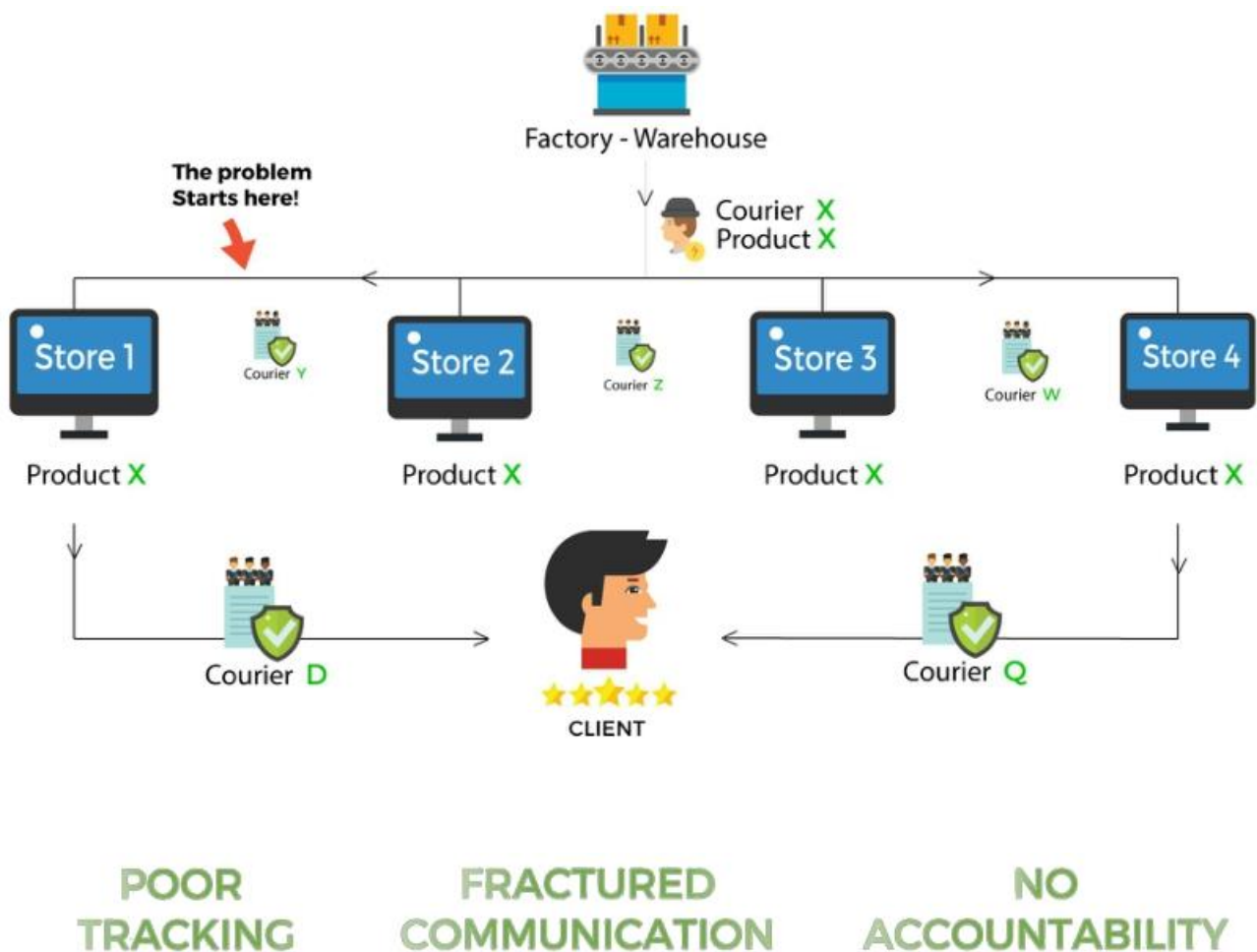
- (1) Payment between clients, businesses and couriers
- (2) Review and Trust system
- (3) Refer a friend
- (4) Logistics platform
- (5) Agreements
- (6) Application process
- (7) Zeew Prime program
- (8) Identity

### Zeew platform

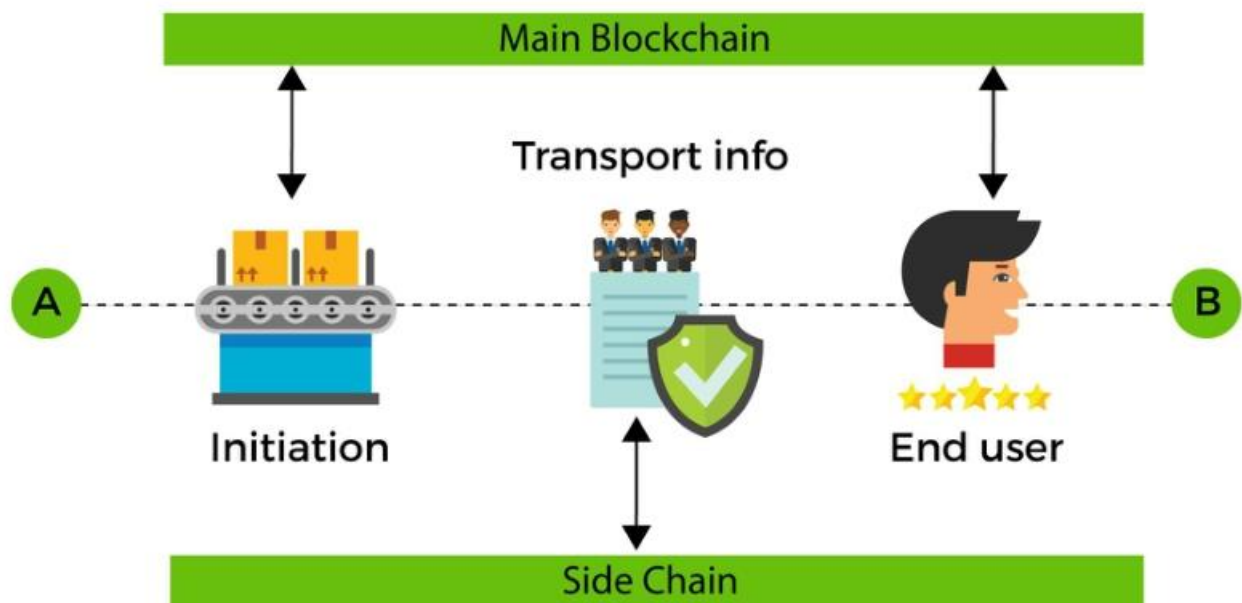
- (1) Call center
- (2) Customer care platform
- (3) Rewards
- (4) Web, App and Smartwatch platform
- (5) Global expansion
- (6) CRM System

## 10. Block chain technology and smart contracts (B2B Solution)(Software as service)

What happens when business have more than 1 location?



## 11. Our solution for businesses (B2B Solution)





## Key advantages

Zeew is convinced that block chain technology combined with smart contracts will be the core engine for the long-term delivery industry.

The creation of the ZEEW tokens is the first step in building a system of incentives and rewards to drive network effects in Zeew platform.

We believe that once payments are tokenized, the processes to drive token movement can be modelled using smart contracts.

## Unique block chain features on platform

- (1) Identity of users, businesses and couriers.
- (2) Payments. All the “cycle of payments” from customer to Zeew to business and to courier.
- (3) Logistics platform connecting clients with couriers and businesses.
- (4) Uber model, connecting thousands of freelance couriers to Zeew platform. Also the algorithms and calculations for the quickest delivery.
- (5) Reviews and ratings by clients of businesses.
- (6) Reviews and ratings by clients of couriers.
- (7) Program equivalent to “Amazon prime”.
- (8) Know Your Customer.
- (9) Tracking of the order.



## B2C Use case

For example, a process (B2C) that is fully processed on block chain might flow as follow.(Its only one of many cases):

Clients acquire ZEEW tokens to be stored and utilize on ZEEW platform.

Clients order food, allocating tokens to incentivize clients to use tokens additional discounts will be ordered using ZEEW tokens.

Courier accepts to deliver the order. Some of the ZEEW tokens are moved from Application Deposit Smart Contract to a Couriers account through smart-contracts.

Businesses accepts the order. Same thing, as courier. It gets its share of tokens moved to their accounts through smart--contracts. (Total Order sum minus Courier fee minus Zeew platform fee = fee business partner keeps.

**Utilizing block chain technology into our platform both B2C & B2B will disrupt \$215 Billion industry as well as prevent \$30 Billion annual losses.**

The FBI estimates that cargo theft causes an annual loss within the United States of approximately **\$30 billion per year** (and rising), with an average theft value of \$190,000.

## 12.ICO Details:



### ZEEW Tokens

ZEEW Tokens are released by smart contract and are compatible with any ERC20 Ethereum Wallets. Upon release ZEEW Tokens will be sent to utilizeers Ethereum Address.

ZEEW platform will offer 12.000.000 ZEEW Tokens during public ICO Campaign out of 20,483,871. Tokens not sold during ICO Campaign will be destroyed. The price of 1 ZEEW Token is 1 USD and Increasing over the 4 rounds.

$$1 \text{  = 1 \text{ USD}$$

Total ZEEW tokens supply is limited to 20,483,871

We will not emit additional tokens.

## 13. Token rounds & discounts

### Timeline

ZEEW Rounds  
11,000,000 ZEEW Tokens

PRE-SALE 1,000,000	Discount 50%	SOLD OUT	Token price \$0.50
25 Apr - 9 May 2,500,000 ZEEW	Discount 37,5%	SALE STARTS IN 30 : 07 : 04 : 30 DAYS HR MIN SEC	Token price \$1.00
10 May - 24 May 2,500,000 ZEEW	Discount 25%	BUY TOKENS Upcoming	Token price \$1.20
25 May - 8 Jun 2,500,000 ZEEW	Discount 12,5%	Upcoming	Token price \$1.40
9 Jun - 23 Jun 2,500,000 ZEEW	Discount 0% Bonus will be announced	Upcoming	Token price \$1.60

The ZEEW Tokens will be sent to Ethereum address they were bought from, or to the Ethereum address provided at check-out. Users who wish to acquire ZEEW Tokens must provide Ethereum Wallet for which they control the private key.

In some cases, for sending ZEEW Tokens, the identification of the utilizeer will be required. This will not be used for any other purpose.

Please follow our [website for updates](#) on rounds as we might make changes based on contribution power

## 14. Value of ZEEW Tokens after ICO

All money aggregated during the ICO Campaign will be utilized on software and technology development, on incorporation of the company in Malta , HR Campaigns, global expansion and other project expenses.

The total quantity of the ZEEW Tokens available for ICO is fixed to **12.000.000** (twelve million).

The total final quantity of ZEEW Tokens will be fixed at 23:59 (UTC+2) on 30 July 2018. The final quantity will include the tokens bought during the ICO Campaign. Additional ZEEW Tokens will not be emitted, and if there are excess tokens left, they will be burned.

The Team and Founders' ZEEW Tokens will be locked for selling 1 year after the ICO Campaign, This way we will motivate ourselves to work hard for the future of our company and the owners of the ZEEW Tokens.

## 15. Crowdfund details

**SOFT CAP**

**\$200.000**

(Reached)



**New Countries 3**

**\$6.500.000**



**New Countries 6**

**HARD CAP**

**12.000.000**

ZEEW Tokens



**New Countries 11**

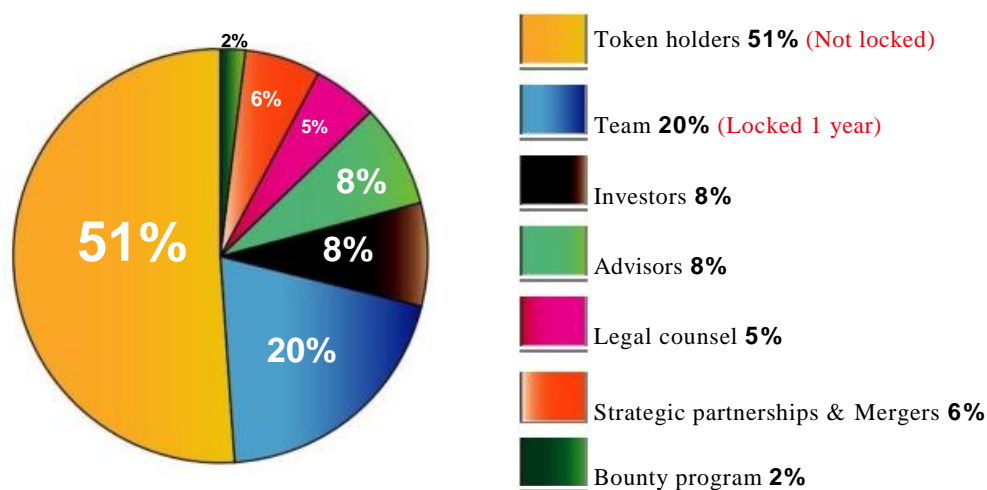
If the Crowd sale campaign does not reach Min Cap (fixed on 200.000 USD) all funds will be returned automatically to the ZEEW holders by the Ethereum smart contract.

Tokens that are not sold during the Crowd sale will be burned automatically by the smart contract.

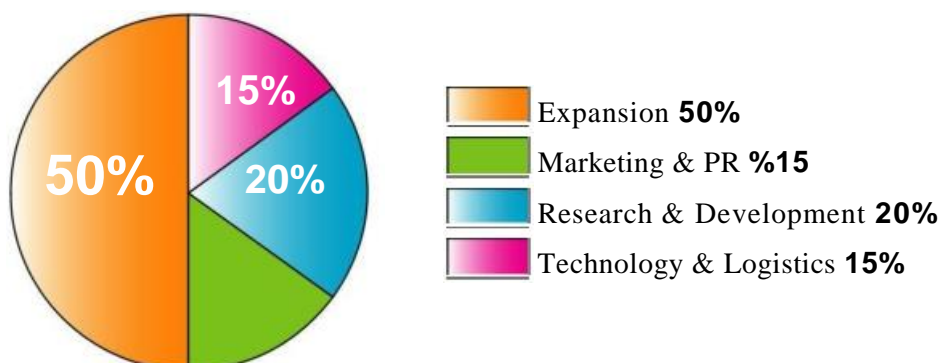
## 16. Token allocation & use of funds

Participants willing to support the development of the ZEEW Project can do so by sending Ether currency to the designated address. By doing so, they are acquiring ZEEW Tokens (ZEEW) at the rate of \$1 per 1 ZEEW (Prices may vary in different rounds) which are sent instantly to their wallet.

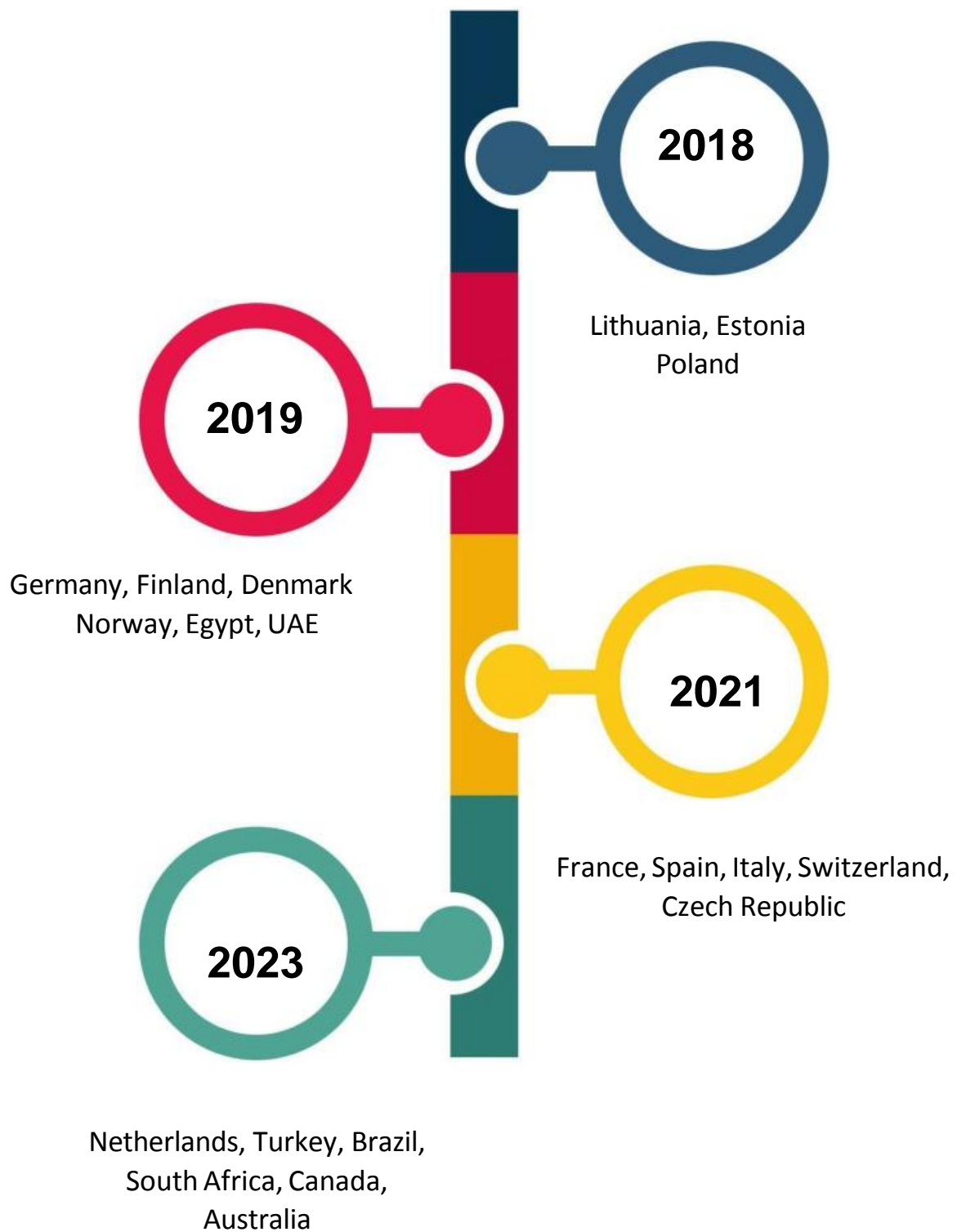
### Token allocation



### Use of funds



## 17. Expansion plan



## 18. Team

Please view full details on our site <http://ico.zeew.eu>

Our Motivated Team



**Mohamed Ghaith**  
Founder & CEO

With over 7 years of experience in entrepreneurship, management, business planning, financial analysis, software engineering, operations, and decision analysis.

Full bio →

[f](#) [in](#)



**Denis Kaibagarov**  
Co-Founder & CTO

With over 4 years of experience in software engineering, operations, and decision analysis.

Full bio →

[f](#) [in](#)



**Ciprian Khlud**  
Head of Blockchain development

Over 14 years of experience working with international software development teams. Blockchain guru and author of Zeew platform.

Full bio →

[f](#) [in](#)



**Artur Melecis**  
Crypto community manager

Community Manager with ICO experience and launching our marketing and community outreach & support.

Full bio →

[f](#) [in](#)



**Andrew Garbuzov**  
Front-end developer

10 year working in web development, hundred of launched projects and satisfied clients. Always using just fresh solutions.

Full bio →

[f](#) [in](#)



Please view full details on our site <http://ico.zeew.eu>

## Partners & Advisors



**Dr Christian Ellul**  
Maltese lawyer

Dr Christian Ellul is a Maltese lawyer with 13 years of experience and now focused primarily on crypto and blockchain advisory especially in relation to ICOs and tokenomics.

Full bio →

in



**Wayne Pisani**  
Partner, Tax and regulatory - corporate and financial services

Wayne Pisani is the Grant Thornton partner responsible for the corporate and financial services team in Malta

Full bio →

in



**Loui Mercieca**  
Technical advisor

Internationally experienced blockchain technical consultant, Ethereum Developer, Founder and CTO of cryptoGEEKS.

Full bio →

in

## Corporate



**cryptoGEEKS**  
Unique Blockchain Solutions

[cryptogeeks.eu](http://cryptogeeks.eu)



**Grant Thornton**  
Audit, Tax and Advisory Services

[grantthornton.com](http://grantthornton.com)



**E&S Group**  
Law firm

[ellulschranz.com](http://ellulschranz.com)



**Lemberg Solutions**  
Software Development Company

[lemberg.co.uk](http://lemberg.co.uk)

Please view full details on our site <http://ico.zeew.eu>

If you have any further questions you may use below emails to contact us

General: [info@zeew.eu](mailto:info@zeew.eu)

PR: [pr@zeew.eu](mailto:pr@zeew.eu)

Translations: [translations@zeew.eu](mailto:translations@zeew.eu)

ICO related questions: [ico@zeew.eu](mailto:ico@zeew.eu)

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Bounty questions:

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