

2017

CamOnRoad White Paper

make profit from every ride

Comprehensive information about the project history, current features, roadmap, core team and the crowd sale event is provided in this document. We had tried to make it clear, useful and inspiring



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1. CAMONROAD PLATFORM EXECUTIVE SUMMARY

Today there is hardly a global player in the IT market who questions the fact that data is new oil. In the information age cost of digital gold depends only on quality of the raw data and the depth of its processing. That's why the artificial intelligence area is one of the hottest topics in the industry. Thanks to such giants as Google, Facebook, Microsoft and Apple that use the methods of machine learning for recognition of various objects in photos and videos, we've got self-driving cars, face recognition technologies and those funny ears in our selfies in Instagram.

These companies have made significant progress in the area of development of artificial intelligence technologies, in large part due to accumulated huge amount of data, which are required for training the recognition algorithms. Other organizations wishing to use artificial intelligence methods for improving their business performance, should either have their own data for training, or buy large amount of data, the value of which will grow with the development of technology.

Smart Labs team has developed and issued a platform called CamOnRoad, which in the real time collects, stores and processes a lot of videos and telemetric data from automobile roads from all over the world. The basic parts of the system include: mobile application – dash camera, private cloud storage, artificial neural networks for processing video, public cloud storage and video search engine.

1.1. Core features

Thanks to the basic functionality of CamOnRoad, this solution is in high demand among a large number of users who at least occasionally sit behind the wheel of a car. Today the following functions are available:

- Dash camera as CamOnRoad mobile app for Android and iOS with the functions of a trip computer and speed cameras detector;
- Automobile online navigator with the elements of augmented reality;
- Streaming or uploading the users' videos to a cloud storage with the system of video validity verification;
- The possibility for the users to earn internal cryptocurrency of the app (CAM) if they permit public usage of anonymized copies of their video records on the platform (audio track would be deleted);
- The possibility of neural networks training to search for various objects (people, dogs, billboards) and events (traffic accident, meteorite fall) in videos;
- Search for videos by place, date, time, recorded events or objects (for example, search by plate numbers);
- Subscription to various events or objects appearing in the uploaded videos (for example, red light running of a random vehicle).

1.2. Mobile application

In order to install free mobile application CamOnRoad, the user needs to download it from the official store of respective platform (Apple App Store or Google Play Market). All basic functions of the app, such as: video registration, warnings about speeding in the coverage area of automatic control cameras, trip computer, online navigation, and POI layers based on augmented reality technologies are available to users right after installation, without registration, authorization or any payment.



In order to use the cloud storage of videos, the user needs to register and sign in. Each new registered user of CamOnRoad gets 2GB free space in the cloud. Private cloud storage provides the users with an opportunity to spare memory of their device, share videos in social media, send them to their insurance company or traffic police investigator. In some cases sending videos to the cloud storage makes life much easier, because the evidence will be kept safe even if your device is broken or lost. For example, many Uber drives all over the world use the function of streaming videos from inside their car to the cloud storage to reduce the risk of unlawful acts towards them.

2. DESCRIPTION OF CAMONROAD PLATFORM

2.1. CamOnRoad mobile application

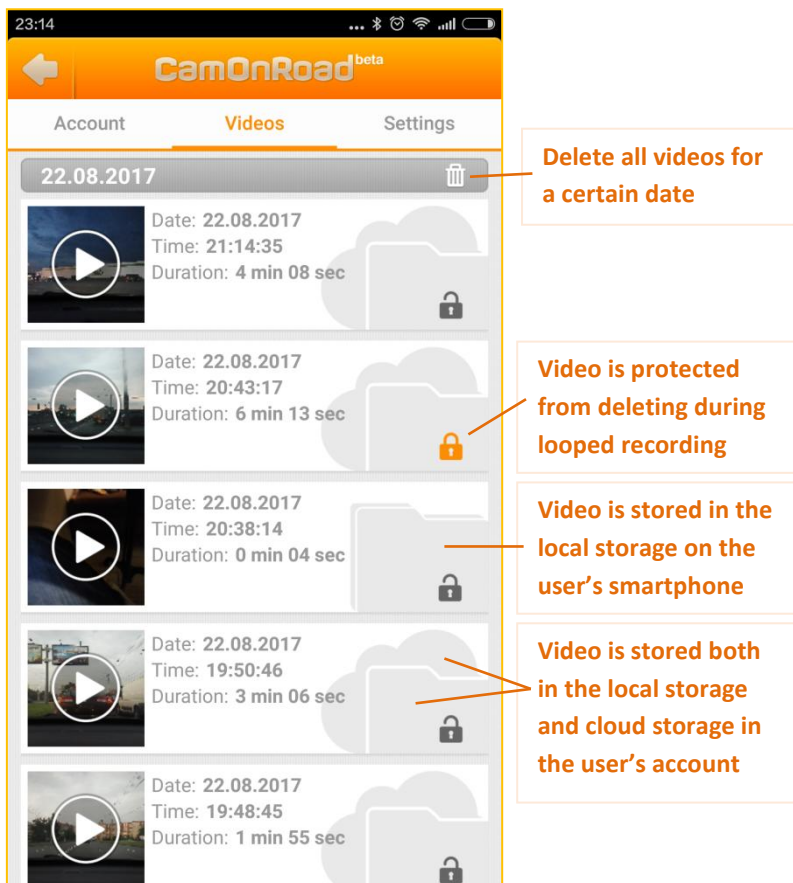
2.1.1. Description and basic scenario of use

CamOnRoad project was initiated and is developing as a response of its founders to negative experience of communication with participants of traffic accidents, insurance companies and traffic police. That's why the project features a mobile app which should substitute dash cameras as a separate device for video recording, and to ensure maximum protection of users against fraud, unlawful actions and the risk of evidence loss.

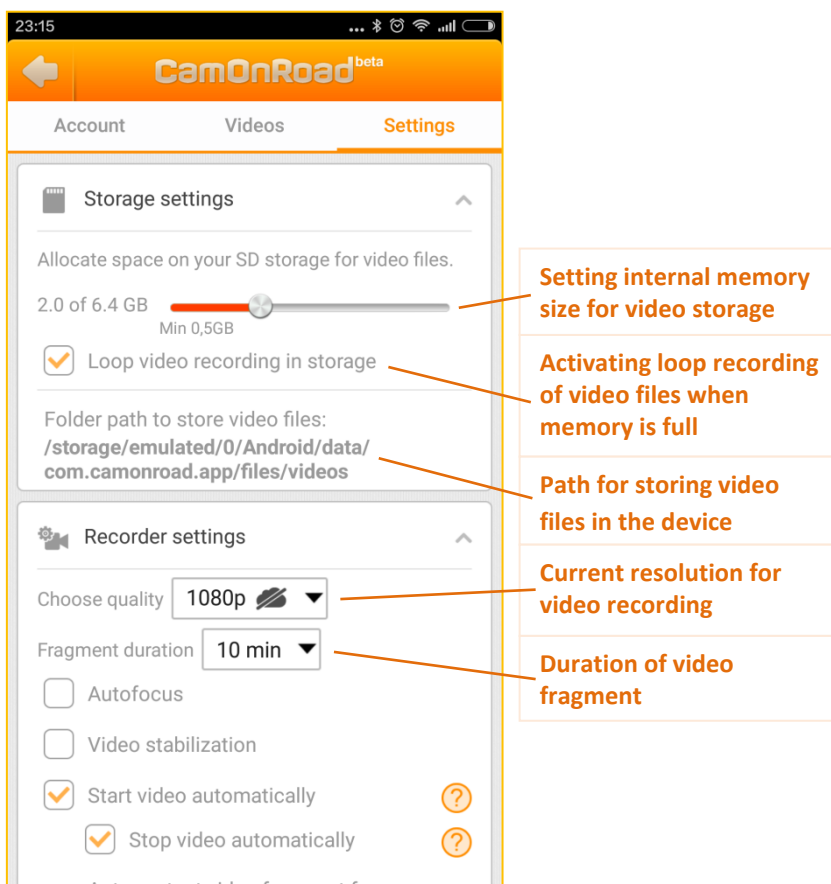
Once the user starts the app, the main screen appears. Here you can find all required functions, necessary for comfortable and safe driving.



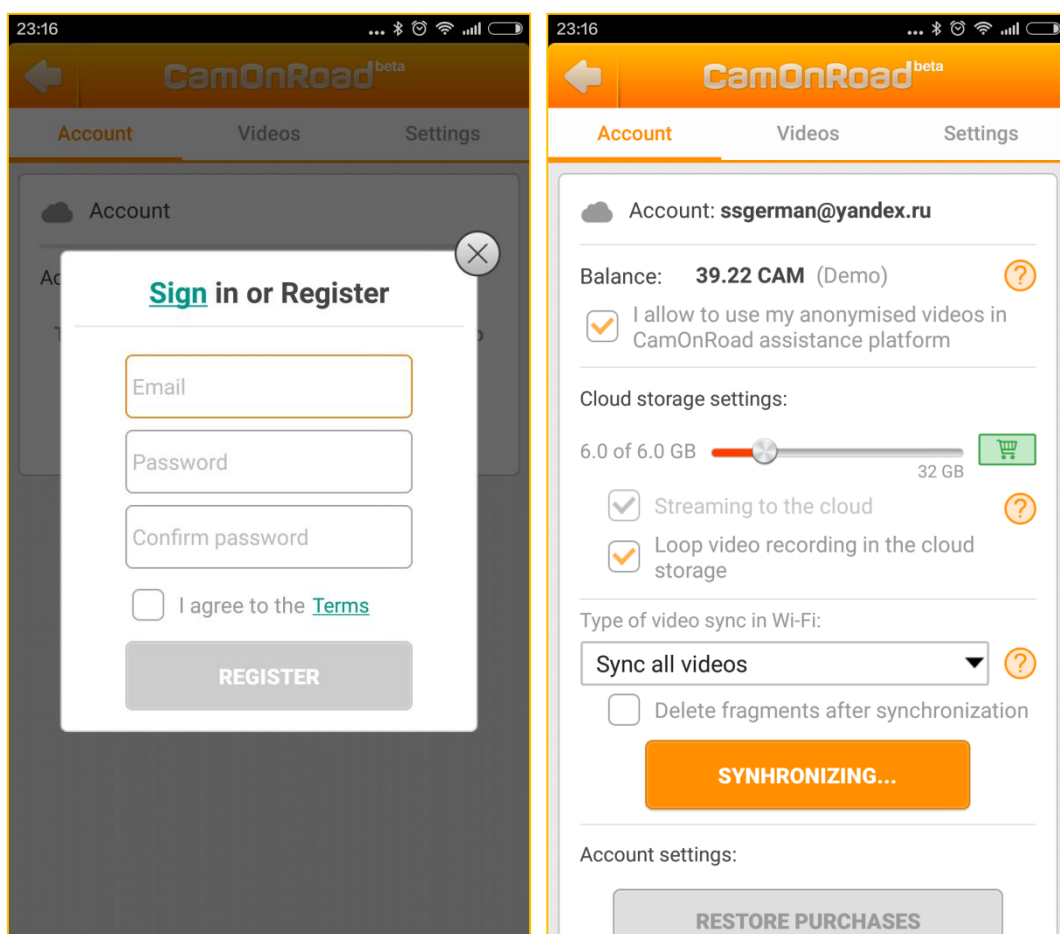
In order to start using the app with default setting, turn on video recording by tapping on the red button “Start”. Video will be recorded at 480p resolution by 10-minute segments. If the user wants to play its records, change settings or register in the cloud storage, they need to tap on the burger menu. The screen with saved videos will appear, where the videos are grouped by data as shown in the figure:



In order to change video recording settings or size of local video storage, go to the next tab of the section:



In order to be able to store videos in the cloud storage, and to get access to all CamOnRoad platform functions, the user should complete a quick registration process:



After registration each user gets 2GB of free space in private cloud storage. Users can rent more space in the cloud storage for 2 years by tapping on the cart icon. After successful completion of the crowdsale, the user can buy additional space using tokens earned.

Right after registration and authorization, the user can use all functions of the cloud storage. In order to begin streaming video in the cloud, just tap on the cloud icon on the main screen.

2.1.2. Earning tokens in the mobile application

After successful completion of ICO, all registered and authorized CamOnRoad users can earn the project's internal currency – cryptographic CAM tokens based on Ethereum.

To do so, the users don't need to do anything new or unusual: they just need to tick off the box "Use anonymized videos in the mutual aid system", and continue driving as they used before, streaming their videos or uploading them to the cloud storage. The system will automatically make anonymized soundless copies of the videos and place them in a separate public segment of the cloud storage, not connected with the user's private cloud. The copies of videos will be processed using neural networks, and CAM tokens will be accredited to the user's account.



The system awards the tokens only for on-the-road videos, containing geopoints (GPS/GLONASS coordinates). Camera of the smartphone should be directed on the road. During video processing by neural network, the videos are checked for correspondence to the said conditions. Neural networks search through the videos for cars and plate numbers, after that the system awards tokens for each unique (within one record) pair of number plate/geopoint in accordance with the following rules:

- The system will award 0.01 CAMs for each revealed unique pair of plate number/geopoint until the total amount of tokens acquired by the user on the platform reaches the limit of 100,000;
- The system will award 0.005 CAMs for each revealed unique pair of plate number/geopoint until the total amount of tokens acquired by the user on the platform reaches the limit of 200,000;
- The system will award 0.004 CAMs for each revealed unique pair of plate number/geopoint until the total amount of tokens acquired by the user on the platform reaches the limit of 300,000;
- The system will award 0.003 CAMs for each revealed unique pair of plate number/geopoint until the total amount of tokens acquired by the user on the platform reaches the limit of 400,000;
- The system will award 0.002 CAMs for each revealed unique pair of plate number/geopoint until the total amount of tokens acquired by the user on the platform reaches the limit of 500,000;
- And finally, the system will award 0.001 CAMs for each revealed unique pair of plate number/geopoint until the total amount of tokens acquired by the user on the platform reaches the limit of 500,000.

Now this functionality is available in the mobile app in demo mode. Any user can evaluate its additional earnings while driving in the city as they used to do every day.

The first 6-12 months after the launch of the functionality for the commercial use, a thirty-day moratorium will be applied for the transfer of CAM tokens from the app to Ethereum. Thus, if a user earns 1 CAM today, they can transfer it to their Ethereum wallet not earlier than upon expiration of a 30-days' period. Thus the team will be able to reveal cases of fraud with fake GPS coordinates or plate numbers in the video records, and train neural networks how to detect such videos automatically.

2.2. Cloud storage for videos

Today the video cloud storage consists of two clusters of servers, located in two DPCs and connected to different baseline communication operators in St.Petersburg. One of the clusters, a more powerful and capacious one, is called Private Cloud; it processes and stores users' videos. The second, less powerful one, is called Public Cloud; it processes and stores public copies of videos.

The complete list of CamOnRoad equipment is given in the Table:

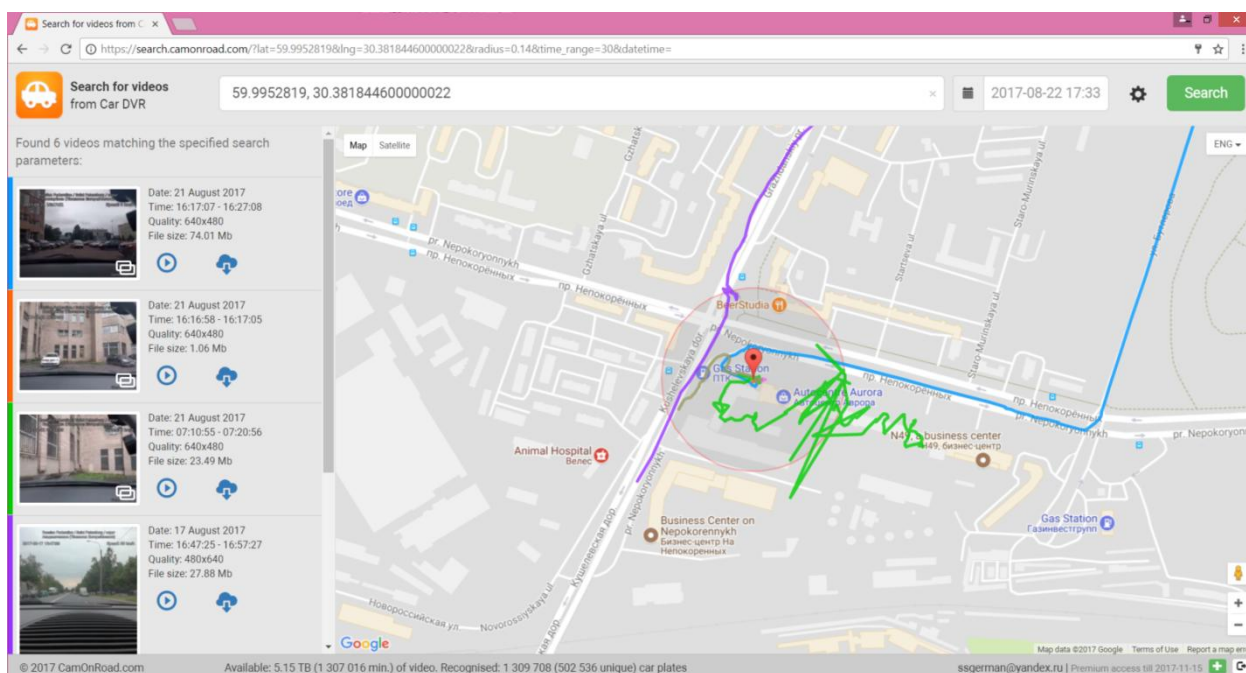
Equipment type	Model
Server	HP ProLiant DL380 G4
Server	Supermicro 5017C-MTF 1U
Server	Supermicro X8DT6 (CSE-826E1-R800LPB)
Server	Supermicro 5017C-MTF 1U
Server	Supermicro X7DWU (815TQ-R650UB)
Server chassis	HP BL7000C (chasis)
Server blade	HP ProLiant BL490G6, 142GB
Server blade	HP ProLiant BL490G6, 142GB
Server blade	HP ProLiant BL490G6, 142GB
Server blade	HP ProLiant BL490G6, 142GB
Server blade	HP ProLiant BL490G6, 142GB
Server blade	HP ProLiant BL490G6, 142GB
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Server blade	HP ProLiant BL490G6, 142GB
Server blade	HP ProLiant BL490G6, 142GB
Server blade	HP ProLiant BL490G6, 142GB
Server blade	HP ProLiant BL490G6, 142GB, 2xSSD 250 GB
Server blade	HP ProLiant BL490G6, 142GB, 2xSSD 250 GB
Storage system	HP MSA2312sa, 12xHDD 450Gb SAS
Storage system	HP MSA2312sa, 4xHDD 450Gb SAS
Disk array	HP MSA60, 12xHDD 1TB SATA
Disk array	HP MSA60, 6xHDD 1TB SATA
Switch	Cisco Catalyst 2960-24TTL

Access to private and public video records of users is provided by two frontend servers. Each one for each DPC. Besides, two server blades with their own storage systems on the basis of SSD are allocated for video copies anonymization and processing of these copies by neural networks.

2.3. Video search engine

The project of a public cloud and search system evolved from a system of drivers' anonymous help to each other, when the drivers who had witnessed a car accident wanted to help the victim by providing the video evidence they possessed, but at the same time they didn't want to stand in a queue to the traffic police investigators and waste their time trying to solve

someone else's problems. Over time the project grew into a standalone system of searching through videos recorded by dash cameras.



When the service grew more popular, the owners of stolen cars and insurance companies started to turn to us for help. Number of search requests increased, as well as the database of public videos. At some point it became difficult to support the system functionality at our own cost, not to speak of its development.

Then it was decided to make the external users of mutual aid system pay for access to the video records database. External users are those users who don't upload public video records to the platform, but who search for videos and download the content. This solution, on the one hand, allowed us to partially reduce the load on the search system and update the hardware of the public cloud, but, on the other hand, significantly reduce the growth rate of the platform.

Having solved one problem, we created another one, the reasons of which are obvious: users upload public videos to the mutual aid system free of charge, and we are forced to sell access to the system created by the common efforts of its users. And we found a fair solution to this problem by implementing a block-chain project. Now the users of the application that create content and upload it to the platform will earn internal tokens, and the users, who need access to the platform content, can get it by paying for access with the same CAM tokens purchased from application users directly or from the CamOnRoad platform itself.

2.4. Artificial neural networks

Unlike text and graphics, video is quite difficult for processing and indexing. Searching for data in videos is impossible without prior time-consuming analysis of video records. 5 years ago such analysis, with rare exceptions, could only be performed manually. Today, thanks to computer vision and machine learning technologies you can train artificial neural networks how to search

for and recognize almost any object in the video: cars, pedestrians, road signs and markings, billboards and signboards.

To make the stored data more valuable, each public video on the platform is processed with a set of neural networks, each having its own individual specialization. Currently the system is able to reveal and recognize the following elements in videos:

- state number plates of the vehicles;
- some makes of vehicles;
- some models of vehicles;
- some road signs.

After processing each video, the system supplements the search index with the detected data with reference to the video file, the second of the video from its start, and the geographical coordinates where the data have been found.

Currently we are working on the second generation of artificial neural subsystem of CamOnRoad platform, with TensorFlow library used as the basis. The first generation of subsystem is under production, which is based on OpenCV and OpenALPR libraries (for double control of correctness of automobile numbers recognition).

2.5. CamOnRoad SDK

Currently we have started to design SDK, in order to be able to connect external mobile applications (of dash cameras and separate devices for video registration) with the access to data transfer networks to CamOnRoad platform. The release is planned for May 01, 2018.

3. ISSUE OF CAM TOKENS

3.1. Creation of CAM tokens

The active phase of CamOnRoad tokens crowdsale will start at 00:00 on September 15, 2017

CamOnRoad smart contract will generate 10 million CAM tokens based on ERC20 standard. No more tokens will ever be issued for the platform. The total of 6,500,000 CAM tokens will be issued in the process of ICO.

3.2. Presale of tokens

Up to 100,000 CAM tokens at the price of 800 CAM/ 1 ETH will be issued within the framework of the tokens presale program. Presale of CAM tokens will start after the smart contract launch and after target block 4230247 will be found by Ethereum network. You can find out the exact data and time of presale by subscribing to newsletters at official ICO project website (<https://ico.camonroad.com/>).

CAM tokens presale phase will end at 23:59:59 on September 15, 2017 (Moscow time) or earlier, upon reaching the limit of 100,000 sold CAM tokens.

3.3. Users Recognition Fund

In order to set bonfire quickly, you need to add gasoline to it.

Smart contract will issue 1 (one) million tokens from the total issue of 10,000,000 CAM tokens for the formation of the fund, which will help to launch all planned business processes of CamOnRoad platform.

3.3.1. Awarding early users for uploading public videos

Within a certain initial period upon successful completion of ICO, CAM tokens earned in the mobile app in accordance with item 2.1.2., will be allocated to users from the Users Recognition Fund.

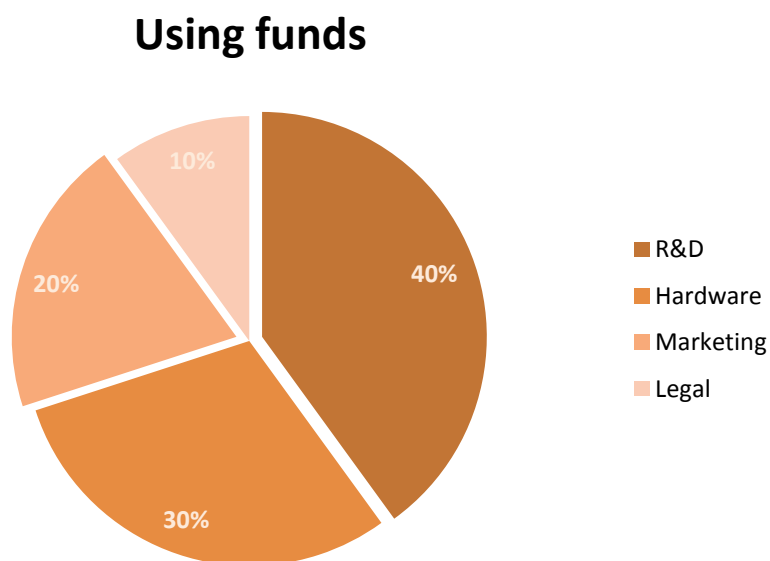
Based on calculations, by the time the half of the Users Recognition Fund is used, the number of tokens arriving to the platform as payment for its services will exceed daily payments made to the app users, who upload public videos to the platform.

3.3.2. Bounty

Up to 150,000 CAM tokens from the User Recognition Fund will be distributed among the participants of preliminary open testing of smart contract. The amount of reward for each bug found in the contract will be determined by the project team individually.

3.4. Using funds

The profit from CAM tokens sale will be used for financing further development of CamOnRoad platform, development of hardware infrastructure of the project; getting new users and clients, patenting unique developments of the team. It will be divided between the listed expense items in the following proportions:



- **R&D - 40%.** We already have a development center in St.Petersburg, in which 12 developers, engineers and designers are employed. In order to achieve our goals, we plan to focus more efforts on server development and machine learning;
- **Hardware - 30%.** We have a park of our own servers, sufficient for provision of current functionality of the project, but we expect an active growth both of the users database, and the volume of the video stored. That's why we'll need to upgrade the current infrastructure and build 4 new nodes for content storage and processing. One for Asia, Western Europe, North and South America;
- **Marketing - 20%.** CamOnRoad mobile application has already been downloaded over 1 million times, more 100 thousand active users are using it monthly all over the world. We don't think that we'll need a big budget for the app promotion, after the users start getting profit from their regular rides. "Jungle telegraph" works better than commercials. In our marketing campaign we'll focus our main efforts on corporate users of the content, by explaining the profit they'll gain if they start using the platform in their business processes;
- **Legal - 10%.** We'll definitely carry expenses for adjustment of application for the use in some countries. Probably we'll have to develop different user's agreements for the residents of certain territories. Moreover, we have planned some expenses for obtaining patents for unique solutions, which have already been developed by the team.

3.5. Spending funds

After successful completion of ICO CamOnRoad, smart contract will transfer the used funds for storage to a protected multi-signature wallet. The funds can be issued from the wallet account only if 2 of 3 signatures of authorized team members are present.

- Sergei Germanovich – Founder, CEO;
- Boris Shmelev – Co-Founder, CFO;
- Paul Rudnitskiy – System Architect.

In general, our P&L doesn't expect that our monthly expenses for the next 24 months exceed **\$100 thousand** in equivalent. If at some point of development the project would need some expenses in excess of this monthly limit, we'll officially request support of this decision from the community through the official communication channels of the project. If you see debiting for a calendar month, that exceed this limit without an official justification of such expenses, please contact the team, something goes wrong.

3.6. Reserved tokens

We make a limited issue of CAM tokens due to the fact, that the team doesn't have a goal to gather an excessive amount of funds for platform development during the crowdsale. We believe that extra funds will prevent the team from reaching goals, because of the lack of motivation. Our goal is to daily increase the cost of each issued CAM token on the account of increasing the number of users and the depth of data processing, and that is why:

We reserve 25% of the total issue of CAM tokens (2.5 million CAM) for the founders of the project, early investors and the team. After successful completion of ICO, these tokens will be

closed in smart contract for 18 months, during which they cannot be sold, given or transferred in any other way. This is our personal motivation for achieving the project goals.

5. MARKET SITUATION

Fundamentally and strategically CamOnRoad platform is a marketplace for video and other data with the high depth of processing.

For one group of users the mobile application serves as an easy tool for generation of raw data by means of video recording and applying internal sensors of the user's device, which they sell on the Platform, let's say, for **X** USD.

The platform processes the uploaded data with a set of artificial neural networks and extracts additional information, formalizes it, classifies and provides a user-friendly interface for accessing all obtained data. By doing so CamOnRoad adds value to the stored data.

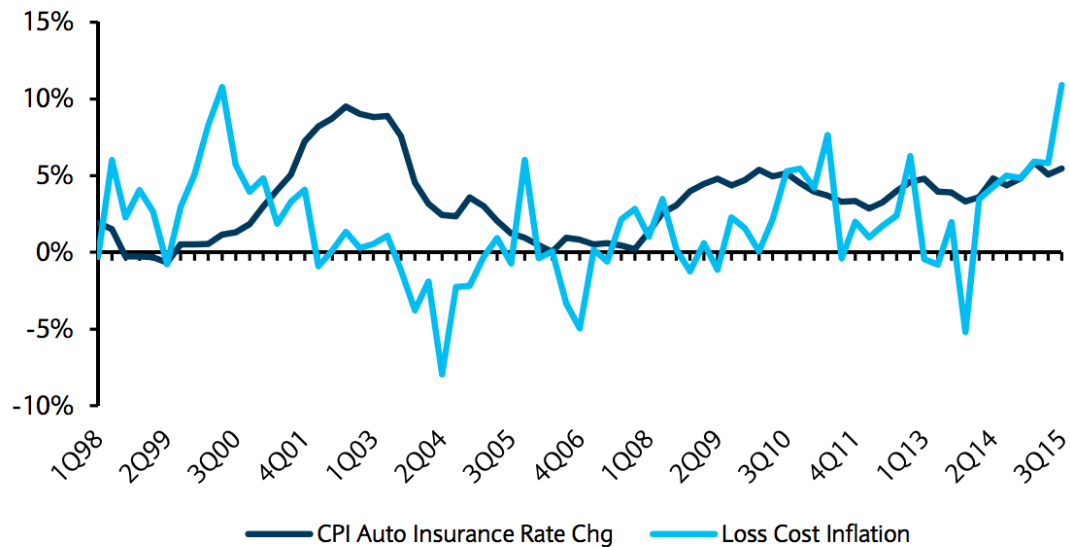
The other group of users wishes to solve their personal or business tasks by obtaining video- and telemetric information recorded in a certain place and time, or containing certain events and/or objects. This group of users buys access to such information, let's say, for **2X** USD.

Let's consider the main types of the clients, who have been contacting us to get access to such information.

5.1. Insurance companies and their clients

In 2016 only in Russia losses incurred by insurance companies due to fraud amounted to 40 bn. rubles. At the same time, because of the sectoral sanctions imposed against Russia in 2014, the Russian insurance companies are not able to reinsure these risks on the international market any more. Presently these are direct losses of the insurance businesses, control of which is the first priority for owners and top managers of insurance companies.

Personal Auto Insurance Prices and Loss Cost Inflation



Note: Comprehensive auto quarterly claims are excluded in states with significant catastrophe activity.

Source: Bureau of Labor Statistics, ISO, Barclays Research.

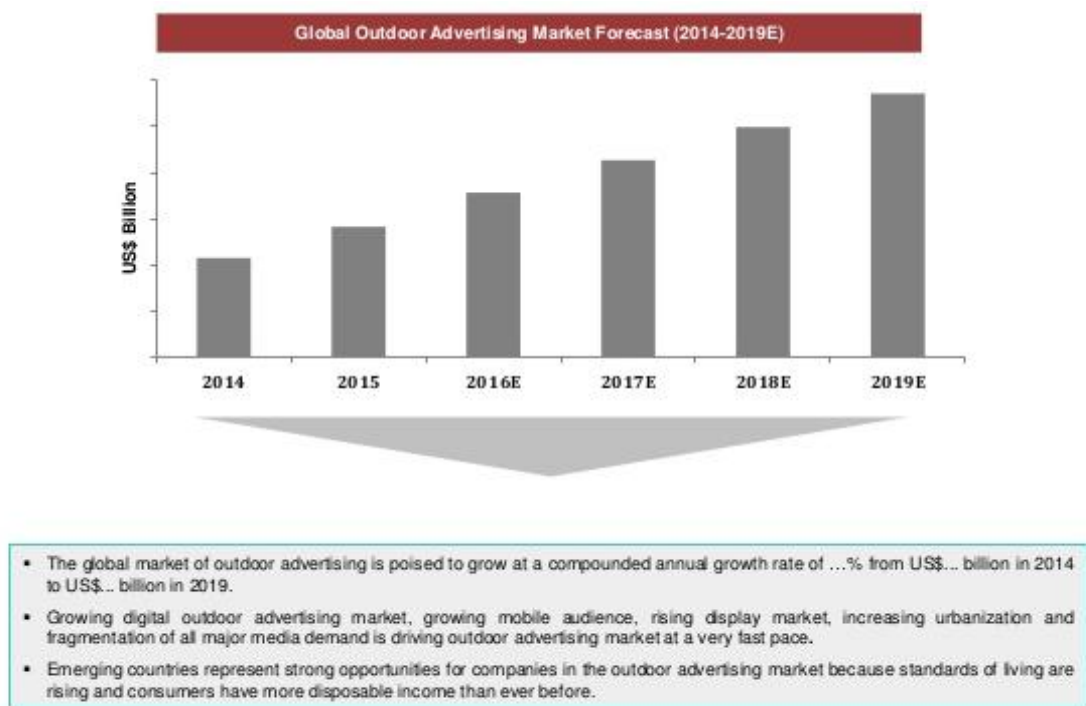
Our system helps to establish whether a traffic accident occurred in a certain place and time, which cars were involved, what was their position on the road. If there is no video from the scene of the traffic accident, the system helps to determine whether the cars of traffic accident participants, specified in the application, were seen somewhere else.

During the first half of 2017 we've got several requests for collaboration from insurance companies. Before successful completion of ICO, all of them were offered to use the general search interface and tariffs for access.

Besides insurance companies, participants of traffic accidents also use the search system to find video evidence if the situation is disputable.

5.2. Outdoor advertising companies and advertising agencies

Outdoor advertising market takes 6% of the total volume of the world advertising market. Players and clients of this segment are very concerned about the issue of controlling the performance of contractual obligations, and the quality control over placed materials during the entire advertising campaign.



Judging by the applications received by our company in 2016/2017, today these processes are either not controlled at all (which fact is used by dishonest advertising agencies), or their control is quite expensive and is associated with physical visit of all purchased advertising spaces.

With the growing number of CamOnRoad audience that allows the use of video recordings for public purposes and, correspondingly, with the growth of the volume of stored and processed content, users of the search system will be able to upload a reference image of any advertising billboard onto the platform, and the neural network will find all the places where this billboard was seen, and indicate the date and time when the video was recorded.

5.3. News agencies and other Mass Media

When a resonating incident takes place, for each news agency or mass media it is critically important to be the first one who gives a picture from the scene of occurrence. Almost all of them pay considerable money to the authors, buying rights to incidentally recorded videos.



Some agencies, such as Life News, create their own branded projects of social journalism, where the recorded materials can be sold to the agency directly in the mobile app. Fee for each video is from 500 rubles.

For such category of users we already provide an option of searching for videos by place, date and time. With the development of artificial intelligence subsystem, we will be able to search for videos by patterns of captured events. It can be anything: a traffic accident, wild fire, meteorite fall, UFO landing.

5.4. Road construction companies and service providers

The basic scenario of CamOnRoad mobile app involves not only video recording, but also reading data from internal sensors of the user's smartphone, such as accelerometer and gyroscope. In this case accidents can be detected, and important video records are protected from accidental deletion.

This allows the platform to collect and process not only video data, but also some telemetric information, from which the system can extract data about the quality of the roadway, the presence of large pits and potholes. Today we're composing an international map of roads quality, where the information about deficiencies of the road can be confirmed by a video record made on that place.



At the moment, it is difficult to evaluate the volume of this market, but we roughly estimate it as “big”, especially since the incoming request for this kind of information has already been received from Rosavtodor company. The purpose is to remotely control the contractors’ work.

6. TEAM

6.1. Our mission

To make the world safer and better by applying artificial intelligence technologies.

6.2. Our values

Honesty and transparency

Video data is very sensitive content. That’s why we make the global platform for collecting, processing and storage of these data public and open. CamOnRoad is developed by our team, but managed by all community.

Technological perfection

We want to make artificial intelligence technologies in the area of recognition of visual images and objects perfect, useful and casual.

To lead, not to follow

We are doing something that no one has ever done before, and at the time when someone is trying to copy us – we are doing something else.

6.3. Our team



Sergey Germanovich – Founder, CEO

Serial entrepreneur. Founder of one of the first offices of cryptocurrencies exchange in Russia (<http://bitcoex.ru>, 2013), founder of Indoor Guide project (<http://indoorguide.co>, 2015), the first multimedia interactive museum guide, based on the technology of indoor navigation.

Extensive experience in managing design process and development of software products for b2c and b2b markets. 12 years of experience in leading positions in top IT companies of St. Petersburg, such as Bercut (bercut.com), and i-Free Group (www.i-free.com).



Boris Shmelev – Co-Founder, CFO

Boris is a businessman and investor with rich experience in IT, hospitality, FCMG and finance areas. He has an extensive experience in corporate development, finance management, building relationships with investors and government authorities.

His interest in computer vision and artificial intelligence technologies, as well as his personal negative experience of participation in traffic accidents became the impetus for the start of the project.



Alexander Filippov – CTO

Alexander has a 9 years' experience in software development. His main specialization is high-loaded systems, computer vision and machine learning technologies. Alexander has a master's degree in IT, he's a block-chain enthusiast.

For the last 2 years Alexander has been managing development of project software, transforming our shared vision into real product.

Paul Rudnitskiy – System Architect

Paul has 14 years of experience in developing architectures of big commercial and technological platforms, 8 years of experience in virtualization (KVM, xen, vmware) and 7 years of experience in devops (gitlab ci, jenkins, concourse, ansible, chef). Pavel consulted many big companies on deployment of hardware infrastructure, for example Korus Consulting (<http://korusconsulting.com>, over 700 employees).

Starting from initiation and launch of the Ethereum project, Pavel is an enthusiast of this platform. Today Pavel is responsible for development of smart contracts for CamOnRoad platforms (solidity) and integration of blockchain into system.

Boris Rozhko – Backend Team Lead

Boris has 8 years of experience in fullstack development of business software, e-commerce and videostreaming projects. Deep knowledge of mathematics and cryptography helps him to create algorithms of video verification guarantees.

Alexander Malyshkin – Android Dev Team Lead

Alexander has a 5 years' experience in software development for Android platform. Visionary of artificial intelligence technologies with strong analytical skills.

Vitaly Verkash – iOS Dev Team Lead

Vitaly is not only a highly qualified iOS developer, he's also a strong manager, who knows how to plan teamwork. IOS development group always hits its targets.

Vitaly Usov – Senior iOS developer

Vitaly has a 4 years' experience in developments for iOS platform, during which he implemented or took part in implementation of many projects for the customers from Western Europe.

7. FINANCIALS

Now the project gets its main profit from the users of mobile app, who acquire additional cloud space for storing their personal videos in the private cloud. The second source of profit are the users of search system, who buy a paid access to the public video content for fiat currency and cryptocurrency at search.camonroad.com/.

After successful completion of ICO, a perspective business model will be implemented, which is based on circulation of CAM token in the system. Schematically it can be represented in the following way:

- A driver - user of CamOnRoad mobile application, drives to work from home, or home from work as usual, with video recording turned on in the mobile application. At that “Allow public use of video” box is ticked off.
- Once a video gets into the cloud, the system makes copies of the user’s video, processes them and accrues 1 CAM for each conditional unit of the content. After that it permanently deletes user’s data and sound from these copies.
- Then the videos processed by neural networks together with all the data extracted from them get to the public storage and are indexed by CamOnRoad search system;
- Any Internet-user needs video content recorded in a certain place, time or containing certain objects and/or events. He or she goes to search.camonroad.com and buys access to these data at a price of 2 CAM for each conditional unit of the processed content.

CAM tokens will be available for purchase on the search system website directly from the drivers who have earned them, or on cryptocurrency exchange floors, where such tokens will be traded.

7.1. Conservative scenario

In the conservative scenario, we raise money from the community on the lower limit of ICO, and having set the priority on CamOnRoad product development, allocate a smaller budget for marketing, while focusing more on gamification of rides and social promotion of the project.

When performing ICO on the lower limit, we raise 10,000 ETN by selling 4 million CAM at an average price of 400 CAM/ETN. Thus, according to the terms of the smart contract, the Users Recognition Fund will additionally receive ~ 2.5 million unsold CAMs and its volume will reach 3.5 million CAMs; 2.6 million CAMs from the fund will be spent on compensation to the users who upload their videos to public storage.

Indicator	4Q2017	1Q2018	2Q2018	3Q2018	4Q2018	1Q2019	2Q2019	3Q2019
Application installs	1.3M	2.4M	4.6M	8.7M	16.6M	29.9M	53.8M	102.2M
Active mobile users	0.12M	0.29M	0.57M	1.04M	2.49M	5.98M	13.5M	27.6M
Public video miners	25.2K	63.8K	158.7K	393.6K	977.5K	2.60M	5.63M	12.05M
Rewards, CAM	0.327M	0.59M	1.299M	2.827M	5.591M	12.67M	27.52M	55.92M
Search engine active users	0.06M	0.21M	0.68M	1.95M	5.06M	11.65M	23.31M	46.62M
Paying customers	0.01M	0.019M	0.061M	0.176M	0.455M	1.048M	2.09M	4.20M
ARPPU, CAM	6	7,5	9	10,5	12	13.5	15	15
Revenue, CAM	0.06M	0.14M	0.55M	1.85M	5.46M	14.15M	31.35M	63.14M
NPV, CAM	-0.267M	-0.45M	-0.75M	-0.98M	-0.131M	1.48M	3.83M	16.52M
CAM/ETH rate	300	280	250	210	180	150	130	100
NPV, ETH	Users Recognition Fund					9867	29462	165200
NPV (est.), USD	Users Recognition Fund					2.96M	8.84M	49.56M

We plan to compensate for the possible lack of video coverage in the territory of the business customers’ interest by sending tasks to the users and slightly modifying their current (or regular) route, which will satisfy the customer's needs, and the user will receive an additional bonus.

7.2. Best-case scenario

In the best-case scenario we raise money on the upper limit of ICO, and fully implement the plan of marketing activities. Thus we'll be able to attract the target audience of the platform quicker in both directions, and to actively develop the direction of services for business.

When performing ICO on the upper limit, we will sell all 6.5 million CAMs, and the Users Recognition Fund is limited with the ceiling of 1 million CAMs, specified in the smart contract. It is more than enough to get the platform to the targeted indicators as shown in the table below.

Indicator	4Q2017	1Q2018	2Q2018	3Q2018	4Q2018	1Q2019	2Q2019	3Q2019
Application installs	1.5M	3.15M	6.3M	11.97M	22.14M	39.86M	67.76M	111.8M
Active mobile users	0.14M	0.35M	0.76M	1.44M	3.32M	7.97M	16.94M	30.19M
Public video miners	0.027M	0.07M	0.20M	0.53M	1.27M	3.32M	7.06M	13.53M
Rewards, CAM	0.35M	0.64M	1.63M	3.81M	7.26M	16.18M	34.51M	62.79M
Search engine active users	0,12M	0,39M	1.17M	3.39M	7.79M	17.81M	43.63M	102.54M
Paying customers	0.02M	0.05M	0.14M	0.41M	0.89M	1.95M	4.58M	10.24M
ARPPU, CAM	6	7,5	9	10,5	12	13.5	15	15
Revenue, CAM	0,12M	0.38M	1,26M	4.3M	10.68M	26.32M	68.7M	153.6M
NPV, CAM	-0.23M	-0.26M	-0.37M	0.49M	3.42M	10.14M	34.19M	90.81M
CAM/ETH rate	300	280	250	210	180	150	130	100
NPV, ETH	Users Recognition Fund			2333	19000	67600	263000	908100
NPV (est.), USD	Users Recognition Fund			0.69M	5.7M	20.28M	78.9M	272.43M

Like in the conservative scenario, we plan to implement some gamification to the platform, by using augmented reality engine developed by our team.

The developed scenarios will resemble a gameplay of the famous game Pokémon Go, only adapted for drivers, the purpose of which will be completion of a veiled customer's task for a reward.

8. CAMONROAD SMART CONTRACT

8.1. Detailed information

Compilation and start of CamOnRoad smart contract is planned for 21:00:00 UTC, August 31, 2017; but official CAM tokens sale will start on September 14, 2017, at 21:00:00 UTC. Only 100,000 tokens can be sold under the presale program from the date of compilation and launch of smart contract until the official start of sale.

- Only Ether can be used for buying CAM tokens;
- Sale of CAM-tokens will last for 30 days, but can finish earlier, when the respective conditions of smart contract are met;
- CAM tokens will be created in real time in response to Ether arriving to smart contract;
- If the minimum conditions of ICO success are met (10,000 ETH collected), but less than 6,500,000 CAM sold, all unsold tokens will be added to the Users Recognition Fund, described in item 3.3.;

- Upon successful completion of smart contract, CAM tokens will never be created again.

8.2. Example of CamOnRoad smart contract application

During the token event we expect, that in response to incoming payments, exactly 6,500,000 CAMs are created.

Upon completion of the token event, the following additional CAMs are created:

1,000,000 CAM – for the Users Recognition Fund;

2,500,000 CAM – for the founders, early investors and the project team;

The total of 10,000,000 CAMs was created, of 6,500,000 CAMs of which can be transferred upon the completion of the token event.

8.3. ICO schedule

CAM Token Event Schedule:

August 31, 2017 – Announcement of token event;

August 31, 2017 – Launch of smart contract, start of Pre-ICO;

September 14, 2017 – start of ICO; Start of CAM tokens sale to all who wants to buy them;

October 12, 2017 – Closing tokens sale;

November 2017 – Launch of CAM tokens on CamOnRoad for commercial use.

E-mail for questions: info@camonroad.com