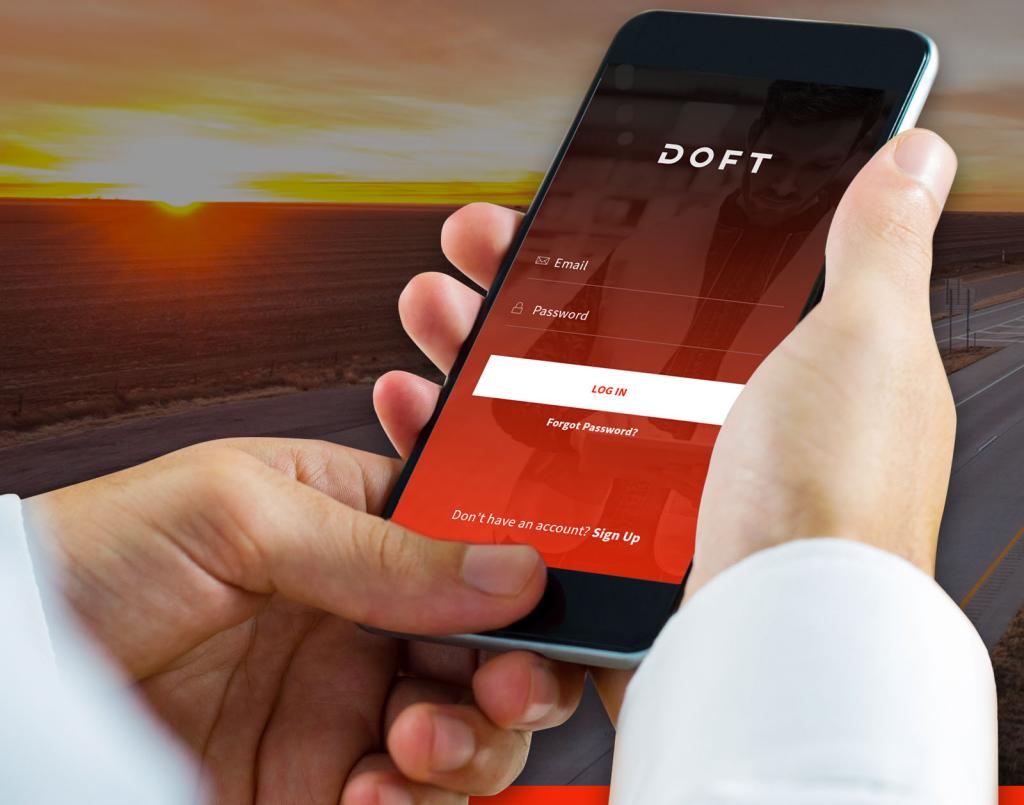




On-demand truck-sharing app



WHITEPAPER

Doft, Inc.

TEAM

Our founding team has been working together for **8 years**, has built successful **IT products** in **software development outsourcing, e-learning and e-ticketing**. We have previously raised money from investors for our startups including **Yuriy Zisser**, founder & CEO of **TUT.BY**.



Dmitri Fedorchenko

CEO

PM at IBM

Tech Lead at Deutsche Bank

Software Engineer at Daimler

Master of Computer Science

10+ years of IT expertise & entrepreneurship



Sergey Zaturanov

CTO

PM/Tech Lead in Semiconductors at LG Electronics

PM/Tech Lead in Robotics at Samsung

Master of Computer Science

10+ years of IT expertise & entrepreneurship



Aliya Salakhova

CMO

Marketing/PR Manager at Colliers International

Child supervisor/Volunteer at United Nations, Côte d'Ivoire, Africa

The Voice show participant

Columnist at Premiere fashion & entertainment magazine

8+ years entrepreneurship experience



DAIMLER



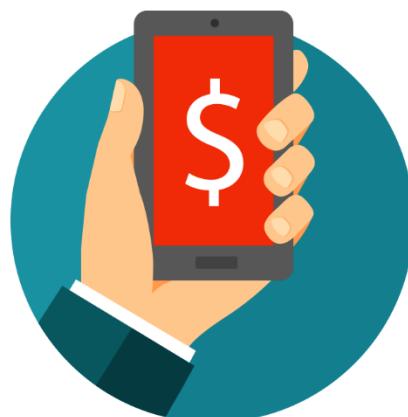
DOFT is the Uber for Freight Trucking

Our mobile app instantly and directly matches small businesses which ship freight in the USA with independent "freelance" truck drivers



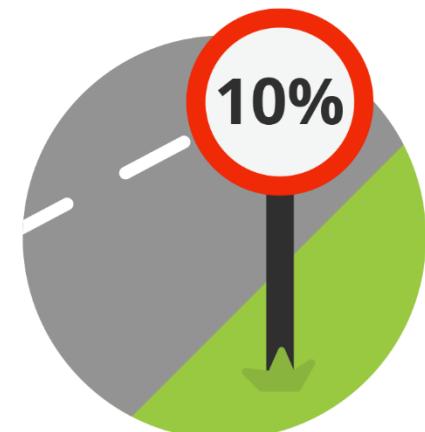
Simplicity

From now on it takes only 120 seconds to book a truck



Essential

We turn smartphones into a working tool

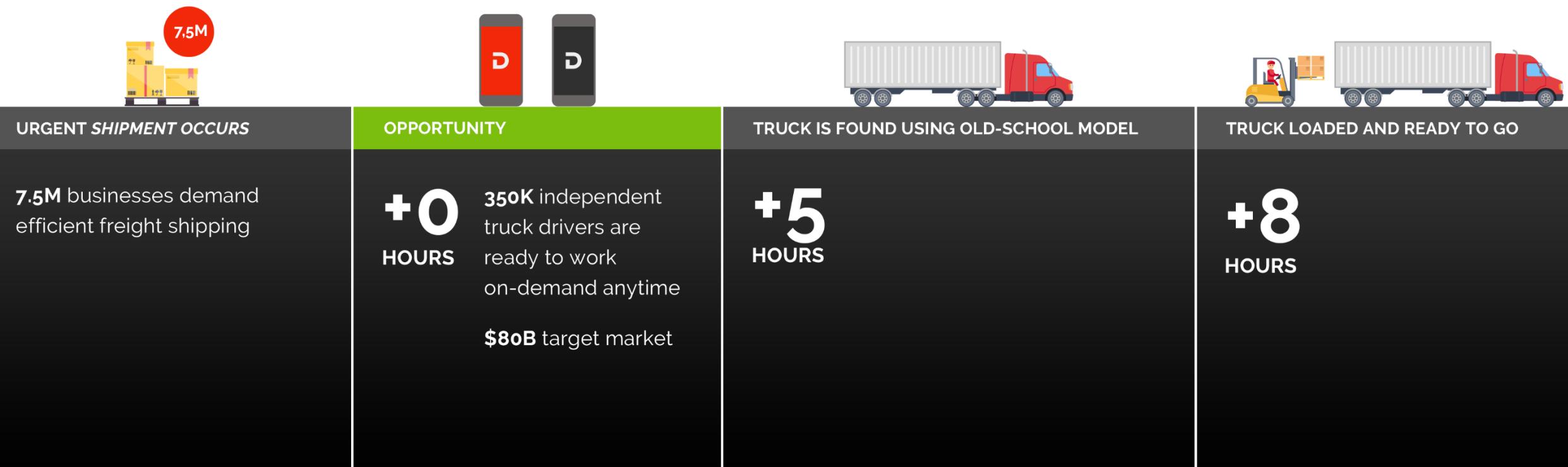


Transparency

No hidden commissions, unlike brokers

The Last Minute Shipment Gap

There is a last minute shipment gap today for small businesses – a 3 to 5 hour long “uncertainty” window where there is simply no way for them to get a truck in cost effective manner. Doft fills that gap helping businesses to book a truck in 120 seconds.



PROBLEM

For Small Business That Ship Freight

Finding and booking trucks is very old-school and it sucks



Freight Brokers

- High hidden commissions
- Time-consuming
- Tons of daily calls
- Faxes and lots of paperwork
- Inconvenient
- Poor customer experience
- Low trust



Online Load Boards

- Data becomes obsolete very fast
- Time-consuming
- Tons of daily calls
- Inconvenient
- Monthly subscription fee



Trucking Companies

- Mostly work with big shippers
- Contracts are disadvantageous for small businesses
- Tariffs are not adjustable to market conjuncture
- Small businesses cannot afford a contract
- On non-contract basis trucks are occupied or not in the area



Independent Owner Operators

- Very hard to find owner operators nearby
- Flexible tariffs
- Open to price negotiations
- Ready to work almost anytime

10%

OF ALL TRUCKS
IN USA

400,000

TRUCKS

\$80B

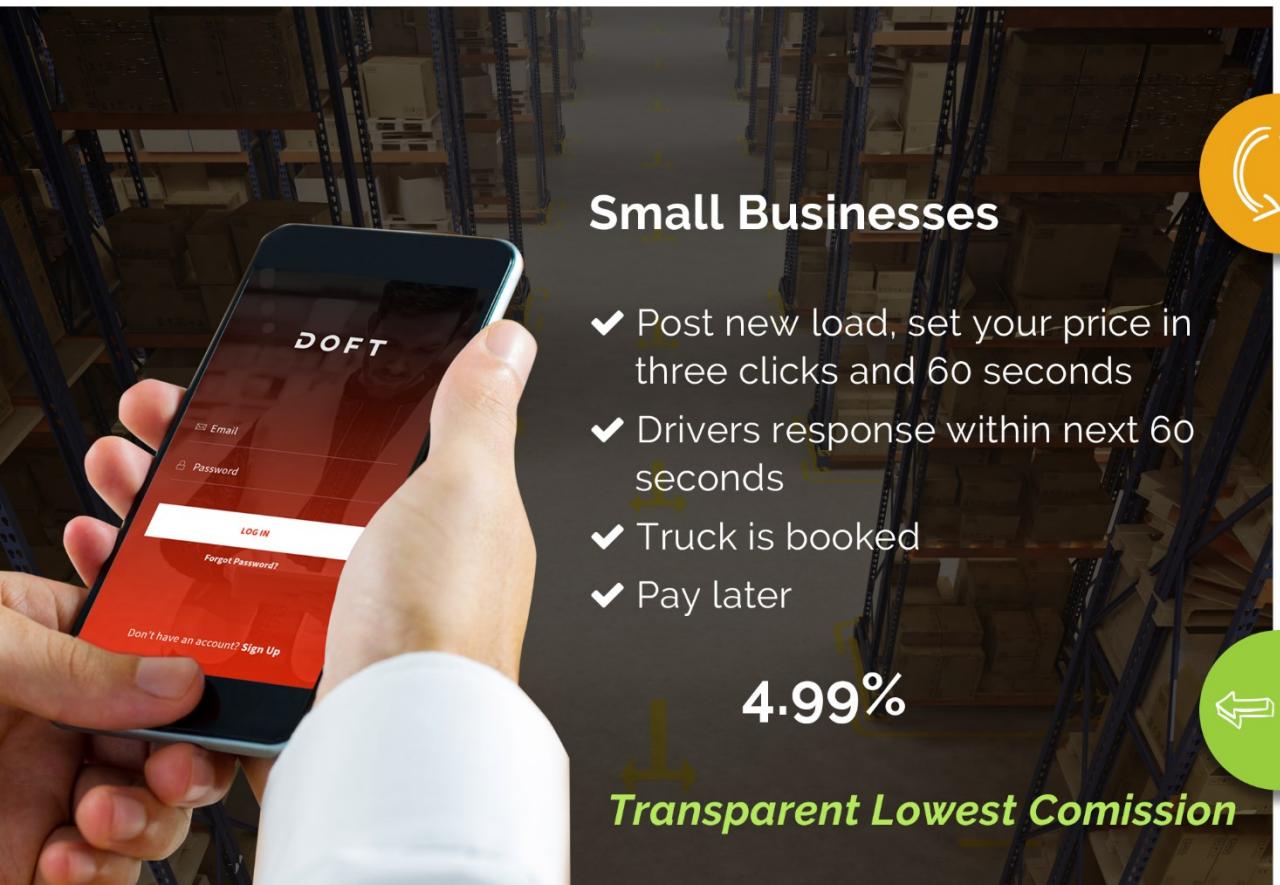
MARKET

S O L U T I O N

For Small Businesses 90% middle-mile shipments happen accidentally on daily basis when next sale happens.

We call it "**last minute shipment**" problem.

We introduce simple and easy-to-use mobile on-demand marketplace for **350K** independent truck drivers and **7.5M** small businesses.



Small Businesses

- ✓ Post new load, set your price in three clicks and 60 seconds
- ✓ Drivers response within next 60 seconds
- ✓ Truck is booked
- ✓ Pay later

4.99%

Transparent Lowest Comission

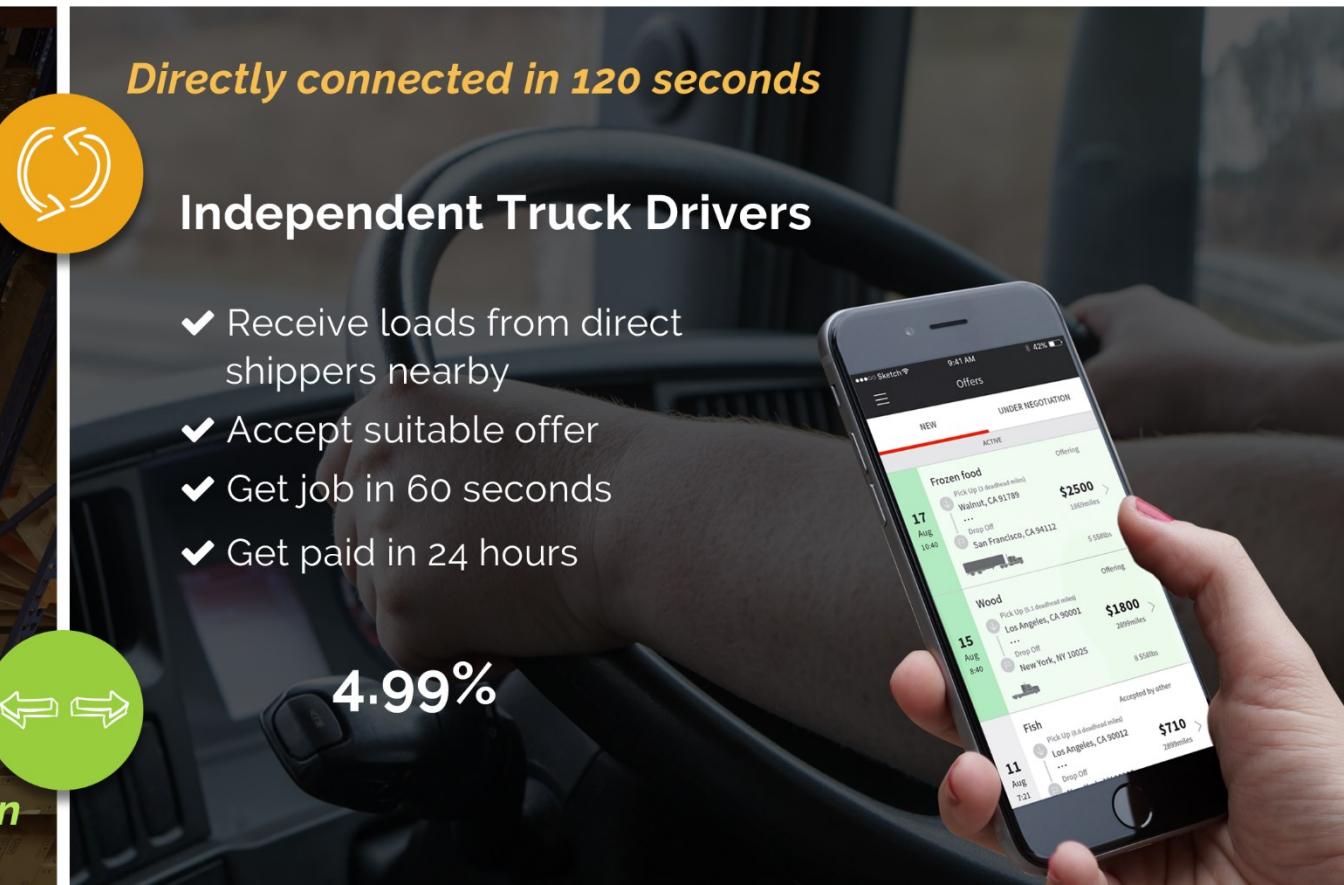


Directly connected in 120 seconds

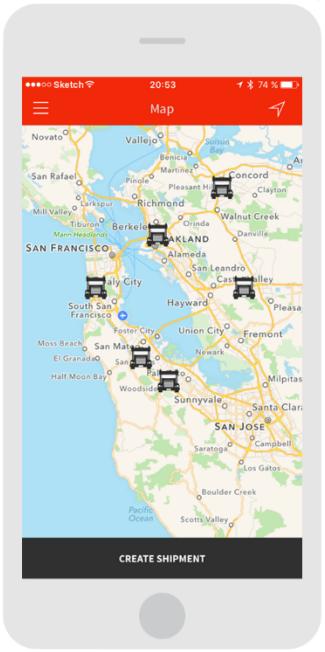
Independent Truck Drivers

- ✓ Receive loads from direct shippers nearby
- ✓ Accept suitable offer
- ✓ Get job in 60 seconds
- ✓ Get paid in 24 hours

4.99%

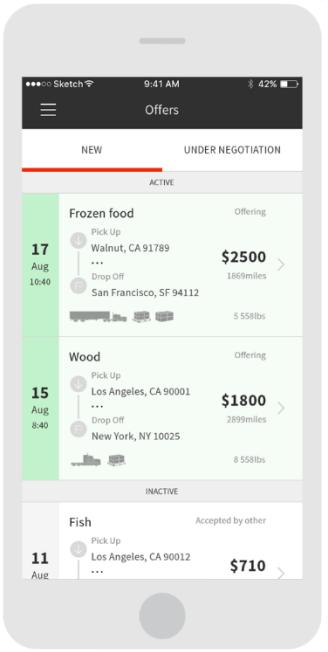


SCREENSHOTS



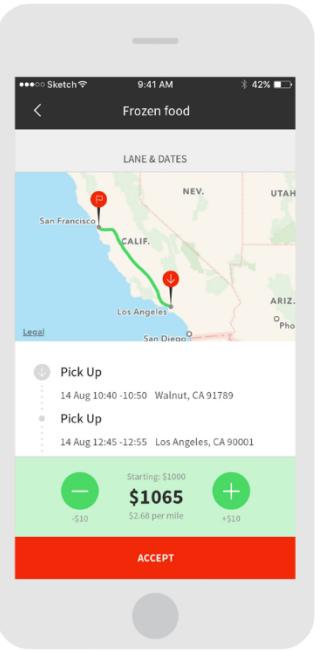
Shippers post their loads

A shipper needs his freight delivered. He sends request to Doft to find a truck for his freight.



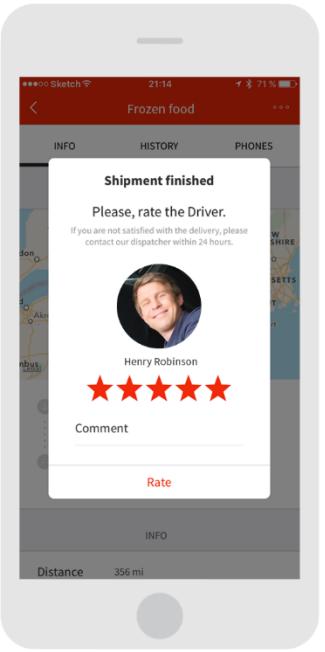
Drivers instantly receive job offers

Doft owner-operator truck driver instantly receives an offer to haul a freight for the shipper.



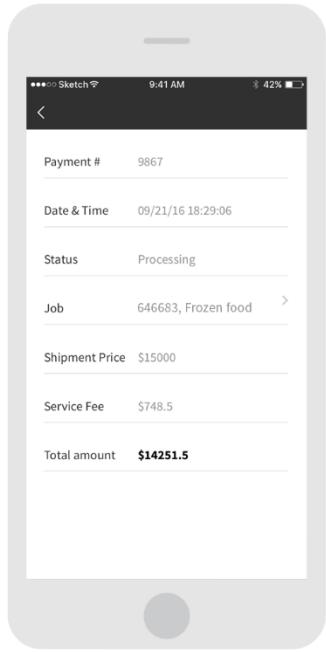
Shippers choose the best offer

The shipper and the driver negotiate the price.



Freight is delivered with no hassle

The driver delivers the freight.



Payment guarantee

The driver receives money for the delivery from the shipper. Doft takes its service fee.

Win-win-win!!!

We've Built a Reliable, Scalable Automated Sales Model

Doft Automated Marketing Tool

Sources:

- ✓ Robo-call ✓ Email
- ✓ SMS ✓ Fax

Sales Managers

- ✓ Our offshore sales manager team is x10 times cheaper than in the U.S.
- ✓ They make qualifying and check in calls to verify a customer and close the sale

Traction

Downloads: **>9.5K**

Active monthly users: **~2.5K**

Monthly revenue: **~25K**

Shipments transported: **>2000**

Weekly growth: **20%**

Leads: **>10M**

We have collected **>10M Leads** for our automated marketing tool and contacted only **~350K** of them.

Driver CAC: **\$5**

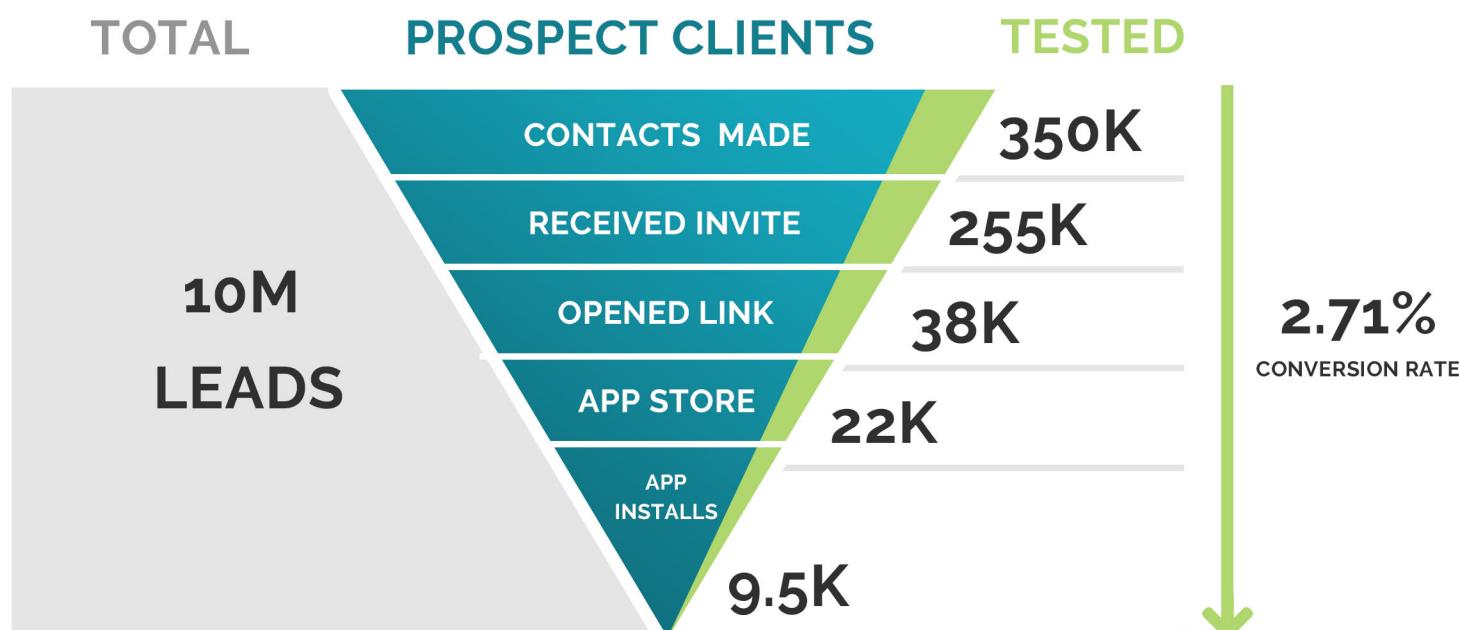
Shipper CAC: **\$50**

Avg. customer acquisition cost is now **\$27.5**

LTV: **\$30K**

Avg. load price: **\$1200**

Avg. transaction revenue: **\$120**



GO - TO - MARKET STRATEGY



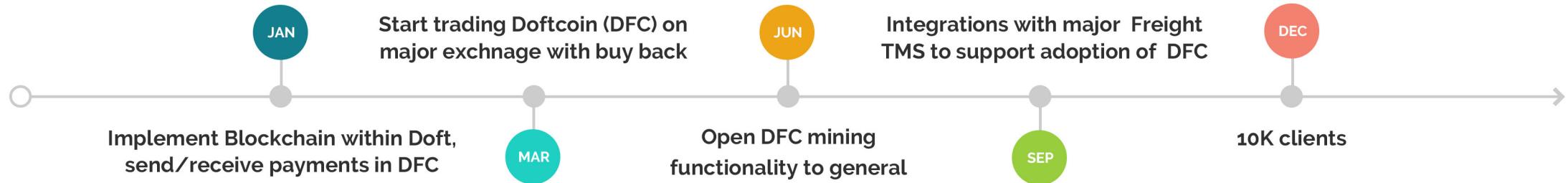
Quick Facts:

- ▶ Trucking market by 2026: **\$1.52T** (According ATA)
- ▶ Market growth: **7.5%** annually
- ▶ Freight volumes growth: **2.7%** annually
- ▶ **70%** of all freight in USA is moved by trucks

TARGET CLIENTS	TRACTION	BUILD	SCALE
TARGET REGION	▶ California, USA	▶ All states	▶ Expand to new countries ▶ Possible markets: Canada, Mexico, Australia, India, China, Europe
SALES AND CHANNELS	▶ Automated Marketing ▶ Sales Managers ▶ Google, Facebook ads	▶ Automated Marketing ▶ Sales Managers ▶ Google, Facebook ads ▶ Sales robots on truck stops ▶ Strategic partnerships with self-driving truck manufacturers ▶ PR	▶ All previously mentioned ▶ Partnerships with motor carriers ▶ Partnerships with trucking associations ▶ PR

MILESTONES

Token Milestones in 2018



Doft Way

Start fully automated marketing campaign

Start Blockchain implementation

JANUARY

Duration: whole year
Campaign Target: 10K customers

App releases:

- Android 2.0
- iOS 2.0
- AI Predictions
- Big Data Hadoop Integration



MARCH

Earn extra money on backhauls with AI predictions

Integrate on-demand insurance for shippers

Install Beam Robots on the major truckstops in USA

Launch PR campaign

JUNE

Robots will talk to drivers at the truck stops and text invites to their phones
beam+™

Accept drivers without MC and liability insurance

Go to B2C market

DECEMBER

Support of smaller trucks: pickups, cargo vans, box trucks. Market size increases x2 times

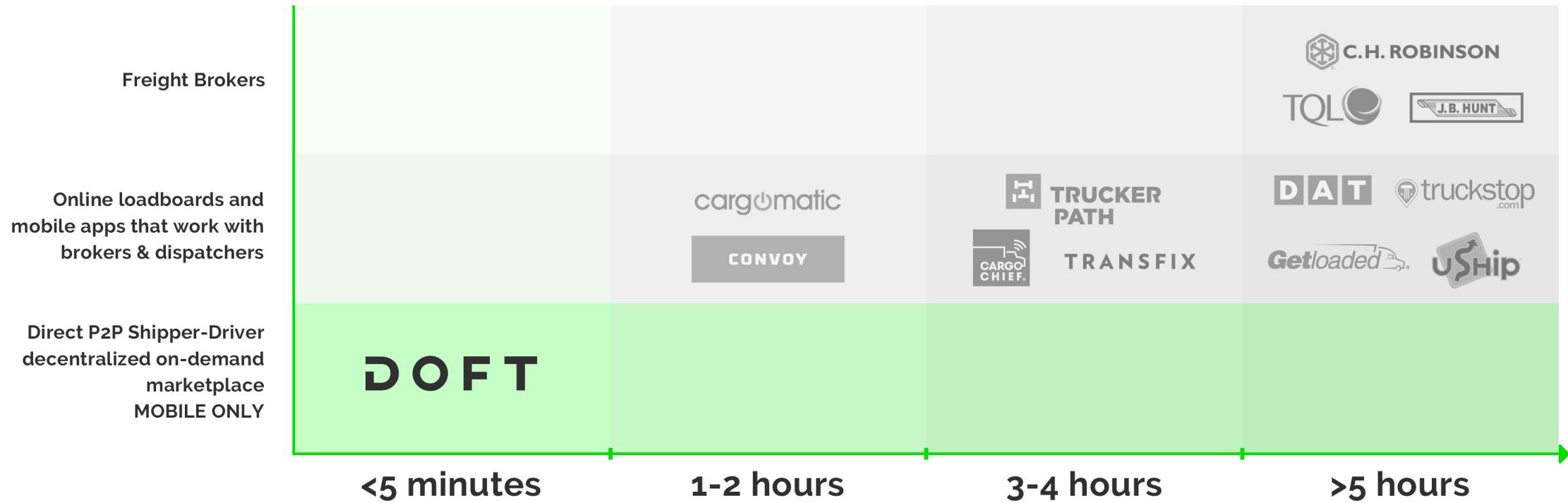


20,000

15,000 - Drivers
5,000 - Shippers
2,000 monthly transactions

COMPETITION

Unique Positioning in the Market



We are better than the competition in:

- ✓ Easy-to-use app
- ✓ The fastest customer matching time
- ✓ Fastest growing customer base and the cheapest customer acquisition cost in the on-demand transportation space
- ✓ Narrow niche

We are threatened by the competition:

- ⚠ Upcoming Amazon middle mile transportation service
- ⚠ Upcoming Uber Freight trucking marketplace (now in beta)

FINANCIALS & PROJECTIONS

	2018	2019	2020	
 TOTAL CUSTOMERS	20.000	240.500	2.555.000	Key & critical assumptions
 TOTAL REVENUE	\$1M	\$28M	\$160.5M	2018 is projected with the funds raised during ICO
 TOTAL EXPENSE	\$15M	\$15M	\$15.5M	Customer conversion rate:
 EBITDA	-\$14M	\$13M	\$145M	3%
		\$250M	\$3B	COMPANY VALUATION

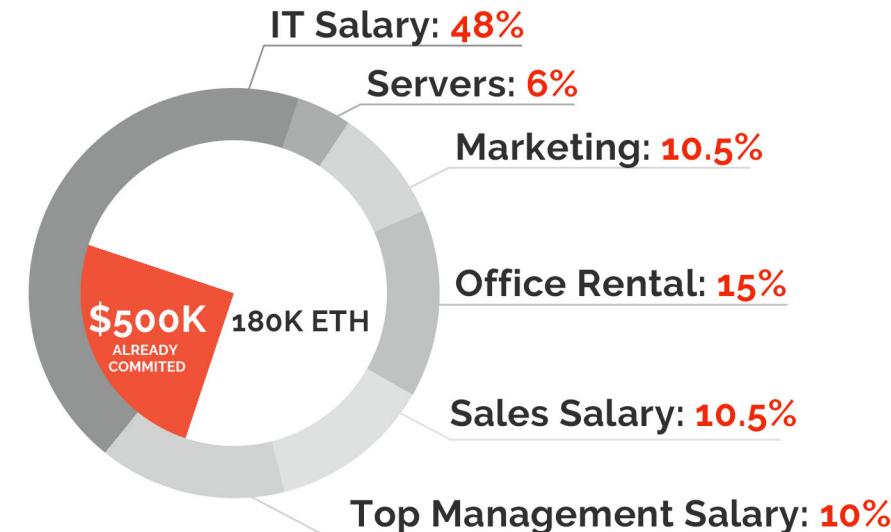
U S E O F F U N D S

The Ask: \$50,000,000

Raising: max **\$50M (~180K ETH)** via ICO

Previous Funding: **\$500K** in Pre-Seed

ICO close date: **December 15, 2017**



MINSK, BELARUS OFFICE

97,560 ETH IT DEVELOPMENT

- > Doft Android 2.0 (blockchain)
- > Doft iOS 2.0 (blockchain)
- > AI predictions of empty trucks
- > Scale AWS servers to collect more data
- > 80 Senior IT professionals

GOAL:

- EASY TO USE APP WHICH FINDS TRUCK
- ON-DEMAND IN 120 SECONDS

18,720 ETH SALES TEAM

- > Hire 35 sales managers during 3 years
- > Hire 5 technical support specialists

SAN FRANCISCO, CA HQ

18,720 ETH MARKETING

- > Automated marketing 90%
- > Google Adwords 5%
- > Facebook Ads 5%

GOAL:

- 2,500,000 CUSTOMERS
- 200,000 TRANSACTIONS/MO
- \$10M/MO REVENUE

18,000 ETH TOP MANAGEMENT

- > Partnerships
- > Investor relations
- > Major customers
- > 3 co-founders: CEO, CTO, CMO
- > 3 VPs: Sales, Bus. Dev., Tech.

INVESTORS & ADVISORS

Investors



Mikalai Martsul

*Founder at North River
Partners*



Eugene Pozdnikov

*Managing Director and COO,
U.S.A at Bell Integrator*



Steffen Hellmold

*Vice President Technology Strategy
at Western Digital Corporation*

Advisors



Pat Hull

*Founder of
GetLoaded.com. Made
an exit. Operates PHULL
Holdings, an investment
firm backing innovative
and creative ideas.*



David Gee

*10+ years in TIA board of
directors.*



Leonard Grayver

*Venture Capital and Startup
Lawyer. Partner at Greenberg
Whitcombe Takeuchi Gibson
& Grayver.*

Total Professional Experience: 50+ Years in Logistics and Trucking